

Three pillars of Aurum



HIIT



Tool / machine



Private Space /
Boutique Studio



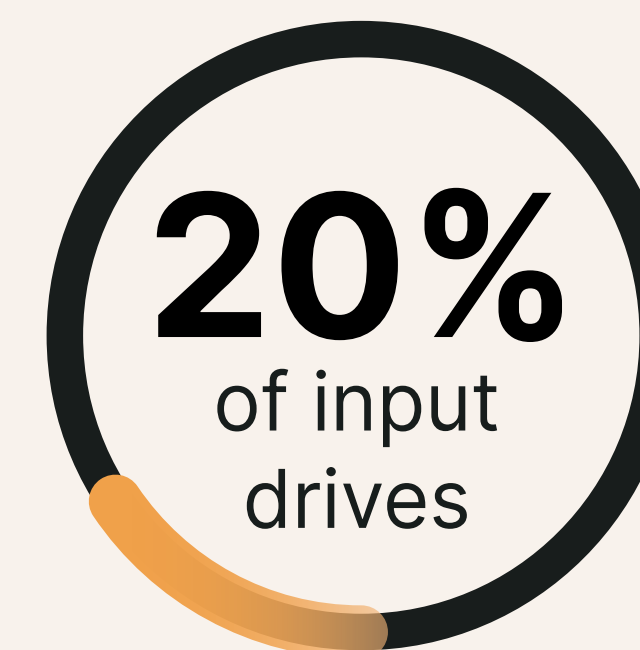
Strength training
and muscle mass



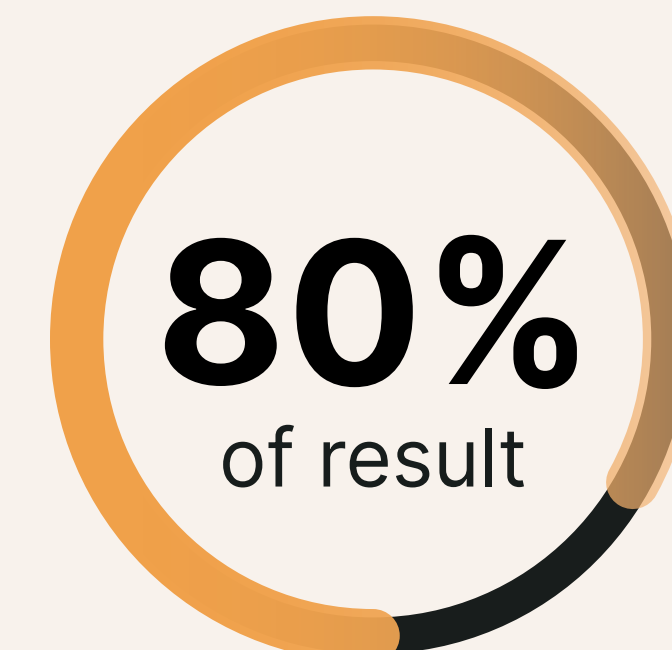
AURUM offers a
complete strategy
that contributes
to its **clients**
longevity.

80/20

Principle of longevity

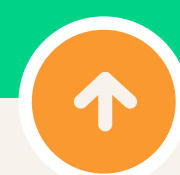


THE



Psychological
and social aspects
contribute to
live more.

Live more.



Spend less time
training **spend more**
time with who you
love and doing the
things you love.



It's not just about
getting strong is
what you do with
that strength.



It is less about I will
live until 120 years
old is more about I
will live a good life
until whenever.



Quality of life



Life well lived



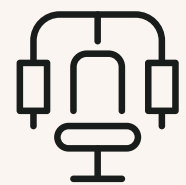
Time is very
valuable, every
second counts.

AURUM'S Concept of longevity

Mission

Most people dread the time-consuming trip to the gym. **At AURUM, you train for just 20 minutes a week.** At each appointment, a trainer guides you through the scientifically proven training protocol on the specially developed **AURUM machine**. Afterwards, you can check your progress in the **AURUM app**. You'll gain hours per week and build the strength to enjoy your life to the full.

20
MIN



Vision

1'000'000 active customers served through **1000 Franchisees** by the end of the year 2032.

From this, we develop the strategies, and the 3-year highly achievable goal, which cascades down to the 1-year highly achievable goal and consequently the quarterly OKR process.

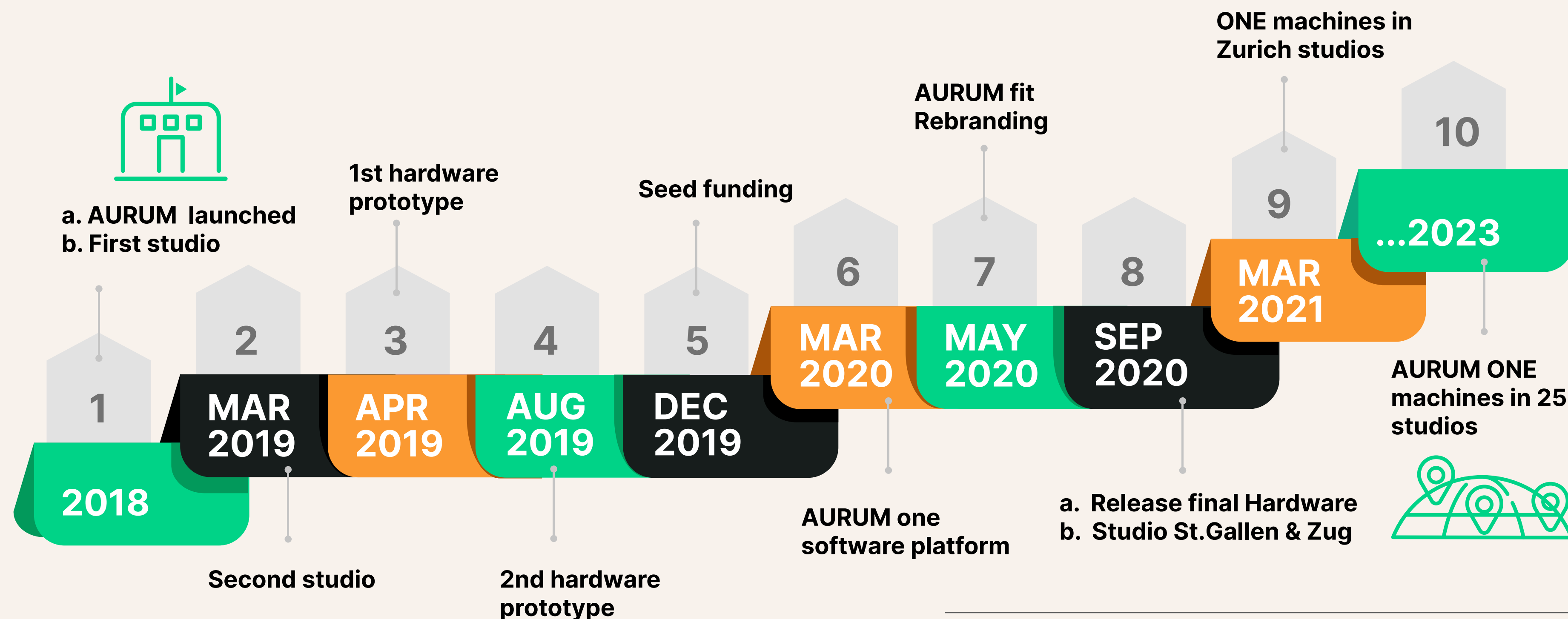
Trivial but not easy.

Are you ready for this epic mission?



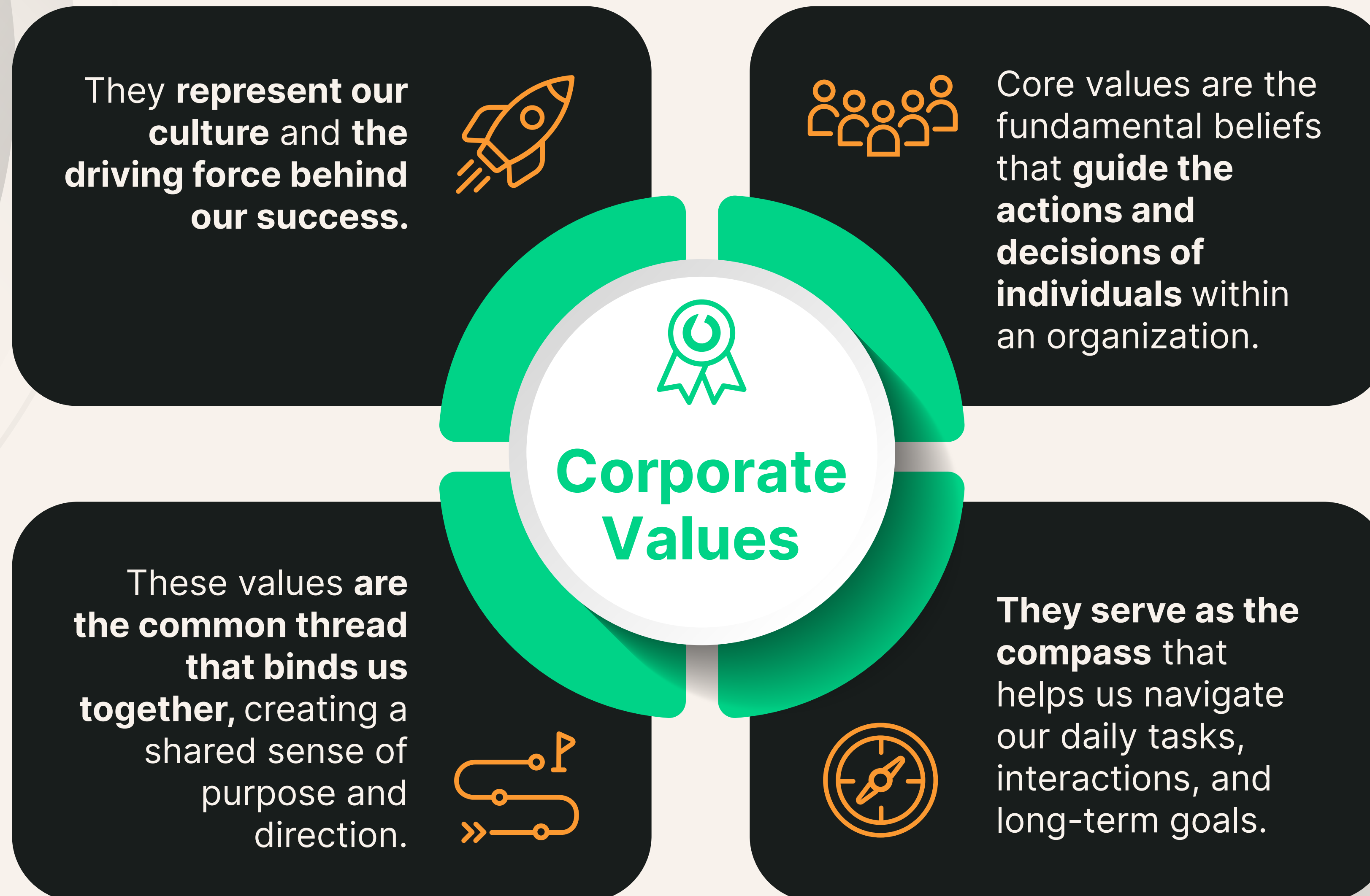
Company overview - History

Timeline Story

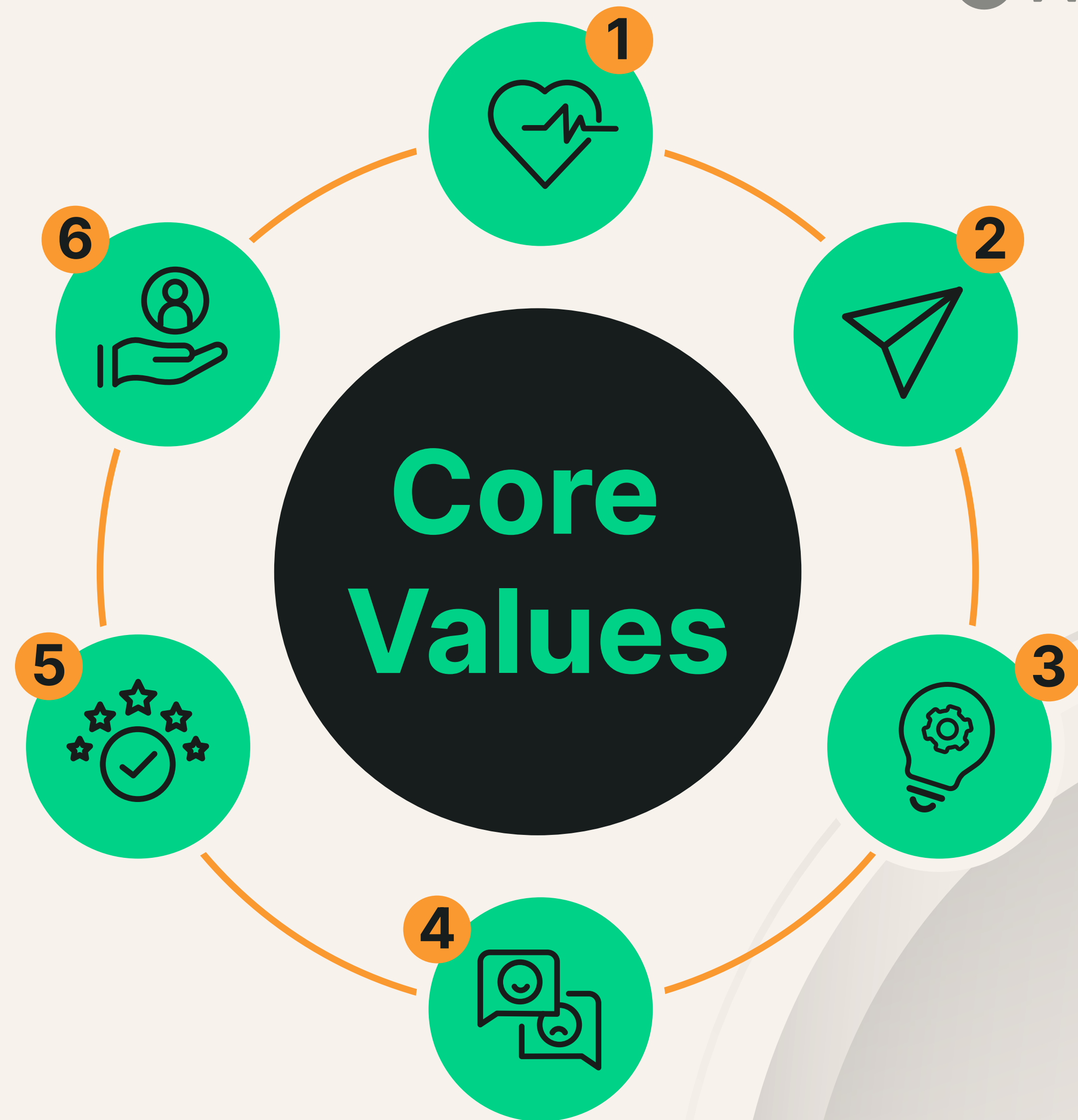


- 1** a. But the journey dates back to the time when Julian was sailing against the winds as part of the Olympic team, where he learnt first about High Intensity Training. Julian met Philipp at an M&A consulting firm, and along the way, they inspired the rest to gain strength and enjoy life more than ever before. That became **AURUM's mission**.
b. (July) **AURUM opens the first studio in Zurich Seefeld**. The beginning of a real adventure.

- 2** The second studio opens a few minutes away from the main train station in Zurich, including our team office where the magic has started.
- 3** Testing our first "**Muscle-Mind Isokinetic Technology**" (MIT) prototype which was developed with our med-tech experts.
- 4** Putting the next interaction of our MIT prototype through its paces to tackle the **production of our first market-ready mini series**.
- 5** Closed seed funding round to further fuel the development process.
- 6** Our game changing software platform **marries our machine and goes online** for a gamified training experience & digital progress tracking.
- 7** Rebranding of AURUM Fitness to "**AURUM one**" for the entire ecosystem of hardware, web-app, website, studios and content.
- 8** a. Release of our own exercise machine "**AURUM own**". Specifically devopled for our 6-Minute protocol.
b. Opening our the studios in St. Gallen and Zug with our own hardware and software platform.
- 9** **AURUM is now running on its own hardware and software platform** in all locations.
- 10** **43 studios** in Germany, Lichtenstein, Switzerland and Israel, making more than **5000 people 1% stronger** with each training



1. Longevity
2. Simplicity
3. Resourcefulness
4. Radical Candor
5. Quality
6. Customer



Team unity structure

Head of departments

1. CEO / Julian Massler
2. Co-Founder & CFO / Philipp Andris
3. CCO / Florian Dermühl
4. CTO / Urban Liebel
5. CPO / Tanja Schmidt
6. VP Software Engineering / Ingo Feulner
7. Head of Marketing / Michael Cehring
8. Head of Operations / Edward Elliot

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