

PRESS RELEASE BASIC-FIT

Basic-Fit introduces 'Be Comfortable', a next step in building an inclusive fitness environment

Hoofddorp, 06 February 2024 – In line with its mission to make fitness accessible for everyone, Basic-Fit, the largest fitness chain in Europe, introduces a new approach to break through gymtimidation in a positive way. The company's 'Be Comfortable' activation concept is the first step in its ambition to help people get active while feeling good about themselves.

MOVING TOWARDS A MORE POSITIVE FITNESS ENVIRONMENT

With the introduction of 'Be Comfortable', Basic-Fit wants to make fitness accessible to all. 'Be Comfortable' will be the central concept for a range of activations in the upcoming years. The scope of the activations includes digital and in-club initiatives:

- Behavioral guidelines for members, to foster friendly attitude and respect in all Basic-Fit clubs
- Staff training, to ensure clubs' employees can help create a more comfortable environment
- Signs in clubs to raise awareness on the topic
- 'Be Comfortable' bracelets, available in clubs to show support to the cause
- Tailored training plans for various target groups with a specific focus on beginners
- Exercise advice, virtual club tours and even an idea box for members to share ideas and feedback on how to improve the workout experience for all
- Social content and collaborations with influencers to positively break through gym intimidation
- And more to come...

Through these efforts, Basic-Fit reaffirms its dedication to promoting a welcoming and inclusive fitness environment, encouraging more people to embrace an active lifestyle. The concept will be gradually rolled out through the complete network of over 1,400 clubs in six countries in the upcoming years, with over 3.75 million members and 8,000-plus employees.

REMOVING BARRIERS

According to 2022 Eurobarometer data, 53% of adults in Basic-Fit operating countries don't engage in sports. As it is Basic-Fit's mission to make fitness accessible to all, Basic-Fit initiated extensive research on barriers to participation. Neurensics and Memo2 studies show that 30% experience gymtimidation. This is driven by internal factors like the lack of self-confidence, experience, and unfamiliarity with gym equipment, as well as external factors like fear of judgment and unwanted attention.

Gymtimidation is a global challenge. Recognizing that 45% of Europeans don't exercise, addressing gymtimidation becomes key to making fitness accessible to all and creating a healthier society in the long run. Recent Memo2 findings reveal 10% of Basic-Fit members face gymtimidation, lower than the market average. Acknowledging this, Basic-Fit, as a market leader, commits to breaking down gymtimidation not just for members but the entire market, ensuring fitness accessibility and fostering an inclusive community for everyone.

STANDING TOGETHER WITH THE COMMUNITY

Basic-Fit aims to help members feel more confident by continuously creating and fostering a friendly and supportive fitness community. Activating the community is a crucial element for tackling gymtimidation. Only through the joint efforts of members, employees, and hopefully also the broader fitness community, 'Be Comfortable' can become a success story and the clubs a more welcoming environment.

Erica van Vonderen - Hahn, CCO of Basic-Fit, stated: *"At Basic-Fit, we're making fitness available and enjoyable for all. We acknowledge that gymtimidation can be a real obstacle to staying active, and we're committed to breaking down that barrier. As leaders in the market, we're directly tackling these issues, ensuring our gyms are places where everyone feels empowered and at ease. Our commitment is to a fitness culture that celebrates diversity and equips each person to meet their health goals optimally. By creating an inclusive environment, we're not just shaping individual fitness journeys; we're building a fitter, healthier society. "*

For more information about Basic-Fit and its Be Comfortable activations, please visit <https://www.basic-fit.com/nl-nl/be-comfortable.html>.

ABOUT BASIC-FIT:

With more than 1,400 clubs, Basic-Fit is the largest fitness provider in Europe. Basic-Fit is active in six countries and has more than 3.75 million members. Every day, members in the clubs can work on improving their health. Basic-Fit uses a simple membership model and offers a high quality that meets the fitness needs of all people who care about a healthy lifestyle.

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