



UPDATE FITNESS

The leading fitness provider in eastern Switzerland offers customers individual strength and endurance training, fitness including coaching, group sessions and a crèche. Coop holds a majority interest in the health-focused fitness group.

www.update-fitness.ch



Net sales 2017
CHF 17 million



Market position
Number one on the eastern Swiss fitness market.
Leading fitness provider in German-speaking Switzerland by location



Number of fitness centres
31



Sales area (surface area of centres)
34 591 m²



Number of employees
635, including 5 apprentices



Vision
“Update, my coach”: we want to be number one in value for money



Offering
Equipment-based and free weight training, endurance training and flexibility training at centres and during classes



Services
Training advice, training support and coaching



Sustainability achievements
Promoting the health of guests; sustainable use of resources; Switzerland’s first CO₂-neutral fitness facility