

BASIC-FIT

PRESS RELEASE

BASIC-FIT LAUNCHES APP FOR APPLE WATCH

Hoofddorp, 19 November 2019 – Basic-Fit has launched an Apple Watch app that aims to optimise the workout experience for Basic-Fit members.

With the Apple Watch app*, Basic-Fit confirms its position at the forefront of digital innovation. Early 2018, virtual group classes (GXR) were already available in the Basic-Fit app to exercise at home, and last month Basic-Fit launched innovative audio workouts to motivate members in their exercise routines in the club and at home.

With the Basic-Fit Apple Watch app, users can maximise their fitness session as they can plan and edit workouts, keep track of their progress and check how to do the activities and even control their music. Taking advantage of the capabilities of Apple Watch, the app also enables users to track their heart rate and active calories burned during workouts.

All innovation at Basic-Fit is focused on improving the member experience and providing a personalized service. Basic-Fit helps its members to get the most out of their workouts and build an exercise routine that will help them to reach their goals and to adopt a more active and healthy lifestyle.

Rene Moos, CEO Basic-Fit: "We want to help our members to reach their goals. From our statistics, we know that 50% of our app users are currently Apple iPhone owners. To improve the Basic-Fit app experience for Apple Watch users, we developed an Apple Watch app together with our technology partner Virtuagym."

Hugo Braam, CEO Virtuagym: "Making this app available on Apple Watch adds a new touchpoint for gym members. Members have all of their personalized work-out routines available right on their wrist. Moreover, the Apple Watch app is perfectly integrated with the app on their phone. We're really excited about this new step towards integrating technology more conveniently in the services of our partners like Basic-Fit."

* compatible with Apple Watch Series 3 and later

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FOR MORE INFORMATION

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ABOUT BASIC-FIT

With more than 750 clubs, Basic-Fit is the largest and fastest growing fitness chain in Europe. We operate in five countries and in our clubs more than 2 million members can work on improving their health and fitness. 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.

ABOUT VIRTUAGYM

Virtuagym provides an innovative fitness software platform for member engagement, coaching and club management. The platform consists of a complete ecosystem with integrated mobile apps with solutions for exercise and nutrition guidance, progress tracking, online coaching, business analytics, member and staff management, scheduling, online sign-up and payments, digital contracts, access control, and more. With 200+ employees and offices in Amsterdam and Medellín, Virtuagym supports more than 15 million consumers, over 6,000 health clubs and 30,000+ trainers worldwide, including Basic-Fit, Xercise4Less, Easy Fitness, Trainmore, and Jetts Fitness. For more information, please visit business.virtuagym.com