



Mobile Rep Overview

ELLIPTIGO®

ABOUT ELLIPTIGO



The Next Step in Cycling and Fitness

We started ElliptiGO to solve a problem - how to enable people to get the benefits of running without suffering from the impact. This was a very personal problem for our co-founders who were both Ironman triathletes with a shared love of running. Unfortunately for one of them, that love of running led to overuse injuries that forced him to give up the sport. Frustrated that there wasn't a low-impact, outdoor, running-like device he could buy, the pair decided to try to solve the problem themselves. Over the next 5 years, they developed and tested several generations of prototypes, founded our company and launched the elliptical bicycle category in 2010.



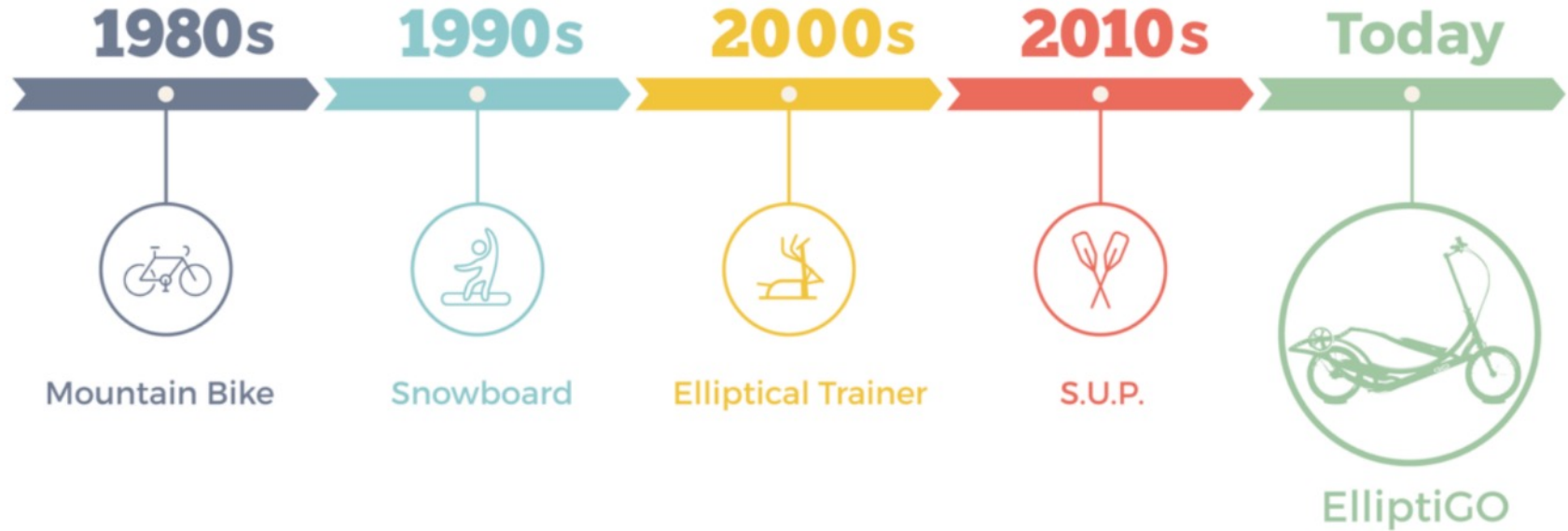
From these humble beginning, we have now generated over \$50 million in revenue and there are more than 35,000 ElliptiGO bikes on the road. Our community's passion is unrivaled. ElliptiGO riders are diverse, ranging from professional and Olympic athletes using it to improve their performance to recreational riders looking to lose weight or stay in shape. We frequently receive emails from customers who want to tell us how the ElliptiGO has changed their life.

We are on to something big.

We're looking for like-minded individuals who are excited about building this new fitness category and want to build a business around positively impacting lives.

ELLIPTIGO®

CREATING A NEW CATEGORY



WHAT SKIERS THOUGHT ABOUT SNOWBOARDERS IN 1985



ELLIPTIGO BRAND PURPOSE

We deliver a fun, comfortable and effective workout experience that inspires people and improves their lives.

ELLIPTIGO BRAND VISION

To build stand up cycling into one of the top 3 global outdoor exercise activities, with ElliptiGO being the #1 brand in the category.

ELLIPTIGO BRAND VALUES

Caring

We genuinely care - about each other, our customers, the work we do, and living a healthy life.

Inspiration

We are inspired by the impact we have on our customers' lives. We work to inspire our customers to become a better version of themselves.

Innovation

Innovation is our lifeblood. Creating compelling solutions to our customers' problems is the fundamental reason why our company exists.

Integrity

We believe in doing the right thing. We believe in creating products of the highest quality and that are built to last. We stand behind our products and our people.

Fun

We work hard, and we play hard. We enjoy life and are committed to creating a work environment that is open, honest, collaborative, fun and family-oriented.

ALL-IN-ONE, ANYWHERE, ANYTIME FITNESS MACHINES

Our innovative and history-making products have reimagined cardio workouts. Our two products families provide different riding experiences:

stride height
2.4 - 5.8"
adjustable

Long elliptical path

stride length 16 - 25" adjustable

Circular path

stride height 11.8"

stride length 11.8"



Elliptical bikes have a gentle long-stride motion that feels like running on air.

Stand up bikes have a circular pedaling motion and offer a more comfortable and superior workout compared to a traditional bike.

Both deliver a low-impact, full-body workout that burns 33% more calories than a traditional bike.

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2:1 INDOOR / OUTDOOR SOLUTION

Launched in 2020, the Fluid 365 Stationary Trainer enables customers to use their bikes in a stationary capacity so they can train year-round, regardless of time of day or weather conditions.

To augment the stationary trainer experience, ElliptiGO has created a series of stationary trainer based classes, both live and pre-recorded, that customers can use for a more engaging workout.

Why would someone purchase an indoor elliptical when they could buy an ElliptiGO bike and stationary and get best of both worlds?



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ELECTRIC BIKE CONVERSION KITS

The e-bike craze is sweeping the cycling industry, and ElliptiGO has taken notice. Want to electrify your ride to optimize the fun and customize your experience?

It's possible with the Electric Bike Conversion Kit. With five levels of pedal assist and a throttle, you can customize the workout experience to fit your individual needs regardless of the terrain. You can reach speeds of up to 20mph using the assist and the range on a single charge is anywhere from 20-50 miles depending on the terrain, conditions and power applied.



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OUR CURRENT CUSTOMER AND MARKET OPPORTUNITY



45% General Fitness Enthusiasts

\$1.3B in annual elliptical sales. Over 1/2 of elliptical users indicate they would prefer to exercise outdoors.

45% Current/Former Runners

Every year, 1.5 million runners quit running due to injury

10% Cyclists

70% of cyclists have discomfort with the bike seat and/or riding position.

VALIDATION FROM PROFESSIONAL ATHLETES AND TEAMS

140+ Colleges & Universities, 130+ High Schools, 250+ Professional Runners and Athletes



MEB KEFLEZIGHI
Olympic Medalist
Boston Marathon Champion
NYC Marathon Champion



ALLYSON FELIX
Most Decorated Female Track & Field Olympian
6 Olympic Gold Medals (9 Medals)
100 meters | 200 meters | 400 meters



MOLLY SEIDEL
2021 U.S. Olympic Marathoner
2020 World Champion of Elliptical
Cycling



DEAN KARNAZES
Ultramarathoner &
Best-Selling Author
Ran 50 Marathons in 50 States in 50
Days



ALIPHINE TULIAMUK
2021 U.S. Olympic Marathoner
2020 Marathon National Champion

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VALIDATION FROM FITNESS INFLUENCERS AND CELEBRITIES



SHAQUILLE O'NEAL



MARIO LOPEZ



JENNIFER LOPEZ



PAULA ABDUL



JIMMY FALLON



JESSIE GRAFF



LAIRD HAMILTON



GABRIELLE REECE

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WHY LAIRD HAMILTON AND GABBY REECE RIDE ELLIPTIGO BIKES

Laird Hamilton is best known as an American big-wave surfer and pioneer in the world of action water sports. In addition to his affinity for the water, Laird is labeled as an inventor, author, stunt man, model, producer, TV host, fitness and nutrition expert, husband, father and adrenaline junkie.

Gabrielle Reece is not only a volleyball legend, but an inspirational leader, New York Times bestselling author, wife, and mother. The former professional beach volleyball player and Nike's first female spokeswoman is the definition of both athleticism and beauty.



SIGNIFICANT MEDIA COVERAGE

“ Whether you want to improve your running performance or reduce your risk for injury, the ElliptiGO is an effective training tool to help you

RUNNER'S WORLD ”

“ You can torch more than 300-600 calories in just a half hour on ElliptiGO.

SHAPE ”

“ The ElliptiGO delivers the high-performance benefits of running, cycling, and the elliptical with little to no impact on your joints.

MEN'S JOURNAL ”

Bicycling

LA Times

People

NEW YORK

CNN

MEN'S FITNESS

Health

O THE OPRAH MAGAZINE

Entrepreneur

abc NEWS

WSJ

fitness

CNBC

The New York Times

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ELLIPTIGO MOBILE REP OVERVIEW

We are looking for motivated individuals interested in representing ElliptiGO. As an ElliptiGO Mobile Rep, your primary responsibilities will include offering great test ride experiences, building the local riding community and helping to generate new demand.

Each Mobile Rep will be granted a license to leverage the ElliptiGO brand and associated trademarks. ElliptiGO will provide each Mobile Rep with consigned demo bikes and will help generate leads through ElliptiGO's website.

ElliptiGO Mobile Reps will receive meaningful commissions for bike and accessory sales.



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ELLIPTIGO MOBILE REP EXPECTATIONS

As an ElliptiGO Mobile Rep, we expect the following:

- Commit at least 20 hours per week to the ElliptiGO Mobile Rep role
- Provide great test ride experiences
- Nurture and build the local ElliptiGO riding community
- Help generating local demand via your network and best practices
- Commitment to keep all consigned ElliptiGO bikes in good working order
- Willingness to track leads and ElliptiGO sales in designated Google doc
- Have a vehicle capable of transporting at least two ElliptiGO bikes
- Carry liability insurance of at least \$1 million in coverage (typically around \$450/year)



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SUPPORT OFFERED

Start-up Support

Business Support

- Consigned ElliptiGO bikes
- Referral for insurance coverage

Sales and Marketing Support

- Database of existing customers & leads
- Best Practices for generating demand, converting sales, and building community
- Co-Op \$ towards Marketing Collateral

Technical Support

- Product and technical training as needed
- Support identifying a local service resource

Ongoing Support

Business Support

- Monthly group call & phone/email support as needed
- Zero inventory burden

Sales and Marketing Support

- National demand and brand building campaigns
- Automated leads via ElliptiGO's website
- Online Resources portal with best practices & visuals
- Co-Op \$ towards Marketing Activities

Technical Support

- Technical support to your customers via online resources and phone support as needed

IDEAL CANDIDATES

We are looking to partner with like-minded individuals who share our passion and desire to build the stand-up cycling category and positively impact thousands of lives.

Qualities we seek:

- Align with ElliptiGO Brand Values
- Passion for impacting lives through fitness
- Entrepreneurial spirit
- Proven sales & marketing background
- Strong work ethic and communication skills

We think it could be a great fit for:

- Health and fitness professionals or personal trainers looking to expand their businesses
- Current ElliptiGO customers, athletes or retirees looking for supplemental income



EXPECTED QUESTIONS

Is this a franchise?

No, this is not a franchise opportunity. We are offering a licensee agreement, whereby the ElliptiGO Mobile Rep gets the rights to use ElliptiGO's name and agrees to sell ElliptiGO-branded stand-up bikes. While ElliptiGO will share best practices, each Mobile Rep can build their business as they see fit to leverage their strengths, their network and best address their individual markets.

Is there a licensing fee?

There is no licensing or any other up front fee paid to ElliptiGO. While ElliptiGO reserves the right to charge a licensing fee in the future, we currently do not plan to do so.

Why is ElliptiGO launching this program?

While ElliptiGO is proud of what we have accomplished to date, with more than 35,000 ElliptiGO bikes on the road and thousands of lives positively impacted, we know we have just barely scratched the surface. We've struggled to bring on traditional retail partnerships in a variety of markets, which led us to pilot this program a couple years ago. Based on the success of the pilot program, we are looking to scale this program in markets where we currently don't have a retail partnership.

If I am interested and apply, is it guaranteed that I will be granted a license to become an Mobile Rep?

Not everyone who applies will be granted a license to become an Mobile Rep. We expect numerous people to apply for each of the identified territories and we'll evaluate each applicant individually, in effort to identify the person who we think would be the best fit. We are going to be very selective out of the gate as we continue to refine this model and further establish best practices. For those that apply in territories that are not the immediate focus, they will be considered if we further expand the model.

EXPECTED QUESTIONS (CONT)

How much time is an Mobile Rep expected to spend on this program per week?

At a minimum, Mobile Reps are expected to dedicate at least 20 hours per week towards the role. Over time, we believe the roll could develop into a full-time opportunity based on success and traction within a local market.

What is the compensation opportunity?

ElliptiGO Mobile Reps will receive meaningful commissions for bike and accessory sales. The compensation opportunity will be based on a variety of factors. More details on the commissions percentages available and earning potential will be shared in the next step of the process, after you've completed the [Mobile Rep Interest Form](#).

What is the financial commitment?

The only upfront financial commitment is acquiring Liability Insurance, which should cost between \$350-550/year. In terms of ongoing financial expectations, we expect those to be limited as efforts related to this role are more grassroots in nature. If you identify activation opportunities within your market, any associated expenses will be the Mobile Rep's responsibility unless otherwise agreed to.

How will my territory be defined? Can I sell outside my territory?

We'll work with each individual Mobile Rep to establish a fair territory with a meaningful market opportunity. If sales opportunities come up outside an Mobile Rep's territory, we will handle those on a one-off basis.

Do I need to provide service to ElliptiGOs in my territory?

No, we do not expect you to be a bike mechanic responsible for servicing local ElliptiGO customers. We do expect you to keep your ElliptiGO bikes in good working order, such that you can provide safe test ride experiences. In addition, we expect that you will help find a local resource, if you don't already have one identified, to help service any local customers.

PRIMARY TARGET MARKETS

CA

San Diego

Santa Monica

Silicon Valley / San Jose

FL

Miami

IL

Chicago

MA

Boston

TX

Fort Worth

WA

Seattle

INTERESTED?

If you are interested in ElliptiGO's Mobile Rep Program,
please complete the form located at

<https://www.elliptigo.com/mobile-rep/>.



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