

# BASIC-FIT, EUROPEAN MARKET LEADER IN VALUE-FOR-MONEY FITNESS

## HISTORY

In 1984, after ending his professional tennis career, René Moos started investing in fitness facilities and laid the groundwork for Basic-Fit.

In 2010 we accelerated our growth by acquiring the Basic-Fit brand and its 28 clubs.

2016 we reached the milestone of one million members and were listed on the Amsterdam stock exchange.

In 2021 we opened our 1000th club in Europe.

## MISSION

At Basic-Fit we believe that everyone deserves to feel fit and great.

We are on a mission to make fitness accessible to everyone in Europe and a habit people love, no matter your fitness level or background.

We provide a great value-for-money fitness experience that's easy to access for everyone and gives you the chance to improve your physical and mental well-being.

## APPROACH

Our memberships give access to all our clubs in Europe and the Basic-Fit app. With our innovative technology we're creating scalable fitness solutions that give people the opportunity to make fitness a habit they love.

Our App offers hundreds of training programmes, podcasts, virtual group lessons, nutritional advices and a personal trainer finder.

With the combination of our gyms and digital offers, we give all members the freedom to exercise whenever and wherever they want.

Read more about Basic-Fit: [corporate.basic-fit.com/news-media](https://corporate.basic-fit.com/news-media)

## BASIC-FIT IN NUMBERS

### 6 COUNTRIES



1,500+ clubs



8000+ employees



**B**e  
**A**ccessible  
**S**mart  
**I**nclusive  
**C**ommitted

