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Factsheet clever fit GmbH

clever fit GmbH

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Founder: Alfred Enzensberger

CEO: Alfred Enzensberger

Foundation: 2007

Total number of facilities operated under the *clever fit* brand: 261

Number of franchisees: 152

Total number of members: ca. 510.000

Total turnover (all facilities including headquarters) in 2014: ca. 95 MM €

Expected turnover in 2015: ca. 145 MM €

Core benefits:

As a franchisor, the ***clever fit gmbH*** provides its partners a transparently structured, coherent and comprehensive brand concept and assists them – when wanted and needed – in all matters related to business formation and management. At the same time, the headquarters' team is continuously working on expansion, interior construction management and design, partner management, marketing, as well as education. With the aim of further sustainably and nation-wide establish as a high-quality provider of discount



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fitness, **clever fit** is going to strengthen its market position and thus will give its franchisees – in addition to the promising concept – also a strong brand, which will be ready to keep pace with the emerging fitness market.

Within eight years the concept asserted itself on the fitness and franchise market and now excels as profitable business model. The total turnover of the group in 2014 adds up to approximately 95 million €. **Clever fit** therefore succeeded in gaining a positive reputation towards banks and financial service providers, despite the higher investments compared to other systems within the fitness industry.

About the concept:

According to the claim „the best for you“, **clever fit** is setting itself apart from its competitors. Best equipped with branded training machines, with qualified personnel at all levels as well as a feel-good atmosphere in the club (due to the coherent design concept) build in combination with low membership fees a perfect cost-benefit-ratio. “Fitness, healthiness, lifestyle” are the core values perceptibly conveyed to the members.

High-quality equipment and inexpensive membership fees are building the basis for the currently over 260 gyms. On averagely 1000 m², members are provided with multifaceted strength and cardio machines as well as with additional features like vibration training, vitamin and mineral drink dispensers or solariums. Furthermore many of the clever fit clubs offer the functional workout on the Queenax-Bridge and with the TRX-suspension-system as well as massage beds. The harmoniously balanced interior design, in combination with the customized entertainment system “cleverTV” and “cleverSOUNDS” give **clever fit** as a brand its unique character.

In 2004 the pilot gym was founded in Munich, building up the basis for the following concept. After the successful realization of this project, Alfred Enzensberger started with franchising and founded the **clever fit GmbH** in 2007. Having won the Gold Award of the International Centre for Franchising und Cooperation (F&C) in 2014 and having been crowned as the best franchise system in 2015 by the umbrella association of the German franchising industry DFV, **clever fit** has meanwhile become Germany’s leading fitness franchisor and one of the most successful fitness chains in this country. With successful openings in Austria and the Netherlands, the first steps towards expansion beyond German borders have just been taken.