

FIZZUP TAKES IN-HOME FITNESS SECTOR BY STORM

700 MILLION CALORIES BURNT SINCE LAUNCH

London, 06 February 2018: FizzUp, the innovative fitness training app which promises to get people back in shape and fit within just six weeks, is seeing strong and stable growth in key markets.

The app launched in the UK in late October 2017 and already has over 2.5 million users from fourteen countries. Over half of these users have joined the app organically through referral and word-of-mouth from satisfied FizzUp fans.

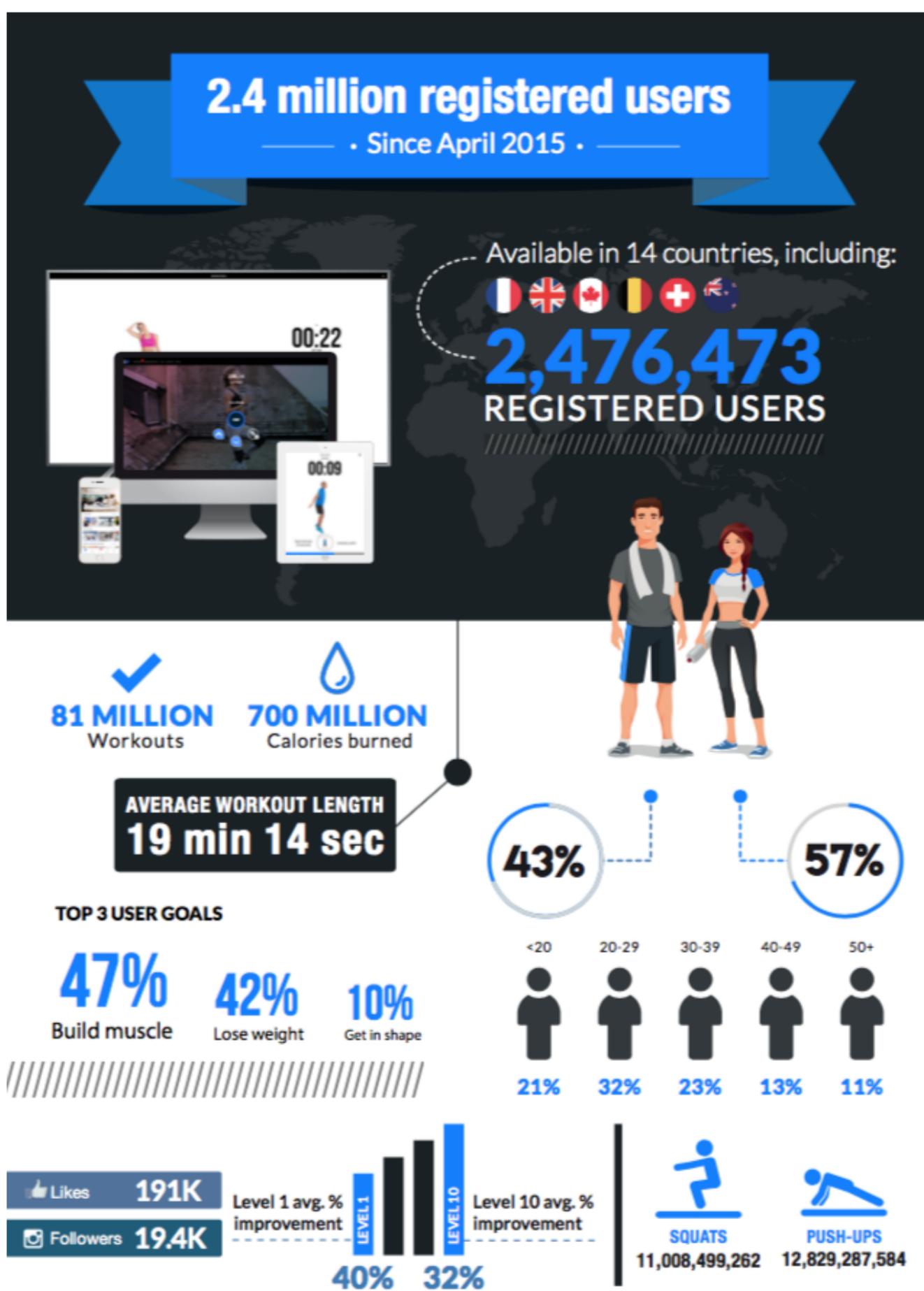
To date FizzUp has powered over 81 million workouts and its users have burned off nearly 700 million calories. The average workout time for a user is approximately 20 minutes and the user base is split 57% female / 43% male.

Julien Lavault, founder at FizzUp commented: "The joy of FizzUp is that it is relevant to anyone who wants to get fit in the privacy of their own home. We are thrilled with these user figures and engagement rates. It makes me especially proud to see that our users are so happy with the app, and their progress, that they are organically fuelling new sign-ups at a fantastic rate. Our users have completed over 11 billion squats and nearly 13 billion push-ups to date. Which means we are making a real difference to peoples' lives, fitness and wellbeing, because they're moving for better health."

FizzUp offers guided and personalised levels of fitness regime - based on the user's own abilities and goals. At level one users see on average a 40% improvement in their physical fitness upon completion and by level ten users are seeing a 32% improvement.

The app will be introducing a new smart dashboard in the spring of 2018, which will further raise the success rates of users. This will focus on driving a user's personal motivation through the introduction of new technologies. Details will be released to press in late February.

To join the FizzUp fitness revolution visit www.fizzup.com



NOTES TO EDITORS

FizzUp is available in fourteen countries including: France, Germany, Switzerland, Belgium, Canada, USA, Australia, Ireland, New Zealand, Great Britain, Sweden, Denmark, Netherlands and Luxembourg.

FOR FURTHER INFORMATION

Contact the FizzUp press team at Mash PR: fizzup@mashpr.co.uk