

## **Precor Announces Sale of Queenax to Ive Outdoor**

WOODINVILLE, WA, 2025/04/10 – Precor, a subsidiary of Peloton Interactive (NASDAQ: PTON), has announced the sale of its fitness brand Queenax to Ive Outdoor, a leader in outdoor fitness. The transaction allows Precor to sharpen its focus on core business areas while entrusting Queenax to a company known for innovation and expertise in the fitness market. Financial terms of the sale have not been disclosed.

"This sale is a win-win. Precor is refocusing, and we're excited to see how Ive Outdoor will take Queenax's innovation to the next level. It's a brand with great potential," said Dustin Grosz, CEO of Precor Incorporated.

Queenax's iconic Italian design and advanced fitness systems are now part of the Ive Outdoor portfolio. This acquisition not only strengthens Ive Outdoor's product offerings but also unlocks new opportunities for both brands to expand their reach and innovation in the global fitness market. Mateusz Lendzioszek, CEO of Ive Outdoor, shared his excitement: "We're beyond thrilled that Queenax is joining the Ive Outdoor family. It's a dream come true to integrate their innovative spirit and timeless design into our vision for the future of fitness."

The sale also aligns with Peloton's broader strategy. "This transaction aligns with Peloton's focus on our core business. We believe that Ive Outdoor will bring tremendous value to Queenax and help the brand reach its full potential in the fitness industry," added Chris Bruzzo, Interim Co-CEO and Co-President of Peloton Interactive.

Victor Kumala, Vice President of Ive Outdoor, shared his enthusiasm, stating, "Bringing Queenax into Ive Outdoor is a game changer for us. Their design and technology perfectly align with our passion for fitness. We can't wait to see what the future holds."

### **About Peloton**

Peloton (NASDAQ: PTON), provides Members with expert instruction, and world class content to create impactful and entertaining workout experiences for anyone, anywhere and at any stage in their fitness journey. At home, outdoors, traveling, or at the gym, Peloton brings together immersive classes, cutting-edge technology and hardware, and the Peloton App with multiple tiers to personalize the Peloton experience [with or without equipment]. Founded in 2012 and headquartered in New York City, Peloton has millions of Members across the US, UK, Canada, Germany, Australia, and Austria. For more information, visit [www.onepeloton.com](https://www.onepeloton.com)

### **About Precor**

Headquartered in Woodinville, WA, Precor has been a pioneer in delivering fitness experiences for commercial customers and exercisers for over 40 years. Precor serves more than 100 countries worldwide with a broad range of products and services across cardio, strength, functional fitness, group training, and connected solutions. For more information, visit [www.precor.com](http://www.precor.com)

### **About Queenax**

Renowned for its Italian craftsmanship and innovation, Queenax is a leader in modular fitness solutions. With over 14 years of experience, Queenax combines design and technology to create adaptable training systems that enhance the fitness experience. Now a part of Ive Outdoor, Queenax is embracing digital transformation to offer advanced workout solutions. For more information, visit [www.queenaxworld.com](http://www.queenaxworld.com)

### **About Ive Outdoor**

Ive Outdoor leads the market in outdoor fitness equipment, offering cutting-edge solutions for people of all ages and abilities. The company owns several renowned brands in the sports, fitness, and medical sectors, including Champions Ladder, iGreenMill, Quincy, and Rehabilitation Circle. For more information, visit [www.iveoutdoor.com](http://www.iveoutdoor.com)