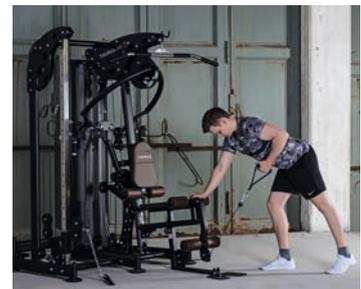
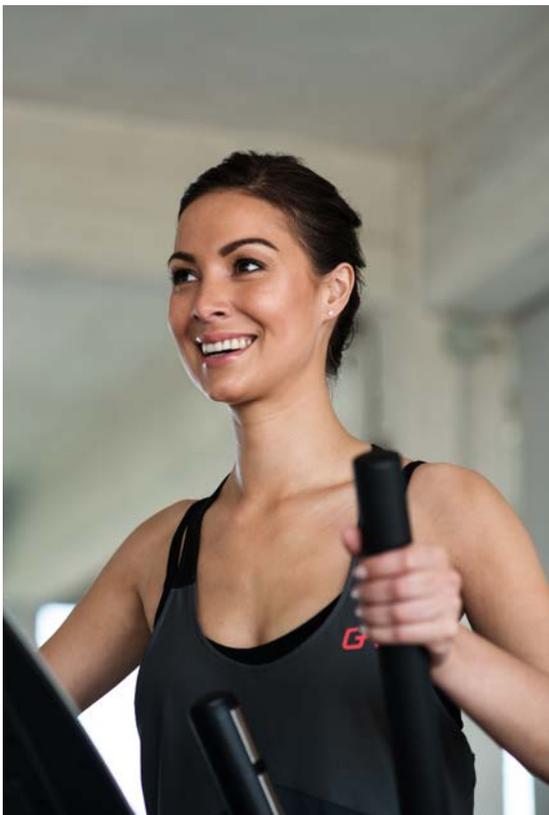
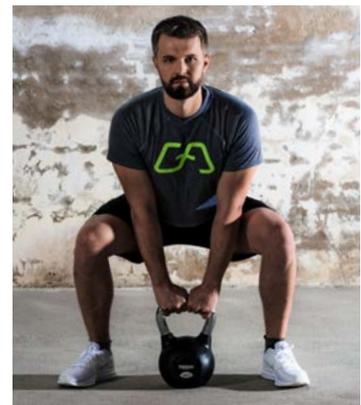
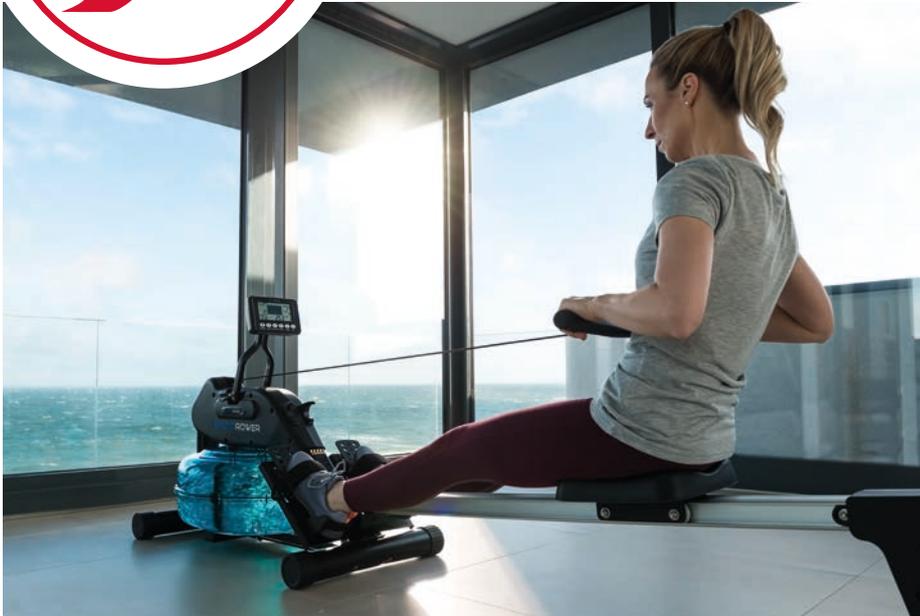




# PRESS KIT

## SPORT-TIEDJE GROUP

07/2021



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Flensburger Straße 55  
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Tel.: +49 (0)4621 42 10 0  
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# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop • T-Fitness

## TABLE OF CONTENTS

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Map to the Stores	3
Fact Sheet	4
Company History and Product Range	5
Successful Own Brands	9
Market for fitness equipment – B2B and B2C	11
Sport-Tiedje Group Facts	13
Webshops and Social Media	14
Management	15
Company Awards	16
Brand Awards	17
Test Winner and Product Awards	18

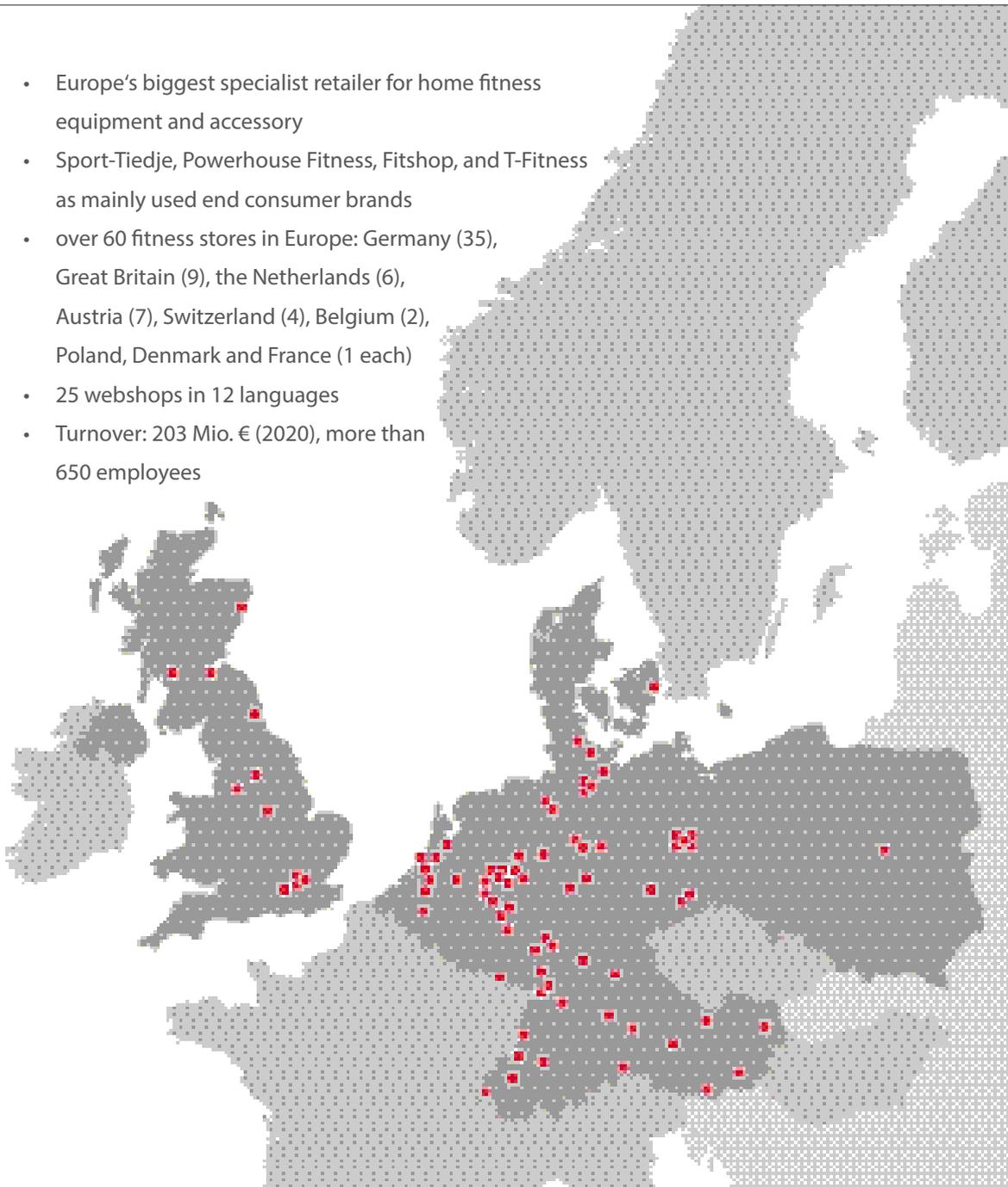
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# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop • T-Fitness

- Europe's biggest specialist retailer for home fitness equipment and accessory
- Sport-Tiedje, Powerhouse Fitness, Fitshop, and T-Fitness as mainly used end consumer brands
- over 60 fitness stores in Europe: Germany (35), Great Britain (9), the Netherlands (6), Austria (7), Switzerland (4), Belgium (2), Poland, Denmark and France (1 each)
- 25 webshops in 12 languages
- Turnover: 203 Mio. € (2020), more than 650 employees





# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop • T-Fitness

Company	Sport-Tiedje GmbH
Short profile	Sport-Tiedje is the biggest specialist retailer for home fitness equipment with over 60 stores in Europe and one of the most renowned online mail order companies for fitness equipment worldwide. Private customers order in one of 25 webshops in the respective national language or get their desired equipment compiled in store. Furthermore, the company provides equipment for cardio and strength training for fitness gyms, hotels, sports clubs, companies, and physiotherapeutic practices. The company offers private and business customers a large range of fitness equipment of renowned manufacturers and high-quality own brands as well as the professional assembly and competent sports-scientific advice before and after the purchase. This is why Sport-Tiedje employs several sports scientists, fitness coaches, and professional athletes.
Industry	Home fitness equipment and gym equipment
Unique selling proposition	<ul style="list-style-type: none"> <li>• Market leader in selling home fitness equipment in Europe</li> <li>• Manufacturer-independent</li> <li>• High-quality own brands, multiple test winner in their category</li> <li>• Good purchase conditions and hence best price-performance ratio</li> <li>• Sports-scientific advice on equipment and training</li> <li>• Customer service from advice to financing and assembly of the equipment</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Fitness equipment as well as accessory and sports nutrition of all renowned manufacturers</li> <li>• Biggest online range of products – more than 7,000 products</li> <li>• Own brands Taurus, cardiostrong, cardiojump, Darwin, Duke Fitness Smart-Tec, and Bodymax</li> <li>• Professional segment for business customers</li> </ul>
International HQ	Flensburger Straße 55, 24837 Schleswig, Germany, <a href="http://www.sport-tiedje.com">www.sport-tiedje.com</a>
Markets	Main market is Germany, followed by Great Britain, Switzerland, Benelux, Scandinavia, Austria, and France; over 70 stores: Germany (41), Great Britain (11), Benelux (8), Austria (7), Switzerland (4), Denmark (1), Poland (1) and France (1); more than 25,000 square metres of sales area
Founded in	1984, GmbH since 2001
Management	Management Christian Grau (CEO, IT, Logistics, Online sales), Sebastian Campmann (Purchase and Store business), Dr. Bernhard Schenkel (Powerhouse, Fitshop, Corporate development, Marketing, Finance, Human Resources)
Ownership	100 % by Christian Grau
Employees	more than 650
Customers	more than 3,100,000 (2020)
Sales and growth	The Sport-Tiedje group is the Number 1 in selling home fitness equipment in Europe. The company's turnover reached 203 M. Euros in financial year 2020. In 2018, more than 300,000 orders were processed.



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## COMPANY HISTORY AND PRODUCT RANGE

Having started as little sports shop in the northern German town of Schleswig, the Sport-Tiedje Group has become the largest retailers for home fitness equipment in Europe and one of the most renowned online mail-order companies for fitness equipment worldwide. The company was founded by Ulrich Tiedje, a former player of the table tennis national league, in Schleswig in 1984. 12 years later, the computer scientist and former basketball player Christian Grau joined the company and became co-owner in 2001. In 2011, the name giver Ulrich Tiedje left as shareholder and since then Christian Grau has managed the company as sole owner.

Beginning in 1999 customers can order fitness equipment online at [www.sport-tiedje.de](http://www.sport-tiedje.de) with more international shops following. This laid the foundation of the expansion of Sport-Tiedje. After many

different ranges of products were traded online first (e.g. inline skates, table tennis tables, sport shoes, fitness equipment), the company quickly focussed on the advice- and service-intensive and also logistically challenging business with home fitness equipment. „At first, many other dealers made a bolt for the online sales of sport shoes and wear, which is easy to process logistically, and turned their back on the more demanding business with bulky equipment“, the owner Christian Grau explains. „We concentrated on this niche and already had the first order from China after few weeks. We had the first 177 matches in searching the term „Kettler“ on T-Online, the leading search engine at that time“, as the owner Christian Grau says.

### Consequent realisation of the multi-channel concept with online and store presence

This strong online presence in Germany laid the foundation for further expansion. From the beginning the company focussed on a multi-channel concept – long before this phrase was used in the language of marketing. Sport-Tiedje developed its webshop and also had it translated into further languages and began to launch and expand the net of fitness stores.

Due to the fact that the headquarter is close to Denmark, Danish was the first foreign language, the webshop was translated to in 2003, further languages followed. Today, Sport-Tiedje sells and rents home fitness equipment and accessories via 25 online shops in 12 languages.

The expansion of the online presence was followed by the expansion of the stores. In 2003, Sport-Tiedje opened fitness





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stores in Munich, Dusseldorf, and Berlin. The international expansion was done in 2005 with the opening of the branches in Vienna and Zurich. In 2013, the branches in Brussels and Amsterdam were opened and hence the local expansion to the non-German-speaking foreign countries under the brand T-Fitness was realised.

This brand was developed for the organic expansion to the non-German-speaking foreign countries. It is meant to emphasise the focus on the fitness market instead of the no longer applicable general sports reference. With the acquisition of Fitshop in 2015 the international expansion is continued under the name Fitshop.

## Acquisitions & cooperations strengthen the business

In April 2015, Sport-Tiedje took over a leading competitor in the Benelux region with the purchase of the OZI Sport B.V.. Under the name Fitshop, the company operated four fitness stores in the Netherlands (Bodegraven, The Hague, Rotterdam, and Roosendaal) as well as the domains fitshop.nl and fitshop.be at that time. In addition, the domains fitness-rent.nl and fitness-dump.nl belong to OZI Sport, via which an innovative rental business as well as a sale platform for fitness equipment of second choice are operated. Due to the acquisition, Sport-Tiedje has also acquired a central warehouse in the Netherlands, which will be expanded as hub for the strongly growing Benelux business.

In November 2015, Sport-Tiedje took over the British fitness specialist Laird Leisure Ltd., which sells home fitness equipment under the brand „Powerhouse Fitness“ via nine stores (at that time) in England and Scotland as well as via the website powerhouse-fitness.co.uk. Furthermore, the nationwide known own brand Bodymax belongs to Powerhouse. Laird is the Scottish-Gaelic term for strength, which fits perfectly well with the founder David P. Webster OBE, who was a nationally known weight lifter, strength athlete, and enthusiastic participant of the Scottish Highland Games. In 1980 he founded the company without the intention of any financial gains at first. The goal of his company was to purchase weights and strength equipment for the Scottish Amateur Weight Lifting Association (SAWLA), of which he was president at that time. In 1995, David P. Webster received the „Order of the British Empire (OBE)“ for his services to sports from Her Majesty the Queen Elizabeth II. In 1983 and 1986, both his sons Nigel and David jr. joined the company. At first, he company focused on the equipment of gyms, in 1987, the first fitness store was launched in Glasgow. Over the years, several other fitness stores were opened in Scotland and England. Since 2000, Powerhouse has offered its products via the website www.powerhouse-fitness.co.uk as well. In 2011, Powerhouse Fitness launched its first own brand for cardio and strength equipment: Bodymax.

Since November 2016, Sport-Tiedje cooperates with Karstadt Sports GmbH in the field of bulky fitness equipment. At a few locations of Karstadt Sports, Sport-Tiedje takes the sale of elliptical cross trainers, treadmills, exercise bikes, rowing machines, indoor cycles, multi-gyms, weight benches, table tennis tables, and



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garden trampolines. This is done at shop-in-shop spaces of 60 to 110 sqm, which are operated by the staff of Sport-Tiedje.

## Good advice is the essential thing - for home fitness equipment as well as for professional equipment

„It is our company's philosophy to offer the customers the best product for them with the best service and at the best price-performance ratio“, Grau says. Those are not just idle words. Having the biggest team of qualified staff in the market – sports scientists, former competitive athletes, and fitness coaches – customer service is actively lived. This means purchasing the appropriate equipment as well as the assembly service and the advice for the subsequent training. The success proves the company right. In December 2014, the company welcomed the millionth customer. „Our sales have continuously increased during the last years“, Grau says. „And that's mainly thanks to recommendations of our customers.“ Just one example: In 2004, after a first order from a small town in Greenland, throughout the years, it has been observed that the frequency of orders from Greenland has increased from one order a month to four or five orders nowadays and that the word-of-mouth recommendation has continuously worked its way up along the western coast of Greenland.

The target group is broad: Sport-Tiedje caters for the active senior to the Olympic competitive athlete persons of all ages and fitness levels, who want to keep in shape and healthy. Buyers are also those persons, who want to work actively with their body, who want to improve their fitness and flexibility, who want to define muscle groups with strength training or who want to lose weight with cardio training. In addition, Sport-Tiedje offers boxing products, e-bikes, sports nutrition as well as play and leisure equipment for children in its range of products.



Sport-Tiedje customers do not only honour advice and service when purchasing, but mainly the product quality. The result: Hardly any returns. The proximity to manufacturers in Europe, Asia, and America, and the status as one of the most important clients make it possible for Sport-Tiedje to bring new products exclusively to the market. „When something is new and revolutionary on the European market, we are almost always the first offering it“, Grau says. For many of the well-known brand

manufacturers, the company is the biggest sales partner in Europe.

Being the specialist for home fitness equipment, the companies of the Sport-Tiedje Group currently have the biggest online range of products in stock with more than 7,000 products. That's how Grau explains: „For us, quality and service go together, because training successes and fun happen, when the equipment meets the requirements and targets of a buyer.“ More than 150 employees work at Sport-Tiedje in three customer



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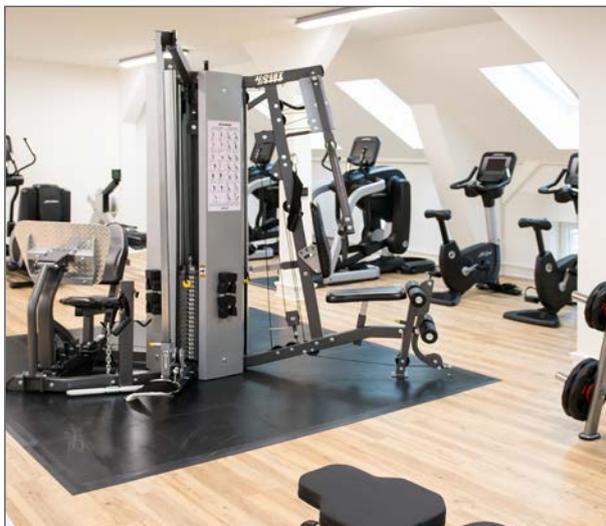
care centres in Schleswig (for customers in Germany, Austria, Switzerland, Poland, Czech Republic, France, Spain, Scandinavia, Italy, and worldwide), in the Dutch Bodegraven (for the Benelux region) and Glasgow (for Great Britain and Ireland), of it several sports scientists, sports and fitness merchants as well as former competitive athletes. Sport scientists also advise the customers at the stores on site, create fitness analyses, and make a proposal for training plans. „For an effective home fitness training, the customer needs to know how to train correctly with the equipment“, Grau says. All employees of Sport-Tiedje are as sports-enthusiastic as himself: „That’s transferred to our customers as well.“ After an in-store purchase, the Sport-Tiedje staff delivers the equipment to the customer’s premises, install it, and answer further questions.



Besides home fitness equipment, Sport-Tiedje offers a wide ranging selection of professional equipment for business customers like gyms, companies, hotels, physiotherapists or fire departments. The specialists from northern Germany advice for optimal planning and realisation of fitness facilities – a service, which is used by more and more companies for creating an inhouse fitness room for employees. „This field is strongly expanding. We expect a distinct growth, because more and more companies realise the positive effects of fitness facilities for the satisfaction and health of the employees“, Grau explains.

Also the list of prominent customers is long: From football players and other competitive athletes to actors and presenters as well as entrepreneurs and Russian oligarchs. When an American President missed his favourite machine at a fitness facility of a hotel during an important security conference, Sport-Tiedje provided a remedy

within a very short time. It caused consequences: Throughout the last five years, Sport-Tiedje has equipped more than 100 embassies and consulates with fitness equipment at home and abroad.



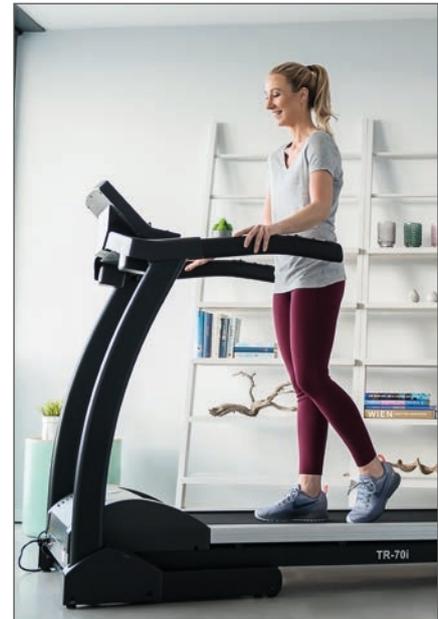


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## SUCCESSFUL OWN BRANDS

A further advantage of Sport-Tiedje's range are the own brands cardiostrong, Taurus, Darwin, Smart-Tec, and Bodymax. The cardio equipment of cardiostrong is of high quality and it is optimised for home use, that means that it is of small set-up dimensions, it is folding, and offers several entertainment functions. The brand Taurus stands for maximum performance. Under Taurus, several cardio and strength machines are offered. In addition, a wide selection of small strength equipment, accessories, boxing products, and products for Functional Training are offered as well. Taurus products are made for intensive workouts and are of sturdy design. Many Taurus machines are also certified for a use at professional gyms. The brand Bodymax covers a very wide range of almost all parts of the fitness market: cardio and strength equipment, small equipment and accessories, a wide range of weights, weight benches as well as single stations or the gym. Under the brand Smart-Tec high-quality nutritional supplements are offered. Darwin is currently developed to become the brand for beginners.



The Sport-Tiedje technicians get to know which wishes are still not fulfilled while doing the customer service. This knowledge, combined with an experience of over 30 years in home fitness and professional sports, drive the development for own brand equipment. The equipment is produced by the best manufacturers with top-quality materials and is tested by athletes. The result is high-end sports equipment at attractive prices. Three employees in Taiwan and China are responsible for the quality control and supplier audits.

CEO Grau summarises the Sport-Tiedje formula as follows: „Thanks to our business contacts for many years, we have direct influence on each detail and are able to react quickly to market requirements. In addition, we can guarantee the high quality of our own brands at any time and this is confirmed by best rankings in more and more independent tests.“





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## MARKET

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The market of fitness equipment is basically divided in two zones. The first one: the equipment of fitness gyms and companies, clubs, medical facilities as well as other institutions like fire departments and prisons („Commercial and B2B“). The second one: the sale of home fitness equipment to end consumers for private use at home. Depending upon the country, these two market segments are variously sized; worldwide, a study of Grand View Research, Inc. for the year 2014 assumes that 45 % of the sales of fitness equipment were done for commercial use and 55 % for home use.

The commercial market is mainly dominated by manufacturers like Technogym, Life Fitness, Precor, and Johnson Health Tech (Matrix), who sell the equipment directly to the bigger chains of fitness gyms. The market share of retailers like Sport-Tiedje, i. e., is much higher regarding smaller chains of fitness gyms as well as the B2B business, because the project volumes are smaller and hence are often too small to be of interest to the manufacturer for a direct selling.

The B2C market for fitness equipment is a part of the sports market, which was approximately 37 bn. € in Europe in 2014 (source: handelsdaten.de). The biggest sports markets in Europe are:

- France (with a volume of approximately 9.2 bn. € 2012 (source: Commerzfinanz 2012)),
- Germany (with a volume of approximately 8 bn. € (source: statista 2014)), and
- Great Britain (with a volume of approximately 6 bn. GBP; (source: AMA Research 2014)).

Further important markets for Sport-Tiedje are, i. e., Switzerland with a market volume in sports retail of approximately 2 bn. CHF (source: Rütter SOCECO 2014) as well as Austria with a market volume in sports retail of approximately 1.5 bn. € (source: Statistik Austria 2011).

The percentage of the fitness equipment trade in the general sports retail is approximately 2 to 4 %, which implies a European market volume of 750 mio. € to 1.5 bn. €. Accordingly, the market volumes in Germany would be between 160 and 320 mio. €, in Great Britain between 120 to 240 mio. GBP, in Switzerland between 40 to 80 mio. CHF, and in Austria between 30 to 60 mio. €.

The GfK study of a manufacturer of 2009 estimated the market for bulky equipment of home fitness in Germany at approximately 260 mio. €. The Sport-Tiedje managing direction Grau says: „Due to the diversity of the market participants in size and range of products, there are hardly any reliable figures. However, on the basis of our business figures and the figures of the manufacturers, who supply us, we assume that the market volume has increased continuously throughout the last years.“



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Fitness equipment and accessories are mainly sold via the following channels:

- Fitness specialist trade (local and online): The home fitness market in Europe is characterised by a multitude of very different and often only national or even regional market participants. Real home fitness specialists, who work actively multinationally, online as well as offline with a wide-range analysis and advice offer, like Sport-Tiedje, do not exist besides Sport-Tiedje.
- Online Pure Player with fitness focus: Here are some suppliers, who work nationally or Europe-wide. However, these often concentrate on one range of products (nutritional supplements, strength sports, Functional Training, Cross Fit).
- Sports specialist retailer (local and online): The percentage of sports specialist retailers in the market of fitness equipment decreases continuously. Among these companies like Sports Direct, Decathlon as well as several, individual sports specialist retailers of the Intersport and Sport2000 group, it can be observed that the fitness space is reduced successively, because the general sports retailers cannot provide economically trained staff for the sophisticated advisory service and because other ranges of products (primarily textile) generate higher square metre sales at the mostly central inner-city locations. Therefore, the offer of equipment is rather small and decreasing here. Regarding the fitness business, these retailers concentrate on small equipment and accessories (i. e., weights, mats, massage rollers) and wear for fitness training.
- Online retailers like Amazon, Otto, Costco, Argos etc.
- Seasonal, temporary, and intensively advertised single items of big retailers of the food business (Aldi, Lidl, Tesco) or the non-food business (Tchibo, Argos). However, due to the complexity of the business, these offers declined distinctively particularly regarding cardio training equipment in the last years.

The online mail order business with sports equipment has increased continuously throughout the last years. Sport-Tiedje benefits from it with a growth, which is distinctively above the general market growth. Hence, the company sold about 20 % more in the financial year 2015 than in the previous year. „Being the market leader in selling home fitness equipment, we were able to expand our market advantage consequently“, Grau explains. There are many reasons that the unlimited growth will continue: The health consciousness of the population grows and hence the understanding to be responsible for the health. The demographic development also offers chances for Sport-Tiedje: People want to keep longer in shape and purchase equipment, which they can use at home.

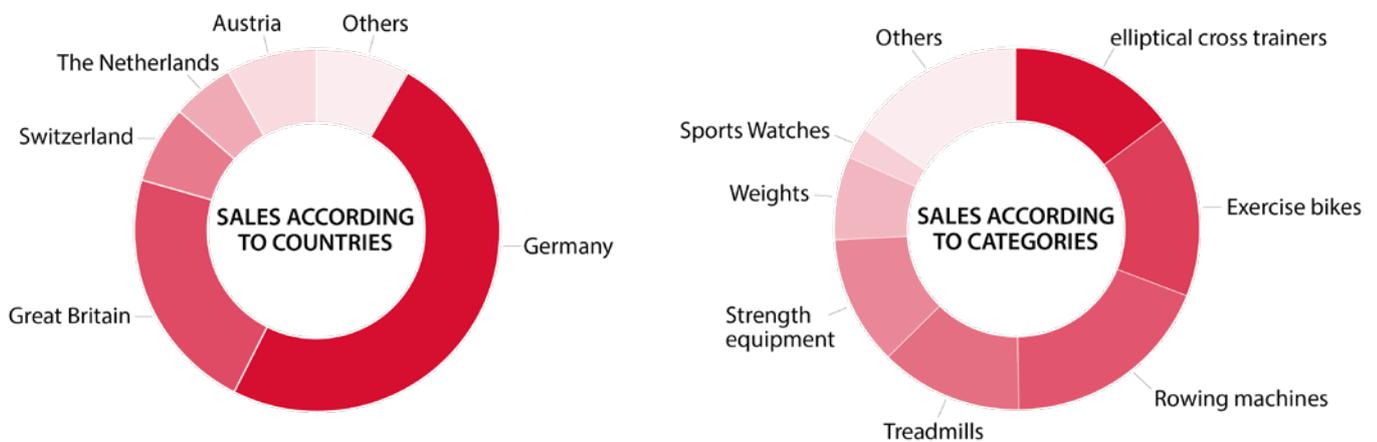


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## SPORT-TIEDJE GROUP FACTS:

On the basis of the external sales of the affiliates in 2017, the distribution of sales is illustrated according to countries and categories.



- More than 203.0 M. € of turnover in 2020
- More than 35 years experience on the market for home fitness
- More than 650 employees in Europe, of it 150 customer service employees of 13 nations (customer service in 12 languages)
- More than 75 service technicians in local employment (with more than 60 own transporters)
- Highly-qualified staff, of it sports scientists, competitive athletes, fitness coaches, etc.
- over 70 specialist fitness stores in Germany, Great Britain, the Netherlands, Austria, Switzerland, Belgium, Poland, Denmark and France (sales area of about 25,000 sqm)
- Online offer of about 7,000 products
- High rack warehouse of 25,000 sqm in Buedelsdorf (DE), Bodegraven (NL), and Glasgow (GB), branch warehouse and small parts warehouse of 6,500 sqm
- Stock availability of 98 percent
- More than 3,100,000 customers
- More than 300,000 orders in 2018



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## WEBSHOPS

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www.sport-tiedje.com  
www.sport-tiedje.de  
www.sport-tiedje.at  
www.sport-tiedje.ch  
www.sport-tiedje.co.uk  
www.sport-tiedje.fi  
www.sport-tiedje.gl  
www.sport-tiedje.li  
www.powerhouse-fitness.co.uk  
www.fitshop.be  
www.fitshop.dk  
www.fitshop.es  
www.fitshop.fr  
www.fitshop.it  
www.fitshop.nl  
www.fitshop.no  
www.fitshop.pl  
www.fitshop.se  
www.t-fitness.ch  
www.t-fitness.cz  
www.t-fitness.nl  
www.fitness-dump.be  
www.fitness-dump.nl  
www.fitness-rent.be  
www.fitness-rent.nl

## OTHER WEBSITES

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www.cardiostrong.com  
www.cardiostrong.de  
www.cardiostrong.es  
www.taurus-fitness.com  
www.taurus-fitness.de  
www.taurus-fitness.es  
www.bodymax-fitness.com  
www.smarttecnutrition.com

## SOCIAL MEDIA



[sport-tiedje.de/blog](https://sport-tiedje.de/blog)



[youtube.com/user/sporttiedje](https://youtube.com/user/sporttiedje)



[facebook.com/SportTiedje](https://facebook.com/SportTiedje)



[instagram.com/sporttiedje](https://instagram.com/sporttiedje)



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## MANAGEMENT

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### **Christian Grau, managing director of Sport-Tiedje**

CEO, IT, Logistics, Sales

Even while studying, Christian Grau (born in 1976) worked as student for the sports shop of then-owner Ulrich Tiedje. Since then, the fitness expert and former basketball player has remained loyal to the company, became co-owner in 2001, and has expanded Sport-Tiedje to Europe's biggest speciality store and online retailer for home fitness equipment. Since 2011, Christian Grau has been the sole owner of the Sport-Tiedje GmbH. He is executive manager and CEO of Sport-Tiedje.



### **Sebastian Campmann, managing director**

Purchase and Store business

Sebastian Campmann (born in 1980) has worked as managing director of Sport-Tiedje since 2010. He studied sports sciences and completed an education to sports and fitness retailer, and, since 2007, he has worked in different functions for the company, i. a., as store manager in Cologne and Dortmund. As a managing director, he is responsible for the speciality store business, the expansion of the national and international store network, the purchasing department and the development of Sport-Tiedje's own brands.



### **Dr. Bernhard Schenkel, managing director**

Marketing, Corporate Development, Finance, Human Resources, Powerhouse, and Fitshop

Dr. Bernhard Schenkel (born in 1977) joined Sport-Tiedje as Managing Director in July 2012 and is responsible for marketing, corporate development, finance, and human resources. He holds a degree in business administration and a doctorate in marketing from the University of Mannheim. Before joining Sport-Tiedje, he worked six years with Celesio AG, a pan-European pharmaceutical wholesaler and retailer. He passed through different professional stations and was responsible Director Global Strategic Marketing & Business Innovation there last.



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## COMPANY AWARDS

The Sport-Tiedje Group has been awarded regularly as one of the best retailers for Fitness equipment. In a survey about customer's satisfaction with online shops across the whole of Germany Sport-Tiedje was named the best shop for buying fitness equipment and now holds the title „Bester Online-Shop“ (Best Online Shop).



In 2018 Sport-Tiedje was named „Bester Online Händler“ (Best Online Retailer) as well as one of the best retailers for Fitness Equipment over all by Handelsblatt. It is the leading German-language business newspaper and as been named the most trustworthy German newspaper several times.

The customer's survey „Deutschlands beste Online-Shops 2018“ (Germany's best Online-Shops 2018) by the German Institute for quality of service and German news television n-tv named Sport-Tiedje „Gesamtsieger Shops Sportgeräte“ (Overall Winner Shops Sports Equipment). Also Sport-Tiedje made 1st place in categories „Angebot“ (product range), „Service“ (customer service), and „Bestell- und Zahlungsbedingungen“ (process of ordering and payment). 2018 Sport-Tiedje has won this award for the 3rd time in a row.





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## BRAND AWARDS

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### cardiostrong – Germany’s most popular Brands 2019 und German Brand Award 2018

In 2019 the customer survey „Deutschlands Kundensieger 2019“ by German Institute for quality of service and German news television n-tv named cardiostrong one the top three fitness equipment brands in Germany.

In 2018 our brand cardiostrong was named „Winner“ in the category „Sports“ by the German Brand Award.



### Taurus – Deutschlands Kundensieger 2019 und Beste Marke des Jahres 2018

In 2019 the customer survey „Deutschlands Kundensieger 2019“ by German Institute for quality of service and German news television n-tv named Taurus one the top three fitness equipment brands in Germany.

In 2018 our brand Taurus was named „Beste Marke des Jahres 2018“ (Best Brand of the Year) by the Plus X Award. This award is given to brands that hold the most product awards in their respective fields.





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## TEST WINNER AND AWARDS

Equipment	Test discription	Award
<b>cardiostrong BC60</b> 	Awarded with the PLUS X AWARD for High Quality and Ease of Use	
<b>cardiostrong BC70</b> 	ETM- jury statement „excellent“ (03/2017)	
<b>cardiostrong BX30</b> 	Test winner of the comparison of exercise bikes in the Belgian public tv RTBF (02/2016)	
	Price-performance winner in the test of exercise bikes by department of biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	
	Approved security and quality by the the independent certifier Hansecontrol	



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Equipment	Test discription	Award
<b>cardiostrong BX50</b> 	ETM test rating „good“ (02/2015)	
<b>cardiostrong BX60</b> 	<p>Test winner of the comparison of exercise bikes of the Swiss consumer protection television show Kassensturz (01/2015)</p> <p>Test winner of the comparison of exercise bikes by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)</p>	
	ETM test rating „excellent“ (03/2017) The jury's statement: „The BX60 offers the best training experience of the bikes tested.“	
<b>cardiostrong BX70i</b> 	ETM test rating „very good“ (09/2015)	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop • T-Fitness

Equipment	Test discription	Award
<b>cardiostrong EX40</b> 	Test winner of the ETM test of elliptical cross trainers (08/2011)	
	Price-performance winner of the test of elliptical cross trainers by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	
<b>cardiostrong EX60</b> 	Awarded with the German Design Award „Special“ 2017 as well as the Plus X Award in the categories: High Quality, Design, and Ease of Use	 
	ISPO Awards 2017/2018	
	German Design Award „Special“ 2017	
<b>cardiostrong EX80</b> 	ETM test rating „very good“ (12/2014)	



# PRESS BRIEFING SPORT-TIEDJE GROUP

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Equipment	Test discription	Award
<b>cardiostrong EX90</b> 	2nd place in the test of elliptical cross trainers by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	 <p><b>cardiostrong EX90</b> 2nd place among 6 tested machines <b>TEST RATING: GOOD</b> Fit for Fun 12/2015 Test rating by department of biomechanics in sport of the TU Munich</p>
<b>cardiostrong EX90plus</b> 	Winner of the ISPO Gold Award 2016/17, award as best strength and cardio equipment	 <p><b>ISPO AWARD GOLD WINNER</b> 2016/2017</p>
	Test winner Plus X Award (2016): Best product 2016/2017 as well as in the categories „High Quality“, „Design“, „User comfort“ and „Functionality“	 
	ETM test rating „very good“ (08/2015)	 <p><b>ETM TESTMAGAZIN · RESULT</b> Cardiostrong EX90 Plus <b>EXCELLENT</b> 92,3 % cross trainer from 2.500,- to 3.500,- € tested for online www.etm-testmagazin.de 08/2015</p>
<b>cardiostrong TF70</b> 	German Design Award „Winner“ 2019	 <p><b>GERMAN DESIGN AWARD WINNER 2019</b></p>
	Plus X Award 2018: „High Quality“, „Design“, „Ease of use“, „Ergonomics“	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop • T-Fitness

Equipment	Test discription	Award
<b>cardiostrong TX50</b> 	ETM test rating „good“ (02/2012)  Test rating „good“ by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	
		
<b>cardiostrong TX90</b> 	Plus X Award (2017/2018): Best Product 2017/2018 and in the categories „High Quality“, „Design“, „Functionality“	
<b>cardiostrong RX40</b> 	ETM test rating „very good“ in the test of rowing machines (05/2016)	
<b>Darwin Evo 30</b> 	Winner price-performance ratio in a test of 6 indoor cycles by department of biomechanics of the TU Munich (Fit for Fun 12/2016)	



# PRESS BRIEFING SPORT-TIEDJE GROUP

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Equipment	Test discription	Award
<b>Taurus B900</b> 	Testwinner and best price-performance ratio at a test of 6 weight benches by department of biomechanics in sport of the TU Munich (11/2016)	
		
<b>Taurus IC90 Pro</b> 	Test rating: „Good“ by epartment of biomechanics in sport of the TU Munich (published by Fit for Fun 12/2016)	
<b>Taurus Row X</b> 	redden award 2018 winner	 <p>reddot design award winner 2018</p>
	Plus X Award 2017: „High Quality“, „Design“, „Ease of use“	



# PRESS BRIEFING SPORT-TIEDJE GROUP

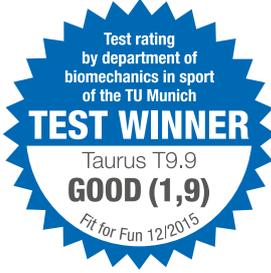
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Equipment	Test discription	Award
<b>Taurus RX7</b> 	ETM test rating „very good“ (05/2016)	
	Plus X Award 2018 „High Quality“, „Design“, „Ease of Use“, „Ergonomics“	
	German Design Award „Special“ 2019	
<b>Taurus T9.5</b> 	ETM test rating „good“ (02/2012)	



# PRESS BRIEFING SPORT-TIEDJE GROUP

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Equipment	Test discription	Award
<b>Taurus T9.9</b> 	Test winner of the test of treadmills by department of biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	
	Plus X Award 2019 „High Quality“, „Design“, „Ease of Use“	
<b>Taurus Ultra Force</b> 	Winner price-performance ratio in a test of multigyms by department of biomechanics in sport of the TU Munich (11/2016)	
<b>Taurus Ultra Trainer</b> 	Plus X Award GOLD 2018: Best product of the Year	 
	Plus X Award 2017/2018: „High Quality“, „Design“, „Ease of Use“, „Functionality“	



# PRESS BRIEFING SPORT-TIEDJE GROUP

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Equipment	Test discription	Award										
<p><b>Taurus X7.1</b></p> 	ETM test rating „good“ (12/2014)	 <table border="1"> <tr> <td colspan="2"><b>ETM TESTMAGAZIN - RESULT</b></td> </tr> <tr> <td colspan="2">TAURUS Ellipsentrainer X7.1</td> </tr> <tr> <td><b>GOOD</b></td> <td><b>89,5 %</b></td> </tr> <tr> <td colspan="2">elliptical trainer up to € 1000,- tested for online <a href="http://www.etm-testmagazin.de">www.etm-testmagazin.de</a></td> </tr> <tr> <td></td> <td>12/2014</td> </tr> </table>	<b>ETM TESTMAGAZIN - RESULT</b>		TAURUS Ellipsentrainer X7.1		<b>GOOD</b>	<b>89,5 %</b>	elliptical trainer up to € 1000,- tested for online <a href="http://www.etm-testmagazin.de">www.etm-testmagazin.de</a>			12/2014
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	12/2014											
<p><b>Taurus WS7</b></p> 	Test rating: „good“ in a test of 6 multi gyms by department of biomechanics in sport of the TU Munich (11/2016) - 2nd place of 6 tested multigyms	 <p><b>Taurus WS7</b> 2. Platz von 6 getesteten Geräten</p> <p><b>TESTURTEIL: GUT</b></p> <p>biomechanik.sg.tum.de</p> <p>Testurteil des Fachgebietes für Biomechanik im Sport der TU München</p>										
<p><b>Taurus SelectaBell</b></p> 	ETM test rating „excellent“ (11/2018)	 <table border="1"> <tr> <td colspan="2"><b>ETM TESTMAGAZIN - RESULT</b></td> </tr> <tr> <td colspan="2">TAURUS SelectaBell adjustable dumbbells with SelectaBell dumbbell stand</td> </tr> <tr> <td><b>EXCELLENT</b></td> <td><b>92,7 %</b></td> </tr> <tr> <td colspan="2">Online tested adjustable dumbbells with dumbbells stand up to 500,00 € <a href="http://www.etm-testmagazin.de">www.etm-testmagazin.de</a></td> </tr> <tr> <td></td> <td>11/2018</td> </tr> </table>	<b>ETM TESTMAGAZIN - RESULT</b>		TAURUS SelectaBell adjustable dumbbells with SelectaBell dumbbell stand		<b>EXCELLENT</b>	<b>92,7 %</b>	Online tested adjustable dumbbells with dumbbells stand up to 500,00 € <a href="http://www.etm-testmagazin.de">www.etm-testmagazin.de</a>			11/2018
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	Plus X Award 2018/19 „High Quality“, „Functionality“	 <p><b>PLUS X AWARD</b></p> <p>2018/2019   Achieved for:</p> <p>High Quality Functionality</p>										



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