

PRESS RELEASE

Freeletics allows new deities to be mastered

- **Greater range:** Freeletics is launching ten new workouts, including training specifically aimed at women and beginners
- **More variation:** The Freeletics Training Coach, with almost 1,000 individual training plans, now enables more precise tailoring to users' needs and goals
- **More flexibility:** Exercises not requiring users to have equipment or travel are particularly suitable for home usage
- **More challenges:** For experienced athletes, Freeletics knows how to keep particularly demanding deities happy

11 August 2015 – Every Free athlete is aware of Aphrodite: For many, the Greek goddess represents the entry point into the Freeletics world - but not just that, it's also the name of the workout that made the fastest-growing sports and lifestyle company famous around the world. And as of right now, 10 more deities can be mastered on top of the original 19. The new training programs offer greater variation and range for training, and a lot more. They are especially aimed at easing people into a healthy, athletic lifestyle. Now with almost 1,000 different training plans, the Freeletics Training Coach is even better at meeting users' specific training needs, and is more specifically aimed at getting women and Freeletics newcomers on board.

DESIGNED TO MEET WOMENS' NEEDS

Fewer strength exercises for the upper body, instead more exercises for the stomach, legs and bottom as well as workouts with a cardio focus – this is what many Free female athletes are seeking. So a big focus of the thinking behind new workouts was to meet these women's individual requirements, and thus six training plans have been designed exactly with female biomechanics in mind. This means the following: more individual exercises such as stand-ups, sit-ups and climbers incorporated into a workout and fewer repetitions. But overall each plan contains more circuits. This really pushes your pulse rate up high and specifically shapes women's lower body.

ADAPTED TO FREELETICS NEWCOMERS

The expanded Freeletics plan portfolio attracts more newcomers because several workouts contain a comparably higher number of breaks and require fewer exercises and rep numbers. Thus also makes easier for less sporty or overweight people to get started with the Freeletics training plans. And because they don't need you to have equipment such as pull-up bars or great amounts of space for the distance exercises such as runs or sprints, the new plans provide the ideal training parameters for anybody who prefers to train at home.

NEW CHALLENGES FOR THE ADVANCED

There's also something in the new workout for experienced athletes: With training plans that push the mind as well as the body, the athletes can set themselves new challenges and take their performance to the next level.

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FREELETICS: THE COMPANY

The vision of Freeletics is to empower everyone around the world in unleashing their full physical and mental potential and become the strongest of themselves. The products and services from Freeletics offer the most important elements for individuals to reach their full potential: Freeletics promotes and increases physical fitness, improves mental strength, willpower and self-confidence which are vital for actively shaping lifestyles in accordance with an individual's desires and goals.

Founded in June 2013, the company is now represented in over 160 countries, has more than six million members and is the fastest growing sport and lifestyle company in the world. Freeletics also sets team standards: Teamwork, achievement and performance are important values within the company and are what motivate the team of over 80 highly professional employees every day to develop Freeletics into the most definitive global digital sports and lifestyle brand and constantly optimise and expand the product portfolio.

FREELETICS: THE TRAINING

Thanks to the highly efficient and motivational physical and mental training system with over 1000 training variations in the mobile and Web app, people of every age and fitness level can train to achieve their own personalised training goals no matter where or when. The community is at the heart of Freeletics: Whether in the park, outdoor fitness course or on the playground - groups of people around the world meet up to train together. However, it is not only sport that brings people together: So-called Free Athletes can share their personal bests, get together every day online and offline, share tips and advice with new users and make friends. Freeletics connects people, shows them ways of achieving their goals and motivates them to push themselves that little bit further to become the best they can be. This concept is unique worldwide and 12,000 new users sign up to Freeletics every day.