

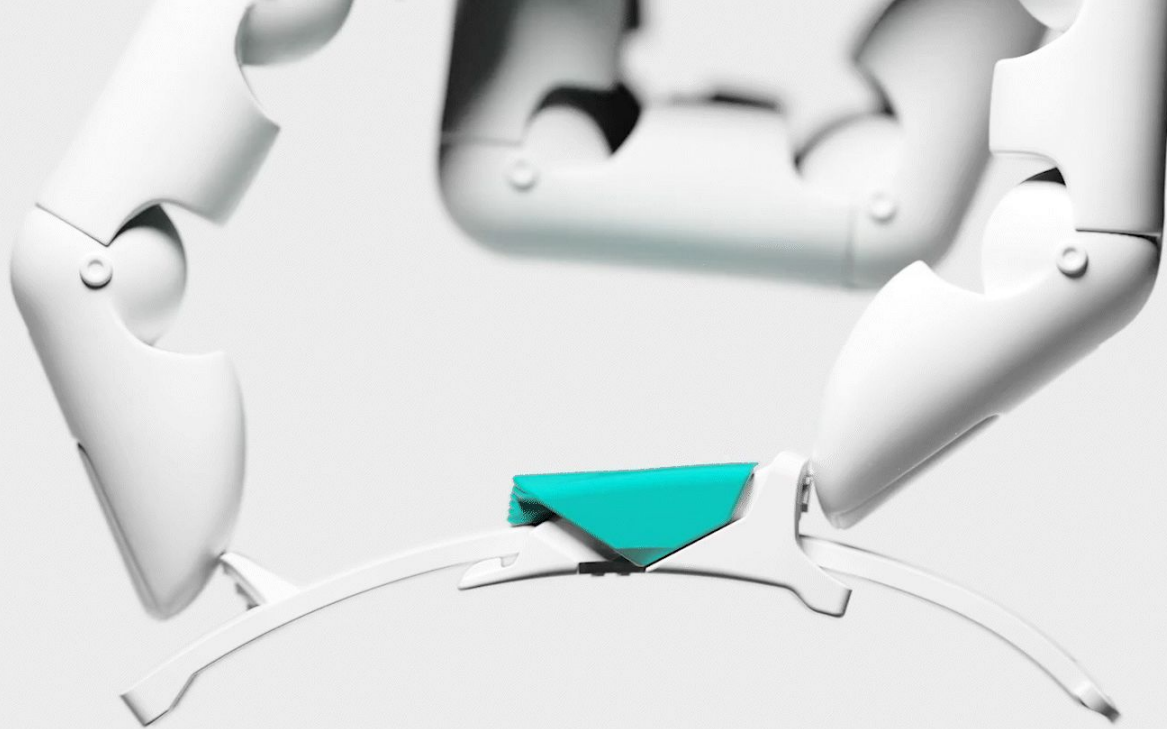
 zipzōn®



CONFIDENTIAL

zipzōn[®] *Where Simplicity Meets Performance.*

- ▶ We **partner with premium brands** to elevate fit in performance footwear, medical & equipment..
- ▶ Our patented quick-adjust fit system replaces laces, hook & loop, and other closures with a **faster, more adaptable** solution.
- ▶ zipzōn unlocks new price points and possibilities—bringing **premium fit technology to more people.**



PINCH PERFECT



Lock In. Go.™

CONFIDENTIAL



SUPERIOR **FIT & FUNCTION**

zipzōn delivers precise, dynamic-fit technology with unmatched functionality and accessibility.



FAST FIT

Easy on easy off.



MICRO ADJUSTABLE

Fine-tune your fit on the fly.



LIGHTWEIGHT

Low-profile engineered design.



SECURE FIT

Unparalleled and dependable hold.



SHED SHIELD

Deflects dirt, debris, ater, snow, and ice.



PRICE POINTS

Fostering participation and reducing barriers to entry.

DELIVERING NEXT-GENERATION FIT



Custom-Fit

MULTI ZONE

Adaptability that adjusts to your movements, materials, and needs.

Speed-Fit

SOLO ZONE

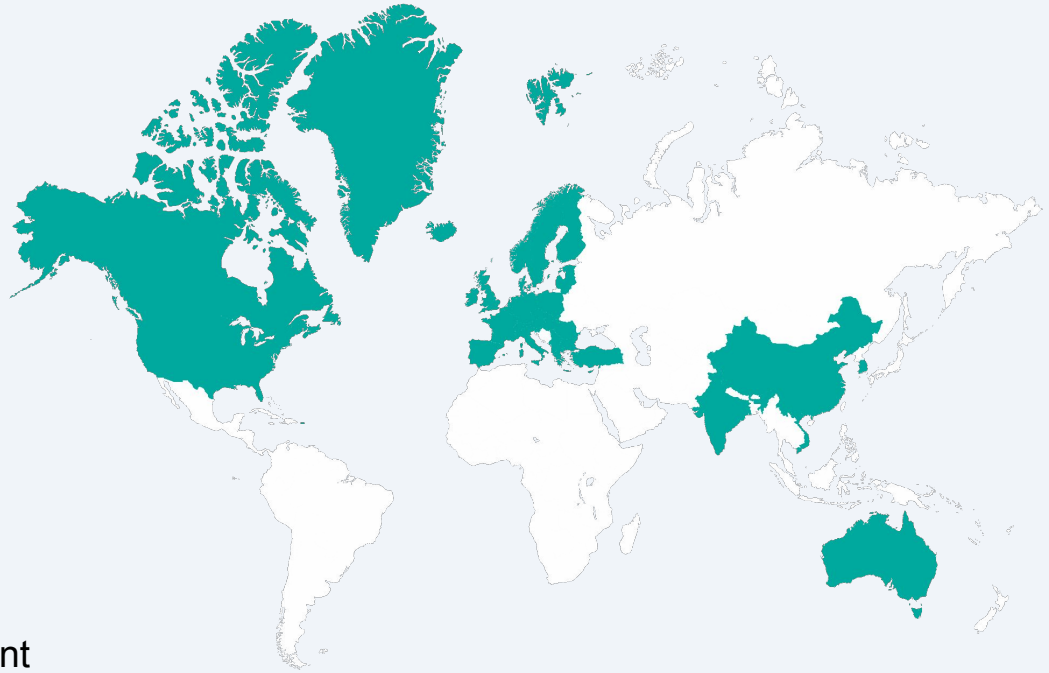
The fastest way to step into comfort and control



Development and R&D Process

- **6 years of R&D** – Continuous innovation and refinement
- **20+ generations of improvements** – Evolving for optimal performance
- **100+ prototypes** – Rigorously tested and iterated
- **Extensive lab testing** – Ensuring durability and reliability
 - **FEM simulations** – Engineering precision through advanced modeling
 - **Real-world field testing** – Pushed to the limit across multiple activities:
 - *Run | Trail Run | Bike | Golf | Work | Hike*
- **Major brand collaboration** – Industry leaders helped shape design and performance

GLOBAL PATENT STRATEGY



- 5 Granted US Utility Patents
(11,805,855 | 12,156,573 | 12,232,577 |
12,290,152 | 12,622,491)
- 2 Pending US Provisional Patents
- 1 Pending US Continuation Patent
- 1 Pending US Design Patent
- 1 Pending PCT (International) Patent
(before 27 April, filing in 7 countries)

zipzōn® is engineered for **seamless factory installation**, offers **unmatched design flexibility** for brand partners, and **enhances—rather than restricts—performance adaptability** across all footwear sizes.

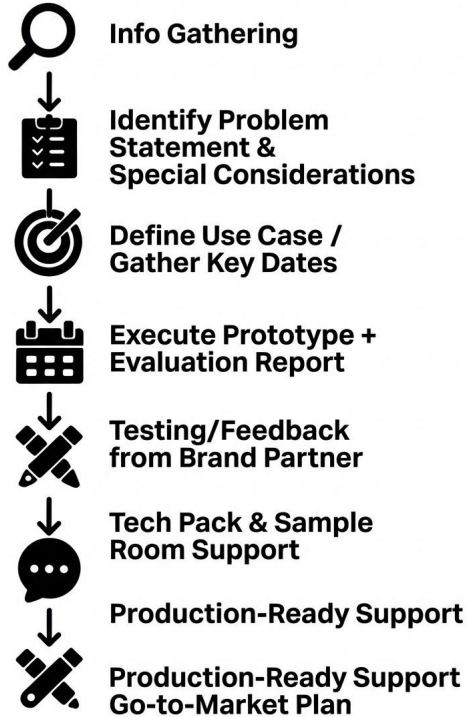




FOREVER+ GUARANTEE

Like your connection to your work or play, our commitment to quality is an enduring bond. The zipzōn system is engineered to outlive the product on which it is integrated. If something happens, we will replace it.

Development Process





CUSTOMIZED FIT

Zonal Adjustment for
Better Fit & Performance



CUSTOM COLOR OPTIONS

Choose from stock or
design options to match
your brand & vision



TRAIL TESTED

Developed from more
than 7 years of real-world
testing & feedback

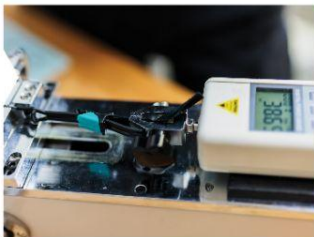


LIGHTWEIGHT

Weights less than other
systems. Lighter weight
means better performance

APPLIED SCIENCE

Developed in the field & in
state-of-the-art labs



TOUGH

Engineered to outlive
the product on which it
is integrated



BETTER FIT FOR EVERYONE

Our Vision.
Premium quality at a
reasonable pricepoint



INNOVATIVE AESTHETIC

Countless options for
visually integrating with
the brand and product



CONFIDENTIAL



zipzōn® *Where Simplicity Meets Performance.*

- ▶ **zipzōn is a lightweight, low-profile fit system that replaces traditional laces with micro-adjustable performance fit, refined through six years of rigorous development.**
- ▶ Developed by a proven team that built and scaled the leading dial-based fit system globally.
- ▶ Specifically engineered for footwear with a focus on performance, cost efficiency, and simplicity of installation.
- ▶ Manufacturing-ready with trusted Asia partners and proven high-volume scaling capability.
- ▶ Backed by Forever+ Warranty, reinforcing long-term durability, with system components designed for simple replacement in rare cases when needed.
- ▶ Multi-category launches expected beginning in '27 across Outdoor, Run, Golf, Workwear, and Cycling.

LOCK IN. GO.™

APPENDIX

fram^{as} Group

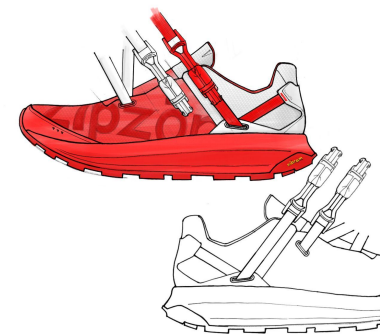
Who They Are

Global leader in *technical injection-molded components* and *innovative manufacturing solutions* for the footwear industry.

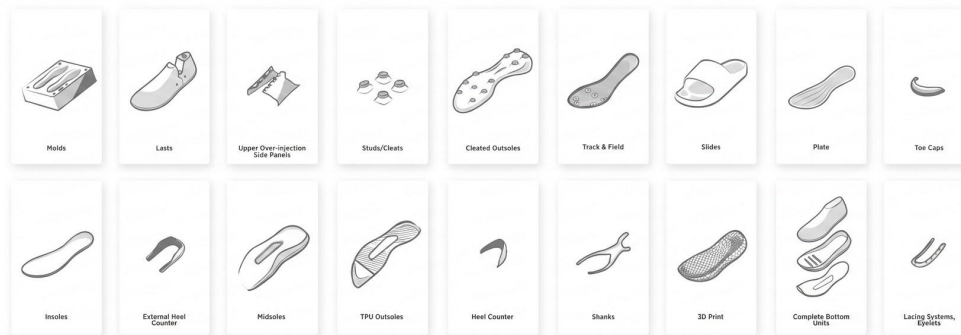
- / Established 1948
- / Headquarters: Pirmasens, Germany
- / Location: Germany, Vietnam, Indonesia, Taiwan, Korea, Hong Kong, USA
- / Our Team: +3,600 people

Their Expertise

- / Design & Concept Creation
- / 3D CAD Modeling & Prototyping
- / Mold Design, Simulation & Production
- / Material & Colour Development
- / Automation & Production Solutions
- / Sustainability & Carbon Accounting



Product Portfolio



THE TEAM



MARK SODERBERG, President and Founder

Retired CEO, BOA Technology | 100+ patents, including key Boa patents

Built and scaled multiple product-driven businesses across outdoor, sports (K2, Scott), and manufacturing sectors

Previously CEO with Volant Sports, and Yeti Bikes with nearly a decade of starting and selling companies.



VIN CONNOLLY, VP & General Manager

Global Category Director, BOA Technology

International Sales Director, Burton—managed markets across NA, CN, AU & NZ

Entrepreneur and founder of multiple companies with broad experience across Operations, Sales, and Marketing.



TAMARA WHITE, Director of Prototyping & Development

Former Prototype Manager at BOA

Managed global prototype team for all development projects.

Business founder and owner (>6 yrs) with design/apparel experience including Von Maur, Land's End and Nordstrom ..



ED KAZOR, Director Operations

President, Global Manufacturing Solutions (>22 yrs)

Built and managed high-efficiency supply chains with deep expertise in cost optimization Led offshore tooling & molding at BOA Technology—2,000+ molds



MERLE McCREERY, Finance Partner

Retired CFO at BOA

Created & executed worldwide financial planning and strategy along with establishing foreign entities, staffing, & reporting.

>38 years of experience includes VC Fundraising, Revenue Optimization, Start-Up & High Growth Companies

THE TEAM



MIKE NICKEL, Director of Product Development

19 yrs Product and Industrial Design, experience with BOA with focus on Athletic categories.
Previous Senior Designer at leading agency Brooks Stevens Design



GARETT GRAUBINS, Director of Marketing

15+ Years in Outdoor Sports and Athletic Industries, including The North Face, Outside: TrailRunner Magazine, BOA, Off-Road Accessories Group, ROKA Triathlon and Sportique Apparel .



PATRICK LAWRENCE, Global Commercial Manager

North America Commercial Mngr, Cycling & Outdoor Mgr and Global Business Development Manager at BOA
Former Territory Mgr Ride Snowboards, Nixon, Smith Optics, and Schwinn Bicycles



MATT HENNESSY, Global Commercial & Integration Manager

10 yrs with OrthoLite leading Brand Partnerships & Innovation across footwear performance & comfort.
Former Development leader with New Balance, Under Armour, Specialized, and Sperry.



BRET BOSTOCK, Medical Partner

Certified Orthotist & MedTech Executive, led orthotics innovation and clinical operations at Hanger
Former Global Category Manager, BOA Medical



MAGGIE ZAWALSKI, Commercial Systems Specialist

Led Operations at apparel brand Ripton
Previous specialist at BOA: CPD, Development Support, and Marketing



INJI KANG, Commercial Manager S. Korea

Former BOA Account MGR and Development Support for brand partners in S.Korea
Managed all brand partner relationships, forecasting, and development.