



FreeCross GmbH – Company Profile

Freecross, the “full body ride”

Freecross revolutionizes fitness training by freeing the conventional elliptical cross trainer from the confines of the indoor studio. It combines the well-known benefits of low-impact, full-body elliptical training with the fun and fresh air of the outdoors. The Freecross “full body ride” is a complete workout: cardiovascular training, strength training for all major muscle groups and even fine-tuning of coordination, balance and body “feel” as the rider navigates his/her favorite outdoor terrain.

FreeCross GmbH

FreeCross GmbH, located in Bonn, Germany, was established in 2008 by founding partners Wolfgang Eisenberg und Björn Schuman. The idea to get the elliptical trainer outdoors and onto wheels came to Eisenberg in 2006. A back injury had forced him to give up jogging and he was on an indoor elliptical near a window, when the idea for the outdoor version hit him. After 6 months of research and development of the technical design, Eisenberg joined forces with Schuman in 2007 to develop the first Freecross prototype. In 2008 they were joined by investor and current CEO Norbert Britz, along with Freecross’ international team of designers, engineers and manufacturers. Freecross is made in Germany and can be ordered online at www.freecross.de or through selected retailers in Germany. International distribution to follow.

The directors

Freecross GmbH’s three directors share a passion for outdoor sports and fitness and have combined their various strengths and professional experience with the goal of developing a world class product and international brand: Freecross, “the full body ride”.

The Freecross inventor, **Wolfgang Eisenberg**’s creativity and attention to technical and aesthetic detail provide the drive behind the development of Freecross’ innovative, high-end product. As Managing Director responsible for product development, he oversees Freecross’ international design and production team. Eisenberg is formerly managing partner of the Impuls services group in Cologne and founding partner of a food services company.

Lead investor and currently CEO of Freecross GmbH, **Norbert Britz** brings over 30 years of experience in corporate strategy, management and finance to the Freecross team. A long-time business investor and management executive for several large and medium-sized companies, Britz most recently served as Managing Director of the German-based AUBEMA Crushing Technology GmbH.

A former endurance athlete, **Björn Schuman** has worked closely with Eisenberg since 2007 to develop and fine tune the Freecross product and “full body ride” experience. Half American and half Swedish, he brings his professional background in international project management and communications to the Freecross team as Managing Director responsible for sales and marketing.

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