

Pressrelease ICG 2018-01-02

Fitness Brands Nordic, exclusive distributor of ICG in Sweden and Norway.

Life Fitness, the global leader in commercial fitness equipment has acquired Germany's Indoor Cycling Group (ICG), a leading provider of indoor cycling equipment. ICG is the latest acquisition to join the company's leading health, fitness and well-being brand portfolio. The addition of ICG will further diversify the Life Fitness product offering, and further augment the company's diverse group exercise category.

ICG's talented team, innovative technology and expertise in indoor cycling will be well-positioned in the indoor cycling and group exercise categories, Founded in 1995, ICG is headquartered in Nürnberg, Germany, and is the leading supplier of indoor cycling bikes through both direct and distributor channels. With a full line of bikes known for their aesthetics, design and integrated technologies, ICG is solely focused on the indoor cycling business, making its products, technology and on-staff experts unmatched in the industry.

ICG: State-of-the-art indoor cycles. This fleet of six bikes combines striking, award-winning design with an enhanced digital experience. The Coach By Color intensity guide, WattRate Power Meter and connectivity to external devices provide encouragement and engagement, and make the indoor cycling experience unlike any other.

Fitness Brands Nordic has thus concluded its collaboration with Stages Indoor Cycling.

About Fitness Brands Nordic

Fitness Brands Nordic AB Group consists of Fitness Brands Norway, Fitness Brands Sweden and Nordic Sportsmaster AS. The Group is one of the leading Nordic suppliers of quality products in fitness, exercise and health with a total turnover of MSEK 200 and 60 employees. Fitness Brands Nordic AB has the largest and most widespread service offer for training equipment in Norway and Sweden.

The company also offer professional advice in interior design and area planning, as well as education. Fitness Brands Nordic has offices in Oslo, Grålum/Sarpsborg Norway and in Västerås, Sweden.



For more information about Fitness Brands Nordic and the family of brands contact:

Per Andersson, CEO

per.andersson@fitnessbrands.com

Mobil +46 (0)739-40 11 00

www.fitnessbrands.com