



## **Technogym, Rumble and SB Projects create “At Home 360” to distribute fitness products with on-board Rumble classes in the home market in North America**

**5 Nov 2018 - Technogym** – world leader company in wellness products and digital technologies – Rumble and SB Projects become co-founder partners of At Home 360 – a company dedicated to the production of Rumble classes digital contents for running, cycling, rowing and boxing and to the distribution, within the home fitness market, of Technogym products and digital services.

The partnership between Technogym, Rumble – the hottest group fitness studios in New York and Los Angeles – and celebrities producer in the movie and music sector Scooter Braun’s SB Projects - creates “At Home 360” to distribute, within home fitness market, Technogym smart equipment featuring live and on demand Rumble classes and training programs in the USA and Canada.

In particular, At Home 360 will be the distributor in the home fitness market in North America of Technogym equipment, incorporating Hollywood-style contents produced by At Home 360 leveraging on Rumble’s experience and operating on Technogym’s digital platform. The launch of the marketing is expected to be announced at the end of 2019, subject to, inter alia, the successful completion of a capital raise by At Home 360 which will begin in Q4 2018. At Home will be participated by Technogym that will hold a minority interest in such company, as well as by other managers co-founders and Rumble.

Within the current booming of the home fitness market – 48 million households in the USA willing to access subscription fitness and 100 million internationally – the partnership is aimed at allowing individual customers to enjoy at their home the classes and contents developed in the renown Rumble’s studios and integrated in the top-class fitness equipment with the Technogym brand.

The distribution of the new products will initially focus on the North American at home private users market and concentrate on the treadmills, cycling, rowing and boxing sectors. In a second phase of the project, the marketing would be expanded worldwide taking advantage from Technogym’s global distribution network covering over 100 countries.



## ABOUT TECHNOGYM

Founded in 1983, Technogym is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 80,000 Wellness centers and 300,000 private homes in the world are equipped with Technogym. Technogym was the official supplier for the last seven editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012, Rio 2016 and PyeongChang 2018.



## ABOUT RUMBLE

Rumble is a boxing-inspired group fitness concept with existing locations in NYC and Los Angeles and upcoming locations opening in San Francisco, Chicago, Boston, Washington, D.C., and Philadelphia. Rumble is a 45-minute, 10 round, full-body strength training and conditioning workout crafted around specially designed water-filled, teardrop-style boxing bags. The music is modern classics that blend relevant music in hip-hop and house with timeless classics (think Biggie and Tiesto) customized into mash-ups and remixes that are specific to Rumble. Additionally, Rumble will be launching a treadmill-based concept, Treading, and a digital platform featuring Rumble content in 2019. Rumble is backed by industry leader Equinox, the operator of 91 upscale, full-service clubs across the world.



## ABOUT SB PROJECTS

SB Projects is a diversified entertainment and media company founded by Scooter Braun with ventures at the intersection of music, film, television, technology, brands, culture, and social good. In addition to managing a roster of some of the biggest names in entertainment, including Justin Bieber, Zac Brown Band, Ariana Grande, Kanye West and Karlie Kloss, Braun and his team have grown their film and television division and continue to impact new verticals under their tech incubator, Silent Labs, which holds investments in Uber, Spotify, Songza, Casper, Waze, and Pinterest among others.