



# DLA Piper advises on the sale of Fitness World



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FSN Capital IV, Kirkbi and Bensimon Rossing (Henrik Rossing and Sophie Rossing) have just agreed to sell all their shares in Fitness World to UK fitness operator PureGym. According to PureGym, the purchase price is above DKK 3bn.

PureGym is UK's leading fitness provider and has 263 sites in the UK. With the acquisition of Fitness World, PureGym expands its chain by 230+ fitness sites across Denmark (Fitness World), Switzerland (Basefit) and Poland (Condizione).

The transaction is expected to be completed in January, 2020.

Bensimon Rossing was advised by a DLA Piper team made up of Karsten Pedersen, Sara Schjørring and Per Kristiansen.