

# Welcome to ACTIV FITNESS

Company presentation

ACTIV FITNESS LTD

August 2021

**ACTIV**  
FITNESS

### The ACTIV FITNESS success story: from a one-man studio to the largest chain in Switzerland

- 1984: Armin Fach founds the company ACTIV FITNESS and opens the first fitness studio in Erlenbach
- 1989: Opening of the ACTIV FITNESS studio in Meilen, the oldest location still operating.
- 2007: Sale to the Migros Cooperative Zurich
- 2012: Opening of the ACTIV FITNESS studio in Fribourg, the first studio in French-speaking Switzerland
- 2013: Opening of the 20th studio in Switzerland
- 2014: Opening of the ACTIV FITNESS studio in Losone, the first studio in Ticino
- 2015: Opening of the 30th studio in Switzerland
- 2016: Opening of 40th studio in Switzerland and also the first studio in Geneva
- 2018: ACTIV FITNESS has a total of 62 fitness studios and more than 100,000 members
- 2018: The administration moves from Stäfa to Zurich Oerlikon
- 2020: Take-over of MFIT studios from the Migros Cooperative Eastern Switzerland
- 2020: René Kalt becomes the new CEO of ACTIV FITNESS
- 09.2020: The reorganisation of the company is completed
- 08.2021: ACTIV FITNESS operates 85 studios across Switzerland
- End of 2021: ACTIV FITNESS operates 88 studios across Switzerland [incl. new studios in Stettbach (01.09.2021), Samedan (17.09.2021), Uzwil (18.11.2021)]

# ACTIV FITNESS: Overview of studios

## Locations across Switzerland

**ACTIV FITNESS is the only chain with fitness studios in all four language regions of Switzerland.**

End of 2021: ACTIV FITNESS operates 88 studios across Switzerland

Open: 365 days a year

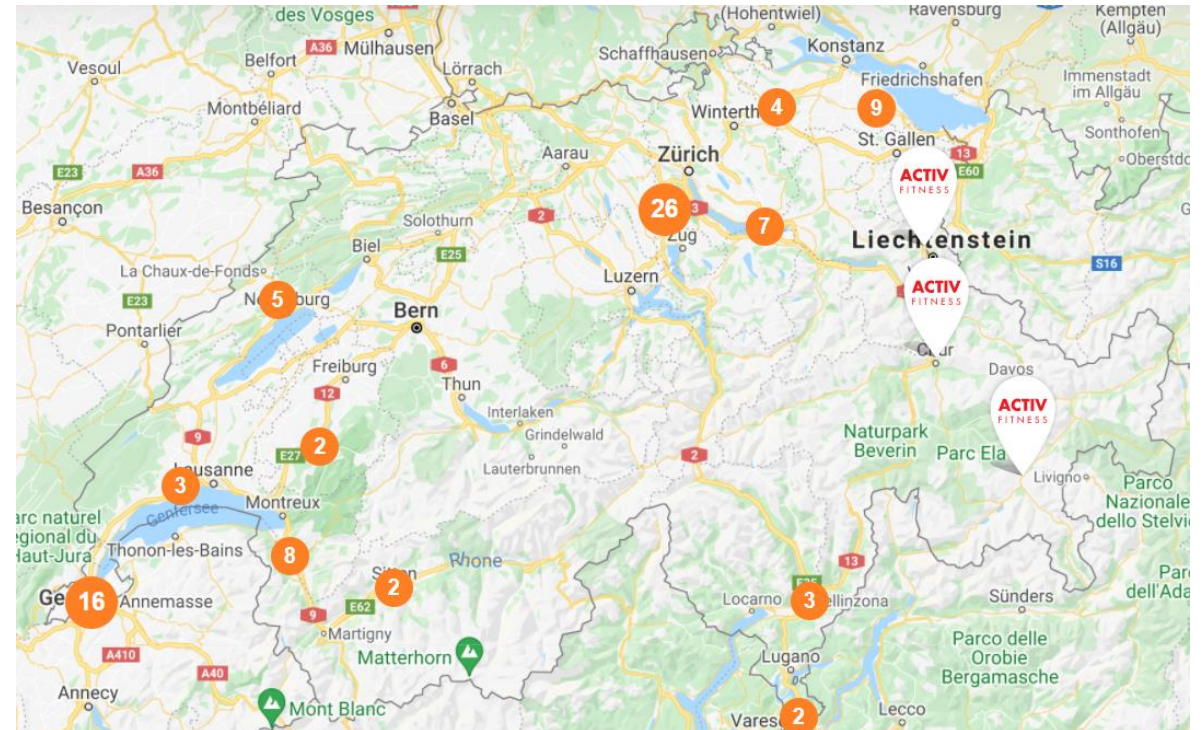
Number of courses:  
Studios offer: Around 30 different courses  
Strength training, cardiovascular training, courses, wellness, children's paradise

Category: Mid-range segment in terms of products and pricing

Subscriptions: Annual and two-year subscription, special reduced rates for students and recipients of OASI/IV

Certification: Qualitop-certified, various health insurance funds contribute financially to the subscription

Number of members: Around 130,000



# ACTIV FITNESS: Our company

## Facts and figures

### Company structure

Organisational form:

Company limited by shares (*Aktiengesellschaft*)

Affiliation:

Subsidiary of the Migros Cooperative Zurich, part of the Migros Fitness Group

### Employees

Total number:

2178 (AFAG including former MFIT studios)

Share w/m:

Women account for 73% of the total, men for 27%

Number of apprentices:

35 apprentices in the studios, 2 more apprentices as commercial employees

Skilled occupations:

Physical activity and health promotion attendant, commercial employee, profile E: extended basic training, or profile M: extended basic training with Federal Diploma of Vocational Education and Training

Areas of activity:

Fitness Club, Group Fitness, Children's Paradise, technology, cleaning, administration

### Executive Board

Chief Executive Officer:

René Kalt

Chief Human Resources Officer:

Manuela Ritter

Chief Commercial Officer:

Deniz Yurtdas

Chief Operations Officer for German-speaking Switzerland:

Vinzenz Voser

Chief Operations Officer for French-speaking Switzerland:

Frédéric Delerce

Chief Operations Officer for Ticino:

Simone Posavec (guest member of the Board)

# ACTIV FITNESS: Our strategy

## Target groups and objectives

**“You’ll never look better for less.”**

Main target groups:	(Young) adults aged 20–35, women, seniors 65+
Mission for clients:	ACTIV FITNESS promotes the health of clients, helping them towards an increased quality of life through physical fitness and good looks. ACTIV FITNESS increases the overall share of the active population in Switzerland.
Mission for employees:	Working for the top company in the field. For service-oriented hosts who pursue their passion for fitness on the job, we offer a motivating and performance-oriented working environment with interesting prospects.
Values:	Inspiration through service, with respect, competence, cost-consciousness, leading by example