



NEWS RELEASE

## **A Decade towards Indonesian Healthy Lifestyle, Fitness First Shows Transformation through Its Growth and Innovation**

*Evolving from a traditional gym business to a fitness brand, continues its journey as the fitness leader in the industry*

**Jakarta, May 28<sup>th</sup>, 2015** – Fitness First Indonesia continues its journey as the fitness leader in the industry by celebrating its tenth anniversary in Indonesia. Along with the spirit of "Rewind, then Go Further!" the ten years of journey highlighted the transformation through innovation that makes Fitness First not just a fitness center, but as part of Indonesian healthy lifestyle. Fitness First, the leading operator of fitness club in Asia, has grown to 11 clubs in Indonesia and more than 300 clubs worldwide, enhanced its differentiating customer experience through innovation based around the principles of motivational science and its fitness philosophy.

"Transforming the fitness philosophy, customer service, and gyms, which has been re-designed around the principles of behavioral psychology to accommodate the needs of the urban population's fitter lifestyle, we inspire our members to continue to "Go Further in life" and bring innovation through unique training products and facilities. We keep improving the quality of the entire staff of Fitness First through education and technical knowledge of fitness itself, which will provide experiences that can only be obtained in the clubs Fitness First," said Julia Nurdin, Marketing Manager of Fitness First Indonesia.

"The spirit of "Rewind, then Go Further" is the driving force of the activities at Fitness First that expected to continue to be able brings people towards a healthy lifestyle. Exercising with Fitness First will make the members always want to "Go Further" and never stop or afraid to grow. They also will be the source of inspiration for the surrounding environment. After they managed to "Go Further", there will be a moment where they can "Rewind" and look back at the old version of themselves. By comparing with the past, the members will then learn of the benefits and the great transformation they have done. This would be a good cycle. And we are proud that we have Fitness First Athletes that have proved their commitment to go further in life," Julia added.

Julia also said, "As a fitness leader, we have mission to inspire people to go further and we are pleased to see the increasing awareness of public about sport as a necessity. We facilitate the people to fulfill their needs, for example through our three swimming pools, sports apparel for platinum club, and also over 900 classes per week which includes classes like Pro Cycling, Yoga, Dance, Aquafit, Freestyle Group Training, and other classes."



This high quality is also applied in signature classes held by Fitness First. "We believe the signature products will fit our member's needs. Our products are also made based on research and studies, as well as the needs of the members. That's why we have short duration classes that provide maximum results. We believe it's not only about the facilities, it's also about the services and expertise in fitness." said Julia.

Fitness First's commitment to healthy life has been seen in their programs and achievement. In addition to non-gym activities like Running Club and Triathlon Team together with the professional staff, at the end of 2014 Fitness First also launched a TV reality show, Fit for Fashion, which combines fitness and fashion through intensive training, with viewership of 6,36 million homes in South East Asia. The trust of members also seen by their loyalty. The members generally practice at Fitness First 6 to 7 days each month. They also continue to use the Personal Trainer service from 11 different clubs with sessions increased from 15792 sessions to 20148 sessions. The members who join the group exercise on second quarter of 2015 increased to 56.91%, which means that in addition to training with PT, they also join the premium classes held by Fitness First. Celebrating 10<sup>th</sup> years anniversary, Fitness First will hold an event which all the profit goes to Belajar Bersama Sjors Foundation.

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#### **About Fitness First**

- Founded in the UK in 1993, Fitness First is one of the largest fitness brands in the world with 377 Fitness First clubs operated and franchised worldwide reaching one million members in 16 countries.
- As at April 2014, Fitness First Asia serves 218,815 members in a total of 88 clubs in Hong Kong, Indonesia, Malaysia, Philippines, Singapore and Thailand, broken down as follows:

Hong Kong	7
Indonesia	11
Malaysia	13
Philippines	16
Singapore	16
Thailand	25

#### **About the Fitness Industry**

- The Asia fitness sector has approx 444 clubs, 2.5m members and is valued at US\$1.6bn
- Globally, the health and fitness sector grew revenues by 7% and the number of facilities by 15% from 2011 and 2013 (IHRSA)



'Fitness is the world's biggest sport' – 61% of regular exercisers are currently doing gym-type activities [2013 Nielsen/ Les Mills Global Consumer Fitness Survey]

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