

FOR IMMEDIATE RELEASE

BODDY launches new app and brand identity to help companies deliver wellness and lifestyle benefits at scale

The global technology company is evolving from a travel-focused fitness platform into broader benefits infrastructure for wellness, lifestyle, and travel services.

Zürich, 24 September 2026 — BODDY, the global fitness and wellness access platform, today announced the launch of its new app, website and brand identity, marking the next stage in the company's evolution from a travel-focused fitness platform into a broader infrastructure for wellness, lifestyle and travel benefits.

Operating across more than 30 countries and connecting users with more than 1,600 gyms, studios and wellness venues, BODDY was founded to make it easier for people to stay active wherever they are.

Today, BODDY is expanding that proposition into the loyalty and benefits market, helping companies give their customers, cardholders and employees access to meaningful experiences across wellness, lifestyle and travel through one single platform.

"Great benefits give people a reason to keep choosing a brand," said Hannes Boller, Co-Founder and CEO of BODDY. "We're building BODDY to help companies earn that loyalty through wellness and lifestyle experiences people want to use every day, at home and when they travel."

Built for a new generation of benefits

BODDY helps companies integrate wellness and lifestyle experiences into premium cardholder benefits, customer loyalty programmes and employee offerings.

One example is BODDY's partnership with Dragonpass, which brings access to BODDY's fitness and wellness network into Dragonpass's global benefits offering, connecting participating venues with new audiences through an established distribution partner.

The partnership demonstrates BODDY's broader role: providing the technology and venue network that help companies turn digital benefits into experiences customers can use every day, at home and away.

A new platform for that vision

The new BODDY app introduces a redesigned user experience focused on simpler venue discovery and booking, while the new website brings together the company's consumer, partner and corporate propositions.

The new digital experience includes:

- A redesigned BODDY app for iOS and Android, with improved venue discovery, booking and a more personalised home experience.
- A new website at boddy.life, reflecting BODDY's broader positioning and including dedicated experiences for corporate and loyalty partners.
- A new brand identity, designed to reflect BODDY's evolution into a global wellness, lifestyle and travel benefits platform.

The launch marks the next stage of BODDY's evolution as it builds partnerships across travel, payments, loyalty and other industries, helping companies offer more relevant wellness and lifestyle benefits to their customers, cardholders, and employees.

ABOUT BODDY

Established in 2019 and headquartered in Zürich, Switzerland, BODDY is a global lifestyle technology and distribution platform that enables banks, card issuers, insurers, telecom operators, travel companies and other enterprises to deliver curated lifestyle benefits to their customers.

Its supply network includes more than 1,600 fitness and wellness venues across five continents, complemented by a growing portfolio of sports, travel, entertainment and digital lifestyle experiences.

Through its technology platform, BODDY connects enterprise programmes with providers and their booking and redemption systems, helping partners increase customer engagement, strengthen loyalty and create more relevant, everyday interactions.

For more information, visit boddy.life.

BODDY MEDIA CONTACTS

María Sanz

Head of PR

news@boddy.tech