

FREELETICS NEWS

Freeletics is getting a pacemaker:

***Freeletics Running* at the starting line**

- **Freeletics expands its portfolio with a completely new training system**
- **The young company is taking the next step towards its vision**
- **Highly individual and motivating - Freeletics Running sparks enthusiasm for running in a whole new way**
- **Free Athletes can find many elements from the well-known Flagship-App *Freeletics***

20th January 2016 - Running is not just the oldest and most natural form of movement. Running is suitable for all people who have their own life goals and are ready to work hard in order to change their life. The world's fastest-growing digital sports brand is setting the stage for this perfectly with *Freeletics Running*. The novel training system embedded in an innovative app with an extraordinary design trains the physical and mental strength of the athlete and helps them achieve each individual goal quickly and effectively.

By expanding its product portfolio, Freeletics is making the next, decisive step towards its vision of enabling each and every person to unleash their full physical and mental potential and become the strongest version of themselves.

***Freeletics Running* sparks enthusiasm for running again**

Freeletics Running is more than just an app for recording running sessions. Its training concept - developed by athletes and sports scientists - includes short, intensive interval runs, which produce fast results and stimulate maximum performance, as well as individual long-distance runs. Each week, a total of twelve different workouts push athletes to their absolute limits and - in typical Freeletics style - are named after the gods and beings of Egyptian mythology. This makes *Freeletics Running* not just unique and effective - it creates a whole new running experience.

An individual workout with exceptional user experience

Whether you are a beginner or an advanced athlete, whether you want to lose a couple of kilos or improve your stamina and speed: the digital Running Coach is suitable for every fitness level and creates training programs which are individually tailored to the training objective and personal feedback of the user. Practical audio prompts with detailed training instructions help the runner concentrate 100% on their performance - so having to look at your smartphone or running watch, which can be annoying, is now unnecessary. Due to the precise GPS function, which determines when an interval or pause is finished, running tracks or measured

distances are not necessary, even for more complex interval runs. Making athletes completely independent of place and time - already a familiar and proven principle of Freeletics.

More details at a glance

The concept

- A combination of interval and distance runs
- Interval training sessions (workouts) are completed either "as quickly as possible" or at a "moderate pace" (fartlek)
- For each training session the athlete decides what "as quickly as possible" and "moderate" means for them
- It's up to the athlete when they complete each run within a training week
- Based on the individual training plan, a week of recovery comes after an intensive training phase

The most important features

- Four different training objectives to choose from
 - Endurance
 - Speed
 - Weight loss
 - General fitness
- Tips to warmup before each training
- "Personal Best" as a Freeletics-specific reference and comparison value
- Detailed audio prompts

Costs

- 4 out of 12 workouts are available in the free version
- Digital Running Coach can be purchased at an additional cost:
 - iOS
 - 3 months: € 34.99
 - 6 months: € 59.99
 - 12 months: € 79.99
 - Android:
 - 1 month: €12.99
 - 12 months: €79.99

Languages

- German
- English
- French
- Italian
- Spanish

- Portuguese

Social Media

- o Instagram: <https://www.instagram.com/freeleticsrunning/>
- o Facebook: <https://www.facebook.com/Freeletcs-Running-384612545075156/?fref=ts>
- o YouTube: <https://www.youtube.com/channel/UCP9ZnRAk6PWpJkZrOlpYYdw>
- o Website: www.freeletics.com/en/running

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FREELETICS: THE COMPANY

Freeletics' overall vision is to help each and every person unleash their full physical and mental potential and become the strongest version of themselves. The products and services from Freeletics offer the most important elements for individuals to reach it: Freeletics promotes and increases physical fitness, improves mental strength, willpower and self-confidence, which are all vital components 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 eight million members and is one of the most successful fitness movements 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 more than 140 employees in Munich and Berlin to develop Freeletics into an internationally growing sports and lifestyle brand and constantly optimize and expand the product portfolio.

Founded:	June 2013
Founders:	Andrej Matijczak, Joshua Cornelius, Mehmet Yilmaz
CEO:	Daniel Sobhani
Company headquarters:	Munich, Germany
Number of employees:	120+
Number of users:	Over 8 million registered users (Free Athletes) worldwide
Availability:	In over 160 countries (6 languages)



FREELETICS: THE COMMUNITY

Freeletics is primarily characterized by its strong community: more than seven million users compare their personal achievements with those of friends and athletes around the world. Every day the so-called Free Athletes meet up in cities around the world to work together to achieve their objectives. 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 and around 12,000 new athletes sign up to Freeletics every day.