



## **BODDY & TRAINAWAY JOIN FORCES TO BECOME THE GLOBAL LEADER IN WELLBEING EXPERIENCES FOR TRAVELERS**

- BODDY's footprint grows to over 30 countries across Europe, Asia and The Americas
- The company serves hotels, travel agencies, airlines, wellbeing operators, and travelers
- BODDY intersects the high-growth multi-trillion-dollar markets of wellbeing & travel
- TrainAway CEO strengthens BODDY's management team as their new CCO

Zurich, February 8, 2023

BODDY, the Swiss-based travel-tech start-up, today announced that it has entered into a binding merger agreement with the Danish company TrainAway, creating the world's largest wellbeing network for travelers.

By affiliating, BODDY capitalizes on TrainAway's vast network of fitness & wellness operators to boost its global presence to over 30 countries from Europe to North and South America, The Middle East, South East Asia and Australia. TrainAway will benefit from BODDY's strong distribution network in the travel industry, including hotels, airlines and leading online travel agencies such as Tripadvisor, Hilton Hotels, Expedia, SWISS, GetYourGuide, and Klook. TrainAway's core offering will be continued and incorporated into BODDY's framework.

"This is an extraordinary milestone for both BODDY and TrainAway," says **Hannes Boller, CEO of BODDY**. "Since spring last year, during countless conversations and constructive dialogue, we've been constantly learning about our respective vision, business lines and growth plans. We were highly impressed by TrainAway's relentless focus on consumers which perfectly fits into BODDY's spirit of putting clients and partners always first. It became obvious very quickly that we share the same north star and through the complementary nature of our footprint, assets, products, and technology, this will be the perfect synergetic match."

"We're highly enthusiastic about the joint growth prospects and of course working hand in hand with a highly skilled team who managed to become a truly global company in less than five years.", says **Sandro Abegg, Co-Founder & COO of BODDY**. "With both companies having weathered the greatest challenge in travel history, we are now even stronger positioned to execute on our combined vision of bringing the best wellbeing experiences to health-conscious travelers around the world, helping to make the planet a healthier place."

**TrainAway CEO, Kenn Gudbergson**, will join BODDY and strengthen the management team as their new Chief Commercial Officer in the combined entity.



"The next few months are going to be filled with thrill and excitement as TrainAway and BODDY work closely towards a joint vision of making wellbeing experiences accessible for millions of people worldwide." says Gudbergsen. "By joining forces, we strongly believe we can deliver the benefits of both companies to all stakeholders involved. Nothing changes for them, but our partners now have the opportunity to unlock new revenue streams while customers get access to a more refined global offering. Operating in fragmented and under digitized multi-trillion-dollar markets presents a fantastic opportunity."

**About BODDY:** BODDY, established in 2019 in Zurich, Switzerland, is the leading travel-tech startup at the intersection of travel and wellbeing. BODDY provides an easy way for travelers to digitally search, compare, book, pay and access their desired wellbeing experience in any given destination. By doing so, the company helps wellbeing operators become visible to a worldwide audience and distribute their products on scalable and untapped distribution channels to unlock new revenue streams. BODDY, through its global network of travel partners such as hotels, airlines and travel agencies, offers thousands of wellbeing experiences to people traveling to or within Europe and Asia. For more information on how BODDY makes the planet a healthier place, visit [boddy.tech/aboutUs](https://boddy.tech/aboutUs).

**About TrainAway:** TrainAway, founded in 2017 in Copenhagen, Denmark, is a global digital network of more than 1.500 fitness clubs with users from more than 100 countries. TrainAway makes it a three-step exercise for travelers to always find and get access to gyms on the go, by removing the hassle of finding a gym along with the language and payment barriers there are in some parts of the world. For the gyms, TrainAway provides an additional revenue channel by targeting the travelers in their area while taking care of all the administration. For more information on TrainAway, visit [trainaway.fit](https://trainaway.fit).

The following parties acted as transaction counsels:

- MLL Legal, Zurich, Switzerland
- Samar Law, Copenhagen, Denmark
- Hitz & Partner Corporate Finance, Luzern, Switzerland
- Becker // Fich, Financial Advisory, Copenhagen, Denmark

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