

CLMBR Explores Strategic Alternatives as it Continues to Expand its Commercial Business

CLMBR is anticipating a transaction with a strategic partner by the end of 2023.

Denver, CO (Aug. 08, 2023) –

CLMBR, a leader in connected fitness, is restructuring its business in anticipation of a strategic transaction. CLMBR has closed its Los Angeles based fitness studio and has significantly reduced its staff. Its Denver based flagship studio and headquarters remain open.

All of CLMBR's DTC (direct-to-consumer) and B2B (business-to-business) operations continue with its distribution partners, including Woodway. While exciting developments are underway, CLMBR is unable to provide further information at this time.

CLMBR made a name for itself with their award winning, first-to-market connected vertical climber for the in-home consumer market and has seen early success in the commercial market with the support of their commercial distribution partner, Woodway. CLMBR has made major strides in popularizing vertical climbing as safe, effective, and efficient full-body strength and cardio workout. CLMBR's on-demand, instructor-led programming, integrated screen, and overall design has made vertical climbing more accessible and approachable than ever before. This is in alignment with their company ethos that vertical climbing is a superior workout when compared to more traditional workouts such as treadmills, spin bikes, rowers, and ellipticals.

With the normalizing of fitness trends, more and more people are returning to gyms as CLMBR finds itself well positioned with a high level of commercial and at-home market opportunity.

For more information on CLMBR, visit www.CLMBR.com or follow [@CLMBR_Official](https://www.instagram.com/CLMBR_Official) on [Instagram](https://www.instagram.com/CLMBR_Official).

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About CLMBR

CLMBR is an innovative vertical climbing machine. It's the first vertical climber to feature a large-format touch display with on-demand, instructor-led classes.

CLMBR's design is a high-quality build with a low level of required maintenance. It is easy to move – making it perfect for commercial or at-home use. The machine is

beautiful with an open structural design that leaves the user's views unobstructed, supporting a natural athletic posture. It also offers the latest user interface technology and state-of-the-art companion app that provides on-demand climbing classes and displays key metrics to maximize the user's experience -- including vertical feet climbed, reach, and power. The integrated audio on CLMBR Connected can fill any space, making it feel just like an in-studio climbing class. Unlike many traditional fitness machines, CLMBR offers an efficient and effective full-body strength and cardio workout. With its low impact and ergonomic movement, CLMBR is safe for most ages and levels of ability. CLMBR 02 is available directly to consumers on CLMBR.com as well as businesses, including gyms and fitness studios, hotels, and physical therapy facilities. The brand was also recently named a 2022 CES Innovation Award Honoree for CLMBR Connected.

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