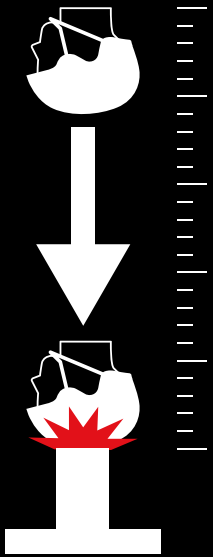


NOSHOCK

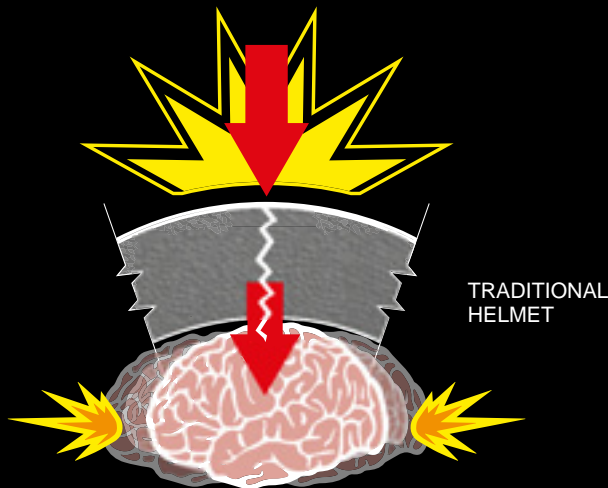
PROBLEM STATEMENT: LINEAR ACCELERATION



LINEAR IMPACT.

Linear acceleration occurs when the head is moving in a straight line and stops suddenly or is hit by an object moving in a straight line.

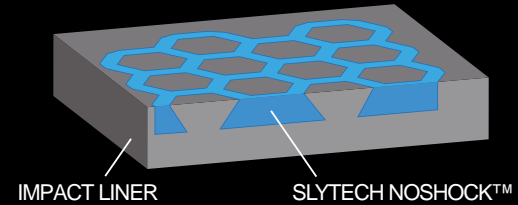
Most standard helmets are designed to protect only against linear acceleration impacts. They are made of materials, such as EPS and EPP that deform and absorb linear impacts' energy.



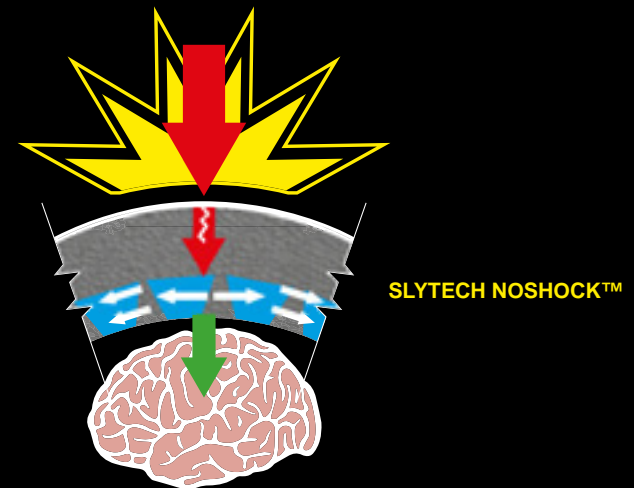
In order to meet both European and North American safety requirements, most standard helmets result in a very thick and heavy profile.

SOLUTION: SLYTECH NOSHOCK™ [patent pending]

SLYTECH NOSHOCK™ technology is a **Honeycomb Cone Structure** integrated within the core of the impact energy absorption element.



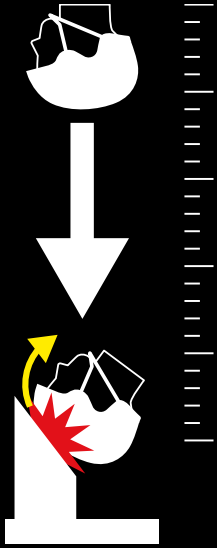
This structure of either SLYTECH 2ND SKIN™ XT or SLOW RESPONSE EPP is co-injected within a toughened EPS or EPP respectively, provides **higher structural strength** and **dissipates impact forces multi-directionally**.



SLYTECH NOSHOCK™ further **increases the shock absorption efficiency** of traditional EPS and EPP foam liners, **reducing the transference of energy of impact** to the head.

INFINITE R.A.A.

PROBLEM STATEMENT: ROTATIONAL ACCELERATION



ROTATIONAL IMPACT.

Rotational acceleration occurs when the head is hit at an angle or is rotating quickly and suddenly stops. A relative movement of the brain to the skull can cause injury.

Crashes often result in a combination of both rotational and linear acceleration. These two main accelerations are responsible for the majority of brain injuries.



LINEAR FORCE
+
ROTATIONAL FORCE

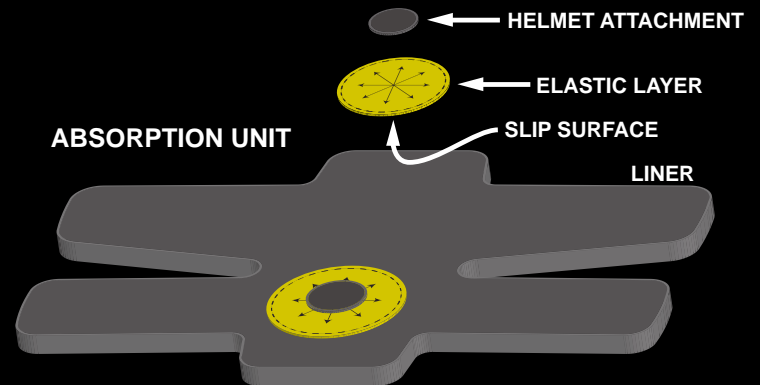
There are a few standard attempts to address rotational acceleration in the market, but these solutions are fairly limited in scope and work along preferred pathways resulting in good performance for some impact directions and poorer performance for others. Additionally, they increase the thickness and weight of a helmet, increasing the energy level in case of an impact. The result is that the helmet is not necessarily safer.

SOLUTION: INFINITE R.A.A.™ [patent pending]

INFINITE R.A.A.™ **mimics the behavior of the fluid between the skull and the brain** that provides some cushioning to the brain in case of an impact. It is the best yet simplest system to absorb rotational impacts' energy.



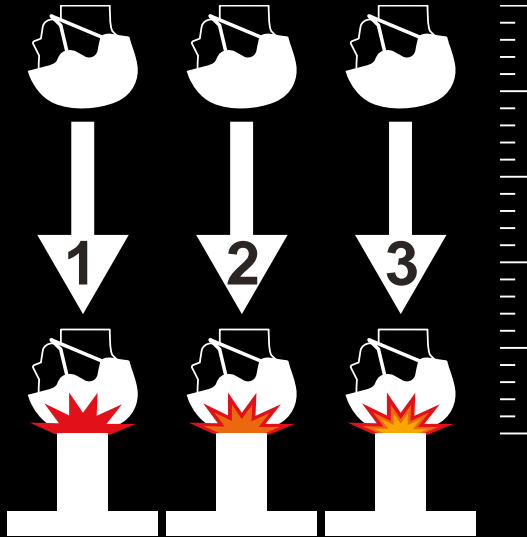
INFINITE R.A.A.™ **absorption system** consists of a liner with **built-in absorption units**. These absorption units consist of very **thin elastic layers** and **slip surface** attachments to the helmet's inner element. They are engineered to **redirect the rotational impact** energy and allow a small relative movement between the helmet and the head with **infinite impact directions**. This way, the rotational energy transferred to the head is **minimized**.



Infinite direction rotational energy reduction, No additional bulk. No additional weight.

MULTI IMPACT

PROBLEM STATEMENT: MULTIPLE IMPACT PROTECTION.



MULTIPLE IMPACT.

Standard helmets usually have an absorption layer that deforms to absorb the energy of an impact. This is efficient for a single impact, but once that layer is deformed, it cannot absorb any further impact.

SOLUTION: SHRED MULTI IMPACT



SHRED MULTI IMPACT and NOSHOCK MULTI IMPACT helmets are built with a **light, durable, and toughened EPP polymer**, which provides **superior energy absorption and protection** for a **sequence of hits** and **multiple impacts** to the head.

ICEDOT

PROBLEM STATEMENT: IN CASE OF EMERGENCY

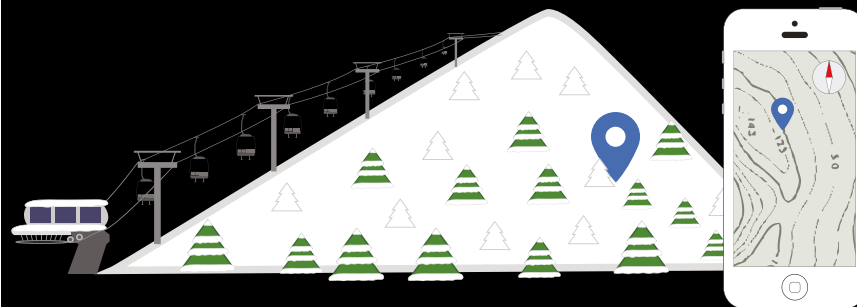
All action sports imply some risks. Helmets are designed to mitigate the effects of an impact, but an injury can happen and it's especially dangerous if a rider is alone.

SOLUTION: ICEDOT™

Every SHRED™ helmet comes with ICEdot™ protection. In case of emergency, a **first responder can access critical personal, medical and emergency contact** information by locating the sticker on the helmet and sending a text message with the **PIN number**. First responders will immediately receive a text message with the rider's identification information, medical info, and emergency contacts.



With ICEdot's **new Push Notify feature**, users can designate a primary contact that is automatically sent a text message when a session is started and another message at the end of an activity. The notification includes a **tracking link with enhanced map features**.



NOSEASON +

PROBLEM STATEMENT: MULTISEASONAL PROTECTION

We all like to challenge ourselves in different sports and we need protection for all of our activities. Having a helmet for each of them is expensive and unnecessary.

Engineers and designers face the challenge of coming up with a product capable of fulfilling the safety requirements of multiple sports, which are very different and very demanding.

The market offers some options for multi sport head protection that are either thick and bulky, or that don't meet safety requirements and cannot be called helmets.

SOLUTION: SHRED MULTI IMPACT

SHRED NOSEASON Helmets are engineered to **simultaneously pass** very demanding **safety regulations for European and American snow and bike** standards.



Thanks to SLYTECH NOSHOCK™ protection technology SHRED NOSEASON and NOSEASON+ helmets are able to meet and exceed multiple safety requirements that otherwise would be impossible to meet.



SHRED NOSEASON+ Helmets additionally exceed safety requirements for skateboarding and watersports.

Smart design and engineering allows for easy transitions from one sport to another.