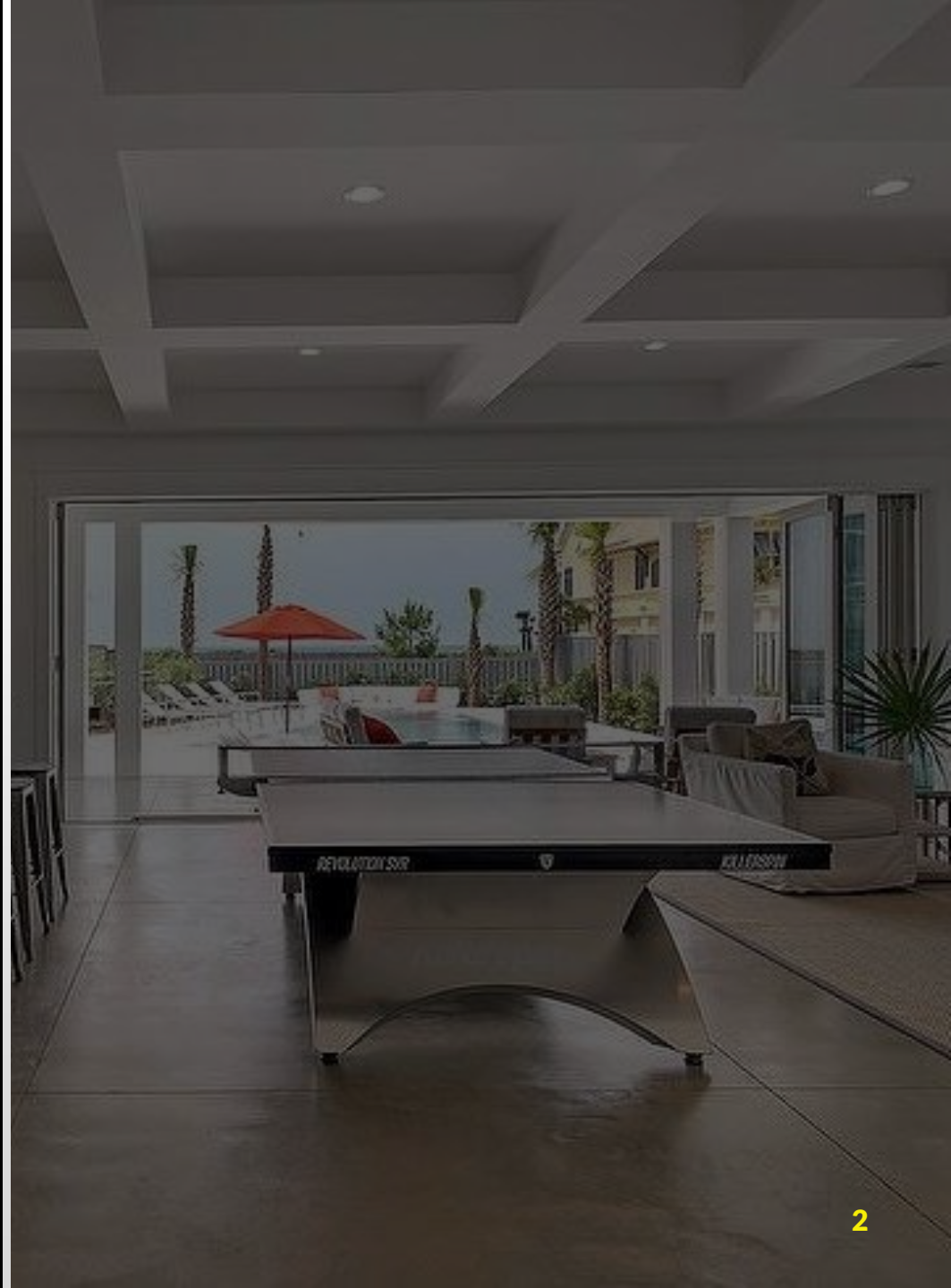




A Global UnPlug  Play Partnership

Agenda

- Key to Success in China US Relationship
- The DHS Killerspin Partnership is a China US Partnership
- Videos
 - Ping Pong Diplomacy
 - Killerspin Story 1804
 - Gamers
 - SVR Cape
 - Killerspin International Table Tennis Festival
- Presentations
- Discussions





Killerspin

The world's only company
that connects families, friends,
employers and marketers to
the digital generation through
low-cost media enabled
ecosystems of physical
connectivity of play





What We Do

Killerspin is the world's company that connects families, friends, and employers and marketers to the digital generation through low-cost media enabled ecosystems of physical connectivity of play

Global Trends

The Digitization of Everything, the rebellion against the Digitization of Everything, the Connection Economy and competition for the Digital Generation are major trends affecting and evolving the business world. **Digitally –enhanced, not digitally exclusive relationships will define the connection economy.**

The Digital Athlete

700M people global per employment (73% higher salaries) and entertainment through digital activities. Empowered but stressed by technology the rising digital generation has new social needs and behaviors. Their values are changing consumption patterns, and the way people work & live. Tennis is the secondary skill sport/activity of the family/ideas and the digital generation.

Monetizing Aspiration

Killerspin is monetizing the digital generation's desire for digitally enhanced physical connectivity to establish and strengthen their personal and professional relationships.

Space in a Huge Market

Connecting families/friends, employers, and marketers to the venues where they live, study, work, play, and worship is a potentially very large financial opportunity for Killerspin

- The father-son relationship: 4M affluent US households with male children 8-15 users old: 50M student athletes, 85% are coached by their parents.
- Global Employers and Marketers spend over \$1T annually recruiting, marketing to and paying for the health/wellness benefits for the digital generation
 - Employers annually spend \$100B on wellness program current solution don't address need for socialization and \$200B recruiting highly sought after talents (20M technology professionals)
 - Marketers Commercial Properties - \$27T, US 87B sq. ft. in 5.6M buildings, 10-15% used to attract new tenants, facing WeWork threat, Universities are competing for the \$10B+ market for Chinese and Indian Students. Tech companies spend over %\$100B annually marketing to Tech Decision.

Table Tennis is the secondary skill sport/activity of the family/friends and the digital generation

The Digitization of Everything, the Rebellion against the Digitization of Everything, the Connection Economy and competition for the Digital Generation are major trends affecting and evolving the business world.



Digitally enhanced, not digitally exclusive relationships will define the connection economy.



700M people globally get their employment (73% higher salaries) and entertainment through digital activities.



Employers and Marketers are competing for the Digital Generation.



Empowered but stressed/isolated by technology the rising digital generation has new social needs and behaviors.



Their values are changing consumption patterns, and the way people work & live.



Table Tennis

The sport of the US
(families, friends, the Digital
Generation) and China





Killerspin is monetizing the digital generation's desire for digitally enhanced physical connectivity to establish and strengthen their personal and professional relationships.

killerspin.



Most Table Tennis companies market to a small and cost sensitive enthusiast market whose primary sport is table tennis... old men.



Killerspin's market is much larger and more affluent.

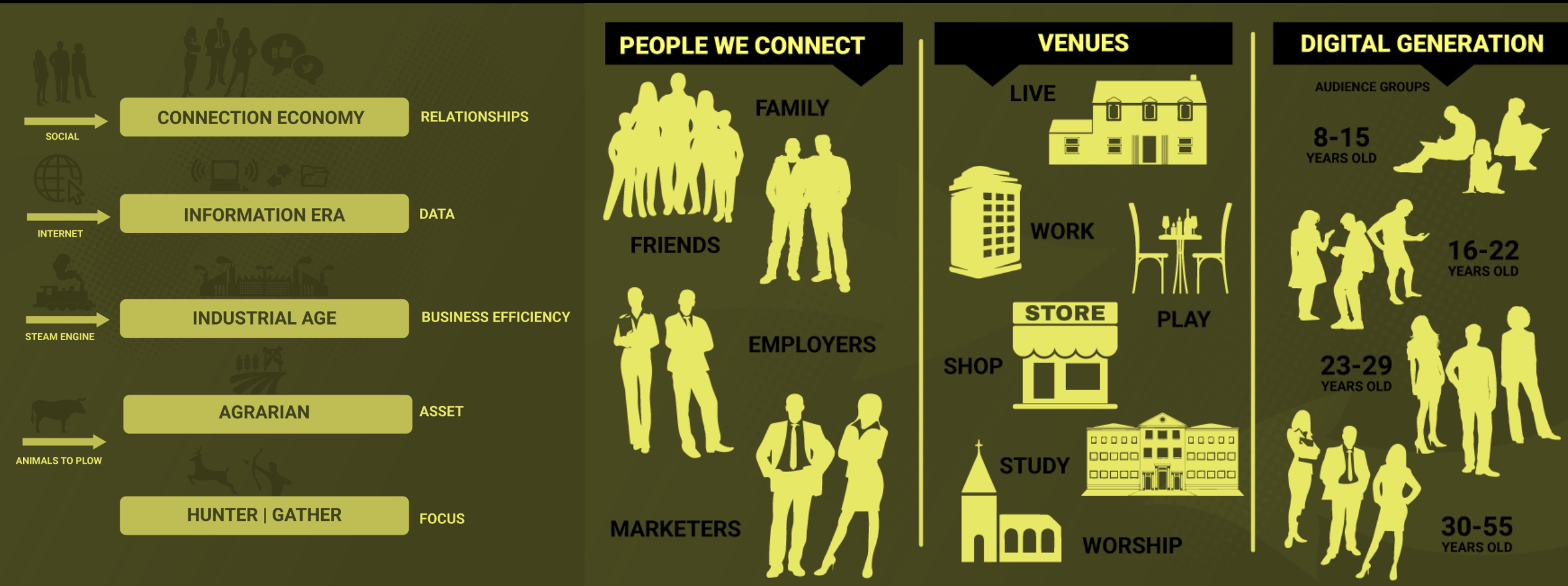


We target people who need table tennis as a secondary skill sport.



Their primary benefit is emotional or financial creating \$B in opportunity.

Killerspin connects families/friends, employers and marketers to the in the venues where they live, study, work, play and worship is a potentially very large financial opportunity





Father / Son Relationship

4 Million

Affluent US
households with Male
Children 8-15 users old

50 Million

Student Athletes and
85% are coached by
their parents

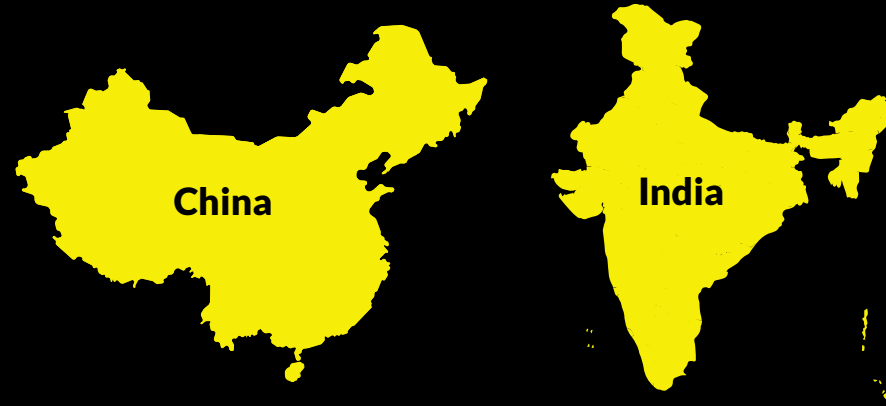
Table Tennis

A part of American
Family Culture



Global Employers and Marketers spend over \$1T annually

- Recruiting, marketing to, paying for the health/wellness benefits for the digital generation.
- Employers annually spend \$100Bs on wellness program current solutions don't address need for socialization and \$200B recruiting highly sought after talent
- Marketers: Commercial Properties - \$27T, US 87B sqft in 5.6M buildings 10-15% used to attract new tenants, facing WeWork threat
- Tech Companies spend over \$100B annually marketing to Tech decision makers



**US Educators spend \$400-600M recruiting
Student from China and India**

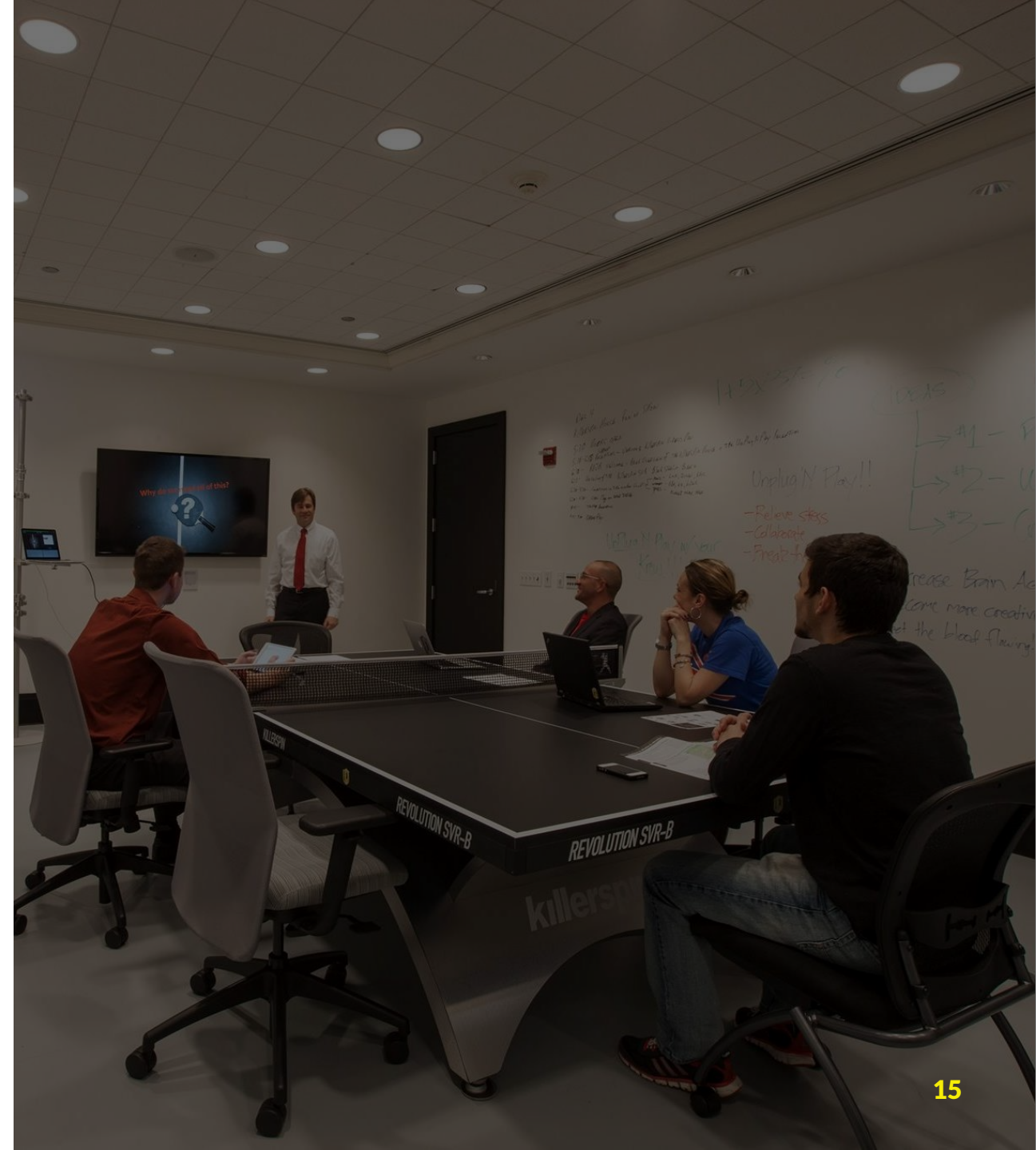
**Universities are competing for the \$10B+
market for Chinese and Indian Students**



Killerspin's Goal by 2027

30,000 Institutional UnPlugNPlay as a Service Members that pay Killerspin **\$3,499-\$24,999 annually**

Digital Athlete Table Tennis Association into a community of 1M members that pay between **\$399 - \$999 annually.**

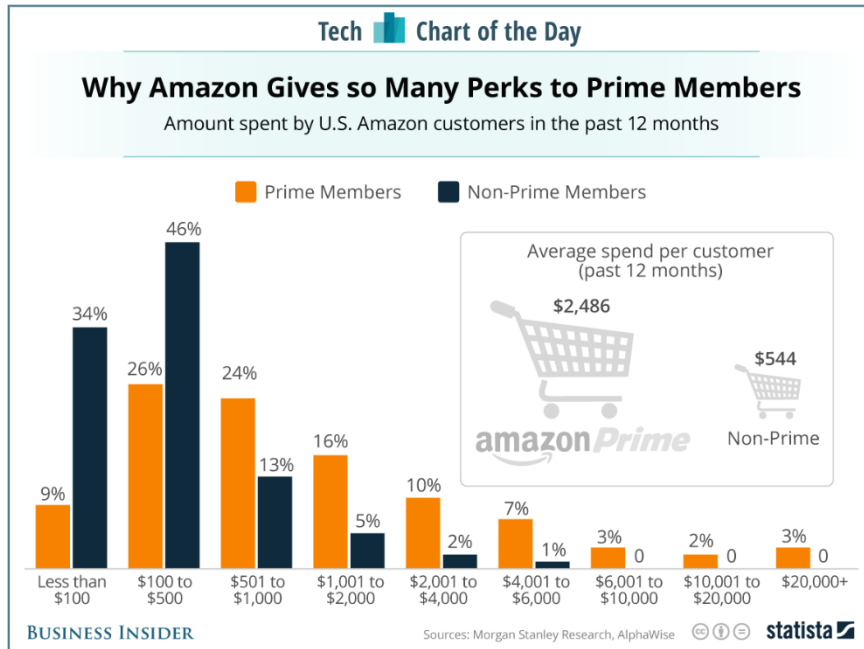




A paddle in every hand



The Digital Athlete Association



- A membership based community that costs \$9.99 per month
 - Discounts on products - Innovation – New Products
 - Members only benefits
 - Self Managed Competitions
 - Aspirational Prizes – Scholarships, Trips,
 - World UnPlugNPlay Festival events held in large urban areas
- 1M Members by 2027
- Annual Revenue
 - Membership \$119M/year = \$119M
 - Total Revenue per Member = \$509M
- Important Ratios
 - COGS = 30%
 - Marketing = 15%
 - Shipping = 14%
 - Net Income 45%



The Digital Athlete

Enabled but stressed by technology, the Digital Generation are changing everything.

- Cluster in physical and digital communities
- 84% live in large urban areas
- Stack Overflow has a community of 50 million programmers
- Online gaming community with 25 million



Table Tennis is the Secondary Skill Sport of the Digital Athlete

- Father
- Son
- Techies

Strategy

Stage 1 – Create the Audience, Sell Memberships and Packages

- Create and distribute Content to build an audience
 - Killerspin SpinShacks – interview with famous people that play table tennis
 - Kang Kang n America – Give Scholarships as prizes
 - Educational Content from the Chinese National Team
 - Create World UnPlugNPlay Festivals – Fathers Day, December – Create partnerships
 - Market to Commercial Properties
 - Use Killerspin House and World UnPlugNPlay Festival to entertain
 - Establish the Digital Athlete Table Tennis Association sell memberships
 - Promote Table Tennis as the secondary skill sport of the digital athlete
 - Charge Subscription Fee with benefits
 - World UnPlugNPlay Festival Events
 - UnPlugNPlay as a Service packages for Commercial Institutions
 - A racket in every hand - Go to Market with Free Tables - Give Away the tables , Charge for Customization paddles and balls
 - Give free software to buildings to establish communities

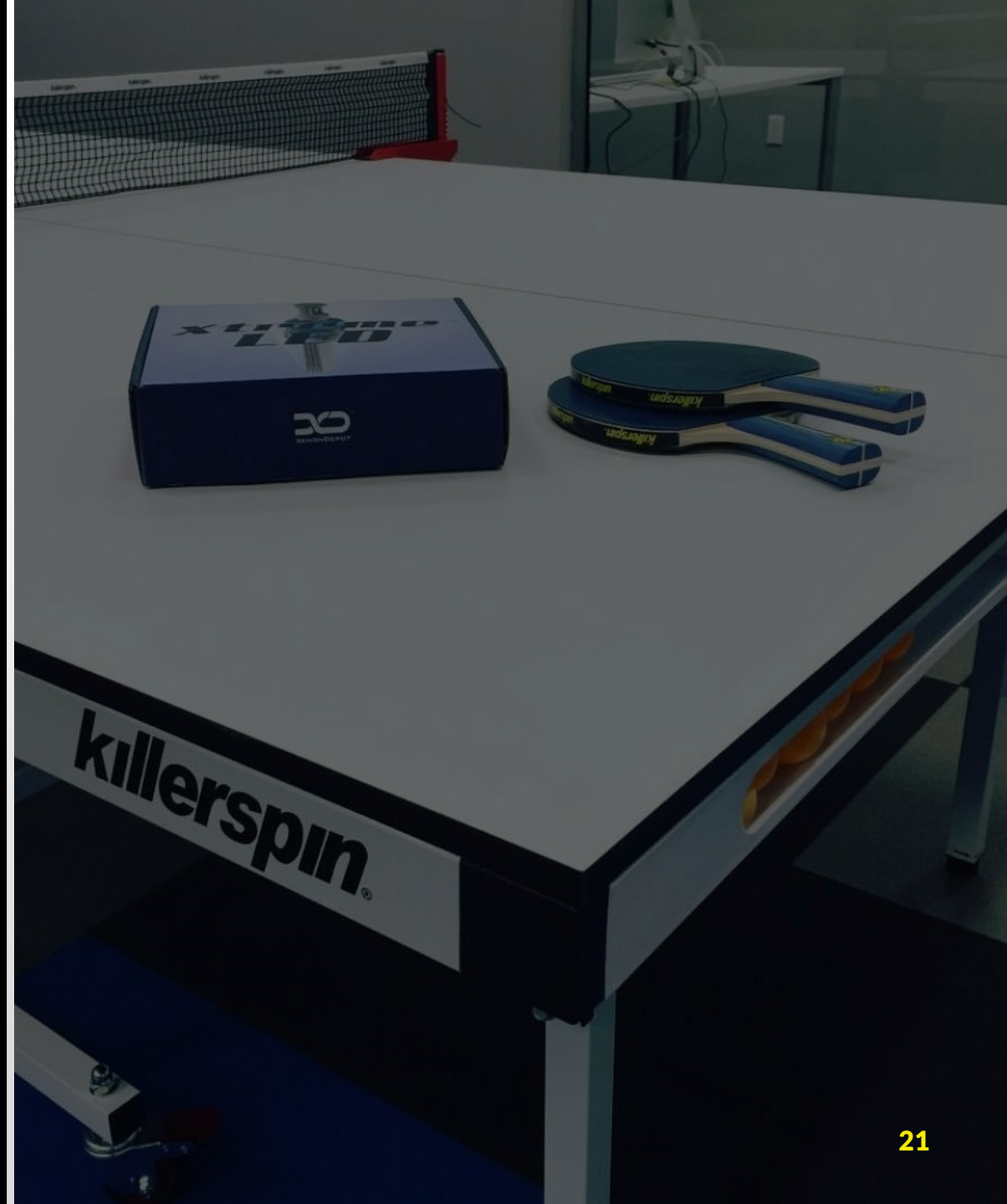
Stage 2 – Accelerate Memberships, Monetize connection to the audience

- Killerspin House events giving access to Employers and technology





Entertainment and Apparel





Equipment and Education



World UnPlug Play Festival

UnPlug Play as a service

- Creating Ecosystems of Physical Play as a Service
- A Paddle in every hand
- Give away the Table – Sell the Paddles and Balls
- Annual Revenue
 - \$3,499 - \$24,999
- 30,000 Members by 2027
- Important Ratios
 - COGS = 30%
 - Marketing = 15%
 - Shipping = 14%
 - Net Income 45%





Killerspin Eclipse





Cartridge Technology

- Innovation that allows exchangeable racket heads
- Add to Product Innovation Page

