

Leading Digital Fitness and Nutrition Platform Openfit Acquires LeBron James and Arnold Schwarzenegger's Sports Nutrition Company *Ladder*

Ladder's line of premium sports nutrition supplements to be fully incorporated into the Openfit offering

Founding athletes also join Openfit with multi-year development and promotional partnership

Santa Monica, CA (December 2, 2020) – Openfit, one of today's fastest growing digital fitness and nutrition platforms, continues to expand its offering, today announcing its acquisition of Ladder, the sports nutrition company founded by LeBron James and Arnold Schwarzenegger. Advancing the companies' shared commitment to a holistic approach to health and wellness, the Ladder brand and its performance supplements will now be integrated into the Openfit platform alongside its growing library of live and on-demand fitness programs, personalized nutrition plans and virtual access to NASM certified trainers. James and Schwarzenegger will become partners in Openfit while continuing to support and grow Ladder.

"With people shifting their focus to health and well-being more than ever, this acquisition is exciting for Openfit as it will allow us to continue our mission of serving even more customers with a unique combination of live trainer-supervised and on-demand fitness, nutrition, meditation and supplement offerings," said Jon Congdon, Chief Executive Officer of Openfit. "Ladder's innovative approach toward effective supplement-assisted training matches our dedication to deliver healthy, lasting results, and we see tremendous synergistic opportunities for the Ladder brand with Openfit. We're thrilled to have LeBron and Arnold as a part of the team and join us on the journey to helping more people achieve their health and fitness goals."

Ladder's roots trace back to 2014, when LeBron James' personal experience and need for a better supplement to help avoid cramping during training uncovered a gaping need in the market. James' team worked with experts to create a line of clean performance supplements with the highest standards for quality and safety. When James shared the products with longtime friend Arnold Schwarzenegger, who has deep roots in the fitness industry, they agreed they needed to share Ladder with their fans and athletes everywhere. Formulated with a focus on taste, performance, and quality, each Ladder product is NSF Certified for Sport®, a third-party certification trusted by all major sports governing bodies and verifies that products do not contain any of approximately 270+ substances banned by major athletic organizations and that the contents of the product match what's printed on the label.

"I've been on a fitness crusade for five decades, and LeBron and I created Ladder to achieve a new level of quality and reliability for people who want the best from performance supplements. But supplements are just one part of any good fitness plan - they won't lift the weights for you or clean up your diet," said Arnold Schwarzenegger, Ladder co-founder and fitness titan. "Proven by their track record of creating world-class fitness and nutrition content, Openfit brings the real work of fitness to the table which complements our hybrid retail and direct-to-consumer model, and fits perfectly with my crusade to make health and fitness a part of everyone's life."

Ladder's integration into the Openfit platform aligns with the brand's ongoing strategy of offering a comprehensive and personalized solution to fitness, nutrition and wellness direct to the consumer. Additionally, it will also provide significant opportunities to expand Ladder's reach.

“After pushing my body to its limits season after season, I needed a different level of supplements that I could trust to complement my workouts and aid in the recovery process. With Ladder, we achieved that. We were able to work with experts to create an incredible line of certified, high caliber supplements for all athletes, but we always recognized that is just one part of the process,” said LeBron James, champion athlete and Ladder co-founder. “Now with the reach and resources of the Openfit platform, we’re excited about bringing this all together and creating a new level of training and nutrition that fits everyone’s individual needs.”

The Openfit platform encompasses a wide variety of fitness genres that includes digital and on demand classes led by certified instructors, guided runs, walks, HIIT training, ballet barre, yoga, Pilates and more.

About Openfit

Openfit is the digital streaming platform that integrates fitness, nutrition, and wellness together in one place. At Openfit, we provide world-class fitness programs with live trainer-led and on-demand workouts designed to reach any goal, personalized nutrition plans and tracking. As convenient as your smart phone in the palm of your hand, Openfit takes what’s so powerful about boutique, small-group fitness and makes it available to everyone at a fraction of the price. Join us at Openfit.com, on Facebook at facebook.com/Openfit, and on Instagram @myOpenfit.

About Ladder

Founded by LeBron James and Arnold Schwarzenegger, along with Main Street Advisors, Ladder is a sports nutrition company dedicated to creating high-performance, NSF Certified for Sport® workout supplements for daily use. Designed for all athletes from every sport to achieve peak performance before, during and after physical activity, we formulate products to complement a strong nutritional foundation and unlock the next level in training and exercise.

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