



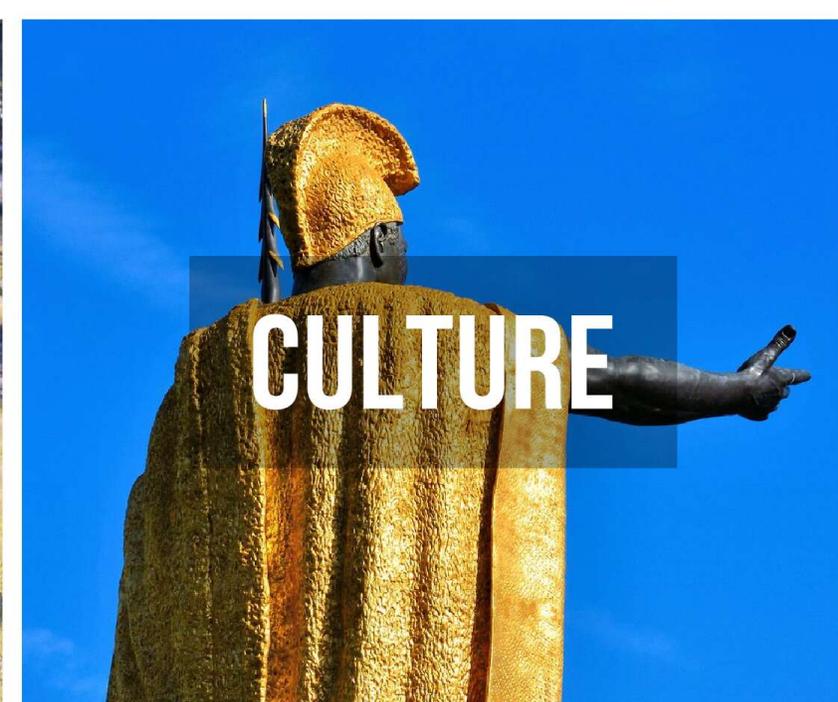
HELE FITNESS LLC

*Educating, Empowering and Elevating Lives Through
Movement and Community*

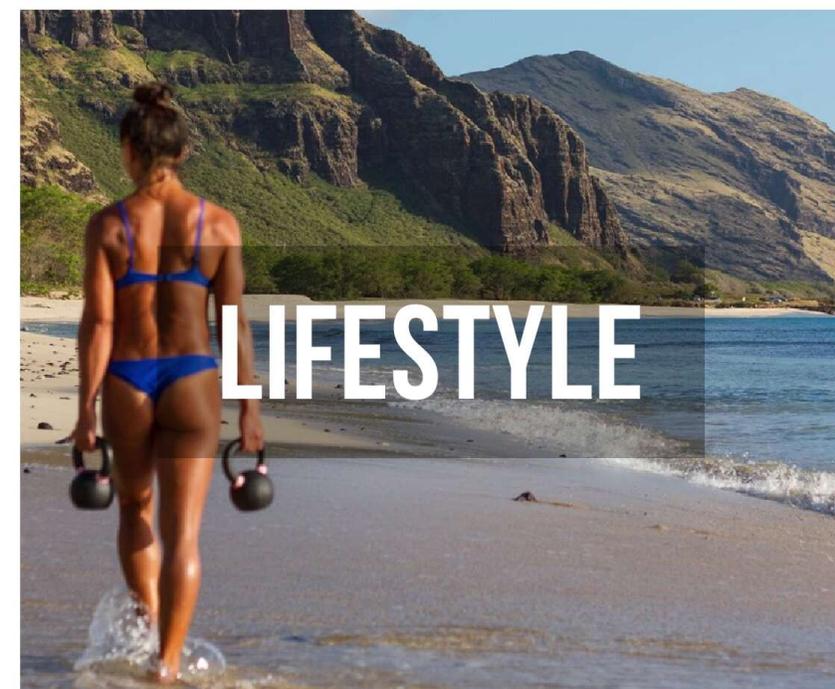




COMMUNITY



CULTURE



LIFESTYLE



PROGRAMMING



EQUIPMENT

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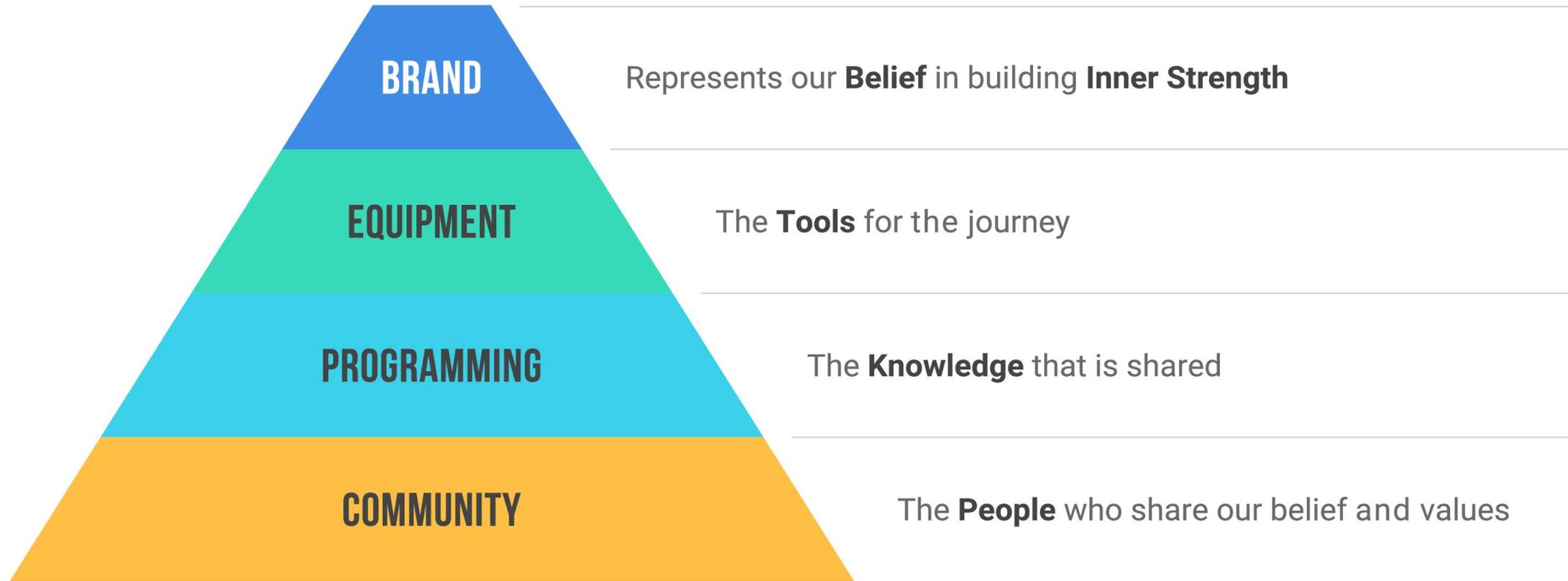
⑦ TEAM

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1. THE BRAND

Our **Brand** represents our belief that building inner strength is what truly empowers people. That ethos is carried throughout the **Equipment, Programming, and Community** that comprise Hele Fitness.



2. MISSION

Our Mission is to improve lives through health and fitness



3. APPROACH

Holistic by design - our **Brand** is rooted in Hawaiian **Culture & Values**.



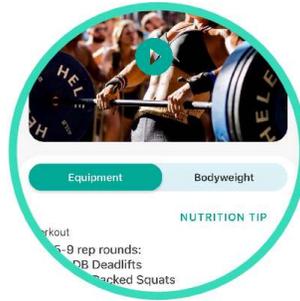
4. PRODUCTS

We offer Equipment, Programming, and Community- sharing stories of Hawaii's Culture & Values



EQUIPMENT

Our entire equipment line is Functional. We have a full enterprise-grade product line that suits the needs from Military facilities to Home Gyms



PROGRAMMING

We provide the knowledge and programming for industry specific training needs; to include Army, Police, Fire and Lifeguards



COMMUNITY

The journey of transformation is one to be shared and celebrated. We facilitate bringing people together through virtual challenges and Community events



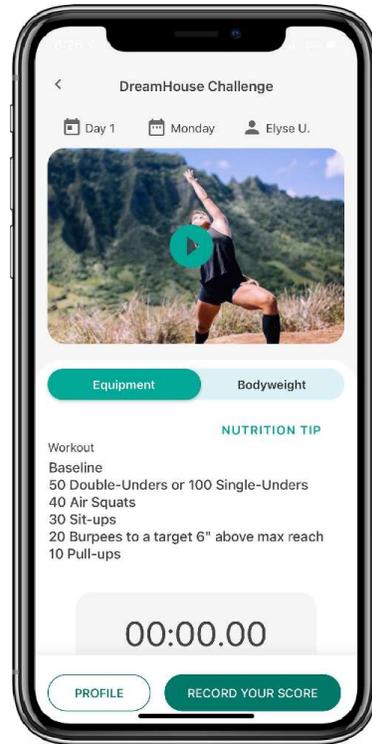
4.1 EQUIPMENT

A full product line for all things
Functional Fitness



4.2 PROGRAMMING

Programming - Industry Focused and designed for readiness, whether you are preparing for extreme circumstances or just everyday life.



- **HELE FITNESS MOBILE APP**
- **INDUSTRY-BASED PROGRAMMING**
i.e. Army Combat Fitness Test (New ACFT)
- **FIRST RESPONDERS / MILITARY / SPORT-SPECIFIC**



4.3 FITNESS COMMUNITY

Our fitness ecosystem includes partners with complimentary products & services which adds value to our community of customers.



5. MARKET

The Fitness Market is growing rapidly. *FUNCTIONAL FITNESS MARKET EXPECTED TO EXCEED \$25B BY 2025



TOTAL ADDRESSABLE MARKET

Total Global Fitness Equipment Market



TOTAL SERVICEABLE MARKET

Functional Fitness Market Segment



TOTAL OBTAINABLE MARKET

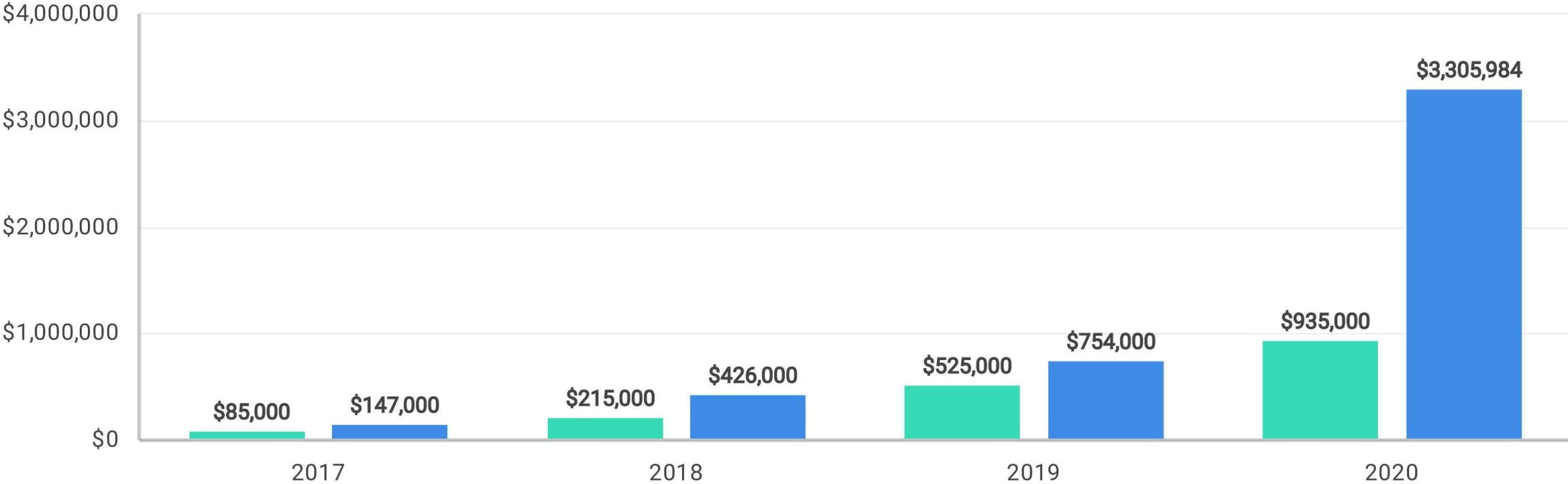
Obtainable Market for our Company



6. TRACTION

Actual Revenues **Outperformed Projections all 4 Years** (*cash basis of accounting*)

● Projections ● Revenues



7. TEAM

We are all former athletes and fitness professionals that share a passion for health and fitness while being rooted in our home culture in Hawaii. We take great pride in our mission as we continue sharing our Brand of Fitness with the world.



GUS MELLO

Co-Founder & CEO



MARCUS SOUZA

Co-Founder & COO



BROOK EMANUEL

Co-Founder & Strategist



DARA TARAWAHARA

Partner & VP Sales



JOE CASALE

Manager



MELISSA CASALE

Sales & Marketing



8. GLOBAL AFFILIATE PARTNERS

We have Partners around the world and growing. We make a guaranteed profit margin from each Affiliate based on the Market, Forex, and Volume





JOIN OUR JOURNEY AND BECOME PART OF OUR TEAM!

Investor Contact:

BROOK EMANUEL

Co-Founder & Strategist

@ brook@helefitness.com



APPENDIX



CUSTOMER TESTIMONIALS



MARIO QUEZADA

"I can't think of a fitness company, in Hawaii or elsewhere, that cares more for it's customer's experience with their products than Hele Fitness."



ASHLEY BURNETT

"UFC Gym Kailua has some of their equipment and I immediately noticed the drastic difference in the quality of the Hele brand equipment."



KAHEA HART

"The quality is top of the line and great customer service. The guys are cool and will work with you to get your work space dialed."



NANAKULI H.S.

"While the student athletes marveled at the equipment, we as strength coaches are reassured by the safety and design."



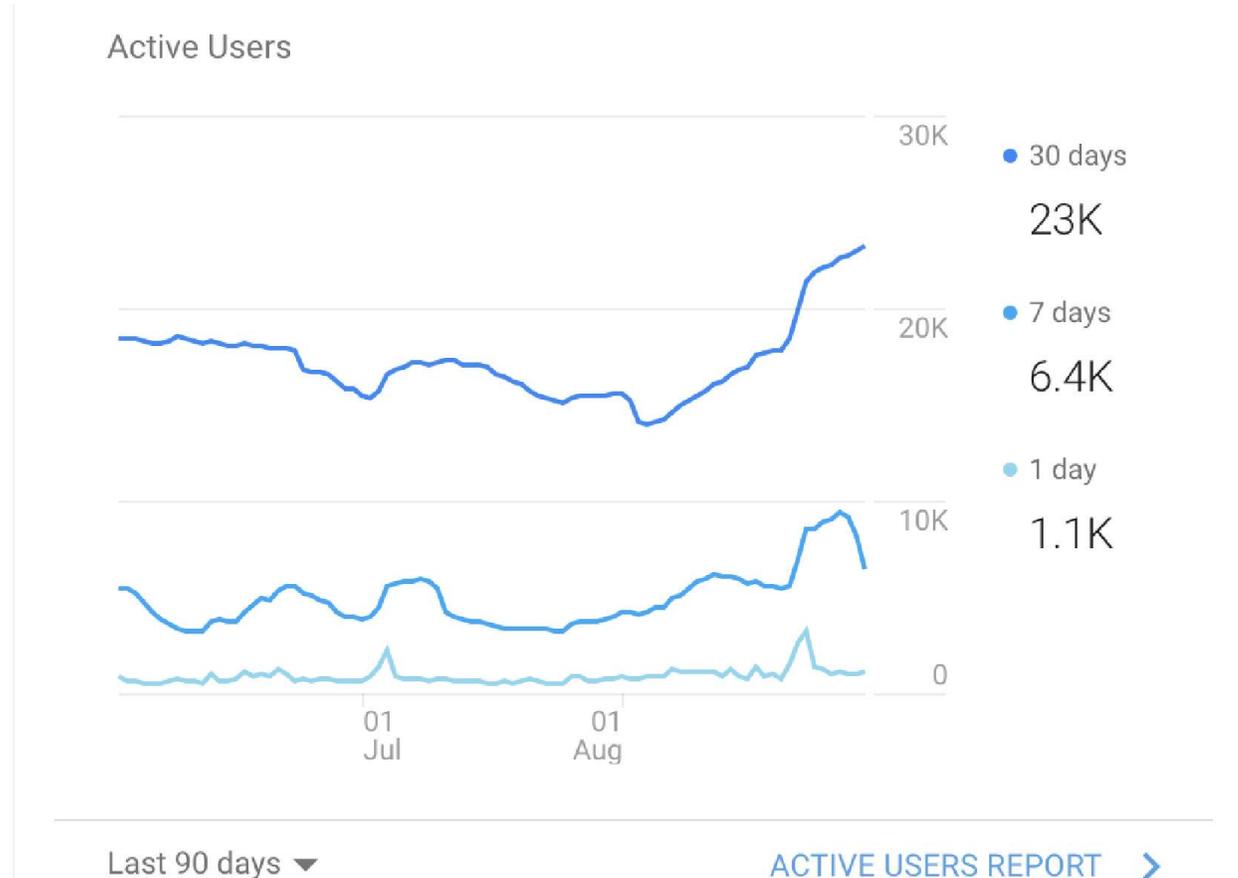
LEILEHUA H.S.

"Fast, efficient and friendly, you won't find better anywhere on the islands."



WEBSITE TRAFFIC

Google Analytics shows our website has just under 1k active users per day.

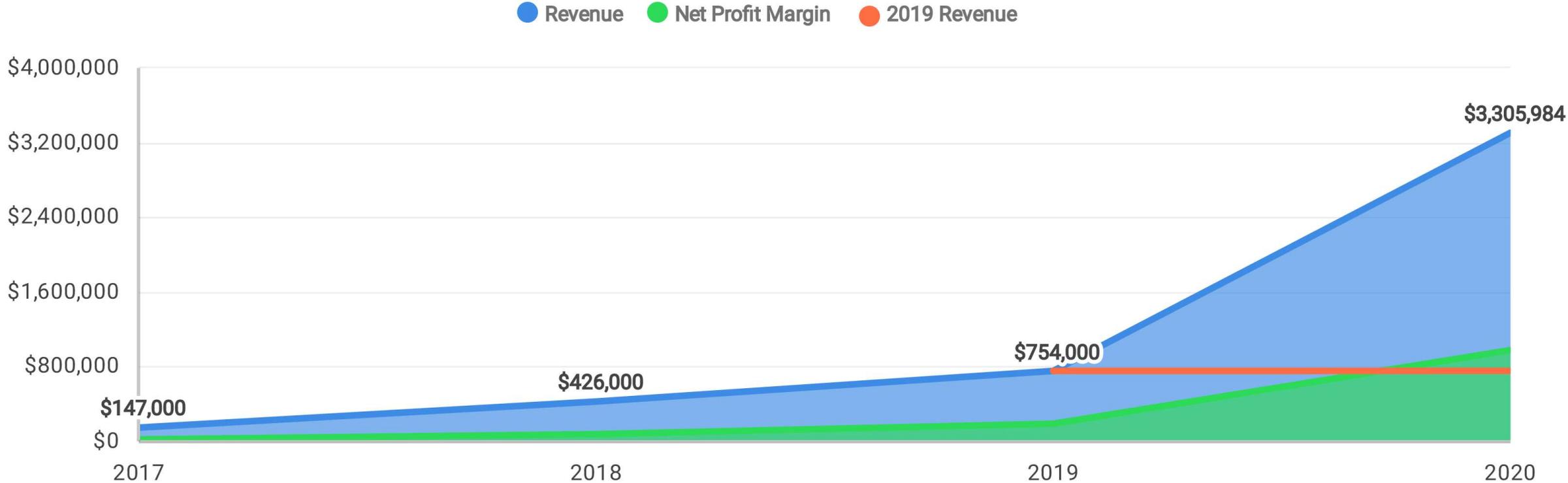


- **DAILY ACTIVE USERS CONTINUE TO INCREASE EACH QUARTER**
- **MAJORITY IS ORGANIC TRAFFIC - WE SPEND >\$500/MONTH ON MARKETING**
- **ENGAGEMENT CONTINUES TO GROW**
This is key for our new digital programming platform that will deepen that user / customer engagement



FINANCIAL DATA

Strong **Revenue Growth** along with greater operational efficiency leading to higher **Net Profit Margins**. For 2020, our **Net Profit** exceeded our **Revenue from 2019**.





WHAT WE ACCOMPLISHED



MOBILE APP V.2

2021 - A native app that powers coaches, gyms and fitness enthusiasts



APP USERS

2023 - Goal of 10,000 monthly active users



EXPAND AFFILIATES

2022 - Global affiliate partners > 12 countries (currently in 7 countries)



COMMUNITY

2024 - Build our community to over 50,000 (users & customers)

EXIT

FUTURE MILESTONES

***ALL FUTURE MILESTONES ARE PROJECTIONS AND ARE IN NO MANNER GUARANTEED TO OCCUR**