

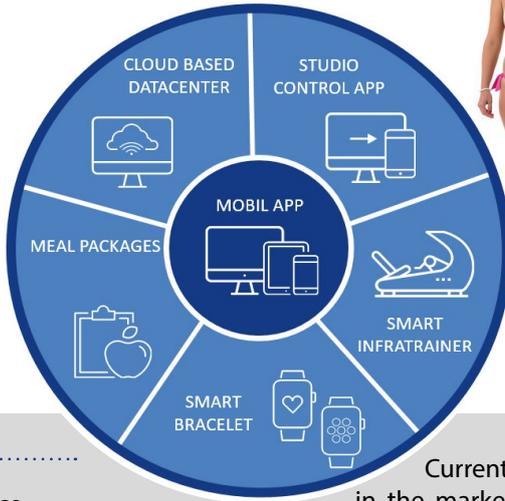


CHALLENGE

Across the globe over 1.9 billion people are recognized as overweight and 650 million as obese. These numbers have tripled since 1975 (source: WHO). Obesity is one of the biggest challenges of the 21st century: it increases health risks, decreases life expectancy and costs 3.3% of the world's GDP (source: OECD). If an individual goes above a certain weight, they are not able to do traditional sports, only with special equipment may this be possible.

SMART INFRATRAINER'S SOLUTION

Smart Infratrainer is a revolutionary fitness bike that helps increase weight loss and changes the individual's lifestyle in order to return to a state of well-being. Smart Infratrainer's infrared radiation penetrates the skin and accelerates fat metabolism causing the body to burn 6-800 calories during a 50-minute workout. Typical weight loss is 1 kg per week. The Smart Infratrainer application utilizes a smart bracelet that tracks the users' daily data while Zerofat Technology™ develops personal nutrition packages.



USER EXPERIENCES

Smart Infratrainer is safe, easy to use by anyone, does not induce joint strain, and requires no hard work to exercise. With the help of Zerofat Technology™ service, our customers achieved 10-21 kg of weight loss with 3 workouts per week as part of our 10-15 week Transformation Program.

TEAM & PARTNERS

Csaba Deák	Founder with 20 years of entrepreneurial experience
Márk Vida	Member of the Board, designer of the machine
Zoltán Sándorfi	CEO, 20 years in financial management
Tungsrám	manufacturer, lead investor

COMPETITORS

Currently, Smart Infratrainer represents unique value in the market. Infrashape and InfraslimX have combined a bicycle with infrared radiators in a similar fashion, but their efficiency is far below that of Smart Infratrainer. Smart Infratrainer is a Hungarian product made of high-quality materials that meets the highest of technical standards; far surpassing cheap plastic products of our competitors.

TRACTION

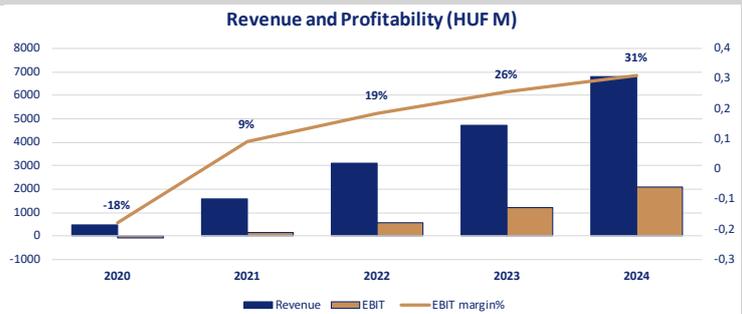
So far, we have sold about 150 machines in 100 studios, where our customers use them with 80% utilization. Besides Hungary, we are present in Slovakia, Romania, Austria, Germany and Canada, and negotiating with Russian and Polish partners.

USE OF FUNDS

We are accelerating our expansion across Europe, Russia and Middle East. We will participate in a number of prestigious international fitness and wellness exhibitions including FIBO, Beautyworld Middle East and FitExpo Russia. We are completing the Zerofat Technology™ system. We are financing scientific research focusing on the effectiveness of Smart Infratrainer.

INVESTMENT INFORMATION

Lead Investor	Tungsrám Co. HUF 30 million (90 000 EUR)
Total capital sought	EUR 1 million, of which now HUF 80-120 million is to be raised through our Hungarian crowd funding campaign at Tokeportal.hu
Offered share in crowd funding	10-15%



MARKET EXPANSION STRATEGY AND BUSINESS MODEL

At the same time as launching Smart Infratrainer, we are standardizing Infratrainer brand. Infratrainer is poised to become a significant player on the constantly growing fitness market. We will enter the international market with direct machine sales and Zerofat Technology™ service packages, then expanding with the nutritional packages. We are building the foundations of Franchise, Corporate Recreational and Sports business models.

EXIT STRATEGY

A deal with an international strategic investor (e.g., a fitness product distributor) or getting listed on international stock markets.



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CHANGE YOUR SIZE EASILY!