



RE-PLAY

MANAGEMENT PRESENTATION

2021

Lifestyle Community

A group of like-minded individuals with similar values, aspirations, interests, attitudes, or opinions. Lifestyle brands seek to inspire, guide, and motivate a lifestyle group, with the goal of their products or services contributing to the definition of the consumer's way of life.

Most people **belong to at least one lifestyle community group** – either intentionally or accidentally

The lifestyle group often **dictates their actions, activity, events, purchases**

Member interest levels in lifestyle groups can range from passive participation to obsession

Often the **activity is highly fragmented and inconvenient** for the members

Companies that create lifestyle brands that **enable the community** and **help them reach their goals** receive **big rewards**

The largest lifestyle opportunities are centered around mass market groups/topics such as **health, fitness, food, travel, beverages**

What lifestyle community or communities do **you** belong to?





2021

seamlessly integrated

highly interactive/engaging

instant everything

understands individual user & needs

intelligent

deliver big rewards...for all

drive actionable outcomes

**Our platform is the most actionable way to reach,
understand, resonate + monetize lifestyle audiences.**

Period 



Mission

Improve our user's quality of life by becoming the most powerful enabler of lifestyle enabled health + fitness communities, supported by our dynamic ad platform.

Disrupt the ad industry.



Vision

Hyper personalize and **connect our users to the assets they need** to elevate their quality of life.

It starts with **gathering the intelligence** to holistically **understand the user, their needs** and their **definition of success**.

With a razor-sharp **focus on delivering actionable results**, we both define and drive our user's ability to **attain their goals**, while **enabling both big and small companies to engage, personalize and compel them through our platform**.

Our economy may not yet fully realize it, but the **future of business rests on digital and human symbiosis**.

Our intelligent platform is the shoulders that **human facing technology will scale upon**.

Constituents



Lifestyle Consumers

“Users”



Companies

“Advertisers”



Channel Partners

“Licensees”
(and Proprietary)



The problem:

Consumers/Users

complex, busy lifestyle

highly fragmented activity

impersonalized solutions
(84% of expect personalization)

intrusion – not value
(67% will pay for better experiences)

info overload– but **no actionable results**

indirect connection – creates distance
filters results, and takes longer

Companies/Advertisers

generational media shift – **hard to reach**

limited options

high cost/significant commitments

intangible results

companies lose \$2.5 trillion annually due to
failed personalization* (lack of a connection)

* Accenture Strategy Global Consumer Pulse Research

Channels/Licensees

few options - little control

not targeted

limited revenue share



The Reason

Collecting data is **not enough** – the experience needs to **resonate with the user** to succeed.

in a perfect world, these connections include:

emotional

demographic

psychological

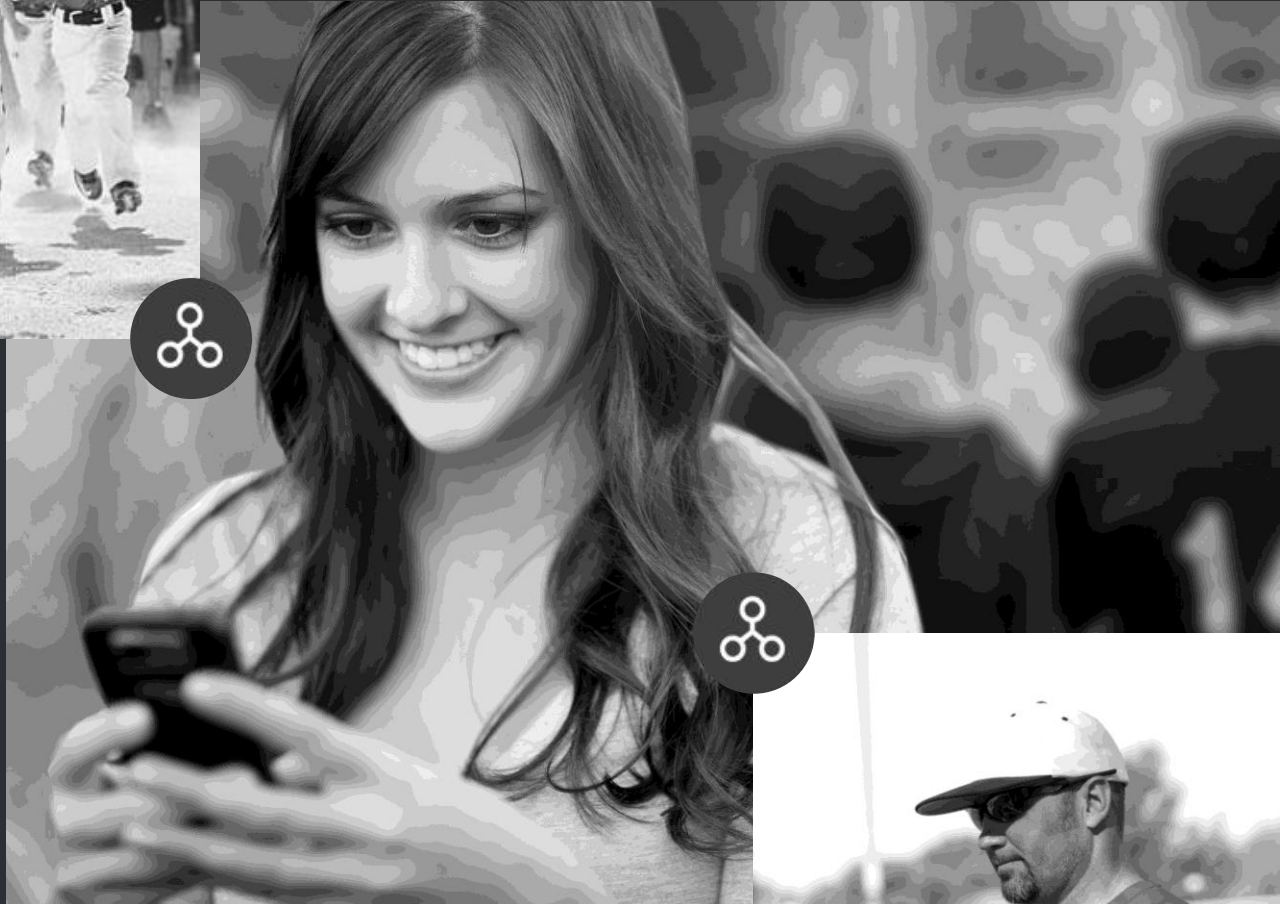
financial

social...

..and so on

But most importantly all findings must be **actionable**.

our platform connects the dots, breathing life into every interaction, experience, and transaction, **delivering actionable results** for ALL constituents.





Our approach:

Consumers/Users

- aggregation** of all related activity
- hyper personalized** solutions
- real value** – not intrusion
- clear **path to attain goals**
- actionable outcomes**
- direct connection**

Companies/Advertisers

- seamlessly integrates** with needs/behavior
- static and dynamic** options
- low cost**/no commitments
- extremely **tangible results** in real time
- transparent results**
- simple **tracking and management** tools

Channels/Licensees

- complete control** over program
- highly targeted**
- significant revenue** opportunities
- turnkey** including support
- private** label



Trends

Mobile Devices

daily time spent is **229 minutes** and trending up
(has surpassed TV in aggregate)

13 minutes per day on websites – balance on apps
used by 39% of world population; **96% of U.S.***

40% of all ecommerce originates from mobile
and trending up

majority of phones have **larger screens** (5-6")

Mobile Apps

daily time spent is **142 minutes** and trending up

5.27 apps used per day

app type usage**:

- 30% music
- 20% social
- 19% video
- 14% gaming
- 7% messaging

commonly used**:

- 72% weather
- 66% navigation
- 20% sports
- 11% dating

In-App Advertising

Ad revenue \$70 billion and growing (20%)

67% of digital ads are mobile and trending up**

70% of advertisers are **increasing in-app budgets**

mobile advertising is **overtaking TV ad spending**

in-app **click through rates growing**
(i.e. video up 300%)

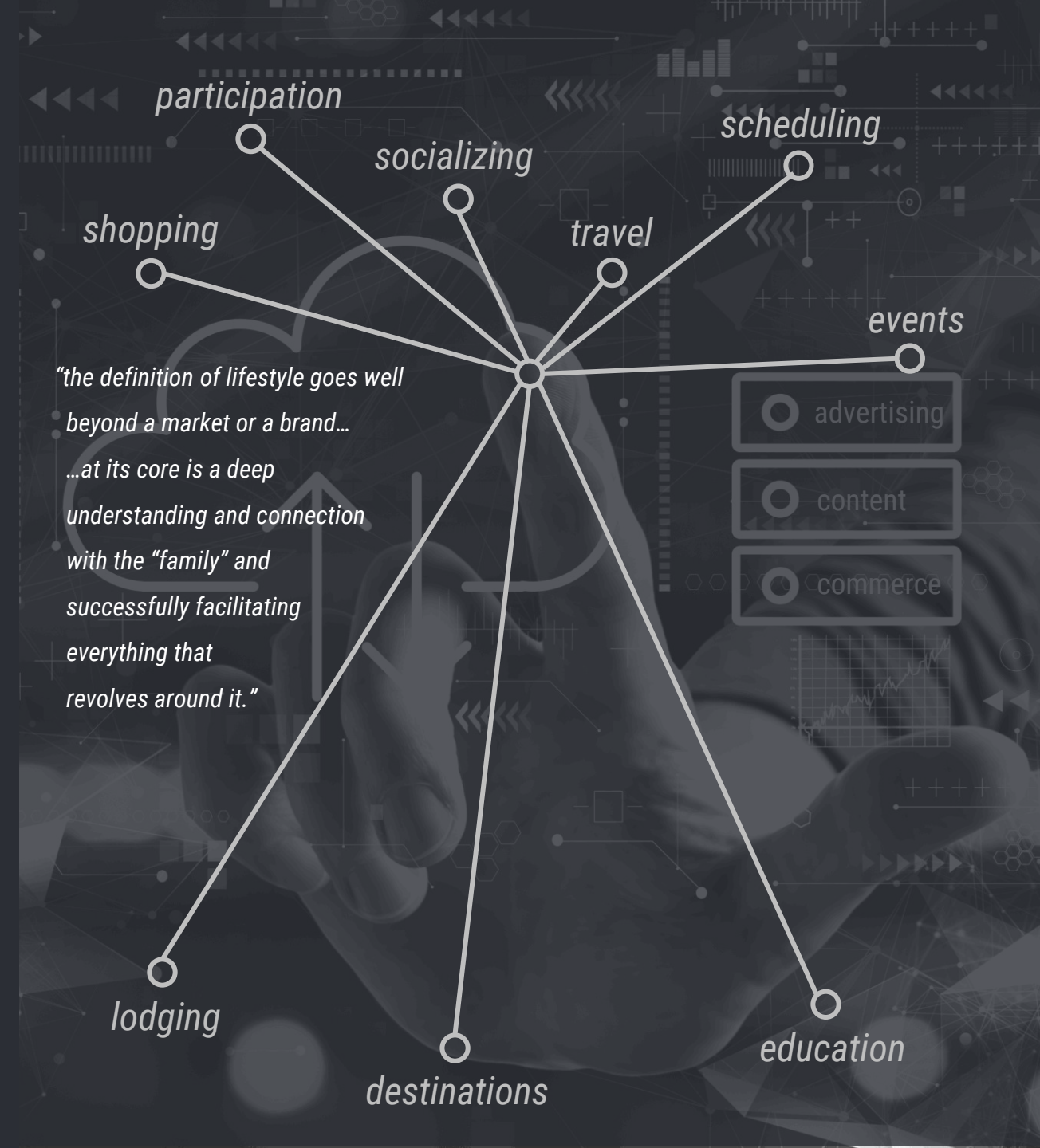
major trend towards **programmatic spending**
(Apple, Google, intermediators)



The Solution

Lifestyle Enabled Technology

seamlessly aligns with user's lifestyle
gathers intelligence from multiple sources
drives personalized **actionable outcomes**
provides **related personalized content, products, services** delivered at precise **time of need**
highly valuable/customer satisfaction/**magnified results**



The Beta -



First Lifestyle Community:

Youth Sports

Activity:

Athlete Development

 < primary value proposition

generations z and alpha (1st truly digital generations)

youth baseball is a **\$13 billion market** with over 13 million participants

dream/goal – **use sport to advance education and career**

low probability of success – 5.6% of HS play in college; 0.01% play professionally

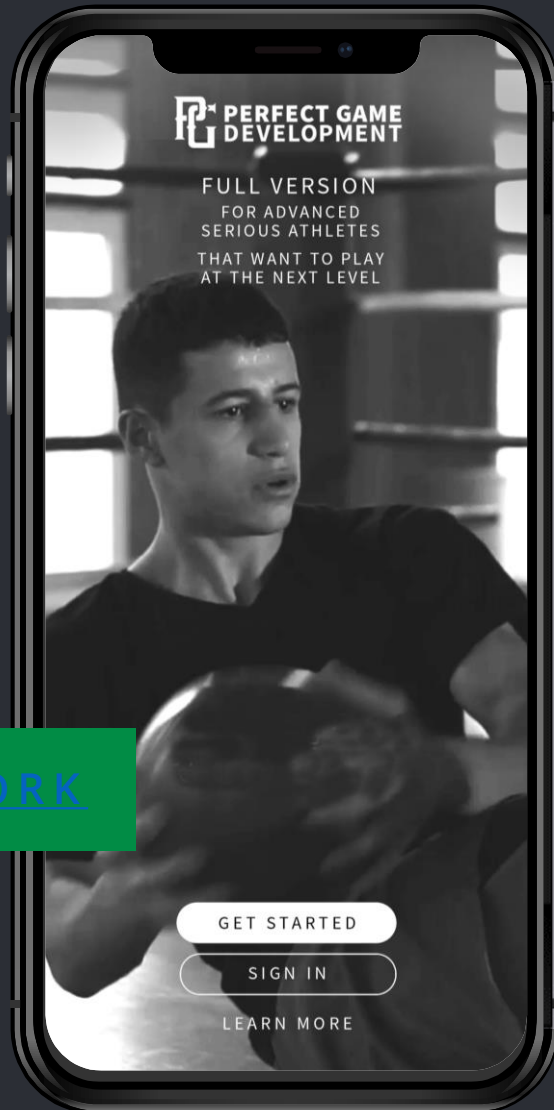
multi-faceted development (physical, skills, nutrition, mental, academic, work ethic, etc.)

deliverables: **enhanced performance**

convenience - one stop shop for all things that are part of the lifestyle
facilitating **player advancement**

distribution partner – PERFECT GAME - largest scout/event provider in the industry
1,445 MLB, 12,778 draft, 60,000+ scholarships, 10,000 events/year, over 500k social media

our tech infrastructure becomes **foundational** – without it you may not attain your goals



The Beta -



First Lifestyle Community: Youth Sports Activity: Aggregate Fragmented Activity

secondary
value
proposition >

users are looking for **info, content and products to support lifestyle**

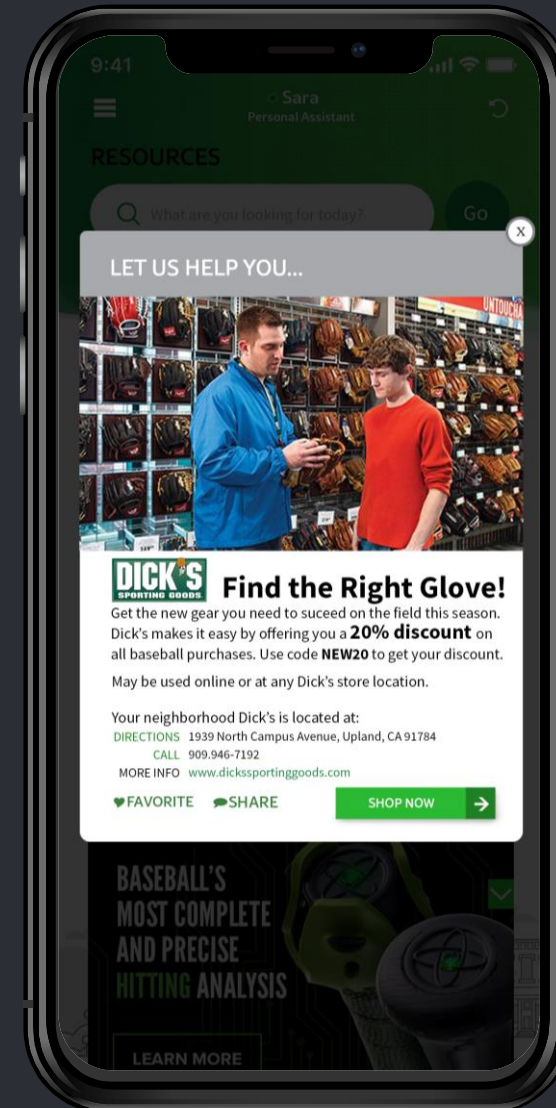
advertisers are in search of **media solutions to reach this target market**

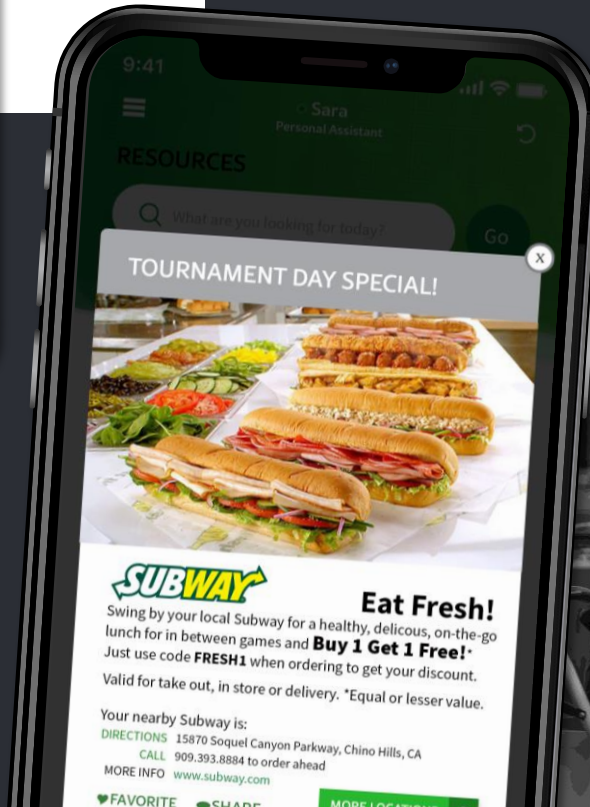
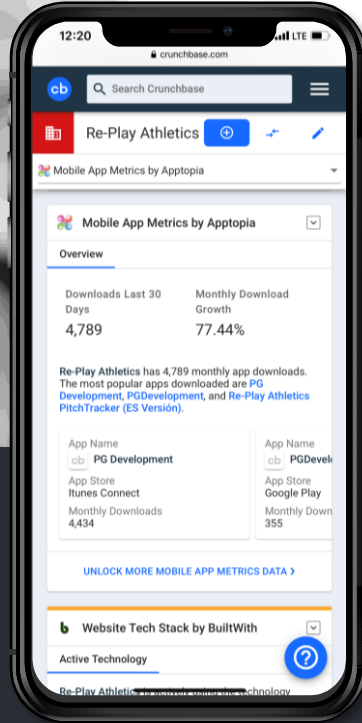
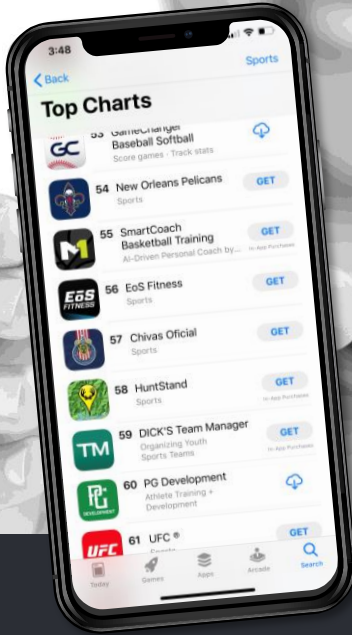
low acquisition cost supports **national, regional, local ad budgets**

hyper targeted – drives big results/strong ROI

self-management/service tools

real time tracking and results





2021



The Results

Users

2-3 hrs./day

large install base (reached top of apple charts on multiple occasions)

organic growth

engagement – multiple hrs. per day, many logging 100's of hrs. to date

model is isolated from current world issues (opposite effect)



The Results

Advertisers

seeding the market - **pre-populated**, automated

affordable - strength in #s

relevant across vertical + horizontal markets within each segment

effective for **big + small, national, regional, & local** businesses

interactive calling, emailing, geolocating, notifications, sharing

Quotes



User

LUIS S.

Parent of App User, Riverside, CA

"He loves it! It is awesome to see a 14-year-old so engaged and excited to do use your app every day. It is truly accelerating his development as a player and helping him attain his goals, in a time when he is unable to be on the field. We appreciate your app and program tremendously."



Advertiser

CHRIS DAVIS

Small Business Owner, SoCal/Austin, TX

"We have tried other advertising methods, but as a regional business with a limited budget, they either did not pay off or we had no way to track what they were generating. Your platform connects us to a pool of super targeted and engaged users, at a price we can afford, with trackable high returns on our investment."



Licensee

ROB PONGER

Distribution Partner, current CEO BHSC Global, former SVP Strategic Planning IMG

"What you guys are doing leap frogs what Apple and Google ads are offering, while significantly lifting the experience and benefits and outcome for the user. Not only will this greatly impact the market for our app/web users, we want to use it across all of our properties as well as those of our partners."



Industry Expert

BOBBY EVANS

Advisor, 26-year MLB executive, SF Giants GM, 3-time world champion

"There are 2 words I would use for your platform – foundational and transformative. It has the potential to be the underpinnings of both amateur and professional sports."

Technology



Delivery



Platform



Interactivity



Engines



Databases



Self-Service



Management



Metrics



IP

Workflow Automation and Lifestyle Enabled Tech Platform

Lead Creation

Manual Research
(Direct Websites, LinkedIn, D+B, Manta, Apollo.IO, SalesIntel, RocketReach, Seamless.AI, Open Corporates, Crunchbase, PitchBook, GetEmail.IO, RevDriver, Zoom Info, Uplead, Leadfeeder, Prospect.IO, Reply.IO, Viola Norbert, Hunter, Skrapp, Snov.IO, Craft, Cortera, Bloomberg, BBB, Bizpedia, Hoovers, Buzzfile, GuideStar, BestBusiness101, Corporate Office, ProPublica.org, CharityNavigator.org, ContactOut, Etc.)

Data Scraping

Sales Team Sourced
(Large Accounts)

Partner Database & Leads
(i.e. PG Events)

Direct Response
from Media/Marketing
Launching with
8,000+ Ads/Content
Across Nearly 100
Topical & Lifestyle
Related Categories

Ongoing Expansion
to 15,000/25,000+

Data Entry

Mass Upload
- Internally Sourced
- Partner D/B

Back-End System
(Individual Entry)

Entered Directly
by Prospect
(Front End System)

Auto Uploaded Direct
From Databases or
Spreadsheets/Lists
- Our Ads/Content
- PG Ads/Content
including all Events

Sales Contact

Automated Emails
Offering Free Trial

Direct Rep Contact
(Large Accounts)

Emails Contain:
- Free Trial/Sales
Pitch (Multi-Step)
- Copy of Ad/Link on
LifeAds Portal
- Categories/Keywords
- Payment Link
- Log In/Pre-
Registration for
Self Service
- App Store/Google
Play Links to
Download App

Payments

Auto Reminders

Multiple Payment
Gateways

- Credit/Debit
- ACH (Checking/Savings)
- Paypal

Automated
Recurring Payments
- Fixed Monthly
- Replenishment of
CPM Accounts

Cancellable @
Any Time

Ad Programs Starting
at \$29.99 per Month -
Affordable for All
Size Businesses
- National
- Regional
- Local

Tracking

Real-Time Tracking
of Results

- Ad Views
- Clicks (Each Link)
- Conversion
- Cost to Date
- Cost per Action
- ROI

Management

Full Self Service
- Front End (User)

Edit Ads
- Create New
- Content Changes
- Upgrade/Downgrade
(Type & Placement)
- Category/Keyword
Management

Account Servicing
- Payments
- Payment Types
- Account Info
(i.e. Contact, Settings,
Assets, etc.)

Rep Assisted
- Back End

Backend Tools for
Customer
Management
and Support
- System Permissions
- Account Review
Customer Info
Order History
Ad Results
- Payment Processing

Management



CEO/Founder

ALAN DISCOUNT - A serial entrepreneur who has successfully built high growth companies ranging from a tech startup sold to IBM, to a \$200 million division of a Fortune 500 company. Interviewed in Fortune magazine, Entrepreneur, CNN and Business 2.0. Alan has successfully coached at all levels of youth baseball.



Co-Founder

CARLOS IRIARTE - Attorney at Law and avid climber. Carlos is actively driving the Company's partner development in the U.S. and Mexico, as well as leading the effort to translate the company's products into Spanish.



CFO

SCOTT YOUNGSTROM - Scott has over 25 years of strategic financial and operational experience in a variety of private & publicly-traded companies and has raised over \$250 million to assist in developing new technologies. Scott also coached softball for many years, working with players that attained the highest level of the sport.



VP IT/Development

NAM THAI TU - Nam has worked with our founder for over 15 years, delivering highly complex projects and managing budgets and timelines to meet business objectives. He leads our overseas team, who has written over a million lines of code and received accolades from Apple for its efficiency & functionality.



VP Bus. Dev.

SAM ASHKAR - Sam has raised early-stage funds, provided strategic consulting, and operated as a general partner, managing partner, or president in a many successful start-ups and structured transactions. He has also served as a Little League + Babe Ruth director.



VP Operations

DOUG HUDSON - With decades of experience building value and successfully completing M+A transactions, Doug's high tech and IT background make him well suited to manage the unique needs of Company's operations group. He, as well, has experience coaching youth sports.

Advisors (Beta Market)



JERRY FORD

Founder, Owner, CEO and Chairman of Perfect Game USA. Former college coach and MLB scout, Started Perfect Game to help more athletes receive the visibility needed to play at higher levels of the game. Perfect Game has had 1,445 MLB players, 12,778 drafted and over 60,000 college players attend their events. PG holds over 800 events per year and have moved into softball.



KEVIN BARR

Current Strength & Conditioning Coach Miami Marlins. Participated in 2013 MLB All Star Game. 2009 Nolan Ryan Award-MLB Strength & Conditioning Coach of the Year. Prior MLB Career: Strength & Conditioning Coach Los Angeles Dodgers, Tampa Bay Rays, Cincinnati Reds, Kansas City Royals. EXPERTISE: Strength, Conditioning, Speed, Agility.



KEVIN RAND

Current Senior Director of Medical Services - Detroit Tigers. Prior MLB Career: Head Athletic Trainer - Detroit Tigers 2003 - 2017, Assistant Athletic Trainer - Montreal Expos 2002, Florida Marlins 1993-2001. EXPERTISE: Athletic Training, Injury Prevention, Rehabilitation, and Arm Care.



RICK HELLING

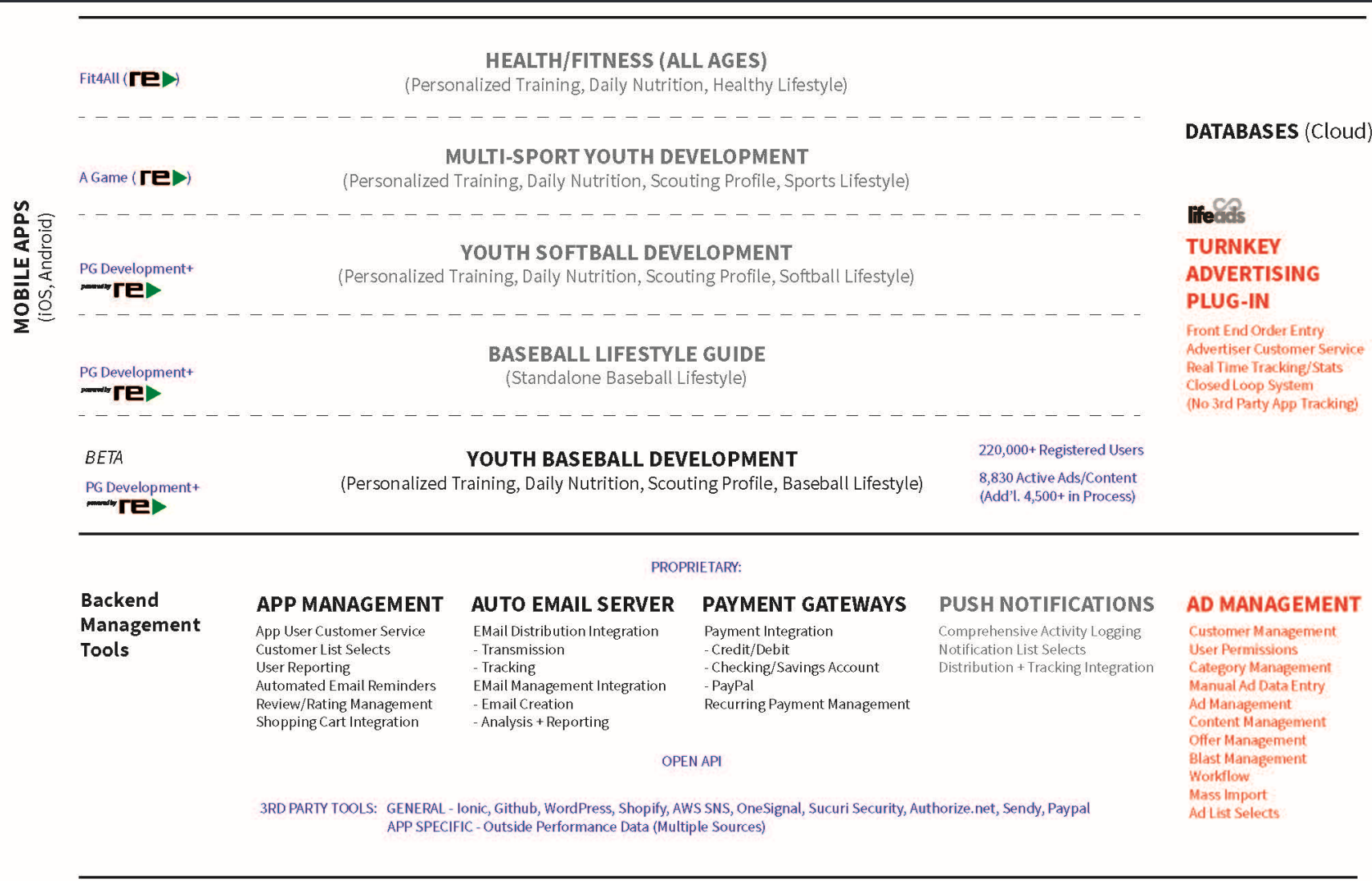
Current Major League Player's Association Special Assistant, (MIN, CWS, CC, MIL, DET, CLE, KC, BOS, TOR). Former Major League Pitcher for 12 years, including AL wins leader and World Series Champion. He played football, basketball and baseball in high school and was a 3 time all conference honoree.



MARK MACDONALD

Current Owner Venice Nutrition. Founder International Board of Nutrition and Fitness Coaching. Former D1 College Athlete. NY Times Bestselling Author. Nutrition Expert for CNN, HLN, the Tennis Channel and More. Spoken on Health and Nutrition in Over 70 Countries on 6 Continents. EXPERTISE: Nutrition for Athletes of All Ages, General Health and Fitness.

Platform Roadmap





Recap

technology that enables, provides actionable outcomes and elevates.

large beta market; numerous large expansion markets.

the personalization wave is here, and we are the only ones equipped to help users reach their potential and partners ride the opportunity in the manner consumers are demanding.

Seamless, convenient integration to major lifestyle markets - no need to create new behaviors, or costly and time-consuming new distribution.

comprehensive, turnkey platform includes user touch points, tech, business management and support tools, and real time performance metrics (for all constituents). IP protection.

existing distribution + large pipeline = rapid path to millions of users.

well insulated from current world/economic environment.

appeals to strategic, market oriented, and financial buyers.

exit drives large multiple return on investment.

QUESTIONS + ANSWERS

Stay in touch

Re-Play Athletics

Production: 8599 North Haven Avenue, Suite 207, Rancho Cucamonga, CA 91730

Corporate: 714 West Olympic Boulevard, Suite 718, Los Angeles, CA 90015

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