PRESS RELEASE

FPS advises Infront B2Run GmbH on the sale of its majority stake in HYROX to a consortium led by L Catterton

Frankfurt, 17 September 2026 – FPS has provided comprehensive legal advice to Infront B2Run GmbH on the sale of its majority stake in HYROX World GmbH to a consortium led by L Catterton. In addition to WndrCo, the consortium also includes the founders of HYROX, who will regain majority control of HYROX as part of the transaction.

Infront Sports Media AG (Infront), headquartered in Zug, Switzerland, is one of the world's leading sports marketing companies. With around 1,000 experts across more than 40 offices in over 20 countries, Infront offers innovative digital solutions, world-class event organisation, international media rights marketing, sponsorship marketing and activation, and state-of-the-art media production.

HYROX is a sport known as 'Hybrid Racing' and a standardised competition format in which participants run eight one-kilometre laps and then complete a functional training session. Infront first became involved with HYROX in 2019 and has held a majority stake since 2022. During this time, the platform has developed significantly on an international scale. In the 2025/2026 season, over 100 events were held, attracting more than 1.4 million participants and over 1.5 million spectators.

L Catterton is a global investment firm specialising in consumer goods. The company was formed in 2016 through the merger of Catterton Partners with the investment activities of LVMH and the Bernard Arnault family's holding company.

As part of the partnership, the HYROX founders and L Catterton intend to invest jointly in the further development of the HYROX format and the expansion of Hybrid Racing as a global sport. HYROX aims to achieve recognition as an Olympic discipline in the medium term.

The transaction was successfully completed in September 2026.

Led by M&A partner Dr Thomas Schnülle-Weingart, the FPS team provided advice particularly in the areas of corporate/M&A and tax law.

FPS advisers

Dr Thomas Schnülle-Weingart – Lead (Corporate / M&A)

Dr Christoph Trautrims (Corporate / M&A)

Dr Holger Jakob (tax law)

Konstantin Georg Manus – (Corporate / M&A)

Dr Steffen Aron – (Corporate / M&A)

With over 330 staff, FPS is one of Germany's leading independent commercial law firms. At its offices in Berlin, Düsseldorf, Frankfurt, Hamburg and Munich, more than 140 highly qualified lawyers provide clients with swift, efficient and personalised advice. The range of advisory services is complemented by notarial services in Frankfurt and Berlin. The FPS team possesses comprehensive expertise in all areas of corporate law – particularly in the fields of employment law, banking and finance law, energy law, company law/M&A, healthcare, property and construction law, intellectual property, IT law and data protection, competition law, litigation, professional and directors' liability, notarial advice, public construction and planning law/environmental law, public law and regulation, restructuring and insolvency law, tax law, and public procurement, state aid and funding law.

Website: www.fps-law.de
LinkedIn: www.linkedin.com/company/fps-rechtsanwaelte-notare

Press contact

FPS Rechtsanwaltsgesellschaft mbH & Co. KG
Katrin Leydecker
Director of Marketing & Communications
Telephone: +49 69 95957-484
Email: presse@fps-law.de