Freeletics Announces Partnership with UFC Fighter Stephen “Wonderboy” Thompson

A co-created AI exercise plan offers a fully personalized workout experience to help people of all fitness levels work out like a champion.

December 16, New York - Today, leading AI-powered health and fitness company Freeletics announces an exciting partnership with Ultimate Fighting Champion (UFC) fighter Stephen “Wonderboy” Thompson. Working in close collaboration with Thompson, Freeletics has created a digital personal training plan for its 40 million app users, based on the athlete’s training routine. The dynamic plan harnesses AI technology for an unparalleled level of personalization, making it ideal for both fitness beginners and pros alike. Now, both Wonderboy fans and fitness aspirants can work out like a top MMA fighter while also developing the strength and willpower to achieve their health and fitness goals in 2020 and beyond.

A match made in heaven
The American mixed martial artist is a natural fit for Freeletics, a brand aiming to challenge and inspire people to become the greatest version of themselves. The shared values of the two stem from their respective journeys, which have been nothing short of extraordinary. Starting his karate training at the age of just three, Thompson went on to compete in kickboxing matches mentored by the best fighters in the world. His career kickboxing record is 57-0. Today he is ranked #8 in the UFC welterweight division and bears the title of “most accomplished striker in the UFC.” Aside from his successes, his continuous perseverance and resilience in the face of defeats and setbacks make the fighter not only relatable, but also inspiring. “Getting knocked out only makes you a better striker. It’s critical to stay positive and get back on your feet for tomorrow’s fight,” he explains.

Freeletics has gone from a small German start-up seeking to disrupt the static fitness industry in 2013 to a leader in digital fitness and lifestyle coaching today. The Freeletics app, the #1 fitness app in Europe, is built to eliminate excuses and barriers for anyone looking to set and achieve health and fitness goals. In 2018, after five years of bootstrapped global growth despite fierce competition, the creator of one of Europe’s most successful fitness apps closed a Series A funding round worth $45 million from a group of US investors. Today, by combining its advanced AI-powered personal coaching with the talent and expertise of Thompson, the company takes another step towards its vision by making professional training routines widely accessible to the public, regardless of status or fitness level.
Training body and mind like a champion

As a key part of his winning strategy, Thompson ensures he is in top physical shape, but also conditions his mind for a “no excuses” attitude. Thompson's indomitable spirit is one that clearly mirrors the Freeletics mantra of conquering fear and excuses to always be better than yesterday. The partnership and new training plan aim to help bring this mindset to anyone looking to improve their fitness and willpower.

The partners have co-created a Freeletics “Training Journey,” a 12-week personalized workout experience, aptly named “Enter the Cage.” The workout plan guides users through workouts based on Thompson’s own routine, personalized to their fitness level, preferences and body type. The Freeletics Coach uses AI to generate tailor-made training plans for each workout day, adjusted accordingly to the feedback and performance of the user after every single workout. This ensures the highest level of personalization and helps the user achieve their fitness goals as efficiently and sustainably as possible. The plan is based on bodyweight-only HIIT (high-intensity interval training) and requires no gym or equipment. Exercises include Thomson’s personal favorites including planks, squats, lunges, burpees and more challenging exercises for experienced users. “Bodyweight exercises are awesome. Even the exercises I hate, like burpees, take me to the next level - to where I want to be,” the athlete explains.

“It is a great milestone for Freeletics to embark on this journey with Stephen “Wonderboy” Thompson,” explains Freeletics CEO Daniel Sobhani. “By focusing on his unique training philosophy and strong personality, we will be able to provide even more training variety in our portfolio and serve new audiences with the inspiration, guidance and education required to reach their long-term goals. We look forward to helping even more people pursue their health and fitness journey in the new year with such a talented athlete.”

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For more information on Freeletics, visit www.freeletics.com. Imagery for editorial use can be found here. To download the Freeletics app for free, visit the App Store or Google Play Store. To review the app, please E-Mail press@freeletics.com.

About Freeletics:

Freeletics was founded in 2013 with the mission to challenge and inspire people to become the greatest version of themselves, both mentally and physically. Since then, the company has become the leading provider of AI-based fitness and lifestyle coaching, with 40 million users in over 160 countries. The Freeletics app is not just the #1 fitness app in Europe, but also offers the most advanced AI technology in the industry. It puts a personal trainer in your pocket, enabling you to train anytime, anywhere, with hyper-personalized training plans and workouts. Its AI technology allows the app to learn from its 40 million users and their individual feedback, so it can develop ongoing smart Freeletics Training Journeys uniquely designed to suit every single user, down to the last exercise.