



# FITCHANNEL.COM

## INTRODUCTION:

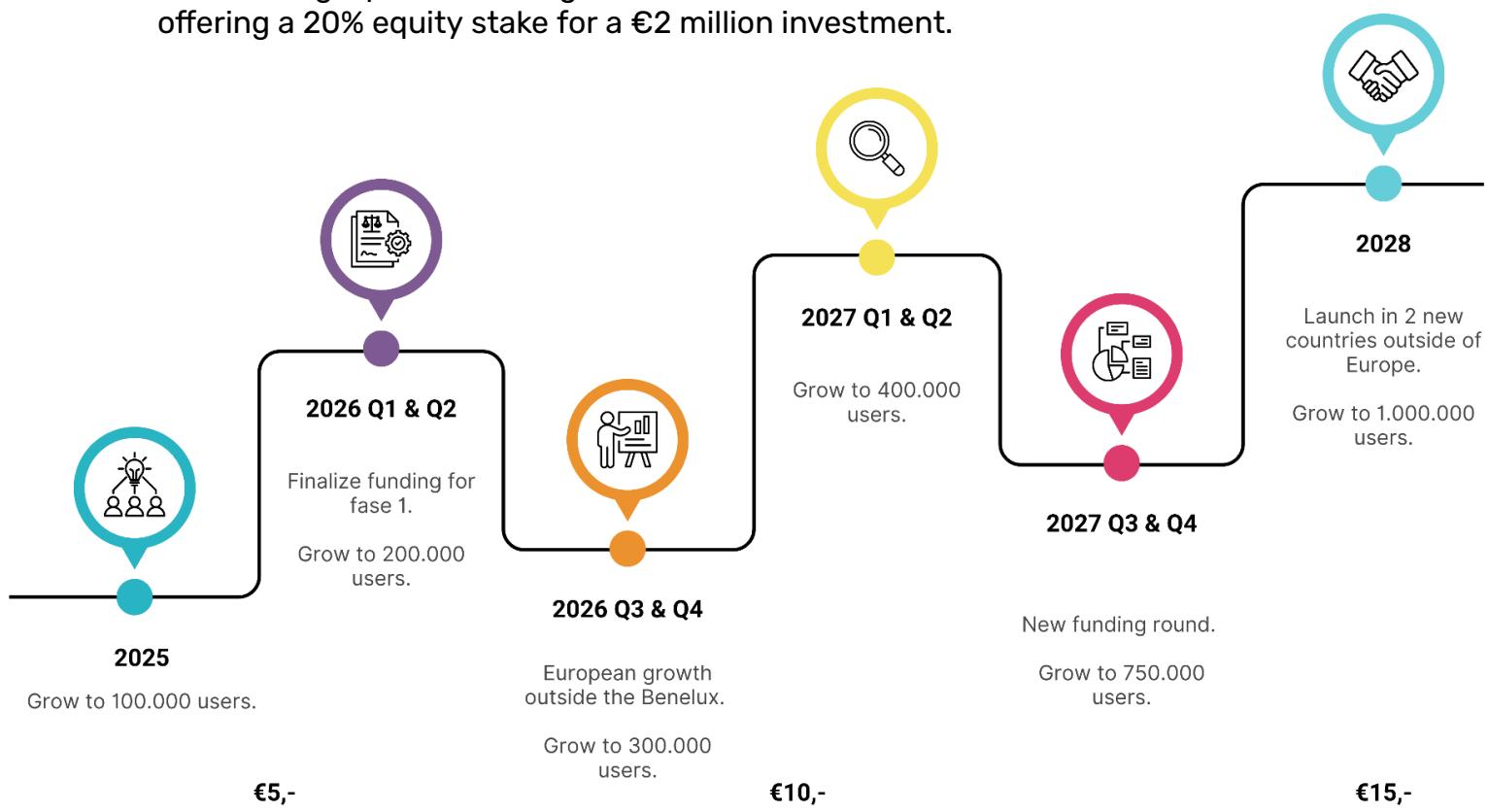
Fitchannel.com is the leading online platform for health and vitality in the Netherlands and Belgium, now ready for international expansion (including Germany and the Nordics), offering a holistic approach to fitness, nutrition and mental health (Body, Food & Mind).

Our proven, scalable business model has been EBITDA-positive since 2020. Revenue in 2024 exceeded €1 million with €450k ARR. For 2025 we project €1.3 million revenue with ARR growth. Fitchannel combines low customer acquisition costs with high customer value thanks to a validated product-market fit and minimum three-year contracts within our B2B2C proposition.

Our team includes Olympic champion Mark Tuitert alongside seasoned experts from the tech, media and sports sectors. Our product-market fit is validated by major insurers and corporate partners.

Fitchannel operates in the rapidly growing B2B2C market with a pipeline of over 150,000 potential users.

We are raising €2.5 million in growth capital to scale internationally, of which €500k–€700k is already committed. With this round we will scale internationally with strategic partners and grow towards one million users. In return, we are offering a 20% equity stake for a €2 million investment.

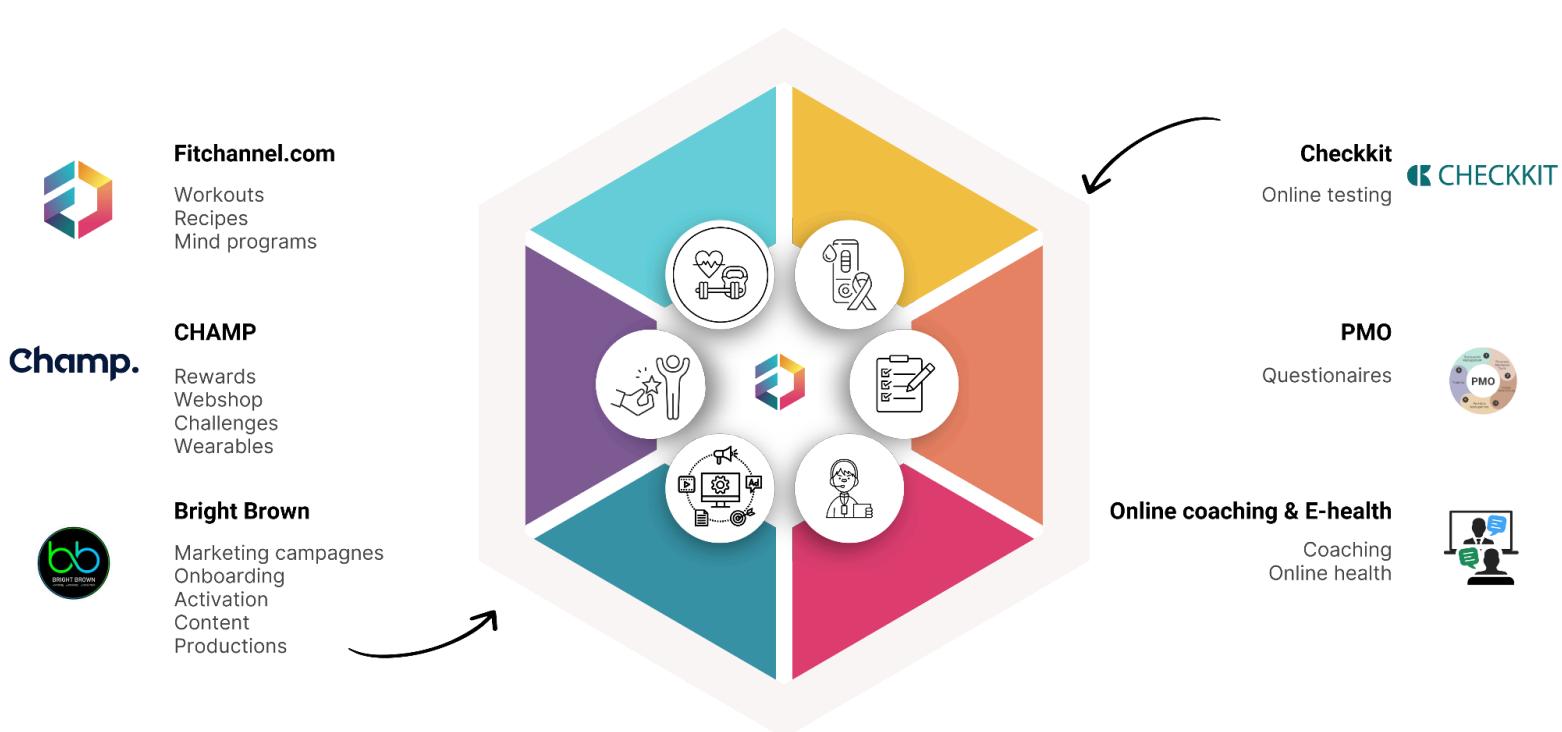


## PRODUCT MARKET FIT:

Between 2023 and 2024 Fitchannel rebuilt its technology and made it scalable for international expansion. The new back end enables easy API integration, allowing insurers, corporates and member organisations to connect their users directly to the platform. This architecture makes Fitchannel an attractive partner for organisations looking to deliver vitality and preventive health at scale.

In line with developments in the e-health market, Fitchannel has shifted its strategy from a traditional B2C model to a B2B2C approach. Single-service propositions are no longer future-proof; the market is consolidating towards integrated multi-service solutions.

Fitchannel has already made this move and combines fitness, nutrition and mental health (Body, Food & Mind) within a single platform. Through targeted acquisitions and in-house development, we have created a proven, scalable ecosystem that fits the needs of large corporates.



Fitchannel's product-market fit has been validated across three strong verticals: insurers, large corporates and member organisations. These sectors manage large user bases and have vitality, prevention and/or sustainability high on the agenda.

Fitchannel aligns seamlessly with this demand through a data-driven proposition that promotes sustainable vitality and delivers measurable outcomes.

Fitchannel operates with three-year contracts designed to make collaboration easy to start and to expand based on performance. In the first year the focus is on building the relationship and activating the target group, with limited cost for the client.

Based on the results achieved, performance agreements are made in the second year, which are rewarded once realised.

In the third year the objectives are scaled further and structurally embedded within the client's organisation.

This phased model removes the usual barriers to adopting e-health services and creates long-term, profitable relationships.

As a result, Fitchannel has a proven business model with strong margins, recurring revenue and a strategic position in a market that is rapidly consolidating towards integrated health and vitality solutions.

## MARKET:

The e-health market is growing at a rapid pace. With the rise of AI this growth is accelerating further, \$60 billion since 2023, yet the sector is following a familiar development curve: initially the market is flooded with countless single-service apps, each addressing only one aspect of health. The next phase is consolidation and that is precisely where Fitchannel is positioned.

Fitchannel is one of the frontrunners in this consolidation phase.

The platform has already made the transition from single-service to multi-service, bringing fitness, nutrition and mental health together in a seamless way.

Data sits at the core of the model and underpins a demonstrable product-market fit.

With a strong team of industry leaders, including Olympic champion Mark Tuitert and successful creative digital entrepreneurs, Fitchannel combines subject-matter authority with creative capability and digital scalability.

This combination positions Fitchannel as a natural leader in market consolidation and ready to scale across Europe.

### **The European e-health market is consolidating at high speed:**

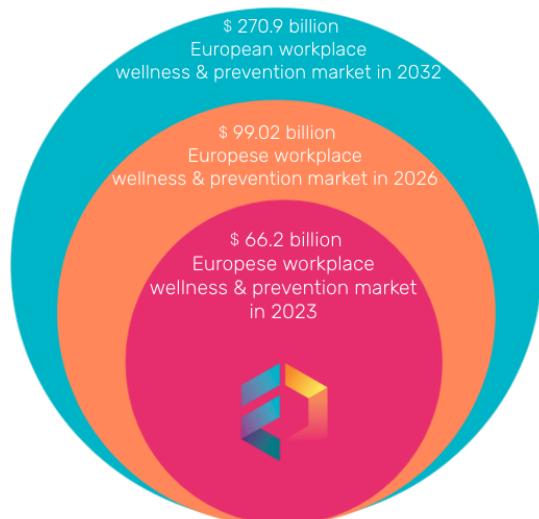
After years of fragmentation across single-service apps (fitness, nutrition, coaching), the European e-health market has entered the consolidation phase. Major players are building multi-service ecosystems combining fitness, nutrition, behaviour and to unify data integration in one place.

#### **Recent acquisitions (selection):**

**Wellhub (US)** – paid €600 million for **Urban Sports Group** (Germany) in 2025 and acquired **Fitprime** (Italy, 400k corporate subscriptions) in 2024

**Virgin Group (Marlin Equity)** – €3 billion acquisition of **HealthComp** (New Mountain Capital, US)

**Gymondo (7NXT - Oakley Capital)** – acquired **7Mind** (Germany) – amount not disclosed



\*Compound annual growth rate (CAGR) van 22.3% van 2024 tot 2030.

## A UNICORN BUILT ON THREE PILLARS:

Fitchannel sits at a unique intersection of technology, data and health. Where most e-health platforms limit themselves to a single domain, Fitchannel has evolved into a fully integrated multi-service platform combining fitness, nutrition and mental health.

At the core of this model is data: every interaction generates new insights that make the platform smarter, more personal and more valuable.

Fitchannel is increasingly applying artificial intelligence in an efficient and advanced way. Within the Fitchannel network are experts from Method Analytics, one of the pioneers of modern AI thinking.

Together they are working on the application of True-Based AI, an intelligent verification layer on top of conventional AI. This layer automatically checks health advice against scientific databases, universities and medical sources, resulting in exceptionally high quality and reliability of recommendations.

In addition, Fitchannel will implement blockchain technology in 2026 to further strengthen its ecosystem. The technical foundation is in place for rapid international scaling, both in terms of data security and value creation.

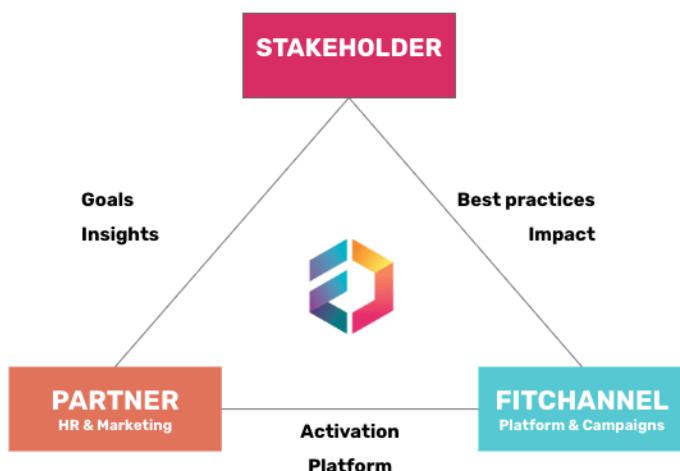
Fitchannel is currently in discussion with several major health insurers to be included in supplementary insurance packages.

The first pillar focuses on large-scale deals where Fitchannel is reimbursed from the insurance premium: insured users gain access to the platform at no extra cost, while the insurer adds value to its offering. As a result, every insured person or employee automatically becomes a paying user. This forms the first pillar of our so-called “magical triangle”: scalable distribution via existing health insurers and corporate partners.

### Examples include:

*Validated by major health insurers (Aevitae, Zilveren Kruis and Menzis) and corporates (Lidl & VDL).*

*Active contracts and a pipeline of over 150,000 potential users within the B2B2C market.*



The second pillar is the innovative Care4Care ecosystem, which will be validated within a blockchain environment from 2026 onwards. With this model Fitchannel replaces traditional reward structures by allowing users to earn coins through healthy behaviour.

These coins can be redeemed with the insurer for tangible benefits such as extra physiotherapy, nutritional advice or preventive check-ups. This creates a direct link between healthy behaviour and real healthcare value.

The third pillar is the introduction of a proprietary digital currency that can be used both within and beyond the Fitchannel ecosystem. Where taxes are designed to discourage unhealthy behaviour, our currency works in reverse: it rewards vitality.

In collaboration with digital currency specialists, potentially including Amdax, Fitchannel is developing the infrastructure and legal framework to realise this "health currency" in a responsible way.

Together these three pillars, AI, blockchain and strategic partnerships, form the foundation for exponential growth.

Fitchannel is not merely a lifestyle platform, but a future-proof digital infrastructure for health and vitality.

This makes Fitchannel a realistic candidate to become a unicorn within the next three years: scalable, profitable, technologically distinctive and socially relevant.

## **INVESTMENT:**

The ideal investor is one who shares our vision: someone who understands that the future of health does not lie in standalone services, but in connecting people, data and value, and who is willing to leverage expertise and networks to accelerate this transformation.

### **Capital requested**

€2,000,000

We are prepared to issue 20% of Fitchannel equity at a substantial discount (based on a €10 million valuation).

### **Use of funds**

- Build-out and implementation of blockchain technology
- Further development of truth-based AI
- Implementation and expansion of the Care4Care ecosystem
- Introduction of a proprietary digital currency usable inside and outside the Fitchannel ecosystem
- Expansion of the team with key hires to strengthen development capacity and deliver the future roadmap
- Investment in an international sales partner team to accelerate market entry
- Deepening and expansion of the programme and content library with international domain experts
- Expansion of the expert network for live virtual and face-to-face services across all domains

### **Runway**

36 months. Potential exit partners have already been identified.

Thank you for your attention.

## **Team Fitchannel**

### **Yuri Sollinger – CEO / COO**

Experienced platform entrepreneur (e-commerce, Beslist.nl, SDeal, Sportdeal), hands-on in tech, marketing and AI integrations. Experienced in scaling multi-seller platforms and entering international markets.

**+ team of 5**

### **Mark Tuitert – CSO**

Olympic speed skating champion, investor and entrepreneur. Host of the podcast “Drive” on mental resilience and Stoic thinking. Author of multiple books including bestsellers. Involved in investments, strategy and the development of new content and programmes.

### **Raymond Schneider – CCO**

Experienced entrepreneur in the e-health and digital market. Hands-on in internationalisation, partnerships and sales.

**+ team of 2**

### **Mitchell Brown – CMO**

Experienced entrepreneur in marketing and digital campaigns. Hands-on in sales, strategy and marketing.

**+ team of 8**

