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Media Release

## **Investor group represented by Verium acquiring an interest in basefit.ch AG (basefit.ch), a leading discount fitness chain in German-speaking Switzerland**

**basefit.ch is an ambitious fitness chain in the Zurich region and pursues a strategy of growth in Switzerland. In view of the envisioned expansions, an investor group represented by Verium provides new capital to basefit.ch to enable the company to grow organically as well as dynamically by making carefully selected acquisitions over the next few years.**

At this time, basefit.ch operates ten fitness studios in the greater Zurich region. Each club features a large training area and a wide variety of first-class fitness equipment. Members of any age bracket are able to enjoy the excellent training facilities at an attractive price. Verium looks forward to working with the experienced management team of basefit.ch to continue developing the successful concept and solidify the fitness chain's position in the Swiss market. Two Verium representatives, Marc Erni and Marco Lang, will join the Board of Directors.

basefit.ch was established in 2007 by Stefan Lüben. Since then the company's operations have been successfully managed by Susanne Wendt. Stefan Lüben and Susanne Wendt will continue to serve in their current capacities and actively drive the company's growth over the next few years together with Verium.

*Marco Lang, Investment Manager at Verium: "We like the clear positioning of basefit.ch in the discount segment and the possibility to make fitness accessible to anybody with this innovative concept. We are looking forward to expand basefit.ch's presence in Switzerland with new locations and are pleased to complete another interesting transaction for our investors."*

*Stefan Lüben, founder and Chairman of the Board of basefit.ch: "We have found an ideal and long-term partner in Verium who will support us both financially and operationally as we continue to grow. The relationship with Verium is an important milestone in the history of basefit.ch. Together, we will be able to accelerate the company's expansion and attract new customers in the years ahead."*

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#### About Verium:

Zurich-based Verium AG is a multi-family office providing a full range of consulting services to affluent families and entrepreneurs. The firm is engaged in equity investments and other endeavours. Verium identifies and selects promising entrepreneurial equity capital investments in unlisted companies, structures the transactions and actively represents the family interests on the boards of the portfolio companies. Further information is provided at [www.verium.ch](http://www.verium.ch).