



## PRESS INFORMATION

# Rainer Schaller – Founder and CEO of the McFIT GLOBAL GROUP

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Rainer Schaller is the Founder and CEO of the McFIT GLOBAL GROUP GmbH, which is Europe's leading chain of gyms with over 1.7 million members and more than 280 studios. Over the past 20 years Rainer Schaller has succeeded in turning the once "open-to-all gym" into a globally operating business with more than 5,000 employees in seven countries. He has continuously developed his company and has by now built up eight brands covering "360 degrees around the customer". Hence McFIT Global Group GmbH owns the gym chains McFIT, the JOHN REED Family and High5, as well as the CYBEROBICS® virtual courses, the LOOX fitness planner app, Qi² sports nutrition, the group's own modelling agency McFIT MODELS and, from 2020, THE MIRAI – the world's biggest fitness centre without any monthly membership fees.

Rainer Schaller began his career by training as a retail salesman and later took on a franchise from Edeka before opening his first gym in Würzburg in 1997. In contrast to the wellness trends that predominated at the time, he pioneered the discount principle within the fitness industry, establishing it with great success. He thus revolutionized the fitness market and is now number one in Europe.

THE MIRAI (meaning "future" in Japanese) is a huge, futuristic fitness complex in Oberhausen covering more than 55,000 m², providing all the facilities to get millions of people enjoying exercise. By combining industry and people, THE MIRAI makes it possible for anyone who is interested to train and experience the future of the fitness industry in the here and now, without having to pay monthly membership fees. THE MIRAI combines fitness, experience, innovation, technology, research and training in a perfect synthesis of the consumer and business worlds, and does so 365 days a year. The Managing Director of the pilot project is Ralph Scholz. THE MIRAI is a venture of the McFIT GLOBAL GROUP, which employs more than 5,000 employees in seven countries.