

RURoC

INVESTOR PACK

2016/17





RUROC'S MISSION

To construct the most insane gear to enhance protection in extreme environments.

RuRoC[®]

COMPANY PROFILE

Snow, Mountain and Road - Impacts, Optics and Elements. 6 words that will define the next 20 years of Ruroc!

Over the past 6 years, Ruroc has dominated the full face ski & snowboard helmet market, with our RG1-X helmet system profitably generating over £1.45m t/o this year alone.

With over 30,000 helmet systems in circulation, weekly Sky Sports coverage in the pit lanes of Formula One and a network of over 830,000 fans.

Ruroc are ready to tackle their next market head-on.



RuRoC

ORIGINS

Action sports aren't for the faint hearted and you've got the opportunity to join a crew of the most insane riders across the globe. Riding Ruroc means knowing the value of getting out early to cut the first lines, finishing after dark to make the most of the days and pushing yourself to do something more than the next guy.

We built Ruroc because we know what challenges face extreme riders. They don't stop us doing what we love, they push us to find ways around them.

Our mission is to construct the most insane gear to enhance protection in extreme environments - and we need your help to make it happen!

RuRoC



THE VALUE IS IN THE COMMUNITY

Ruroc were mentioned in a post.

Snowboardsisak.hu
31 May at 11:07 · 🇭🇺


A tél szezonnak már vége, a Ruroc sisakok inmentől már az autósportban szerepelnek! Te tudad, hogy kedvence snowboardsisakjaink többek közt a Formula1 bokorúkjában dolgoznak nyáron? 🤔
#F1 #Formula1 #RedBull #RuRoc Ruroc #Snowboard
See translation



auto-live.hu · Rohamcsomagok a boszótóban: a snowboard és a Formula-1 között...
auto-live.hu · Rohamcsomagok a boszótóban: a snowboard és a snowboard

👍 3 · 🗨️ 0 · 🔄 0

Saulius Survilaita added a new photo to Ruroc's Timeline — in Norway
25 April · 🇱🇹




👍 1 · 🗨️ 0 · 🔄 0

Chelsey White added a new photo to Ruroc's Timeline — with Max Satt in Les Deux Alpes, Le Glacier 3000
2 May at 7:07 · 🇬🇧



Patrick Zeppwalker Zepp · Ruroc
23 May · Berlin, Germany · 🇩🇪


Twoface!



👍 1 · 🗨️ 4 · 🔄 0


Dale Cromwell · Ruroc
2 April · 🇬🇧

Best. Ski Helmet. Ever.



👍 1 · 🗨️ 0 · 🔄 0

Olivier Lefranc · Ruroc
2 May · 🇫🇷



👍 2 · 🗨️ 1 · 🔄 0

Ruroc were mentioned in a post.

Evolve Electric Skateboards UK added 3 new photos.
2 hrs · 🇬🇧


Check out these gnarly bit of kit!! Evolve Skateboards Carbon GT and Ruroc Limited Edition Chrome helmets for winners of the Evolve Skateboards Riders 2016 World Cup! #BecomeLegend #GetInvolved



👍 1 · 🗨️ 0 · 🔄 0

Deus Machina · Ruroc
26 April · 🇮🇹

Cervinia, Italy.
See translation



👍 7 · 🗨️ 1 · 🔄 0

Martin Rhodes · Ruroc
25 June at 17:08 · Cirencester · 🇬🇧

5000ft over Swindon. For Armed forces day.



👍 13 · 🗨️ 0 · 🔄 0

FAN FOCUS

Ruroc's value is in it's community. Our mantra is "fans not customers". This view has led us to amass a global network of over 830,000 fans & followers and establish ourselves as a highly engaged action sports hub.

Fans look to Ruroc for industry news, weather reports and other user generated content that embodies the lifestyle that we represent.



Facebook

750K+



Instagram

23K+



Email Subscribers

63K+

FACEBOOK FOLLOWING COMPARISON

Ruroc has forged a highly engaged and interactive social media following larger than any of our competitors in the helmet market, owing largely to its young, dynamic and internet savvy in-house staff.

This interactivity has created brand ambassadors worldwide and now just 15% of our helmet sales come for the United Kingdom, with the USA (an alpine helmet market worth \$112m+ alone) accounting for 60% of all B2C web sales.



BRAND PILLARS

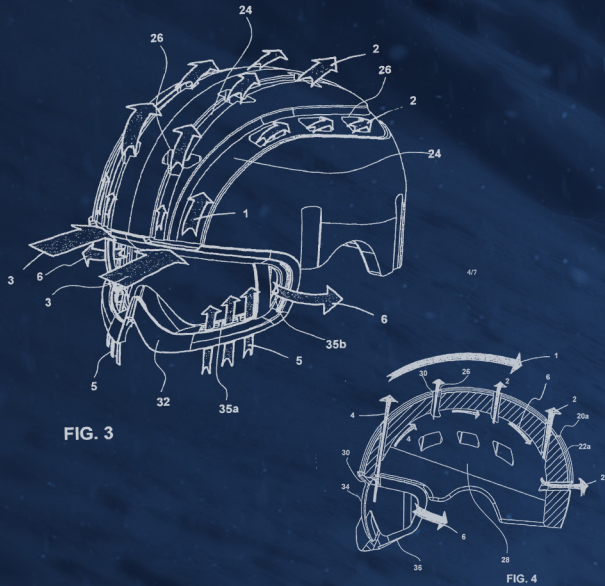
Action Sports fans ride gear that expresses who they are and what they've achieved. This understanding led us to establish our 4 core beliefs:

1. Our gear must be unique in its design and like nothing else in its category.
2. Our gear must have added performance benefits.
3. Our gear must always be fan & user driven.
4. Our gear must make the user believe they can step out of their comfort zone.

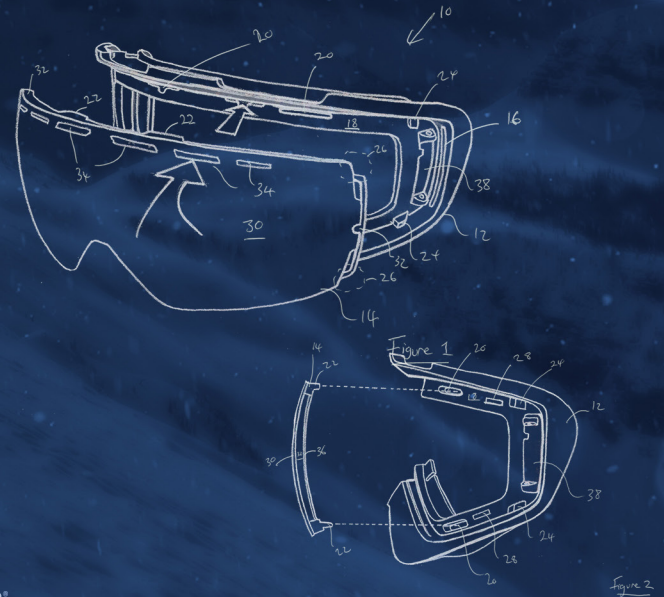
These pillars lead our fan relations, product development and guide the company as a whole.

INTELLECTUAL PROPERTY - BRAND ASSETS

British Patent Application No.: 0714586.5



British Patent Application No.: 1519880.7



FUTURE

Taking on extreme challenges is what we love, and it fuels us. We created the market for full-face ski helmets, and we dominated it.

An unconventional approach to design, marketing and fan engagement has seen the Ruroc RG1-X helmet system enhance traditional ski helmet safety, eradicate goggle fog and prevent overheating. 2015 led to a new market leading innovation in magnetic lens technology, known only as MagLoc.

Optical clarity, defense from impacts and protection from the elements are the 3 essentials for any action sports athlete. These 3 things defined the RG1-X and our experience in perfecting these guide our vision - Impacts, Optics and Elements, the core categories that will fall under every new market we take on.

RURoC

FUTURE MARKETS - SNOW, MOUNTAIN AND ROAD



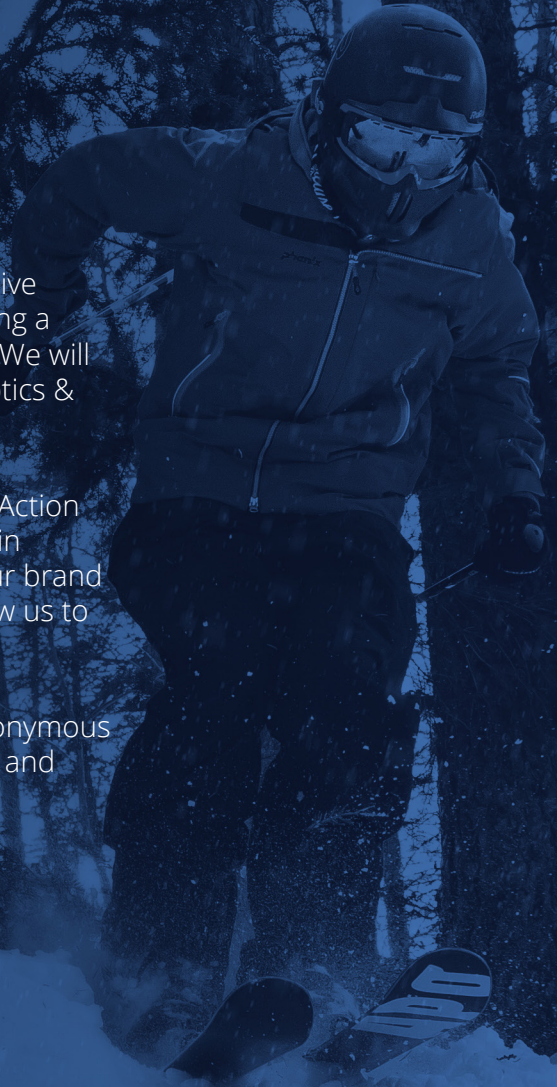
- **IMPACT**
Helmets and Body Armour.
- **OPTICS**
Goggles and Sunglasses.
- **ELEMENTS**
Technical Apparel for cold or warm climates.

FORWARD LOOKING PLAN

The transition to an Action Sports brand is phase one of our aggressive expansion plan. Our entry to market method is based around bringing a flagship impact protection item into the market to cause disruption. We will then innovate and drive our expansion through the categories of Optics & Elements.

2017 will see us evolve from a Snowsports protection brand into an Action Sports company with the launch into the Road category specializing in SuperMoto & Streetfighter style helmets. This evolution increases our brand presence in the Snow category as the new road-worthy helmets allow us to cross over into the Snowmobile market.

Within 10 years we will transcend individual sports and become synonymous with Action Sports as a whole, in the way that only Red Bull, Monster and Volcom have managed.



PROFIT

We don't function like other start ups. Ruroc is a profitable business, today!
Our focus is on scaling whilst maintaining profitability.

We're passionate about our products, and we love our fans. That is why we've reinvested our profit from the 2015/16 season and will be launching the following product enhancements in September:

XL/XXL sizing - Bigger is always better... And 95% of our returns for refunds are due to sizing issues so this will eliminate that completely!

Asian Fit helmet and goggles - The Chinese market is growing rapidly with the 2022 Beijing Winter Olympics looming, and our new distribution partner in Beijing has placed a phenomenal order for our Asian fit gear!

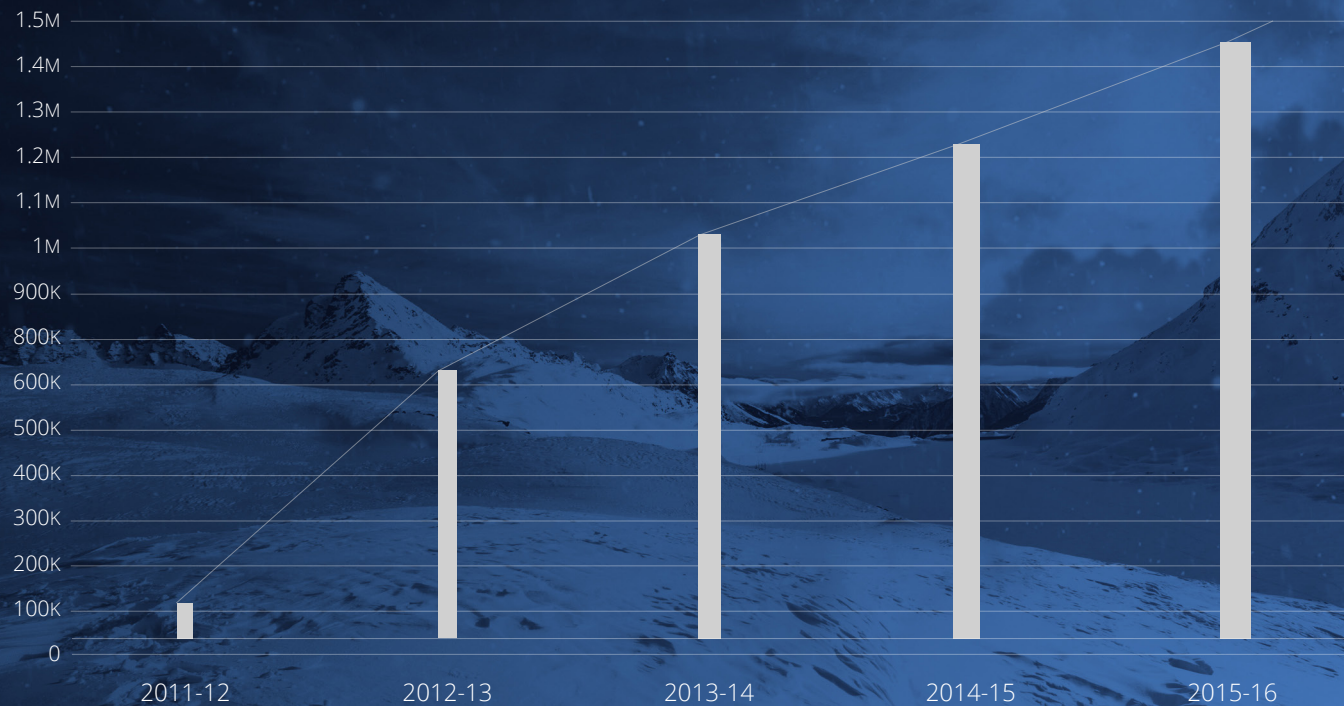
Shockwave Bluetooth Integration - Our new Shockwave Bluetooth kit will give Ruroc riders access to music whilst they ride!

PROFIT CONT.

- Easier mask clipping system - Simplicity is key in product design and our new spring-loaded clips make the high-impact mask even easier to attach and remove.
- Improved comfort liner - A colour matched comfort liner with an antibacterial coating as standard will be coming with all RG-1 and RG1-X helmets from September 2016.
- Reinforced mask - We've backed up the safety and comfort of our face masks with a protective foam insert.
- Enhanced user experience - There are countless "box opening" videos of Ruroc helmets on YouTube. With a welcome pack in 5 different languages, a Ruroc helmet shaped key ring, epic stickers and a protective helmet bag, the unboxing experience will now be better than ever.

6 YEARS OF GROWTH

TURNOVER (£)



EXIT STRATEGY

The team at Ruroc are young, hungry and dedicated to growing the company to its full potential! Below are 2 examples of brands in our market who have achieved fantastic results from exits, ranging from a \$65m+ exit to a \$600m exit.

- **POC Sports** - \$65m*
- **Volcom** - \$600m**

** <http://www.blackdiamond-inc.com/phoenix.zhtml?c=118683&p=irol-newsArticle&ID=2095298>

** http://www.kering.com/en/press-releases/ppr_to_acquire_volcom_inc_for_2450_per_share_in_cash

EXIT CONT.

While those exits are undoubtedly exciting we understand that some investors may look for shorter 3-5 year exit plans. In the shorter 3-5 year term we fully intend to bring in experience from private equity investors.

We hope to be able to give these investors the opportunity to purchase the shares from our early investors, allowing an exit for those who wish for it. Of course, this cannot be guaranteed and these are only indicative plans.



RuRoC

A blue-tinted photograph of two skiers in a snowy forest. The skier on the left is in the foreground, wearing a dark jacket and helmet, with their arms outstretched. The skier on the right is in the background, also in a dark jacket and helmet, appearing to be in motion. The background is filled with snow-covered evergreen trees.

READY TO GET INVOLVED?

DAN REES

+44 (0) 7739 753 444

Dan@ruroc.com

MATT REES

+44 (0) 7850 400 030

Matt@ruroc.com

RuRoC