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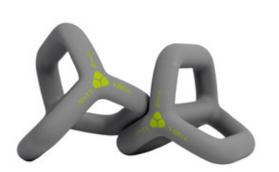
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YBell Arc, Neo, & Pro Series













YBell Product Ranges



Arc Series and Neo Series - Neoprene Covered













Arc Lite 1.1 kg | 2.4 lb

2.5 kg | 5.5 lb

Arc Plus 3.2 kg | 7 lb

Neo XS 4.5 kg | 10 lb

Neo S 6 kg | 14 lb

Neo M 8 kg | 18.5 lb

Neo L 10 kg | 22.5 lb

Neo XL 12 kg | 27 lb



Pro 4.5kg 4.5 kg | 10 lb



Pro 6kg 6 kg | 14 lb



Pro 8kg 8 *kg* | 18.5 *lb*



Pro 10kg 10 kg | 22.5 lb



Pro 12kg 12 kg | 27 lb



Pro 14kg 14 kg | 31 lb



Pro 16kg 16 kg | 35 lb



Pro 18kg 18 kg | 40 lb



Pro 20kg 20 kg | 44 lb

Pro Series - Powder Coated



YBell Fitness



Our Vision

YBell Fitness is a leading, innovative global fitness company producing patented 4-in-1 fitness tools enabling people to perform more exercises with less equipment more cost effectively.

YBell Fitness embodies core values of self-betterment, inclusivity, community, and innovation. We strive to provide products and customer experiences of the highest levels. And we do this for *Every Body.*

All YBell® products are accompanied by informative online and in-person education programs for users of all levels. As an accessible, ground-breaking product, YBells help people achieve their personal and professional fitness goals.



YBell Fitness



Core Values

Self-Betterment: We strive to be better today than we were yesterday, and we encourage and inspire others to do the same. Fitness is simply a vehicle that allows us to achieve that goal day in and day out.

Inclusivity: We are the One Piece of Equipment for Every Body[™] meaning that we are accessible by all individuals regardless of their physical fitness levels. We invite all to join our journey and never judge or discriminate.

Community: We are a global brand in dozens of countries. We embrace cultural diversity and all share the same passion for self-betterment.

Innovation: We have created an award-winning product with a patented and patents pending design that is reshaping the functional training industry. We allow users to simplify their workouts without sacrificing productivity or efficiency.



YBell Fitness





Play Video



YBell Fitness Product Offerings



YBell Fitness provides three product categories:

Equipment

- We are a supplier of award-winning and innovative fitness equipment
- The YBell Neo Series is our flagship product
- The Arc Series and Pro Series launch in Q1 2022

Education

- We provide premier education to fitness professionals globally
- Consumer & training industry facing app
- Virtual workshops & coaching courses
- Virtual Master Instructor Training

Content & Community

- We have a presence in 55 different countries
- Social media following and exposure is growing rapidly
- Informative and captivating imagery and videos
- Established & growing across multiple mediums to reach Every Body





About Us



The development of the YBell® has been a labor of love for inventor and personal trainer, Aaron "Az" Laurence. Over the last 15 years, Aaron has trained thousands of people on Australia's famous Bondi Beach.

He was using traditional training tools, dumbbells, kettlebells and medicine balls, to create his own brand of High Intensity Resistance Training. With his member numbers growing, it became less possible to incorporate multiple pieces of equipment into his sessions.

Partnering with Michael "Hop" Hoppe, a 30-year professional industrial designer, Az and Hop created the solution to the problem: the YBell – one piece of equipment that did everything he was already doing and more.

Using one device allowed for quick transitions between exercises, which streamlines workouts.

YBell Fitness launched in 2018 and has quickly grown to distribution in 55 countries. Global headquarters are in Sydney, Australia. Global sales and marketing are led from the Beverly Hills, California office, and Asia Pacific and EMEA sales are managed from Eindhoven, The Netherlands.



Awards & Recognition





The Red Dot Design Award is one of the most prestigious design competitions in the world. More than 6,500 of the world's most innovative products were submitted and reviewed by the Red Dot jury for Product Design.

A total of 76 winners spanning various industries were selected, and our <u>YBell Neo</u> was among them.





For the second consecutive year, the YBell has received a *Women's Health Magazine* Fitness Award for being the most versatile free weight on the market.

Additionally, *Men's Health Magazine* included the YBell for its <u>Home Gym Awards for 2022</u> and also named it the most Versatile Dumbbell on the market.

Each team had reviewed more than 1,000 products, and the editorial team for both *Women's Health* and *Men's Health*, along with their fitness directors, selected winners ranging from fitness equipment to athletic wear to the top fitness apps.

We are incredibly humbled to be recognized by such an iconic publication!

YBell Fitness has secured global licensing rights for this award, logo, and all associated IP.







In addition to the Red Dot and Women's Health Fitness Awards, we've received a few other design awards as well.

The iF Award 2020 for Design Excellence is another highly sought after, international design competition. According to iF, the "YBell has been recognized by the industry as a trend, not a fad." And we would have to agree!

Our presence at the International Design Excellence Awards and Australian Good Design Awards was also a success having been recognized by both organizations as a Gold Winner and Best in Class, Sport & Lifestyle.



Equipment





The YBell has been carefully designed by experts in fitness and industrial design to make it easy and accessible. It has been designed and redesigned to get it right.

Simply put, a grip change is an equipment change.

By switching your grip of the YBell, the weight distribution shifts, transforming it from one piece of equipment to another.

When holding in center grip, it is a dumbbell. Outer grip allows the YBell to serve as a kettlebell. Under grip mirrors a double grip med ball, while top grip replaces the typical push-up stand.









Top Grip = Push-Up Stand









Play Video



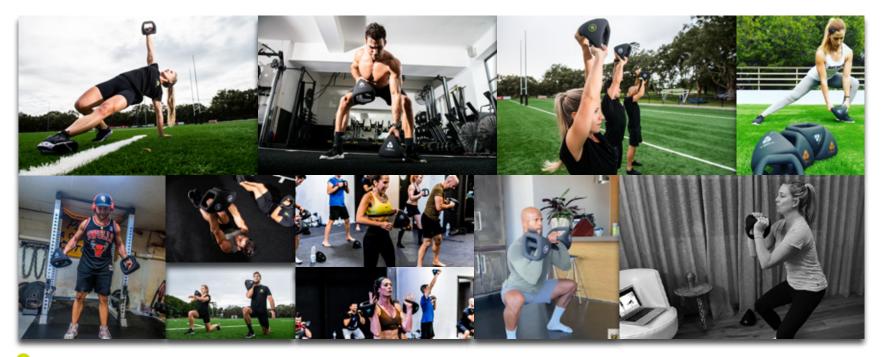
A simple equation. YBell combines a dumbbell, kettlebell, double grip med ball and push-up stand in a single piece of equipment.







Indoor vs. outdoor. At home or in the gym. Individual & group training. The YBell is the perfect tool for all facets of your fitness journey.





Equipment: Arc Series



Arc Series

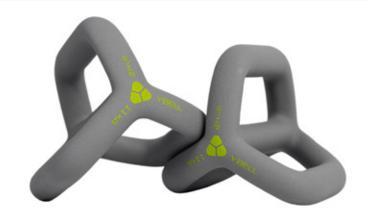
The YBell Arc Series launched in January 2022.

Weights and Availability Dates:

- Arc Lite: 1.1 kg | 2.4 lb Now
 Made of aluminum and are neoprene coated
- Arc: 2.5 kg | 5.5 lb Now
 Made of iron ore and are neoprene coated
- Arc Plus: 3.2 kg | 7.0 lb Q2 2022
 Made of iron ore and are neoprene coated

The light weights and the 4-in-1 exercise offerings of the Arc Series allow for many different types of demographics to benefit from the use of these YBells.

They are used in physical therapy, rehabilitation, Pilates, yoga, cycling, and other low-impact exercise groups.







Equipment: Arc Series



Arc Series: Target Audiences





Equipment: Neo Series



The Neo Series are our flagship products and have the weight and size of each YBell Neo is printed in kg and lb. Neos are made of iron ore and are neoprene coated. All Neos are available now.







Extra Small (XS) 4.5 kg | 10 kg

Small (S) 6 kg | 14 lb

Medium (M) 8 kg | 18.5 lb





Large (L) 10 kg | 22.5 lb

Extra Large (XL) 12 kg | 27 lb



Equipment: Pro Series



Pro Series

The Pro Series has the same YBell design and ingenuity, but is powder coated with debossed printing that lists the weight of each product.

Weights and Availability Dates:

- 20 kg | 44 lb Now
- 18 kg | 40 lb Now
- 16 kg | 35.5 lb Now
- 14 kg | 31 lb Now
- 12 kg | 27 lb Q2 2022
- 10 kg | 22.5 lb Q2 2022
- 8 kg | 18.5 lb Q2 2022
- 6 kg | 14 lb Q2 2022
- 4.5 kg | 10 lb Q2 2022

The increased weight coupled with the YBell's award-winning design makes the Pro Series the ideal training solution for the Crossfit and HIIT / HIRT groups.











Equipment: Pro Series



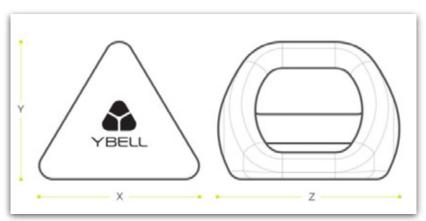
Pro Series: Target Audiences





Equipment: Product SKUs & Dimensions





							_			
Product	SKU	Weight		Dimensions (Centimeters)			Dimensions (Inches)			
		KG	LB	X	Υ	Z		X	Υ	Z
				Н	W	L		Н	W	L
YBell Arc Lite - Pair	40-ARC-L-2	1.2	2.6	16.8	15	15.7		6.6	5.9	6.2
YBell Arc - Pair	41-ARC-2	2.5	5.5	16.8	15	15.7		6.6	5.9	6.2
YBell Arc Plus - Pair	42-ARC-P-2	3.5	7.5	16.8	15	17.7		6.6	5.9	7
YBell Neo XS	01-NEO-XS	4.5	10	16.8	15	17.3		6.6	5.9	6.8
YBell Neo S	02-NEO-S	6	14	17.2	15.3	18.2		6.8	6	7.2
YBell Neo M	03-NEO-M	8	18.5	18.7	16.7	19.6		7.4	6.6	7.7
YBell Neo L	04-NEO-L	10	22.5	20	17.8	20.6		7.4	7	8.1
YBell Neo XL	05-NEO-XL	12	27	21.7	19.2	21		8.5	7.5	8.3
YBell Pro 4.5kg	100-PRO-4-C	4.5	10	16.8	15	15.7		6.6	5.9	6.2
YBell Pro 6kg	101-PRO-6-C	6	14	16.8	15	15.7		6.6	5.9	6.2
YBell Pro 8kg	102-PRO-8-C	8	18	17.1	15.3	18.2		6.7	6	7.2
YBell Pro 10kg	103-PRO-10- C	10	22	18.3	16.3	19.2		7.2	6.4	7.6
YBell Pro 12kg	104-PRO-12- C	12	26	19.7	17.5	20.2		7.8	7	8
YBell Pro 14kg	105-PRO-14- C	14	31	21.2	18.8	20.6		8.4	7.4	8.1
YBell Pro 16kg	106-PRO-16- C	16	35	22	19.5	21.7		8.7	7.8	8.5
YBell Pro 18kg	107-PRO-18- C	18	40	23	20.4	22.6		9	8	8.9
O D: 11 14 1 AU	D 4 4 D									

23.8

21.1

23.3

8.3



YBell Pro 20kg

Equipment: Product Packaging



Arc and Neo Product Packaging





YBell Products ship with specially-designed eco-friendly pulp packaging or cardboard insert packaging developed after an extensive drop testing and ship testing processes.

Each product includes carrying bands.

This ensures that all products arrive to end customers in the safest manner.

Pro Product Packaging









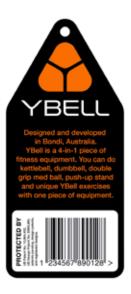


Equipment: Product Hang-Tags



Product Hang-Tags





All YBell Arc, Neo, and Pro products include product hang-tags.

QR code allows for easy access to YBell App to show customers how to use the products.

Packaging & hang-tags display YBell IP & protected patents information.



YBell Use, Storage & Cleaning Guide



USAGE

- Use on mats and soft surfaces when possible
- Avoid hitting the YBells together
- Never drop or throw YBells on the ground or any hard surfaces

STORAGE

- Use a weight storage rack when possible
- Avoid wet or damp areas
- Store indoors or in a covered area when not in use

CLEANING

- Clean daily after each use
- Use warm water with soap or basic alcohol hand wipes for wipe down
- Do not use any non-alcohol based cleaning chemicals on the neoprene coating



Equipment: YBell Vertical Rack



The YBell Vertical Rack or "V-Rack" helps keep your workout space organized and equipment safe and secure.

This customized rack can hold up to 10 YBell Arcs or Neos of any size and makes it a compact, space-saving solution for every gym, club, studio, or home.

Additional product features:

- Easy assembly
- Chrome plated arms
- Black powder coated body
- Intuitive double handled use
- Available Now

**YBell Vertical Racks are for use ONLY with YBell Neo Series or YBell Arc Series (neoprene covered) products. YBell Vertical Racks CANNOT be used to store YBell Pro Series (powder coated) products.



i beli vertical riack

Dimensions: 53.34 cm L x 50.8 cm W x 152.4 cm H | 21 in L x 20 in W x 60 in H **Weight:** 28 kg | 63 lb

*Sold separately from YBells Neos or YBell Arcs



Equipment: YBell Double Vertical Rack



The YBell Double Vertical Rack or "Double V-Rack" helps keep your workout space organized and equipment safe and secure.

This customized rack can hold up to 20 YBell Arcs or Neos of any size and makes it a compact, space-saving solution for every gym, club, studio, or home.

Additional product features:

- Easy assembly
- Chrome plated arms
- Black powder coated body
- Intuitive double handled use
- Available Q3 2022

**YBell Vertical Racks are for use with YBell Neo Series or YBell Arc Series (neoprene covered) products ONLY. YBell Vertical Racks CANNOT be used to store YBell Pro Series (powder coated) products.



YBell Double Vertical Rack (DRAFT)

Dimensions: 106.68 cm L x 50.8 cm W x 152.4 cm H | 42 in L x 20 in W x 60 in H **Weight:** 57.2 kg | 126 lb

*Sold separately from YBells





- 3 tiers and includes modular / "daisy-chain" capabilities allowing for multiple YBell storage combinations
- Ideal storage solution for both home and commercial settings
- Weight, dimensions, and final product images to be provided in the coming weeks
- · Three sizes to hold Arc, Neo, or Pro Series
- Available Q2 2022



YBell H-Rack Medium









YBell H-Rack Short

 Overall Dimensions
 Leg Wi

 104.1 cm L x 73.4 cm H x 58.2 cm D
 5 cm

 41 in x 29 in H x 23 in D
 2 in

Leg Width Shelf Length 5 cm 95.4 cm 2 in 38 in Shelf Depth 22 cm 9 in Weight 36kg 79.4 lb









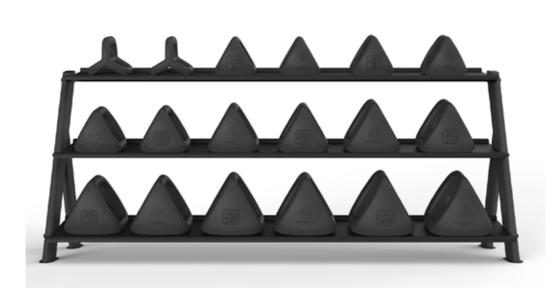
YBell H-Rack Medium

Overall Dimensions 130.5 cm L x 73.4 cm H x 58.2 cm D 51.4 in x 29 in H x 23 in D Leg Width 5 cm 2 in Shelf Length 121.8 cm 48 in

Shelf Depth 22 cm 9 in Weight 43kg 95 lb









YBell H-Rack Long

Overall Dimensions 165.1 cm L x 73.4 cm H x 58.2 cm D 65 in x 29 in H x 23 in D Leg Width 5 cm 2 in Shelf Length 156.4 cm 61.6 in Shelf Depth 22 cm 9 in Weight 50kg 110 lb









YBell H-Rack-Short Side-by-Side

DRAFT Renderings



Equipment: FITBENCH YBell



By combining the award-winning, 4-in-1 YBell, with the modular and space saving FITBENCH, we've created the all-in-one, cost, and space saving solution for any club, studio, or home - FITBENCH YBell.

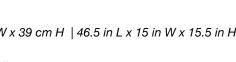
- Equipped with and stores entire YBell Neo Series 4.5 kg | 10 lb - 12 kg | 27 lb
- 4-in-1 functionality that are non-slip, non-rust neoprene coated
- 3 separate pairs of snap-proof, nylon covered FITBANDS included
- 8-position incline bench with a padded top
- Mobile modular system with locking wheels

Dimensions:

118cm L x 38 cm W x 39 cm H | 46.5 in L x 15 in W x 15.5 in H

Weight:

Bench: 90 kg | 200 lb YBells: 82 kg | 180 lb







Equipment: FITBENCH YBell













Equipment: Mats



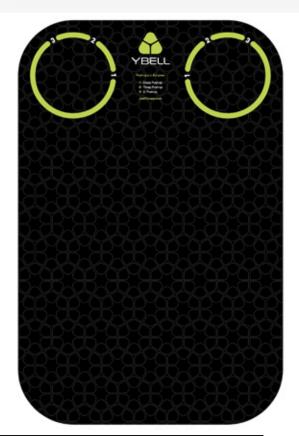
YBell Exercise Mat

- Designed to serve as a complementary piece for YBell® specific workouts
- Wider and slightly shorter design eliminates excess allowing for more seamless workouts
- Instructional Indicators integrate with YBell's pod programming and enhance user experience
- Made of natural rubber with a polyester suede surface providing a non-slip and easy to clean mat
- Packed in an individual shipping box for easy shipment to customers
- Purchased and shipped in Master Cartons of 6 units for international and dealer partners
- Available Now

Dimensions: 110 cm L x 72 cm W x 0.388 H | 44 in L x 28.5 in W x 0.15 in H

Weight: 1.81 kg | 4 lb





Equipment: Mats



YBell Compact Mat

- The Compact Mat is just that compact
- Contains Instructional Indicators for great direction, but it is reduced in length
- Designed as a complementary and informational piece for YBell pods
- Gives users the foundation needed for outdoor or group exercise sessions
- Perfect size for ground based and core exercises
- Packed in an individual shipping box for easy shipment to customers
- Purchased and shipped in Master Cartons of 6 units for international and dealer partners
- Available Now

Dimensions: 30 cm L x 72 cm W | 12 in L x 28.5 in W x 0.15 in H

Weight: 0.226 kg | 0.5 lb





Equipment: Mats







Equipment: Racks & Mats SKUs & Dimens



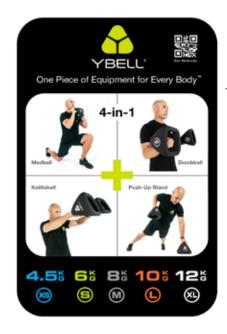
Product	Weight		Dimensions (Centimeters)			Dimensions (Inches)			
	KG	LB	L	W	Н	L	W	Н	
YBell Vertical Rack	28	63	53.34	50.8	152.4	21	20	60	
YBell Double Vertical Rack	57.2	126	106.6	50.8	152.4	42	20	60	
YBell Horizontal Rack - Short "Studio Rack"	36	79.4	104.1	58.2	73.4	41	23	29	
YBell Horizontal Rack - Medium "Neo Rack"	43	95	130.5	58.2	73.4	51.4	23	29	
YBell Horizontal Rack - Long "Pro Rack"	50	110	165.1	58.2	73.4	65	23	29	
YBell Compact Mat	6	4	30	72	0.388	12	28.5	0.15	
YBell Exercise Mat	4.5	0.5	110	72	0.388	44	28.5	0.15	
FITBENCH YBell	90	200	118	38	39	46.5	15	15.5	
Bench only	90	200							
YBells only	82	180							



POS Collateral: Sign Toppers



YBell Vertical Rack or Double Vertical Rack with 4-in-1 Sign Topper attached by heavy duty L-shaped magenets











Overview

YBell Fitness offers full-service education programming that is accredited by both NASM & Fitness Australia and includes all of the following:

- YBell Mobile App
- YBell Online Intro Workshop (CECs: NASM 0.4 | ACE 0.2 | Fitness Australia 2.0)
- YBell Coaching Course (CECs: NASM 1.1 | ACE 1.0 | Fitness Australia 10.0)
- YBell Virtual Coaching Course (CECs: NASM 1.1 | ACE 1.0 | Fitness Australia 10.0)
- YBell Master Instructor Course (CECs: NASM 1.1 | ACE 1.0 | Fitness Australia 10.0)

YBell Fitness has partnered with international education provider, PT Academy, to develop and execute these courses.

Due to COVID-19 regulations, education offerings have been adjusted for necessary safety measures and social distancing.

Refined education programs are planned for launch in April 2021.





YBell App

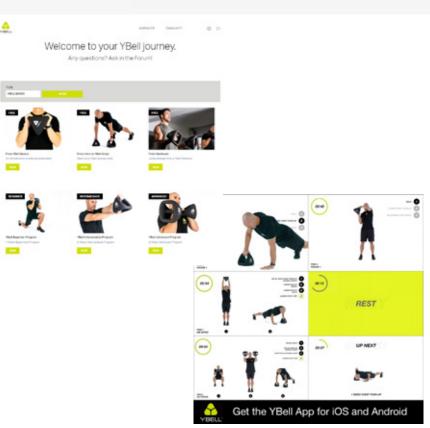
The YBell App is for both professional and consumer audiences and enhances the learning found in the YBell Online Intro Workshop and YBell Virtual and Live Coaching Courses.

Available for iOS & Android.

Levels of programming include:

- 5-Minute Grips Demonstration Video (Free)
- YBell Basics (Free)
- YBell Free Classes (Free)
- Beginner Programs (Paid)
- Intermediate Programs (Paid)
- Advanced Programs (Paid)

We are currently in development of the YBF App 2.0 which we partnered with Pear Sports. This version will include an additional 16+ weeks of programming and is set to release in June 2022.







YBell Online Intro Workshop

This 2-hour online workshop provides a compelling introduction of the YBell and the basic essentials for safely using the product.

Individuals will be able to understand YBell movements, the various YBell grips, the purpose behind the design, and the overall benefits that come with training with this award-winning piece of equipment.

Participants will learn how to design introductory YBell workouts comprised of kettlebell, dumbbell, double grip medicine ball, and push-up stand movements by learning from the creator and founder, Aaron "Az" Laurence, as he demonstrates how the product can and should be utilized.

And individuals will see how this tool will help improve efficiencies when it comes to pod and group training.

Key Outcomes:

- Introduction to YBells
- The Importance of Grips
- YBell Intro Exercises
- Introduction to Pod Training

CECs: NASM 0.4 | ACE 0.2 | Fitness Australia 2.0





YBell Online Intro Workshop (continued)



Play Video





Coaching Courses

For those individuals who wish to expand their learnings and are interested in becoming a YBell Instructor, then the next step in their journey is the YBell Coaching Course.

Taking place entirely online via an online workshop and Zoom video conferencing, or via a live, in-person training, participants will learn to synchronize the body with the YBell in order to perform functional yet powerful movements that are proven to increase mobility and overall performance.

CECs: NASM 1.1 | ACE 1.0 | Fitness Australia 10.0







Coaching Courses

Course Outline:

- Pre Study: YBell Online Intro Workshop (2-hours)
- Two (2) Live Zoom Courses (3.5-hours each) or One (1) In-Person Training (7-hours)

YBell Design

YBell Grip Variations

YBell Workout

How to Create YBell Exercises

Cueing with YBells

Pod Programming

Individuals will complete the YBell Intro Workshop to ensure that a proper foundation is established, and then join either the two (2) (3.5-hrs) live Zoom sessions or attend the live in-person training where they are taught by and engaged with from YBell Master Instructors.

These steps will help individuals develop a sense of mastery over the body and the YBell and enable them to acquire the necessary skills to implement them in their training solutions.



CECs: NASM 1.1 | ACE 1.0 | Fitness Australia 10.0



YBell Master Instructor Training

This invitation-only event is offered both live and virtual, covers 4-6 days, and is taught by YBell Senior Master Instructors where participants will acquire the necessary skills to go on and teach their own Coaching Courses.

The MI Training sessions are led by an SMI where individuals get access to the Coaching Course Instructor Manual along with the Scoring Rubric and gain experience in:

- Coaching to groups
- Viewing course segments multiple times to achieve a better understanding of the content
- Offering feedback to presenting MI Candidates
- Hearing and receiving feedback from SMIs
- Team building



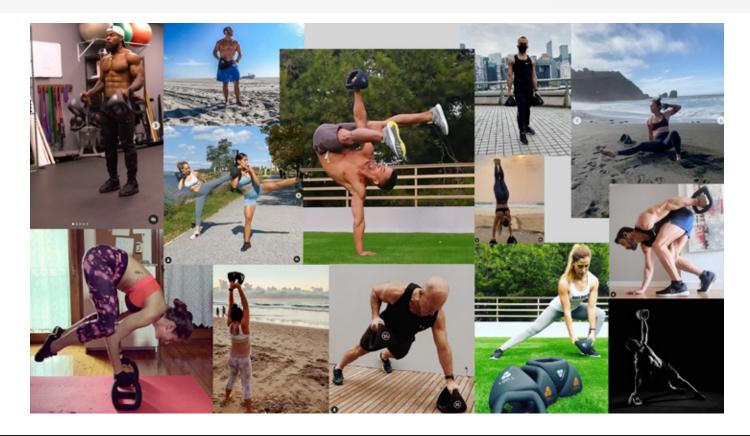


Content & Community



Our Community







Our Social Media

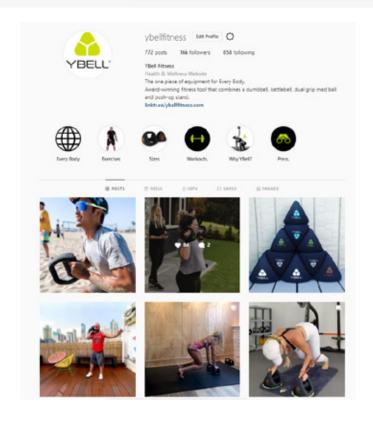


Instagram

- Following is growing ~500-1,000 monthly
- Will surpass 20K mark in March 2022
- Large international following across Australia, Europe & Asia
- Strong community of UGC (user generated content)
- Serves as main hub for customer interaction
- Transitioning to educational center for YBell
- Growing affiliate & ambassador program

Facebook

- Consistent follower growth each month
- Serves as more of a sharing platform
- Showcase YBell reviews, features & other notable press pieces
- Utilized for longer form content





YBell Pods of the Month (YPOMs)





Play Video



Exercise Library











Play Video

Play Video

Play Video

Play Video



Featured Customers































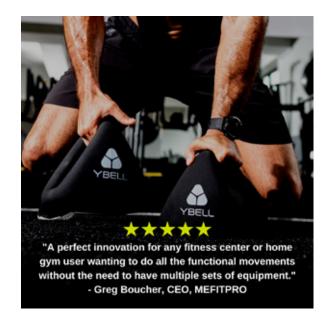






Customer Testimonials









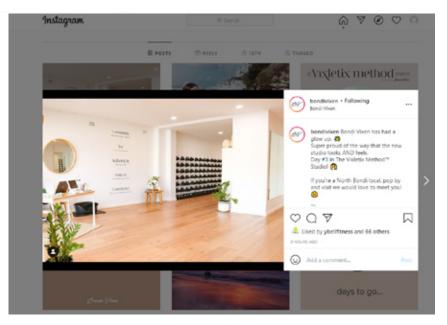


Showcases



Bondi Vixen



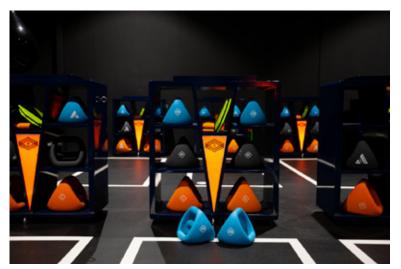




Showcases













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