

BASIC-FIT BRINGS GROUP EXERCISE CLASSES TO THE NEXT LEVEL WITH GXR

Hoofddorp, 9 January 2018 – Basic-Fit has launched its GXR platform today, bringing virtual group exercise classes to the next level. Basic-Fit has always been looking for new ways to make fitness available to everyone, everywhere and in every way possible. And with GXR this is now a reality.

GXR stands for Group Exercise Revolution and offers the highest quality, motivational and fun group classes exclusively for Basic-Fit members. We offer a broad range of classes, including the latest market trends, varying from HIIT-trainings to Yoga classes. For each type of class and for each country, we selected top instructors, known from sports, dance and television like Louis Talpe, Laurent Maistret and Nouchka Fontijn.

René Moos, CEO Basic-Fit: *“Five years ago Basic-Fit was one of the pioneers to introduce virtual group classes in its fitness clubs. Since then fitness and technology have further developed and it is now time to bring virtual group classes to the next level. The past two years we have invested in this new concept and selected the best people in the field with the aim to produce the best virtual group classes. I am really proud to see the high quality virtual classes that we are now able to offer Basic-Fit members.”*

GXR is available free of charge for our members in all Basic-Fit clubs in all five countries and in the local languages. Additionally, at a small extra fee, the GXR classes and introduction videos are available on a new video platform online and on the Basic-Fit app. New classes are available every two months.

Photos are available on our website: <http://corporate.basic-fit.com/news-media/media-kit>

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MORE INFORMATION

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ABOUT BASIC-FIT

Basic-Fit is the largest fitness operator in Europe, with over 500 clubs in five countries and 1.5 million members. Basic-Fit operates a straightforward membership model and offers a high-quality, value-for-money fitness experience that appeals to the fitness needs of all active people who care about their personal health and fitness. A typical subscription costs €19.99 and gives people access to all our clubs in Europe and a pass which can be shared with family members.