



Urban Gym Group acquires Gymbox

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Amsterdam/London – October 25th 2024. Urban Gym Group (UGG) is thrilled to announce its acquisition of Sparring Partners Holdings, owners of the Gymbox brand—one of the most disruptive and exciting fitness brands in London. As Gymbox moves into its next phase of expansion, the senior leadership team—Marc Diaper (CEO), Scott Vernon (CFO), and David Cooper (Co-Founder)—will take the opportunity to exit the business. Over the last two decades, their vision and leadership have been instrumental in creating the Gymbox brand that fitness lovers know and love today.

Marc Diaper, CEO of Gymbox commented: "This acquisition is testament to the incredible work our team has put into growing the brand and consistently delivering the most unique fitness and lifestyle experiences to Londoner's for more than 20 years. I'd like to thank each and every team member both past and present for their contributions to the successes over the years. With over 50 years of service at Gymbox between us, the timing feels right for the exec team to exit and we wish the team at UGG all the best for the future."

Seamless Integration for a New Era of Growth

During the transition, UGG's CEO Neil Randall and CFO Pascal Averdijk will take the reins, guiding the Gymbox UK team through integration into the wider Urban Gym Group family. This will mark the beginning of an exciting new chapter, starting with the development of a brand-new flagship club in Finsbury Park, London, along with further investments into the current estate. Neil Randall shared his enthusiasm for the acquisition: "We're incredibly excited to welcome Gymbox into the Urban Gym Group portfolio. Gymbox is an iconic brand with a unique personality, and there are great synergies between our brands. On behalf of all at Urban Gym Group, I would like to extend my gratitude to Marc, Scott, and David and wish them the very best for their next challenge."

About Urban Gym Group

Urban Gym Group, with over 40 clubs and studios in major cities across the Netherlands, stands out as a pioneer in the European wellness and fitness industry. The flagship label, TrainMore, often finds its home in inspiring, monumental buildings in the heart of large cities, providing state-of-the-art strength-based equipment in urban environments. In this vibrant community, music and art are increasingly integral. TrainMore is renowned for its belief that self-care should be rewarded, with members receiving a €1 discount for each workout. Clubsportive, situated in the Zuidas area of Amsterdam, offers high-end fitness facilities. Renaissance is a unique well-being center at the heart of Zuidas, blending science and spirituality to facilitate self-optimization. It offers exclusive services, therapies, programs, classes, and products. BTY CLB offers energetic booty workouts in a club atmosphere, complete with light shows, a stage, and engaging entertainers. PILAT3S is designed to maximise the enjoyment and benefits of traditional Pilates through dynamic movement. Their TRIB3 studios operate on a three-zone training system: treadmills, resistance, and intensity, coupled with live heart rate tracking. In a world where sustainability is becoming increasingly important, label Gym Warehouse is committed to giving fitness equipment a second life and thus contributing to a circular economy.



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