



NABUFIT

WORKOUT EVOLVED



This document (the “Information Memorandum”) is only intended to give general information regarding NABUFIT (“NABUFIT” or “the Company”), and does not purport to contain all information that may be required to evaluate any possible transaction and is not intended to form the basis of any investment decision to acquire any part (or all) of the Company.

The material presented in this summary is for informational purposes only and should not be construed as an offer, or solicitation of an offer, to buy or sell securities either generally or in any state or other jurisdiction where the offer or sale is not permitted. Investing in the Company poses risks related to economic conditions as well as risks related to management, market acceptance, product development, marketing and future funding. These risks, among others, may result in greater value volatility. There is no guarantee the Company will meet its objective. Certain terms contained in this summary may be altered or otherwise changed at the sole discretion of the Company. This summary is not a complete representation of the information contained herein and is further supplemented by additional disclosure documents. Any analysis should be read in connection with such disclosure documents.

Forward-looking statements are based upon expectations, estimates and projections at the time the statements are made and involve risks and uncertainties that could cause actual events to differ materially from those anticipated. Forward-looking statements may be identified through the use of words such as expects, will, anticipates, estimates, believes, or by statements indicating certain actions may, could, should, or might occur. Any statements that express or involve predictions, expectations, beliefs, plans, projections, objectives, goals or future events or performance may be forward-looking statements.

Factors that could cause actual results to differ materially include but are not limited to adverse economic conditions, intense competition, lack of meaningful research or underwriting results, inadequate capital, default, loss or retirement of key executives and other key personnel, and other risks.

1. **What is NABUFIT?**
2. Value propositions
3. Business model
4. Revenue model
5. Investor rationale
6. The team
7. The opportunity





NABUFIT

WORKOUT EVOLVED

“We help people live longer, and give easy and cheap access to fitness whenever wherever”



What is NABUFIT?

NABUFIT is an online fitness platform for health, wellbeing and exercise.

The NABUFIT platform offers users an **interactive, customized** experience founded on the workouts and participation of **sports stars**:

Users can work out and follow nutrition plans of world class sports stars.

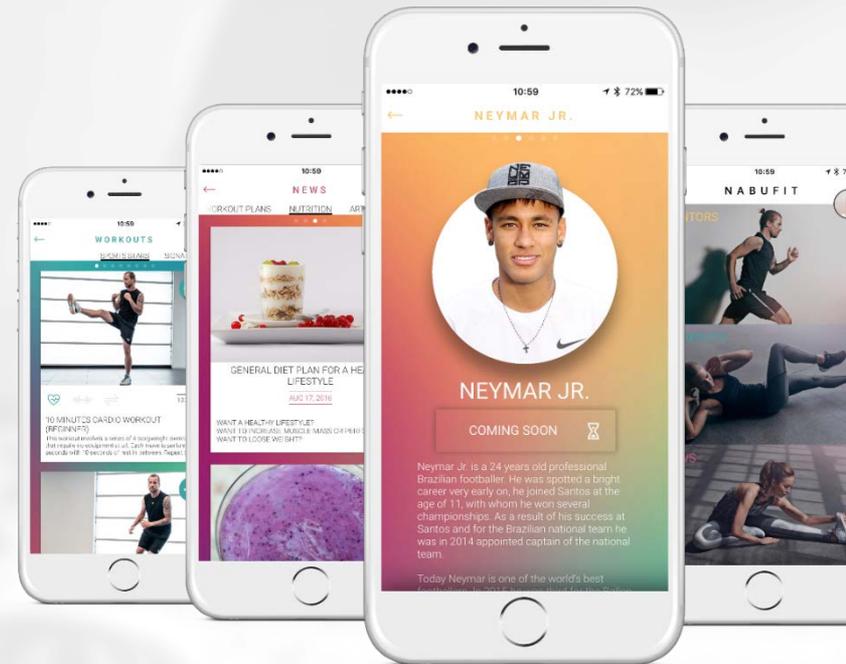
The use of sports stars makes a highly unique marketing tool and by creating awareness, motivation and inspiration, it will be a key part in the go-to-market strategy along with NABUFITs high level of scalability and multiple integration opportunities.



NABUFIT IS THE NEW GENERATION OF FITNESS APPS

NABUFIT enable its users to experience workouts sessions and access fitness know-how from their favorite sports stars.

NABUFIT is taking the generation of fitness apps to the next level by integrating wearables technology and a full-stack fitness solution covering anything from personal workouts to nutrition plans.



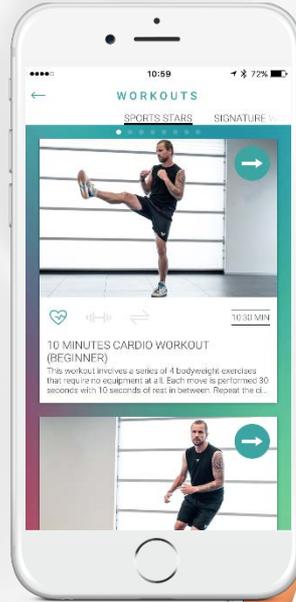
WORKOUTS DEVELOPED BY THE BEST OF THE BEST!

Train with your favorite athlete!



Access content regarding workouts or nutrition helping you improve your workout routine.

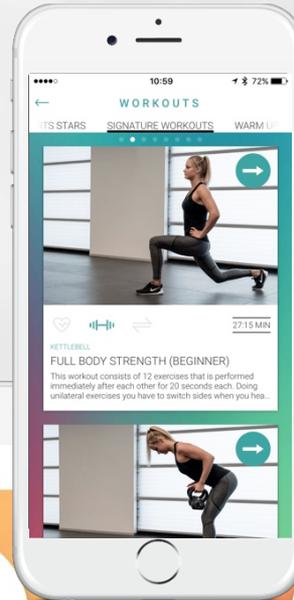
Choose between many workout programs, the one that fits your needs best.




P. SCHMEICHEL

COMING SOON

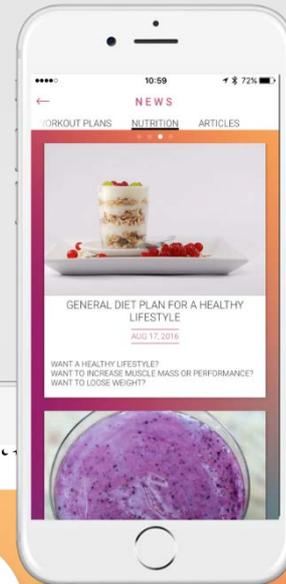
Peter Schmeichel was a professional football player from 1984 to 2003. He was one of the greatest goalkeepers in the world - if not the greatest. During his goalkeeping career, especially his time at Manchester United, he gained an enormous amount of admiration all over the world. The justification for this is clear when looking at the endless list of titles and acknowledgements he has compiled throughout his career.




M. MAZE

COMING SOON

Michael Maze was a professional table tennis player from 1997 to 2016. He won medals at the Olympic Games, World Championship, European Championship and a lot of national championships, which all makes him the best ever table tennis player in Denmark. He was one of the most recognised players in China and one of the best table tennis players in the world.




NEYMAR JR.

COMING SOON

Neymar Jr. is a 24 years old professional Brazilian footballer. He was spotted a bright career very early on, he joined Santos at the age of 11, with whom he won several championships. As a result of his success at Santos and for the Brazilian national team he was in 2014 appointed captain of the national team.

Today Neymar is one of the world's best

The world is changing and NABUFIT is a disruptive business that aims to deliver **monitored** state of the art online fitness and exercise to customers when, and wherever needed!

Alibaba, the most valuable retailer, has no inventory



Market Value: USD 167 Billion



Uber, the world's largest taxi company, owns no fleet.



Market Value: USD 62.5 Billion



AirBnb, the largest accommodation provider, owns no real estate



Market Value: 24 Billion



Facebook, the most popular social media, creates no content



Market Value: USD 317 Billion



NABUFIT, state-of-the-art fitness platform, owns no fitness centers



With its vast potential, NABUFIT is aiming at being a serious contender to the, yet unconquered, spot as the world fitness platform.

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Unique value propositions to end users and sport enthusiasts

NABUFIT is taking a new, unique approach to fitness, health and self – monitoring by focusing on the core needs of the users and adding unique features to the equation.



Interactive

in that digital health information can flow from the user via **computer, wearables, mobile devices, and Microsoft Kinect** through the platform and into the NABUFIT Community, where experts, mentors, coaches, and friends can instruct, encourage and challenge the user to continually progress and improve toward their fitness goals.



Customized

in that users log on to the platform and receive a dashboard of information pulled from the NABUFIT Community that has been tailored to what the user wants and needs to see in regards to their personal health and fitness goals.



Sports Stars

will be the foundation of the NABUFIT community. They will shorten the perceived distance between fans and celebrities. World class athletes will not only share their training and nutrition plans but also perform the workouts in streaming videos.



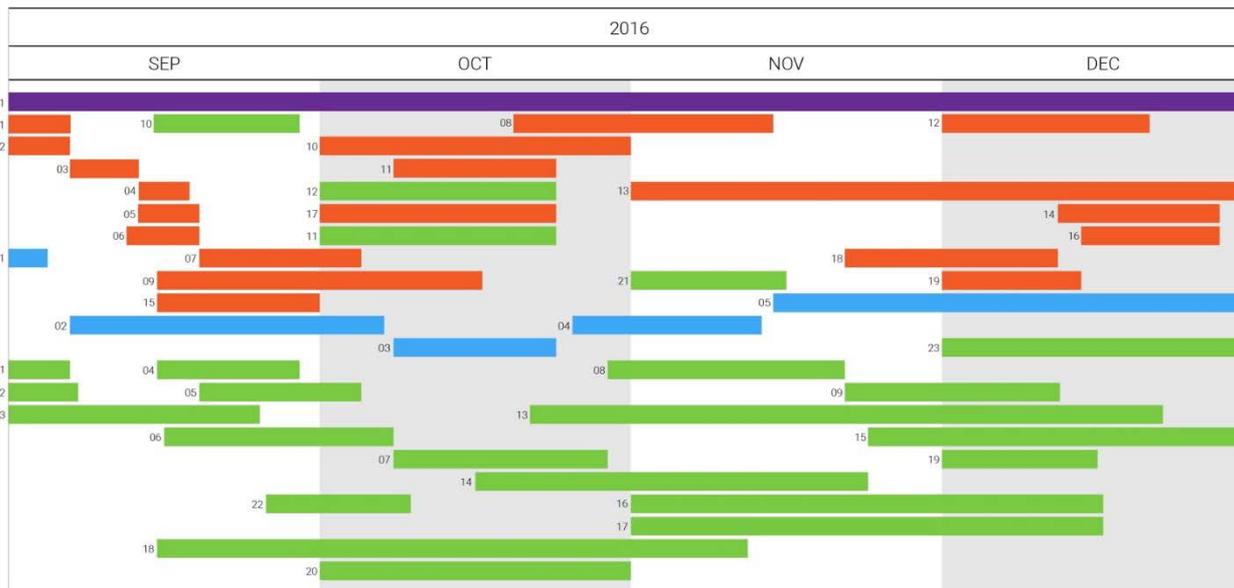
Fitness wherever - whenever

The workout sessions found in NABUFIT will include sessions suitable for access to fitness centers as well as in your private home.



Recent developments in fitness trends allows NABUFIT to adopt almost an unlimited number of different disciplines focusing on running, health, fitness, strength – and bodybuilding, ball-sports, martial arts to yoga.





Backend ● Web ● 3D Fitness ● Mobile and Wearables ●

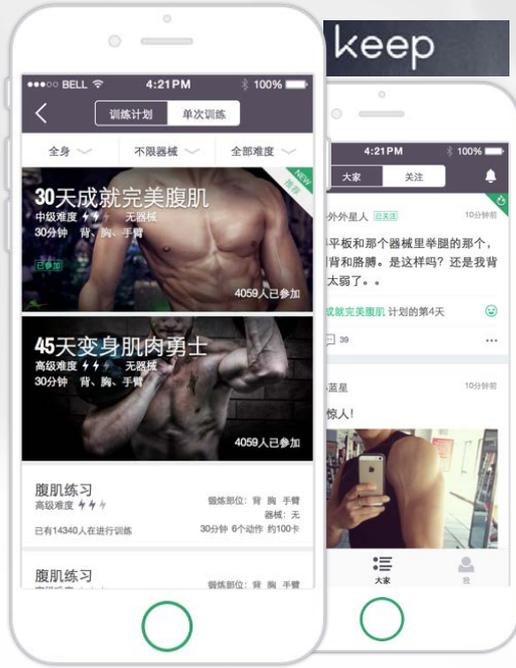
- 01 Localized versions of content
- 02 OAuth2 for web - Security and login
- 03 Email verification
- 04 Password self-service management
- 05 Profile management for web
- 06 Workout improvements - Pace
- 07 Workout improvements - Repetitions
- 08 Workout catalog for web
- 09 Workout history
- 10 Training plan
- 11 Mobile improvements - Data caching
- 12 Mobile improvements - Offline support
- 13 Payment
- 14 Improve email automation
- 15 Improve Continuous Delivery - isolated mobile environments
- 16 Improve Continuous Delivery - quality assurance
- 17 Performance and scalability improvements
- 18 Workout Catalog management tool
- 19 Media management automation
- 01 Localization
- 02 Member functionality
- 03 Members only content
- 04 Workout catalog
- 05 Payment
- 01 3D Fitness
- 01 Tuned workout
- 02 Share workout session (social, improved)
- 03 Internationalization
- 04 Pace in workouts
- 05 Custom workouts
- 06 [AM] Workout history - advanced algorithms
- 07 [AM] Training plan - advanced algorithms
- 08 [AM] In-app notifications - advanced algorithms
- 09 [AM] User stats
- 10 Workout history
- 11 Cooperation with influencers
- 12 Training plan
- 13 Off-line training
- 14 [W] Health Kit connection
- 15 [W] Communication with Smartwatches + wearable dedicated app component
- 16 In-app payment (App Stores / NABUFIT pay.)
- 17 "Friends / Groups" concept (+ achievements + avatars first version)
- 18 Quality Assurance
- 19 Webshop component in mobile
- 20 Infotainment (visualisations) of user's progress
- 21 More music in workout session
- 22 Support for Tablets
- 23 Muscle groups (muscle man sel.)

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When compared to the competition, NABUFIT is already on par with Chinese fitness app "KEEP". In terms of usability, functionality and user experience – NABUFIT is a superior product ready to take on new markets

KEEP – CHINESE FITNESS APP



LAUNCHED:
2015

USERS:
30m+

FUNDING:
\$47m

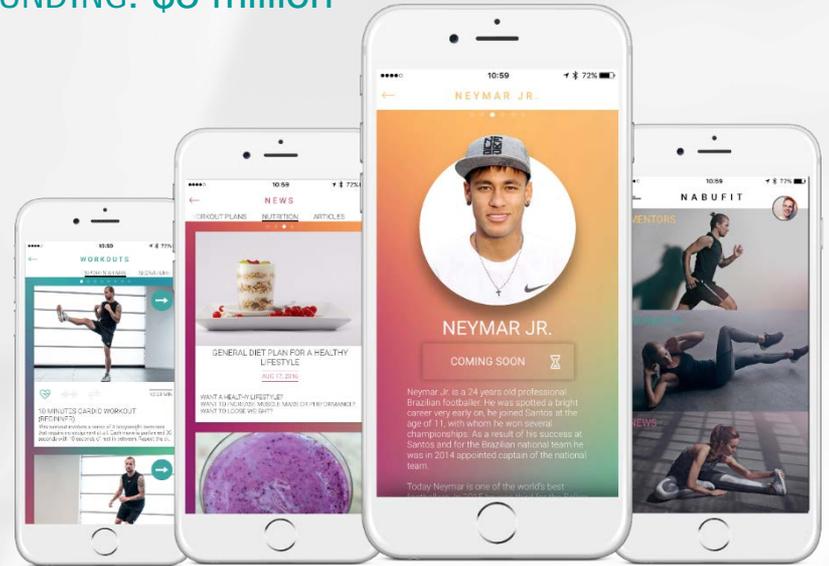
Source: Dealstreetasia.com and Crunchbase.com

NABUFIT

LAUNCHED: July 2016

USERS: 75,000 downloads

FUNDING: \$3 million



The key ingredient in NABUFIT's go-to-market strategy is the integration of **celebrities** whilst deploying an **open API technology**. Open APIs will allow the open-source community to effortlessly adopt and develop a myriad of input opportunities, encouraging a high adoption rate and a highly scalable data mining structure for the NABUFIT platform.

- Development of global well being community founded on a broad-scope platform constructed with state of the art technology
- Adding significant value by using top sports stars as key marketing tool. The **involved sports stars** will act as responsible ambassadors enabling NABUFIT to benefit from their implicit brand value
- **Go To Market Strategy** through joint ventures with premium marketing/operation companies in domestic markets
- First entrance in China, Brazil and selected European countries



FOLLOW THE STARS

Workout and follow nutrition plans of world class sports stars. The use of sports stars is a unique marketing tool and by creating awareness, motivation and inspiration, it will be a key part in the go to market strategy.



WEARABLES

The technology platform is prepared to interact with any current wearables and future wearables, that is expected to enter the market, making it possible for NABUFIT to offer its member continuous access to the frontrunners within wearables and IoT (Internet of Things).



KINECT

By introducing the Kinect technology without the need of Xbox, NABUFIT will create a blue ocean in the on line fitness industry, by introducing real-time interactivity.

The key ingredient in NABUFIT's go-to-market strategy is the integration of **celebrities** and their role as influencers. Some highly prominent sports stars have already agreed to be part of NABUFIT. Their involvement will not only make NABUFIT one of the most unique health – and fitness apps in the world, but also make a **valuable contribution in the marketing and roll-out of NABUFIT**.

KEY BRAND AMBASSADORS

CONFIRMED 

IN PROGRESS 



NEYMAR JR.

- World-known football celebrity
- FC Barcelona and Brazil national team
- Brazilian soccer prodigy
- Winner of Player of the Year award (at age 21)



MICHAEL MAZE

- Table tennis player
- European champion
- Olympic Medalist
- WC Medalist



PETER SCHMEICHEL

- Former world class goalkeeper
- European Champion
- Winner of Champions League, FA Cup with Manchester United

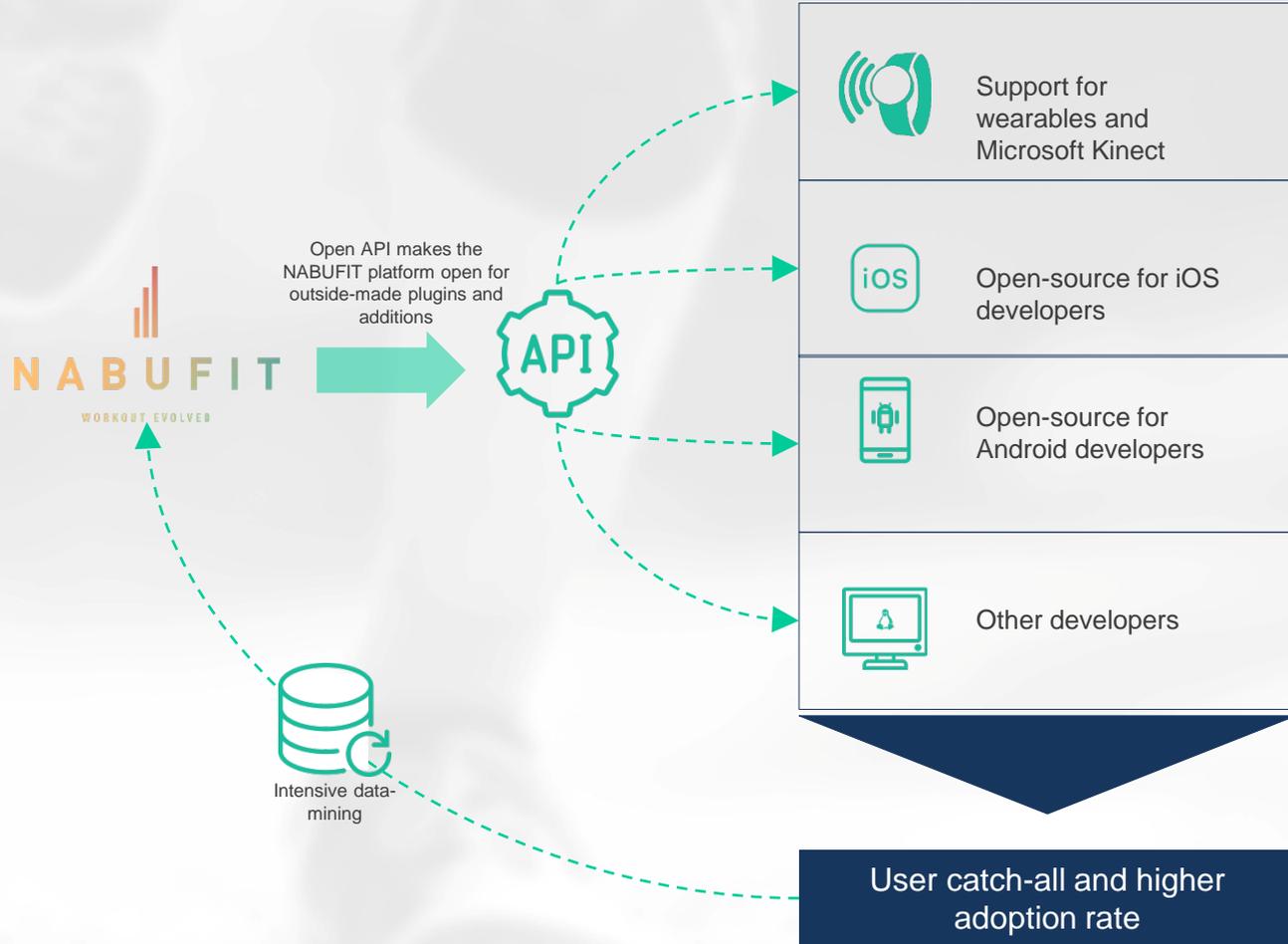


Expect to sign additional 2-3 key sports stars in 2016 Q4. Beside Brand Ambassadors NABUFIT is also signing other athletes to the platform in order to create more and more content.

The current sports stars cover two important sports genres and will play an important role as ambassadors in the go-to-market strategy. The vision is to recruit significant athletes from each sport category, across the world.

Open APIs to encourage adoption rate

- The digital health **information flow** from the user via computer, wearables, mobile devices, and Microsoft Kinect into the NABUFIT community creates a **learning-loop**. Experts, mentors, coaches, and friends can instruct, encourage and challenge the user to continually progress and improve toward their fitness goals.
- The technology platform is prepared to **interact with any current wearables and future wearables** which are expected to enter the market, making it possible for NABUFIT to offer its members a continuous access to the frontrunners within wearables and IoT (internet of things) and collecting all data into one personal profile.





China



GROWTH IN FITNESS

4-5 mio new users within the fitness space per year



OCCUPATIONAL DISEASE

Increase in occupational diseases

13.7%

ANNUAL GROWTH

In the fitness, gym and health club industry during 2010-2015.

OFFICE WORKERS

Rapid growth in office-workers



LIVING STANDARDS

Rapid improvement in living standards

\$ 5.14

BILLION

In 2015, the Chinese fitness, gym and health club industry generated \$5.14 Bn in revenue

The fitness trend also coincides with the booming mobile Internet and social media industry in the country. **Younger gymnasts** use such platforms to look for better ways, such as workout tips and dietary instructions, to stay fit.

The current number of fitness clubs in China cannot catch up with the dramatic growth of peoples' daily fitness demand.

Other target markets



BRAZIL



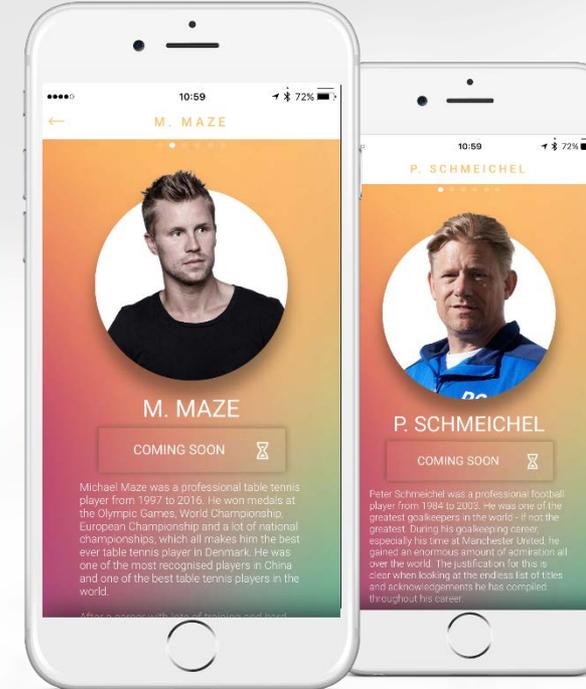
USA



EUROPE

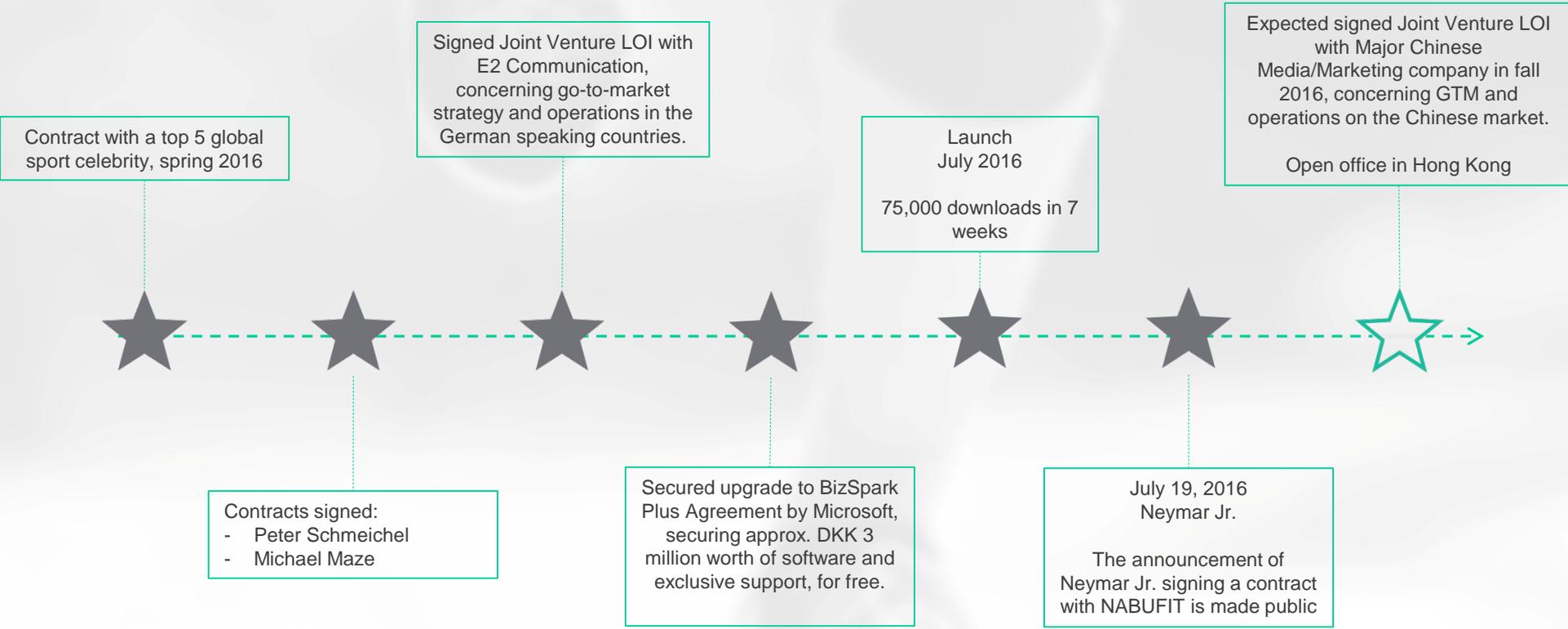
- The **Kinect technology** will be implemented based on proven technology by the markets most experienced Kinect developers
- **Microsoft Azure** is at the core of NABUFIT's offering, and Microsoft most comprehensive cloud solution, with almost unlimited scalability
- Microsoft has recognized the potential in NABUFIT, by awarding the **BizSpark Plus** service, providing free software worth **USD 120.000**.
- A **strong in-house IT team**, all with proven records, covering back-end, front-end, and app-development, supported by external specialist companies developing IOS and Android solutions.
- Cooperation with marketing Agency **UMWELT** concerning Look & Feel, and inspiration for marketing strategies. UMWELT has a long and proven record, handling some of the most interesting brands in Denmark.
- Cooperation with **NOBODY** concerning video recording. NOBODY has a vast experience handling major brands, like Nike and has experience in producing with major sports stars like Ronaldinho.
- **F. Reklame** has through several decades handled contract and managerial support to world class sports stars, and has an impressive global network.

The combination of a strong technology team coupled with unique and lucrative partnerships enables NABUFIT to deliver superior execution potential



- NABUFIT has entered into a Co-operation with **E2 Communication** in Austria to deliver worldwide SEO and SoMe/SEM in the **German speaking markets**.
- NABUFIT has engaged a long term co-operation agreement with **LX sports** in **Brazil**, which is an online SoMe agency and PR firm – also **Neymar's agent**. LX Sports **will be responsible for an online marketing and SoMe in Brazil** with a population of more than 200 million.
- NABUFIT is in negotiation with **Chinese partners** both in relation to extensive marketing programs but also an on-site local capital partner.
- NABUFIT has internal marketing department running **CPI/CPA/SEM/ASO** and other online campaigns to drive traffic and users to the app. Furthermore the company has **great focus on PR and IR** in relation to the companies sport stars and growth.
- All NABUFIT's brand ambassadors has agreed to market the app on **their online social medias** (Facebook, Instagram and Twitter among others) and adding **more than 2 posts per month per ambassador**.





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Most comprehensive functionalities in the market

Reasoning behind revenue estimates



UNDER ARMOUR

120M+ users across portfolio of app

Global reach

Largest connected fitness community (Endomondo, MAppMyFitness, MyFitnessPal and UA Record)



26M users

Focus on China



30M users

First 10M users reached 289days after launch

\$32M Series C in May 2016

Focus on China



7M users

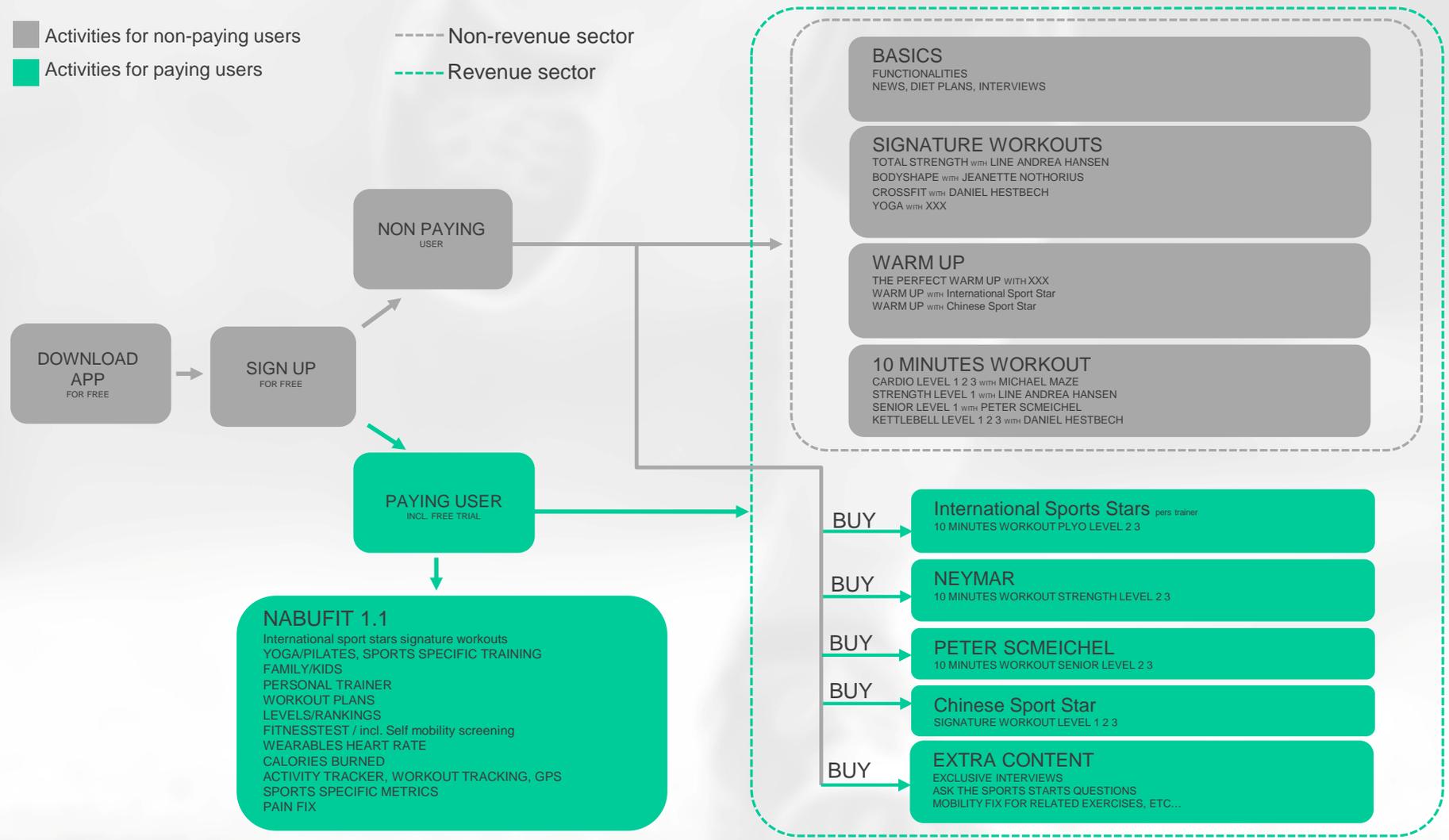
Avg. 12.000 newmembers per day

Focus on Europe

MARKET ANALYSIS SUGGESTS INDUSTRY AVG. 1.5-4% CONVERSION RATE

Activities for non-paying users
 Activities for paying users

Non-revenue sector
 Revenue sector



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What makes NABUFIT an attractive investment?

UNIQUENESS



- NABUFIT has an unparalleled uniqueness compared to other fitness apps in the space
- NABUFIT has a portfolio of celebrity influencers with a massive social media following, increasing the chances for success significantly
- NABUFIT's offer unique documented content
- Individual training course
- Development is user driven
- API to all wearables
- Offers large amount of free content to drive large user base to convert to paying users



HIGH SCALABILITY



- The born-global nature of NABUFIT, combined with its technological nature makes it prone to high scalability
- Potential for explosive growth. Fitness, health and self-monitoring are highly relevant and extremely popular nowadays
- Upside from external technological development only (wearables, IoT etc.) enhances the position of NABUFIT



GLOBAL REACH



- Strong technical foundation to capture growth
- Opportunity to apply and monetize captured data over time
- No international boundaries
- Use of national and international sports stars to create awareness and attention in all relevant markets
- Addresses global health issues



MULTI-POTENTIAL



- Value case (users): NABUFIT has the potential to reach and adopt millions of users due to its highly unique value propositions to the fitness community
- Revenue case (2017): NABUFIT will capitalize on its vast user base and broad reach, which will generate significant revenue from 2017
- Profit case (2018): From 2018, NABUFIT is expected to hit breakeven and burst into profitable territory
- Technology case: Connectivity to Kinect and different corporate fitness softwares

PROVEN CONCEPT



- From observing other fitness apps, it's evident that the fitness app space carries a lot of potential and proof of concept
- Apps such as Chinese "KEEP" has managed to gain significant traction, proving that the concept truly works



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WE ARE READY

Brian Mertz

CEO & Co-founder

Mr. Mertz has over fifteen years of experience working with start-up enterprises where he has served on management teams, boards of directors and in executive level management positions. Mr. Mertz has specific experience in international negotiations, merger & acquisitions, public offerings, sales, business development and business-to-business marketing.

Mr. Mertz served as Chief Operations Officer of the Nasdaq listed IT-security company EuroTrust from 2001 to 2004, where he worked with the company's largest shareholder, VeriSign (now Symantec). Mr. Mertz was the co-founder and Chief Executive Officer of Guava A/S, a Danish online marketing company listed on the Danish Stock Exchange during the period from 2004 to 2009 and Chief Executive Officer of the Norwegian listed entertainment company NIO Inc. (Now Gaming Innovation Group) during 2012 to 2014.

Mr Mertz is educated with a BA in Organization and Marketing from Niels Brock Business College in Copenhagen, Denmark.

Morten Krarup

CBDO & Co-founder

Mr. Krarup has served as a Completion and Well Intervention Engineer at Weatherford Denmark.

Since 2002, Mr. Krarup has been in Business Development, Project Management and Operations in the oil and gas industry in Denmark and abroad.

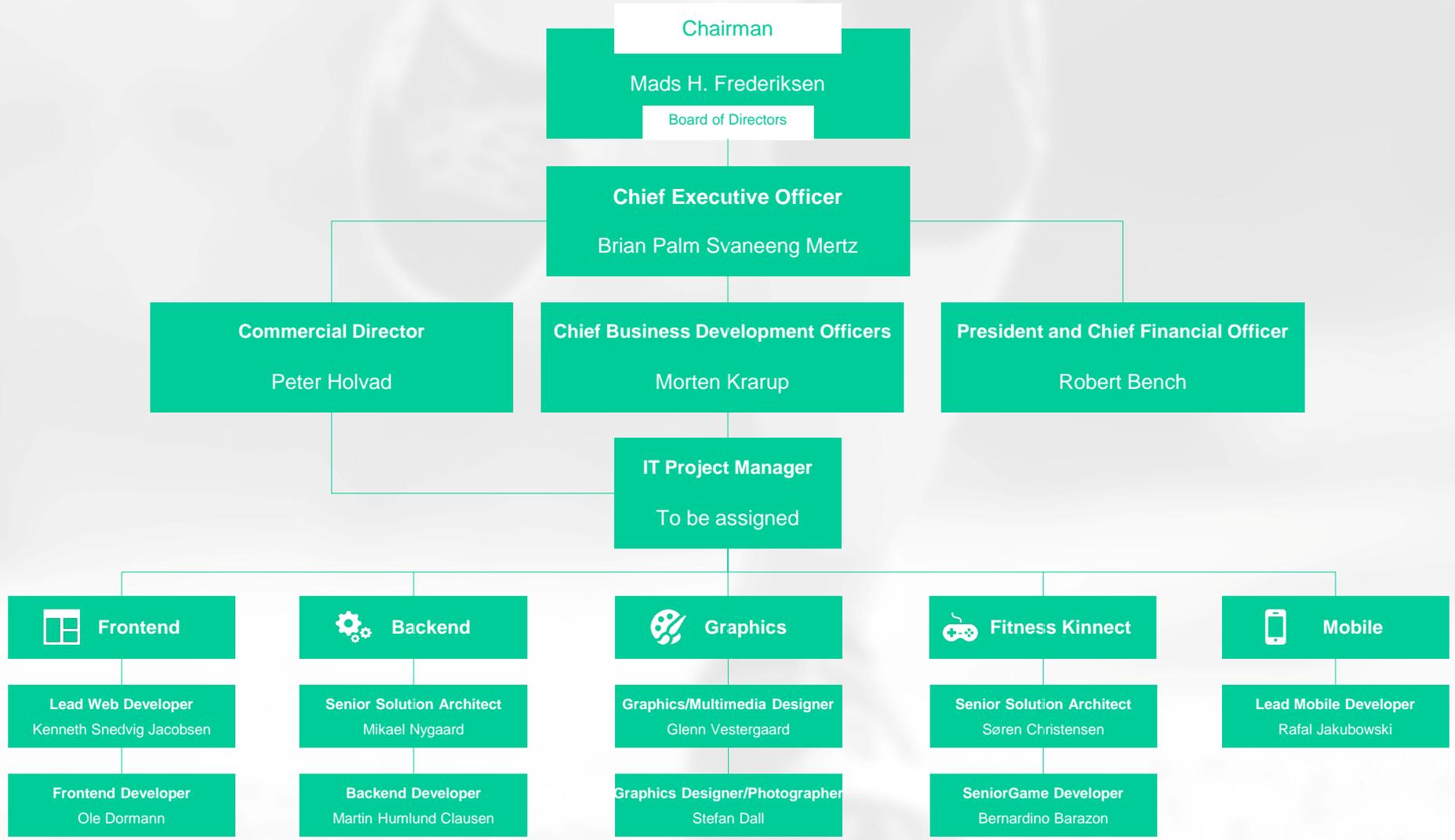
Mr. Krarup has been key to the creation of NABUFIT.

Peter Holvad

CCO

Mr. Holvad carries a Master as well as a Graduate Diploma in Business Administration.

Peter has a vast experience within strategy, branding and marketing development as well as management from leading positions in companies like Shell, Dansk Supermarked and Bestseller



EMPLOYEES

- 15 employees

INVESTORS

- Voluntas & LF Investments (\$3.5M)
- Jørgen Buhl (Former CEO of Carlsberg)

BOARD OF DIRECTORS

- Morten Albæk
- Ole Sigetty
- Søren Jonassen
- Mads H. Frederiksen
- Morten Krarup

SHARE INFO

- NABUFIT is listed on the OTC stock market in the US (Ticker: NBFT)
- Completed a reverse merger in November 2015
- Market cap: USD 45M
- Shareholders: 350+
- Future plan is to get listed on NASDAQ
- 21 million shares issued



OFFICES



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