

PRESS RELEASE

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Partners from the Very Beginning: Creapure® Continues Successful Collaboration with HYROX for the 2025/2026 Season

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Alzchem Group, manufacturer of the premium creatine Creapure®, and HYROX, the world's leading fitness event series, are extending their partnership for the 2025/2026 season. Both companies share the goal of further expanding their position in the global fitness community and supporting athletes worldwide with high-quality, scientifically backed products. Since 2018, Creapure® has accompanied HYROX's growth as a partner.

Joint Goals of the Partnership

The renewed collaboration between Creapure® and HYROX aims to further strengthen both brands' leading roles in the fitness world. The focus is on the following priorities:

1. **Growing Together:** Leveraging HYROX's international reach to strengthen both brands' presence in key markets.
2. **Creapure® as a Reliable Quality Standard:** Consolidating Creapure®'s market position as the world's leading creatine brand.
3. **Tangible Brand Experiences:** Joint activities and product campaigns – especially around the Creapure® product in the official HYROX range.
4. **Long-term Vision:** Creating a close connection between training, nutrition, and science to sustainably position the brands in the global fitness market.

Creapure® as Title Partner at International HYROX Events

As part of the partnership, Creapure® will take on the title partnership at four international HYROX events in the 2025/2026 season:

- Creapure® HYROX Rio de Janeiro – November 29, 2025
- Creapure® HYROX Vienna – February 6–8, 2026
- Creapure® HYROX Houston – March 27–29, 2026
- Creapure® HYROX Lyon – May 21–24, 2026

AGILE SCIENCE PURE RESULTS

These events are expected to attract tens of thousands of athletes and a million-strong audience via HYROX's digital channels.

Additional Presence at Further HYROX Events

In addition, Creapure® will be present at four more events in Europe and the USA to make the brand even more tangible. With these event appearances, Creapure® brings its brand message – "Pure. Proven. Perfect." – directly to the HYROX community and offers athletes insights into the effects and quality of creatine monohydrate.

Statements on the Partnership

Martina Spitzer – CSO, Alzchem Group:

"HYROX stands for performance, community, and measurable progress – values that perfectly match Creapure®. Together, we are driving further development in the fitness sector."

Christian Toetzke – Founder & CEO, HYROX:

"With Creapure® as a partner, we combine athletic excellence with scientifically based nutritional supplements. This collaboration strengthens our mission to inspire people worldwide to lead a healthy, performance-oriented lifestyle."

About HYROX

HYROX is one of the world's most innovative fitness and sports brands and was named one of TIME's 100 most influential companies in 2024. HYROX is the global sport of fitness racing and inspires people worldwide to engage in healthy physical activity and participate in competitions. HYROX connects training communities around the world with a sport, a training methodology, and a lifestyle that is accessible to everyone and conveys the transformative power of training and competition.

About Creapure®

Creapure®, produced by Alzchem Trostberg GmbH, is the world's leading premium creatine monohydrate, known for its highest purity and quality "Made in Germany." It is used by numerous international top brands in sports nutrition and stands for safety, transparency, and scientifically proven effectiveness.

For more information, please visit www.creapure.com or follow [@creapure](https://twitter.com/creapure) on social media.

About Alzchem

Alzchem is a leading international specialty chemicals company that provides sustainable solutions to global challenges such as climate change, population growth, defense, and increasing life expectancy. With its comprehensive product range, the company is often the market leader in profitable niche markets in diversified industries. It serves sectors such as human and animal nutrition and agriculture, helping to efficiently meet the growing demand for food. Its own pharmaceutical raw materials and creatine products also support healthy aging. Alzchem is also involved in renewable

energies and fine chemicals, produces important raw materials for the defense industry, and guarantees a high level of independence and supply security through its “Made in Germany” production.

With around 1,700 employees at four locations in Germany, a plant in Sweden, and three sales companies in the US, China, and England, Alzchem generated sales of €554.2 million and EBITDA of €105.3 million in 2024.