



FAST FIT

Real Results. 20 Minutes.

THE YEAR OF EXCELLENCE



*FAST FIT **EVOLVE***

JANUARY EDITION 2026

Issue 12

**Best EMS Fitness
Company** in Saudi
Arabia 2025

by Brands
Review Magazine

TABLE OF

CONTENT

04

THE YEAR OF
EXCELLENCE

06

MESSAGE FROM THE
COO & CO-FOUNDER

08

MESSAGE FROM THE KHOBAR
GENTS AREA MANAGER

10

JANUARY
FOCUS

11

**TRAINING
IN 2026**

12

INSIGHT

13

**FAST FIT
EVOLVE**

14

**JANUARY 2026
HIGHLIGHTS**

18

**LOOKING
AHEAD**

19

ACHIEVEMENTS

THE YEAR OF

Excellence is not an outcome — it is a daily decision. A new year begins with clarity, discipline, & intention, & January marks the start of **Fast Fit's** Year of Excellence: a commitment to higher standards, smarter training, a stronger community, & long-term performance.



January is not about starting over; it's about moving forward with purpose & execution. After a defining year of growth & momentum, **Fast Fit** enters 2026 with one clear objective: excellence in everything we do — across every branch, every touchpoint, & every member experience. This month is the shift from reflection to action, where ambition becomes discipline & standards become non-negotiable.

EXCELLENCE

Inside this issue, we spotlight the principles shaping **Fast Fit** in 2026, a new perspective on sustainable performance, the launch of **Fast Fit EVOLVE**, & January milestones across training, community, & spaces - along with what lies ahead as we move toward February, Saudi Founding Day, & Ramadan. This is not about doing more. It is about doing better - every day, in every detail, with consistency that lasts.



The Year of Excellence is on: every day counts, every action matters. Our culture is guided by RCR - Respect in every interaction, Consistency in every task, & Responsibility for every result. No delays. No excuses. Only progress. Together, we lead.

Fast Fit, Real Results. 20 Minutes.

“ THE YEAR OF EXCELLENCE

is our commitment to scale **Fast Fit** across Saudi Arabia through franchise growth & expanded member access across multiple locations. This year, we're also focused on bringing more leaders, business owners, fitness professionals, & members into the **Fast Fit** ecosystem to strengthen our community.

We will elevate **Fast Fit Academy** by welcoming more future personal trainers & raising awareness around the true role & importance of personal training & fitness in the market. In parallel, we're upgrading our services, customer experience, & team performance across every branch.

Our ultimate goal by year-end is clear: to become the best provider of Personal Training & biohacking in the GCC.

SERBAN POP
COO & CO-FOUNDER





MESSAGE FROM THE COO & CO-FOUNDER

MESSAGE FROM THE KHOBAR GENTS AREA MANAGER



“LEADERSHIP STARTS WITH RESPONSIBILITY

I didn't become a leader because of a title. I became one at the moment I stopped waiting for instructions & started taking responsibility.

In **Fast Fit**, I learned that leadership is built in the small things: showing up prepared, respecting the client's time, caring about results, & supporting the people around you. No one needs to ask you to do these things - they're a choice.

It's easy to say “**this is not my job.**” Real growth starts when you say “**I'll handle it.**” That mindset builds trust & opens doors.

CRISTIAN BUCUR
Area Manager, Fast Fit

JANUARY FOCUS

STRUCTURE CREATES FREEDOM

This month's focus includes:

- Elevated service standards across all branches
- Clear expectations & accountability
- Stronger alignment between training, recovery, & wellness
- Smarter personalization through assessments & progress tracking



WHEN STRUCTURE IS STRONG, RESULTS BECOME CONSISTENT.

TRAINING IN 2026

SMARTER, **NOT** HARDER

Fast Fit continues to refine its integrated training ecosystem to ensure every session is purposeful & results-driven.



Our approach integrates **EMS training, Fast Shape, recovery solutions, & advanced assessments** to deliver maximum impact with precision & efficiency.



EVERY SESSION IS INTENTIONAL. EVERY DETAIL IS CONSIDERED.

INSIGHT

THE SCIENCE OF SUSTAINABLE PERFORMANCE

A new monthly perspective on training, health, & longevity.

In fitness, intensity gets attention.
Consistency gets results.

As we enter a new year, one principle stands above the rest: the body adapts best to what it experiences repeatedly, not occasionally. Sustainable progress is not built through extremes, but through structured, repeatable effort supported by recovery & intelligent programming.

Short bursts of motivation may deliver temporary change, but long-term performance, health, & longevity are driven by systems - not willpower alone.

Modern training is shifting away from excess & toward efficiency. Instead of asking how hard we can push, the smarter question is how consistently we can perform at a high level without burnout, injury, or plateaus.

This philosophy is embedded into the **Fast Fit** approach:
Training that respects the nervous system.
Load that is effective, not excessive.
Recovery treated as a performance tool, not an afterthought.

The goal is not exhaustion.
The goal is intelligent progression, session after session.

Because real progress is not dramatic.
It is deliberate.

FAST FIT EVOLVE

LOYALTY, ELEVATED



LOYALTY IS RECOGNIZED.
COMMITMENT IS REWARDED.

January 2026 marks the official launch of **Fast Fit Evolve**, a new loyalty initiative designed to recognize commitment, consistency, & long-term progress.

Fast Fit Evolve introduces an added layer of value to the member journey, rewarding those who show up, stay consistent, & grow with **Fast Fit** over time.

Members will begin unlocking exclusive benefits directly through the **Fast Fit App**, with features & privileges revealed progressively throughout the year.

REAL RESULTS. 20 MINUTES. FITNESS. ALL DAY LONG.

FAST FIT BEACH TRAINING AT SALT AL BAHAR

Khobar Beachfront
From January 17, 2026
(Every Saturday)

January marked the launch of a weekly beachfront training initiative at **SALT Al Bahar**, bringing structured functional training into an open, community-driven environment.



These sessions reflect **Fast Fit's** belief that movement should extend beyond the studio, integrating fitness into lifestyle while strengthening connection, consistency, & community engagement.

FAST FIT AL NARJIS REOPENING

Riyadh
January 18, 2026

On January 18, 2026, **Fast Fit** officially reopened the **Al Narjis branch** following a comprehensive renovation designed to elevate the member experience.



Every element of the space was thoughtfully refined to create a more premium, comfortable, & inspiring environment - one that supports performance, focus, & long-term progress.



The reopening marks a new chapter for the branch & reinforces **Fast Fit's** commitment to excellence not only in training, but in the spaces where that training happens.

RIYADH MARATHON 2026

Riyadh
January 31, 2026

Fast Fit participated in the **Riyadh Marathon 2026** as a unified team, proudly representing the **Fast Fit** community at one of Saudi Arabia's most prominent endurance events.



Team members competed across multiple race categories, demonstrating the discipline, consistency, & long-term commitment to health & performance that define the **Fast Fit** philosophy.

Crossing the finish line together reflected more than physical achievement; it highlighted teamwork, resilience, & collective strength.

LOOKING AHEAD

FEBRUARY & BEYOND

As February approaches, **Fast Fit** prepares for a meaningful period shaped by reflection, community, & purpose.

Saudi Founding Day offers a moment to celebrate heritage and unity, while preparations begin for Ramadan — a season centered on balance, discipline, and intention. During this time, **Fast Fit** will continue supporting members with thoughtful training approaches that respect energy, recovery, & sustainable performance.



WE ARE ENTERING 2026 WITH ONE DIRECTION: SCALE THE BRAND, STRENGTHEN THE ACADEMY, & DELIVER EXCELLENCE IN EVERY PART OF THE MEMBER JOURNEY. THIS IS THE YEAR OF EXCELLENCE, AND WE WILL FINISH THE YEAR STRONGER, BIGGER, & AT A HIGHER LEVEL THAN EVER BEFORE.

ACHIEVEMENTS

Fast Fit: Leading EMS Fitness in Saudi Arabia 2025

We are proud to announce that Fast Fit has been recognized by Brands Review Magazine as the Best EMS (Electrical Muscle Stimulation) Fitness Company in Saudi Arabia 2025.

This award highlights our ongoing commitment to innovation, excellence, & measurable client results. It is a testament to the hard work, dedication, & expertise of our entire team — from our trainers on the floor to the teams supporting operations behind the scenes.



Largest EMS Fitness Provider in the Middle East for 2025

We're proud to announce that Fast Fit has been recognized as the Largest EMS Fitness Provider in the Middle East for 2025 by World Business Outlook!

This achievement reflects the dedication, passion, & hard work of our incredible team - from our trainers empowering clients in every session to the teams supporting operations behind the scenes.







STAY CONNECTED & GET INVOLVED

Follow us for exclusive updates,
offers, & wellness insights:



Real Results. 20 Minutes.

 info@fastfit-ems.com

 www.fastfitems.com

FOLLOW | SHARE | TRANSFORM