

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