



## **Sheffield's Champion Health gets acquired by global business in £10m deal**

*After receiving support from TwinklHive, a Sheffield business accelerator, Champion Health is now ready to expand further on the global stage with Physitrack.*

Champion Health, creators of the 'Netflix of Wellbeing', has been making waves across the health sector, and is set to reach a wider audience after its acquisition by Physitrack. Champion Health was founded in 2018 to be an end-to-end health and wellbeing platform for leaders and employees. With the business deal, that has the potential to be worth over £10 million, the Sheffield-based business is seeking to operate in 180 countries and multiple languages.

Physitrack has paid £2.5 million upfront to acquire Champion Health, with the potential of supplying a further £7.9 million over four years provided business and growth targets are met.

Harry Bliss, CEO of Champion Health, co-founded the business in his mother's basement at aged 24. He has been personally motivated to improve workplace wellbeing after the death of his friend and mentor by suicide. In 2020, Champion Health joined TwinklHive, a global business accelerator that provides investment and support mission-driven businesses. Particularly for enterprises that are looking to disrupt their various sectors. The support they received included financial investment, mentorship, public relations and more.

Champion Health's mission is "making healthier easier, for everyone."\* Their plans for the future are to further develop Champion Kids, which aims to nurture and support the next generation into living healthy lives.

Physitrack was founded in 2012 and is a global leader in virtual-first healthcare and wellbeing solutions. The company supports 80,000+ healthcare practitioners around the world with over four million patients.\*\*\*

### **Harry Bliss, said:**

"Becoming part of the Physitrack family is the biggest news for Champion Health since its inception. As a business, we have combined physical health, mental wellbeing, nutrition and much more, and it's wonderful to join forces with a global business that matches our vision."

"We are extremely grateful for the support we have received from TwinklHive to help us get to this level. I would like to thank them for believing in us from an early stage, and their guidance has been invaluable."



**David Angrave, Investment Director at TwinklHive said:**

“TwinklHive is delighted by the news and what this means for Champion Health. The company set out on a mission to transform wellbeing in the workplace, and TwinklHive is proud to have been able to support Harry and the team over the past two years. We are excited to follow their journey.”

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