



MARTONE
CYCLINGTM

#Whatbikewillyouweartoday

Investor Deck.
May 2018 - Confidential

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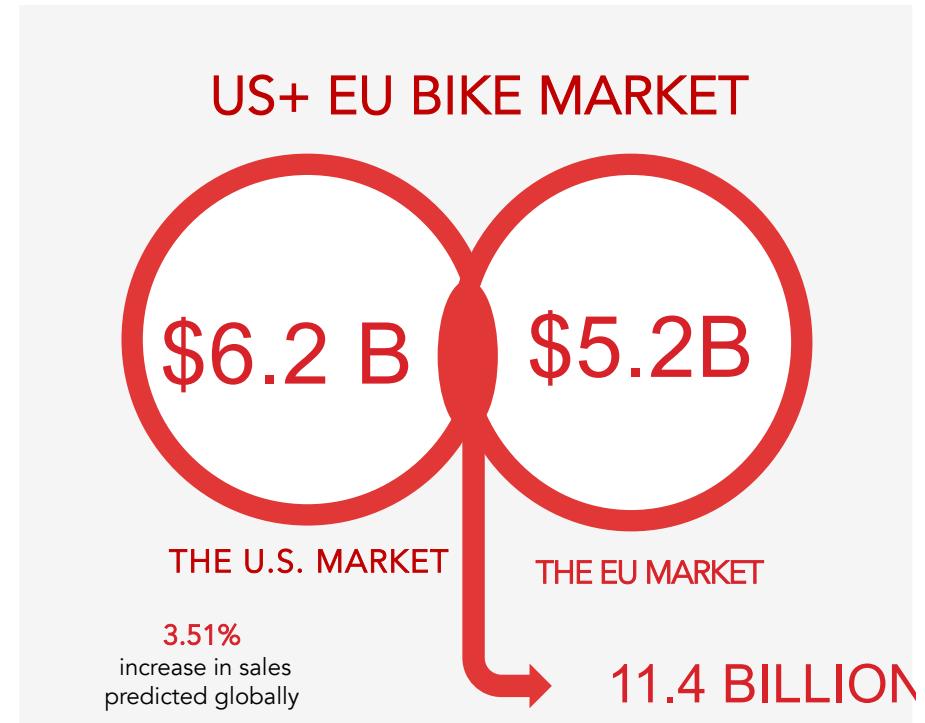
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Bridging The World Of Bicycle & Athleisure, The Only Growing Category In The Fashion Industry

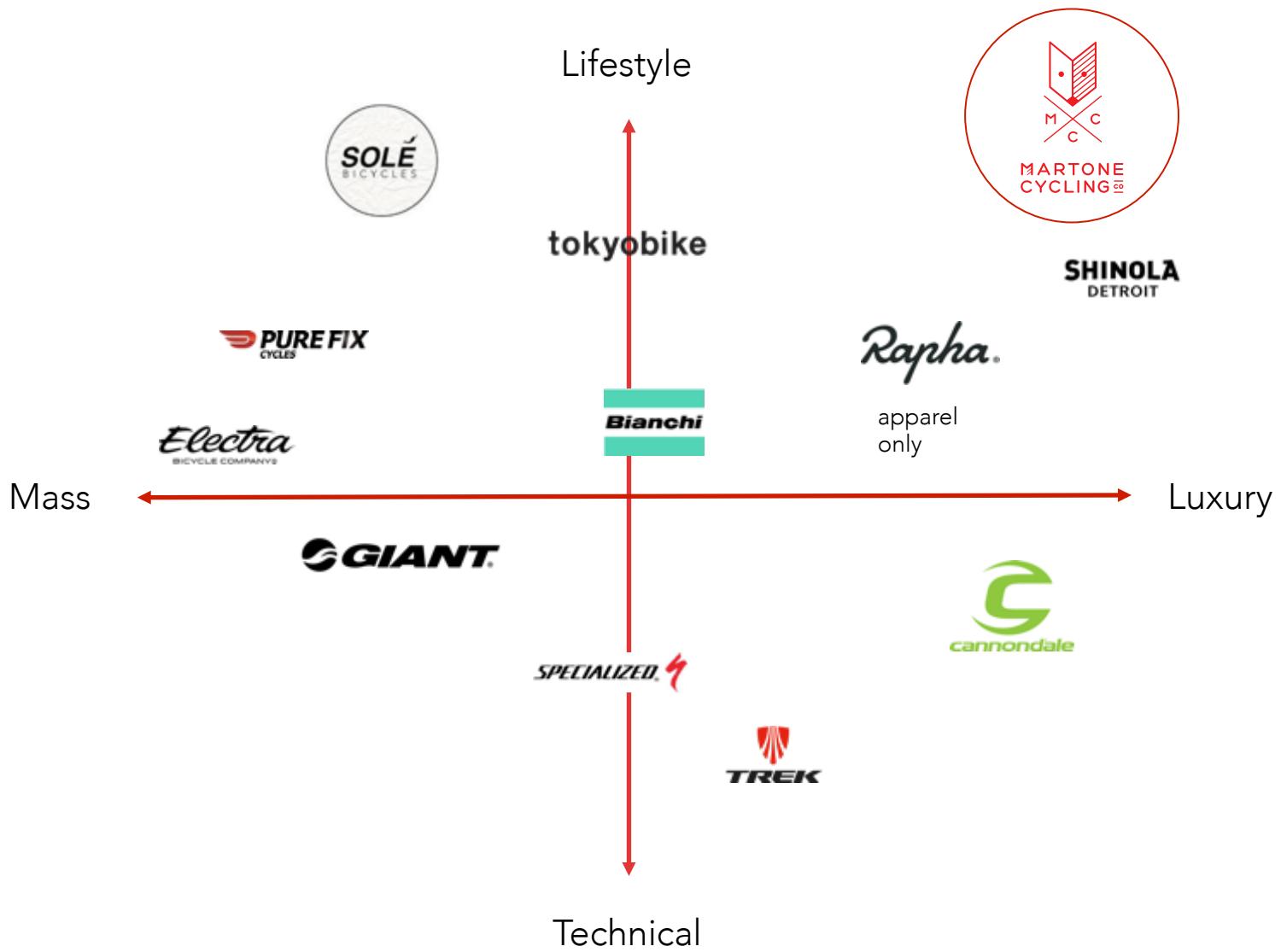


MARTONE CYCLING CO. MERGED 2 POWERFUL MARKETS
TO INTRODUCE A WHOLE NEW CATEGORY:

FASHION BIKES



Competitive Analysis



Targeting Affluent +Active Men And Women



Urban **75%**
Educated **85%**
Active **70%**
With children **35%**



Men & Women

Current age group: 35-55
Future: Multi Generational

New Media Savvy

Understands the inter-working of the media.
Spends ample time on social networks and
puts an emphasis on their social
appearance.

Style Adventurous

Willing to take risks when it comes to
fashion. Makes bold choices purchasing
trendy items, a trend setter

Appetite for Discovery

Puts an emphasis on experience. Wants to
spend time exploring new cities and travel

Design & Novelty Driven

Cares for collectors items and art.
Purchasing habits driven by items seen as
one of a kind.



Company Values



David and Lorenzo at MCC Paris office



MARTONE
CYCLING CO

WE ARE

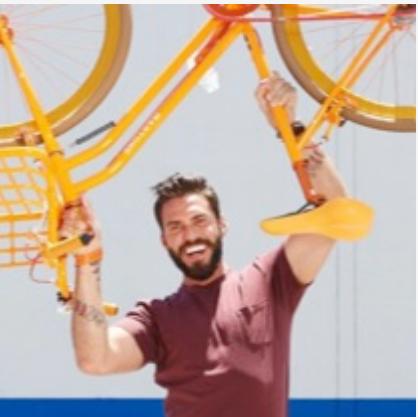
Mobility
Freedom
Confidence
Style
Innovation



WE WILL BECOME

Lifestyle
Powerhouse
Confidence
Revolutionary
Iconic

Management Team



LORENZO MARTONE
Designer and Co-Founder

- Masters degree in luxury brand management at PGSM (Paris)
- Sharp entrepreneurial intuition
- Skillset honed from managing the branding and PR for some of the world's most notable brands and talent
- - Runs the US office - design, sales, marketing for company overall
- But focus sales on US and Latin / South America -
- - B2B strategic partnerships
- - Supervision of logistics, purchasing, product development, IT



DAVID THOMAS
Co-Founder, runs MCC Europe

- Played a key role in MCC's start, sourcing our production partners in Taiwan and launching the brand in renowned retailers Colette and The Conran Shop
- Founded and runs David Thomas Solution, a luxury interior design firm based in Paris
- Manages MCC's EU team/HR/Optimizes roles and productivity
- Oversees sales and marketing and Pop Up Stories across EU
- Builds relationships with EU partners and influencers in corporate and hotel sectors



KIRSTEN TROST
Angel Investor and Financial Advisor

- Plays a key role, since the early days of MCC, advising on cash planning, forecasting, tax and accounting issues, aspects of governance and liaising with local accountants.
- Invested in MCC in 2014
- 30 year career in M&A, Finance and Accounting.
- Founded and runs a successful consultancy based in Switzerland.

Brand Advisors



Marc Jacobs

Brand Advisor
Overall advice &
accessories / sunglasses
consultant



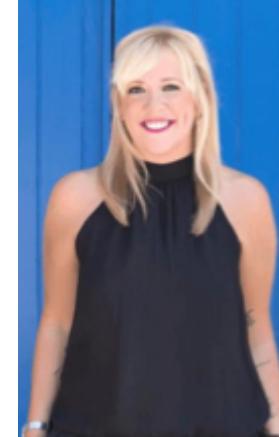
Robert Tateossian

Brand Advisor
Wholesale / trade show / retail
advisor for both US & EU



Livio Facchini

EU public relations
Crafts product stories +
editorial for the EU market



Caitlin Shockley

US public relations
Turns brand volume up with
editorial placements & features



Justin Teodoro

Brings the Mia logo to life, for
"in store" & social media
campaigns



Nancy Zausher

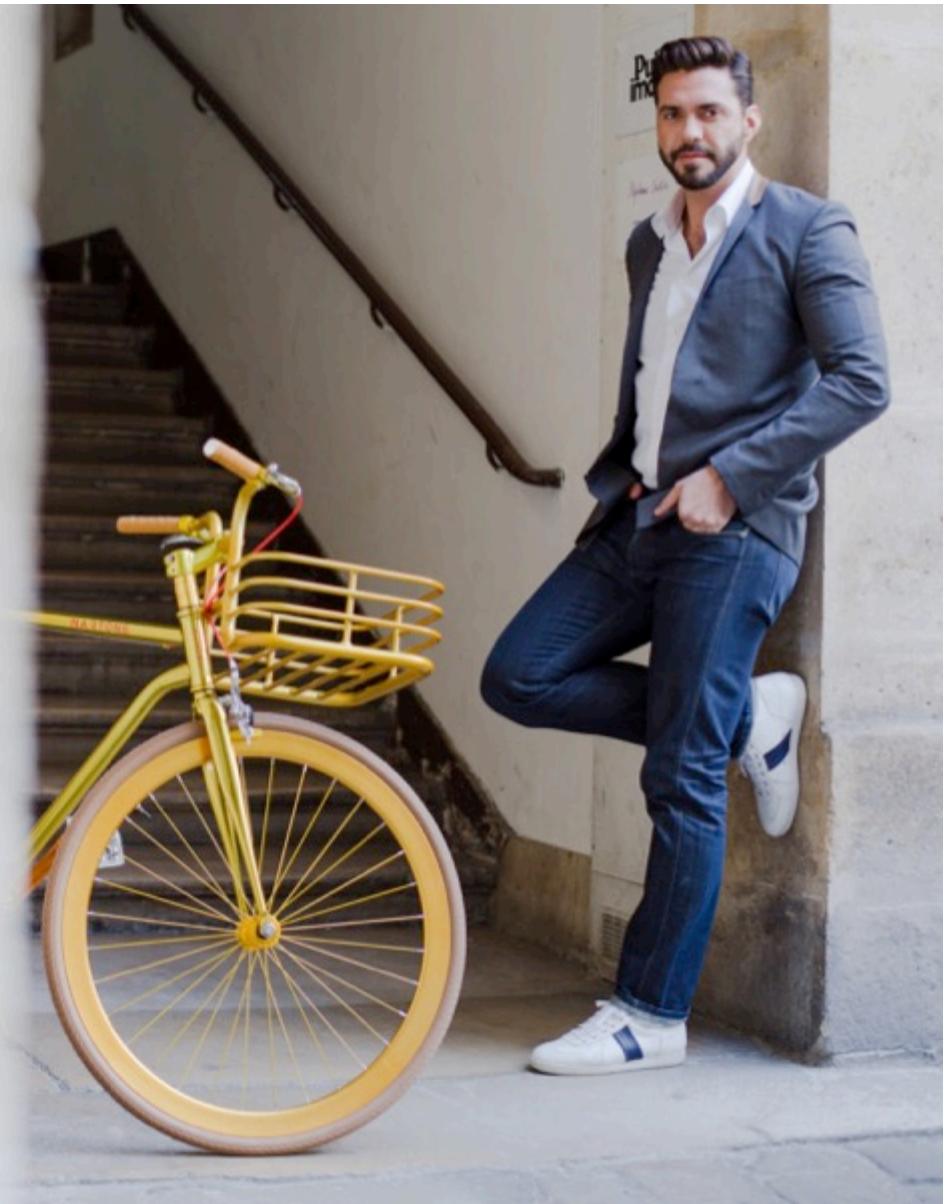
Logistics bridge with warehouse



Mission Statement

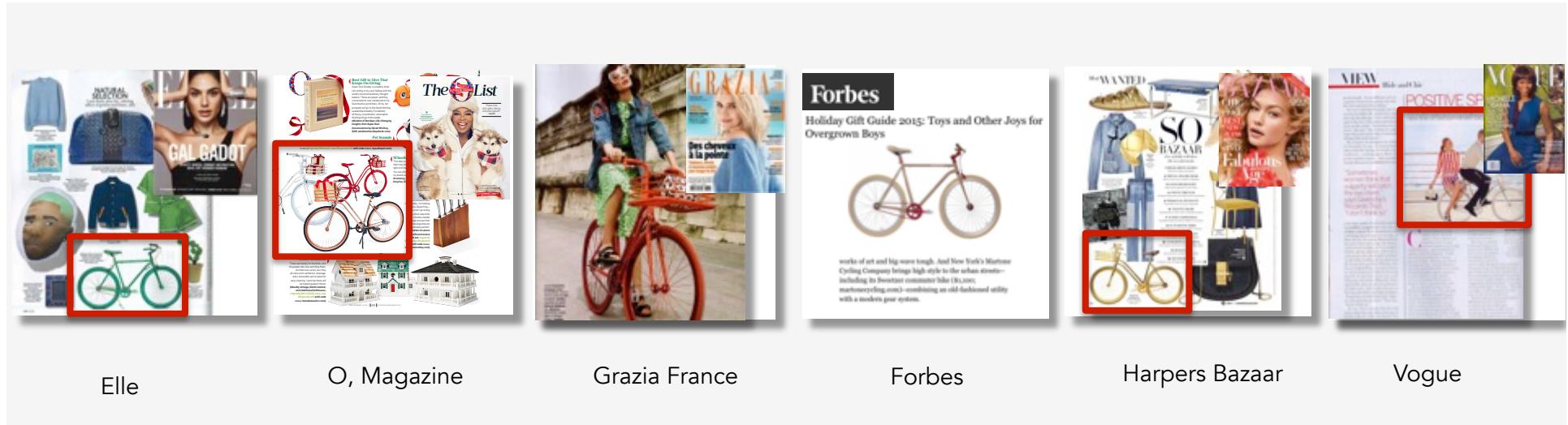
MCC is a luxury lifestyle brand that bridges the world of bicycle & fashion - merging form, function and innovation.

We create highly recognizable products to enhance a “green - luxury” state of mind. We enhance sophisticated living by designing bicycles, accessories, & experiences for forward-thinking individuals.



Press & Social : MCC's biggest asset: BRAND EQUITY

Recognized globally - 500+ websites magazines & newspapers



Elle

O, Magazine

Grazia France

Forbes

Harpers Bazaar

Vogue

Social Media Stats

Over 10 million impressions over 5 years



100k



50K+



18k

Co-branding & Partnerships



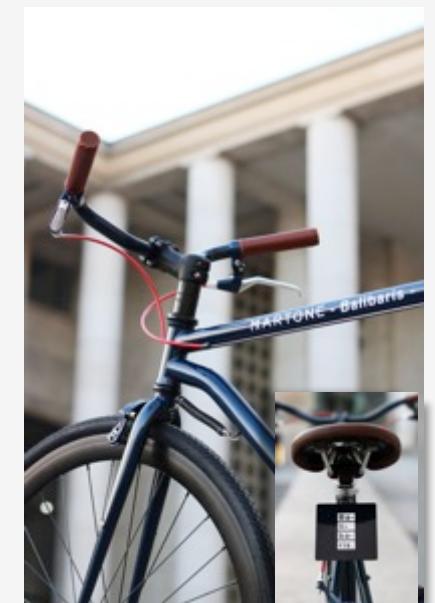
MCC x Lilly Pulitzer
2015/2016
450 units celebrating the
best seller print



MCC x Peroni
2018
1,000 units Peroni
Summer activation



MCC x Oprah
2017/2018
For Oprah's Favorite
Things



MCC x Balibaris
2016/2017
50 units

Celebrity Sightings



Chrissy Teigen



Alessandra Ambrosio



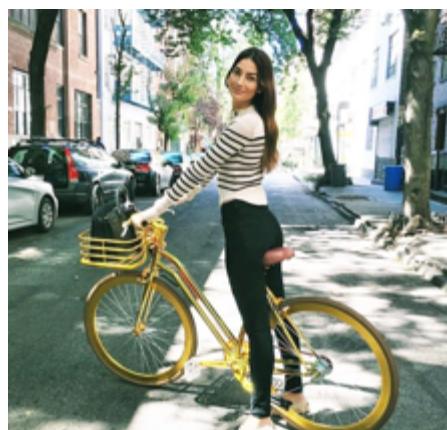
Oprah



Paul Smith



Roasmund Pike



Lily Aldridge



Karen Elson and Diane von Furstenburg



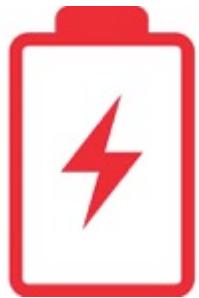
Steve Carell

Where We Are Today

6,000

sold bikes to date

Primary focus has been wholesale
customers and corporate
promotional projects



Powered by

Management Team
US: 2 staff; EUR: 2 staff
Outsourcing of: warehouse,
PR, bookkeeping & IT



Launched in 2013

US at Saks
Europe at Collette
Other regions include: Canada, Brazil, Australia



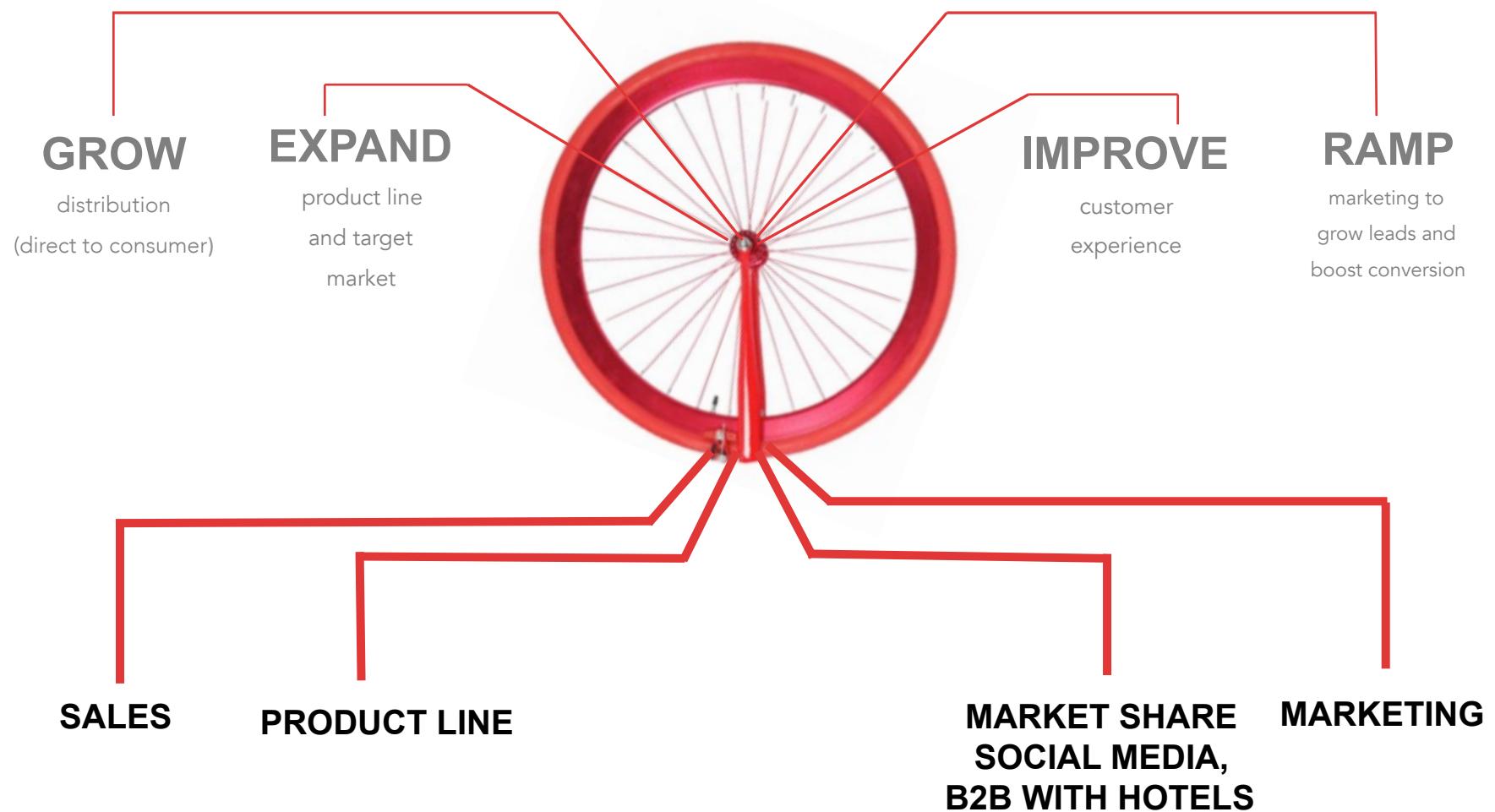
Funded by

Two angel investors, lots of free labor
and donated services from our friends



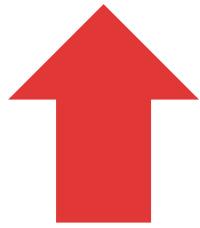
The Company Is Positioned For Growth

Our 5 year plan is to make MCC a profitable, bulletproof brand in the bike / luxury / lifestyle category - embracing a brand to consumer business model



Capital Infusion To Be Used In Core Growth Areas

The founders of Martone Cycling Co. ("MCC") are offering a significant stake for sale. MCC is looking for a like-minded investor to bring sufficient capital into the business to support the next level of growth. The management team at MCC is dedicated to this next phase and expects to lead the company to the fulfillment of the growth plans outlined in this presentation.



increase in inventory levels



expansion of the digital platform
(direct to consumer)



staffing of the platform



launch an e-bike



launch an athleisure line

Projected Financial Forecast Post-Investment

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
REVENUE - CAGR: 51%						
FINANCIALS	REVENUE	\$3'023'401	\$6'092'988	\$8'775'853	\$11'592'632	\$15'628'468
	COGS	\$1'546'390	\$3'015'302	\$4'254'891	\$5'563'642	\$7'324'871
	GROSS MARGIN	\$1'477'010	\$3'077'686	\$4'520'963	\$6'028'990	\$8'303'597
	GROSS MARGIN %	49%	51%	52%	52%	53%
	OTHER EXPENSES	\$1'832'126	\$2'929'105	\$3'810'949	\$4'809'466	\$5'910'393
	EBITDA	-\$355'115	\$148'580	\$710'014	\$1'219'524	\$2'393'204
	EBITDA MARGIN	-12%	2%	8%	11%	15%
METRICS	BIKES SOLD	2'105	3'490	4'690	6'040	7'940
	E-BIKES SOLD	0	420	740	1'005	1'590
	RETAIL/WHOLESALE MIX	70% / 30%	66% / 34%	67% / 33%	69% / 31%	68% / 32%
	HOTEL INCREASE		2X	1X	1X	1X
	APPAREL INCREASE		2X	1X	1X	1X
	FULL TIME EQUIVALENTS	9.50	15.75	19.50	23.00	24.50



Art + Hotels



MCC for the Gramercy Park Hotel



Gates Barcalona



Palace Hotel NY



glow in the dark
Raincape for Cleverhood



MCC for the W Hotel



David Burns + Austin Young
for M-ART-ONE



Sket One for the
M-ART-ONE Series



"Invisible Bike"
for the Brazil
Foundation Gala

Events + Brand Moments



MCC shop at the Saks Fifth Avenue "Wellery" in NYC



Julianne Hough at the MCC Pop-Up in LA



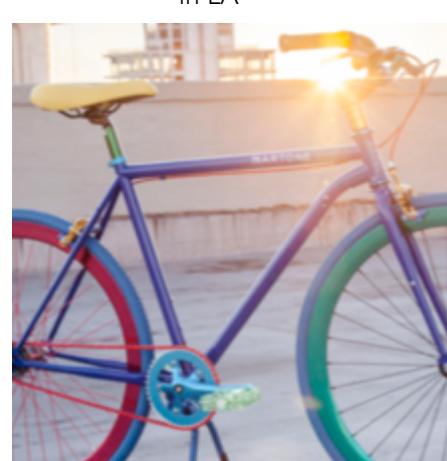
Marc Jacobs at the MCC x Peter + May sunglasses launch at Colette



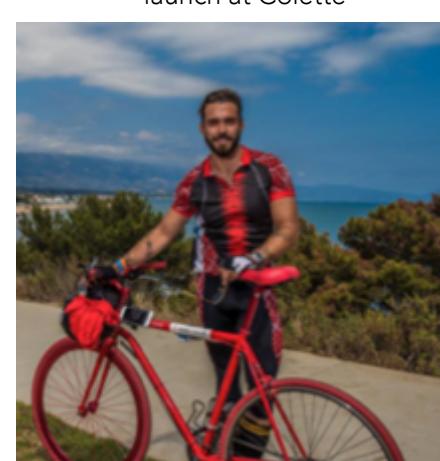
Shantell Martin Illustrating a bike



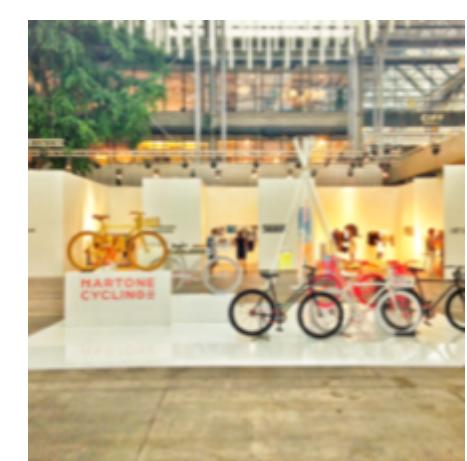
Value Retail sculpture garden



The "Olympic" bike



AIDS Life Cycle



the MCC installation at the CIFF show in Copenhagen



Contacts

ALL QUESTIONS SHOULD BE ADDRESSED TO:

Lorenzo Martone

lorenzo@martonecycling.com

Founder, Bike designer

Very enthusiastic, maybe a fanatic

David Thomas

david@martonecycling.com

Co-Founder, Diplomat

Peddler par Excellence

Kirsten Trost

kirsten@martonecycling.com

Shareholder and Financial Advisor

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