

Dear Investor,

I hope you are well, and that you have had a great summer! I wanted to give you an update on what we at Holodia are doing!

We came a long way since our last crowdfunding campaign in 2022, and achieved a number of important goals:

1. Holodia AG, our operating company, has issued its first net positive operating result at the end of 2023. We are proud to have achieved this important milestone on our journey to make Holodia a profitable, attractive company and increase value for our investors.
2. 2023 Financial statements also presented a stronger balance sheet, enabled by a significant increase in the company's intangible asset base (direct value!). This was brought about by a review of our accounting policies which resulted in an asset increase. This development, albeit a technicality, will help us increase valuation in future rounds, or exit opportunities.
3. We have also expanded our market to new business customers, including a number of universities, rehabilitation centres, and older adults facilities. HOLOFIT has been an important tool in therapy and rehabilitation, and you can read more about how it improves physical endurance, stability, and motivation, and can even reduce neuropathic pain, stress, and anxiety in Centrum Paraple [here](#).
4. HOLOFIT subscribers have achieved more than 2 million workouts on HOLOFIT, using different fitness machines and our HOLOFIT Freestyle and Freestyle combo. They've also increased their workout frequency to 5 times per week, and for the average workout length for 29 minutes!
5. Finally, we have grown our revenues by 20%, improved our subscriber retention rate to 93.5%, and managed to keep our costs at a very low level, which we found important in a year that was globally very financially challenging.

We have also done A LOT on the product development side, adding new content, improving our backend architecture and getting it ready for significant scaling, improving the graphic performances of our app on Meta Quest3, introducing new challenges, including our own HOLOlympics and much more.

With all of this, we decided that we are ready for the next phase, and the supercharged growth we plan to achieve in the next 12 months. This is why we are raising another crowdfunding round on Wefunder, raising up to \$500k to invest primarily in scaling our marketing spend, and our content production.

This round will have our company valued at \$25 million, an increase from the last round you took part in, where the company was valued at \$15 million. We have a special deal for all those that invest first, during the Friends & Family phase, and that is a 20% discount on valuation.

But we also want to show a sign of appreciation to all of you that have been with us in the last round, and want to follow up with a new investment: we will give everyone who invests again a 50% discount on all campaign perks! (e.g. the "Leave your mark on a HOLOWorld! We'll add any item, photo or character in one of the selected HOLOWorlds, and you get to enjoy it every time you work out!" perk will be offered to you for a new investment of \$2,500 instead for the investment of above \$5,000.)

Regardless of whether you can reinvest or not, please take a moment to be proud to be a part of our company, and happy that we have achieved this much, all with your help. We appreciate you being a part of Holodia's journey and we will do our best to keep up with good work.

Thank you and all the best,

Bojana from Holodia