

BASIC-FIT PRESS RELEASE

BASIC-FIT ENDS 2022 WITH 1,200 CLUBS AND 3.35 MILLION MEMBERSHIPS

- 🔗 Increase in memberships by 50% and clubs by 18%
- 🔗 Adjusted membership structure in France
- 🔗 Energy prices fixed for 75% of expected energy consumption in 2023
- 🔗 Target to reduce energy consumption by 20%

Hoofddorp, 29 December 2022 – Basic-Fit will end 2022 with 3.35 million memberships and a club network count of 1,200. The number of memberships increased by more than 1.1 million this year, which is an increase of 50% compared to the 2.22 million memberships at the start of the year. In addition, the number of clubs in the network increased by 185 clubs, or 18%, to 1,200 clubs.

With these club and membership achievements we will have a strong starting point for 2023. We will start 2023 with 2,791 memberships per club on average, compared to 2,187 memberships per club on average in 2022.

We will adjust our membership structure in France today, with the Basic membership being replaced by the Comfort membership (€24.99/4 weeks). The Comfort membership provides members with access to all clubs in France compared to the Basic membership which offers access to one club. Details on the membership types in France will be available on the French website.

Considering the energy price developments in 2022, we have signed a fixed unit price contract for 100% of our electricity consumption in France for 2023. Combined with the energy contracts already in place in other countries, we now have fixed prices for 75% of our expected energy consumption in 2023. Based on like for like energy consumption and the current energy prices, the average utility cost of a club is expected to be around €55 thousand a year in 2023. To reduce the energy costs per club, Basic-Fit established an energy savings task force to scrutinise the energy consumption and identify where further efficiencies can be achieved. The goal is to reduce the energy consumption per club on average by 20% in the course of 2023 compared to the average energy consumption in 2022.

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MORE INFORMATION :

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ABOUT BASIC-FIT

With 1,200 clubs in six countries, Basic-Fit is the largest and fastest growing fitness operator in Europe and market leader in 5 markets. More than 3.3 million members can work on improving their health and fitness in our clubs. 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 people who care about their personal health and fitness. A Basic subscription is available from €19.99 per four weeks and gives people access to one of our clubs in Europe plus all the benefits of the Basic-Fit App.