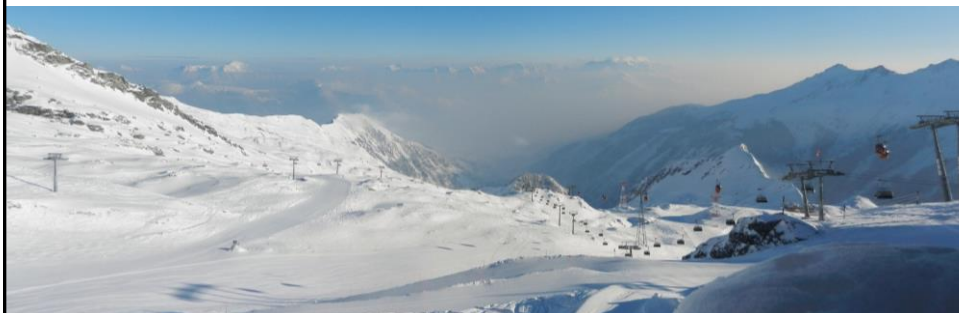




1

Problem

- Skiing vacations are becoming more and more expensive
- Fewer and fewer people are learning to ski
- Global warming → fewer days on snow
- Winter sports resorts, especially small ones, have to change and need new concepts
- Pandemic exacerbates the problem



2

Solution: Winter fun sport

- Alternative paths for ski resorts
- Getting young people interested in winter sports again
- Getting non-skiers or those who don't ski anymore onto the snow
- Quicker and easier access to winter sports



3

The beginning of winter fun sports equipment

From the skibob ...

- invented in 1850
- Skibobs are driven sitting with foot skis
- around 70 suppliers in the 70s,
- sale of thousands of skibobs per year in Europe
- since the 80s fallen into oblivion



4



The beginning of winter fun sports equipment

... to the modern Skibike

- based on mountain bike components
- Can be ridden sitting or standing
- no foot skis, foot rests on the machine
- no ski boots!
- up to more mass-market products
- 3 skis



5



Sledgehammer products: winter fun sport for everyone!

• Skibikes

- the "extreme sports equipment"
- different models
- from 2021 also with suspension fork
- appeals to mountain bikers



• NEW: Easki

- simple, quickly learned, comfortable
- no ski boots
- light, foldable
- no strain on the joints
- intuitive handling



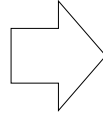
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Sledgehammer products: winter fun sport for everyone!

- **Conversion kit 2.0**

- convert own bike
- suitable for any bike



- **Snowscoot**

- Especially for young people
- from the booming scooter sport



7



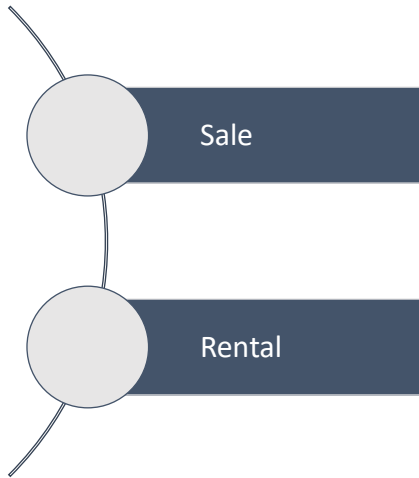
The skibike in action



8



Business model & target groups



- **14-25 years - young people**

- cool devices
- just have fun

- **25-45 years - "Handlebar athlete"**

- "Cycling in the snow "
- also suitable for non-skiers with knee problems

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Market

- Stable demand of 78 million overnight stays
- 3,600 ski areas in Europe alone
- the diverse "sports experience" is the trend of the times: e.g. bike parks
- achievable potential: 520.000 MTB athletes DACH
- EU: 7.500 units p.a. with 25% market share (4.5 Mio. EUR)
- Worldwide: 18.000 units p.a. with 15% market share (11 Mio. EUR)
- Rental with 550 stations worldwide (3 Mio. EUR turnover)



10

Competition

Competitor	Seat of the producer	Delivery to	Price in EUR	Comments
Lenz Sport	USA	worldwide	1.550 - 2.850	The premium supplier
Stalmach Group	Austria	worldwide	1.460 - 2.300	Only skibobs, Rental and skibob school
Snowbike Brenter	Austria	worldwide	1.299 – 5.000	Rental stations worldwide, for adults and children
Koski Snow Sports	USA	USA	at request	no online-shop, Skibikes for sitting only
BSK Snowbike	Switzerland	Switzerland		Rental stations in CH, Distribution from Sledgehammer
Snowscoots	several	Europe	829 – 1.399	Offers only snowscoots
SkibyK	USA	USA	1.500	Strongest competitor, no European distribution
Radikal Bike	Spain	Europe	1.500	available since 11-2019

11

The rental - the future

Rental is a business segment & advertising concept!

- Area-wide advertising at zero cost
- Skibikes are seen "in action"!
- Winter sports enthusiasts on site "Ski Plus" tourism product
- Potential buyers to test
- Local residents looking for a change of pace
- Companies for day events



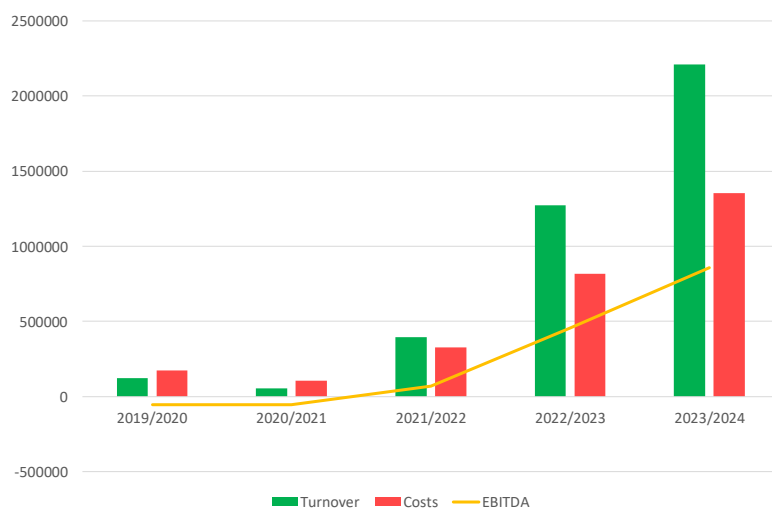
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Achieved so far

- organization of numerous events
- creation and annual holding of a skibike training course
- testing of rental stations in various settings
- integration of the skibike into the Austrian skibob association (int. skibob association pending)
- development of new and further development of existing products
- new advertising partners with Go-Pro, Red Bull & Ford for 2022
- Support of well-known advertisers from the mountain bike scene

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Financial overview



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Team



Gregor Schuster

Managing
Director,
Development,
Events



Dalina Naue

Marketing,
Events



Philip Ostermann

Purchase,
Disposition

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Plans for the coming years

- Offer sports equipment for all "customer needs"
- Creation of a team with different competences
- Launch of a digital marketing offensive for brand building
- Multiplication of presence through new advertising partners and team riders
- Professionalization and expansion of the rental business

We are perfectly prepared to make a big leap!



16

Financing needs

- Inventory purchase of new sports equipment season 2021/22
- Marketing campaign and events with wider coverage
- Establishment of two exclusive rental stations in Flachau and Semmering

Financing needs: EUR 60.000 to EUR 300.000



17

 A person wearing a blue jacket and bright green pants is riding a sledge on a snowy slope. Another person in an orange jacket is visible in the background, also riding a sledge. The scene is set against a backdrop of snow-covered mountains and a clear blue sky.

 **SLEDGEHAMMER**
WINTERSPORTS

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