

FITNESS 4.0



McFIT
Semplicemente in forma.



AHK

Deutsch-Italienische
Handelskammer
Camera di Commercio
Italo-Germanica



McFIT

Semplicemente in forma.

20 YEARS OF SUCCESS

McFIT
GLOBAL GROUP



McFIT
MODELS

1up

THE MIRAI





McFIT

HOME OF FITNESS

250 fitness centers
(30 in Italy)



JOHN REED FITNESS

NOT YOUR AVERAGE GYM

20 fitness centers
(1 in Italy)



HIGH5

FITNESS & FUNCTIONAL

* 15 fitness centers



McFIT MODELS

The largest sports model agency in Europe



Qi²

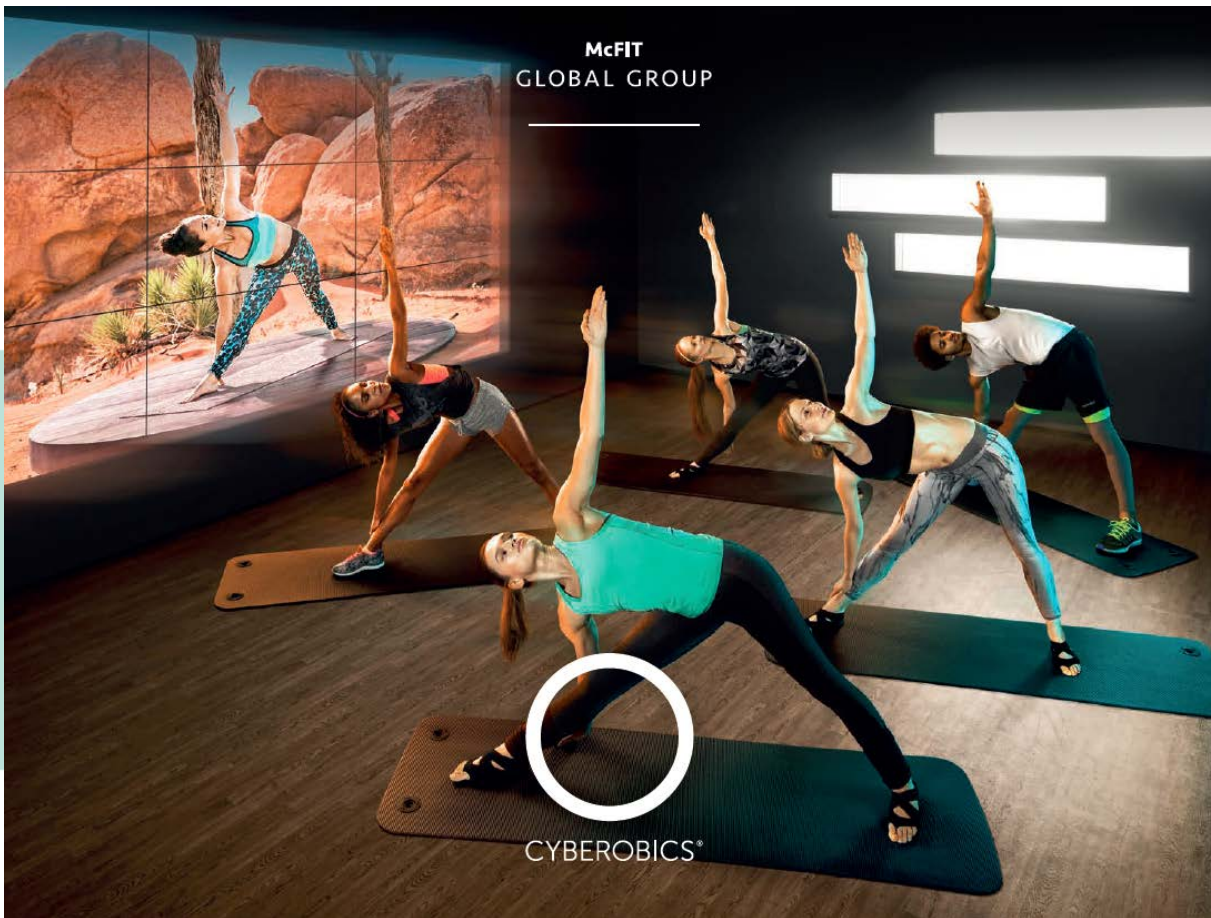
Sport Nutrition Products



LOOX

Personal Training App
&
Digital Magazine



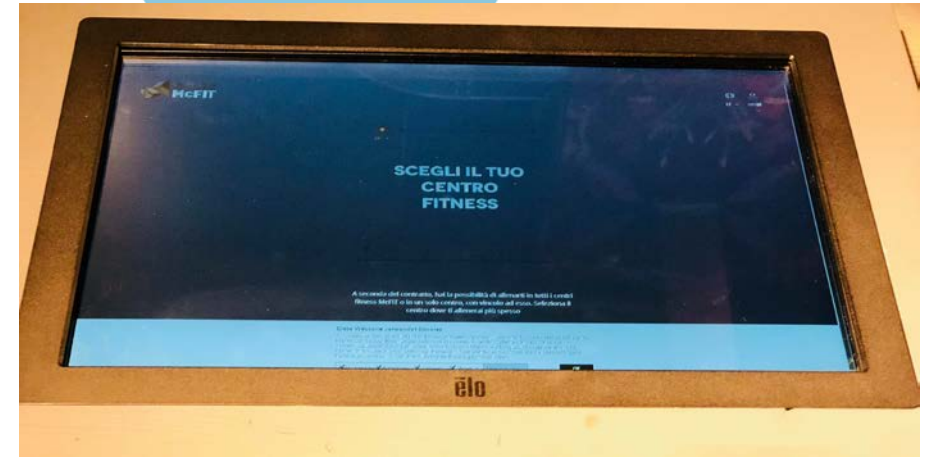


CYBEROBICS® - TRAIN LIKE HOLLYWOOD

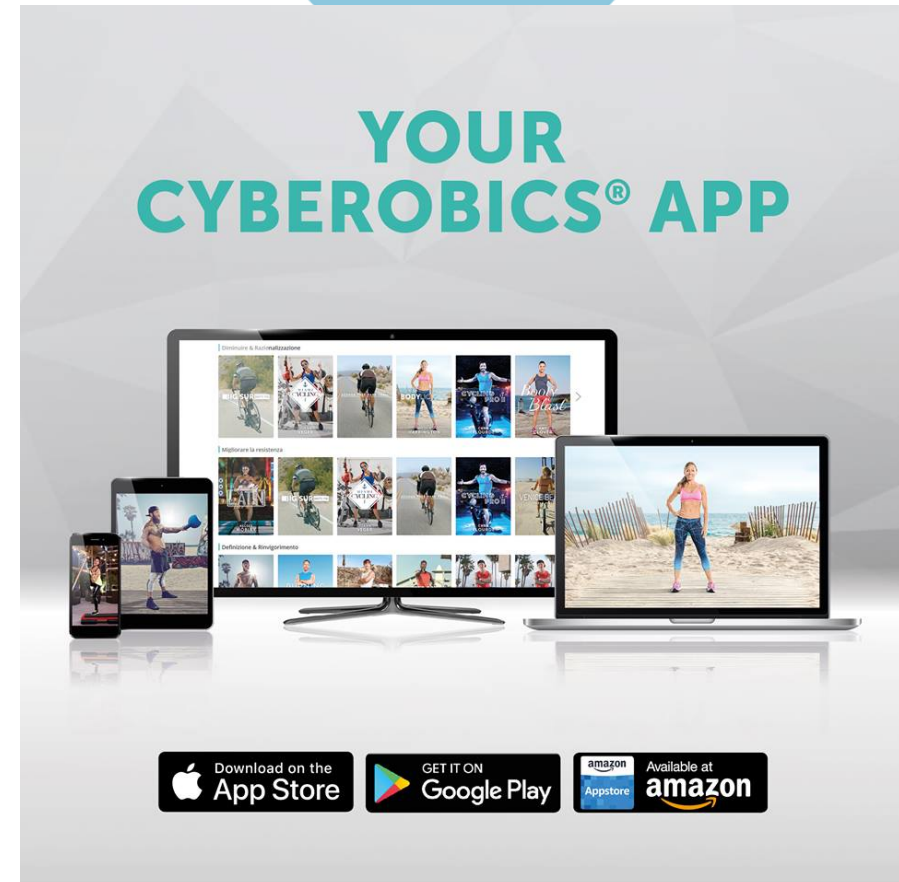
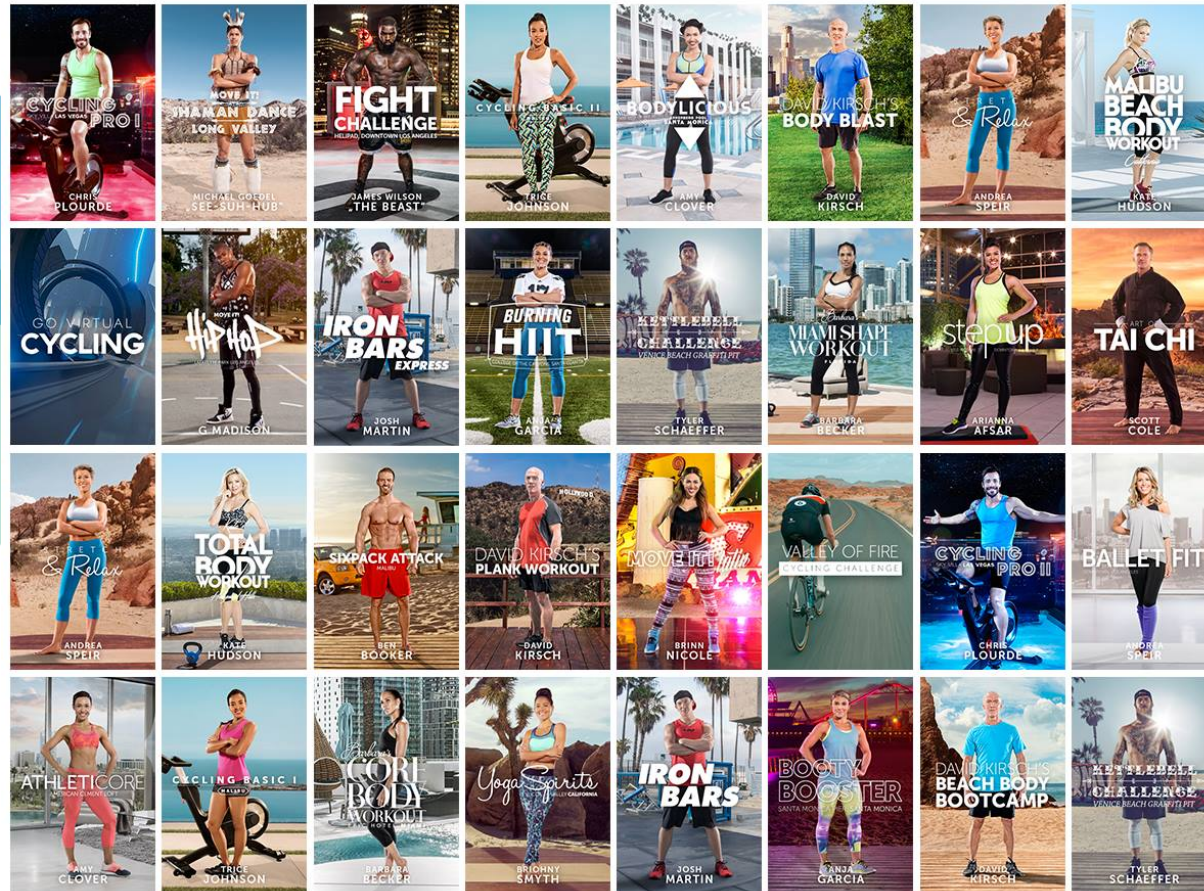


THE MIRAI - THE BIGGEST GYM IN THE WORLD (66.000 mq)

DIGITAL TRANSFORMATION



CYBEROBICS® EXPERIENCE TOTAL IMMERSION



PEOPLE ARE NEW MEDIA



THANK YOU!

Luca Torresan

Marketing & PR Director

torresan@mcf.it

