

## ***Fitness Brands Nordic invests in further growth. Recruits Arianne Tischbein as new group CEO***

THE NORDIC REGION INTEREST IN EXERCISE AND PERSONAL HEALTH CONTINUES TO GROW YEAR ON YEAR, WHICH IS REFLECTED IN THE GROWTH OF BOTH THE PROFESSIONAL AND PERSONAL MARKETS OF THE HEALTH AND FITNESS INDUSTRY. THE FITNESS BRANDS NORDIC GROUP HAS ALSO CAPITALIZED ON THIS TREND..

*"Ms. Arianne Tischbein has a proven and successful track record when it comes to create commercial success in highly competitive market segments within retail and health. She has a broad experience from Nordic organizations and has worked in all the Scandinavian markets; Denmark, Norway and Sweden. We feel confident that her knowledge and expertise will be a strong contribution in our efforts to further strengthen Fitness Brands competitive strengths, says Satish Sen chairman of board."*

Fitness Brands Nordic is one to the leading players in the health and training industry in the Norwegian and Swedish markets. The company is active within the B2B, B2C and e-commerce segments of this market. The group offers its customers profitable growth and new revenue possibilities through a mix of long and broad experience, strong brands and innovation. 2018, which turned out to be a record year for the group, is a strong incentive for continued re-investments in a market that has a strong future outlook.

*"I am looking forward to take on the role as CEO and to together with the four founders and strong organization develop our offer to customers, consumers and end-users of our concepts. Fitness Brands has a strong offer with premium fitness brands such as Life Fitness, Hammer Strength and we are also the leading e-commerce player in Norway with Sportsmaster.no. This provides a fantastic foundation which I look forward to cultivating and develop to a next level. The health and fitness industry play an important social role, which I personally find stimulating and adds to my motivation. My personal belief is that the market as we know it today will double in size in the coming years. Society's urge to prevent life-style related diseases and our longer life-span, will certainly be a driving factor in this market, says Arianne Tischbein."*

### **FITNESS BRANDS NORDIC AB**

Fitness Brands is one of the leading Nordic companies, with comprehensive concepts for fitness, exercise and health. The group had a turnover of XXX MSEK in 2018 and 60 employees in total. The companies within the group have offices in Västerås, Sweden and Sarpsborg and Nesbru, Norway.

Fitness Brands is the exclusive distributor of premium brands such as Life Fitness, Hammer Strength, Indoor Cycling Group - ICG, Escape Fitness, TRX, Mondo, Fit Interiors, Assault. Sportsmaster offers products within the same product categories through e-commerce in Norway and Sweden.

The Fitness Brands group has the region's largest certified service team with 14 employees in Norway and 14 employees in Sweden.

For further information

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