

HEY WAVE

WATER SPORT SAFETY LINEUP



A KEY-LINK FLOAT FLAG

HEY WAVE PN: HWKEY
 UPC: 196852934645
 MSRP: \$24.99



B Visibility Bands 2-Pack

HEY WAVE PN: HWVB2
 UPC: 196852469543
 MSRP: \$15.99



C Wristflag Single

HEY WAVE PN: HW1
 UPC: 195893348824
 MSRP: \$15.99



C Wristflag 2-Pack

HEY WAVE PN: HW2S
 UPC: 195893578580
 MSRP: \$29.99



D Paddle Flag

HEY WAVE PN: HWPDL
 UPC: 196852521326
 MSRP: \$20.99



E Ready Rider Safety Pack

HEY WAVE PN: HWRR
 UPC: 196852327614
 MSRP: \$49.99



F Boat Flag

HEY WAVE PN: HWBF
 UPC: 19685204036
 MSRP: \$12.99

Flag pole not included

Point of Sale Display Case

HEY WAVE PN: HWPOS

Holds Up To 20 HEY WAVE Products



HEY WAVE

RAISE IT. WAVE IT. BE SEEN. BE SAFE.

The **HEY WAVE Wristflag** is a one-size-fits-all, high-visibility flag (2"x19") comfortably wrapped around the wrist of any water sport participant. In distress situations, the wrist-flag can be easily unwrapped and deployed to alert captains of their location while increasing visibility to oncoming boaters.

HEY WAVE Single

HEY WAVE PN: HW1

UPC: 195893348824

MSRP: \$15.99

*1 x HEY WAVE Wristflag
1 x Cardboard Packaging (4"x6")*



HEY WAVE 2-Pack

HEY WAVE PN: HW2S

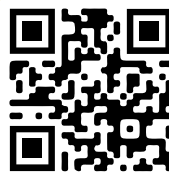
UPC: 195893578580

MSRP: \$29.99

*2 x HEY WAVE Wristflags
1 x HEY WAVE Drawstring
Storage Bag (4"x6")
1 x Cardboard Packaging (4"x6")*



HEY WAVE places safety into the hands of:
Tubers, Wakeboarders, Wakesurfers, Skiers, Rafters, Canoers, Surfers, SUPers, Swimmers, Kayakers, Waverunners, Boaters.



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HEY WAVE

WRISTFLAGS, VISIBILITY BANDS, & BOAT FLAG

The Ready Rider Safety Pack is essential on every boat for water sport safety! This bundle includes 3 HEY WAVE Wristflags, 2 HEY WAVE Visibility Bands, & 1 HEY WAVE Boat Flag, all in a HEY WAVE Storage bag.

Ready Rider Safety Pack

HEY WAVE PN: HWRR

UPC: 196852327614

MSRP: \$49.99

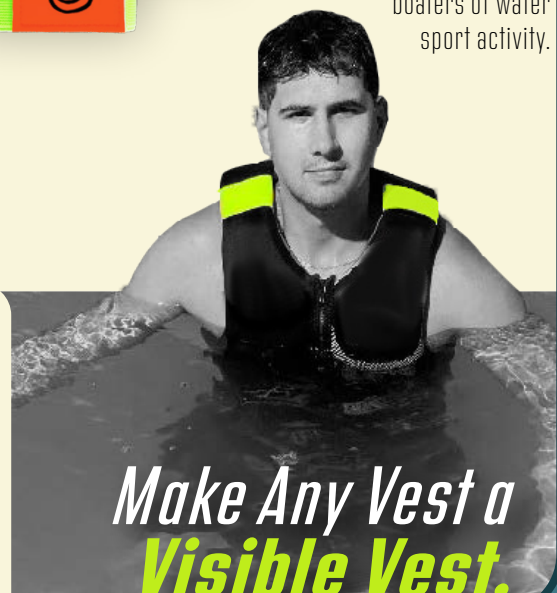
- 3 x HEY WAVE Wristflags*
- 2 x HEY WAVE Visibility Bands*
- 1 x HEY WAVE Boat Flag (12"x12")
(flag pole not included)*
- 1 x HEY WAVE Mesh Drawstring
Storage Bag (6"x8")*



The HEY WAVE Boat Flag is made of heavy duty polyester & complies with regulations requiring 12"x12" orange flags to signal other boaters of water sport activity.



*Raise it. Wave it.
Be Seen. Be Safe.*



*Make Any Vest a
Visible Vest.*

HEY WAVE

RAISE IT. WAVE IT. FLOAT IT. FIND IT.

The **HEY WAVE Paddle Flag** transforms your paddle into a waveable distress flag (2"x19") that floats your paddle and creates visibility, without sacrificing performance. Deploy flag in distress situations by releasing the neoprene tab to alert others of your location.

HEY WAVE Paddle Flag

HEY WAVE PN: HWPDL

UPC: 196852521326

MSRP: \$20.99

1 x Foam Paddle Cuff

1 x HEY WAVE Paddle Flag

1 x Cardboard Packaging (3"x7")

- One-Size-Fits-All
- Reflective Graphics
- Floats Your Paddle
- Weighs Under 1 oz
- Accessory Tags*

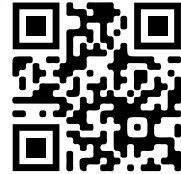


*Be Seen, Be Safe
with every stroke!*



**Placing Safety on the Paddles of:
SUPs, Canoes, Kayaks, Rafts,
& All Paddle Sport Participants**

*Compatible with HEY WAVE
Accessory Tags for Whistles,
Lights, and GPS Locators.
(Sold Separately)



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*Be Seen, Be Safe
With Every Stroke.*

Never Lose Another Paddle!

HEY WAVE

LINK UP. BE SEEN. BE SAFE.

The **KEY-LINK FLOAT FLAG** works with any existing kill-switch making the captain compliant with 46 USC 4312, a new law requiring connection to the ECOS (engine cut-off switch) on boats under 26 ft. The bright colored floating foam spool ensures boaters will not lose keys, and the HEY WAVE distress flag (2"x19") may be quickly deployed in emergency situations.

HEY WAVE KEY-LINK FLOAT FLAG

HEY WAVE PN: HWKEY

UPC: 196852934645

MSRP: \$24.99



- 1x HEY WAVE Distress Flag
- 1x Foam Float Spool
- 1x 6" Keychain Lanyard with Swivel Clip and Stainless Key Ring
- 1x 42" Extension Lanyard with Swivel Clip and Stainless Connection Clip
- 1x Cardboard Packaging (4.5"x7.5")

Operation

1. Slide preferred lanyard through Foam Float Spool
2. Link-Up keyed components with Connection Clip and/or Key Ring
3. Tether the 42" lanyard to your wrist, vest, or clothing while connected to your ECOS to comply with 46 USC 4312



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HEY WAVE

Safety Innovation

The boating and water sport industry has seen unprecedented growth in recent years as more people escape to the water. However, with overcrowded waterways and inexperienced boaters comes obvious safety concerns.

Since HEY WAVE released the original Water Sport Wrist-flag (C) in early 2022, we have received valuable feedback and new product requests from the water sport community. As a result, HEY WAVE has recently expanded its line of high visibility safety products to include: The Key-Link Float Flag (A), Visibility Bands (B), The Paddle Flag (D), The Ready Rider Safety Pack (E), and The Boat Flag (F). These innovative new products place safety in the hands of all water & paddle sport participants while helping to comply with safe boating regulations. The HEY WAVE Safety Lineup addresses needs in all growing market segments shown below.



Industry Analysis & Retail Opportunities

Annual US Market Segment	Total # Users	% Capture Target	Unit Sales	HEY WAVE Products	AVE Retail Purchase	Total Retail Sales Targets
Registered Boats/PWCs	12,500,000	7%	875,000	A, B, C, E	\$50	\$43,750,000
Towed Riders	35,000,000	5%	1,750,000	B, C, E	\$20	\$35,000,000
Waverunner Riders	20,000,000	5%	1,000,000	A, C	\$20	\$20,000,000
Beach Goers/Rentals	60,000,000	2%	1,200,000	B, C, D	\$15	\$18,000,000
Waterparks	50,000,000	2%	1,000,000	C	\$15	\$15,000,000
Paddlesports	23,000,000	7%	1,610,000	C, D	\$20	\$32,200,000
TOTALS:	200,500,000	3.7%	7,435,000	A, B, C, D, E	\$22	\$163,950,000

Partner With Us!

HEY WAVE is a family-owned business focused on keeping families safe in the water. Product innovation and safety is our lane and we are looking to partner with like minded industry leaders. We love the water and our essential safety products were designed and developed for everyone that shares that same love. With smart packaging it's easy to get HEY WAVE safety products into the hands of your customers. HEY WAVE can tailor your order to fit your needs as a water sport retailer, marina, rental operation, boat dealer or manufacturer. Thoughtful co-branding is also an option with minimum quantities. Let's keep our families and friends, your customers, safe while enjoying something we love.

–Jamie & Sheila Ringenbach