



Former CEO of Fitness World establishes a new fitness chain



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Per Lyngbak Nielsen, former CEO of Fitness World, has established a new fitness chain, FitnessX.

FitnessX has around 20 centers, and the transaction involved acquisition of fitness studios from six different sellers, including Smiley Fitness, The Club - Fitness and Fitness 1. Jens Refsing Andersen who owned Fitness 1 has joined FitnessX with all of the Fitness 1 centers.

The new team at FitnessX expects to consolidate 100 centers over the next five years, and even though Corona has made a big influence on the fitness culture, Per Lyngbak Nielsen states that it is never bad to start in a difficult market and that they are prepared.

Per Lyngbak Nielsen was advised by Karsten Pedersen, Sara Schjørring and Per Kristiansen, DLA Piper Denmark.

You can read more [here](#) (article in Danish).

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