

BODY ATTACK™



STRIVE FOR **PERFORMANCE**

We're the ambition that propels you forward.

We're the wind in your sails and your workout motivator.

We are BODY ATTACK.

For nearly 30 years we've been creating the products that take you further.

Developed with the highest standards for your optimal performance.

**WE EMPOWER
ATHLETES TO
OUTPERFORM
THEIR GOALS.**

OUR MISSION



JAN BUDDÉ

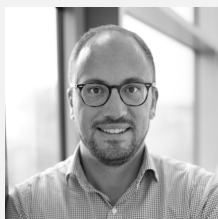
CEO and owner of Body Attack

"We're passionate about keeping our finger on the pulse. That's why we're committed to innovative product ideas and working with diverse collaborators. Our goal is to optimally tailor our products to the interests of our customers and always meet our quality standards".

Executive board



Dorit Bergzog
Authorised Officer



Philip Eggerstedt
CFO



Dennis Neumann
CPO



Jan Sellmer
CMO



CURATED VARIETY OF PERFORMANCE PRODUCTS



PRO

High dosage of active ingredients for professional weightlifters, bodybuilders and athletes



ELITE

Optimal nutrition for building muscle, increasing definition, enhancing performance and pre-competition diets



FITNESS

Supplements to perfectly support gym training and recreational/team sports



FUNCTIONAL

For everyone searching for a healthy and balanced diet that doesn't compromise on enjoyment



ACTIVE

To avoid deficiencies during cutting phases or strenuous sport activity

PERFORMANCE NUTRITION THAT MAKES A DIFFERENCE

Functional formulas, a quality seal and trademarked raw materials are a must.

- One of the widest selections of fitness supplements in Europe
- Trendsetting dietary supplements and functional food products
- The highest quality products with new, innovative ingredients – made in Germany
- Body Attack is committed to clean sports



The majority of our products are produced according to ISO 9001:2008 and IFS certification



Selected products use organic ingredients from regulated organic farms



Analysis from independent institutions ensures minimum doping risk for selected products



Good manufacturing practice forms the standard for quality assurance of the production processes for the majority of products



Made in Germany

NUMBERS DATA FACTS



> **1200**
Products in online shop



Active in
54
countries



> **28**
Years of expertise

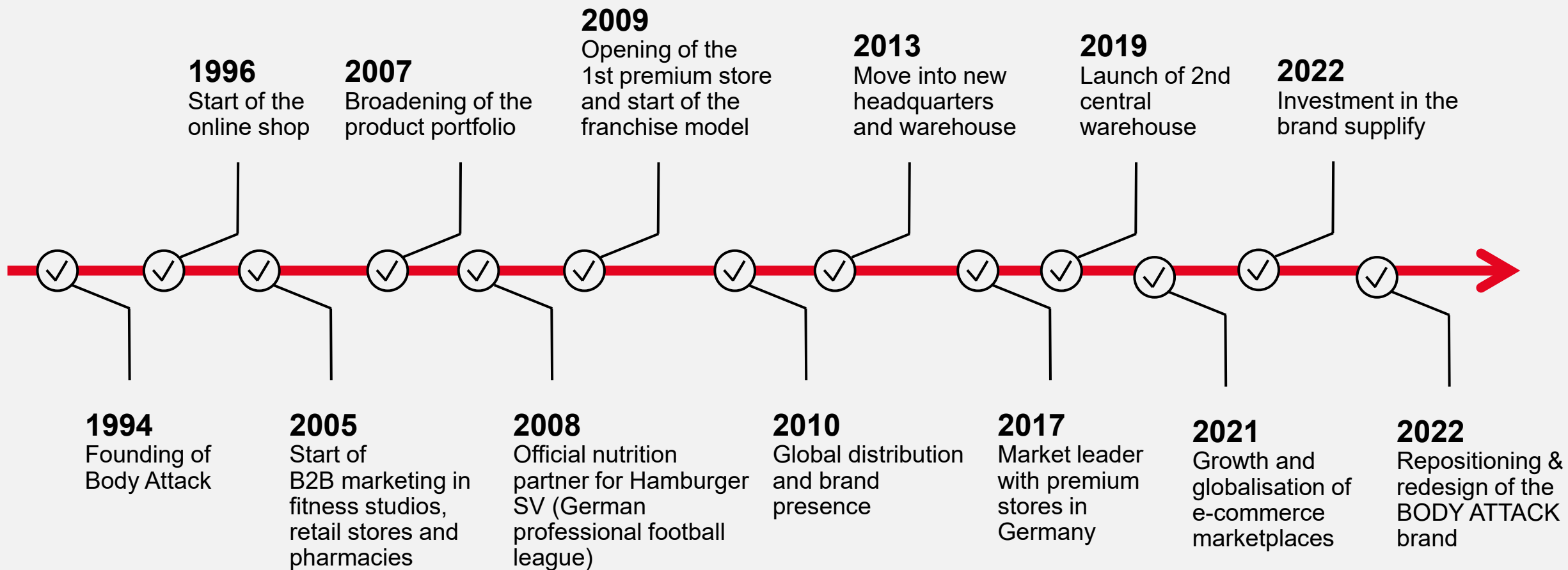


> **120**
Employees



NO. 1
in retail market

MILESTONES



DISTRIBUTION CHANNELS

B2C



Premium stores



In-house online shops

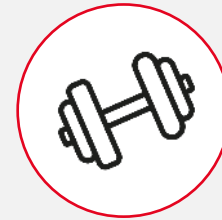


Online partner shop system

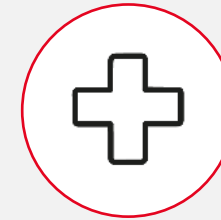
B2B



Online shops



Fitness studios



Pharmacies



Supermarkets & chemists



Sports nutrition speciality shops



Sports clubs



Filling stations

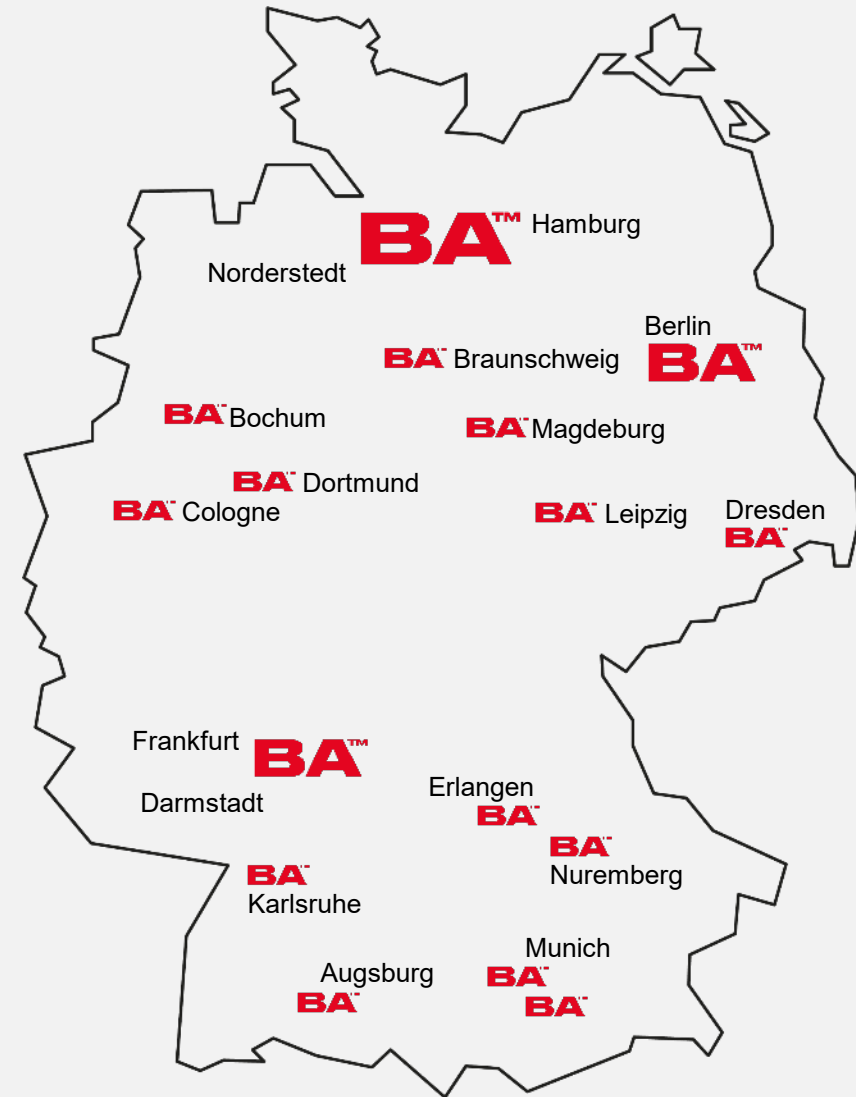


Wholesalers abroad

PREMIUM STORES

in Germany

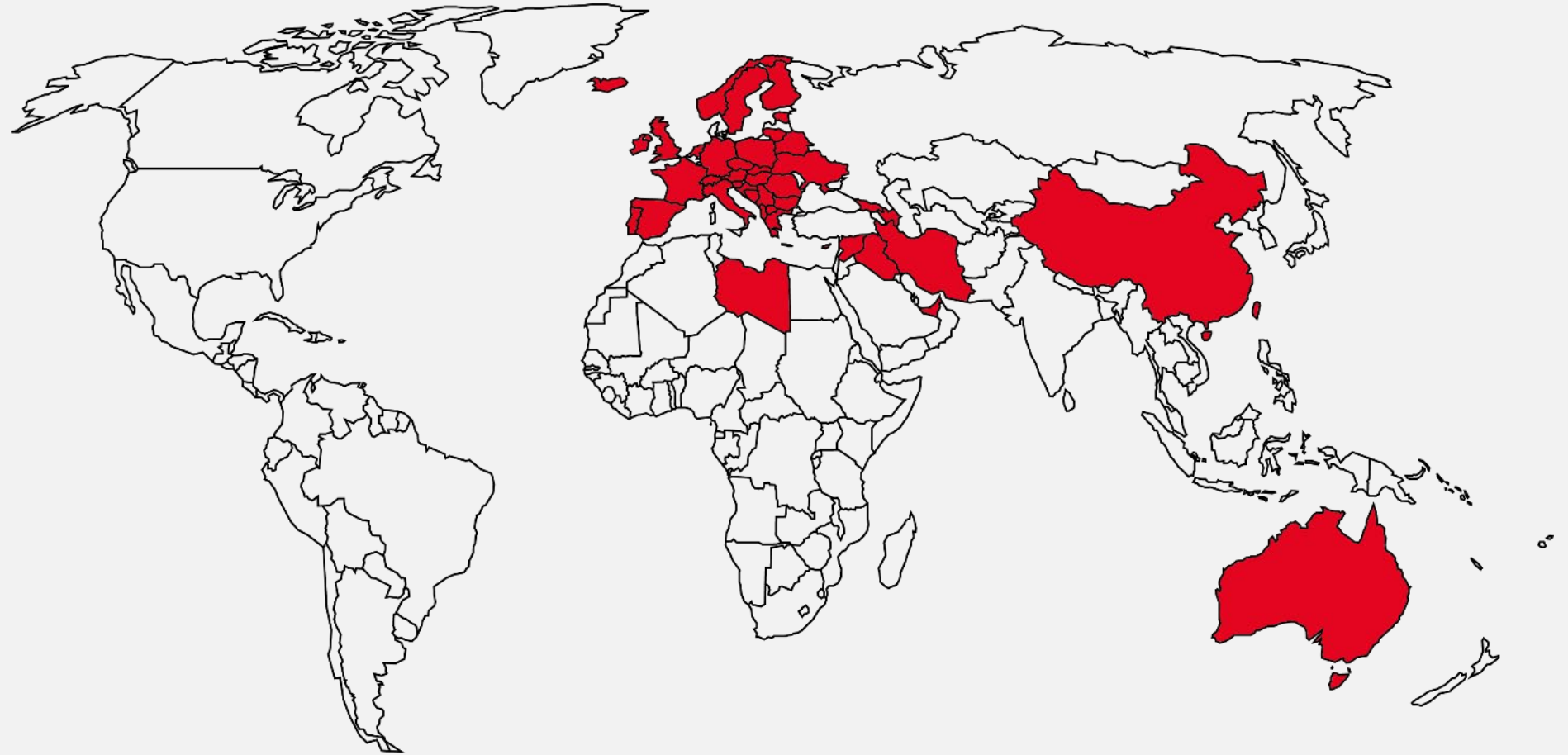
- The market leader in the retail market for sports speciality shops, with over 20 stores in Germany
- Development of the unique premium store system in fitness speciality shops, with over 10 years of experience
- Pioneering work in the field of sports nutrition
- Continual expansion of the premium store locations



EXPORT/INTERNATIONAL TRADE

Available worldwide in 54 countries

Hong Kong, Australia,
Estonia, Macedonia,
Serbia, Portugal, Great
Britain, Finland,
Georgia, Sweden,
Taiwan, Iraq,
Azerbaijan, Libya,
Ukraine, Lithuania,
Belgium, Malta, Iran,
Switzerland, Poland,
Italy, Greece,
Netherlands, China,
Spain, United Arab
Emirates, Luxembourg,
Slovakia, Norway,
Bulgaria, France,
Iceland, Czech
Republic, Bosnia-
Herzegovina, ...



CONTACT

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