

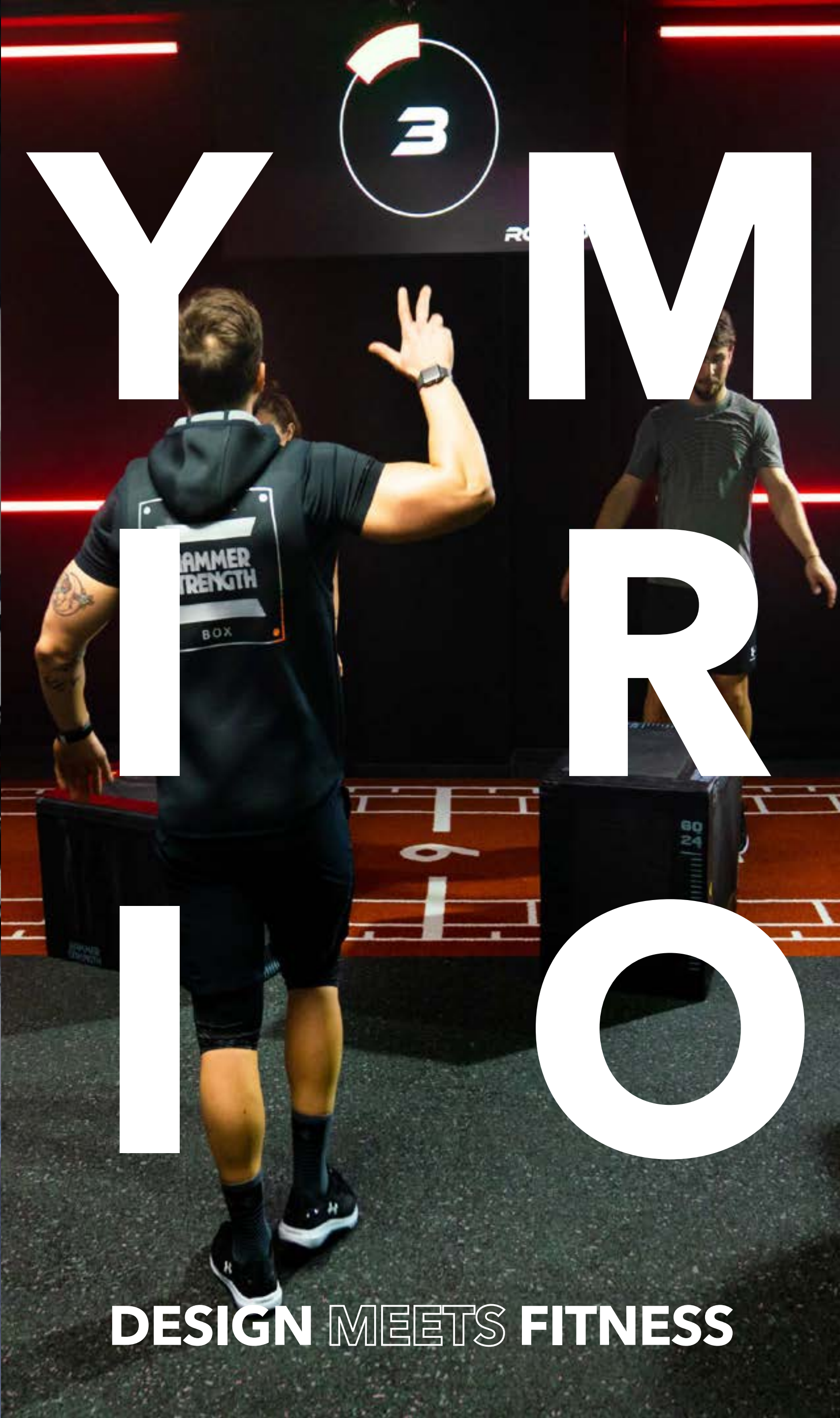


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*LifeFitness*



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DESIGN MEETS FITNESS

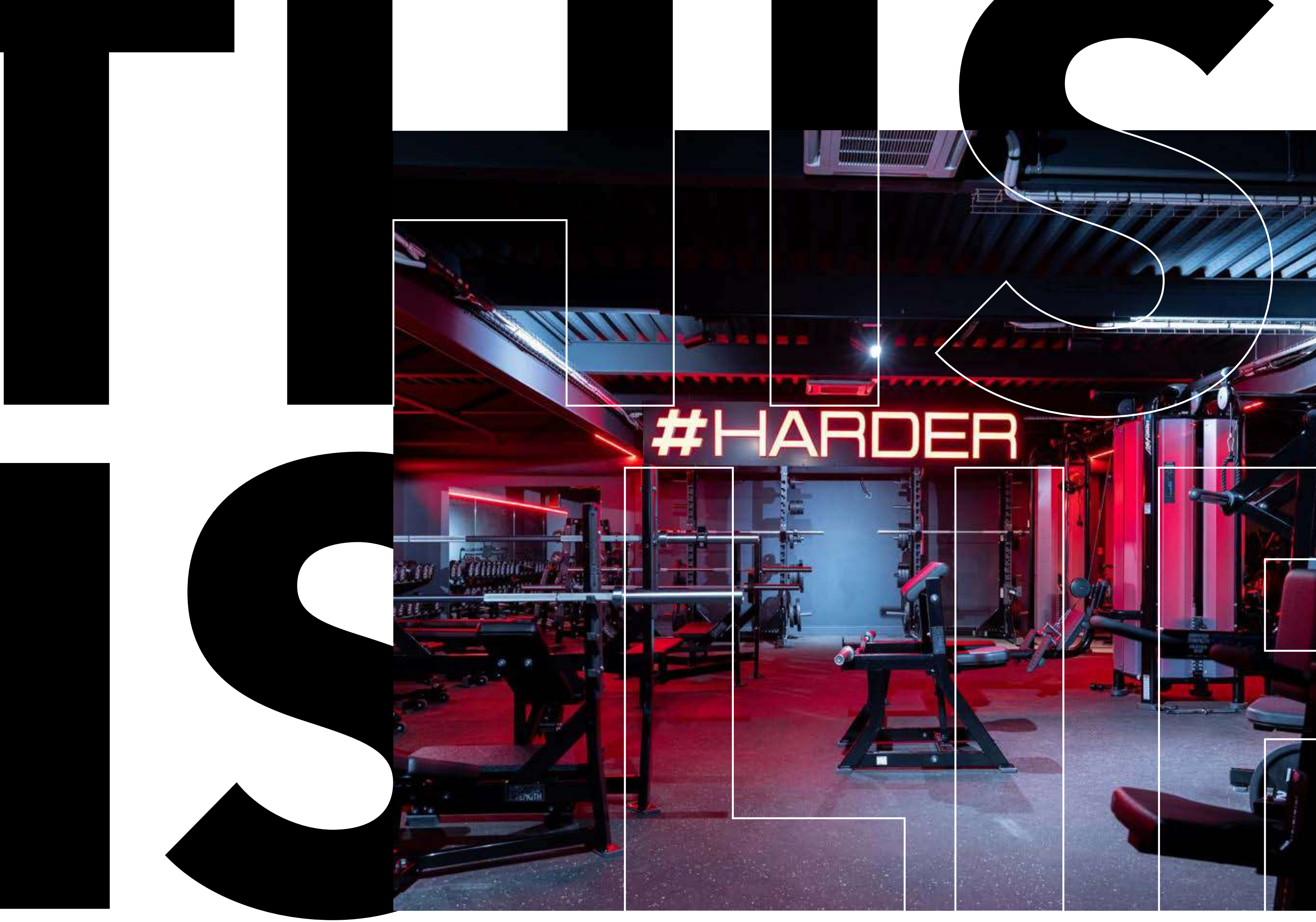


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At Life Fitness we believe that a unique fitness experience starts with co-creation. This is why we want to take part in your journey toward success, so that together we can elevate your brand experience to a whole new level.



# EMPOWER YOUR GYM



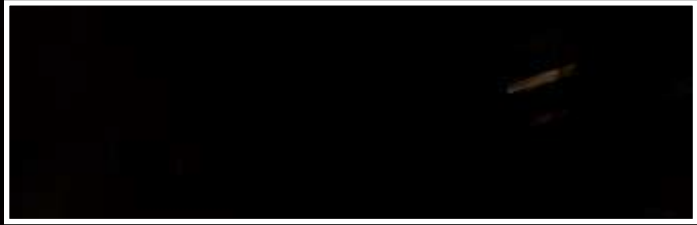
## **YOUR BRAND, YOUR CLUB**

---

Everything in a gym needs to precisely fit together, and finding this harmony that will let your club resonate with your members is one of the steps toward success.

Let us take you on a tour around the world and discover the most aesthetic fitness facilities we have equipped, and unveil the secrets of the world's most unique health clubs.





**OKTOPUS**



# IT'S NOT FITNESS IT'S LIFE



*THE LARGEST CONCEPTUAL  
SPACE IN GEORGIA,  
FUNCTIONING SINCE 2016.*

*LifeFitness* GYMSPIRATION



Oktopus has managed to build a concept that provides a great fitness experience distinguished by a high standard of service. They inspire community beyond fitness training.



ABOUT THE BRAND

# PRODUCT LINES



← OPTIMA SERIES



↘ INTEGRITY TREADMILL  
WITH SE3HD CONSOLE



↗ SIGNATURE BENCHES & RACKS





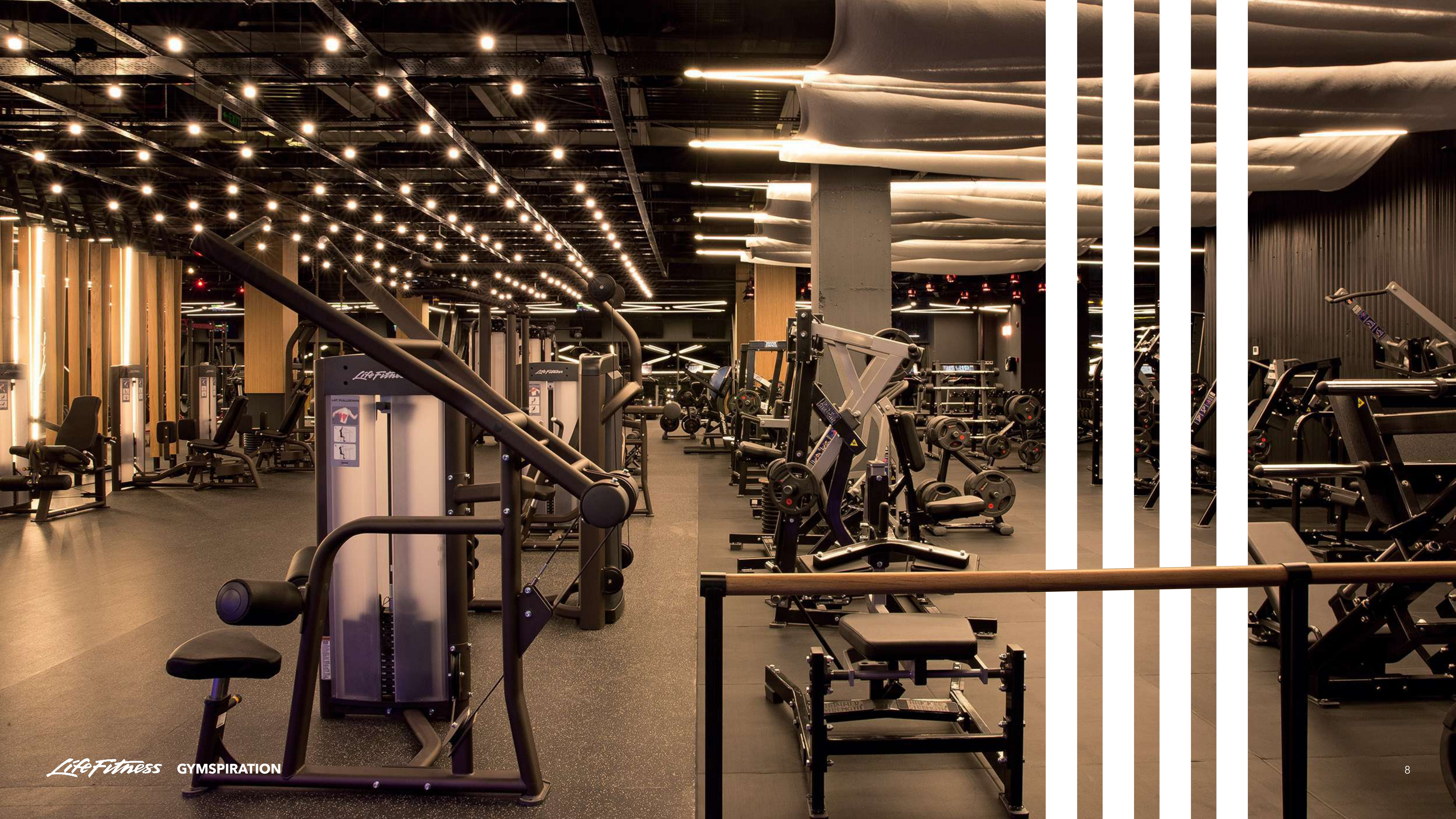
# A GREAT FITNESS EXPERIENCE

## KEY STATS

LOCATED IN TBILISI, GEORGIA  
2,000 MEMBERS











BE BOLDER BE GREATER

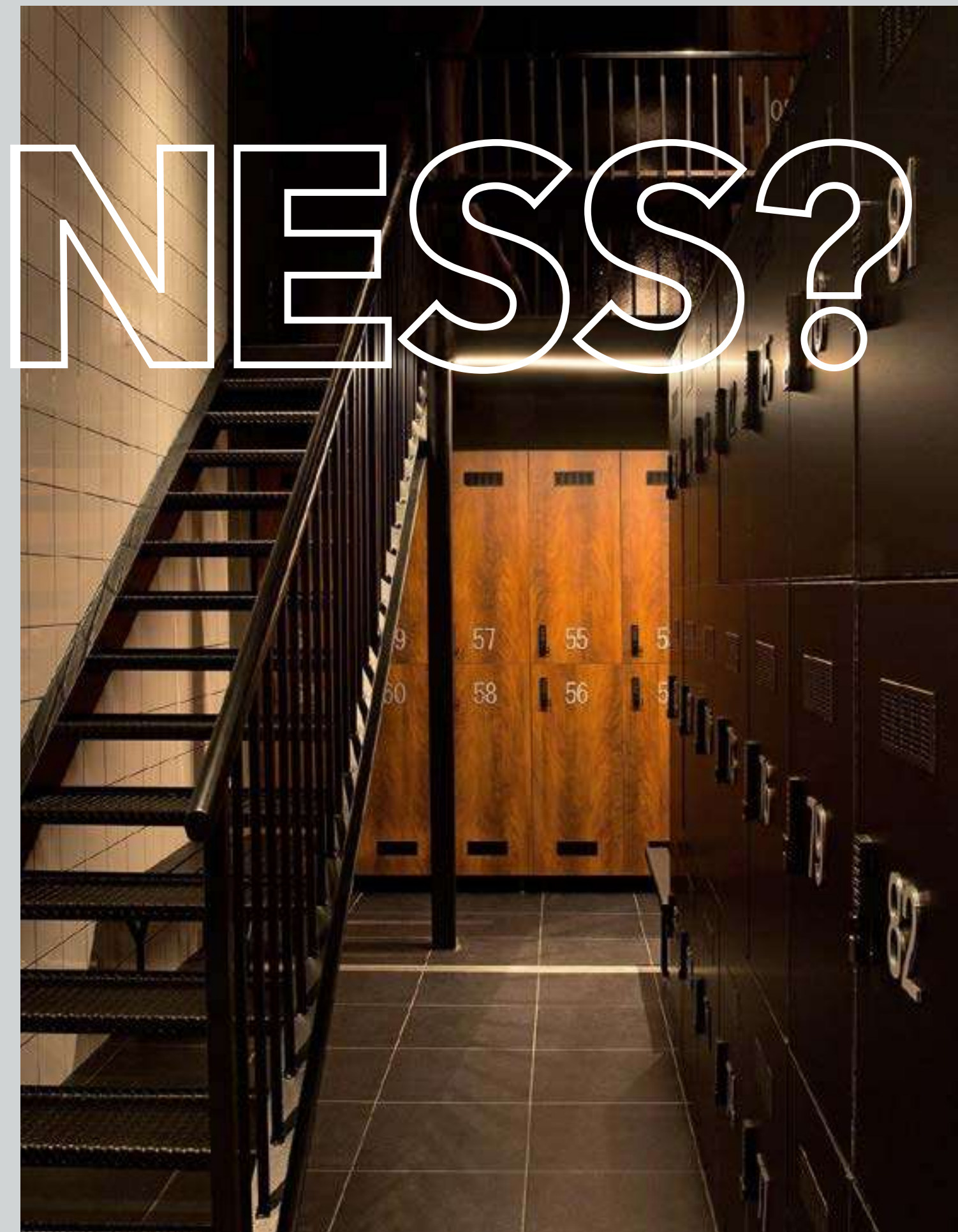


TESTIMONIAL

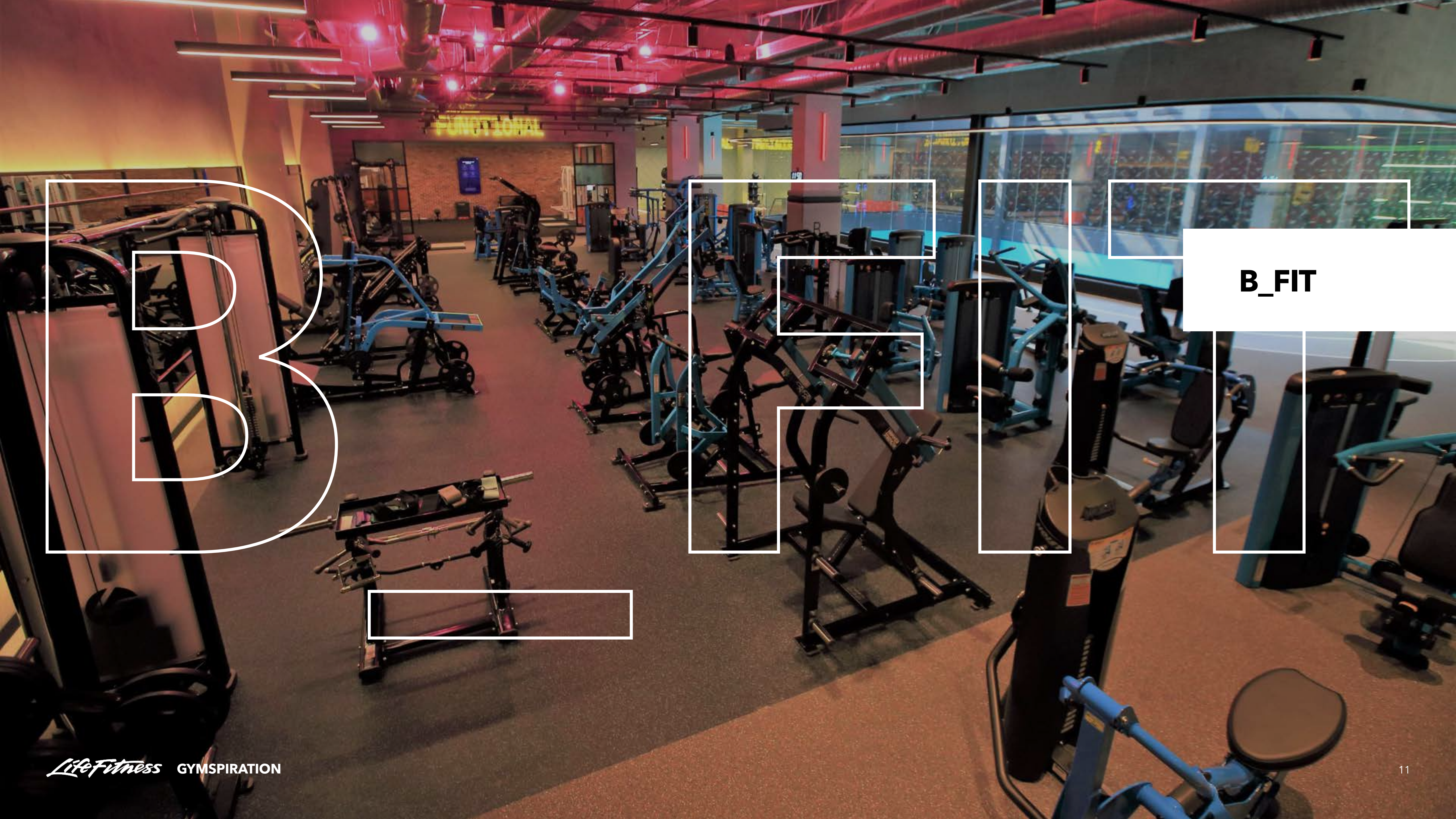
# WHY

# LIFE FITNESS?

□□ We always strive for development, Life Fitness is a company that is constantly evolving and developing and that's the main thing - we must be constantly moving forward. □□  
*Oktopus Team*







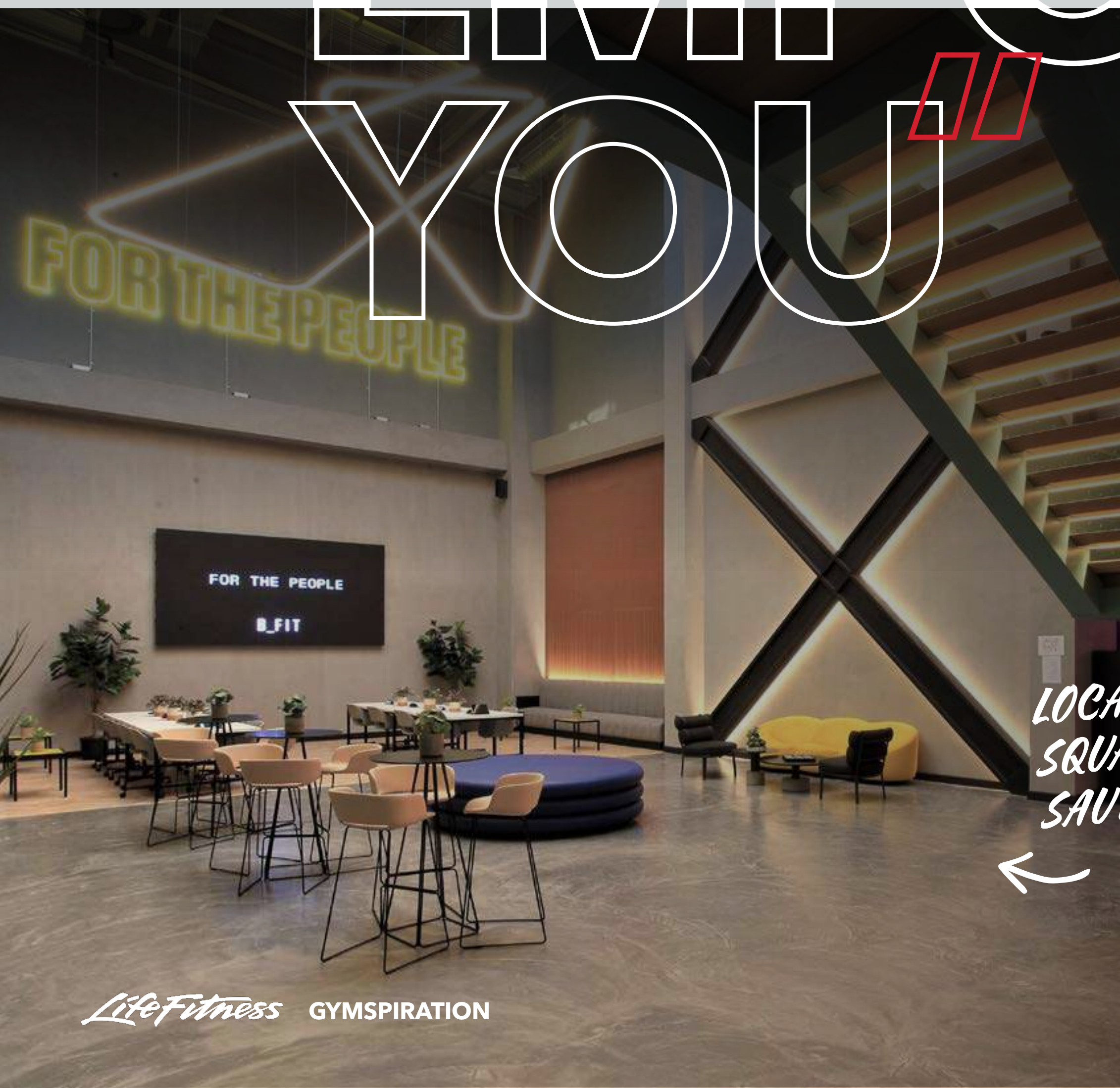
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**B\_FIT**



# EMPOWERING YOU



*LOCATED IN TOWN  
SQUARE PLAZA IN JEDDAH,  
SAUDI ARABIA*



B\_Fit brand has managed to build a unique and premium concept that integrates technology into every step that empowers its members to improve mentally, physically, and emotionally.



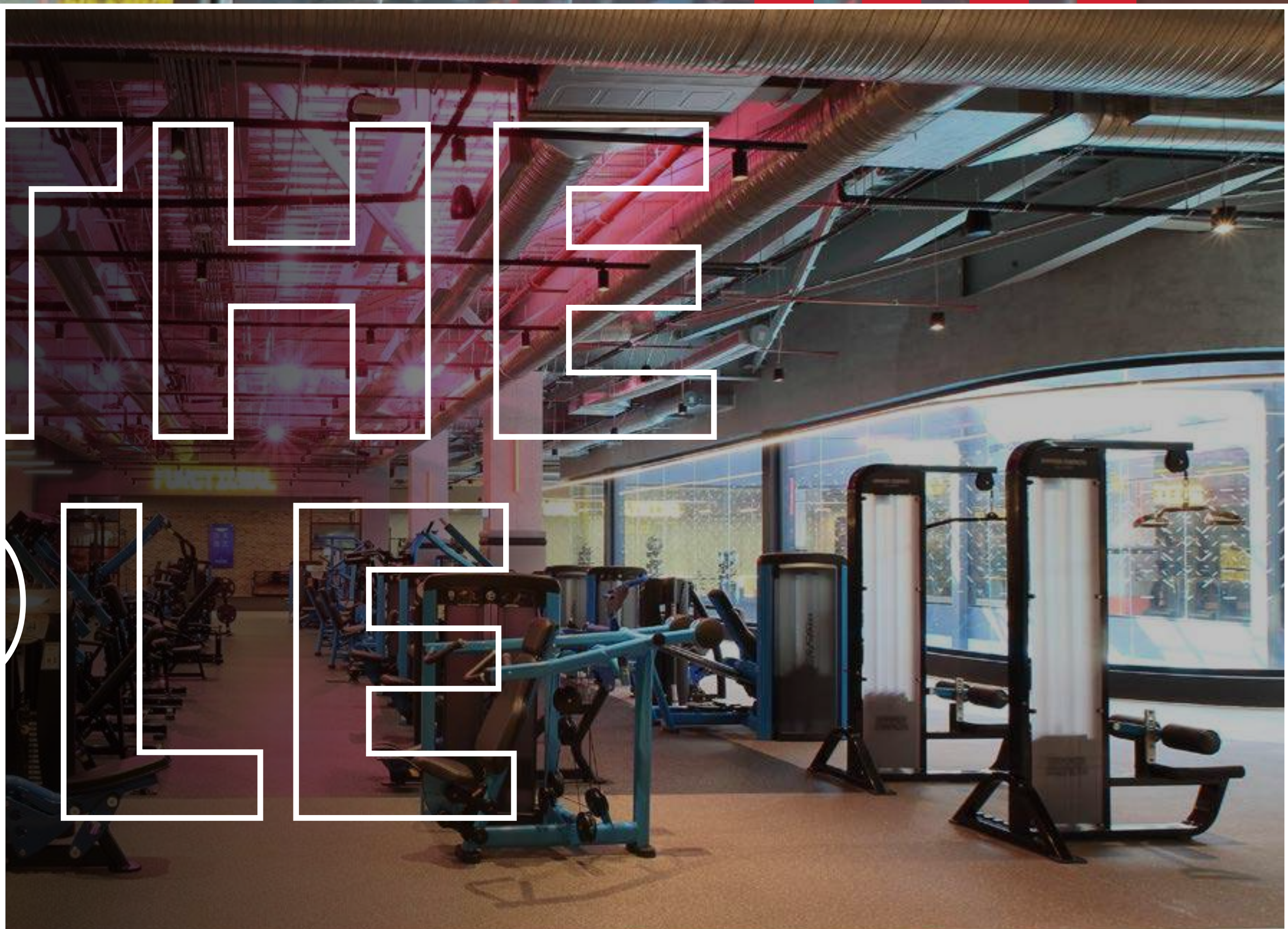
ABOUT THE BRAND

# PRODUCT LINES





# FOR THE PEOPLE



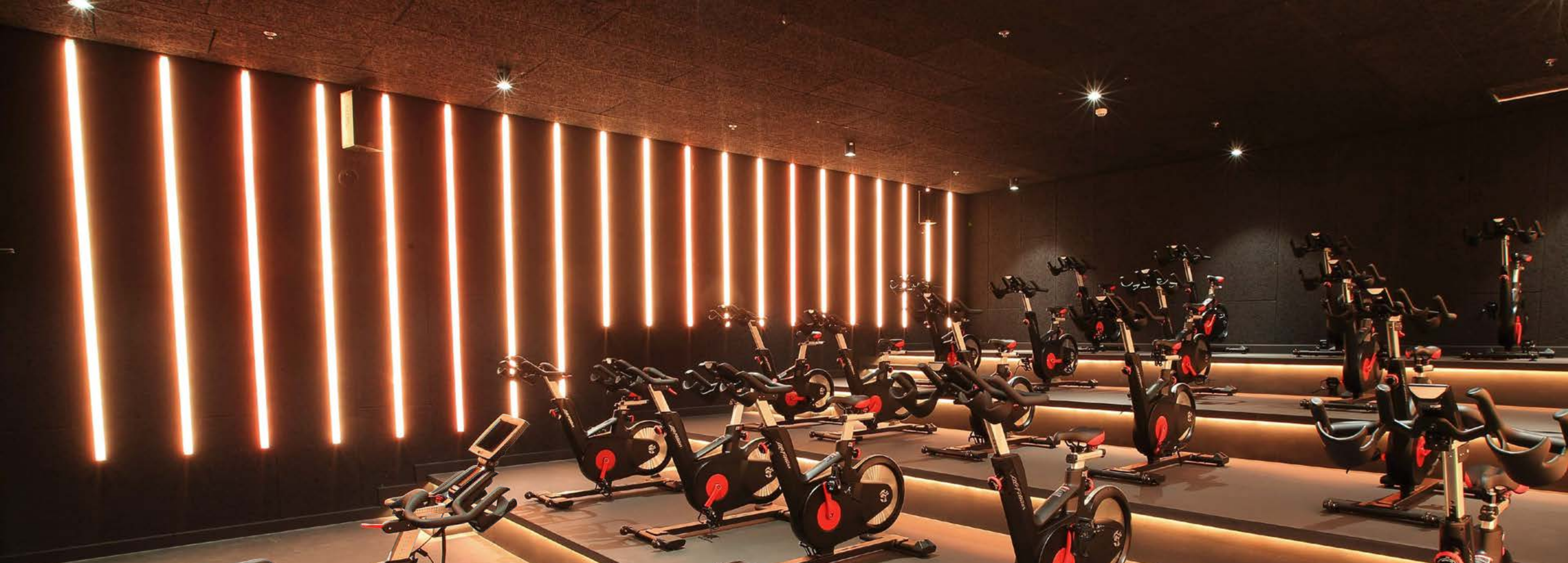
## KEY STATS

GYM FLOOR, GROUP TRAINING EXPERIENCES,  
SPA, CAFÉ AND CO-WORKING AREAS.  
LADIES-ONLY CLUB.  
3,800 SQM







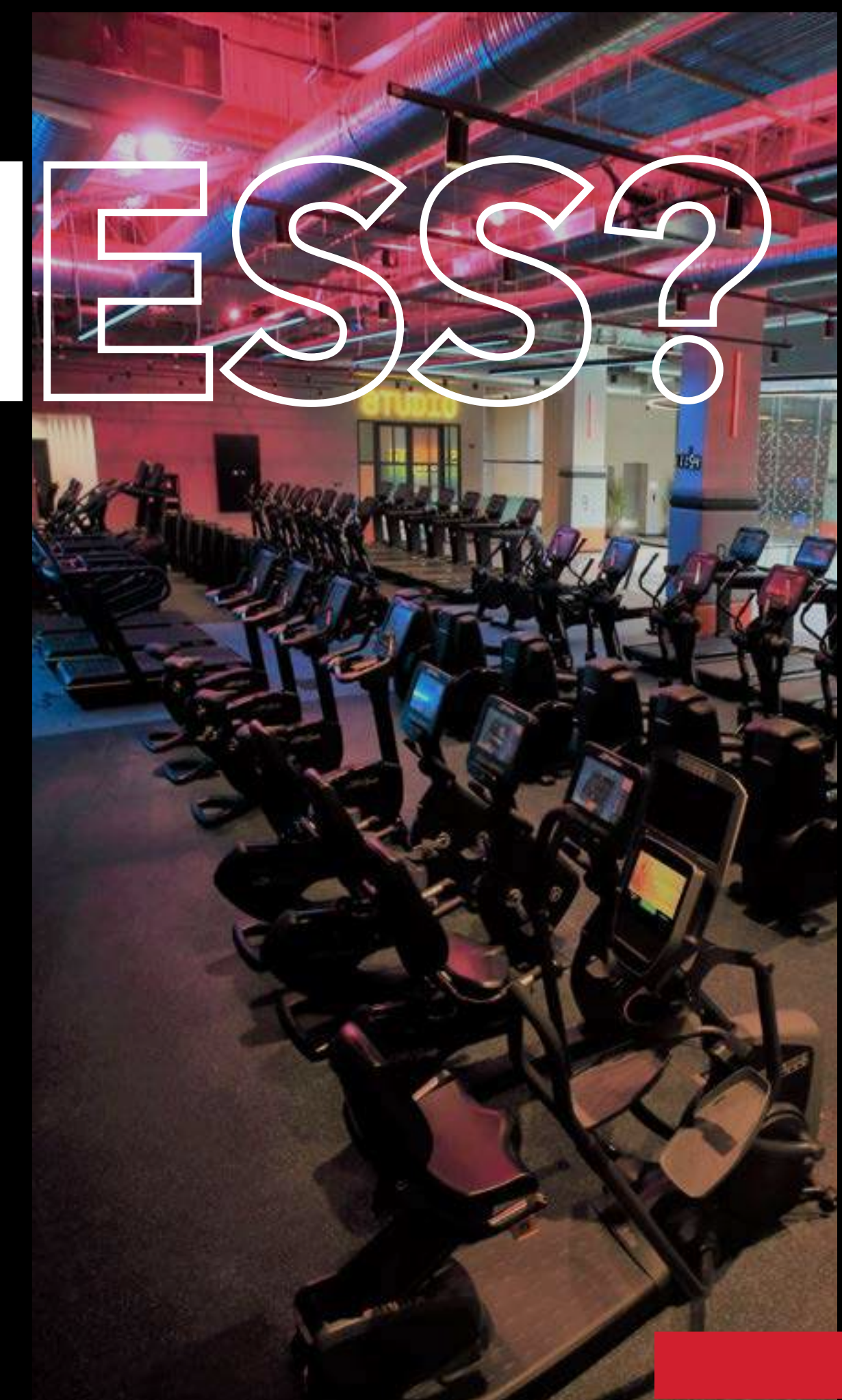




TESTIMONIAL

# WHY

# LIFE FITNESS



With technology and innovation being key aspects of our club, we need to be confident that we are always offering the best fitness experience. We can rely on Life Fitness to achieve it.

*B\_Fit Team*





**ANYTIME FITNESS BENNEKOM**

# ANYTIME FITNESS



# COMFORT AND INCLUSIVITY



*24/7 ACCESS TO ALL OF THEIR  
+5,000 CLUBS WORLDWIDE.*

Anytime Fitness has set up a smart-looking, non-intimidating environment that synergizes with the brand's values, and builds an inclusive atmosphere to bring fitness to anyone, anywhere, and whenever.



ABOUT THE BRAND

# PRODUCT LINES



LifeFitness GYMSPIRATION

SIGNATURE BENCHES & RACKS



INTEGRITY TREADMILL  
WITH SE3HD CONSOLE



ROW GX





# BRING FITNESS TO ANYONE

## KEY STATS

LOCATED IN THE CITY OF BENNEKOM  
IN THE NETHERLANDS.  
350 SQM







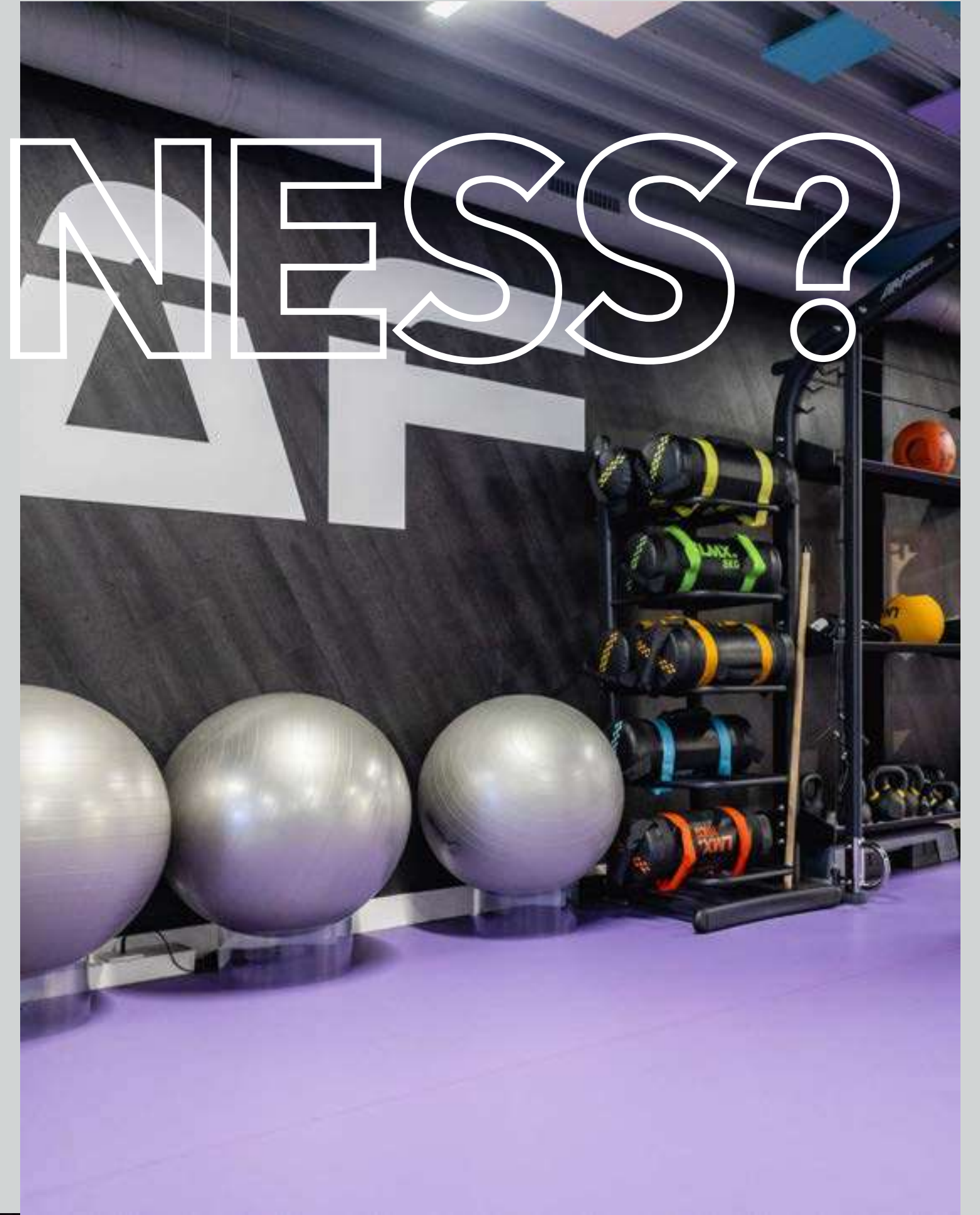




TESTIMONIAL

# WHY LIFE FITNESS?

▣▣ Convenience and comfort, together with inclusivity, are the values that we pursue. Together with Life Fitness, we can offer it with the addition of having a top-of-the-line design. ▣▣  
*Anytime Fitness Bennekom Team*





# UFC GYM

**UFC GYM UK**



# TRAIN DIFFERENT



*ALL-AROUND OFFERING WITH  
CARDIO AND STRENGTH AREAS,  
MATTED ZONE, CAFÉ, AND SAUNA.*

*LifeFitness* GYMSPARATION



UFC GYM in the UK sets up an inclusive environment inside an affordable premium gym focused on bringing a multidisciplinary fitness experience mixing mixed-martial arts with traditional fitness training.



ABOUT THE BRAND

# PRODUCT

# LINE



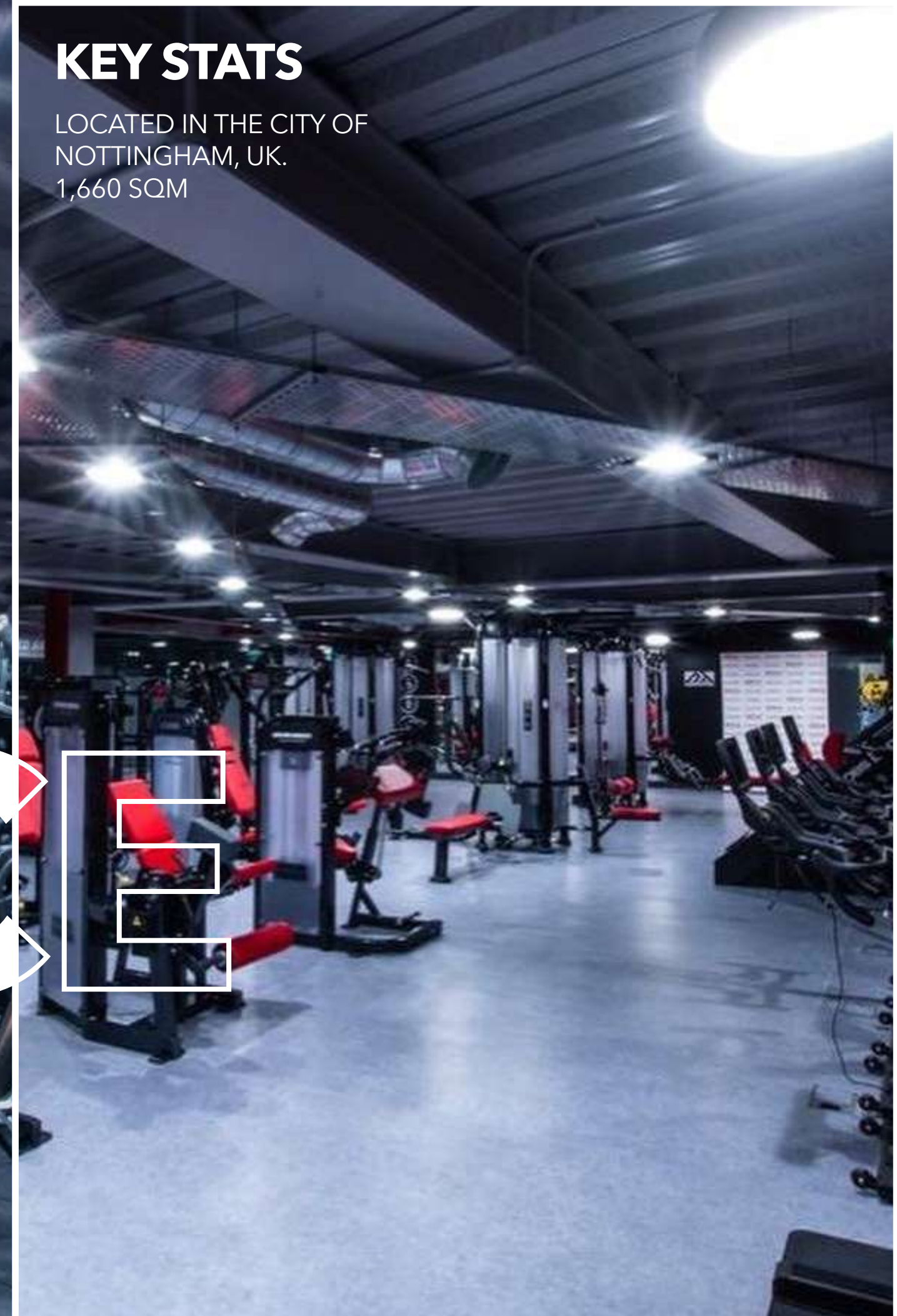
HAMMER STRENGTH  
PLATE LOADED



# FITNESS EXPERIENCE

## KEY STATS

LOCATED IN THE CITY OF NOTTINGHAM, UK.  
1,660 SQM







*LifeFitness* GYMSPIRATION



LIFE GYM  
UNITED KINGDOM







TESTIMONIAL

# WHY

# LIFE FITNESSES?

☐☐ UFC GYM® is for anybody looking to freshen up their exercise routine with a fun, innovative workout. Beginner or expert, young or old - UFC GYM is for everyone. Life Fitness has been there to deliver what we needed when we needed. ☐☐  
*UFC Gym Team*





RPTC

# RPTC



# // BUILDING BETTER LIVES //

*INDIVIDUAL DESIGN,  
FUNCTIONAL FITNESS,  
WEIGHTLIFTING AND  
POWERLIFTING.*

*LifeFitness* GYMSPIRATION

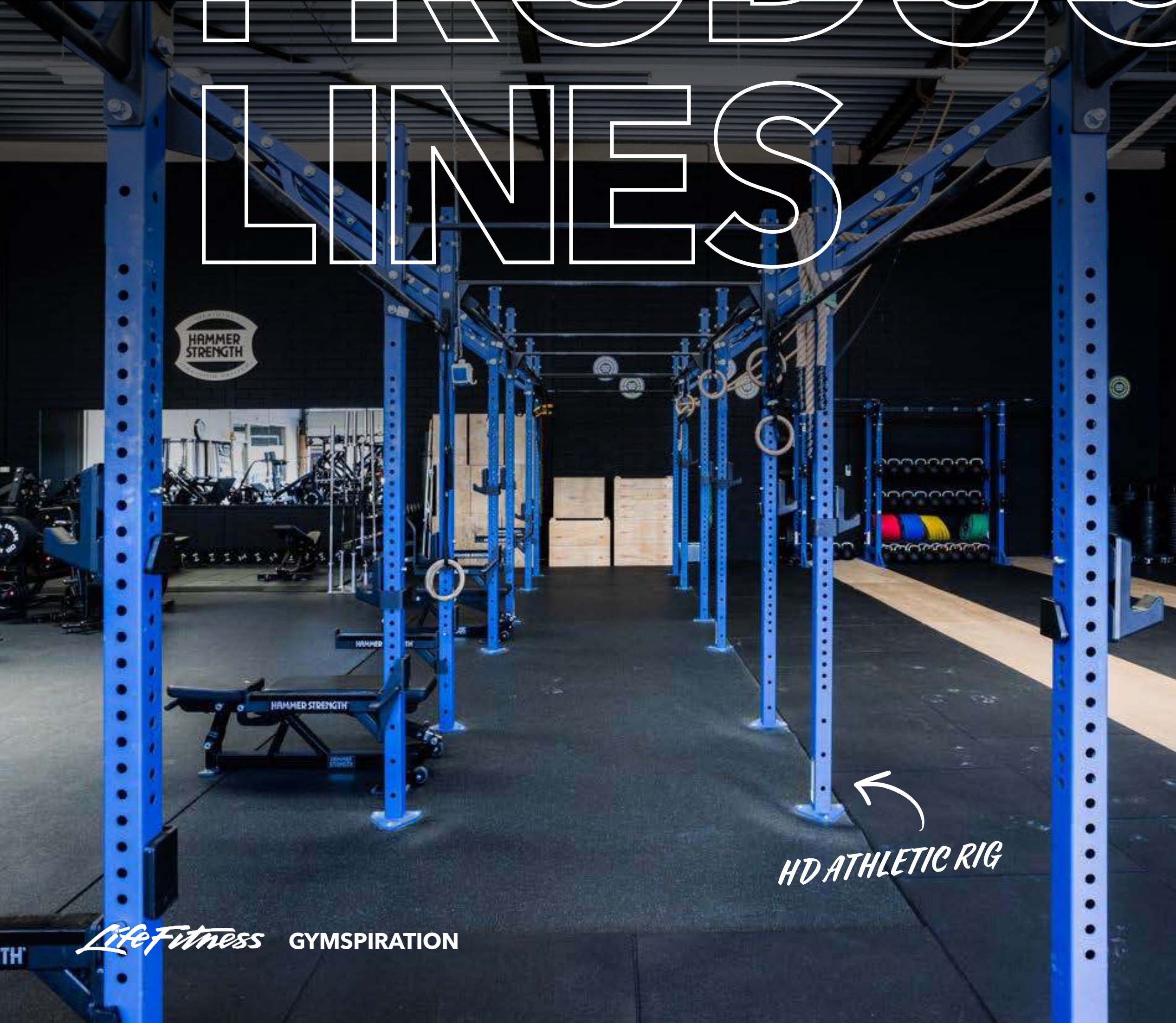


Resilience Performance Training Center is an all-coaching gym in a premium fitness facility. The gym's main values succeed in making its members live an inspired life through fitness.



ABOUT THE BRAND

# PRODUCT LINES



←  
HD ATHLETIC RIG



→  
HAMMER STRENGTH  
PLATE LOADED



→  
HAMMER STRENGTH  
ACCESSORIES



# LIFETHROUGH FITNESS

## KEY STATS

LOCATED IN THE TOWN OF BARENDRECHT  
IN THE NETHERLANDS.  
1,100 SQM













TESTIMONIAL

# WHY



# LIFE FITNESS?

▣▣ We aim to build better lives through fitness and we have gone through a big journey of development and expansion in order to reach our goals. Life Fitness was a big part of that journey with its equipment and advice.▣▣

*RPTC Team*





# 1 REBEL REBEL

REBEL



# “AN EXCEPTIONAL SPACE”

*ACCESS TO ALL OF THEIR CLUBS WORLDWIDE.*

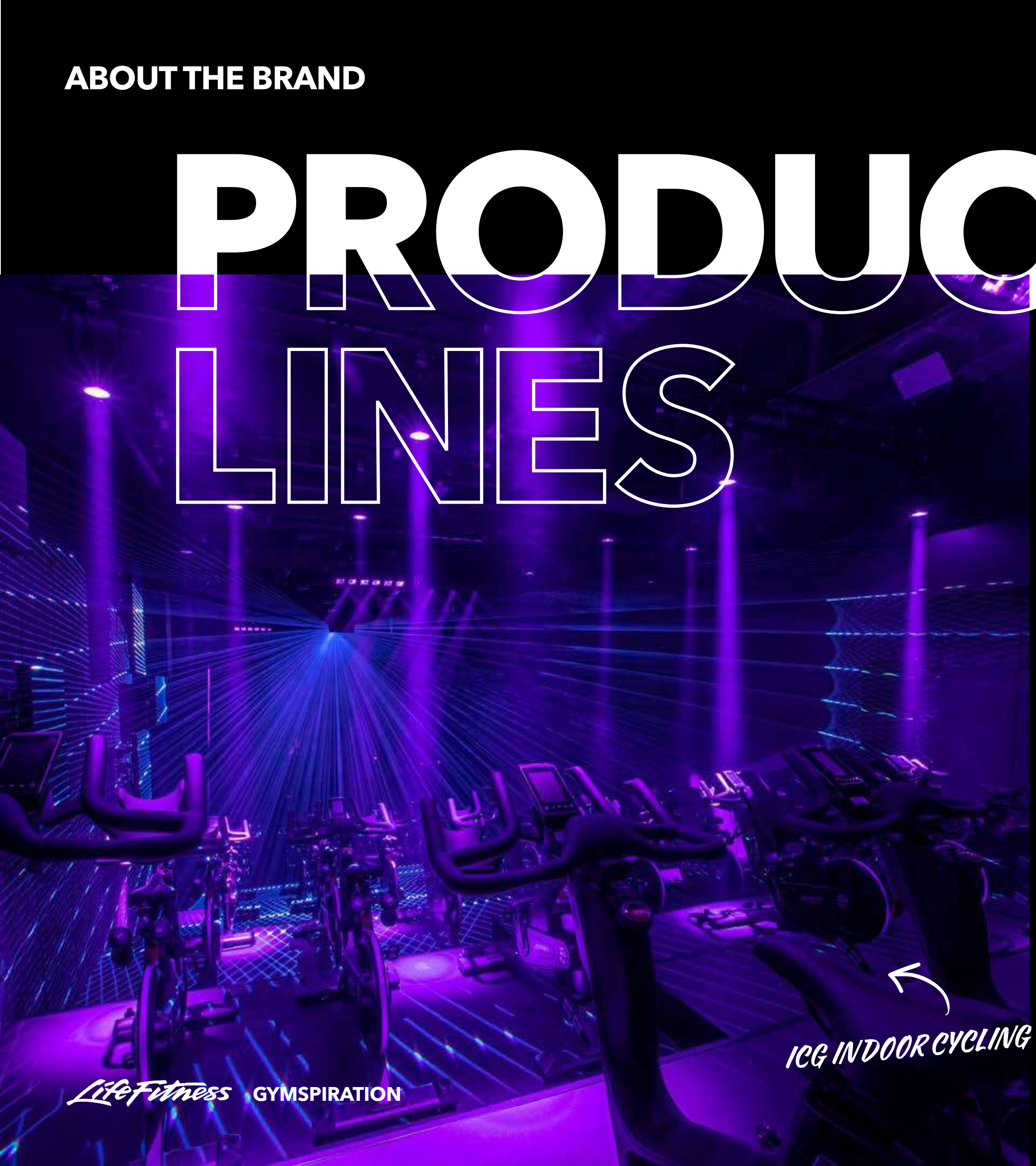


1Rebel offers high intensity, high octane fitness sessions against a backdrop of bespoke music for anyone looking to have a high-end, immersive fitness experience that blurs the lines between fitness and entertainment.



ABOUT THE BRAND

# PRODUCT LINES



←  
*10G INDOOR CYCLING BIKES*

*LifeFitness* GYMSPIRATION



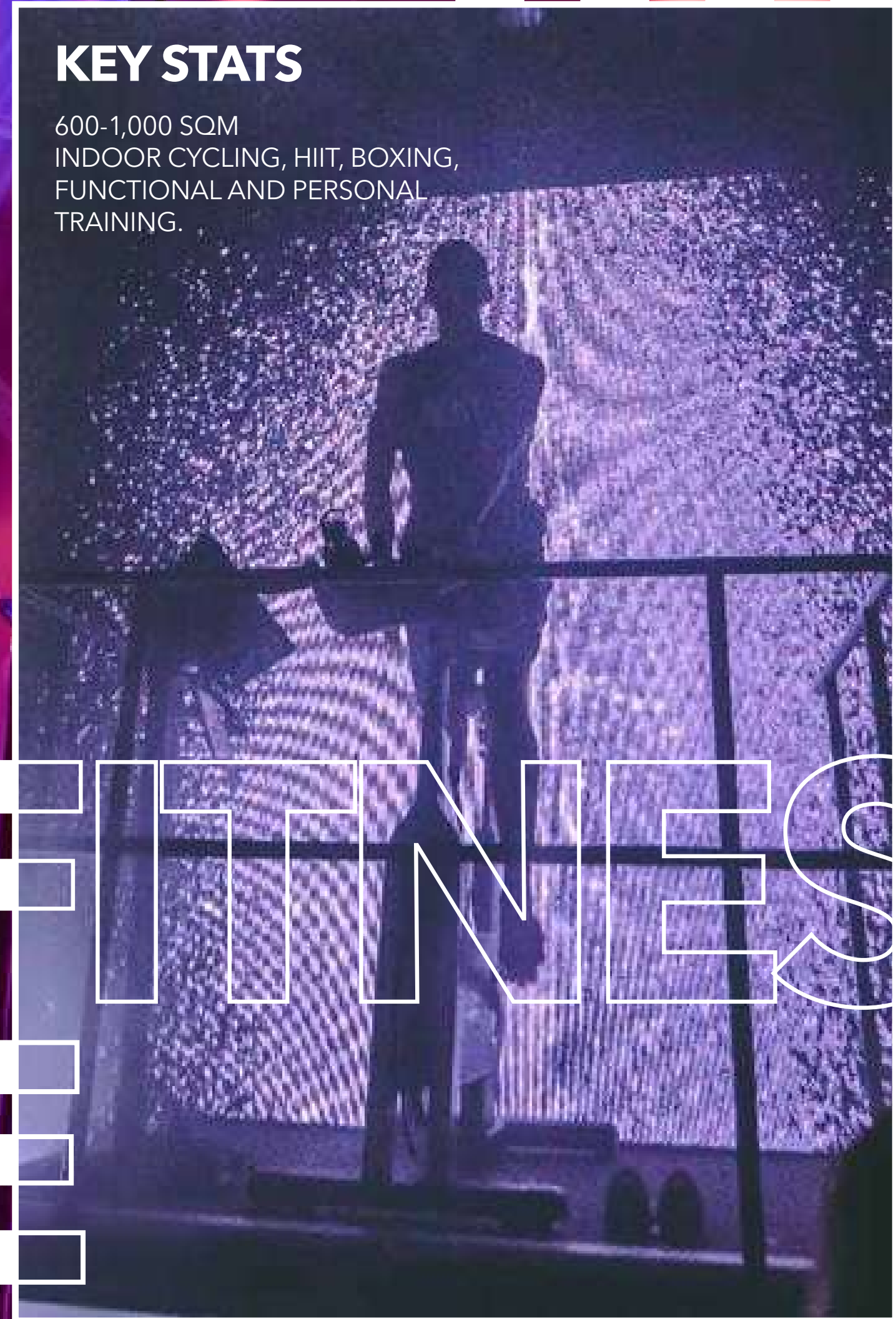




REBEL

**KEY STATS**

600-1,000 SQM  
INDOOR CYCLING, HIIT, BOXING,  
FUNCTIONAL AND PERSONAL  
TRAINING.



**IMMERSIVE FITNESS  
EXPERIENCE**









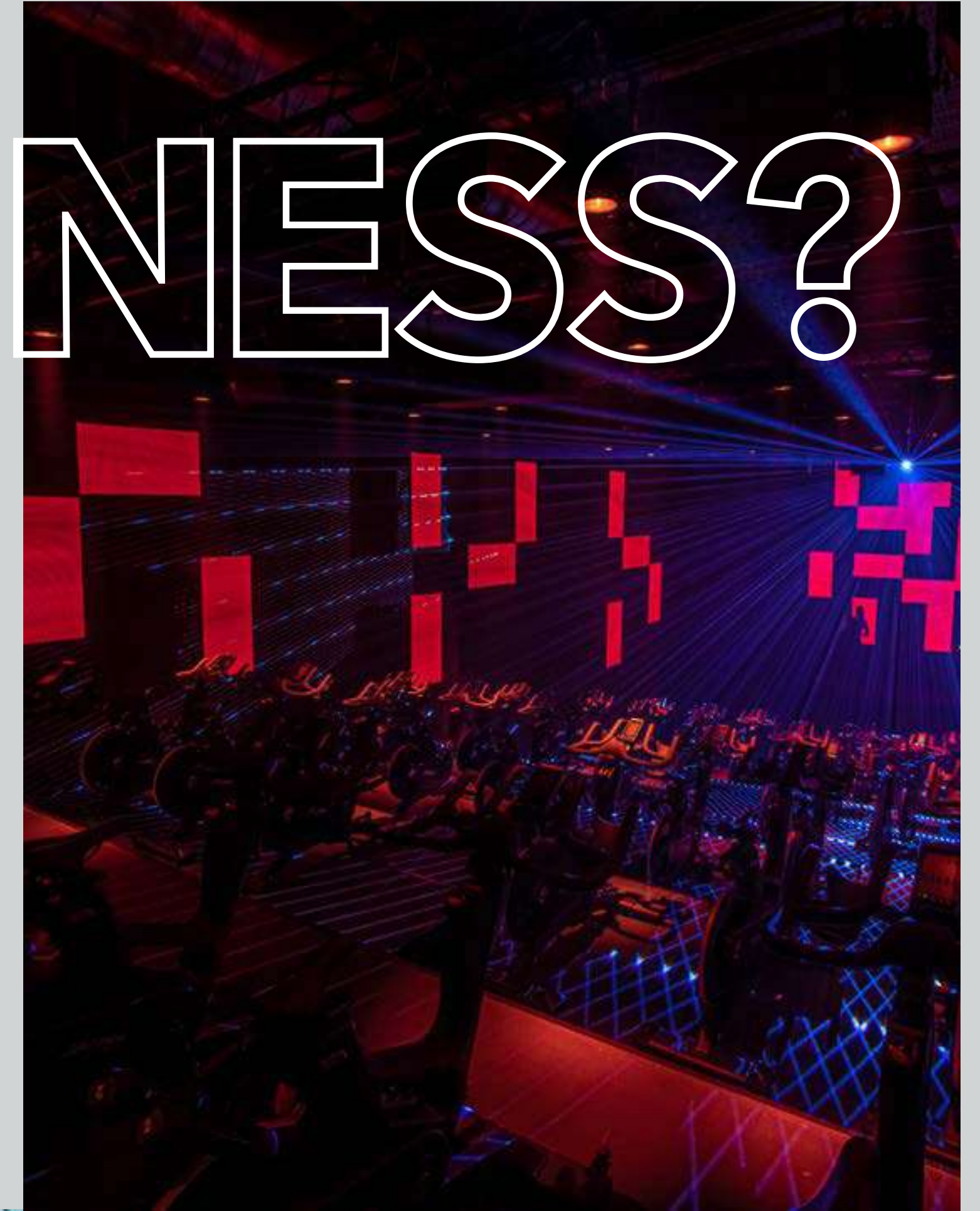


TESTIMONIAL

# WHY

# LIFE FITNESS?

▣▣ The theatre has hosted live bands, live DJs, electric violin and saxophone sessions, and a dance party, in addition to the regular Ride programming that we run throughout the week. It really is an exceptional space. ▣▣  
*1Rebel Team*





# UPPER CLUB

**UPPER  
CLUB**



# THE PLACE TO BE

LOCATED IN THE CITY OF ROOSENDAAL IN THE NETHERLANDS.

LifeFitness GYMSPIRATION



The Upper Club is a social club that makes its members feel good and at home with personal guidance, challenging group workouts, a lovely sauna, and a cozy bar. The Upper Club is the place to be to work on a healthy lifestyle.



ABOUT THE BRAND

# PRODUCT LINES



*LifeFitness* GYMSPIRATION

HAMMER STRENGTH  
ACCESSORIES



HD ELITE RACK  
& PLATFORM



CYBEX SPARC



# CHALLENGING GROUP WORKOUTS

## KEY STATS

500 SQM OF GYM, FUNCTIONAL ZONE,  
BAR, AND WELL-BEING AREAS.  
550 MEMBERS.







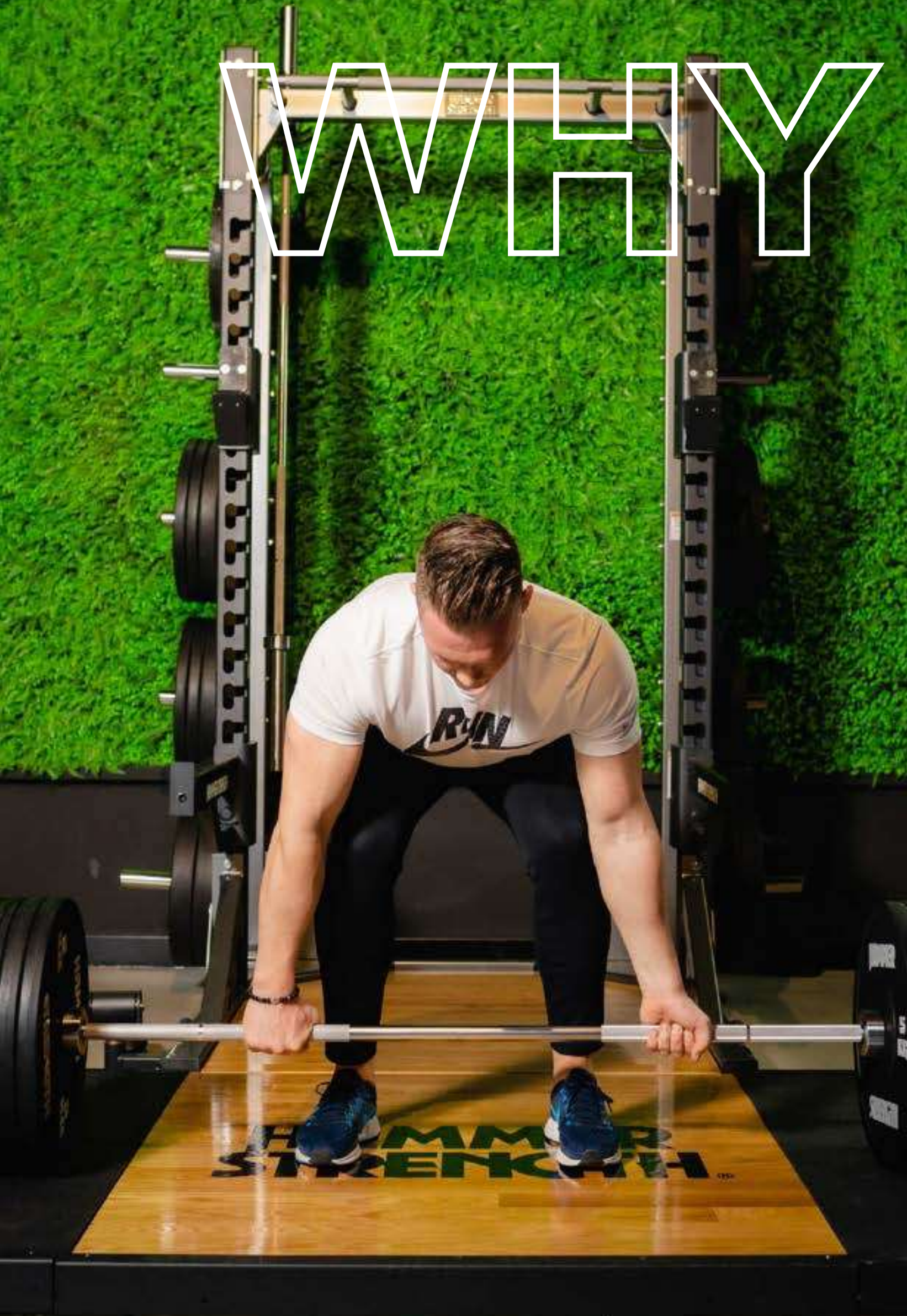






TESTIMONIAL

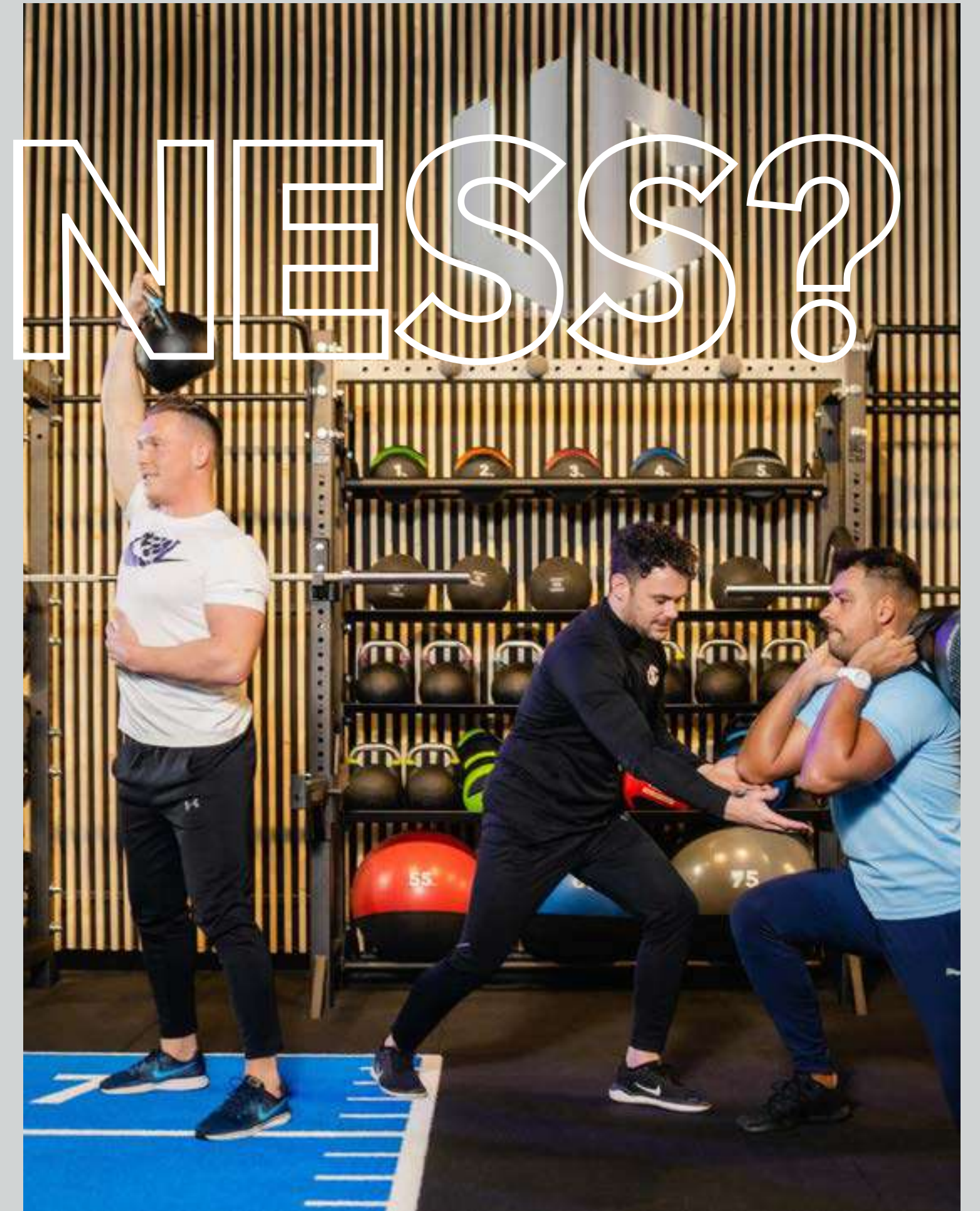
# WHY



# LIFE FIT NEEDS?

▣▣ We have the ambition to help our members grow and achieve their goals. For us, it's of key importance to pay sincere attention to them to the point where not only we know what they want to achieve but also which drink they prefer to take after the workout. ▣▣

*The Upper Club Team*





# METABOLIK

#HARDER

**METABOLIK**



# BE DIFFERENT



*LOCATED IN THE CITY OF  
FONTAINEBLEAU IN FRANCE*

*LifeFitness* GYMSPARATION



Metabolik is a performance-oriented social sports club that offers a wide variety of group-training sessions inside a state-of-the-art gym with an iconic design and top-of-the-line equipment.



ABOUT THE BRAND

# PRODUCT LINES



SYNERGY 360

LifeFitness GYMSPIRATION



LIFE FITNESS  
POWERMILL



HAMMER STRENGTH  
PLATE LOADED

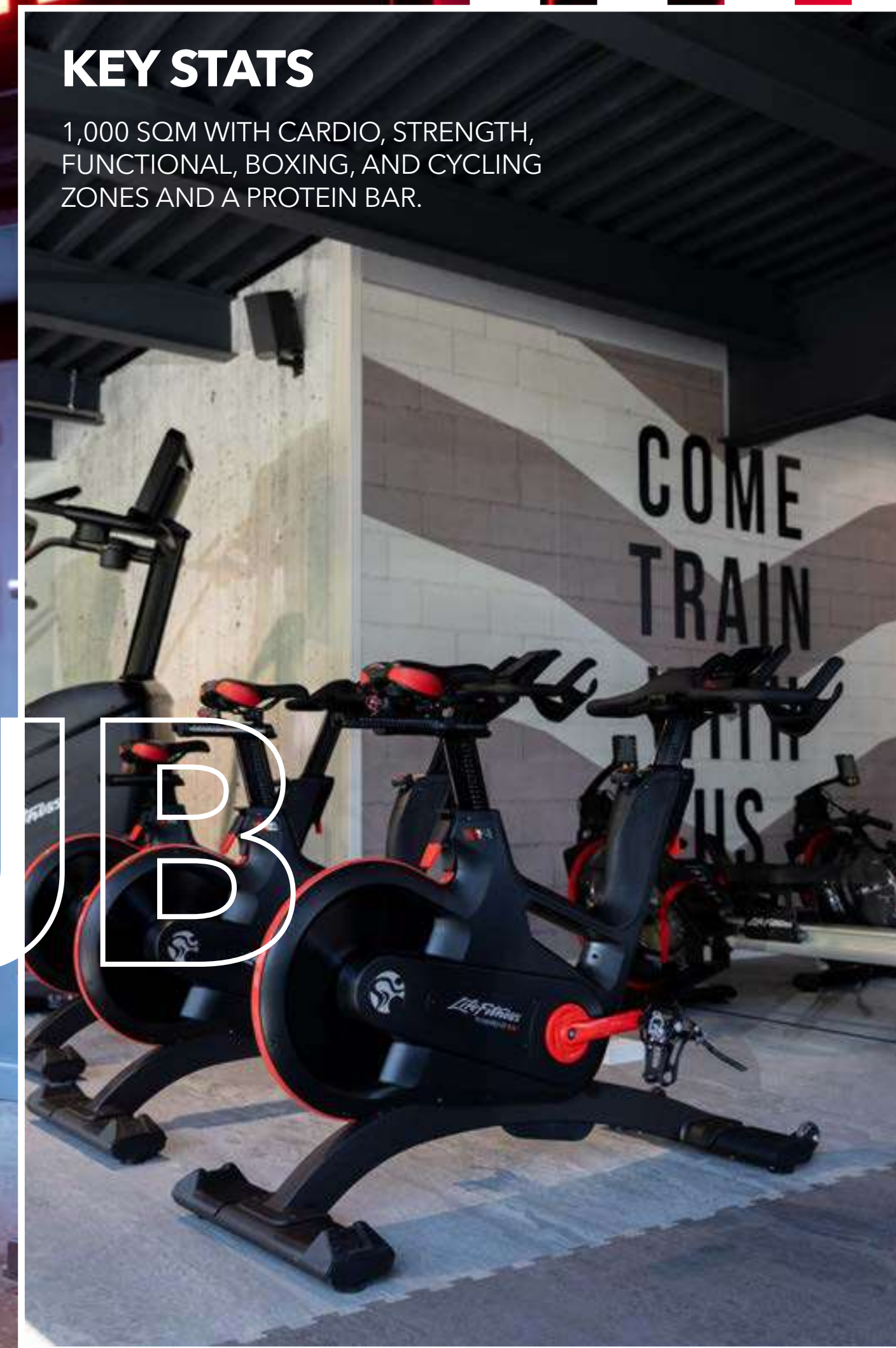


#HARDEER

# SOCIAL SPORTS CLUB

## KEY STATS

1,000 SQM WITH CARDIO, STRENGTH, FUNCTIONAL, BOXING, AND CYCLING ZONES AND A PROTEIN BAR.













TESTIMONIAL

# WHY

# LIFE FITNESS?

▣▣ We have the clear vision of not wanting to be like other operators in the country, we want to be different and offer a unique fitness and group training experience. ▣▣  
*Metabolik Team*







**GYMOTION**



# JOIN THE REBELLION



*LOCATED IN THE CITY OF  
ISTANBUL, TURKEY*

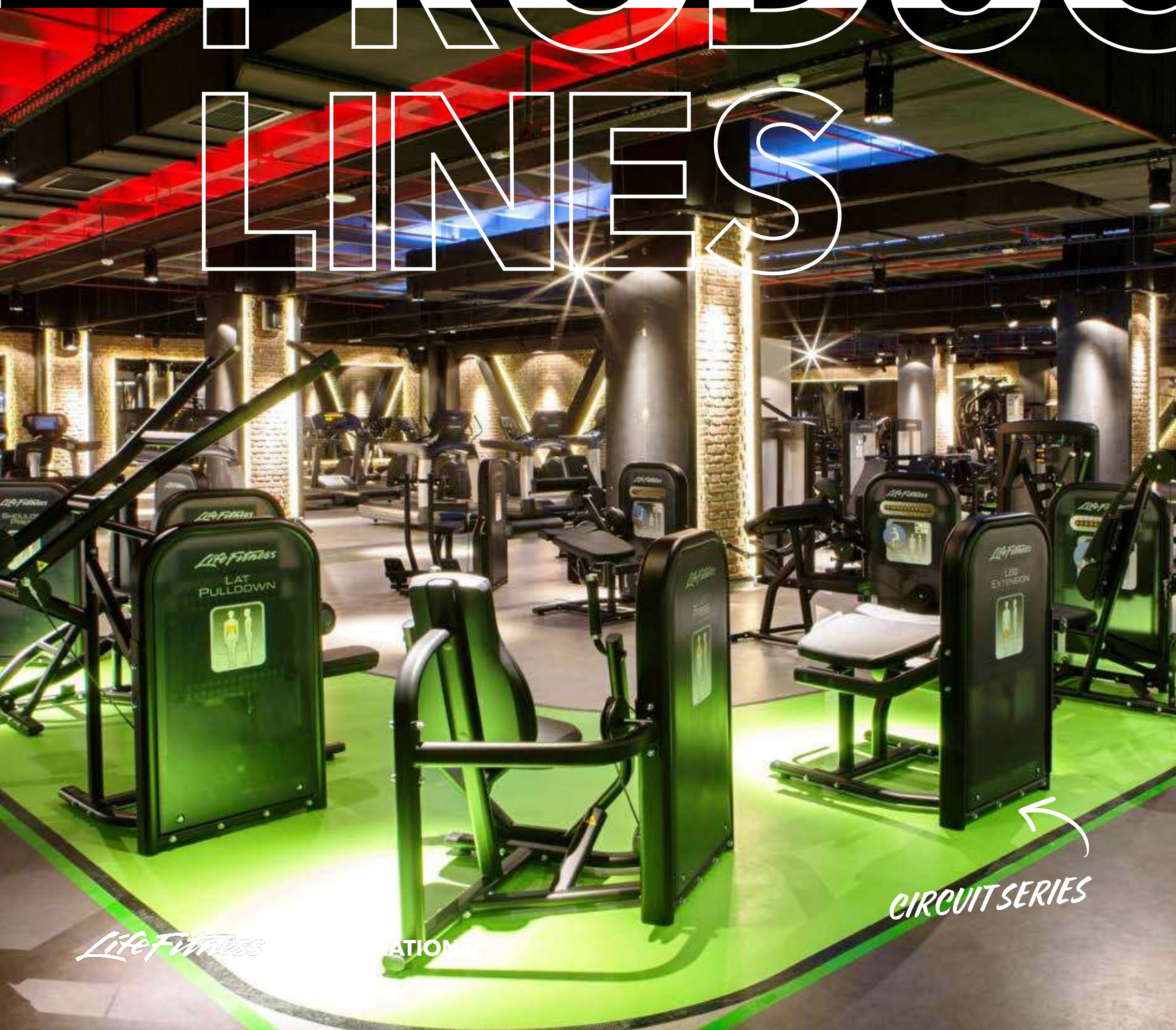
*LifeFitness* GYMSPARATION

Gymotion creates an immersive experience inside a unique atmosphere for anyone who wishes for a healthier life through different areas and in-club boutiques that range from functional training and indoor cycling to boxing.



ABOUT THE BRAND

# PRODUCT LINES



*LifeFitness*

ATION



# A UNIQUE ATMOSPHERE

## KEY STATS

LOCATED IN THE CITY OF ISTANBUL IN TURKEY  
1,800 SQM OF FITNESS AREAS AND MINIBAR  
2,000 MEMBERS

GYMOTION





*LifeFitness* GYMSPIRATION







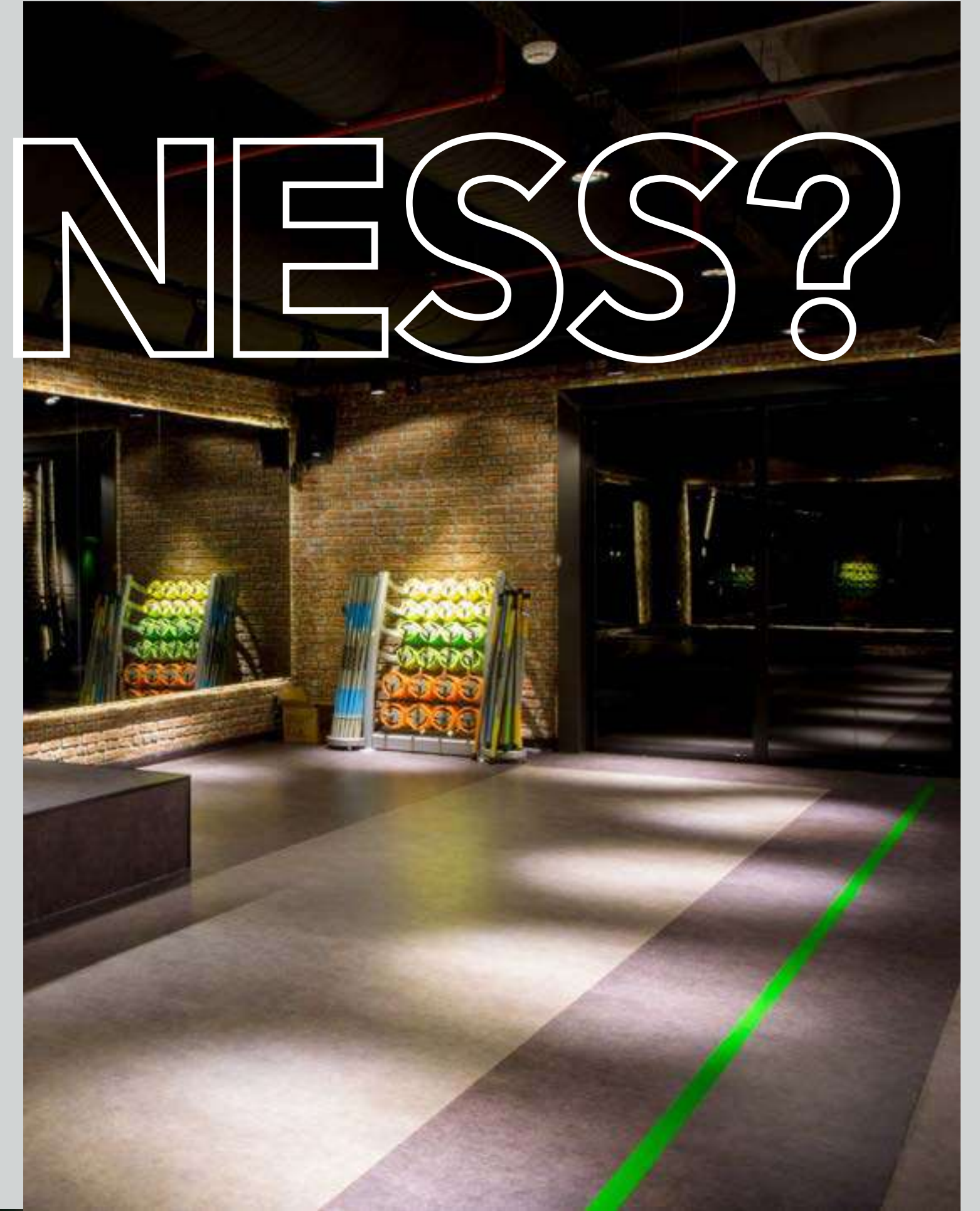


TESTIMONIAL

# WHY

# LIFE FITNESS?

□□ We work to enable our members to approach their goals with a results-oriented approach and different training programs. Partnering with Life Fitness, the quality of our equipment and brand awareness have increased people's interest in our club. □□  
*Gymotion Team*





**ON AIR**

**HAMMER  
STRENGTH®**

**ON AIR**



# ORIGINALLY FITNES



*LOCATED IN FRANCE*



On Air provides a unique and original fitness experience that blends sport, music, and design together in one space. With top-of-the-line equipment, performance-oriented training zones, and a lighting design that completes this immersive experience, the youngest members can't stop posting it on social media.



ABOUT THE BRAND

# PRODUCT LINES



HAMMER STRENGTH  
PLATE LOADED





# UNIQUE & ORIGINAL

## KEY STATS

1,400 SQM  
MIXES CARDIO, STRENGTH, AND FUNCTIONAL  
AREAS, A LADIES-ONLY ZONE AND A BOXING RING







**HAMMER  
STRENGTH**

**HAMMER  
STRENGTH®**

**HAMMER  
STRENGTH**







TESTIMONIAL

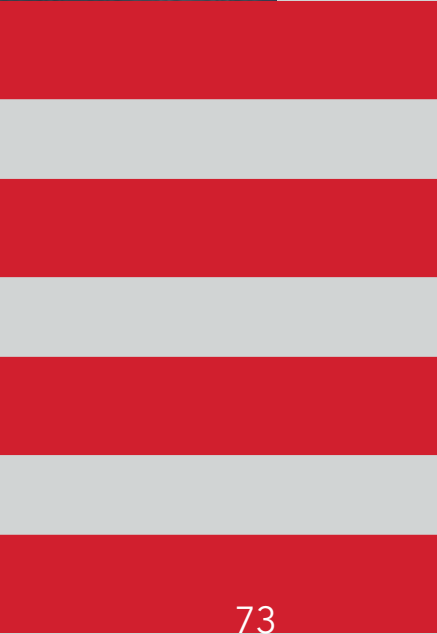
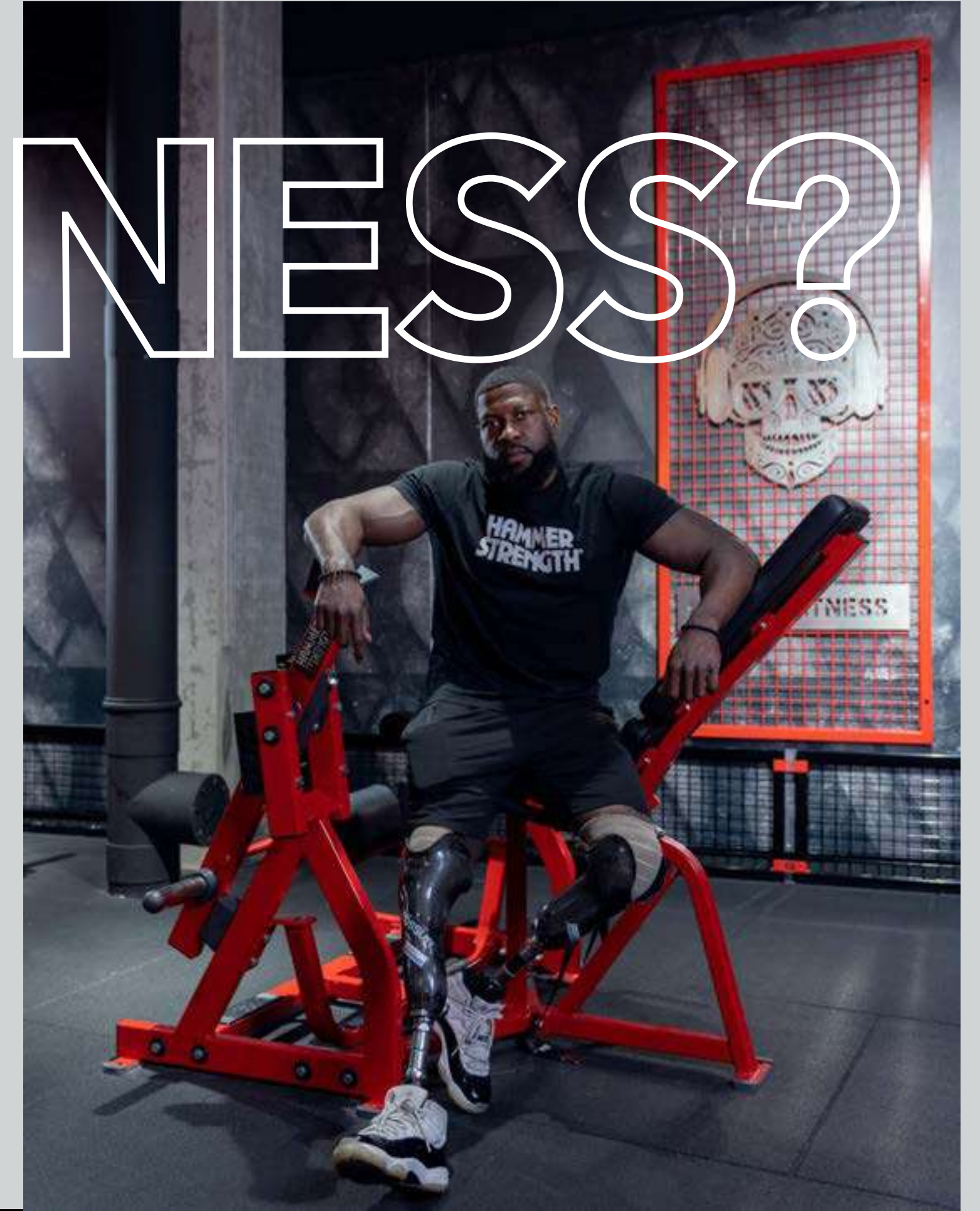
# WHY



LifeFitness GYMSPIRATION

# LIFE FITNESS?

Everything in our gym needs to precisely fit together and with our audience. In this case, the Hammer Strength equipment and accessories perfectly match with the atmosphere and provide a final touch to the performance-oriented approach. *On Air Team*





**MODE FITNESS**

# MODE FITNESS





# AN ELITE PARTNER



*LOCATED IN THE HEART OF THE BUSTLING CHICAGO WEST LOOP NEIGHBORHOOD, USA.*

Mode Fitness is a 24-hour fitness club oriented to cover an all-around well-being and fitness routine. Their member base ranges from elite athletes to beginner gym-goers with routines that include personal training, nutrition assessment, and exclusive group classes, all involving cutting-edge equipment.



ABOUT THE BRAND

# PRODUCT LINES



LIFE FITNESS  
POWERMILL

LifeFitness GYMSPIRATION



HD ELITE HALF RACK  
& HAMMER STRENGTH  
ACCESSORIES







# CUTTING-EDGE EQUIPMENT

## KEY STATS

4,000 SQM WITH STATE-OF-THE-ART FITNESS FLOORS AND STUDIOS AND POST-WORKOUT RECOVERY SPACES.  
300 MEMBERS







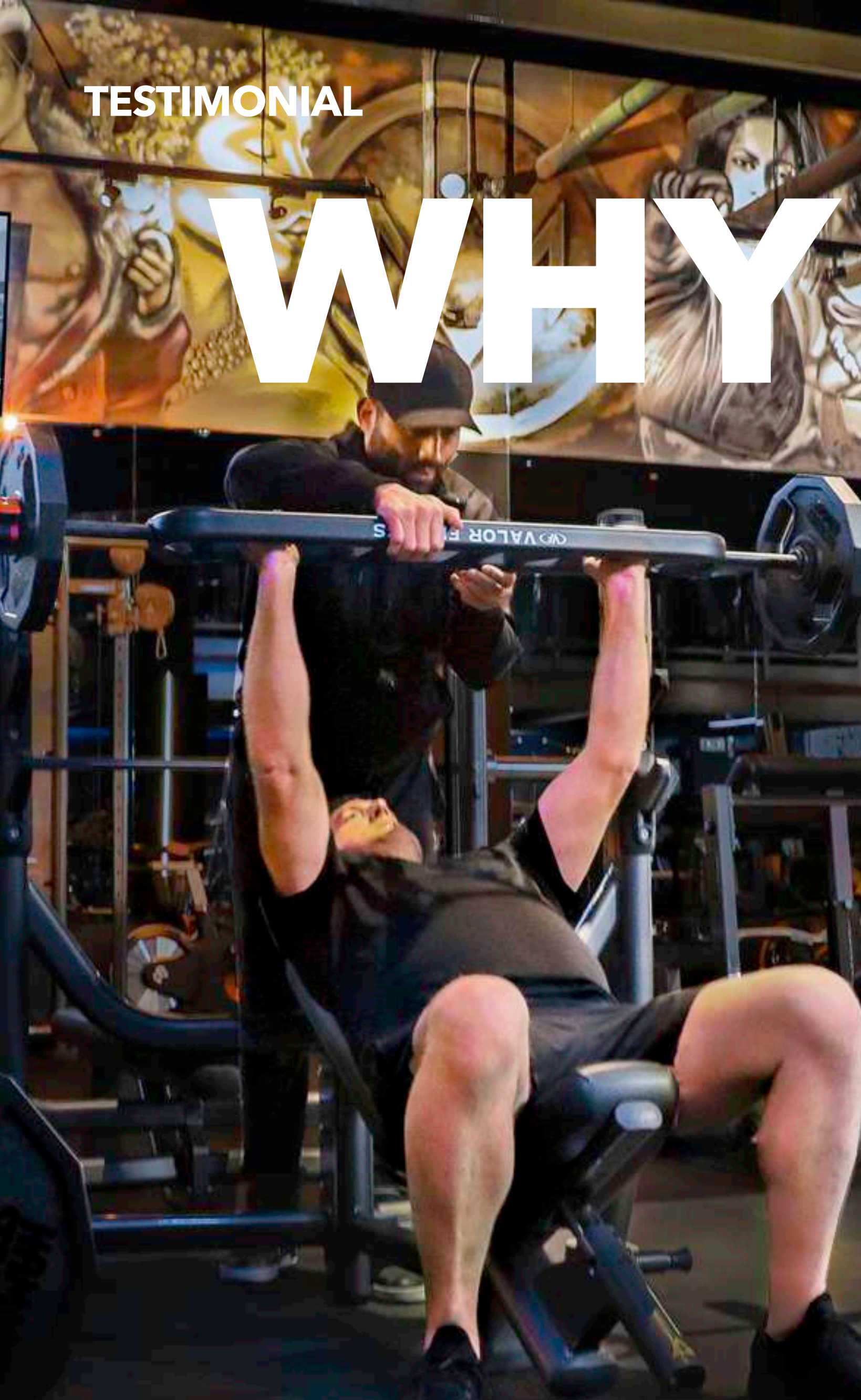
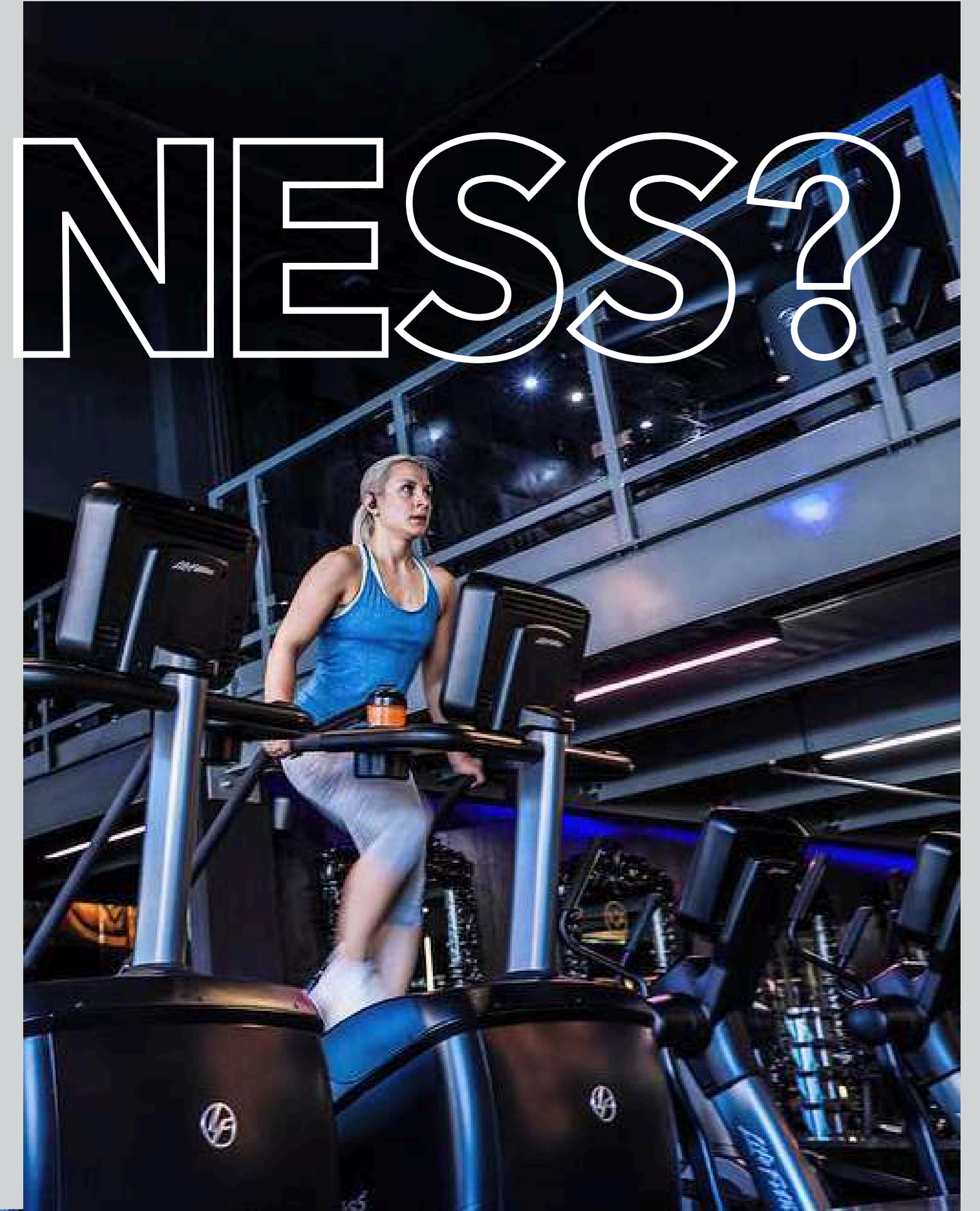
TESTIMONIAL

# WHY

# LIFE FITNESS?

Mode is an elite gym and decided to partner with an elite company that has a great selection of all types of equipment as well as layout design advice and support, which is a key ingredient in our offering.

*Mode Fitness Team*





**ORANGETHEORY FITNESS**

# ORANGETHEORY



# MORE

# LIFE



*LOCATED IN FRANCE*



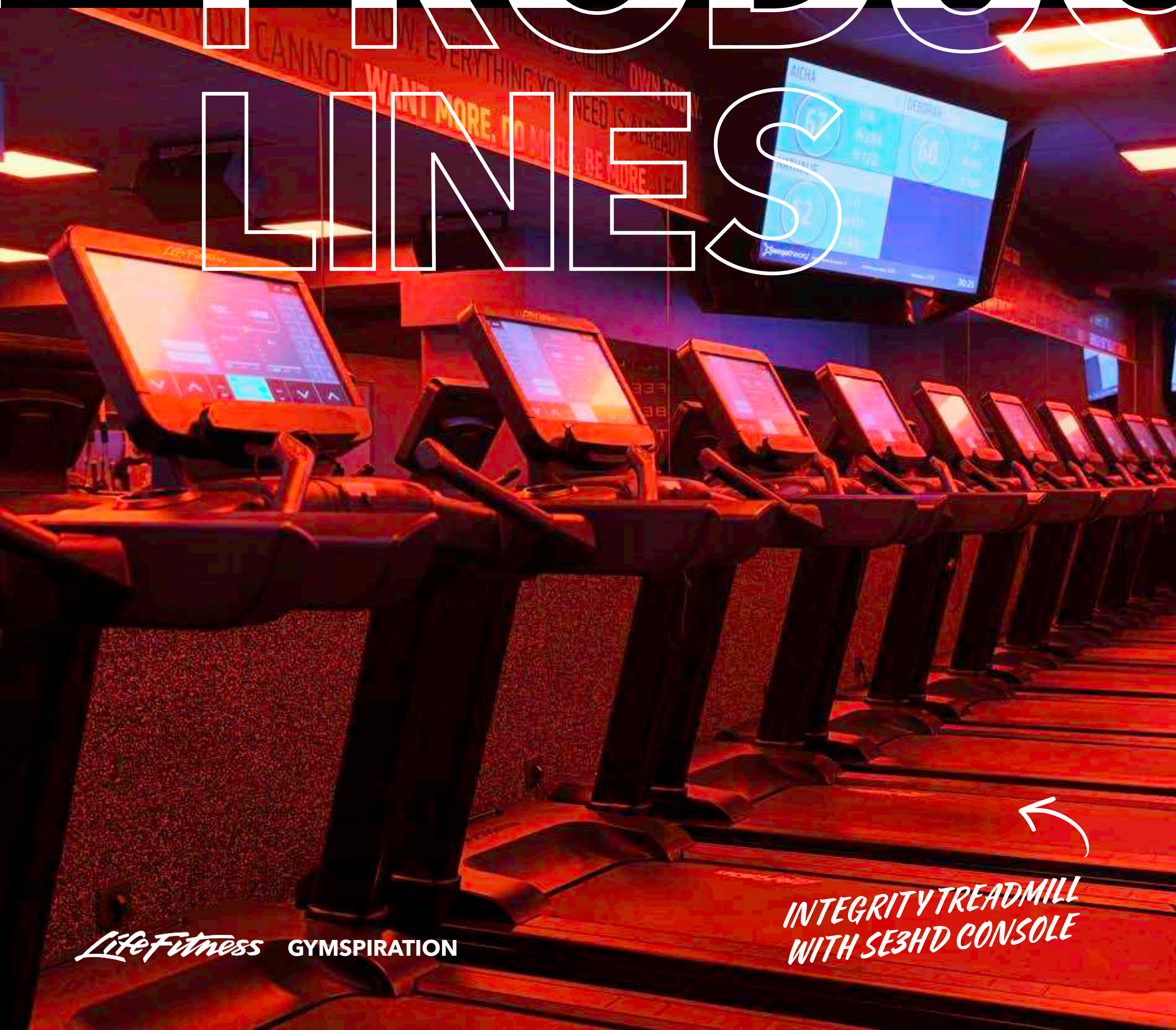
Orangetheory is a total-body group workout that combines science, coaching and technology to guarantee more caloric afterburn, maximum results, more confidence, all to deliver more life.



ABOUT THE BRAND

# PRODUCT

# LINE



*LifeFitness* GYMSPIRATION

INTEGRITY TREADMILL  
WITH SE3HD CONSOLE



SE3HD CONSOLE

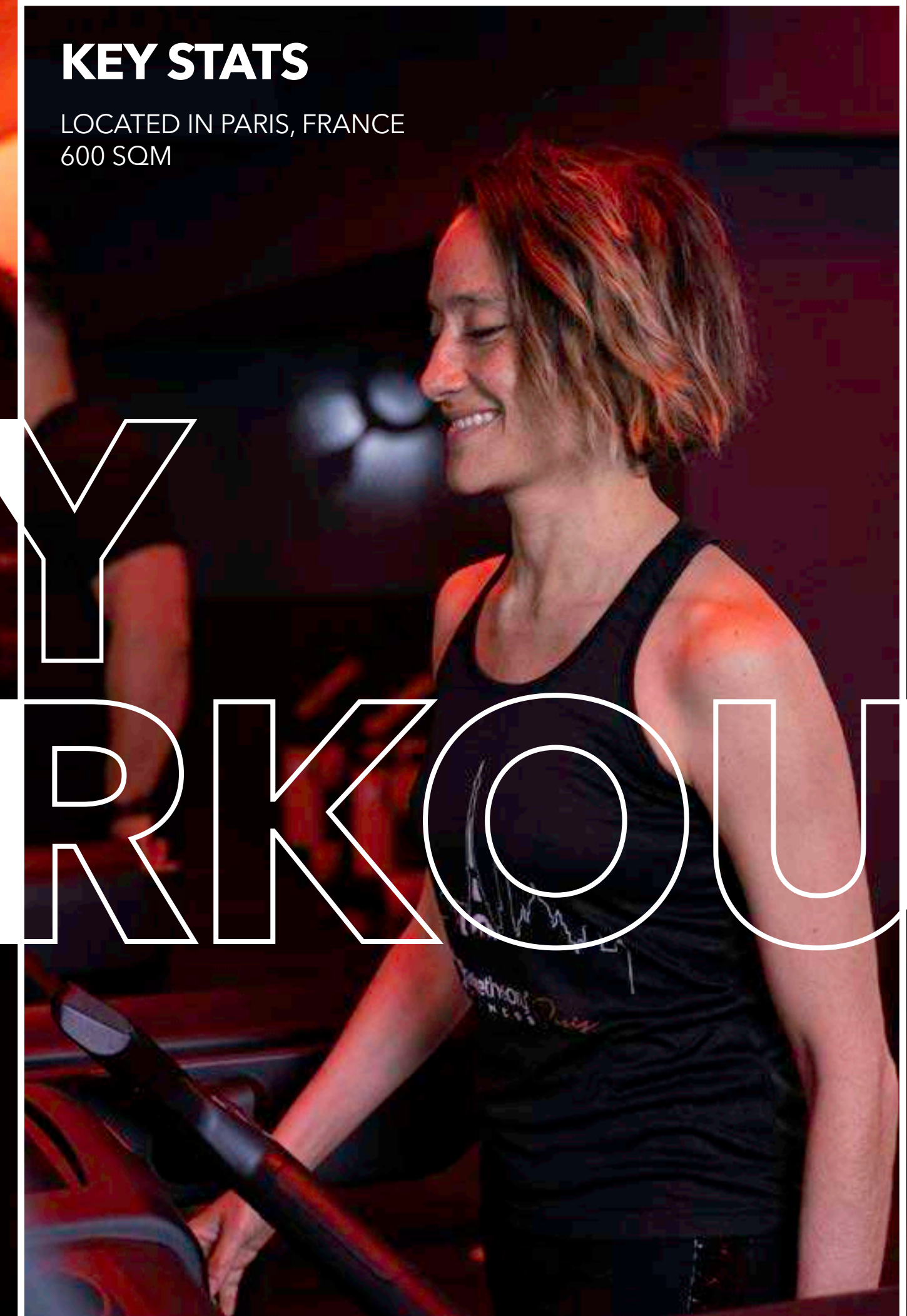




# TOTAL-BODY GROUP WORKOUT

## KEY STATS

LOCATED IN PARIS, FRANCE  
600 SQM













TESTIMONIAL

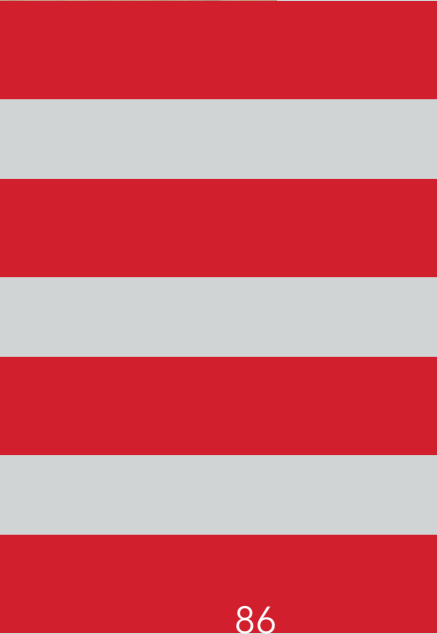
# WHY



LifeFitness GYMSPIRATION

# LIFE FITNESS?

▣▣ We want to deliver the ultimate experience to our members because the work you do here in our studio will make all the difference out there in your world. ▣▣  
*Orangetheory Fitness Team*







CAESAR  
FITNESS + SPA RESORT

TAKE 12  
MEET  
EAT

Glatz

ENTREE

**CAESAR FITNESS**

# CAESAR FITNESS



# YOUR BODY IS YOUR TEMPLE



*LOCATED IN THE HAGUE*



Caesar Fitness and Spa Resort is an exclusive concept in a luxurious ambiance that guarantees complete relaxation before or after the working day as well as a top-of-the-line fitness offering.



ABOUT THE BRAND

# PRODUCT LINES



HD ELITE RACKS  
& PLATFORM

LifeFitness GYMSPIRATION RENGTH



ELEVATION SERIES CARDIO



HAMMER STRENGTH  
ACCESSORIES





# A LUXURIOUS AMBIANCE

## KEY STATS

5,000 SQM RESORT  
1,050 SQM FITNESS FLOOR WITH DIFFERENT  
GROUP AND PERSONAL TRAINING ZONES.













TESTIMONIAL

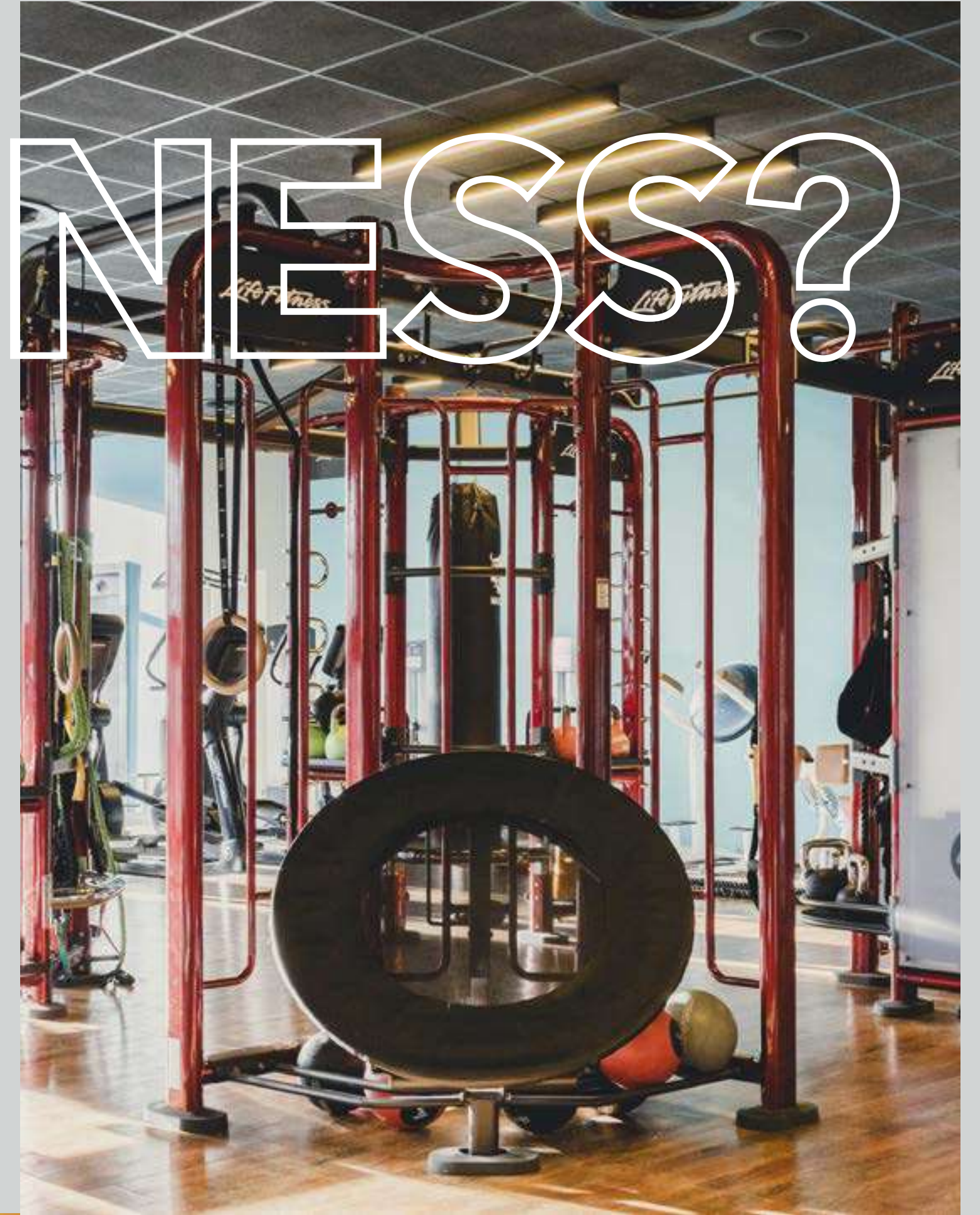
WHY



LIFE FITNESS?

▣▣ For us, your body is your temple so we aim to help you take care of your body as well as your mind with our exclusive resort located in a unique location and our complete well-being offering to maintain the body-mind connection in top condition. ▣▣

*Caesar Fitness and Spa Resort Team*





SMART

FIT

**SMART FIT**



# /// A FITNESS PLAYGROUND ///



*STRONG FOCUS ON IN-HOUSE DEVELOPED BOXING CONCEPT.*



Smart Fit is a relatively young fitness chain that does everything just a little differently. With a socially responsible base, they create a fitness playground for adults with a complete offering and unique concepts developed in-house.



ABOUT THE BRAND

# PRODUCT LINES



SYNRGY 360

*LifeFitness* GYMSPIRATION



LIFE FITNESS  
ACCESSORIES



# A FITNESS PLAYGROUND

## KEY STATS

LOCATED IN THE NETHERLANDS.  
+2,000 SQM OF LARGE RANGE OF  
CARDIO AND STRENGTH ZONES.











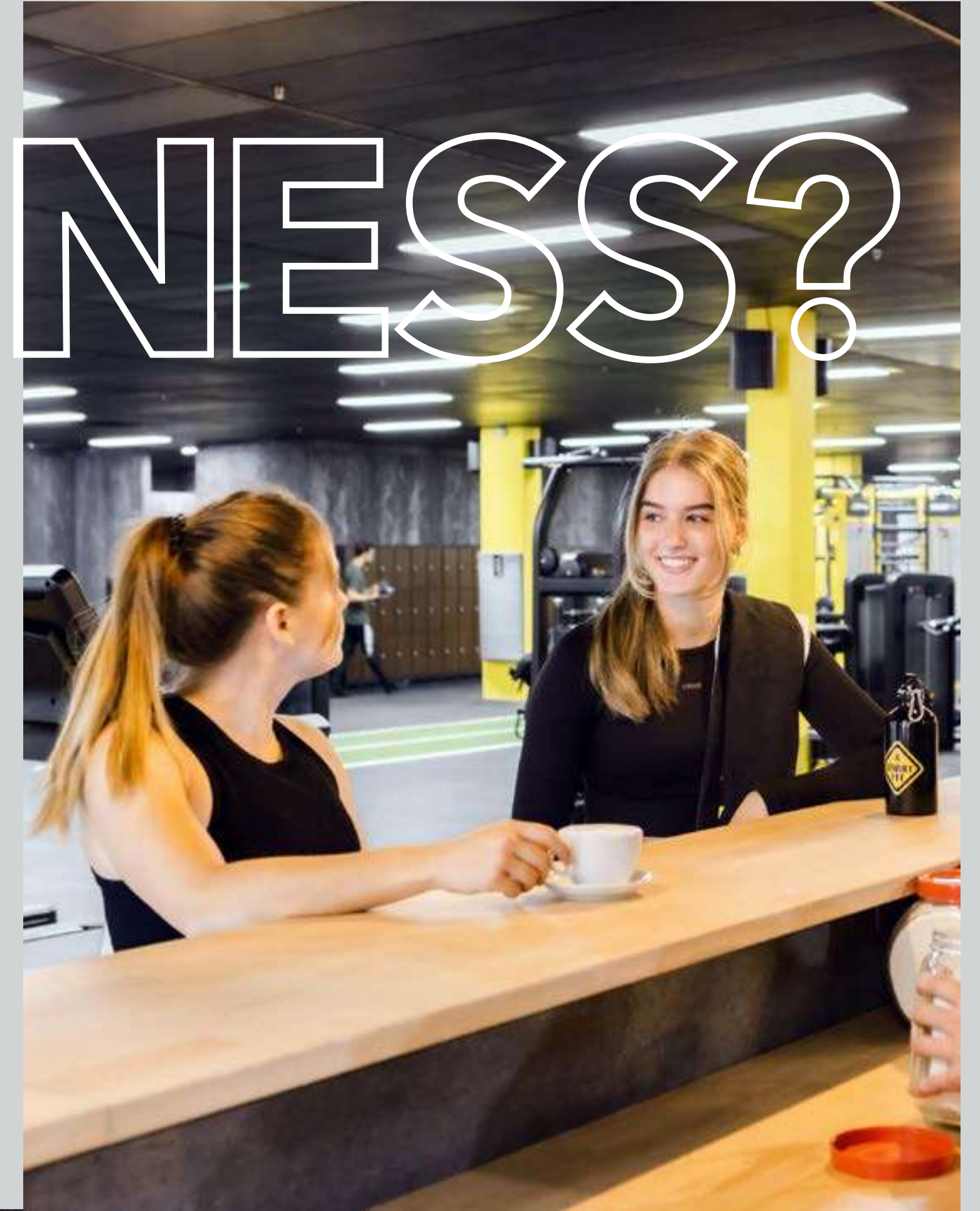
TESTIMONIAL

# WHY

# LIFE FITNESS?

▣▣ We are always looking for ways to be distinctive and to have a characteristic branding. The process of collaboration and co-creation with Life Fitness elevated our positioning and uniqueness. ▣▣

*Smart Fit Team*



*LifeFitness* GYMSPIRATION



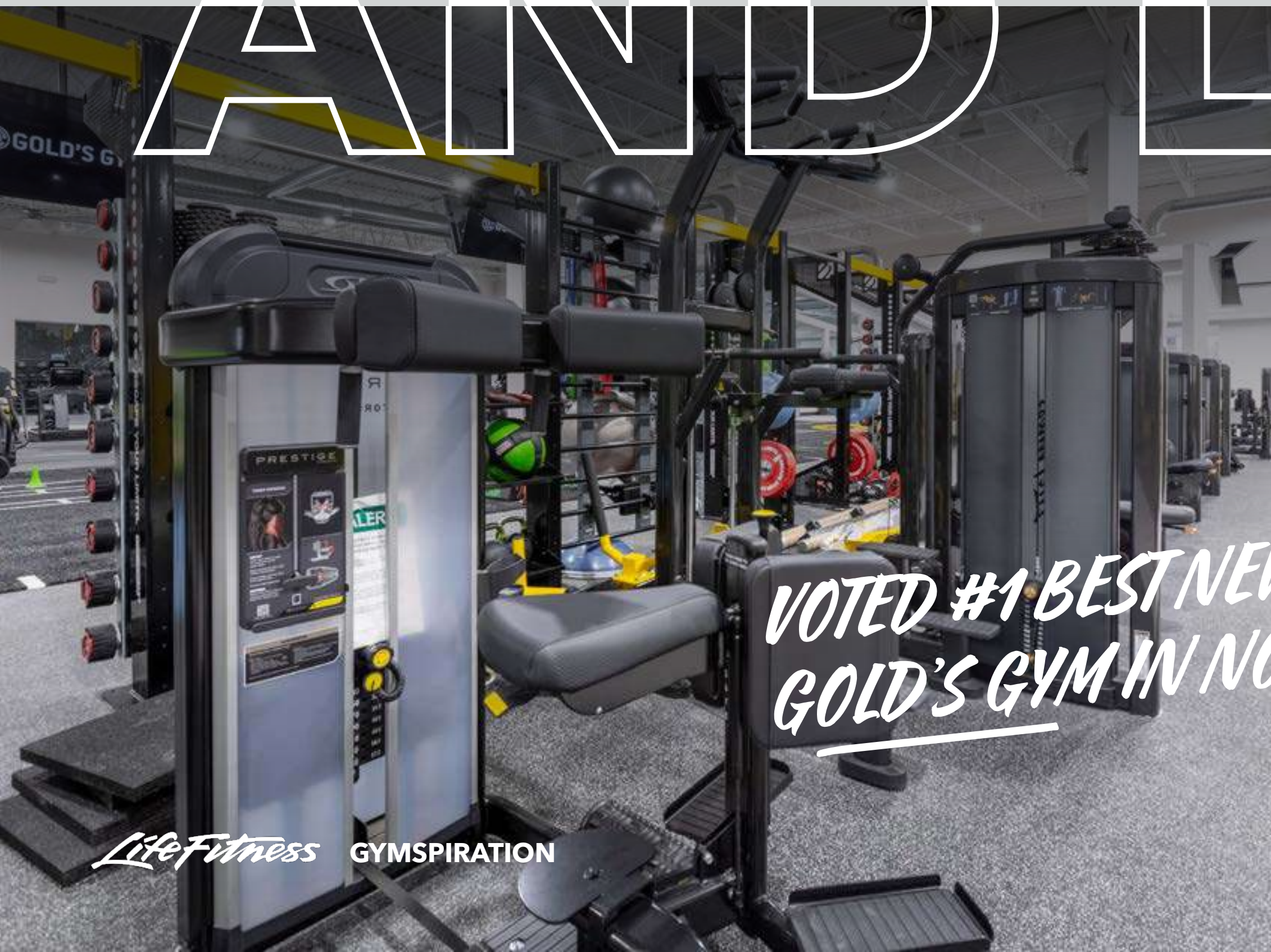




**GOLD'S GYM**



# // GREATNESS AND LEGACY //



*VOTED #1 BEST NEW  
GOLD'S GYM IN NORTH AMERICA*

*LifeFitness* GYMSPARATION



Gold's Gym Ocala is all about helping people get to the best shape of their lives with unique strength equipment, outstanding functional training zones, and well-being complements such as a swimming pool and sauna for an all-around fitness experience.



ABOUT THE BRAND

# PRODUCT LINES



ICG INDOOR  
CYCLING BIKE

LifeFitness GYMSPIRATION



SIGNATURE CABLE MOTION M3



LIFE FITNESS  
POWERMILL





# ALL-AROUND FITNESS EXPERIENCE

## KEY STATS

LOCATED IN THE CITY OF OCALA,  
FLORIDA IN THE USA.  
+4,500 SQM









BOX

HAMMER STRENGTH  
STANDING CALF RAISE

CYBEX

PRESTIGE  
EXERT

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# WHY

# LIFE FITNESS



Our goal is to meet members where they are and take them to the next level of health and fitness in our facilities equipped with the best brands that provide everything needed to stay strong, fit, and healthy.

*Gold's Gym Team*





# PUMP FITCLUB

**PUMP FITCLUB**



# INSPIRING COMMUNITY



*GROUP-CLASS-FOCUSED  
WITH FUNCTIONAL CIRCUITS,  
BOXING AND YOGA.*



PUMP Fitclub focuses on social values added to local community creation through fitness and group activities. Their all-under-one-roof concept appeals to young and elder members which can participate in all kinds of group training and enjoy some after-workout time in the PUMP Loungeclub.



ABOUT THE BRAND

# PRODUCT LINES



← SYNRGY 360

LifeFitness GYMSPIRATION



↘ HEATROWER



↗ SIGNATURE CABLE MOTION M3







# LOCAL COMMUNITY CREATION

## KEY STATS

LOCATED IN THE TOWN OF POORTUGAAL  
IN THE NETHERLANDS.  
700 SQM











TESTIMONIAL

# WHY

# LIFE FITNESS

▣▣ We are very proud of where we are now, also with the help of Life Fitness. We wanted to create a space where people can meet each other, stay healthy, and have lots of fun. ▣▣

*PUMP Fitclub Team*





# START







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*LifeFitness*

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