



## re the most actionable way to reach, understand and resonate with lifestyle audiences.

**BACKGROUND** – We all have things we are passionate about. Perhaps your passion isn't motorcycles, but when you think of the textbook lifestyle community you think "Harley-Davidson". Their member's passion extends into how they dress, who they socialize with, where they travel, the products they buy and more. It represents more than a brand – "membership" is a way of life. Similarly, most people belong to some type of lifestyle group. And these groups represent huge business opportunities if they can be engaged, and their activity aggregated.

**PROBLEM** – As we undertake lifestyle activities, many needs revolve around them. Interaction with providers of those needs is often fragmented, impersonal, and if not targeted, even intrusive. As evidenced by the personalization movement, many users would gladly pay for the opportunity to be presented what they want, when they need it, if that was an option. Accordingly, and ideally, interaction with these lifestyle groups should be hyper targeted, personalized, and drive actionable outcomes aligned with the user's goals. We call this "lifestyle enabling" and we are the only technology in the market that delivers this type of engagement.

**CONSTITUENTS/SOLUTION** – We engage large communities by seamlessly integrating with their lifestyle, understanding their needs, aggregating an exhaustive amount of information, products, and services, matching them to those needs, and delivering them at the precise time our user wants them. In doing so we facilitate the optimum relationship between the community members and the businesses trying to reach them. This drives maximum convenience, fierce loyalty, high satisfaction and major financial rewards for Re-Play and our partners.

**RESULTS** – Our beta market is youth sports - more specifically youth baseball. This is a textbook lifestyle market, with the sport influencing the participant's actions, behaviors and activities, travel, the products, and services they buy, who they socialize with, etc. This large group of 13 million spends nearly \$13 billion on activity in and around this lifestyle. To properly address the needs and reach this market, we have partnered with a broad range of highly respected, industry experts, and the largest distribution company in the industry, Perfect Game. Our technology manages player development and guides athletes through the process of using sports to attain higher levels of education and/or a career path. Perfect Game is the largest scouting and event provider in the industry with over 8,600 events per year. 1,445 MLB, 12,778 draftees and over 60,000 college scholarship recipients have used these events to gain visibility to reach their goals. Although launched only a short time ago, with thousands of downloads per month (we have hit the Apple charts on many occasions), multiple hours spent by users each day on our app, and many users already logging hundreds of hours using our tools, we are delivering strong results for

our users while gaining significant traction for the business. We already have a quarter million registered users, anticipate 500,000 by year end and are closing additional deals with partners in major lifestyle segments, who could easily provide more than 5-10 million active users.

**TRENDS** – Today's youth represent the first truly digital generations, using their phones for everything – learning, socialization, entertainment, communication, purchasing, etc. They spend 229 minutes per day on their phones with 142 minutes of that time on mobile apps. Marketing has been greatly impacted, shifting away from conventional media like tv and email, to in-app promotions. Businesses wishing to leverage this trend, are seeking effective ways to reach this powerful spending group. The in-app advertising market is \$70 billion and growing at 20% each year. Although currently enjoying success, other in-app ad delivery platforms run by giants Apple and Google lack the level of personalization and alignment with each unique user's actions, behaviors, and events, that our technology delivers. Additionally, the recent pandemic has impacted how athletes are developed, scouted, and recruited, with a focus more on remote training and communication and less on group and in-person interaction. This has left the athletes in a quandary over how to advance their skills and get noticed, creating a surge in demand for our app, and driving spikes in both customer acquisition and daily engagement.

**TECHNOLOGY + IP** – Delivery is through a prolific device that 96% of the U.S. already own – their mobile phone. We use multiple data collection methods to capture an ongoing and comprehensive view of each individual user. Our enterprise level, highly scalable, secure cloud-based system continuously analyzes the information, compares it to the user's needs and coupled with our artificial intelligence, drives them toward their goals, while tracking (and projecting) their progress. Proprietary "engines" and algorithms match hyper targeted content, products, and services, to those needs, serving up what our users want, exactly when they need it. Our platform also contains tools for user engagement and support, updating of our apps, running internal business processes, and tracking key metrics. Process patents have been filed for all proprietary functions and components of our technology.

**MANAGEMENT** – We have attracted several seasoned executives with track records of significant success. Our co-founder has built numerous businesses, created hundreds of millions of dollars in value and navigated through many successful, high value exits, selling companies to IBM, Sage, and other large entities. Our offshore tech team has delivered numerous successful products using the latest and best practices in the industry. For additional information please see our management presentation and website.

**ADVISORS** – We have partnered with hundreds of coaches, scouts, trainers, and administrators, from all levels including Jerry Ford (Perfect Game), Kevin Barr (Strength/Conditioning Coach Miami Marlins), Kevin Rand (Trainer Detroit Tigers), Rick Helling (MLB Player's Association), Mark Macdonald (Founder Venice Nutrition) and Bobby Evans (San Francisco Giants GM/3 Time World Series Champion).

**FINANCIAL HIGHLIGHTS** – Given our current growth trajectories and contractually established distribution/milestones, we forecast the following results from our initial beta market within the next 9-12 months:

Millions of free/freemium users

Sales\* - \$4 million in Beta channel sales

Potential for over \$200 million in ad revenues across all channels - See document entitled "Platform Model" for details.

Total in excess of \$75 million in top line revenues with an EBITDA of nearly \$60 million.

With a 7 – 12 times multiple on earnings, that would yield a \$420 - \$720 million potential exit.

(\*Includes sales of apps as well as advertising plug in)

**GROWTH** – There are several lifestyle markets that could either be developed internally (such as softball), developed in partnership (i.e. MLB), or by licensing our technology to large partners in their respective industries. Our lifestyle enabled advertising component alone could be an industry disruptor and is well positioned to grab a significant share of the \$70 billion advertising market currently enjoyed by powerhouses like Apple and Google. See document entitled "Platform App Channels" for Details".

**OFFERING/ROI/EXIT** – We are offering a final seed round of investment to fuel our growth opportunities. This is a private sale of units to accredited investors, at a valuation substantiated by prior investments made by our partners and priced well below our current potential. It is offered on a first come first served basis. For additional details, including use of proceeds, see our management presentation. As we continue to grow the business, with to our high margins, we will generate significant capital reserves. Provided these funds are not needed to grow the company, management intends to offer cash distributions to our shareholders. We anticipate selling the company to a larger player - either a strategic or financial buyer - generating a high multiple return on investment.

**CONTACT US** – Email: [info@re-playathletics.com](mailto:info@re-playathletics.com), Web: [www.replay.app](http://www.replay.app), Toll-Free: 855-858-2777, or In Person:

Operations - 8599 N Haven Ave., Ste 207, Rancho Cucamonga, CA 91730; Corporate - 714 W Olympic Blvd., Ste 718, Los Angeles, CA 90015

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