

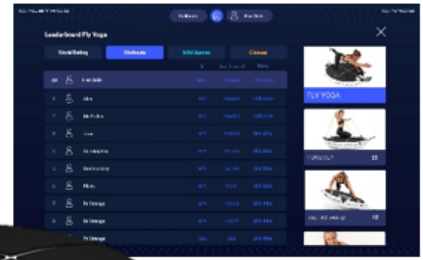


ICAROS

The next Dimension of Health and Fitness

Munich,
May 2021

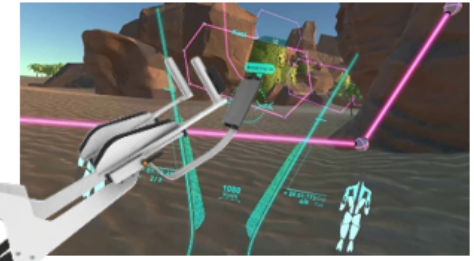
GROWTH
Scalable, Accessible,
Simple



ICAROS Cloud

▲ Market Leadership
▼ Thought Leadership

Mass Market
Consumer Platform



ICAROS Home



CREDIBILITY
Scientific Forerunner, Key Tech,
Revolutionary



ICAROS Health

Premium
B2B

INNOVATION
New Category, High-Tech,
Strong Narrative

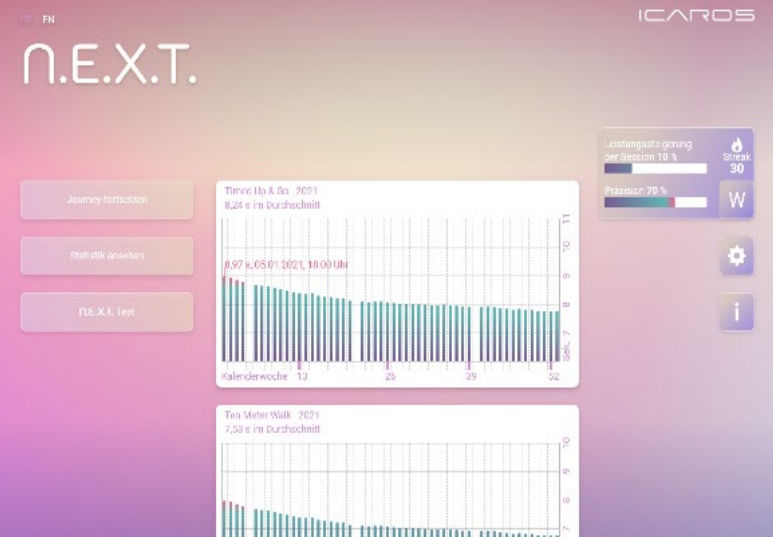
Premium Equipment for Commercial Use

VR-Experiences for exercise and therapy developed with **ICAROS Science Board** of Doctors, Therapists and Scientists

Patented, award-winning, and **certified hardware** manufactured in Germany. Unique technology designed along latest scientific findings and **patient's needs**.



Germany's Federal Ministry of Economics is funding ICAROS project N.E.X.T. (Neuro-Experience Training) with a six-figure sum for the further development of **AI-based VR training systems for neurotherapy**.



ICARACE

„The most immersive VR-Multiplayer“

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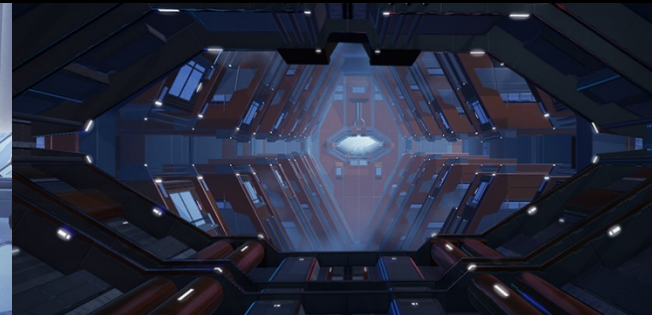
Addicted **Fan-Base** of virtually **connected players** guarantees **constant platform growth**

Global Player-Community drives **sportive competition** that builds strength, coordination and balance.

Multiplayer VR-Experience delivers **the most physical and immersive eSports competition**



ICARACE VR-eSports World Championships: <https://www.youtube.com/watch?v=ICrOrWie7Lo>



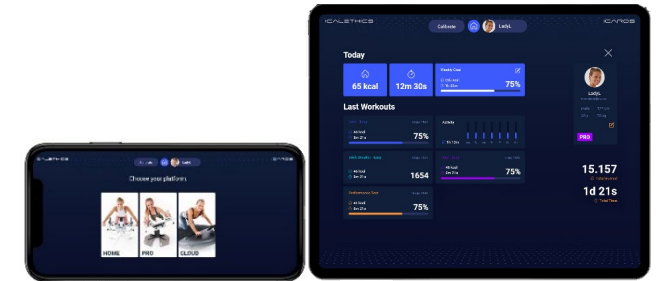
High-End Systems for Consumers

Proprietary developed **hardware and software-content** provide the most **effective** and **entertaining** exercise experiences for home-fitness.

Established manufacturing partners in Europe and Asia ensure **premium quality** and **scalable capacities**.

ICAROS software content is experienced through VR headsets and mobile devices to ensure **maximum reach** and address a **broad user group**.

ICAROS



ICAROS Cloud



ICAROS Home



Strong Traction in professional Health and Fitness

ICAROS professional systems are operated in the most premium Health and Fitness Facilities in more than **50 countries**.



Research Partners:



Lanserhof at The Arts Club, London, UK

A world-class gym combined with the most innovative medical treatments from the world's leading experts – Lanserhof at The Arts Club is located in the middle of the famous Mayfair district of London. The focus is on an integrated, holistic approach to increasing well-being under medical supervision. Lanserhof at The Arts Club offers Members an unrivalled approach to physical fitness. Since 2019, ICAROS Health is part of this elitist concept.



Hotel Vic on the Harbour, Hong Kong, China

Located in the newly-fashionable district of North Point on Hong Kong Island, Hotel VIC boasts spectacular panoramic views of the harbour and city. The hotel's comprehensive fitness facilities allow guests to work out anytime at the 24-hour gym, hit the laps at the rooftop outdoor swimming pool or experience an innovative fitness journey with the two ICAROS Pro devices.



Red Bull Media World, Lucerne, Switzerland

In the Red Bull Media World you will find various stations where you can immerse yourself in the most diverse forms of media. Highlights include obviously the ICAROS virtual reality installations consisting of ICAROS R and ICAROS Pro devices.



Easy Home, Beijing, China

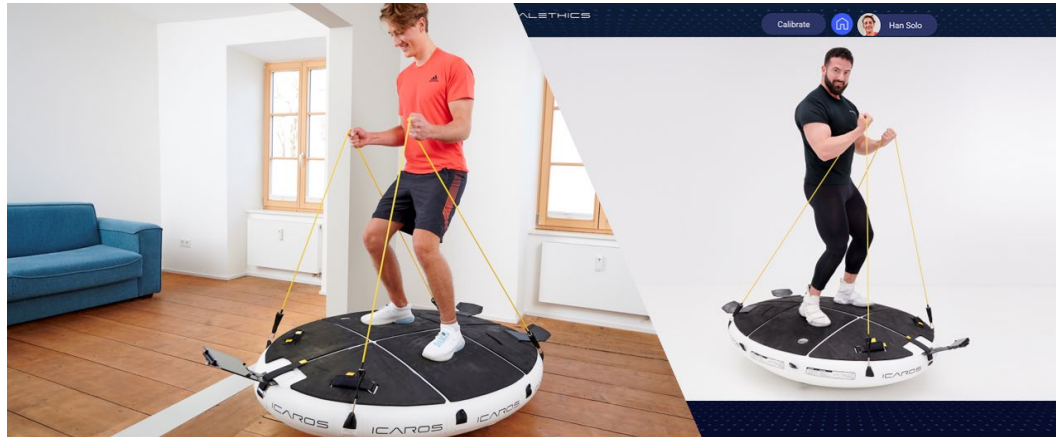
Easyhome Beijing sells home furnishing furniture, home decoration and design accessories. Even in this admittedly rather unconventional environment, a system of five ICAROS R was installed to provide a multiplayer experience and unique entertainment for their customers.

Mein Schiff 1, TUI Cruises

The Mein Schiff 1 is a cruise ship of the shipping company TUI Cruises. It was put into service in 2018, has a length of about 316 meters and is approved for 2894 passengers. An ICAROS Pro set-up accompanies the Mein Schiff 1 throughout all their journeys across the oceans.

The Intersection of Gaming and Fitness

ICAROS



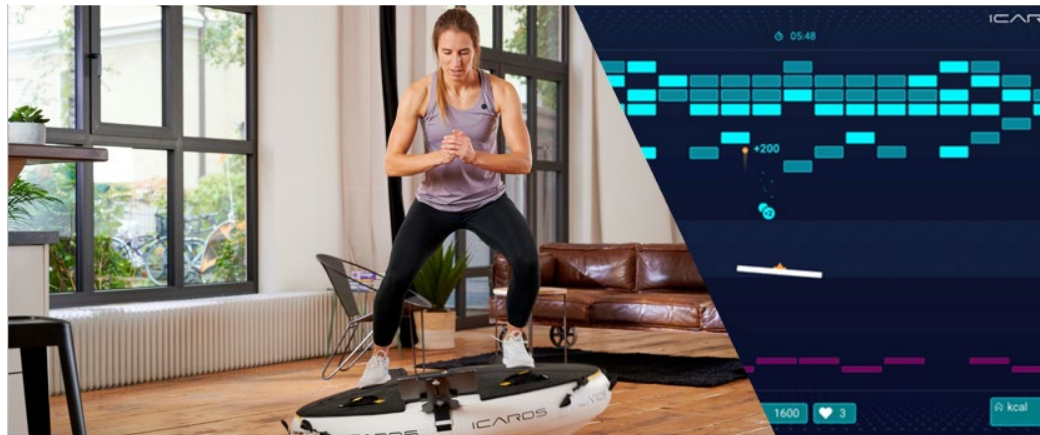
FULL BODY

Classes with professional trainers build smart muscles, train strength and body control



BALANCE

Balancing exercises and yoga classes improve coordination, balance and flexibility



GAMIFICATION

Playful exergames make workouts addictive, motivating and always entertaining



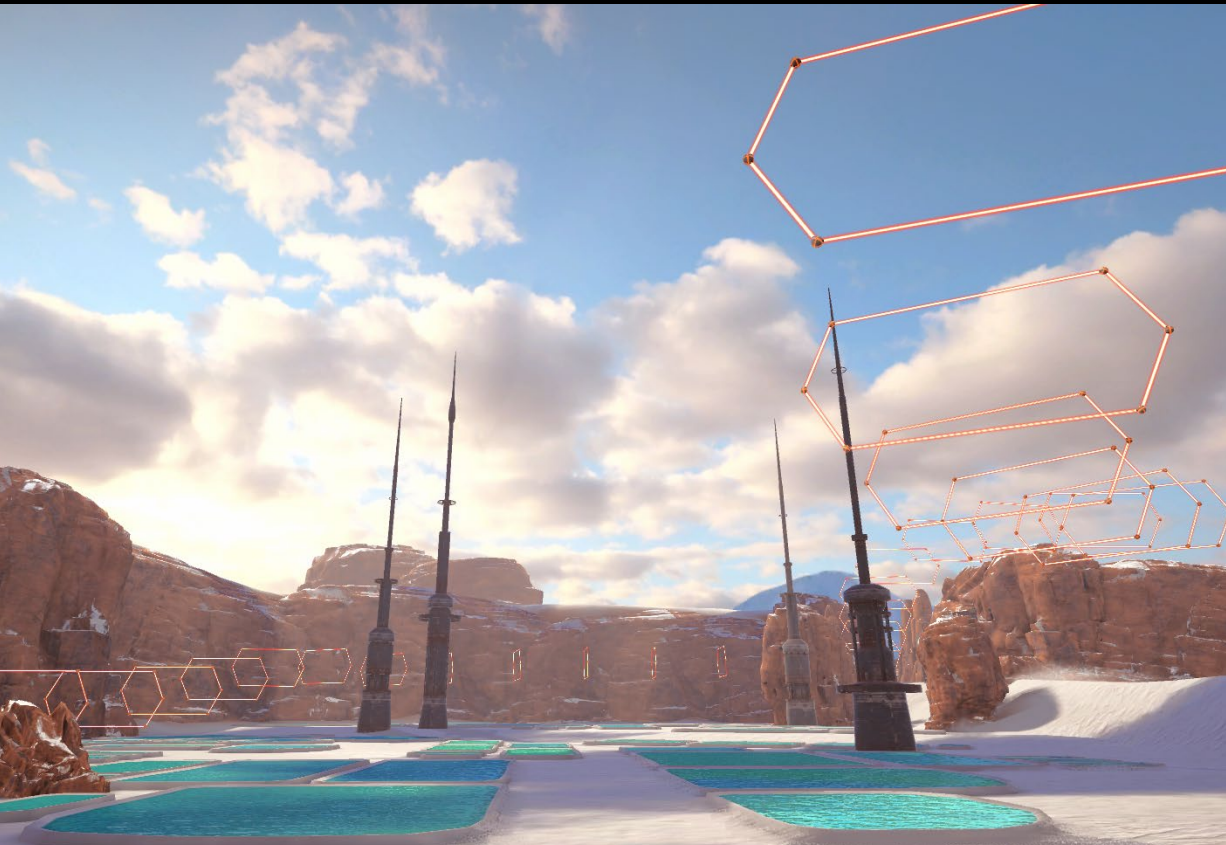
COMMUNITY

Group classes, multiplayer challenges and interactive leaderboards keep users highly engaged

Most Immersive Workout

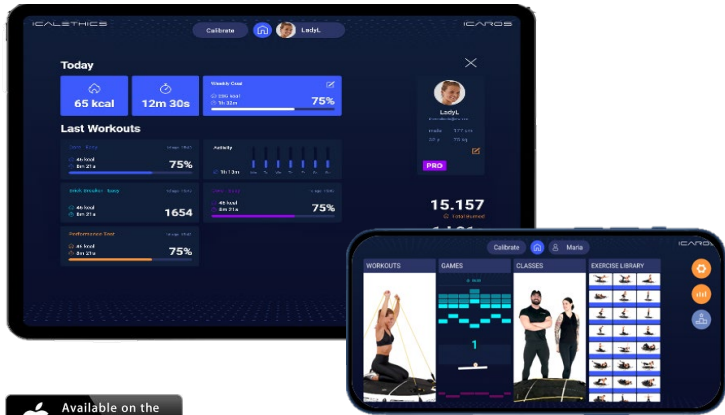
Your **body** is an integational part of the data **input** system. Each **movement** and change of balance **counts**.

You are in your **game**.

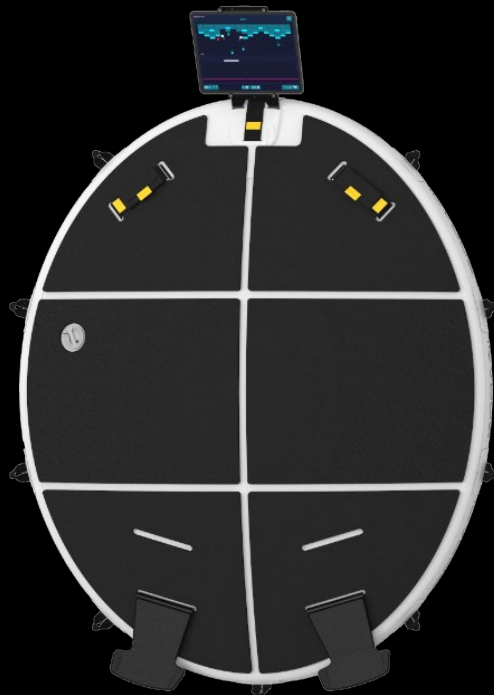


Connected Workouts

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ICAROS Cloud - The Fitness Platform for **every Home**

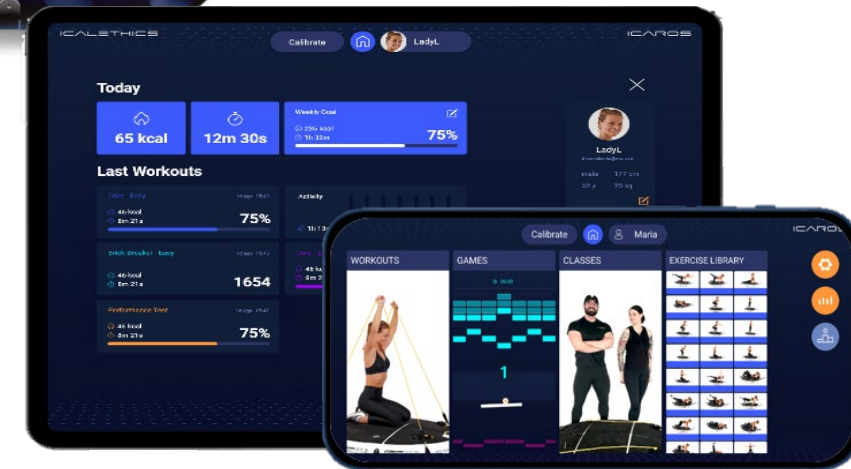


ICAROS Cloud
1,6 m x 1,2 m



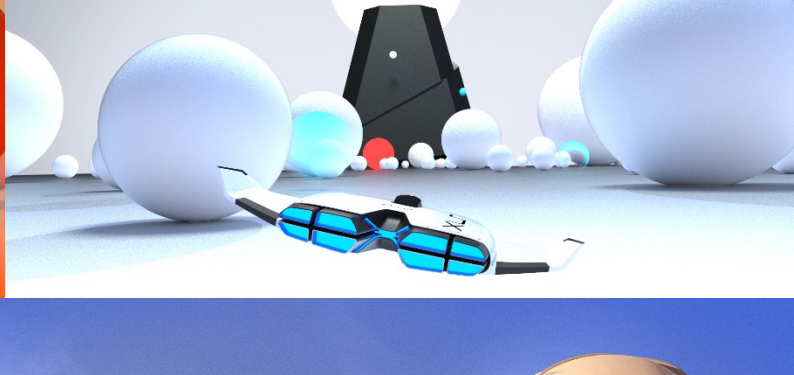
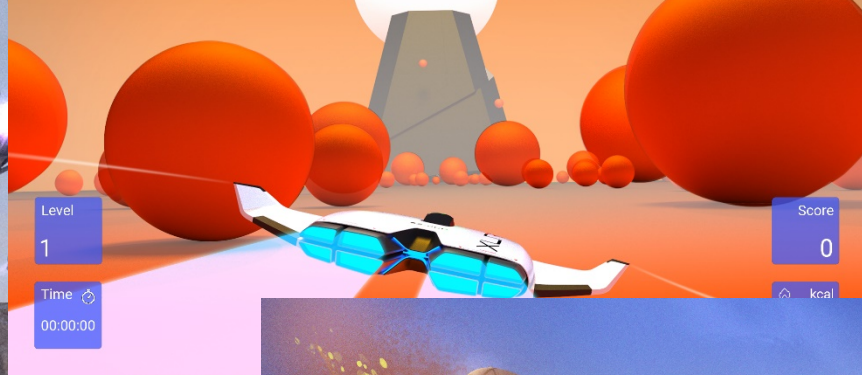
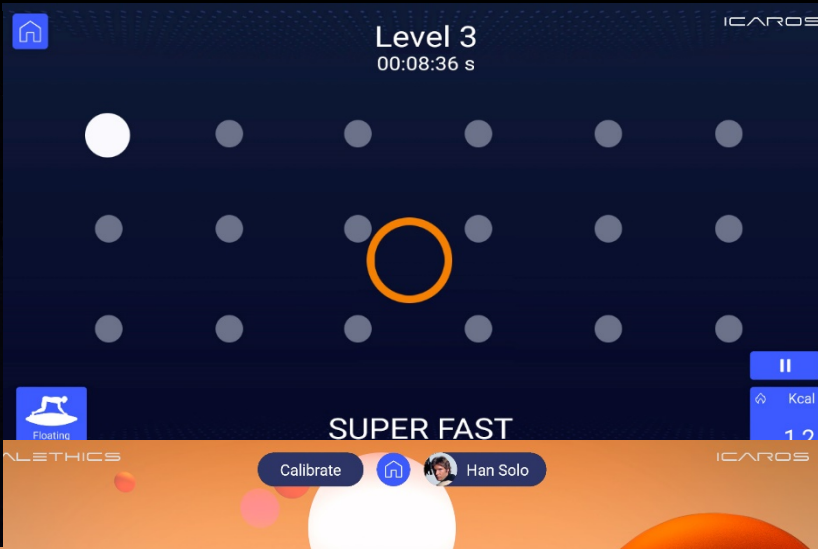
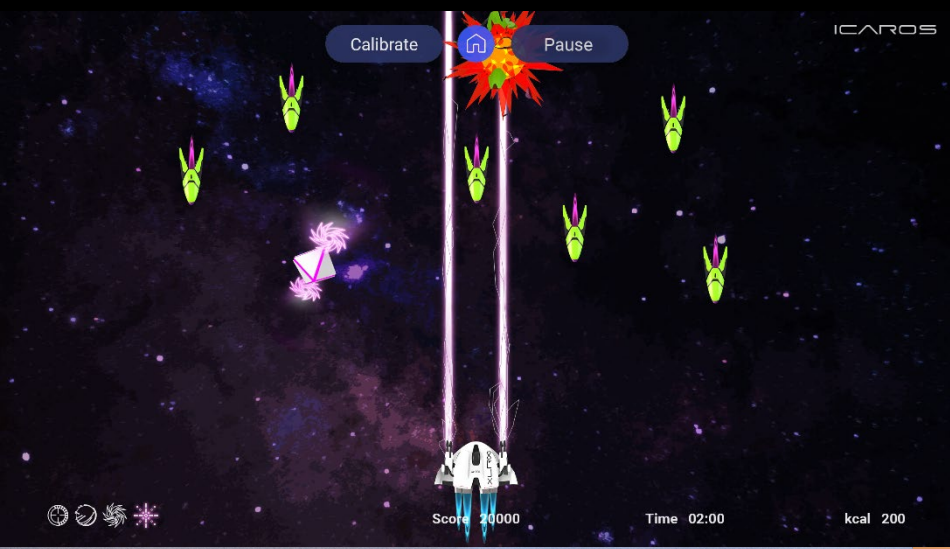
ICAROS Cloud 360
1 m x 1 m

ICAROS App - The Fitness Platform for **every Level**



<https://apps.apple.com/de/app/icaros/id1519471598>

https://play.google.com/store/apps/details?id=com.Icaros.Icaethics_1_3_5_i&hl=de&gl=US



Our Online eco-system focusses on three main categories

ICAROS

COMMUNITY

-Negative CAC-



Lock-in & Growth

- Live- and On-Demand Classes
- Access to Hundreds of Workouts
- Professional Classes
- Social Sharing & Communication

GAMIFICATION

-Viral Growth-

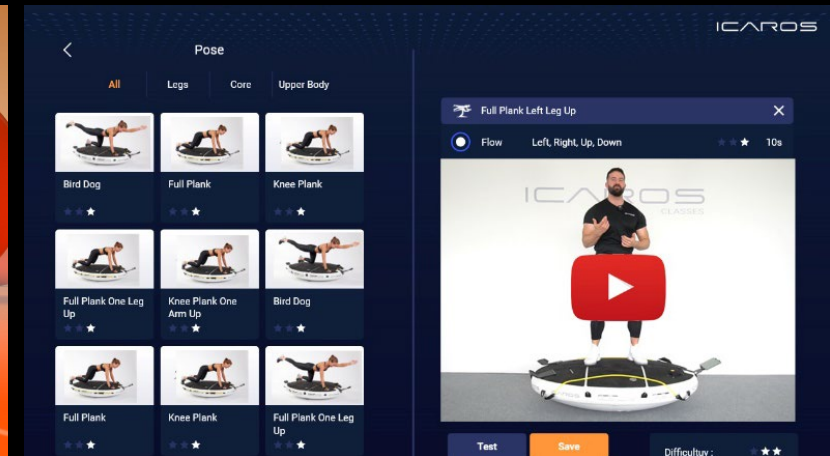


Motivation & Excitement

- Multiplayer Gaming
- Exciting Exer-Games
- Addictive Leaderboards & Achievements
- Competition

PLATFORM

-Self-Propelled-



Sustainability & Evolution

- Community creates Content
- Exercise Configurator
- Shared Revenue Models
- Hardware Independency

ICAROS

NEXT DIMENSION HOME FITNESS

CHIP

„Only twenty minutes of exercise resulted in very sore muscles“

UX DESIGN AWARDS

„The combination of variable interfaces and simple storage represents enormous potential for broad acceptance in the market“

VOGUE

„ICAROS Cloud is the exercise of the future“

GERMAN DESIGN AWARD

„Technologically highly sophisticated, practical and visually appealing at the same time“

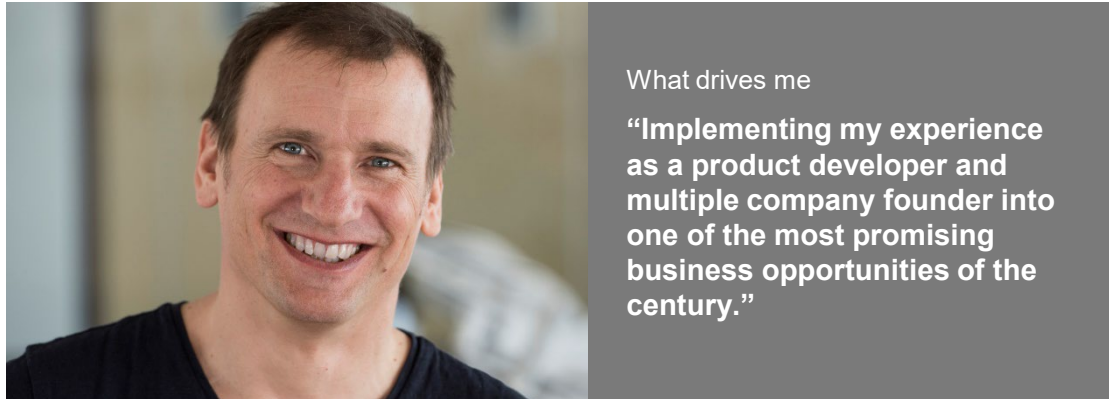
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Founders and CEOs



What drives me

“Implementing my experience as a product developer and multiple company founder into one of the most promising business opportunities of the century.”

Michael Schmidt, Co-Founder and CEO

Michael is a serial entrepreneur, visionary innovator and passionate team leader. At ICAROS, Michael manages R&D, hard- and software development, and IP.

- Founder of HYVE AG (www.hyve.net)
- 20 yrs experience in company building, innovation and design
- Dipl. Industrial Designer and Mechanical Engineer
- German Accelerator Silicon Valley Alumni
- Co-Founder of Mixed Reality Sports Association (XRS)
- Awarded numerous prestigious Design Awards
- Keynote speaker and university lecturer

Michael has two adult kids, loves sports and outdoor activities - especially kite- and snowboarding.



What drives me

“Doing what I am best at - using my talents to turn the best ideas into exciting, inspiring products for a healthy lifestyle.”

Johannes Scholl, Co-Founder and CEO

Leading the marketing and sales team, and coordinating ICAROS' communication and distribution strategy, Johannes loves representing ICAROS, implementing new tools and channels, and keeping close contact to ICAROS' customers.

- Dipl. Industrial Designer
- 10 yrs experience in innovation, design, and start-up building
- German Accelerator Silicon Valley Alumni
- Co-Founder of Mixed Reality Sports Association (XRS)
- Awarded numerous prestigious Design Awards
- Keynote speaker on international conferences

Johannes is a sports-addict (especially road-biking and wintersports) interested in politics and always happy to join a challenging discussion.