

APPOINTMENT ANNOUNCEMENT

Fitness First appoints former Gymbox CEO Marc Diaper as new Chief Executive

Industry heavyweight joins Fitness First to lead the brand's next phase of growth

July 2025

Fitness First, the leading fitness and wellness brand, is delighted to announce the appointment of Marc Diaper as its new Chief Executive Officer with effect from 14th July.



A proven track record

With over **twenty years** of leisure industry experience, Marc worked his way from being a Personal Trainer and Sports Therapist to, most recently, CEO of Gymbox, a role which he held for eight years.

During his 14 year tenure with Gymbox, Marc also held the roles of Sales and Marketing Director and Managing Director, leading a disruptive fitness brand which helped to refine the gym experience underpinned by a powerful, member led culture.

Having worked in numerous roles across the fitness industry Marc brings a unique blend of in depth industry understanding, a passion for people and creativity, and a track record of delivering innovation led growth which will all support Fitness First's future ambitions.

A word from Marc

Marc comments, "I am honoured to join Fitness First, one of the industry's most iconic brands, as CEO.

I have long admired Fitness First as a pioneer and one of the brands that first introduced us all to fitness.

I see significant opportunities to build on the great work Scott, Justin and the team have completed over the past few years and I am excited to join such a talented and passionate team as we enter a new and exciting phase of growth."

"I am honoured to join Fitness First, one of the industry's most iconic brands, as CEO"

Marc Diaper – Fitness First CEO

From the Chairman

Scott Best, Chairman at Fitness First comments, "We're delighted to welcome Marc to Fitness First at such an important point in our long term development.

Marc is an exceptional leader with incredible energy and a proven track record of innovation and growth in the fitness industry. He has an exceptional entrepreneurial drive, with a real passion for team progression and development. He has a clear vision for growth and innovation at Fitness First and I'm confident he'll propel the business into an exciting new era."