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XBLADES

XBLADES

The rebirth of an iconic Australian brand



From humble beginnings, XBlades has been a brand with a nostalgic heritage in our indigenous football codes – Australian Rules Football (AFL), and Rugby League (NRL), by supplying apparel and footwear into these markets.

The AFL and NRL are both internationally recognised competitions featuring the world's best athletes. The increasing demands of professionalism mean that half measures are no longer acceptable. Clubs are now organisations, players are now professional athletes, and sporting equipment is now a competitive advantage – if and when, the product is right...

Despite the professional nature of our football codes, there hasn't been footwear specifically designed to withstand the biomechanical demands of these sports. Athletes have commonly worn soccer boots, which obviously have been designed for the nuances of soccer – but not for the brutal nature of being tackled by an 80-100kg athlete.

During a tackle, up to 10 times the person's body weight is exerted through their feet? This is a prime reason why we now create footwear that optimally support our athlete's feet. Science lays the foundation for our products, but it's the athletes that sculpt the final outcome. Forever tweaking and refining, product development doesn't stop until the athletes are convinced.

We have worked with professional sporting teams and athletes for over 30 years. Our teams have won premierships, they've also finished low down on the ladder. They keep turning up year after year in pursuit of excellence, and they strive to get better. So do we.

We're thrilled to now introduce XBlades custom made sporting apparel to all levels of sport. We cater for elite, school, or grassroots sports. A relationship with XBlades can literally have you covered from head to toe. XBlades professional teams have road tested our apparel at the highest levels, and we can now offer these comprehensive ranges to you.

This introductory brand document will present how a partnership with XBlades can potentially help you and your club or organisation.

~ Leighton Richards. CEO



Our Values:

Energetic culture drives us.

Creative innovation inspires us.

Insurgent mindset pushes us.

Gritty hearts motivate us.

We don't cut corners, we don't take shortcuts.

We're Athlete Led & Product Driven.

Welcome to the new XBlades.



A SLICE OF HISTORY...

- 1982 Invented by AFL player & Bio Mechanist David Miers, the world is introduced to the first bladed sole
- 1989 XBlades is founded & commercialised
- 1998 The first wide last TPU outsole is launched, optimised for the Australian market
- 1999 The first heel wedge is placed into sporting footwear
- 2005 The first dual density outsole is developed, receiving an Australian Design Award for Innovation
- 2014 Leighton Richards & James Bartel approach Bill Spyros to discuss acquiring XBlades
- 2015 Research project commences with Victoria University, focused on optimal sole construction for AFL
- 2016 July 22 ownership is acquired by XBlades Sports Trust
- 2017 Simon Bartold joins XBlades & XBlades has record year (FY16)
XBlades signs St Kilda Saints, Greater Western Sydney Giants & Gold Coast Suns among others
Enters the Custom Sportswear & Teamwear Market

NEW OWNERSHIP OF XBLADES MEANS A BETTER, STRONGER AND FASTER COMPANY

Our Network:

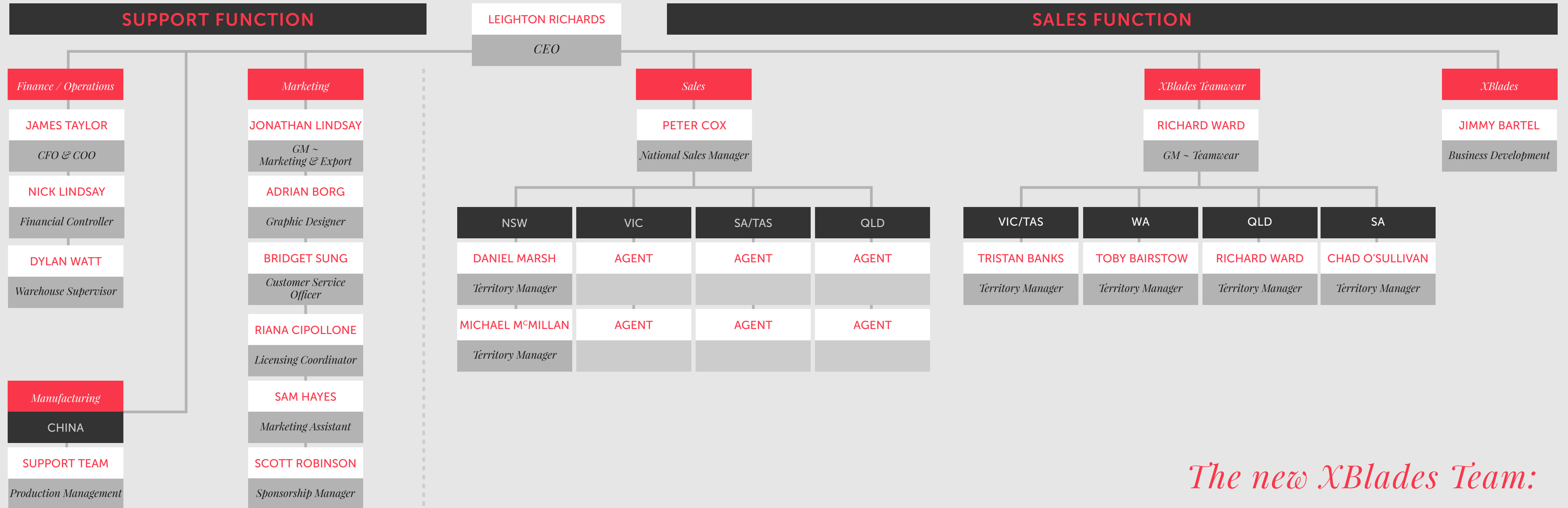
- » XBlades has influence throughout the supply chain permitting partner access to shorter lead times, competitive pricing & market-leading materials
- » Joint-venture factories in China, dedicated solely to XBlades'
- » Locally based vendors in NSW providing 24-48 hour lead times on particular products, subject to quantity and product being created
- » XBlades' new partner Lempriere has a \$1Bn global logistics infrastructure which XBlades utilises to help benefit its partners

Our Point of Difference:

- » Specialists in footwear & apparel.
- » New ownership structure, backed by large scale private equity investors brings market leading networks and value in:
 - *Innovation*
 - *Proprietary fabrics and textiles*
 - *Manufacturing*
 - *Logistics*
 - *Supply Chain Optimisation*
- » Technology led company, partnering with Victoria University Biomechanics Laboratory for footwear and Monash University Wearable Technology Department for apparel

OUR PEOPLE

XBlades Org Chart



The new XBlades Team:

Fast, ambitious and agile, the new XBlades team is looking to push the boundaries in conventional product, marketing & service.

TECHNOLOGY-FOCUSED FOOTWEAR RANGE

The 2018 footwear range has been driven by athlete feedback along with podiatry inspired construction. The Technology has been designed and implemented in collaboration with Simon Bartold & Victoria University



The Simon Bartold Story

- » Leading personality in Biomechanical Sports Science and Podiatry
- » Consultant Podiatrist to the Australian Institute of Sport Cricket Academy & Port Adelaide Football Club.
- » Deputy Director of Podiatry Services at the Sydney, Athens, Turin & London Olympic Games.
- » International Research Consultant for ASICS Global
- » Bartold Biomechanics
 - 1,000 podiatrist subscribed

www.bartoldbiomechanics.com



KEY TECHNOLOGY PIECES

- » Outsole configurations optimised for AFL movement requirements
- » Construction based on maximising injury prevention and comfort
- » XBlades exclusive technology (Nuprene) enhancing feel and fit
- » Hydrophobic silicone X-Grip to aid ball striking
- » X-Slip silicone inner lining enhancing responsiveness & eliminates toe stress
- » Full length 2mm EVA inner-board
- » Premium leathers & microfibre materials
- » Market testing with Matt Moylan (Panthers), Bevan French (Eels) & Isaac Heeney (Swans)

XBLADES TO GO BEYOND CONVENTIONAL FOOTWEAR TECHNOLOGY IN 2018

*Custom
Designed
Footwear*



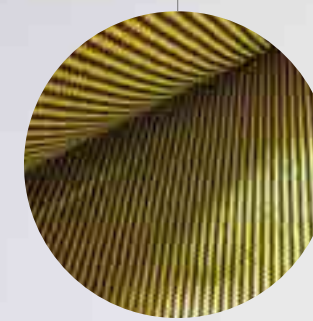
3D Scanning

Scan
the
Foot

3D
Printed
Last

Create
the
Boot

- » Investing in the capability to create a detailed 3D scan of someone's foot and ankle
- » Provides biomechanical solutions based on specific measurements
- » 100% customisation for comfort, fit and performance



Kevlar

- » Dynamic material adapting to immediate performance requirements
- » Placement lining the plantar fascia to maximise support
- » Never seen before in sporting footwear

*Removable
Heel Wedge*



- » Heel wedge providing enhanced, tailored support
- » Speed, control and endurance optimised
- » Guaranteed correct biomechanical placement for maximum benefit



*Dynamic
Midsole
Inserts*

HOW XBLADES CAN HELP YOU

*Extensive
Product
Range*



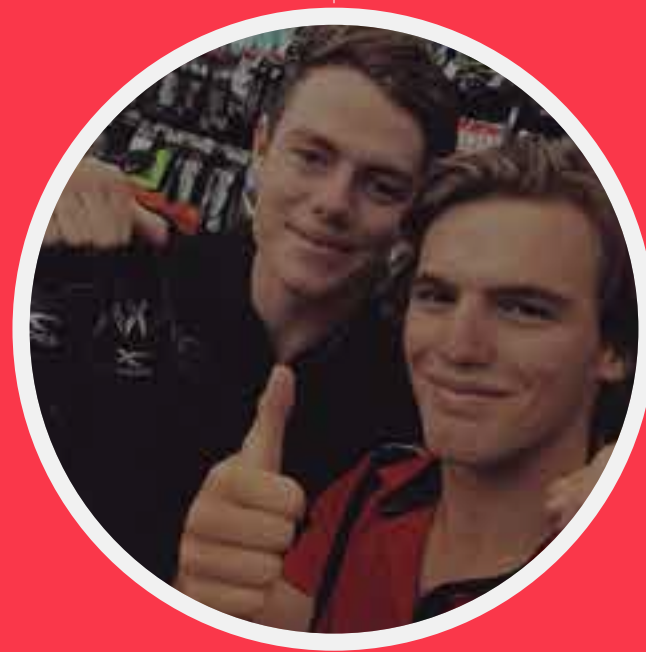
*Innovative
Designs*



*Customer
Service*



*Athlete
Driven
Product*



E-commerce



*Marketing
& Digital
Activations*



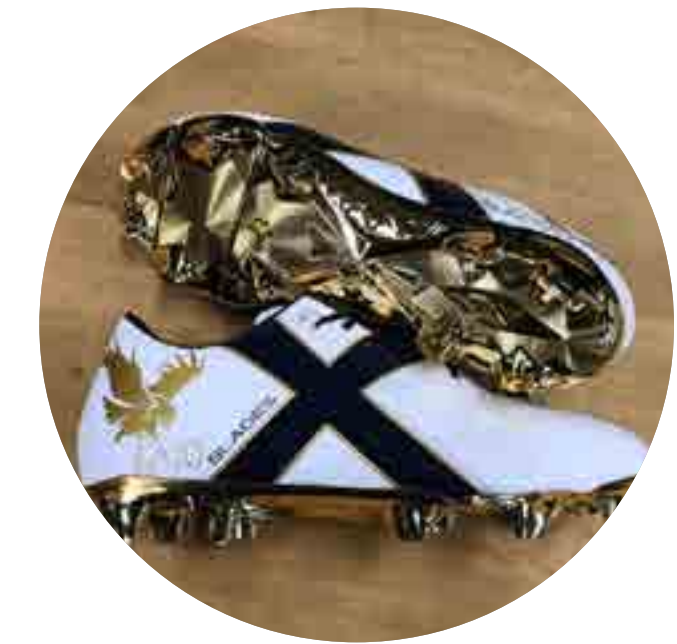
*Warehousing
& Logistics*



WHAT A PARTNERSHIP WITH XBLADES COULD MEAN TO YOU AND YOUR CLUB?



- » A modern online store interface to improve customer experience and enhance sales.



- » Custom boot designs for AFL, Rugby League & Rugby Union sporting codes.



- » A rebate program for XBlades footwear when purchased online.



- » Access to world class athletes for money can't buy experiences.

*Subject to size of our potential partners,
XBlades can offer:*

PRODUCT & ATHLETES DRIVING CONTENT



XBLADES PROTECTION GEAR



PROTECTION GEAR

As well as being made with the highest safety standards in mind, the XBlades protection gear can be customised specifically for your club.



Elite Headgear



Pro Headgear



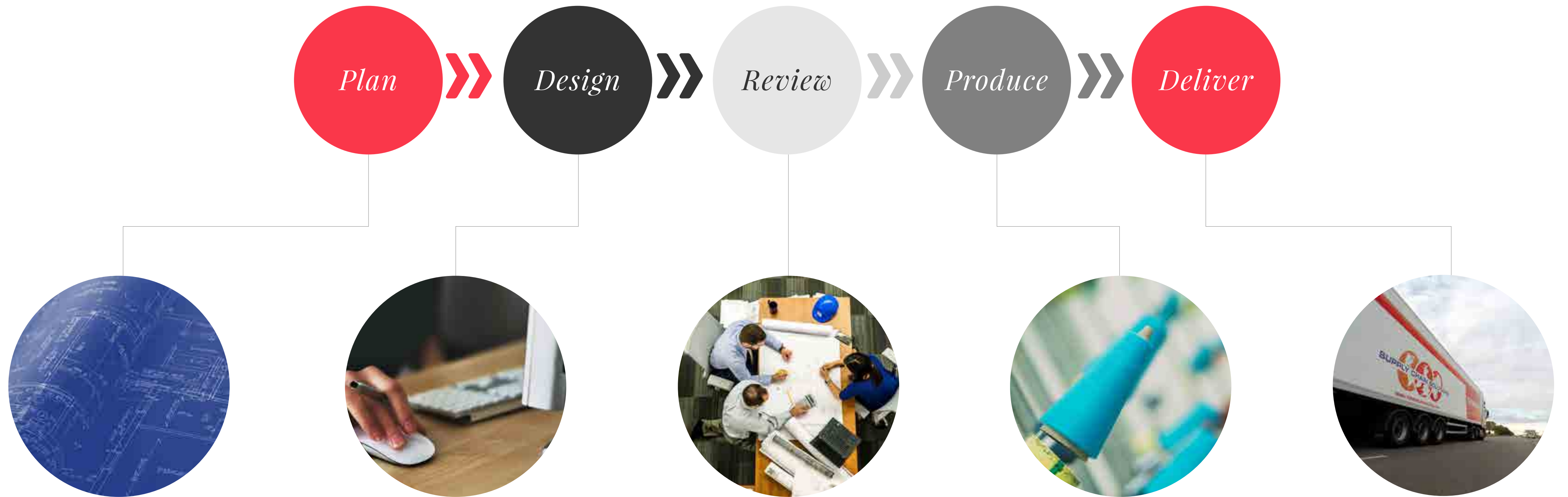
Elite Shoulder Guard



Pro Shoulder Guard

XBLADES APPAREL

MAKING TEAMWEAR SIMPLE



Mapping of a critical development path, outlining order timeframes, sign off dates, ex-factory dates etc.

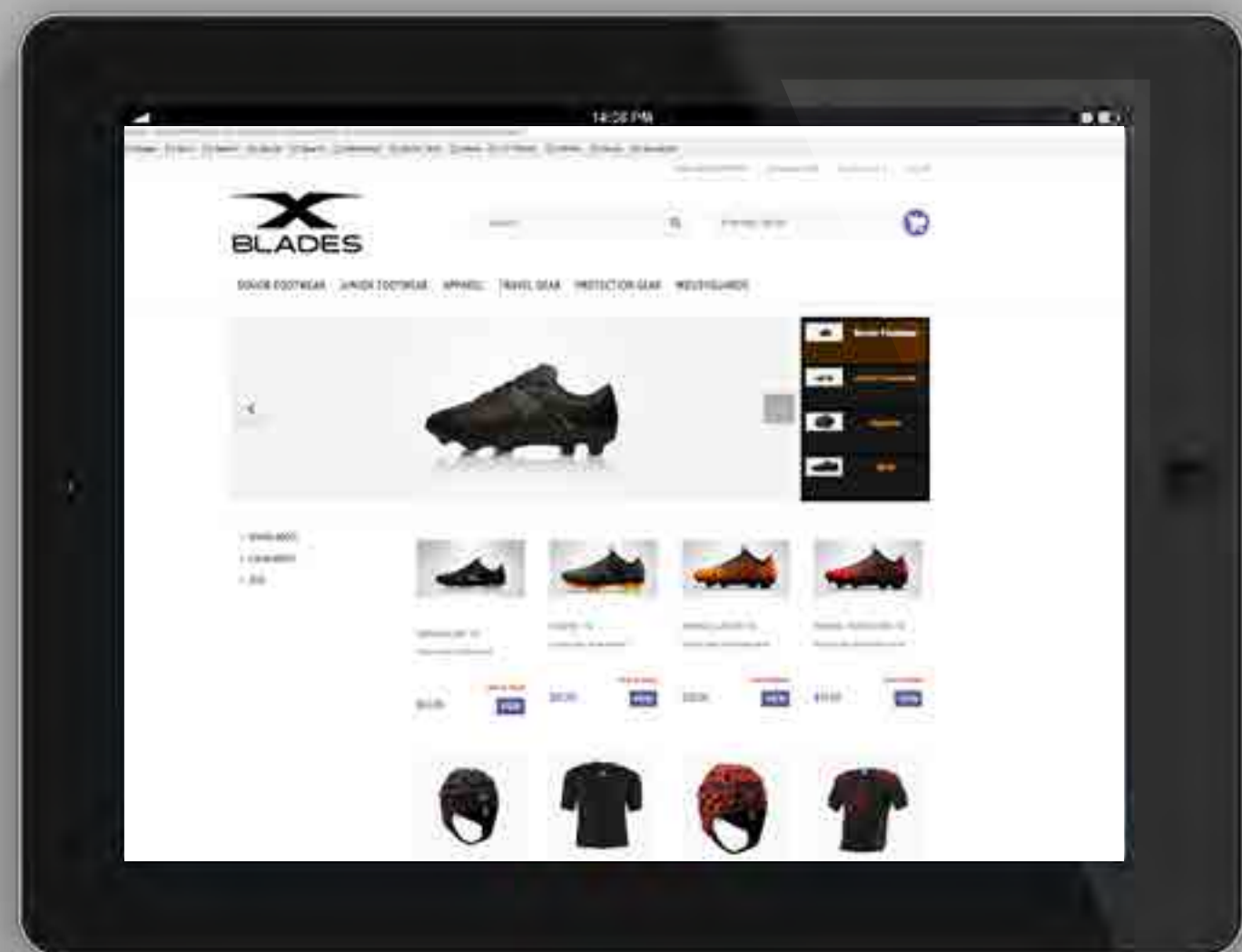
Our dedicated teamwear designer will breathe life into your teamwear briefs, achieving any desired look and feel.

We ask for your approval at every stage of the design process to ensure you are getting exactly what you want.

Subject to volume and any special requirements, XBlades maintains lead times of 8-10 Weeks.

Direct to Customer.

CONSTANT FOCUS ON IMPROVING CUSTOMER SERVICE



Customer Service supporting what we do and providing the customer with up to date information

★★★★★

Alex G. on Mar 27, 2017

FANTASTIC BOOTS WONDERFUL SERVICE

Awesome boots been unreal for my wider foot there super comfy. Originally order a size to big and once I received them simply sent the size back and was recent size smaller straight away. Thanks

» *Implementation of new ordering portal*

» *Scope to initiate B2B functionality in 2018*

★★★★★

Lyn P. on Apr 27, 2017

EFFICIENT SERVICE

Smooth and easy transaction, as it should be. Items arrived in nominated time and were exactly as quoted. We phoned prior to our purchase and were given true and exact information in regards to the boots we were looking at buying.

» *Restructure of warehouse layout & accountabilities*

» *Resulting in daily capacity doubled*

» *Online and key account feedback highlighting perception shift*

"2017 was the first year we gave XBlades a good shelf presence, in both adult and kids. With the training support supplied by Daniel and the XBlades team, our staff achieved excellent sell through results in all areas, from kids to the top-line Jets boots.

Indeed, we had to refill on most lines to accommodate demand. We will definitely back XBlades again during our next indent period."

- Kellie Hayward, Sports Power Bunbury & Eaton

XBLADE ATHLETES

XBlades Athlete Stats

~ 20% of the AFL All Australian Team wear XBlades

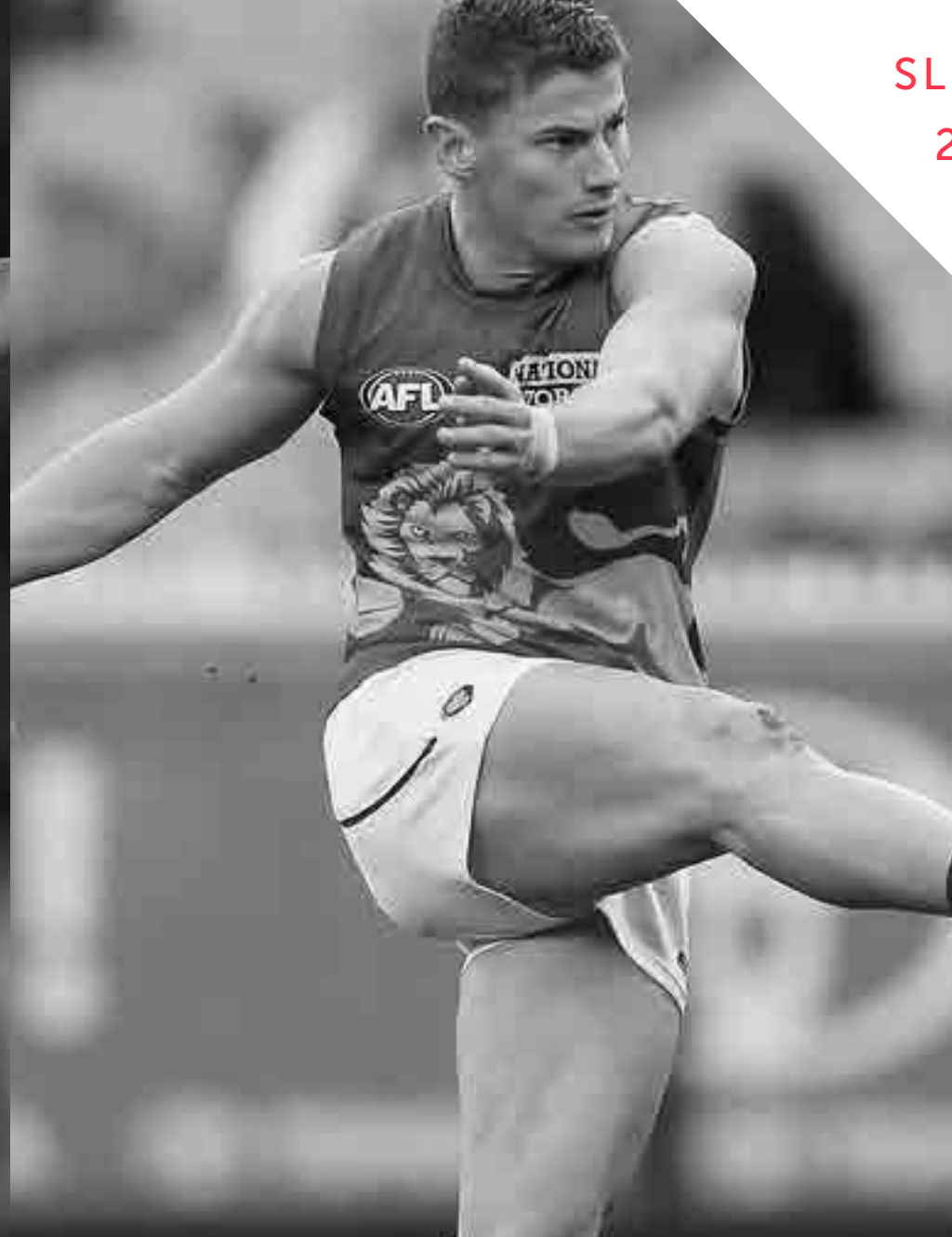
~ 20% of the NRL Australian Team wear XBlades



Isaac Heeney



Alex Rance



Dayne Zorko



SLIDE
23



Chelsea Randall



Abbey Holmes



Lachie Neale



Joshua Kennedy



Jeremy McGovern



Kellie Gibson



Sarah Perkins





Matt Moylan



Blake Austin



Tyson Frizzel



Jack De Belin



Henry Hutchinson



Bevan French



Wade Graham



Shannon Boyd

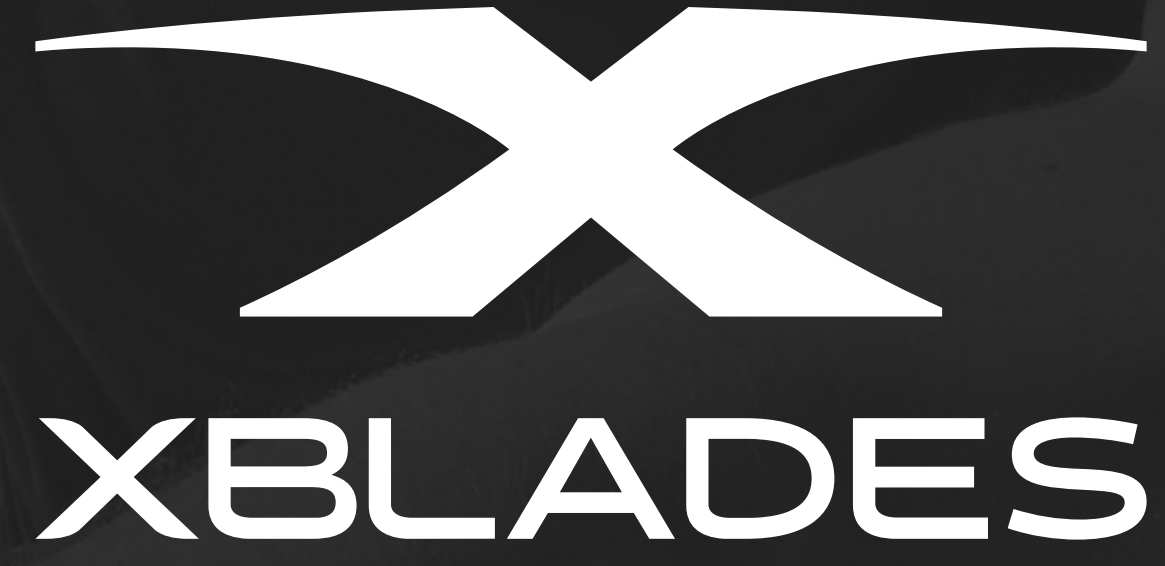


Jake Trbojevic



James Stannard



The logo features a large, stylized white 'X' with sharp, pointed ends. Below the 'X' is the word 'XBLADES' in a bold, white, sans-serif font.

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