

Beurer acquires fitness technology provider Antelope

Ulm, 11 December 2019 – Ulm-based health specialist Beurer has acquired the Frankfurt-based fitness start-up Antelope. Antelope is known for its performance-enhancing sportswear with integrated electrodes for mobile electrostimulation. As a manufacturer of electrostimulation devices, Beurer GmbH brings a great deal of expertise and experience to the collaboration. In the future, new products in the area of fitness and performance enhancement will be developed together.

The brands Beurer and Antelope stand for products which help people to lead a healthy lifestyle. Through the targeted use of electrostimulation, the performance of fitness enthusiasts is boosted and targeted training can be optimally integrated into daily life.

The collaboration with Beurer GmbH came about through the involvement of restructuring expert Petra Heidenfelder, from the SGP Schneider Geiwitz firm. "Both companies are wonderfully suited to each other, and can continue to consistently develop the market further in the B2C as well as the B2B sector," says Heidenfelder. Managing Partner Marco Bühler is also positive about the collaboration: "We set trends in our market and also work together with well-known partners, consultants and organisations. Antelope and its high-quality products in the relatively new EMS sportswear sector are an excellent fit with our portfolio," says Bühler. "We see considerable potential for growth here, and are looking forward to further developing the technology together with the Antelope team, under the leadership of Antonio Angelo Gatti Balsarri, who will stay on board."

Electrostimulation as accompaniment to training

In addition to pain relief, electrostimulation can also be used as accompanying training for building muscle. The operating principle is based on the imitation of impulses in our bodies, which are transferred to nerve and muscle fibres via electrodes. The targeted use of electric impulses offers efficient and effective training within a very short time. With its abdominal and back muscle devices and EMS pads, Beurer has been

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offering products for home use for many years. The newest product is Beurer's world innovation – the EMShomeSTUDIO EM 95 Bluetooth® muscle stimulation device. It allows users to carry out a body-shaping workout in their own home.

The comprehensive range is now complemented by Antelope's product range, which currently features EMS suits, EMS tank tops and EMS calf guards. All Antelope products are also available via the Antelope sales department as well as the website at www.antelope.de.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*® enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1000. Further information is available at www.beurer.com.