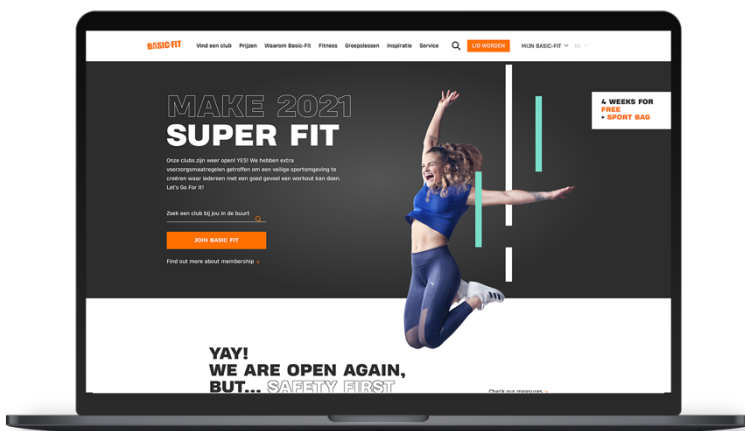


BRAND IDENTITY LAUNCH

WE ARE HAPPY TO ANNOUNCE A NEW CHAPTER FOR OUR BRAND, BECAUSE TODAY WE LAUNCH OUR NEW BRAND IDENTITY!

With this new identity we are marking the evolution of our brand and are fully prepared to further strengthen our market leadership position in Europe



The enormous transition our brand and product offering has gone through in the past years called for a visual representation that looked the part and could keep up with our future ambition. Therefore we have created a digital-first design that is representative for the quality we offer today, as well as enhances the appeal of the brand we all love to an even broader audience. This has been done without losing the recognizable Basic-Fit brand that has been built over the years, we kept the heritage in mind that we are so proud of.

We made sure to hold on to our strongest and signature brand assets. Our logo, will remain the same, as well as the presence of our brand-defining orange color. To make the assets even stronger, we will introduce new elements that will give our brand the energy and distinction it deserves. Our new line play system is inspired by our clubs, and will bring action and playfulness to the brand.

We made sure our design is easy to use for all touch points and is differentiating to stand out in all markets we operate in.

Our new visual identity is based on our brand positioning and will help us in our mission to make fitness accessible to everyone, and a habit people love. Therefore, our communication is accessible and inclusive, and motivates people to chase their goals and dreams to become fit wherever, whenever and however they want.

Keep an eye out to see it come to live on all of our channels. We can't wait to inspire everyone to be fit and feel great. This is just the beginning!

FOR MORE INFORMATION :

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ABOUT BASIC-FIT

With 973 clubs, Basic-Fit is the largest fitness operator in Europe. We operate in five countries and in our clubs, as well as through our online fitness offering, our 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. A typical subscription costs €19.99 per four weeks and gives people access to all our clubs in Europe and all the benefits of the Basic-Fit App including virtual group classes.