

# WHO WE ARE



**AARON SOKOL**

CEO/CHIEF EXECUTIVE OFFICER

CO-FOUNDER RESPONSIBLE FOR GLOBAL BUSINESS GROWTH AND EXPANSION AS WELL AS FINANCIAL, INVESTMENT AND STRATEGIC PARTNERSHIPS. A JD MBA WITH OVER 30 YEARS EXPERIENCE IN GLOBAL FINANCIAL SERVICES WORKING WITH HIGH NET WORTH INDIVIDUALS, FAMILY OFFICES AND HEDGE FUNDS

CO-FOUNDERS



**QUINTIN WILLIAMS**

CHIEF GLOBAL DESIGNER

10+ YEARS IN THE FOOTWEAR INDUSTRY. PORTFOLIO OF DESIGNS SPANNING FROM NBA, WNBA, MLB, NFL, BATA, AND DISNEY. CURRENTLY SERVING AS PART-TIME MENTOR FOR THE ACCESSORY DESIGN MAJOR AT THE SAVANNAH COLLEGE OF ART & DESIGN



**VIJAY CHANDRAN**

PRESIDENT/CFO

35 YEARS IN BANKING AND INVESTMENT BANKING. SERVED AS FINANCE DIRECTOR FOR SEVERAL MANUFACTURING AND SERVICE COMPANIES. BS IN FINANCE AND MARKETING FROM NEW YORK UNIVERSITY. HOLDS FINRA LICENSES 63 AND 79.



**JOHN PRESCOTT**

CSO/CHIEF SOURCING OFFICER

FORMER C-SUITE EXECUTIVE AND HEAD OF GLOBAL SOURCING FOR BRANDS LIKE ASICS (FORMER BOARD MEMBER), PUMA, ADIDAS, NIKE, TIMBERLAND, AND LORNA JANE

**Q4 SPORTS IS AN INNOVATIVE, VERTICALLY INTERGRATED FOOTWEAR COMPANY HEADQUARTED IN LOS ANGELES, CALIFORNIA**

**THE COMPANY IS COMMITTED TO PROVIDING A DISRUPTIVE TURN-KEY PLATFORM TO GLOBAL INFLUENCERS SPANNING A VARIETY OF INDUSTRIES WHO STRONGLY BELIEVE IN THE STRENGTH OF THEIR OWN BRAND AND MONETIZING THE VALUE OF THAT BRAND AS THEY GROW THEIR CAREER**

- Q4 SPORTS IS THE ONLY FOOTWEAR COMPANY OFFERING INFLUENCERS A PLATFORM TO DESIGN, MANUFACTURE AND DISTRIBUTE/SELL THEIR OWN QUALITY FOOTWEAR LINE GLOBALLY
- WHAT IS AN INFLUENCER - INFLUENCERS ARE ATHLETES, ENTERTAINERS, MUSICIANS, DJs AND SOCIAL MEDIA PERSONALITIES THAT DRIVE BUYING DECISIONS
- THE INFLUENCER COLLABORATES WITH Q4 SPORTS IN THEIR DESIGN TO CREATE THEIR OWN FOOTWEAR PRODUCT LINE
- Q4 STRATEGICALLY LEVERAGES AN INFLUENCER'S MARKETING MIGHT TO MAXIMIZE THE COMPANY'S PROFITABILITY



STEPH CURRY	
INSTAGRAM FOLLOWERS	29.6M
CURRENT ANNUAL ENDORSEMENT SALARY W/ UA	20M
<b>NET WORTH</b>	<b>130M</b>
PROFITS W/ Q4 *	250M





\* Assumes 50% of UA global distribution (2.5 million units) for Curry Signature shoe in 1 year (based on an average of \$100 profit per shoe)

## A VOID EXISTS IN THE GLOBAL MARKETPLACE PREVENTING INFLUENCERS FROM OWNING AND PROMOTING THEIR OWN BRAND TO MAXIMIZE INCOME

- ALL OTHER FOOTWEAR AND SPORTSWEAR BRANDS LAUNCH VIRTUAL MARKETING MACHINES THAT USE INFLUENCERS TO SELL THEIR BRAND AND PRODUCT LINES
- THE GLOBAL FOOTWEAR COMPANIES ARE **MARKETING ENTITIES** BUYING INFLUENCERS TO ENDORSE/PROMOTE THE COMPANIES' BRAND
  - INFLUENCERS SPEND THEIR VALUABLE BRAND CAPITAL PROMOTING OTHER COMPANIES RATHER THAN THEMSELVES, THEREBY DILUTING THEIR EARNINGS POTENTIAL





SHOE BRANDS IN THE NBA (2018-19)		BALLER SHOES DB
BRAND	% OF PLAYERS	
	NIKE	62.6%
	ADIDAS	15.8%
	JORDAN	9.4%
	UNDER ARMOUR	4.6%
	PUMA	2.1%
	LI-NING	1.6%
	PEAK	1.4%
	ANTA	0.9%
	Q4	0.7%
	FILA	0.2%
	BIG BALLER BRAND	0.2%
	AND1	0.2%
	K8IROS	0.2%
	NEW BALANCE	0.2%

IN LESS THAN 4 YEARS, Q4 SPORTS IS RANKED 9<sup>TH</sup> GLOBALLY IN SHOE BRANDS WORN ON NBA COURTS

- RANKED #1 - NIKE HOLDS 20% OF THE MARKET AND IS THE GLOBAL LEADER
- ALL GLOBAL AND ATHLEISURE COMPANIES ARE CONSIDERED COMPETITION *(NIKE, ADIDAS, PUMA, LI-NING, PEAK, ETC.)*
- TOGETHER THEY ACCOUNT FOR 30% OF THE MARKET SHARE
- THE OTHER PLAYERS SUCH AS NEW BALANCE, SKETCHERS, VANS, SAUCONY AND K-SWISS ALSO HAVE A GLOBAL PRESENCE

THE GLOBAL FOOTWEAR MARKET FORECAST IS \$530.3 BILLION IN 2027

THE FORECAST GROWTH:

- AT A CAGR OF 5.5% FOR 2020-2027 BY ALLIED MARKET RESEARCH

DRIVING FACTORS:

- RISING POPULATION, DISPOSABLE INCOME, HEALTHCARE AWARENESS AND LAUNCH OF INNOVATIVE FOOTWEAR DESIGNS AND TECHNOLOGY
- IN 2019, ASIA PACIFIC ACCOUNTED FOR THE LARGEST MARKET SHARE ESTIMATED TO BE 41.4% OF THE GLOBAL FOOTWEAR MARKET - FOLLOWED BY EUROPE AND NORTH AMERICA
- THE HIGHER DEMAND FROM THE ASIA PACIFIC ARENA IS DUE TO ITS HUGE POPULATION AND GROWING GDP, WHICH IS THE MAIN CATALYST FOR FUTURE GROWTH IN THE GLOBAL FOOTWEAR WEAR MARKET

# KEY FINANCIAL DATA

## Q4 IS OFFERING \$5 MILLION OF PREFERRED STOCK

## \$20 MILLION PRE-MONEY VALUATION

### PROCEEDS TO BE USED FOR:

- MARKETING (*INFLUENCER FOCUSED, COMPANY FOCUSED, PROMOTIONAL*)
- INFLUENCER ACQUISITION
- NEXT GENERATION R&D AND DESIGN
- WORKING CAPITAL

### VALUATION IS:

### CURRENT CAPITALIZATION:

- 2.5X 2020 - 2021 AVG. NET REVENUE
- FOUNDERS HAVE COMMITTED IN EXCESS OF \$3.5 MILLION
- FRIENDS AND FAMILY - RAISED IN EXCESS OF \$2 MILLION

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<i>Financial Overview</i>	2020	2021	2022	2023	2024
<b>Key Metrics</b>					
<b>Total Influencer Count</b>	11	15	18	23	22
<b>Total Unit Sales</b>	41,950	231,692	336,925	775,768	1,111,886
<i>Unit Sales Growth Rate</i>		452%	45%	130%	43%
Unit Sales/Influencer	3,814	15,446	18,718	33,729	50,540
Average # of Followers*	254,242	1,029,742	1,247,870	2,248,601	3,369,353
Average COGS/Unit	\$ (28.49)	\$ (41.13)	\$ (42.35)	\$ (42.13)	\$ (42.04)
Overhead/Unit	\$ (56.28)	\$ (26.85)	\$ (12.94)	\$ (10.22)	\$ (9.58)
EBITDA/Unit	\$ (31.30)	\$ (11.88)	\$ 1.71	\$ 4.65	\$ 5.37
<b>Profitability</b>					
Net Revenue	\$ 2,243,188	\$ 12,998,886	\$ 19,204,725	\$ 44,218,748	\$ 63,377,523
<b>Gross Profit</b>	<b>\$ 1,047,878</b>	<b>\$ 3,469,324</b>	<b>\$ 4,934,475</b>	<b>\$ 11,532,960</b>	<b>\$ 16,630,762</b>
<i>Gross Margin%</i>	44%	25%	24%	25%	25%
Operating Expenses	\$ (2,360,831)	\$ (6,221,876)	\$ (4,358,619)	\$ (7,925,390)	\$ (10,657,257)
<b>EBITDA</b>	<b>\$ (1,312,954)</b>	<b>\$ (2,752,552)</b>	<b>\$ 575,856</b>	<b>\$ 3,607,570</b>	<b>\$ 5,973,505</b>
<i>Operating Margin%</i>	-56%	-20%	3%	8%	9%
<b>Net Cashflow</b>	<b>\$ 4,605,561</b>	<b>\$ (2,935,925)</b>	<b>\$ 67,737</b>	<b>\$ 2,567,158</b>	<b>\$ 4,512,987</b>
<b>Valuation</b>					
<i>3x Forward Net Revenue</i>	\$ 6,729,563	\$ 38,996,657	\$ 57,614,175	\$ 132,656,243	\$ 190,132,570
2020-2021 Average	<b>\$ 22,863,110</b>				