



CHALLENGE ACCEPTED

CREATING THE FITNESS FIRST EXPERIENCE



FITNESS FIRST

EXPANSION

TWO STUDIO TYPES. ONE CLEAR CONCEPT.

Fitness First is one of the leading fitness providers in Germany and part of the LifeFit Group. With more than 200 studios and over 35 years of market experience, the brand stands for **modern training concepts, high-quality environments, and a clearly defined brand experience.**

As part of its **continuous expansion**, new locations are regularly developed. A key component of this growth strategy is the integration of existing fitness facilities, which are adapted to the Fitness First concept after acquisition.

In general, Fitness First distinguishes between two studio types. **RED studios** feature a distinctive training floor concept combined with attractive, modular pricing designed for a broad member base. **BLACK studios** offer a more premium range of services, including additional amenities, more extensive wellness areas, and in some cases even swimming pools.

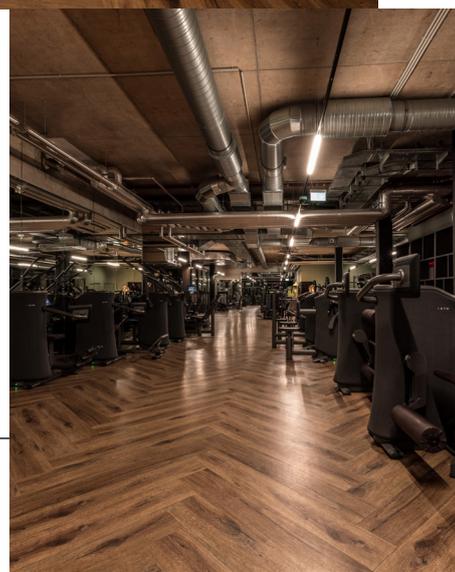
Regardless of the studio type, one goal remains: **a consistent Fitness First experience at every location.**

RED

RED
RED
RED
RED
RED
RED



FITNESS FIRST BACKNANG



BLACK
BLACK
BLACK
BLACK
BLACK
BLACK

FITNESS FIRST DARMSTADT KLEYERSTRASSE

READY, STEADY, GO!

STEP BY STEP TOWARD THE FITNESS FIRST BRAND WORLD

A key part of Fitness First's **growth strategy** is the **acquisition of existing studios**. These facilities are adapted to the Fitness First concept after acquisition and gradually transformed into a new brand identity. REINHOLD KELLER is responsible for executing the construction work.

Depending on the location, **the scope and measures** can vary significantly. Many studios are acquired before all structural details are fully known. Layouts, materials, and technical conditions differ from site to site.

Often, only during **analysis** or in the course of the project does it become clear which measures are actually required. Some projects involve minor

adjustments, while others develop into comprehensive refurbishments.

Typical measures include:

- Adaptation to corporate design
- New reception areas
- Modernization of entrance and lounge spaces
- Refurbishment of training areas

This dynamic is part of everyday project reality. That is why it is essential to respond **flexibly** to new situations while ensuring a **clearly structured project process**. This is how existing facilities are transformed into modern Fitness First studios.



ARE YOU LOOKING FOR THE RIGHT
PARTNER FOR YOUR NEXT PROJECT?

From single locations to international roll-outs REINHOLD KELLER supports projects from the very start and brings them safely to completion.

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FITNESS FIRST
REINHOLD KELLER

THE PROJECT PROCESS

Every project starts with a clearly structured construction process. Despite different starting conditions, the transformation of each studio follows a defined workflow.





“With REINHOLD KELLER, we have a partner who understands our requirements and delivers reliably. Especially when refurbishments are carried out during ongoing operations, it becomes clear how important flexibility, reliability, and a well-coordinated team are. This is how existing locations are transformed into modern studios that consistently reflect our brand.”

Steffen Fries

*Director Real Estate Management
LifeFit Group*





ZERO DOWNTIME

TRANSFORMATION DURING TRAINING

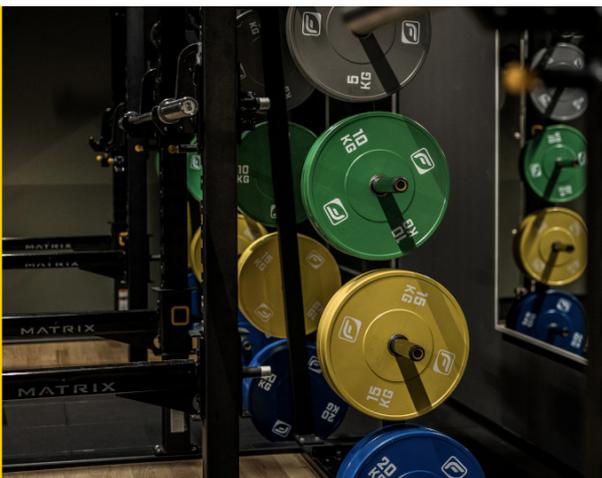
One of the **key challenges** of these projects is **refurbishment during ongoing operations**. Fitness First deliberately follows the strategy of keeping studios open during the construction phase. Members should be able to continue their training.

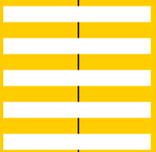
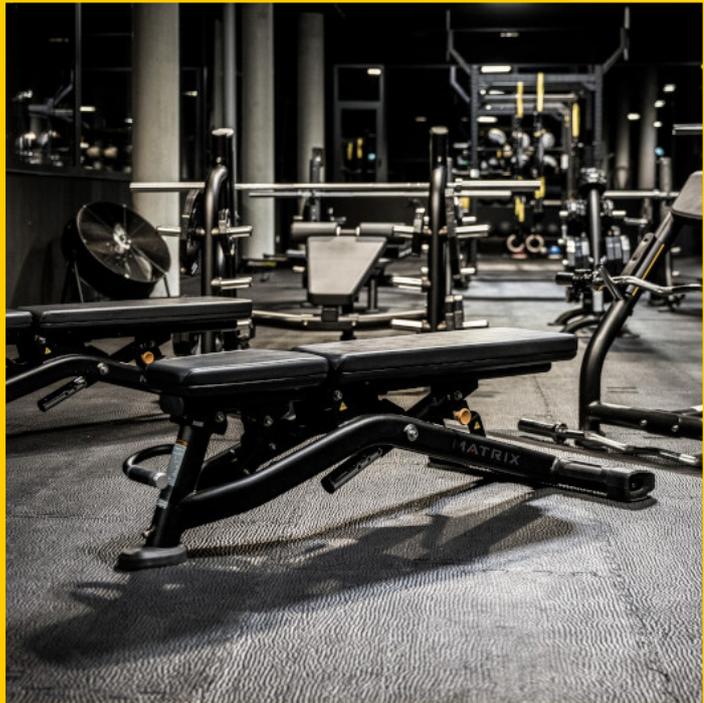
This requires a high level of planning, coordination, and organization. Construction phases must be carefully managed to minimize disruption to studio operations.

Measures during the construction phase include:

- Phased implementation of individual areas
- Temporary closure of specific equipment or training zones
- Coordination of trades outside peak hours
- Close alignment with studio management and the construction team

Depending on the scope, project implementation typically takes four to six weeks. With **precise planning and clearly defined processes**, refurbishments can be carried out efficiently without fully interrupting operations.





MASTERED TOGETHER

PARTNERSHIP THAT MAKES PROJECTS POSSIBLE.

To manage all these challenges – from varying starting conditions to refurbishments during ongoing operations and changing requirements – **strong and well-coordinated collaboration is essential.**

The key lies in close alignment between Fitness First, the construction department, and all project partners. **Clear coordination, short decision-making paths, and a strong network** ensure that even complex projects can be implemented efficiently.

The result is modern Fitness First studios that inspire members and bring the brand to life at every location.

“These projects require trust, fast coordination, and a strong network. This is how even complex refurbishments during ongoing operations can be implemented reliably – and it is exactly what we will continue to build on in future projects together.”

Marc Hagelstein

Senior Project Management GC &
Key Account Management,
REINHOLD KELLER



BUILT TO PERFORM

OVER 46 COMPLETED
FITNESS FIRST LOCATIONS
AND MANY MORE TO COME.

1x Backnang

1x Bad Boll

1x Bad Rappenau

1x Bietigheim-Bissingen

1x Bretten

1x Crailsheim

5x Darmstadt

1x Darmstadt-Eberstadt

2x Esslingen

1x Ettlingen

1x Fellbach

1x Frankfurt

3x Göppingen

1x Gräfenhausen

1x Griesheim

1x Groß-Gerau

1x Homburg

1x Idar-Oberstein

1x Kirn

1x Köln

1x Kornwestheim

1x Laupheim

1x Ludwigsburg

2x Mannheim-Neckarau

1x Mannheim-Sandhofen

1x Merzig

1x Mörfelden-Walldorf

1x München

1x Plochingen

1x Ravensburg

1x Rottenburg am Neckar

1x Singen

1x Stuttgart-Zuffenhausen

1x Trier

1x Waiblingen

1x Wangen im Allgäu

2x Wiesbaden

1x Winnenden





HEY!
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HEY!

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LET'S TALK!

FROM VISION TO WOW!

WHAT WE OFFER YOU

Depending on how far you have progressed with your construction and ideas, we have the appropriate solution for your requirements. Whether it's a new build or refurbishment, you choose the moment when you want to bring us on board as a partner.

www.reinhold-keller.com

INTERIOR / JOINERY

GENERAL CONTRACTING

