



## **ZWIFT ACCELERATES MISSION TO MAKE MORE PEOPLE, MORE ACTIVE, MORE OFTEN WITH THE ACQUISITION OF ROUVY**

Together, the two companies aim to further the growth of cycling through differentiated experiences

Zwift, the global online fitness platform, has today announced it has completed the strategic acquisition of ROUVY, the real routes cycling app that helps riders achieve their cycling goals. The acquisition aims to accelerate growth in the indoor cycling category through strategic cooperation between the two companies, while maintaining their independent operations.

“This is a major moment for both Zwift and ROUVY”, says Eric Min, Zwift Co-Founder and CEO. “We have a huge amount of respect for what ROUVY has achieved, developing a fantastic product and growing their global community by demonstrating there is a strong market for real video experiences. ROUVY’s differentiated experience is proof we can be

stronger together, and I'm excited to see how this deal will accelerate our mission to make more people, more active, more often."

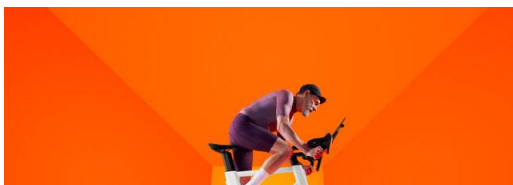
"This is an exciting time for our industry and for cyclists worldwide. Over the past year, we have seen the indoor cycling market grow at the fastest rate since COVID", continues Eric. "We're seeing our audience widen, and we are now seeing more people come to cycling for the first time through indoor training, seeking an activity that supports their active lifestyle and focus on long-term health. This growth has been driven by the increased affordability and simplicity of 'Zwift Ready' smart trainers, which offer compatibility with virtually any bike."

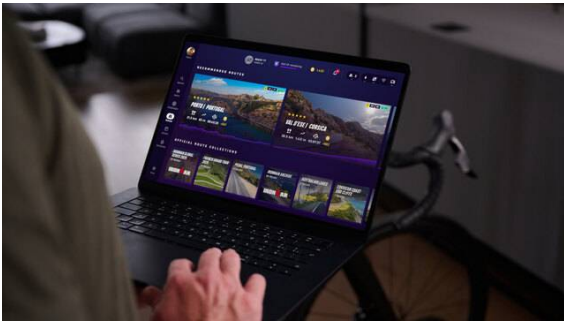
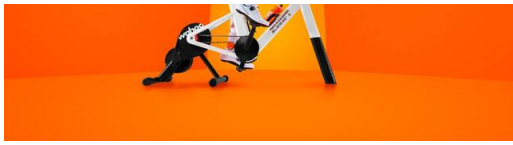
Zwift is pleased to confirm that from today, Zwift Ready smart trainers and Zwift Ride smart frames will work with ROUVY, unlocking new experiences within the ROUVY software application and making it easier for new users to get started. Further updates are planned over the coming months.

Both Zwift and ROUVY will continue to operate independently, with differentiated roadmaps and subscription packages.

"I am really proud of ROUVY and our community!" says Petr Samek, CEO and Founder of ROUVY. "This is a strong validation of what we've built with our team and community, connecting indoor and outdoor training through real routes. ROUVY will continue to be the ROUVY you all know and love, with the same team and the same focus on helping riders achieve their cycling goals. For our community, this means we'll keep building the experience you know, supporting your training all year round. Now, supported by Zwift and the Zwift hardware ecosystem, we have an opportunity to create even more experiences in the world of indoor cycling reality!"

Additional terms of the deal were not disclosed.





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## About Zwift

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA, and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, Paris, and our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real-world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive, and social fitness experience.

### **About ROUVY**

ROUVY is the real routes cycling app, bringing the real world indoors to make cycling irresistible all year round. Built on real routes, real places and real gradients, ROUVY delivers an indoor cycling experience defined by realism, authenticity and credibility, helping riders achieve their cycling goals.

As a leader in the indoor cycling reality market, ROUVY connects indoor and outdoor riding into one seamless experience. Riders can train, explore and stay consistent in every season. With thousands of real roads and partnerships with leading sporting organizations including IRONMAN, Life Time Grand Prix, Lidl-Trek and Visma | Lease a Bike, ROUVY supports riders with real-world training.

From structured workouts to iconic race routes, ROUVY keeps riders going, exploring and improving - wherever they ride. [www.rouvy.com](http://www.rouvy.com)

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## **CONTACT DETAILS**

**Chris Snook**  
Senior Director, PR & Customer Marketing  
[chris.snook@zwift.com](mailto:chris.snook@zwift.com)

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