

Motionsoft™

TECHNOLOGY

SUMMIT

— 2015 —

EDUCATION SERIES

Embracing Digital Partnerships with Under Armour Connected Fitness

Extend Your Reach, Influence, Profitability and Growth

Thursday, December 10, 2015

 **UNDER ARMOUR**
CONNECTED FITNESS™


Motionsoft

Motionsoft™

TECHNOLOGY

SUMMIT

— 2015 —

EDUCATION SERIES

Your Moderator

Todd Tweedy

Summit Education Series

Motionsoft





Save the Date
September 13 -15, 2016

A promotional banner for the 2016 Motionsoft Technology Summit. It features the Motionsoft logo at the top center. Below the logo, the word "TECHNOLOGY" is written in large, light gray letters on a dark red background. Overlaid on this background is the text "TUE, SEP 13, 2016 AT 4:00 PM" in small white letters, followed by "2016 Motionsoft Technology Summit - Early Bird Tickets" in large white letters. Below this, the word "SUMMIT" is written in large, light gray letters on a dark red background. At the bottom, the location "Washington, Washington, DC" is written in small white letters.



Participating Companies





Motionsoft Update



B.O.S.S. - Back Office Support Services

An automated billings solution that includes three core methods of communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact support@motionsoft.net or call 1-800.829.4321

Motionsoft™

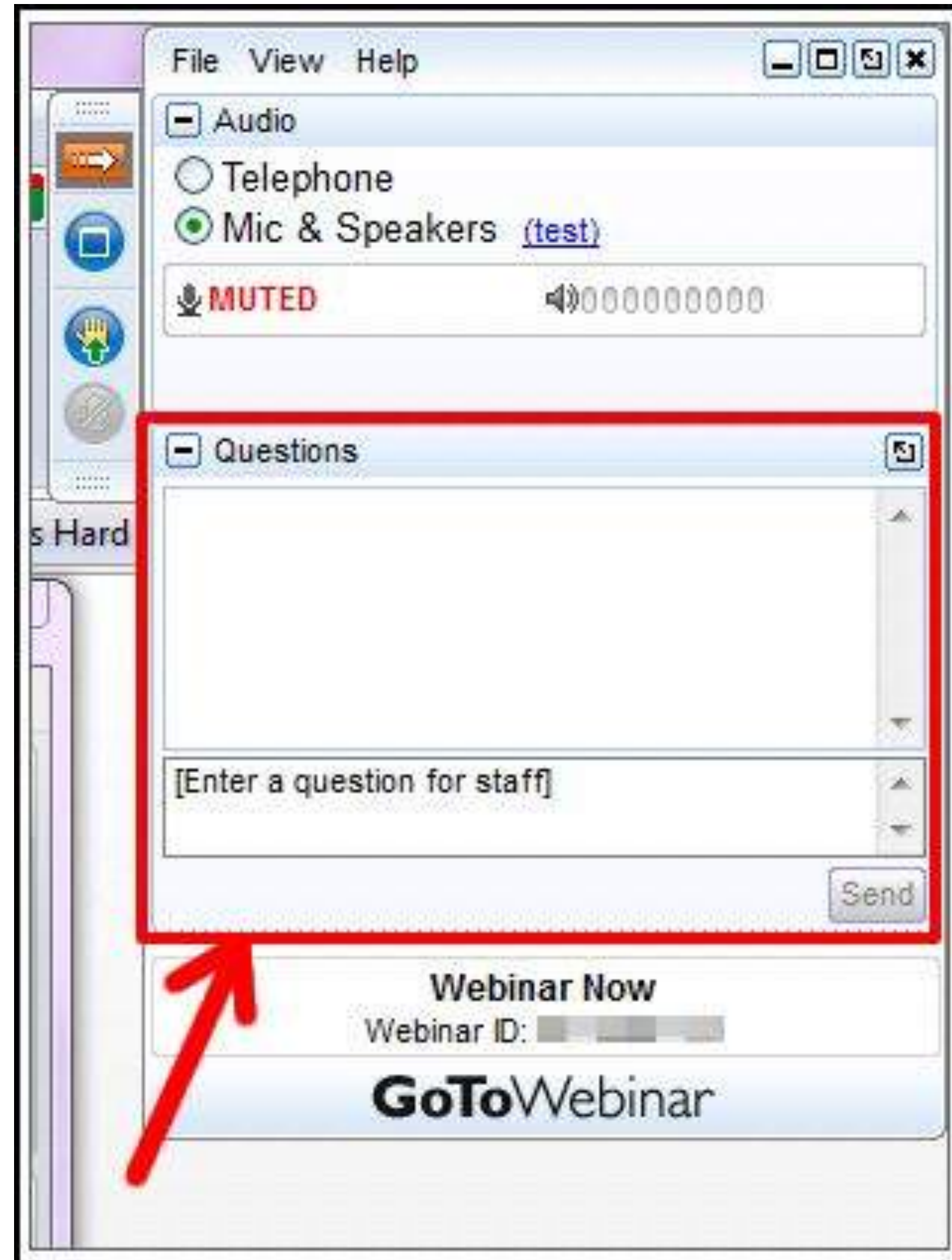
TECHNOLOGY

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Ask Your Questions in
GoToWebinar by using
the Question Module





UNDER ARMOUR®

Bill Besselman

VP, Digital Strategy and Integration, Under Armour

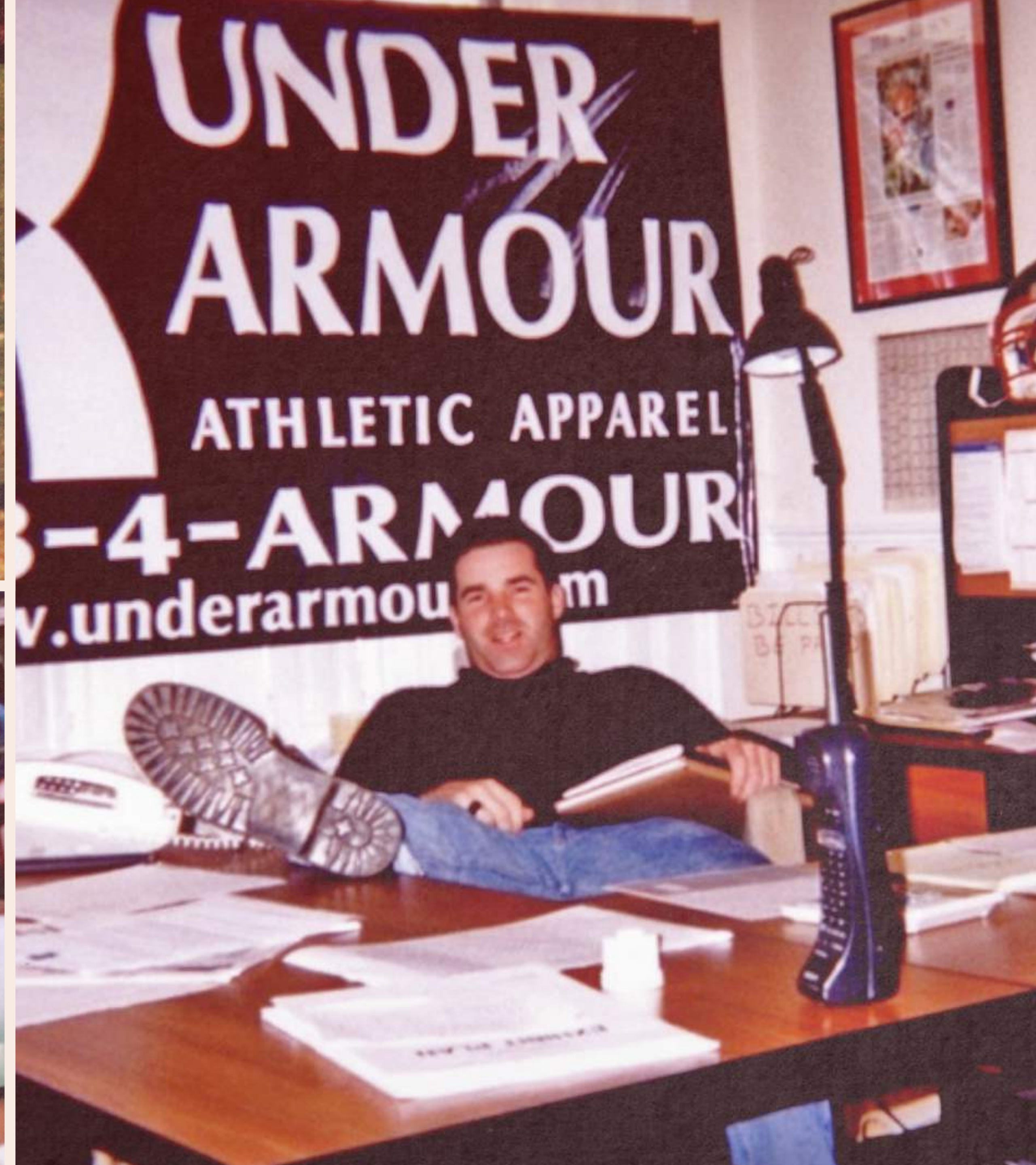
AGENDA

A man with a serious expression, wearing a blue Under Armour tank top and white boxing gloves, stands in a gym. He has tattoos on his arms and is looking directly at the camera. The background is slightly blurred, showing other people in the gym.

Under Armour: Who we are

Connected Fitness: Our next frontier

Wrap up: The opportunity for all of us



GLOBAL

GLOBAL OFFICES:

Shanghai

Hong Kong

Guangzhou

Tokyo (Dome Corp)

Toronto

Amsterdam

Manchester

Panama City

Jakarta

Sao Paulo

Portland

Denver

New York

Houston

Austin

Santiago

Sydney

Mexico City

TRAINING CENTER



TURF FIELD



HUMBLE &



INNOVATION LAB



19 YEARS OF





BRAND MISSION:

**TO MAKE ALL
ATHLETES BETTER**

THROUGH PASSION, DESIGN AND THE RELENTLESS PURSUIT OF INNOVATION.



BRAND VISION:

TO EMPOWER

ATHLETES EVERYWHERE.





We are a **GROWTH** company

NIIR NEXT FRONTIER



24x7 Dashboard



Running, Cycling, & Walking



Diet & Nutrition



Running, Cycling, & Walking

160m Users



CAM NEWTON   9.5G | 121 BPN 

COMBINE OL BROAD JUMP (JB) 07' 11"

KEITH WILLIAMS (NEB) 07' 09"

RYAN  

3:23 PT



2005



2013

THE VALUE IS IN
THE COMMUNITY

OUR VISION

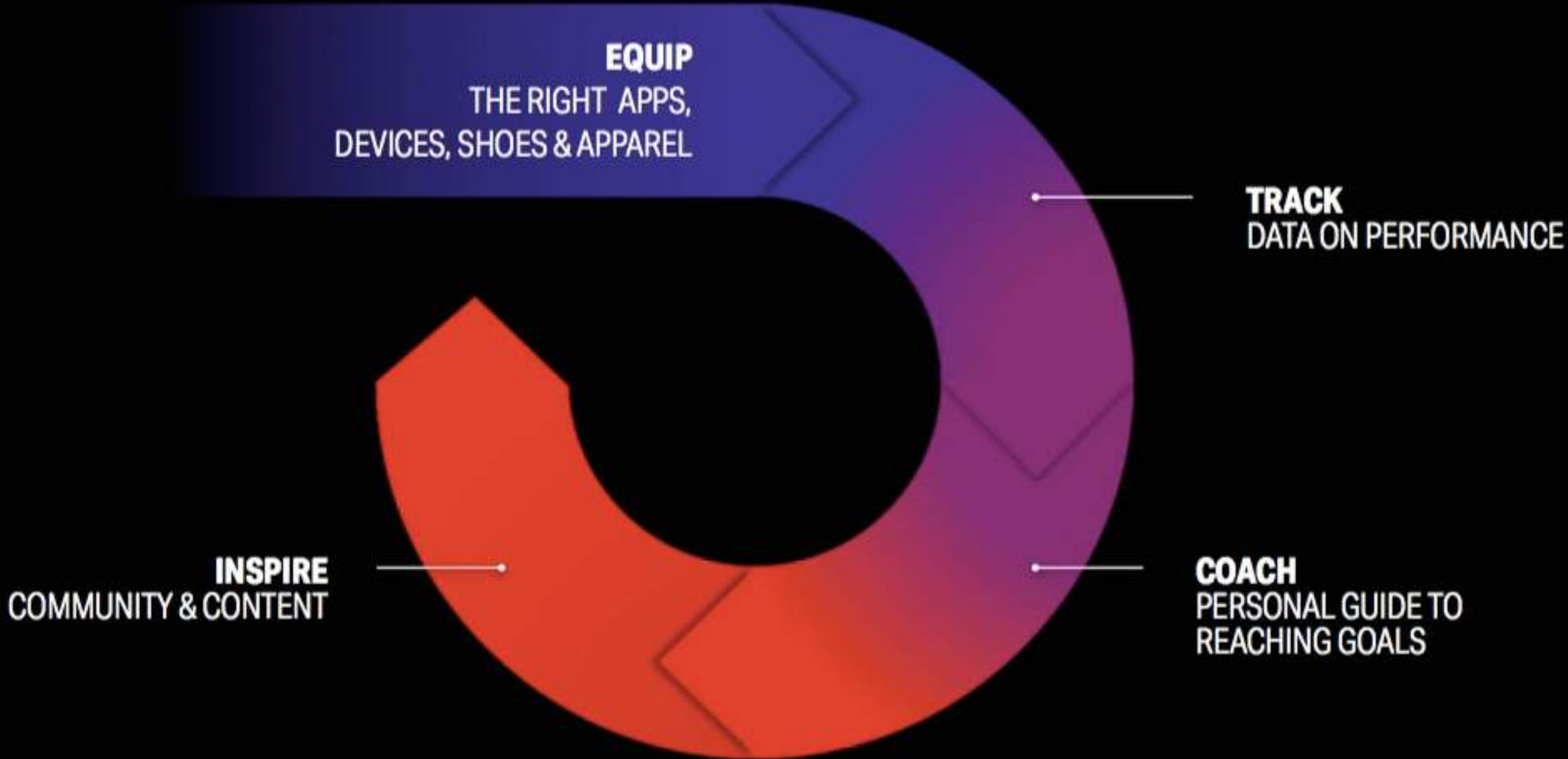
SOCIAL **facebook**

BUSINESS **LinkedIn**

HEALTH & FITNESS



OUR APPROACH



**Don't
forget to
sell shirts
and shoes**



OUR OPPORTUNITY. 24X7



UA
.COM



ACTIVITY



NUTRITION



FITNESS



SLEEP

YOUR OPTIONS

Do

Cheap (short term) Expensive (long term)

Go it

Control

Expensive

Speed

Higher risk

Partner

Scale and leverage
Crave control

Insight

More challenging to differentiate

QUESTION



THANK YOU