



The SWEAT fitness studio chain is rebranding as Level Up and expanding with a new location in Bucharest. A further four studios are set to follow by the end of this year

- *MedLife is revitalising the SWEAT fitness centre network. It is becoming Level Up – part of a new health concept that combines exercise with real-time monitoring of vital signs, as well as historical medical records.*
- *The new rebranding is also supported by the opening of a new venue in Bucharest (Vitan area) following an investment of approximately 500,000 euros. With the addition of this new venue, the Level Up network now comprises six venues in Bucharest.*
- *MedLife's objective is to double the Level Up network and reach the milestone of 10 locations in Bucharest by the start of next year. In the long term, the Group is aiming to establish its own nationwide network of gyms, which could also be accessible to the Group's corporate members.*

Bucharest, August, 3rd 2026: MedLife, Romania's largest private healthcare network, announces the rebranding of the SWEAT fitness network, which will operate under the new Level Up identity, and is opening a new location in Bucharest (Vitan area), following an investment of approximately 500,000 euros. This milestone marks the first step in the development of the Level Up platform, MedLife's ecosystem dedicated to health through exercise, and reaffirms the Group's strategy to consolidate its presence in the fitness, wellbeing and personalised prevention sectors.

The new identity of the fitness centres reflects the shift from a model focused exclusively on physical training to an approach geared towards progress in health. This change comes at a time when consumers are increasingly seeking comprehensive solutions for maintaining their health, and the boundaries between fitness, wellness and preventive medicine are becoming ever closer.

"Level Up marks the start of a new phase of development for our network and reflects a shift in perspective on how we view health. We aim to build more than just a network of fitness centres – we are developing a concept that integrates exercise into a broader ecosystem dedicated to prevention, wellbeing and longevity. Under our new identity, we will accelerate the network's development, with the aim of expanding rapidly in Bucharest and, in the long term, nationwide. "We believe that the future of fitness lies in holistic experiences, relevant services and communities that help people turn exercise into a sustainable habit and a real tool for a healthy life in the long term," **said Călin Hagi, CEO of Level Up by MedLife.**

The sixth Level Up by MedLife location

The new centre in Bucharest, situated at 41 Ramnicu Sarat Boulevard in the Bobocica Shopping Centre, covers an area of 650 square metres and is the result of an investment of approximately 500,000 euros. With this opening, the Level Up by MedLife network now has six locations in Bucharest and a total of around 6,000 active members.

According to company officials, the Vitan club offers dedicated areas for fitness, cardio and functional training, and is equipped with premium solutions supplied by Nautilus, a company with over 50 years' experience in developing professional fitness equipment. Among the distinctive features of the new venue are the five Leverage machines – the manufacturer's flagship range – an extensive area dedicated to glute training (eight machines), a spacious



free weights area, and a lounge area. 's premises benefit from natural light and have been designed to provide a modern, airy and comfortable environment for training.

Those wishing to join the Level Up community at this time can take advantage of the special 'Founding Member' offer, which includes access to a membership with an average value of around 27 euros per month.

Level Up by MedLife: from traditional fitness to health and longevity

Level Up is MedLife's new platform dedicated to health through exercise, built on the belief that progress in health is achieved through small, consistent and sustainable steps, supported by a multidisciplinary clinical approach, technology, genetics and access to relevant services.

Under its new identity, the Level Up network of fitness centres retains the community and experience it has built up to date, integrating them into a broader concept that will enable the development of new services and experiences dedicated to health through exercise.

At the same time, the network is continuing its accelerated development plan, with several further locations in Bucharest already in the pipeline. According to company officials, MedLife's objective is to double the Level Up network and reach the 10-location milestone by the start of next year.

By developing the Level Up platform, MedLife is strengthening its position in the areas of prevention, wellbeing and personalised healthcare, naturally complementing the Group's ecosystem of services. The initiative reflects the company's strategic direction to invest not only in treating illness, but also in services that help people stay healthy for longer, transforming physical activity into an active tool for health and longevity.

About the MedLife Group

MedLife was founded almost three decades ago, has grown steadily and has become the largest provider of private healthcare services in Romania. The Romanian entrepreneurs who founded this company have invested and committed themselves to bringing about change in the Romanian healthcare system; they have believed in innovation and dared to aim high, in order to offer Romanian patients quality, professionalism, care and respect for their needs.

The company operates the most extensive network of clinics, one of the largest networks of medical laboratories, and general and specialist hospitals, and has the largest corporate client base for preventive healthcare packages in the country. It is also, in terms of turnover, one of the largest private healthcare providers in Central and Eastern Europe.

The MedLife Group has a track record of success in terms of both organic growth and growth through acquisitions. Its strong and experienced management team has been able to create and manage these growth opportunities, gaining valuable knowledge and experience that enable it to find the best path for continuing its successful expansion.

As a long-established Romanian company, MedLife chose to list on the Romanian Stock Exchange, serving as a model for listings on the local capital market. It has broadened horizons, and through its corporate governance practices, has inspired other local companies to follow suit and contribute to the development of Romanian capital and the economy. The shares issued by MedLife SA are admitted to



trading on the regulated spot market administered by the Bucharest Stock Exchange (), in the Premium Category, under the trading symbol 'M'.

During the pandemic, MedLife has played a vital role in society and established itself as a leader in pandemic monitoring through its active involvement in research.

The company continues to invest in projects that have an impact on the local community, as well as in technology and infrastructure. It creates jobs and develops an ecosystem that contributes to the development and maintenance of a healthy Romania.