



Business, Story

WITH A LITTLE HELP FROM INGENICO



SWEDISH FIT

Case Study / Swedish Fit

# Energise your business to go international

2008

The two Coury brothers take over the Swedish gym concept from their parents.

2009

Launch of online booking and payment.

2018

Swedish Fit celebrates its 25th anniversary.

## The friendly and fun fitness revolution

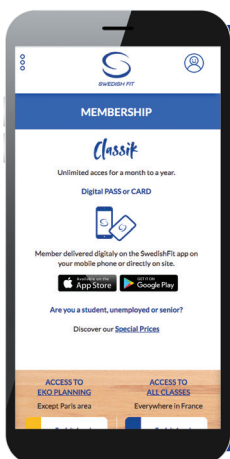
The Swedish Fit concept was born out of a family passion. In these group exercise classes it isn't about competitive performance, but about moving to music and having fun. The idea is to enjoy yourself while getting fit. And it's a concept that really hit the mark with the French public.

But now, the company wants to expand very quickly. In its quest for growth, Swedish Fit faces some major challenges. Increasing its conversion rate, optimising its customer journey and going international.



# 95%

of revenue is generated online.



## 3 essential requirements for Swedish Fit



### Reliability

Swedish Fit wanted a reliable and efficient payment partner. Goal: Never miss a sale.



### Performance

The company wanted to be able to monitor its business in real time using a payment platform tailored to its specific needs.



### International

After the UK, Switzerland and Belgium, Swedish Fit is now targeting the German market.

“We’re lucky to be accompanied by a partner like Ingenico, which has the ability to adapt completely to our environment.

We’re now looking forward to continuing our partnership on an international level.”

Frédéric Coury,  
CEO, Swedish Fit

## Benefits of the solution

- 1 Reliable transactions**  
An advanced solution built around boosting checkout conversion rates to ensure you never miss a sale.
- 2 Simplified reporting & reconciliation**  
Thanks to the all-in-one payment solution, tracking payments is now much easier with a simple reconciliation report.
- 3 Faster international expansion**  
Payment methods are tailored to consumer preferences, local legislation and cultural specificities.

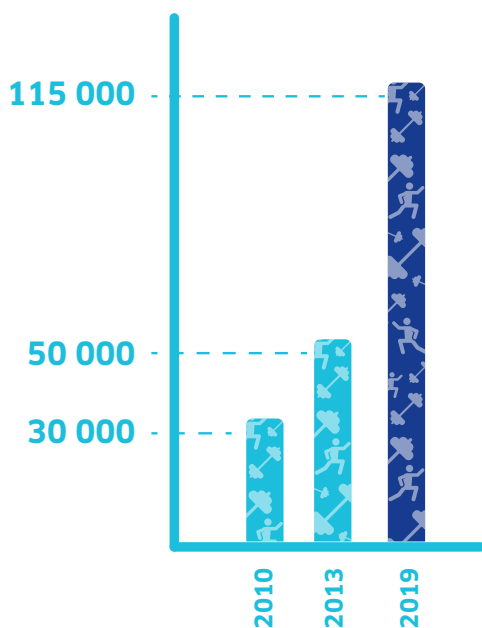
## Have fun, Get fit!

Swedish Fit is distinctive for its sports concept that makes fitness and well-being enjoyable.



## Online payment

Exponential growth in online transactions



**25 000**  
active members  
in France in 2019

## About Swedish Fit

Swedish Fit makes sport available to everyone. It's affordable and the ideal way to get fit, lose weight, build up your muscles or just have fun.

There's a wide choice of group classes for all abilities, with 16 activities that combine muscle strengthening with cardio workouts to music.

Get access to a huge number of sports centres and gyms in locations across France and beyond.

Whether you prefer yoga or high-intensity interval workouts like hiit circuits, there's something for everyone!

[swedishfit.com](http://swedishfit.com)

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