

air up® celebrates victory as Tommy Fury secures win against KSI air up® wins over Prime – showing the importance of hydration

Munich, 15.10.23 – In an electrifying showdown that had fans on the edge of their seats, Tommy Fury emerged victorious in the highly-anticipated fight against KSI, delivering an exceptional performance that left a lasting mark in the world of sports and entertainment.

air up®, the pioneering company that has been redefining the way we experience beverages, is elated to celebrate this monumental victory. Tommy's remarkable triumph not only showcases his dedication, determination, and skill but also reflects the spirit of innovation and excellence that air up® stands for. This win is also a win for fighting for a more hydrated world, enjoying delicious flavors without artificial sweeteners or sugar.

"I am very proud – this win is just the beginning. I believed in my abilities from the start and tonight I was able to show what I'm capable of. I wouldn't have been able to do it without the intensive preparation, my incredible team and the support from air up®. This victory shows once again how far determination, discipline in nutrition and intensive, targeted training can take you. "I'm already looking forward to the next challenges that the future brings," said Fury after the fight.

As a brand committed to pushing boundaries and creating unforgettable moments, air up® recognizes the incredible hard work and resilience demonstrated by Fury. This win is a testament to the power of hydration, determination and a reminder that success can be achieved through relentless effort.

Tommy Furys victory is a momentous occasion not only for him but also for his legion of fans worldwide. air up® shares the excitement and pride of this achievement, and we look forward to continuing to support Tommy in his journey to further success.

Stay tuned for updates on upcoming events, collaborations, and more exciting news from air up ®. Join us in celebrating this historic victory, and let's raise a toast to Tommy Fury!



About air up®

air up® is the German company behind the world's first refillable scent-based drinking system that flavors water through scent alone. Since its launch in Europe in July 2019, air up® has raised more than EUR 60M over two funding rounds, and has grown into a company that operates in 11 countries including the U.S. The scale-up counts more than 300 employees all over the globe and enjoys a customer base of its innovative scent-based drinking system in the millions. The managing directors of air up GmbH include Christian Hauth (CEO), Jannis Koppitz (CEO), Magdalena Jüngst (CCO), Simon Nüesch (CMO), Tim Jäger (Chief of Research and Development), and Tobias Klostermann (SVP Supply Chain & Logistics).

think new. drink new.