

HYGEAR

Every rep counts.



GEAR 1
AI Connected Functional
Fitness Trainer



HYROPE
Cardio Tracking
Jump Rope



HYBAR
AI Connected
Weighted Bar

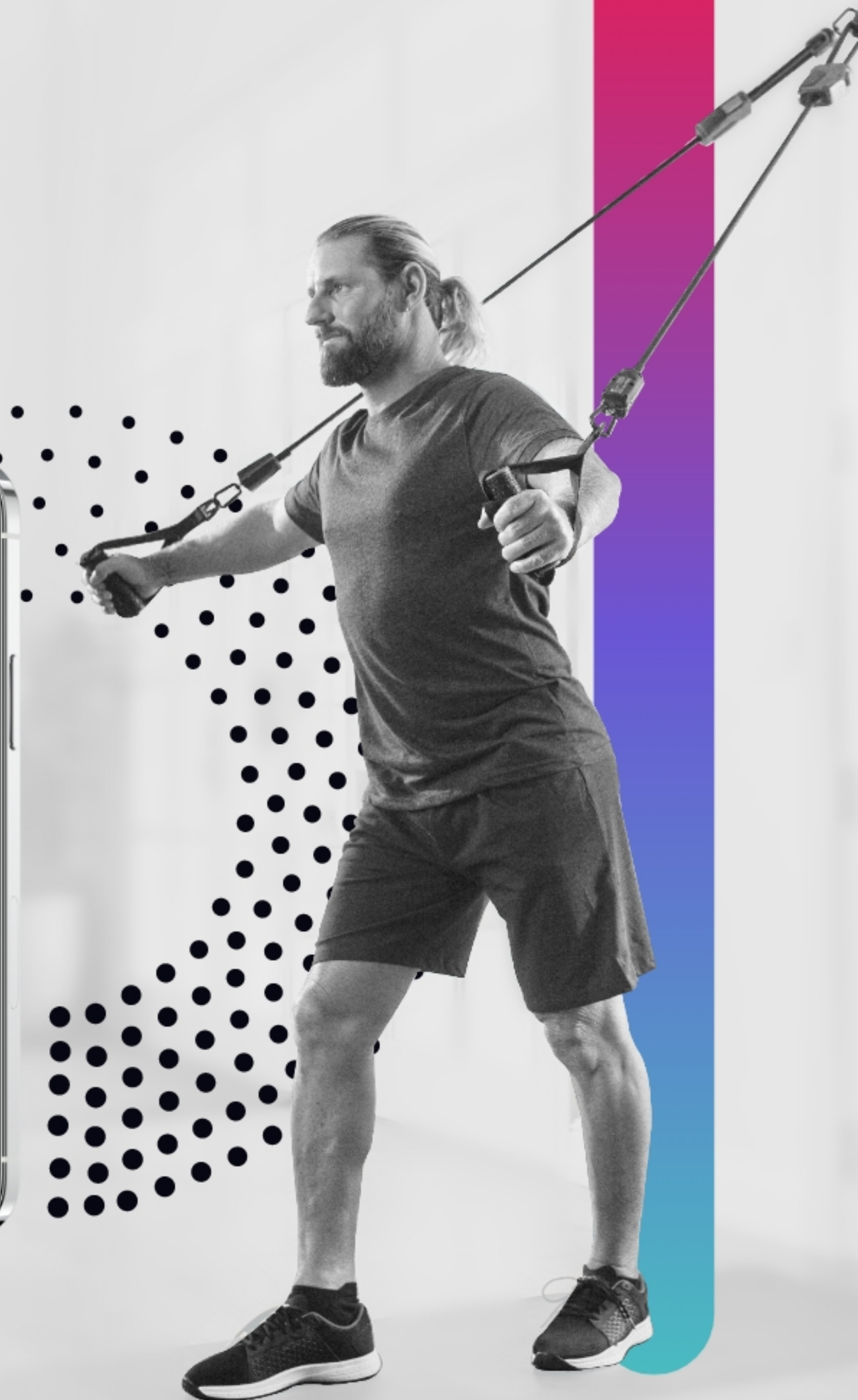
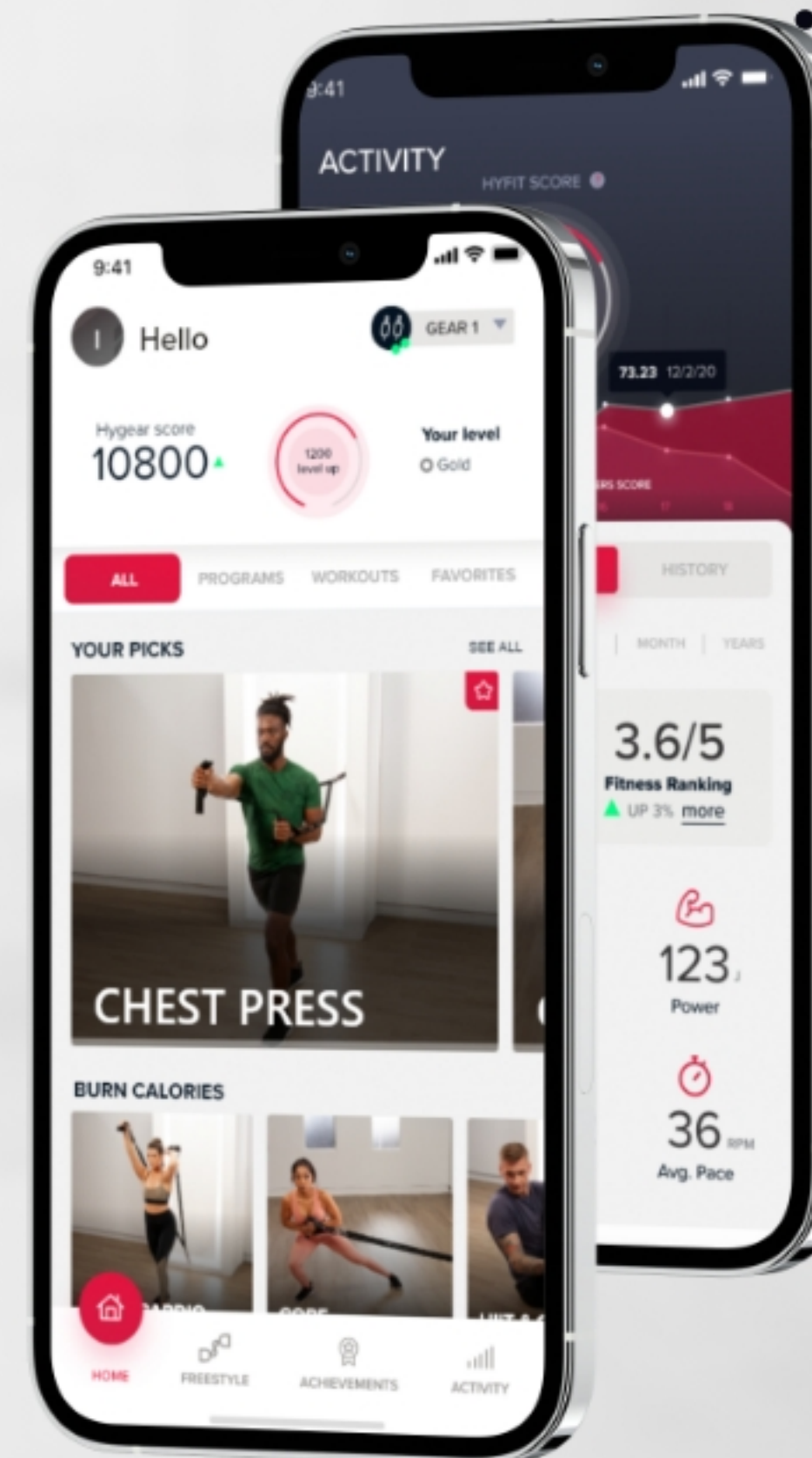


GEAR X
AI Connected
Suspension Trainer

AFFORDABLE CONNECTED WELLNESS FOR EVERYONE.

Become the best version of yourself.

A Personalized Gym in Your Pocket -Personalized
training app and gear for optimal, affordable
fitness ANYWHERE



The Story So Far

Highlights and Milestones

Units Sold: 28K	2021 Sales: 1.1M\$	Team Growth: 20 Employees	Patents: 3
Global Distribution 30+ Countries	Funds Raised: \$10M	Products Released: 6	Products in Development: 6



My strength and flexibility are better after just 3 weeks of challenging and fun workouts

JESSICA D.



As an MMA fighter I need dynamic training to get faster, stronger, better. Hyfit shows me exactly how to do that.

NATAN L.



It tracks your progress, so it's like having a personal trainer with you there the whole time.

JULIA J.

Global Distributors:



Media:



Data Driven Insights for Higher Customer Retention and Satisfaction

Increase LTV with an engaged customer community

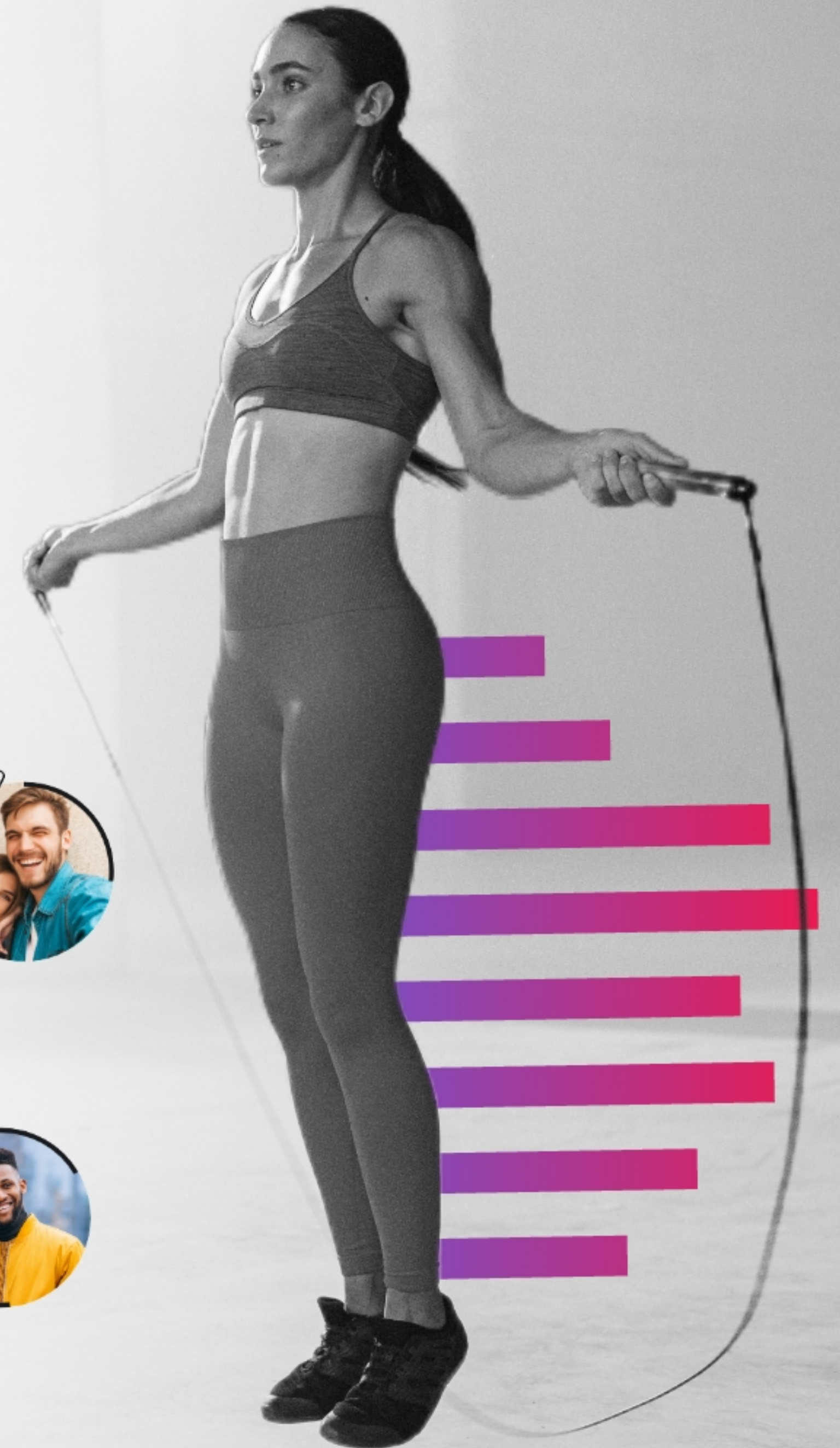
- Attract top fitness trainers as community leaders
- Provide app content and exclusive training
- Stickiness: challenges, badges, achievements
- Turn engaged community members into brand advocates
- Motivate customers to stay active
- Low entry point - many people can join the services

Boost customer satisfaction with top tier support

- Dedicated support for B2C & B2B
- Coverage of fitness trends

Offer diverse content for all levels and fitness trends

- Diverse content for all levels
- Coverage of fitness trends
- Releasing new content and challenges monthly



How does HYGEAR create retention?

- **Notifications**

Users will come back more frequently once they are on-boarded to freemium and choose their personalized plan.

- **Welcome email**

A user that converted into the app will have a higher chance of purchase and a longer lifetime value given that they will receive emails reminding them to work out.

- **A started journey**

An onboarded user has taken the decision to start training/exercising, meaning that the chance of losing them is lower than the bounce that will come from a direct sale.

- **Sense of belonging**

A user that is added to a ongoing community will not only return to the platform for to pursue their goals, but also for the human interaction that comes from peers.

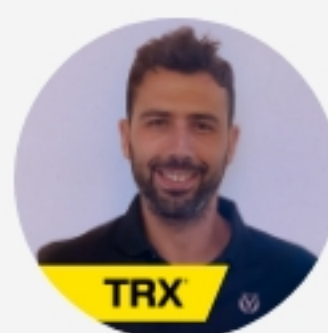


Founders



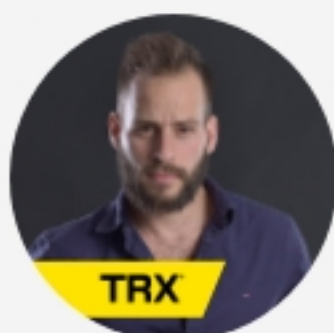
Jack Afik
CO-FOUNDER & CO-CEO

A well-known businessman in the real estate area in the Middle East, and the owner of BlueZone. A global expert with much knowledge in large-scale sales.



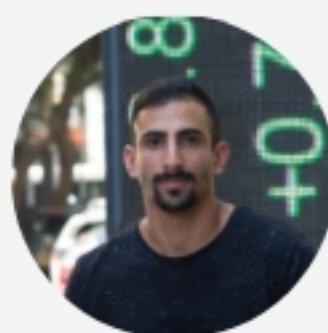
Guy Bar
CO-CEO & CO-FOUNDER

Have 10+ years of professional experience in the fitness industry with a rich background in training and developing fitness gear. Trilingual graduate from the Danube International School Vienna with a diploma in economics



Dan Strik
CO-FOUNDER & CBDO

Have a demonstrated history of working in connecting technology with health, wellness, and the fitness industry.



Elad Elkalai
CO-FOUNDER & COO

Served in the IDF for 7 years as a commanding officer, which gave him the tools to lead, operate, and some knowledge of the fitness world and it's requirements.

Supported By Team Of 24 FTE: Engineering, Sales, Marketing People

Worked with MASSIVE Fitness Companies:

CLMBR

BEACHBODY

EQUINOX

TONAL

BULLETPROOF

cybex

SAMSUNG

Microsoft

POLAR



Management Team



Dr. Paul Juris
CHIEF SCIENCE ADVISOR

Owner of an independent consulting company in the field of science and the human body. He has previously worked at large fitness companies such as Cybex and Equinox and advised them.



Eyal David
CTO & VP PRODUCT

Have a wide product background in the fields of engineering and design, which allows to translate the business needs to the best application that gives the users the optimal experience.



Traci Lamm
CHIEF CUSTOMER OFFICER

A CX leader with over 20+ years of experience, that has built multiple support organizations from scratch and have helped companies restructure their support.



Uri Brienberg
CFO

A graduate of the global accounting firm EY. Has been Financial Management of group of companies around the world, and has served as CFO for over 10 years.



Jeffery Cooper
PROJECT MANAGER

Has been involved in business development for over 25 years and has been advising businesses over the past few years in the field of strategy.



Chelsea Kmiec
CONTENT MANAGER

Experience in digital fitness solutions, including managing UI/UX design and development, creating and producing video content, and managing the end-user platform experience.



Elisha Poplinger
GENERAL MANAGER

Was the chairman of the Jiu-Jitsu Association in Israel and served as the CEO of the official Jiu-Jitsu Association. Have 25 years of experience in the martial arts, and has won many awards and titles during various competitions.

Advisory Board



Michael Corwin
Content Strategist



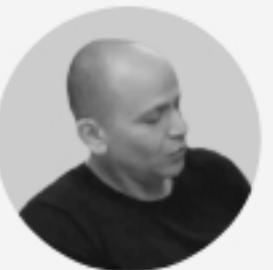
Mohammed Iqbal
Founder And CEO At Sweatworks. World Class Fitness Expert



Einat Zakariya
Business Advisor
CEO Of E-Wave



Ran Reske
Founder At Resident
B2C Online Expert



Udi Avshalomov
COO At YEEZY
Retail Distributor
& Brand Expert



Oliver Trevena
Investor And Owner Of
Cali Water Dogpound And CLMBR



Sonny Vu
Co-Founder Of Misfit
Acquired For \$300M

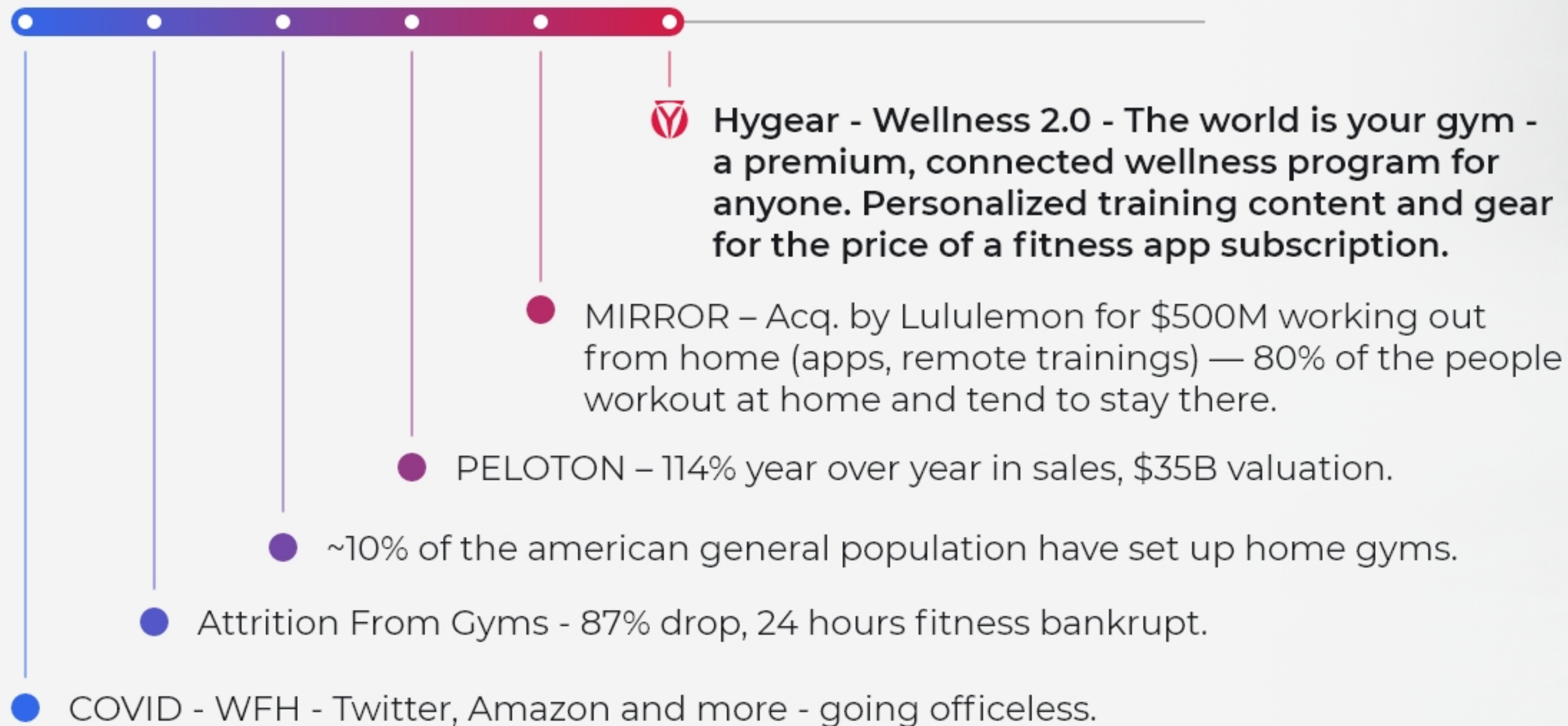


Eric Hutchinson
Founder At Resident
B2C Online Expert

HYGEAR is disrupting wellness and fitness as we know it

HYGEAR Will become the biggest Fitness and Wellness Platform

The Vision - Wellness Goes Anywhere for Anyone



Based on: <https://www.cnbc.com/2021/08/26/peloton-pton-q4-2021-loss.html>
<https://twitter.com/joevennare/status/1319433700346679296>
<https://www.nytimes.com/2020/06/29/business/lululemon-buys-mirror.html>
<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/sweating-for-the-fitness-consumer#:~:text=A%20little%20more%20than%2010,even%20after%20the%20pandemic%20abates.>



Current Situation

The Opportunity

Health and fitness connected fitness has to be democratized



Portability

People want to work on their own schedule and place. Not everyone likes to train with other people around them.



Affordability

Having a personal trainer is expensive, as well as the connected fitness equipment, and often out of reach for home workouts.

MIRROR



PELOTON



TONAL



TEMPO



hydrow



You Can't Take it With You... And Not Everyone Can Afford It.

HYGEAR unique solution

Keeping people engaged with fitness activities every day

”

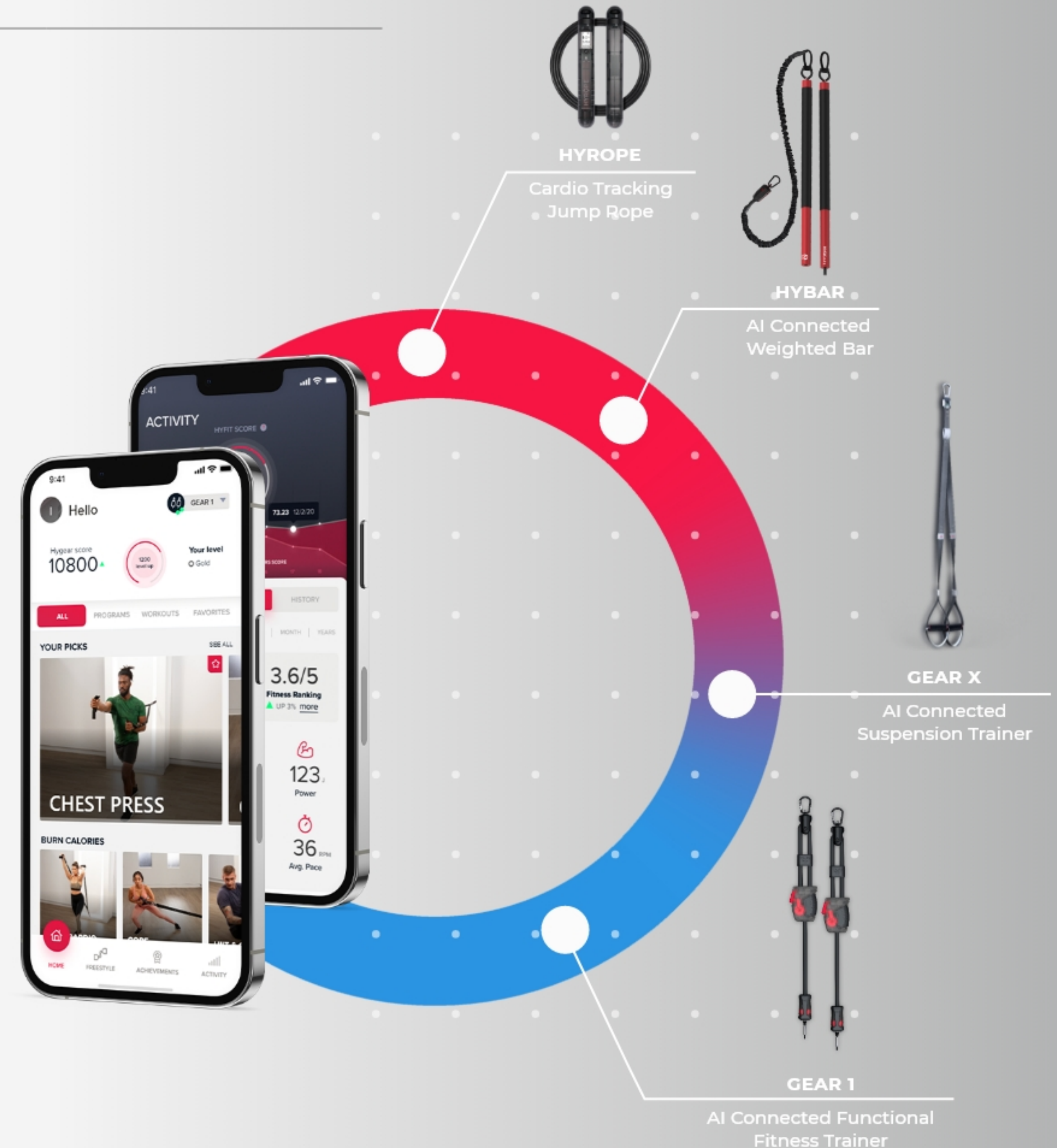
Digital brands have started to realize that the new hybrid fitness consumer now needs hybrid platforms to meet their needs.

Zoe Weiner, Digital Brands Are Going All In On Hybrid Fitness, wellandgood.com

HYGEAR's fitness system can be used both at home, gym and anywhere -

Smart equipment + Personalized Guidance + Affordable Price
= The Ultimate Wellness and Fitness Solution for today's lifestyle

HYGEAR's products combine state of the art science, engineering and design in affordable pricing. They developed side by side in multidisciplinary teams of PT's, potential users, researchers, scientist designers and influencers in order to fit the right needs to the right users.



Video



Ecosystem

HYGEAR technology

Hygear Is A Connected Fitness System That's Affordable, Portable And HIGHLY Effective:



Continuous Monitoring > Improved Personalization > Constant Optimization

The Drill Down

GEAR

World-class hardware

HYGEAR's products combine state of the art science, engineering and design in affordable pricing. They developed side by side in multidisciplinary teams of PT's, potential users, researchers, scientist designers and influencers in order to fit the right needs to the right users.

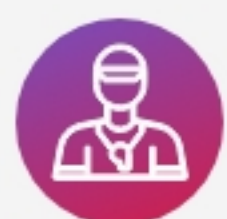


Features and benefits



Portable & Flexible

Workout anytime, anywhere



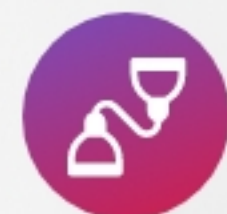
Personalized Workout

The best workouts for her goals and fitness level



Affordable

Use existing equipment with sensors or buy full home gym



Highly Effective Workouts

Equipment that works for you



High Engagement

New content all the time, gamification and feedback



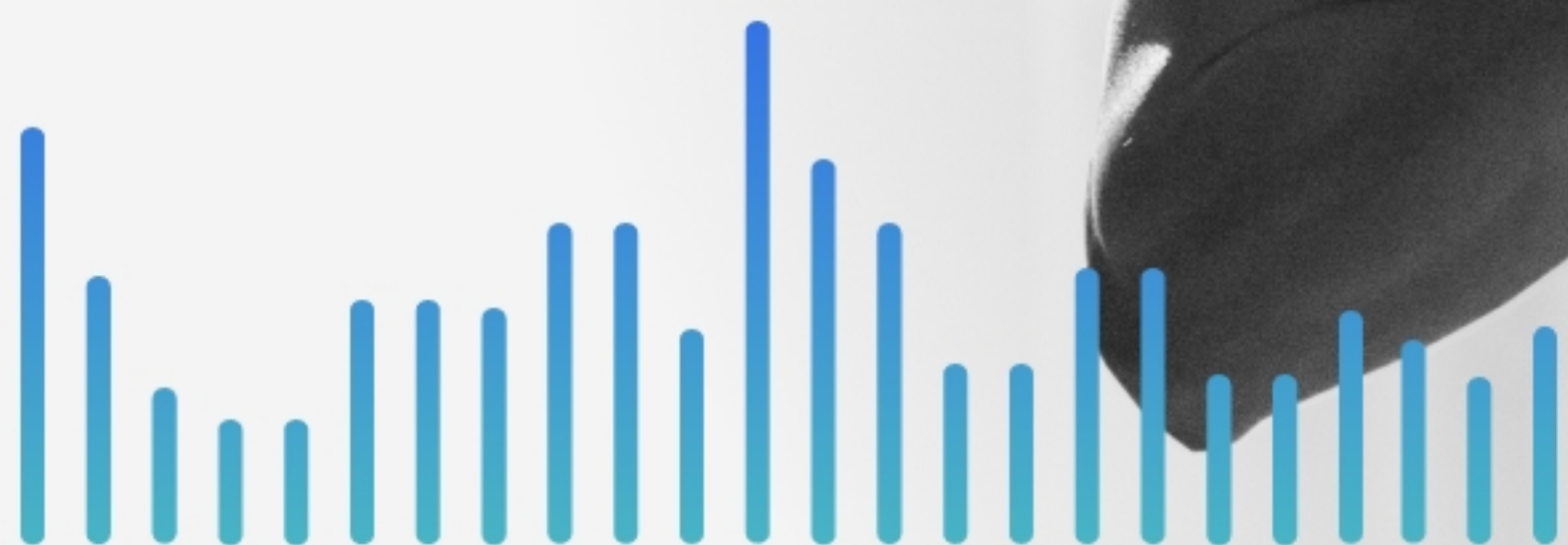
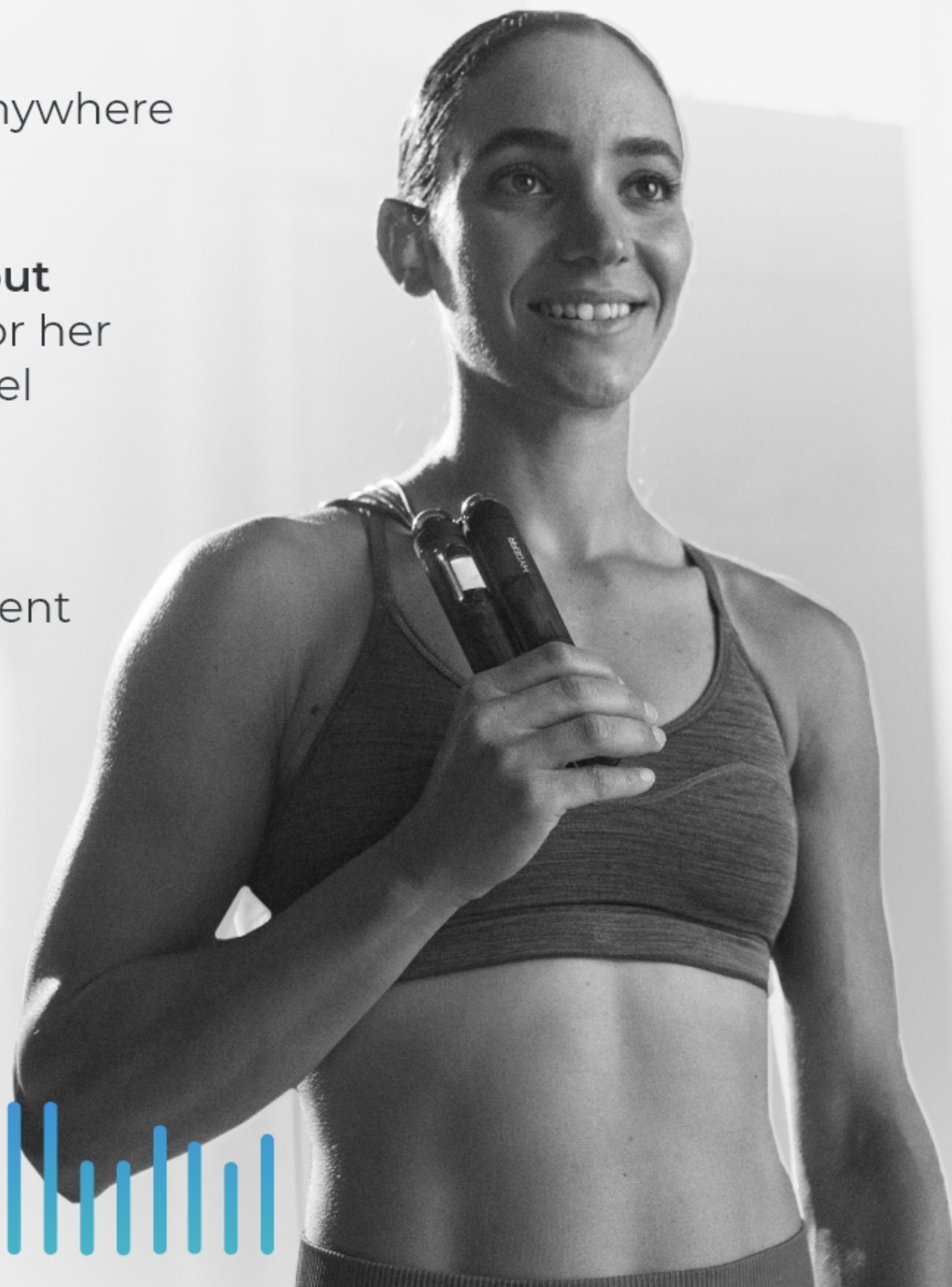
Continuous Performance Improvement

Set, track and achieve goals the RIGHT way



Science Based Fitness

Developed by Top Fitness Experts



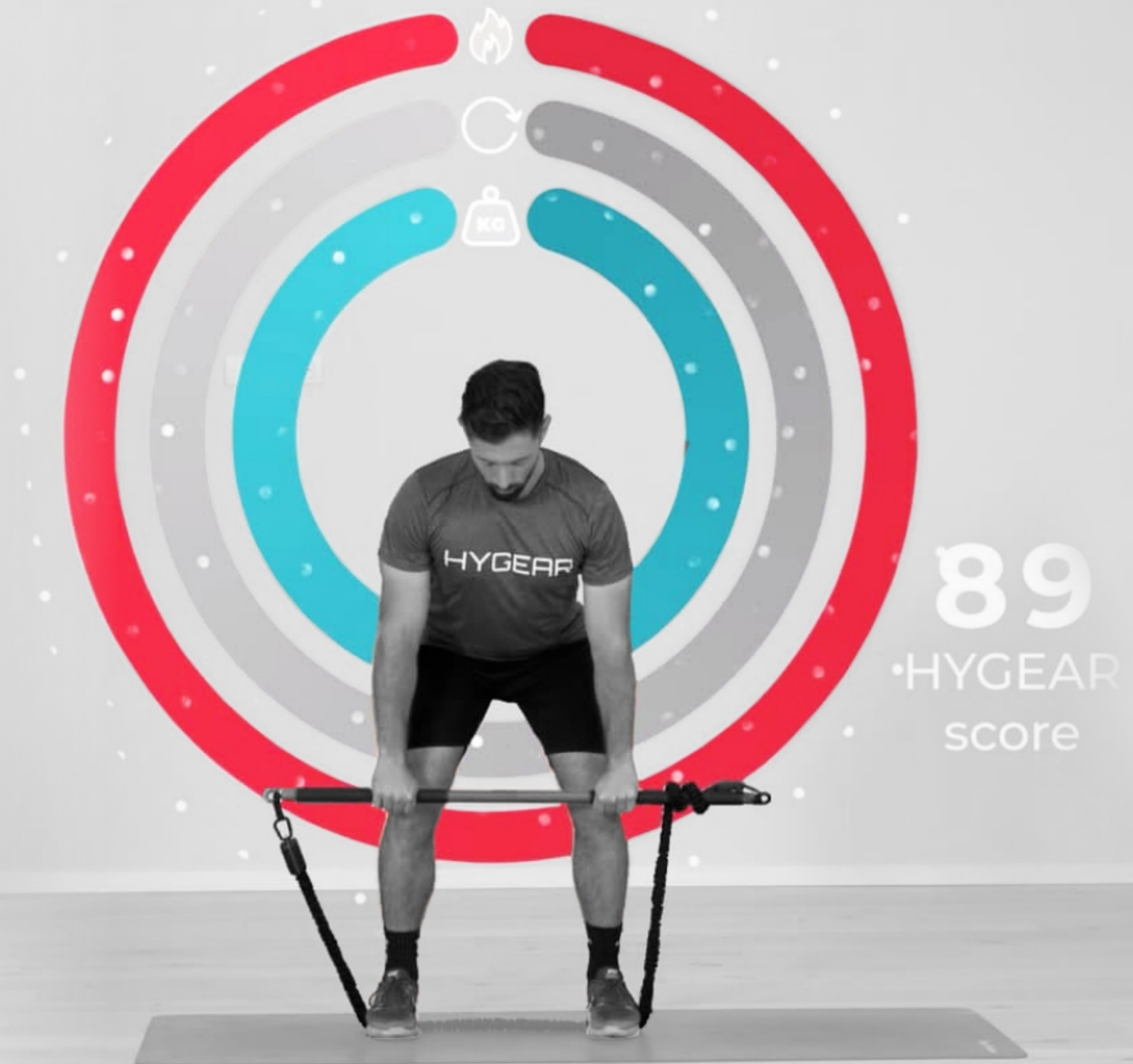
The Drill Down

Data

Measurement for fitness goals and progress for optimizing training programs

During onboarding, we ask the User to tell us their goals.

HYGEAR collects data from each workout for ongoing analysis to evaluate each workout and over time apply machine learning algorithms to personalize and optimize each user's journey to become better versions of themselves.





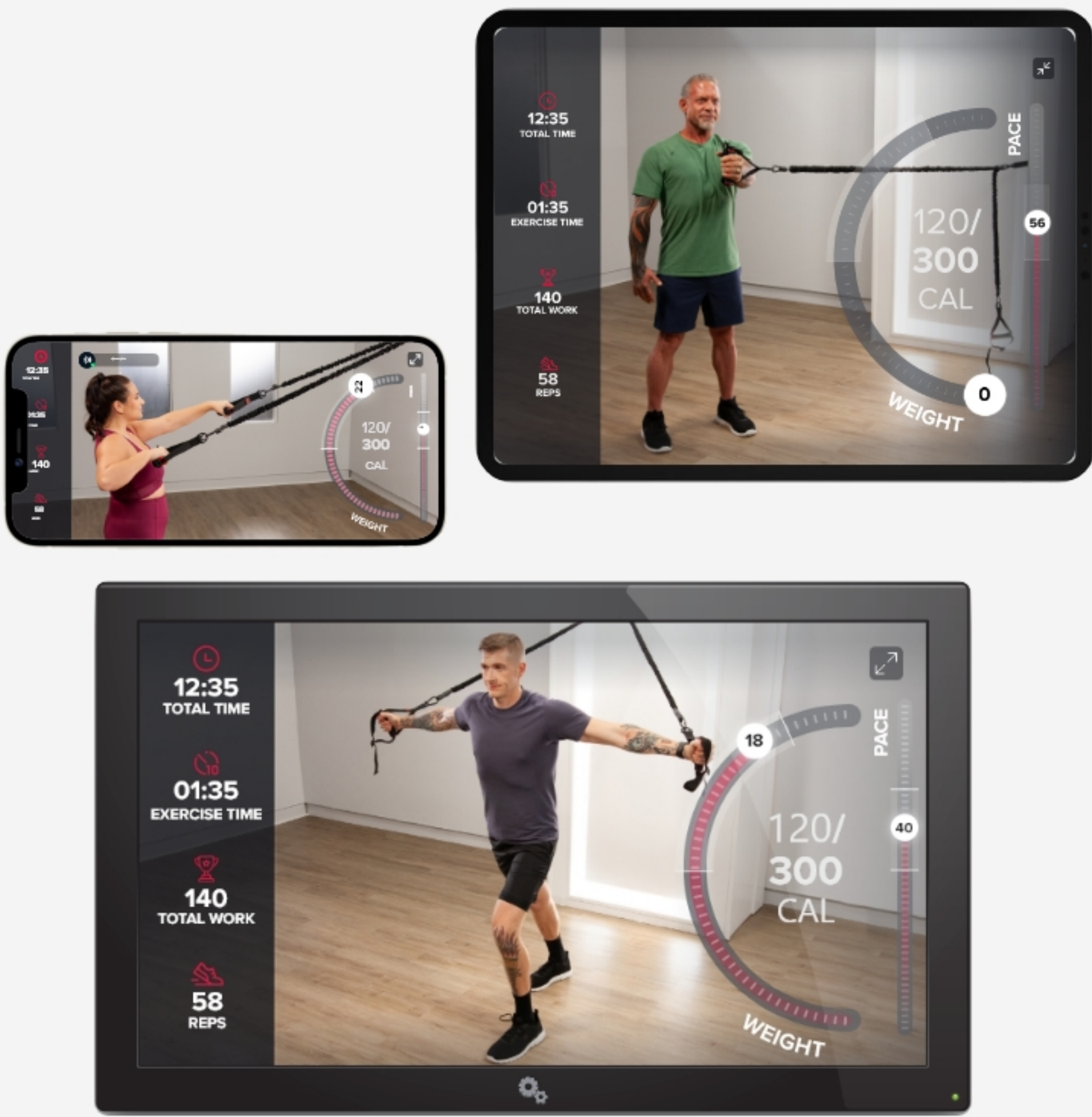
The Drill Down

Content

Personalized content from leading trainers based on your goals and HYGEAR's equipment

HYGEAR offers content for a wide range of users such as **beginners, advanced, adults, diabetics, heart disease, post pregnant women**, and more.
The way HYGEAR is by using several models:

- ☐ Freemium
- ☐ Silver
- ☐ Gold
- ☐ Platinum
- ☐ Blue
- ☐ Dimond



The Drill Down



Freemium

Try the HYGear App for free and enjoy 5 Programs for FREE.

Silver

Guided Workouts, with your products.

\$4.99 or add \$0.99 to unlock extra programs.

Gold

Expert guidance. Endless possibilities.

\$4.99 - 9.99 or add \$0.99 to unlock extra programs.

Platinum

Live workouts everyday with HYGear trainers

- Pay \$9.99 per month and get limitless access to live workouts.
- Pay \$1.99 per live workout to unlock extra programs.

Blue

Choose what fits you

Pregnancy / Fat Burn /
60 days Abs /
Diabetes Prevention / Seniors.

Every Blue program includes a nutritionists and a physiologist.

Dimond

Thousands of classes available with our world-class athletes.

Starting at \$19.99 per live workout.

Hotels

HYGEAR is providing a barcode in each of the hotels room

Scan and get free workouts by HYGEAR

In each hotel HYGEAR will give 10 products for free for the hotel, so the customer will be able to train and use the equipment.

”

“Hilton is trying to tap into the \$639 billion wellness tourism market with a fitness-focused hotel room. With TRX bands”

- Insider.



Business models

Gym

HYGEAR will impliment Gym racks into gyms, have gym customers train in the gym with the gym rack as freemium and sign up

Products will be on the gym rack / Stand alone



Business models

Nursing Houses

Nursing houses - train with HYGear in Nursing houses, you get all-in-one

Insurances

HYGEAR insurance - HYGear tracks the data from the insurance customers and provide them with the right content, so that way they can decrease their insurance fees

HYGEAR is giving free products for people who sign up to insurances.



Business models

Retail

Currently active in - Retail, Distribution in 30+ countries.



Trainers Room

Unique distribution strategy - each trainer gets affiliate model for selling Hygear to clients - uploading their unique content to our app



Influencers in the fitness and wellness industry, promoting good healthy lifestyle



Countries:
Global



Paid & Commission
basis



Audience:
28-60



Seniors / Diabetics /
pro trainers / wellness

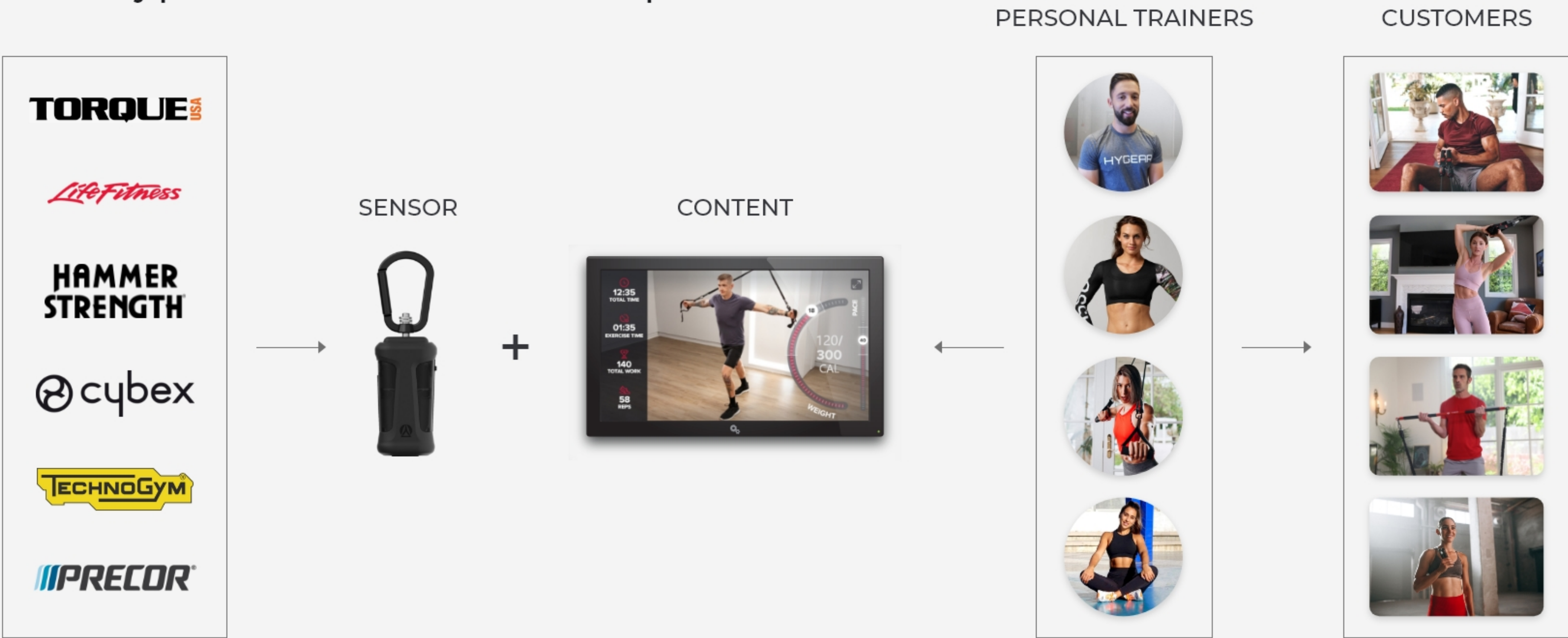


Supply chain _____

The HYGEAR supply chain -

High Lifetime Value - Continued Personalization With Progress = Massive Stickiness

Low entry product for the masses + subscription



Multi-tiered Business Model

Down Payment for Sensors or System

\$39 - \$179

For the price of “dumb” at-home equipment -
get a fully enabled system and activation

+

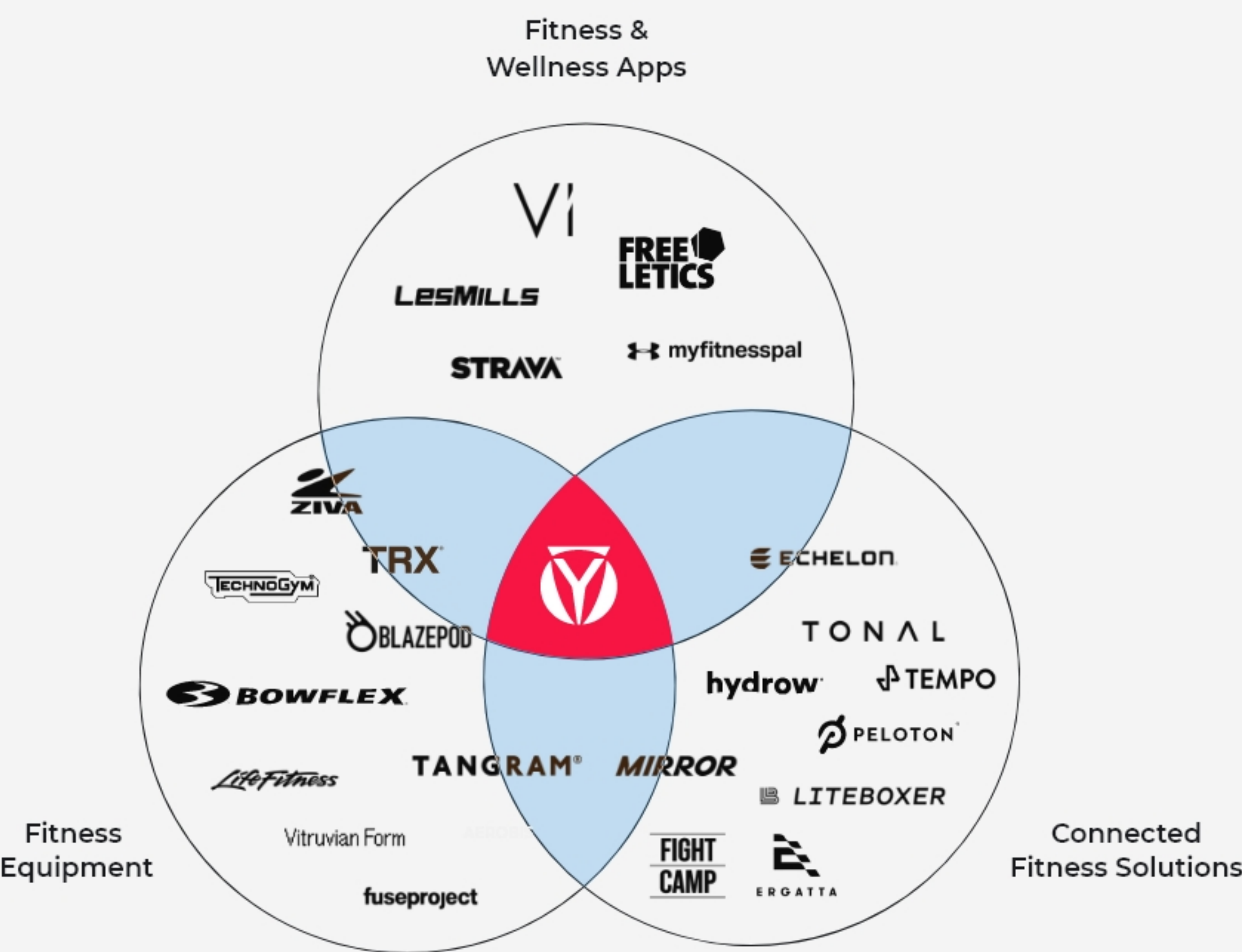
SaaS Tiered Monthly Subscription

\$1.99 - \$19.99

Based on package and personalized products

Competitive Landscape

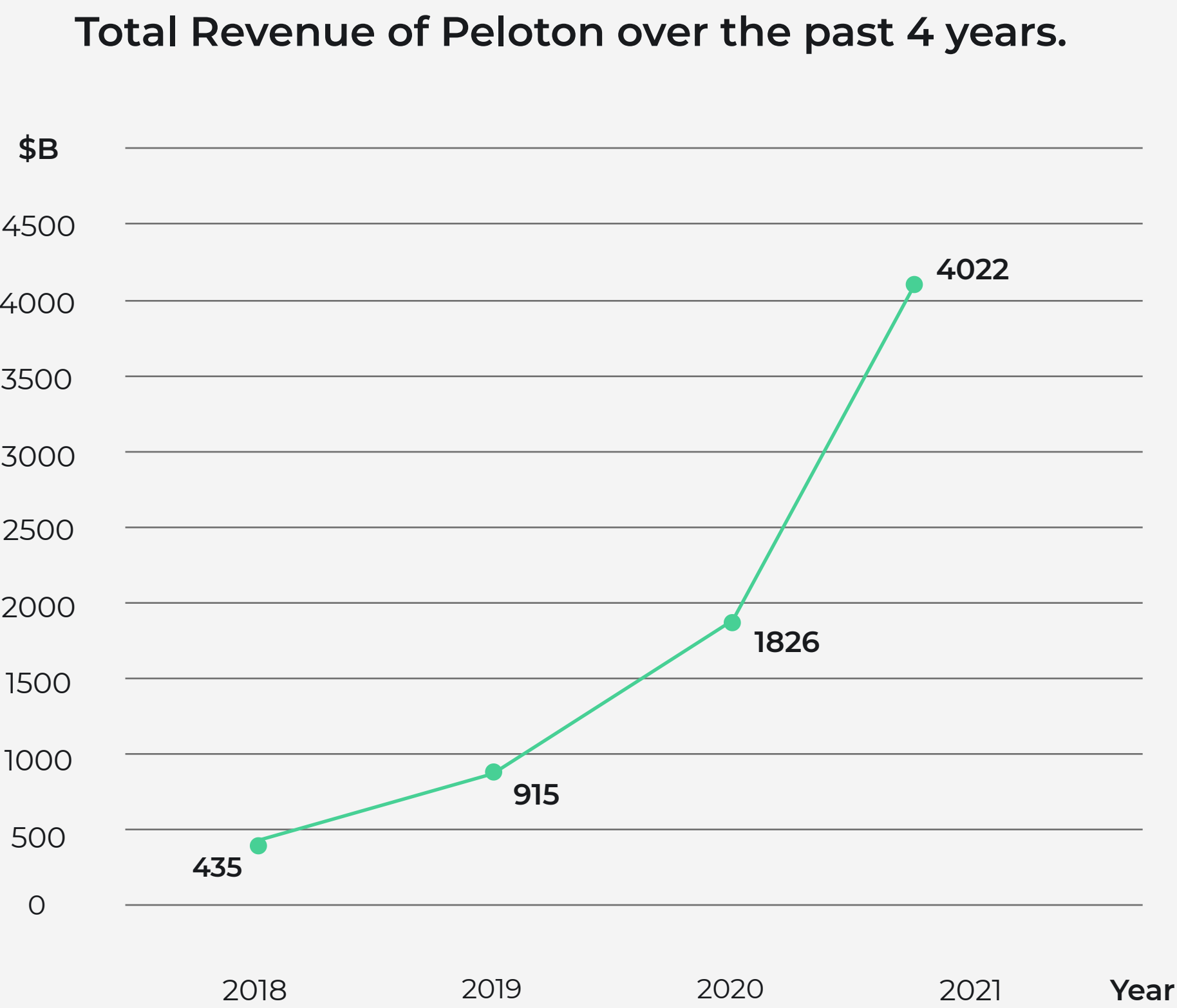
Our true edge: HYGEAR sits at the cross section of this growing industry — providing an all in one personalized fitness solution that’s connected, affordable, highly effective and fully portable.



Funding Trends

	\$278.8 million 4 rounds
	Valuation: \$1.5B \$450 million 6 rounds
	Valuation: \$35B \$1.9 billion 9 rounds
	Valuation: \$5B \$204.8 million 7 rounds

Market Analysis



	 PELOTON High End	 HYGEAR Long tail
Valuation during Covid19	\$11B	\$152M
Subscribers	\$6.2M+	100K
LTV	\$4000	\$400
Customer Equity	\$9.32B	\$35M
Total Annual Revenue	\$4.02B	XXX
Total Revenue	\$1.939B	XXX

Market Analysis

Equipment	Country	CAGR (2021-2028)
Connected fitness equipment	USA	28,30%
	Canada	24,20%
	Germany	19,80%
	Japan	25,40%
	China	27,40%
	Latin America	28,10%
Functional fitness equipment	USA	2%
	Canada	2%
	Germany	6,80%
Resistance bands	USA	10,60%
	Canada	9,50%
	Germany	8,60%
	Japan	7,70%
	China	14,50%
	Latin America	14,30%

TRX Industry Focus	
Revenue	\$19,582,649
Revenue IP	\$3,503,231
Revenue 3P	\$16,079417
Avg. Revenue trend	34%.
Avg. Revenue IP trend	80%
Avg. Revenue 3P trend	20%
ASP	\$135
Total units	145,434

Additional sources:
HYGEAR Research Doc (includes NPS calculation details)
Tables, charts, and calculations

Market Analysis

Behavioral Trends

\$10.2B

Consumer Fitness
Equipment Market

25%

Market Growth 2020
Driven by COVID-19

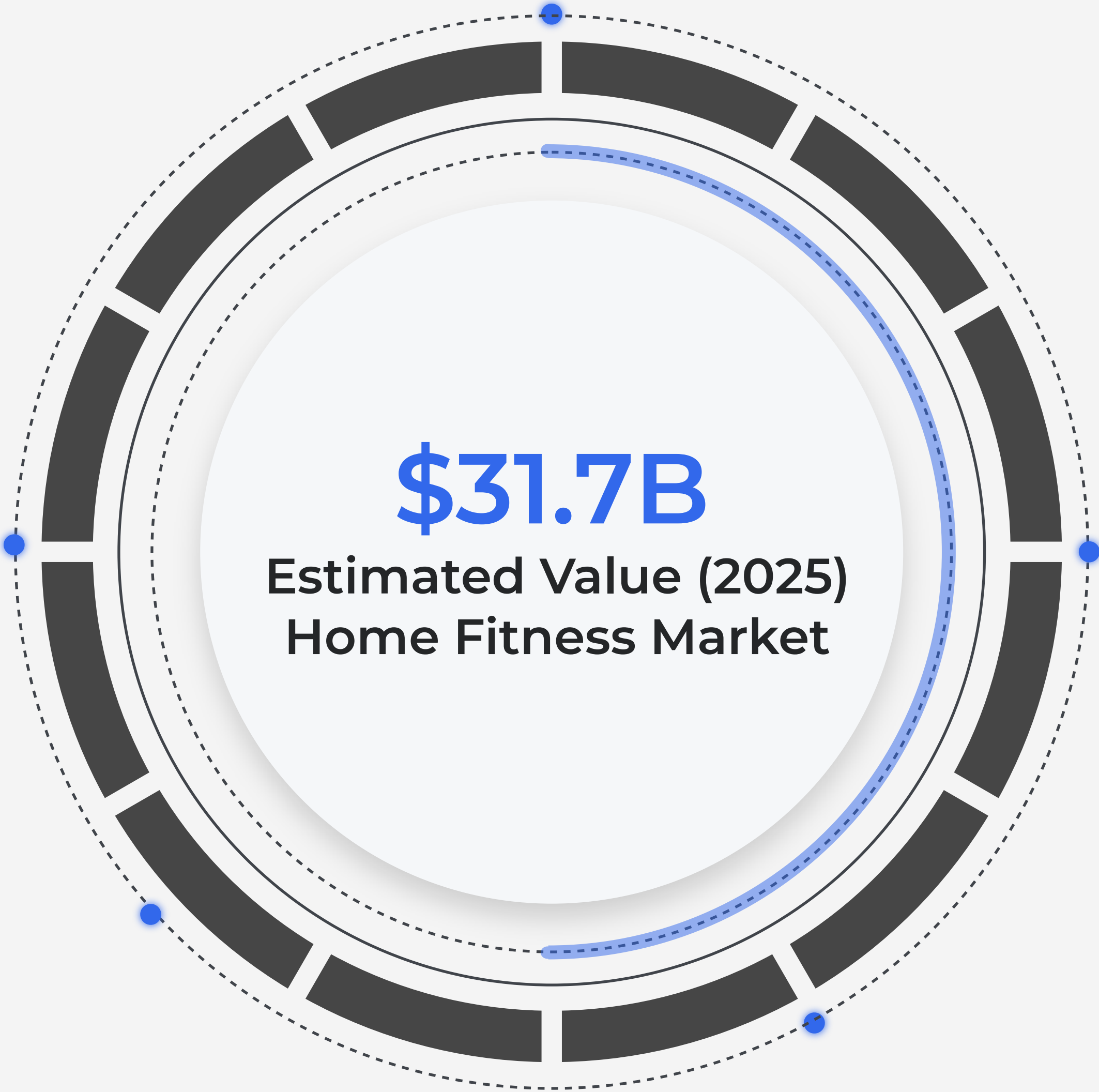
\$4.4B

Fitness Apps
Subscription Market

20%+

Subscription Apps CAGR
(fastest growing market)

Based on: "Home Gym Equipment Market -
Global Outlook and Forecast 2020-2025" (Nov 2020)

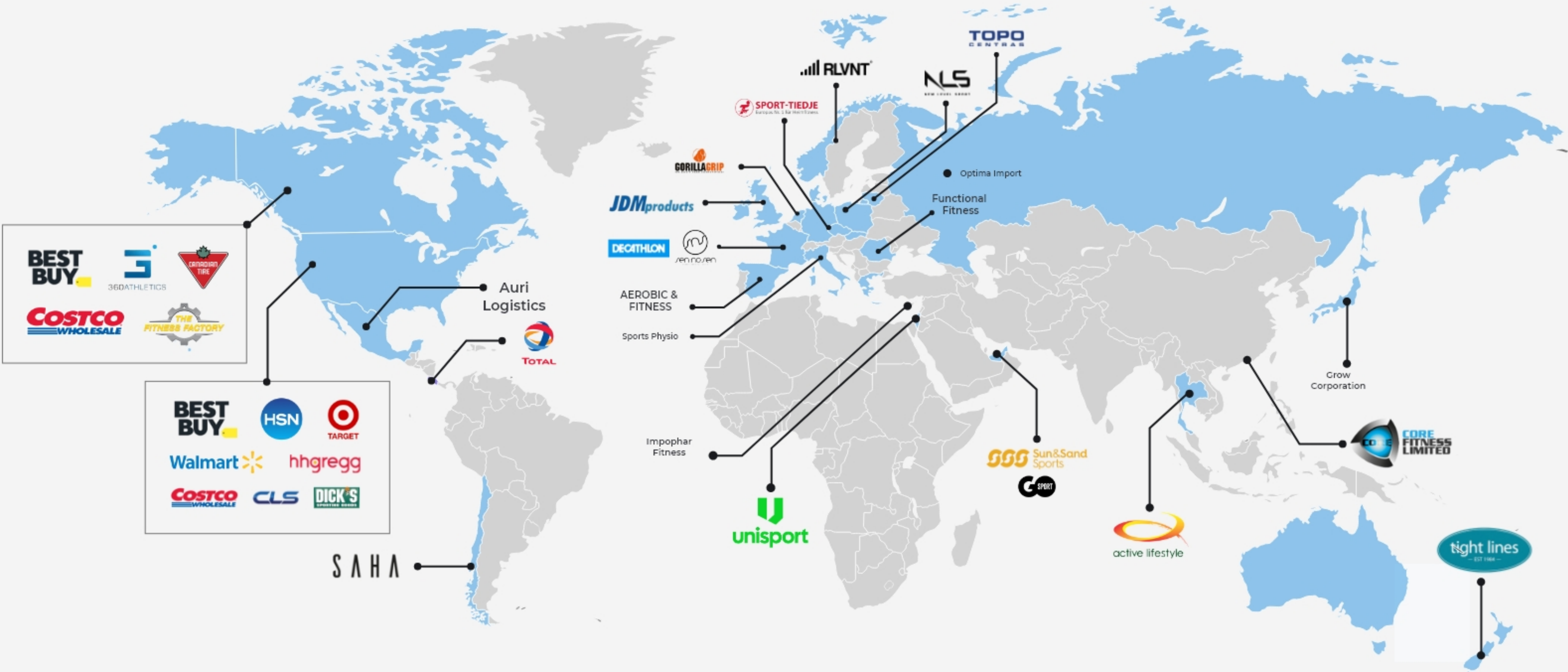


Competitive Landscape

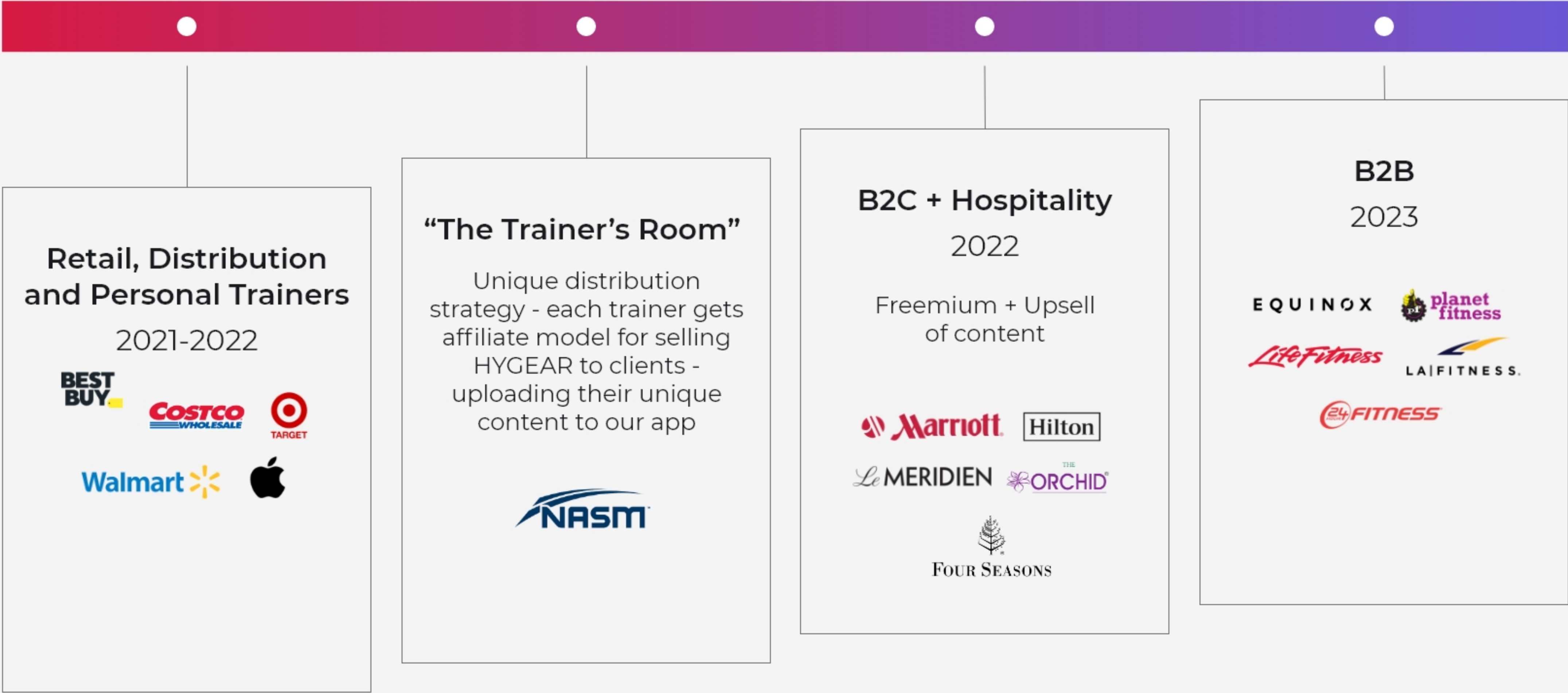
	 HYGEAR	 PELOTON	T O N A L	 TEMPO	WHOOP™	TRX®
Price per year (kit + subscription)	\$199	\$3200+	\$3000+	\$2500	\$288	\$250
Connectivity	✓	✓	✓	✓	✓	✓
Portability	✓	✗	✗	✗	✓	✓
AI-Powered Workouts	✓	✗	✗	✓	✗	✗
Wellness & Recovery	✓	✗	✗	✓	✓	✗

Worldwide present

B2B/C Channel Actively Selling in 30+ Countries



Go To Market Strategy



B2C Strategy and Acquisition

New Products For Growth And Customer Acquisition Cost Reduction

Paid Channels

- Advertising: Facebook, Amazon, Youtube, Google, TikTok, App Store
- Prevent dependance on any single network and reduce

Rev Share Channels

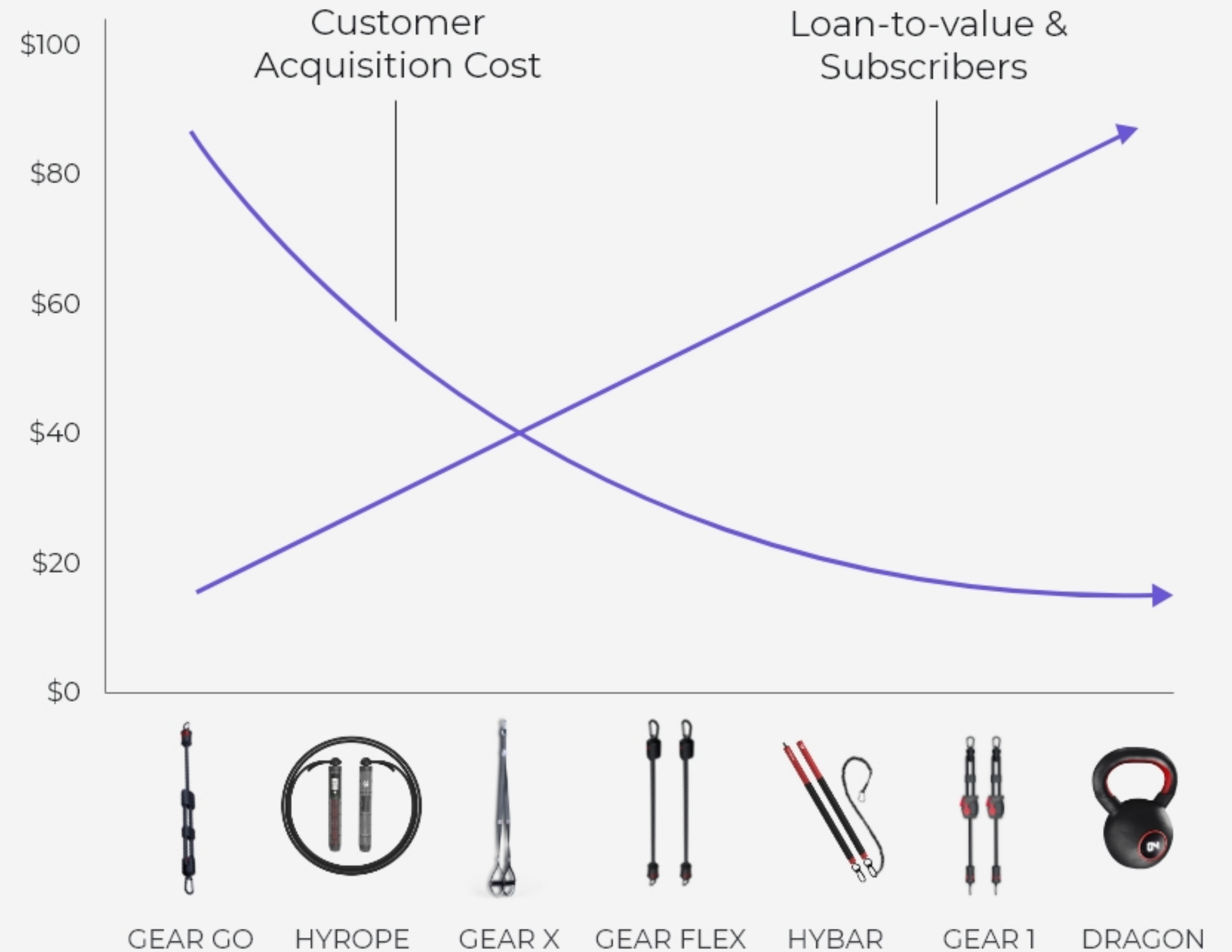
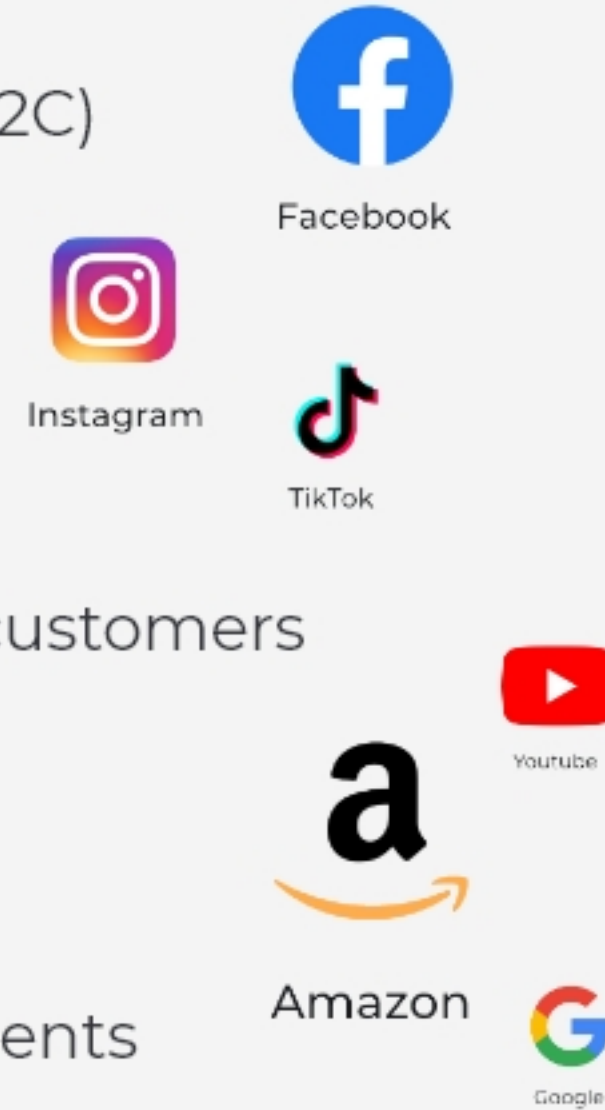
- Influencers, Affiliates, Distributors (B2B2C)
- Fixed costs that reduce CAC and risk

Organic Channels

- Social media, blog posts, and SEO
- Content to attract new prospects and customers

Expansion Strategy

- New customer segments (personas)
- New geographical and language segments



What's in it for the customer?

- **USPs education**

I understand HyGears value proposition

- **Community**

I feel welcomed by peers with same goals

- **Content Share-ability**

I will be able to share their trainings in SM

- **Habit forming plans**

A free way of forming healthy habits

- **Personalised goals**

Tailor made plan for what I want to achieve

- **Up-selling bundles**

I will try more products than I originally knew about

What's in it for HYGEAR?

- **AB testing**

Ability to test materials, user flows, copy, etc.

- **+ Intent = +Retention**

A user that converted into the app will have a higher chance of purchase and a longer lifetime value.

- **User Feedback**

Speaking with users that converted will result in information that will optimize the value proposition

- **Retargeting**

Users that convert into the app can be retargeted for upselling

- **Brand Awareness & Word of mouth**

Shared content, reviews, referrals are possible once the user has tried the product.

Product Suite & Roadmap



App 3 iterations & App 3 B2B Platform are being mapped out

Vision

Democratize connected fitness for everyone

To Become The All In One Fitness, Wellness Health Ecosystem — Fully Connected, Fully Personalized, Fully Portable.



GEAR 1

AI Connected Functional Fitness Trainer

\$179.00 + 4.99/mo



GEAR X

AI Connected Suspension Trainer

\$149.00 + 4.99/mo



HYBAR

AI Connected Weighted Bar

\$149.00 + 4.99/mo



HYROPE

Cardio Tracking Jump Rope

\$39.00 + 1.00/mo



Funding Requirements

Seeking \$15M for a safe round

Funding usage:

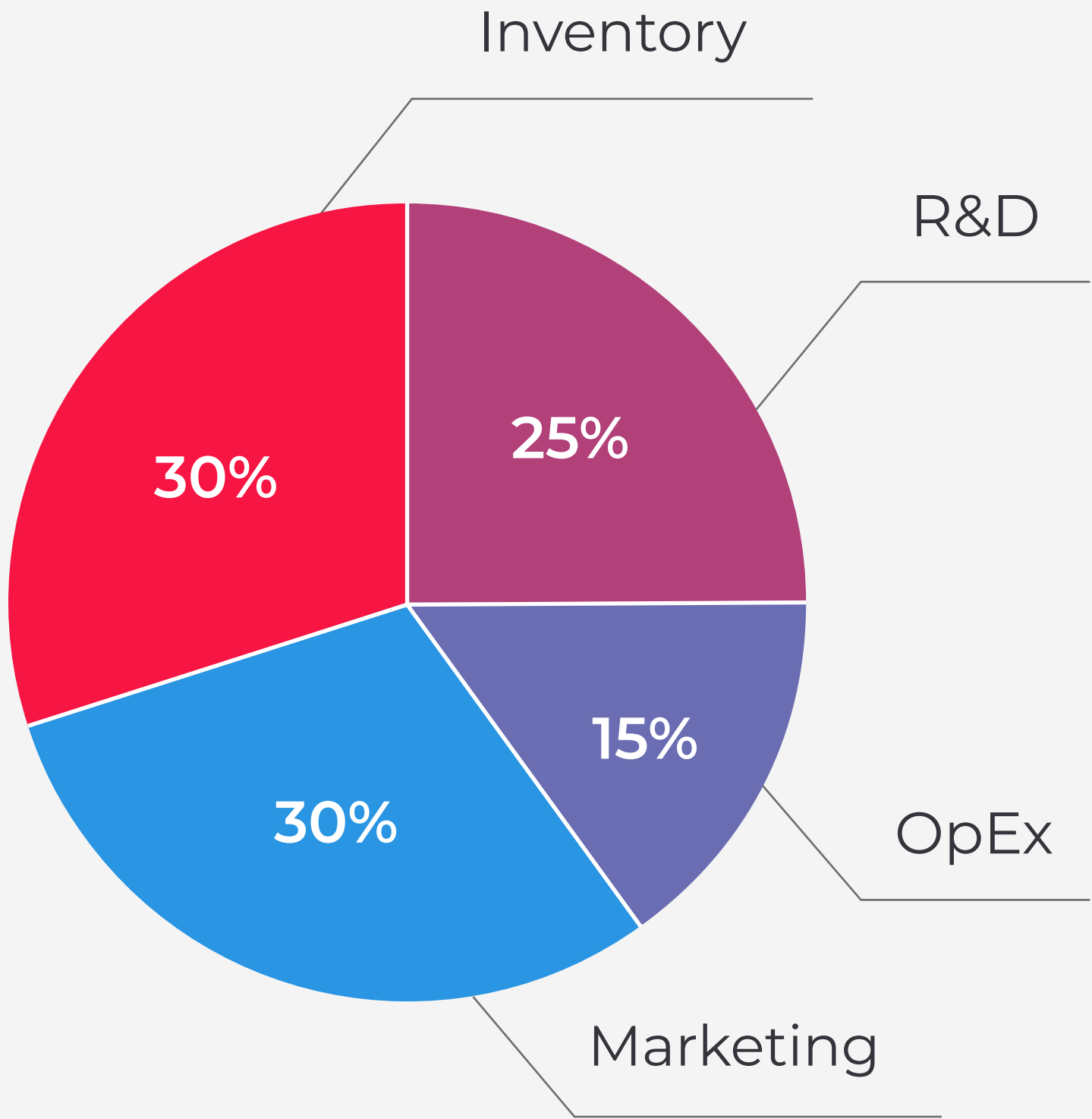
- Building our brand and present in North America
- Accelerating our sales activities
- Increasing our inventory
- R&D activities
- Day to Day operational activities



5 Year Business Model:

\$K	Year 1	Year 2	Year 3	Year 4	Year 5
Rev					
B2B	6,164	20,355	39,879	94,938	215,374
B2C	9,855	31,847	71,016	141,474	267,948
B2H	1,780	7,534	13,601	24,950	52,089
Total Rev	17,799	59,736	124,496	261,362	535,411
GOGS	7,239	17,278	32,764	65,949	128,530
Gross Profit	10,560	42,458	91,732	195,412	406,881
GM	59%	71%	74%	75%	76%
R&D	2,997	4,229	5,205	7,245	9,441
S&M	10,150	18,805	35,814	58,589	120,544
G&A	1,684	3,969	6,816	8,031	8,749
EBITDA	(4,270)	15,455	43,897	121,548	268,147
% of Rev	Loss	26%	35%	46%	50%

Use Of Funds For The Upcoming Pre IPO Round:



Thank You

Any questions?



Our Team

Advisory members



Dr. Paul Juris
CHIEF SCIENCE
ADVISOR



Einat Zakariya
TBC

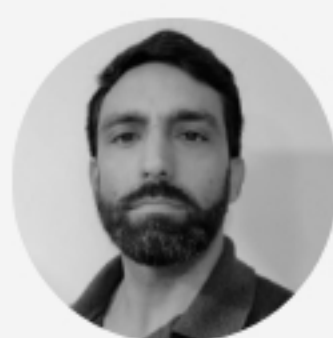


Motti Aranya
TBC

Team heads



Idan Hail
SOFTWARE MANAGER



Eyal David
CTO



Uri Brienberg
CFO



Elisha Poplinger
GENERAL MANAGER



Moshe Cohen
HEAD OF ART



Jeffery Cooper
VP PRODUCT



Michael Corwin
CFO



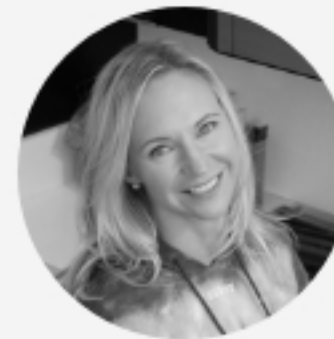
Steve Muttram
HEAD OF RETAIL



Martin Morse
HEAD OF
BRANDING



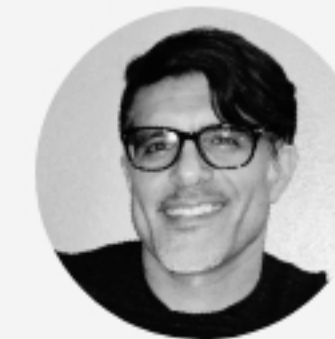
Mohammed Iqbal
SWEATWORKS -
OUTSOURCED
DEVELOPMENT AGENCY



Chelsea Kmiec
CONTENT MANAGER



Traci Lamm
CHIEF CUSTOMER
OFFICER



Behnam Vadi
DIRECTOR OF
PRODUCT