

PRESS RELEASE

NO ROOM FOR EXCUSES

Freeletics launches '2x2' Home Workouts

xy June 2015 – Being a Free Athlete doesn't just mean training without equipment and using your own body weight – it also means being able to train regardless of restrictions, like space and time. The Freeletics '2x2' Home Workout option now provides even more flexibility: four square metres are all you need to do the new, highly efficient exercises properly. Whether travelling on business, staying home with the children or stuck inside on a rainy day, thanks to '2x2', athletes can incorporate Freeletics into their everyday routines even more easily than before.

NO EXCUSES – WHEN A MOTTO BECOMES ROUTINE

'2x2' leaves no room for excuses: even when they don't have enough room to do exercises such as sprints or runs, users can still benefit from a full workout programme. Poor weather or "it's too dark outside" are both common excuses for preferring to stay indoors – but they are no longer good reasons to skip a workout.

If a Free Athlete only has limited space available on a training day, then the digital Training Coach will replace the upcoming workout with equivalent exercise alternatives adapted to the individual's fitness level and goal. In this way, athletes will be physically challenged to the maximum as well as mentally stretched and encouraged, regardless of the weather conditions on the day they decide to train like a Greek god.

FEWER POINTS – BUT MORE FLEXIBILITY

Although a successfully completed '2x2' workout rewards the user with fewer points, the training provides a comparable physiological effect. For an integrated training experience, Freeletics advises its users to keep to the regular training schedule as much as possible, which the Training Coach creates from over 700 different exercise combinations based on the individual's current and desired fitness level. However, the distance-free alternatives now give athletes even more flexibility in designing their Freeletics training week and helping them to stay on the ball.

ABOUT FREELETICS

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 five 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 60 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 700 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 10,000 new users sign up to Freeletics every day.

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