



***SPORTSTECH***

PRESENTATION DECK

## BACKGROUND

# Growing Obesity



Obesity is growing epidemic in developed countries



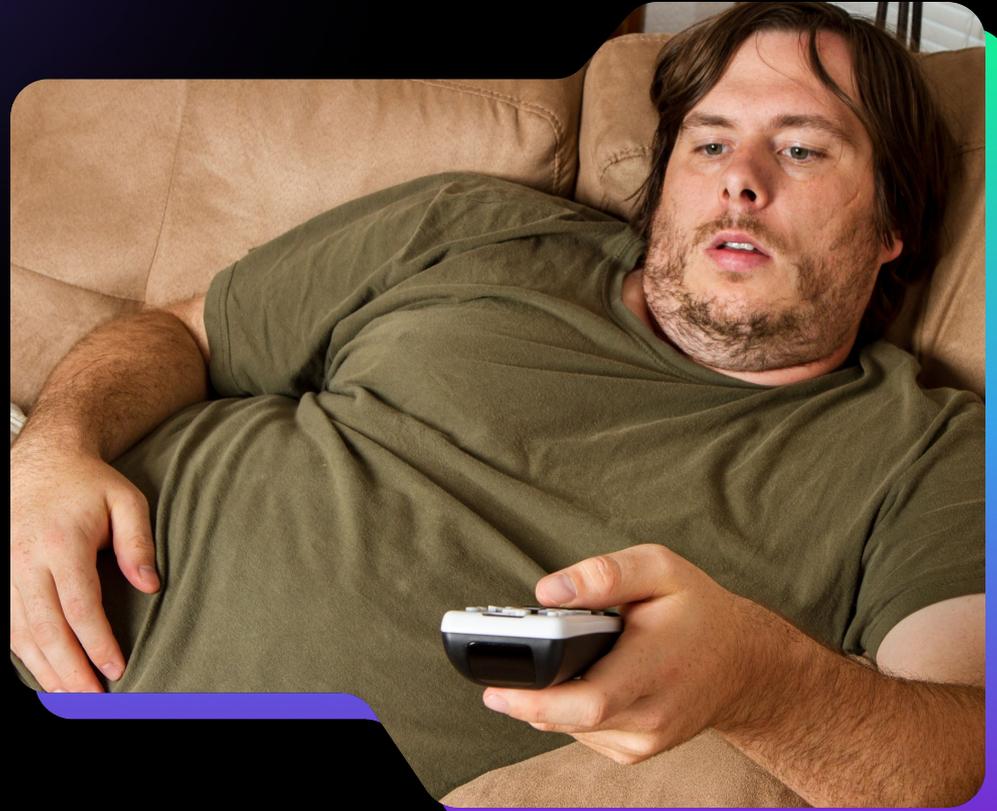
In the U.S., a new CDC study shows that 40.3% of adults are overweight



In the E.U. that figure is greater, with 53% of adults classified as overweight in 2019<sup>1</sup>



A Stanford University study cited a lack of exercise, not diet, as the leading cause of obesity<sup>2</sup>



<sup>1</sup> <https://www.eufic.org/en/healthy-living/article/europes-obesity-statistics-figures-trends-rates-by-country>

<sup>2</sup> <https://med.stanford.edu/news/all-news/2014/07/lack-of-exercise-not-diet-linked-to-rise-in-obesity-stanford-.html>

## BACKGROUND

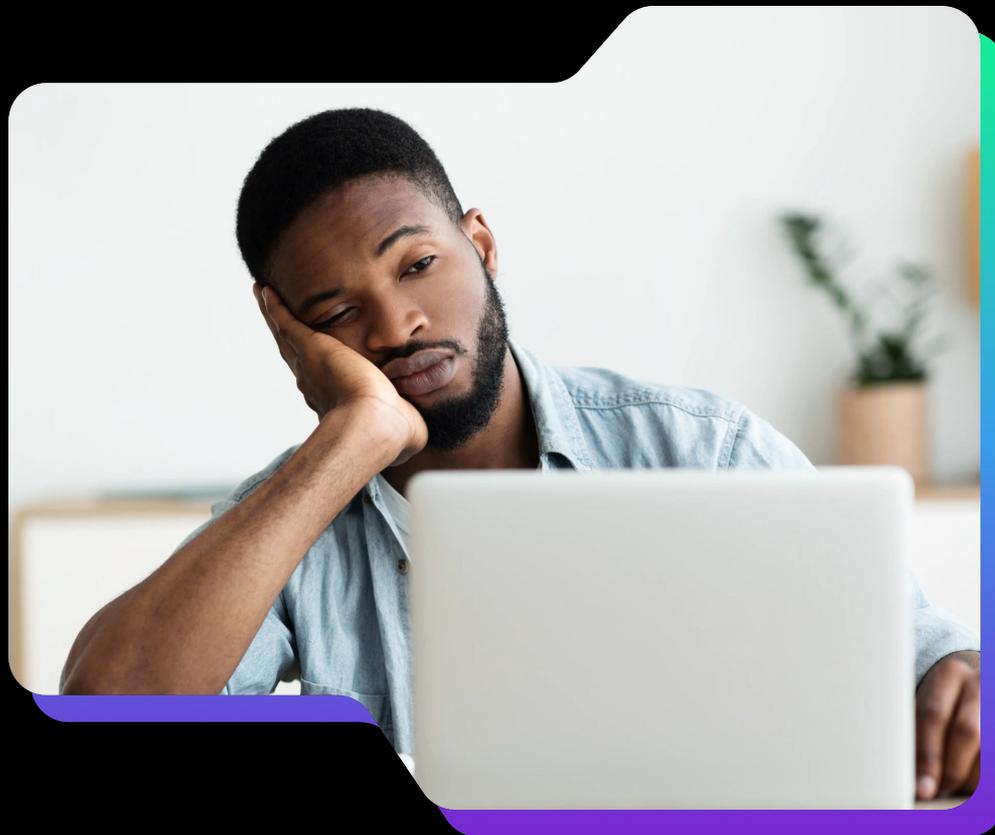
# Sedentary Lifestyle

### Desk Workers

In the developed countries, as much as 50% of the labor force is desk work<sup>3</sup>; in the EU only 20% of the workforce spent most of their time standing up<sup>4</sup>

### Remote Work

The global pandemic permanently shifted the way we work, in the U.S. there was a 6.6x increase in remote work when compared to the period prior to the pandemic<sup>5</sup>



3 <https://www.gallup.com/workplace/512006/office-workers-quietly-changing.aspx>

4 <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/ddn-20190305-1>

5 <https://www.usnews.com/news/economy/articles/2024-01-25/remote-work-has-radically-changed-the-economy-and-its-here-to-stay>

## BACKGROUND

# Increase in Home Exercise

- ✔ Remote work increased the amount of people who exercise from home<sup>6</sup>
- ✔ Increased the sales of home fitness equipment
- ✔ Increased the download of fitness apps<sup>7</sup>

<sup>6</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC10755474/>

<sup>7</sup> <https://www.washingtonpost.com/road-to-recovery/2021/01/07/home-fitness-boom/>



# The M2E Movement



- ≡ The move-to-earn (M2E) movement was made possible by the popularization of digital currencies, gaining popularity in 2021 with the launch of apps like Stepn
- ≡ Move-to-earn sought to revolutionize the industry by being the first concept to financially reward individuals with tokens, for moving and burning calories
- ≡ However, many of these rewards were based on an unsustainable model - requiring higher token valuations to make rewards meaningful
- ≡ Rewards could only be spent on virtual, in-game items, reducing utility
- ≡ Furthermore, these apps relied exclusively on an app-based experience which could be tricked - cheaters used GPS spoofing and motion simulation to trick the app
- ≡ Nearly all M2E apps were conceived in the height of the crypto bull market - no previous experience in the fitness industry, no long-term track record of success, and without proven longevity

# About Sportstech Crypto

Sportstech Crypto is a web3 fitness lifestyle ecosystem that is powered by move-to-earn (M2E) economics. It uses its fitness token (STOK) to incentivize and reward exercise.

12

YEARS IN FITNESS

2M

FITNESS DEVICES AND EQUIPMENT SOLD

163

EMPLOYEES

70,000

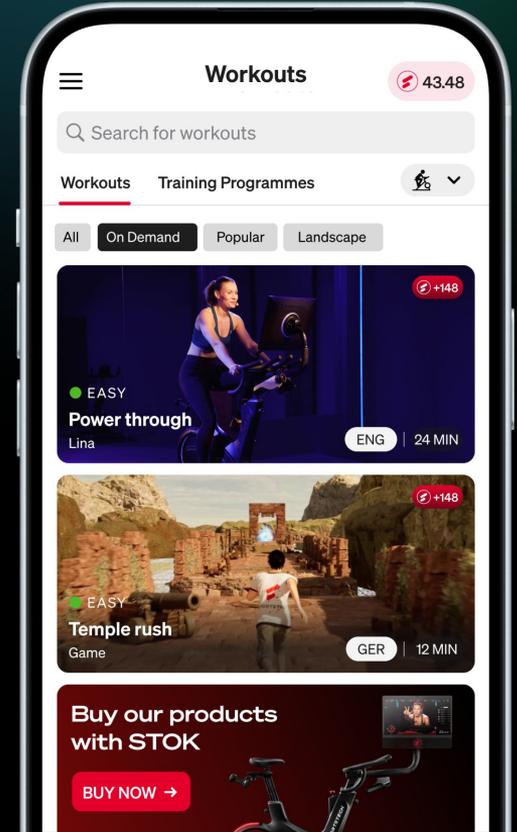
REGISTERED CUSTOMERS

\$495M

CUMULATIVE EARNINGS

17,000

MONTHLY ACTIVE USERS



# Our Business

Sportstech is one of the largest and most recognized fitness equipment brands in Germany and Europe.



Treadmills



Walking Pads



Ellipticals



Exercise Bikes



Rowing Machines

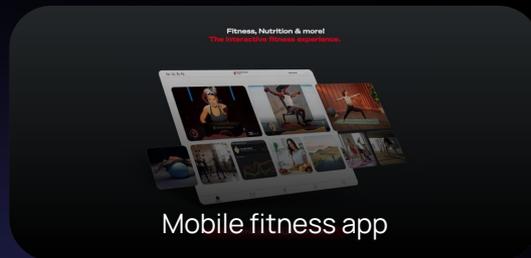


Functional Trainers

Technology forward with  
robust fitness applications  
and interactive workouts



Interactive workouts



Mobile fitness app

# Our Mission



Be a force of change in driving a healthier lifestyle



Leverage our high-quality fitness equipment to provide a diverse array of workouts



Provide token rewards for all of our users

# New Web3 Features

## New web3 smart fitness equipment

- First ever Web3 Fitness miners – preloaded with M2E gamification
- Earning economy compatible with existing courses
- Enhanced earning rewards over other Sportstech earning mediums
- Large format screens for interactive viewing

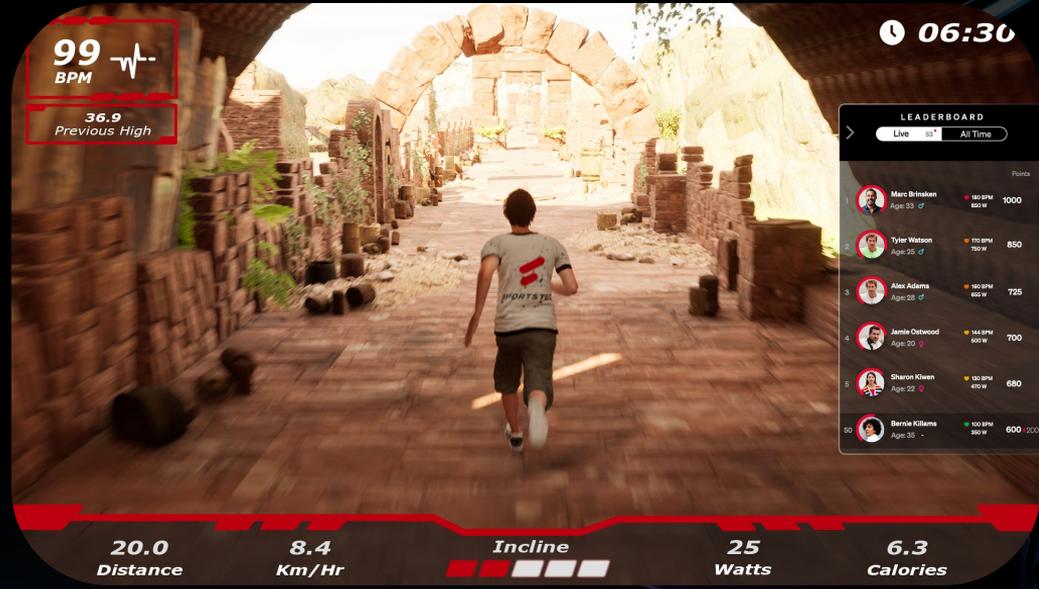


Sportstech is evolving through the launch of a new robust web3 ecosystem powered by token economy

# New Web3 Features

## New M2E gamification and fitness apps

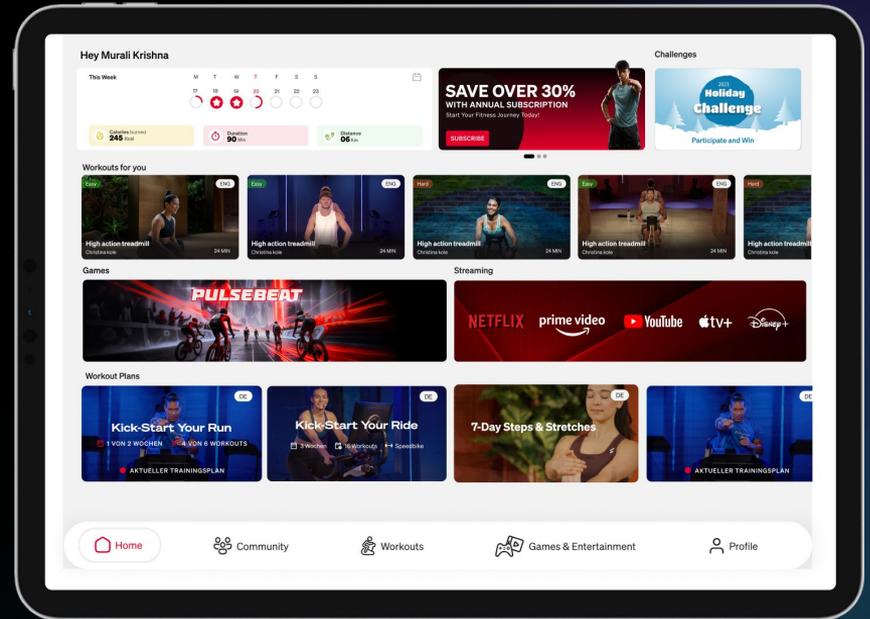
- New suite of interactive M2E gaming applications - [see video](#)
- Multiplayer – compete with others on the session leaderboard to receive bonus earnings
- Single player – exercise on your own and earn
- Custom designed for both Fitness Miners and downloadable apps
- Earn points based on your pace, distance, sessions and equipment

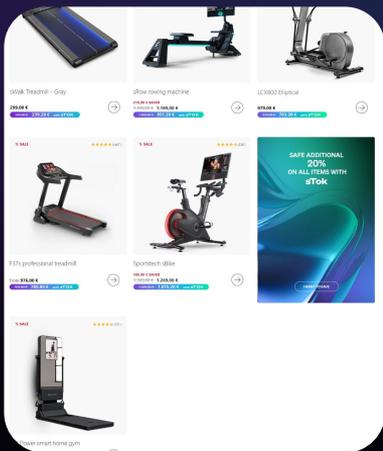


# New Web3 Features

## Subscription apps with reward economy

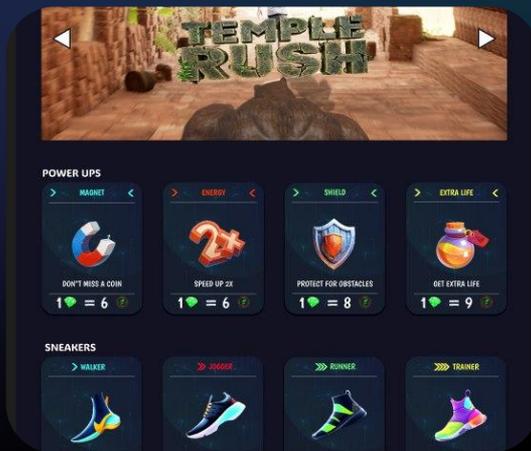
- Our most approachable web3 solution
- Globally accessible M2E earning capability
- No specialized equipment requirement
- Downloadable app works on iOS and Android devices
- Earn by walking, running or completing exercise tasks in the app





## Online Store

Use your earned tokens to buy Sportstech equipment, branded hard goods, and apparel at a discount



## Web3 Marketplace

Purchase virtual goods, collectibles, in-game earnings boosts and powerups to enhance your M2E earnings

## Customer Airdrop

Both new and existing customers are eligible to receive the first release tokens in our airdrop campaign

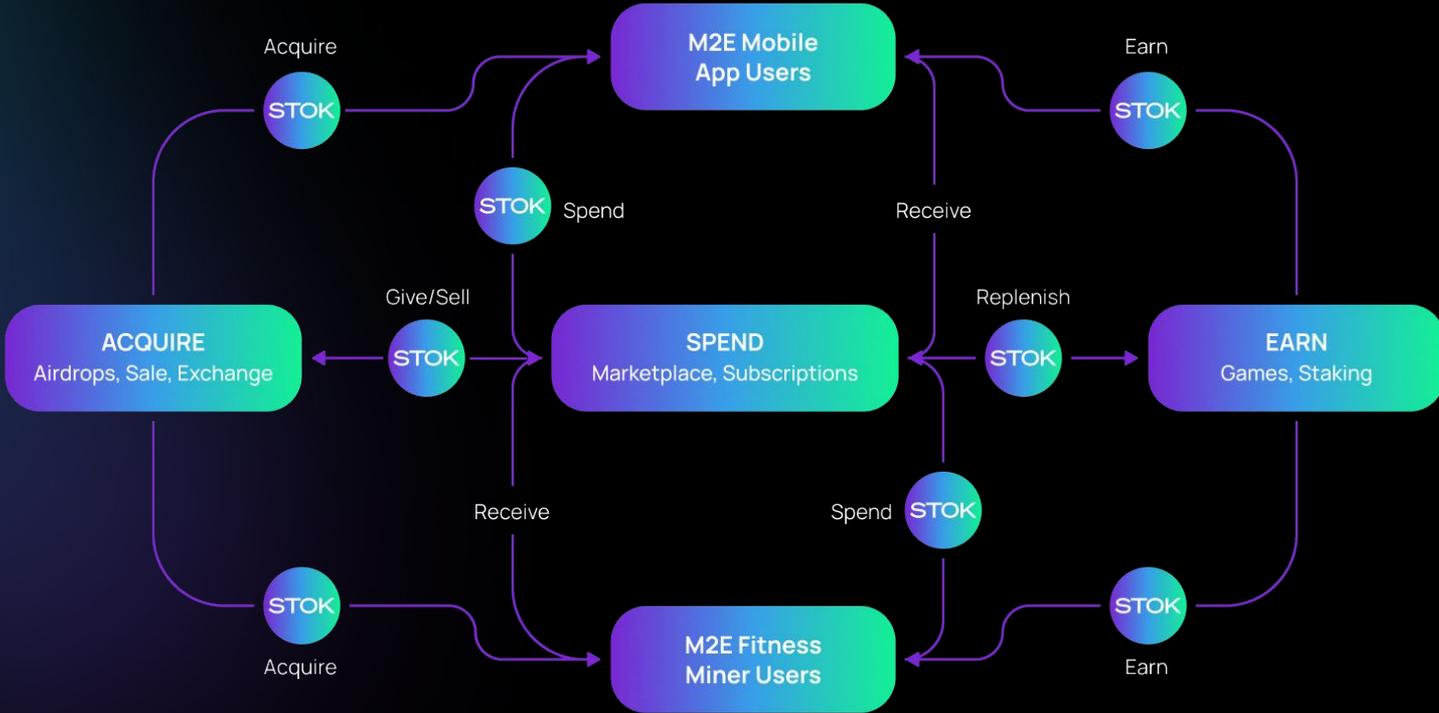
## Staking

Use purchase, earned or airdropped tokens to participate in passive staking, earning further yields



# SportsTech Token Economics

## Token Topology



# Token Economics

## ACQUIRE



Airdrops



Token Sale



Exchanges

## EARN



M2E App



Fitness Miners

## STAKE



Single-sided



LP Staking



Fitness Miner  
Staking

## SPEND



Merch



Virtual Goods



Equipment



Subscriptions

## Deflationary Model

Ecosystem revenues used to burn token,  
driving value to remaining tokens

# Competitive Analysis

	 PELOTON	GYM	 STEP'N	 SPORTSTECH
Earning economy	✗	✗	✓	✓
Weight training	✗	✓	✗	✓
Exercise at home	✓	✗	✓	✓
Cardio equipment	✓	✓	✗	✓
Workout app	✓	✗	✓	✓