

WE'RE HERE TO
UPGRADE
LIVES

15+ YEARS
of industry experience, innovation, technology and tested methodology

UNRIVALED LEADER
in proactive health and performance

SPORTS & MILITARY

• 25% of revenue

Over 100 million fans, 100+ countries and 100+ languages

EMPLOYEE, COMMUNITY CENTERS, HEALTH CARE SYSTEMS

• 75% of revenue

• 100+ employees in 100+ countries

• 100+ employees in 100+ countries

EXOS proprietary methodology improves performance and drives real results

EXOS' proprietary methodology improves performance and drives real results. It's the only platform that combines our unique performance and health data with our proprietary methodology to create a comprehensive performance and health platform that leads to real results.



INNOVATIVE AND COMPREHENSIVE HUMAN PERFORMANCE PLATFORM

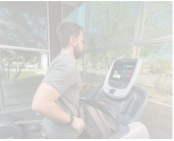


EXOS JOURNEY

EVALUATION DATA - PERFORMANCE QUOTIENT (PQ)



EXOS ENERGY SYSTEMS DEVELOPMENT (ESD) TECHNOLOGY



THE HUMAN PERFORMANCE BRAND

FOR THEIR CREDIBILITY WITH FOUNDATION TO EXPAND TO NEW MARKETS

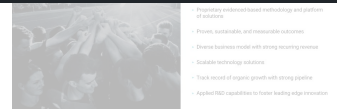


DISCOVER THE EXOS FACTOR

TEAMEXOS.COM



25% of revenue from Sports & Military	90%+ Recruiting/Practice Retention	60.4 MPS Performance
134 Franchise Units in 100+ Countries	400+ Coaches	6 Major League Performance Partners



Proprietary measurement methodology and pattern of success.

Proven, sustainable, and measurable outcomes.

Deliver business model with strong recurring revenues.

Scalable technology solutions.

Track record of organic growth with strong pipeline.

Applied/ROI capabilities to foster leading edge innovation.

DISCOVER THE EXOS FACTOR

TEAMEXOS.COM

EXOS COMPANY OVERVIEW

WE'RE HERE TO UPGRADE LIVES

MARK VERSTEEN
founder & CEO

PIIONEERING HUMAN PERFORMANCE

15+ YEARS
of industry experience, innovation, technology and tested methodology

UNRIVALLED LEADER
in proactive health and performance

TRUSTED
by elite athletes, military, health systems, community centers, top tier corporate executives

200+ CLIENTS
in 45+ locations worldwide across 6 continents, actively engaged with 1 million+ users

THE WORLD'S LEADING HUMAN PERFORMANCE COMPANY

SPORTS & MILITARY

- 25% of revenue
- Best of breed of top athletes as industry partners and global reach
- Top tier best athletes in the world across the highest levels of professional sports
- 50% of 2016 NFL Free Board Draft Picks
- Phased 8th in the 2015 summer Olympics (IF EXOS was a medal)
- Human Performance Partner for US OLYMPIC
- Applied/NIJ Laboratories

EMPLOYEE, COMMUNITY CENTERS, HEALTH CARE SETTINGS

- 75% of revenue
- 200k free users (100k on paid tiers)
- 25% of Fortune 100 clients
- Specialist services including fitness center management, sustainable technology, and on-site solutions
- Implementation to reach total population and scale the operation
- 90%+ customer retention
- Proven track record of expansion with repeat business

WE DEVELOPED THE WORLD'S LEADING HUMAN PERFORMANCE PLATFORM TO UPGRADE LIVES

EXOS proprietary methodology improves performance and drives real results

- Methodology based on the science of human performance
- Proprietary software used by athletes and coaches to track and analyze performance
- Proven to drive performance improvements and drive real results

INNOVATIVE AND COMPREHENSIVE HUMAN PERFORMANCE PLATFORM

HUMAN PERFORMANCE PHILOSOPHY

BEHAVIOR UPGRADE MODEL

- LEARN: Understand the science of human performance
- DESIGN: Create a personalized program
- DELIVER: Implement a coach-led program
- REFINE: Monitor and adjust the program

OUR GOALS IN LEVERAGING TECHNOLOGY

- 01 Scale the Coach
- 02 Expand the Reach of the Program
- 03 Personalize and Prescribe

A DIGITAL PLATFORM & CONNECTED EXPERIENCE

Total Population | Practitioner Tools | Facility SaaS

EXOS JOURNEY

EVALUATE, PERSONALIZE, AND UPGRADE BEHAVIOR

- EXOS Journey is a digital platform that empowers our elite professionals to set and guide their members through unique steps that lead to top results.
- Establish new healthy habits and habits to lose weight, improve energy, reduce fatigue, and reach the goals that are important to you.
- Select and track your results, share moment videos, and access your personalized care plans for each track and see simple track anywhere on your mobile device.

EXOS JOURNEY

EVALUATION DATA - PERFORMANCE QUOTIENT (PQ)

- Measuring performance baselines across 100+ activities & habits
- Personalized and prescriptive performance. These reports allow our elite professionals to identify and address areas of opportunity to continue to support the member's goals.
- The PQ is a single performance signal to set the bar for individuals to set their own performance objectives across Behavior, Nutrition, Movement and Recovery.

EXOS PERFORMANCE CONCIERGE

A1 TO SCALE THE SPECIALIST

Intelligent staff support with an intelligent concentration tool designed to match current programs and services to the individual.

With the EXOS Performance Concierge, staff connect with individuals to build the best path forward.

EXOS PERFORMANCE CONCIERGE

A POWERFUL PARTNERSHIP

EXOS | IBM WATSON

- EXPERT QUESTION:** EXOS experts created a database of performance advice and advice to help our elite professionals and athletes.
- PERFORMANCE INTELLIGENCE:** After analyzing the 50+ million questions and answers, EXOS identified patterns and trends to help our elite professionals and athletes.
- BEHAVIOR CHANGE:** The database facilitates the EXOS Performance Concierge, which provides personalized advice to our elite professionals and athletes.
- COGNITIVE TECHNOLOGY:** IBM Watson analyzes the EXOS database to identify patterns and trends to help our elite professionals and athletes.

EXOS PERFORMANCE CONCIERGE

A1 TO SCALE THE SPECIALIST

EXOS ENERGY SYSTEMS DEVELOPMENT (ESD) TECHNOLOGY

CONSUMER

- A fun and effective cardio experience. EXOS ESD Technology delivers easily accessible, personalized workouts and data tracking via the EXOS "Power" OS track-over treadmill on bikes, treadmills, and ellipticals.
- Select and track your results, share moment videos, and access your personalized care plans for each track and see simple track anywhere on your mobile device.

EXOS ENERGY SYSTEMS DEVELOPMENT (ESD) TECHNOLOGY

KEY HIGHLIGHTS

- 01 **PERSONALIZED WORKOUTS:** Customized workouts based on individual goals and preferences.
- 02 **PERSONALIZED TRACKING:** Track progress and performance over time.
- 03 **PERSONALIZED FEEDBACK:** Receive personalized advice and support from EXOS experts.

DRIVING MEASURABLE HEALTH OUTCOMES

PROVEN CLINICAL RESULTS | TANGIBLE FINANCIAL RESULTS | IMPROVED PERSONAL ROI | EMPLOYEES LOVE IT

60.4

SIGNIFICANT MACRO TAILWINDS

- 80% of companies offer wellness programs to their employees, up from 60% in 2014.
- Health care systems are looking to reduce costs and improve patient outcomes by focusing on prevention and early intervention.
- Prevention vs. Curative: Preventive care is more cost-effective and has a higher return on investment than curative care.

OUR STRATEGY

MULTIPLE LEVERS FOR GROWTH CREATES DYNAMIC EXPANSION OPPORTUNITY

- LEADER POSITIONING:** EXOS is the leader in the human performance space.
- PROVEN EXPERIENCE:** EXOS has a proven track record of success in the human performance space.
- SCALABLE DISTRIBUTION CHANNELS:** EXOS has a scalable distribution channel that allows us to reach a wide range of customers.
- SMART CUSTOMER PARTNERSHIPS:** EXOS has established smart customer partnerships that drive growth and innovation.

EXOS INTERNATIONAL

6 CONTINENTS - 30+ COUNTRIES

GLOBAL REACH

EMPLOYEES	15	REALIZING	73
PARTNERS	18	MEMBERS	1.5M
PROFITS	17	3,800	

THE HUMAN PERFORMANCE BRAND

TOP-TIER CREDIBILITY WITH FOUNDATION TO EXPAND TO NEW SEGMENTS

TRANSFORMING METHODOLOGY AND BUSINESS MODEL

ADAPTING TO A CHANGING BUSINESS ENVIRONMENT

RECOGNIZED FOR OUR RESULTS BY LEADING MEDIA

ENTREPRENEUR MAGAZINE

BY THE NUMBERS

- \$150 MM Revenue (2016)
- 18.8% EBITDA Margin
- 30+ Number of countries where EXOS operates
- 25% of Fortune 500
- 90%+ Recovery/Retention
- 60.4 NPS (Net Promoter Score)
- 134 Franchise Units (2016)
- 400+ Locations
- 6 Major source channels (2016)

EXOS IS A ONE-OF-A-KIND PLATFORM

- Category of One
- Significant defensibility opportunity with repeat business
- Proprietary evidence-based methodology and platform of solutions
- Proven, sustainable, and measurable outcomes
- Diverse business model with strong recurring revenue
- Scalable technology solutions
- Track record of organic growth with strong investor
- Applied/NIJ capabilities to foster leading edge innovation

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