



A Fan First, Tech-Led, Global Sports and Media Company

Sports and Entertainment Franchises are Challenged by Fan Engagement and Audience Fragmentation

“Overall reach for sports on TV hasn’t declined; ratings have dropped because fans are watching fewer and shorter sessions. Sports marketers who target the right digital behaviours will build stronger fanbases than ever before.”

- Dan Singer, McKinsey & Co



THB Unites Fans, Sports and Technology Through Innovation

**Championing Existing and Building New Technology
to Resolve Audience Fragmentation**

**Delivering Immersive Audience Experiences
to Forge Deeper Fan Connections**

**Evolving Sports and Entertainment Through
the Creation of a Super Sport Franchise**

**Changing Lives with Adventure
Through our Relay Race Series**



THB Evolves the Way the Audience is Engaged and Immersed

Producing Thousands of Hours of Content Through Advanced Technology
Engaging the Audience in Gamification and Other Captivating Activities
Rewarding the Audience for Exploring Our Immersive Experiences

Digital Economy

Capturing the Baton Athlete's Journey Through an Array of Technologies
Delivering a UI & UX Which Evolves the Way Fans Engage with Content
Building a Platform Stack that Unifies the Audience Across Multiple Devices
Optimizing Usage Data to Deliver Specialized Viewing Experiences

CUTTING EDGE PRODUCTION

DATA

MOBILE

TABLETS

LAPTOP

GAMING

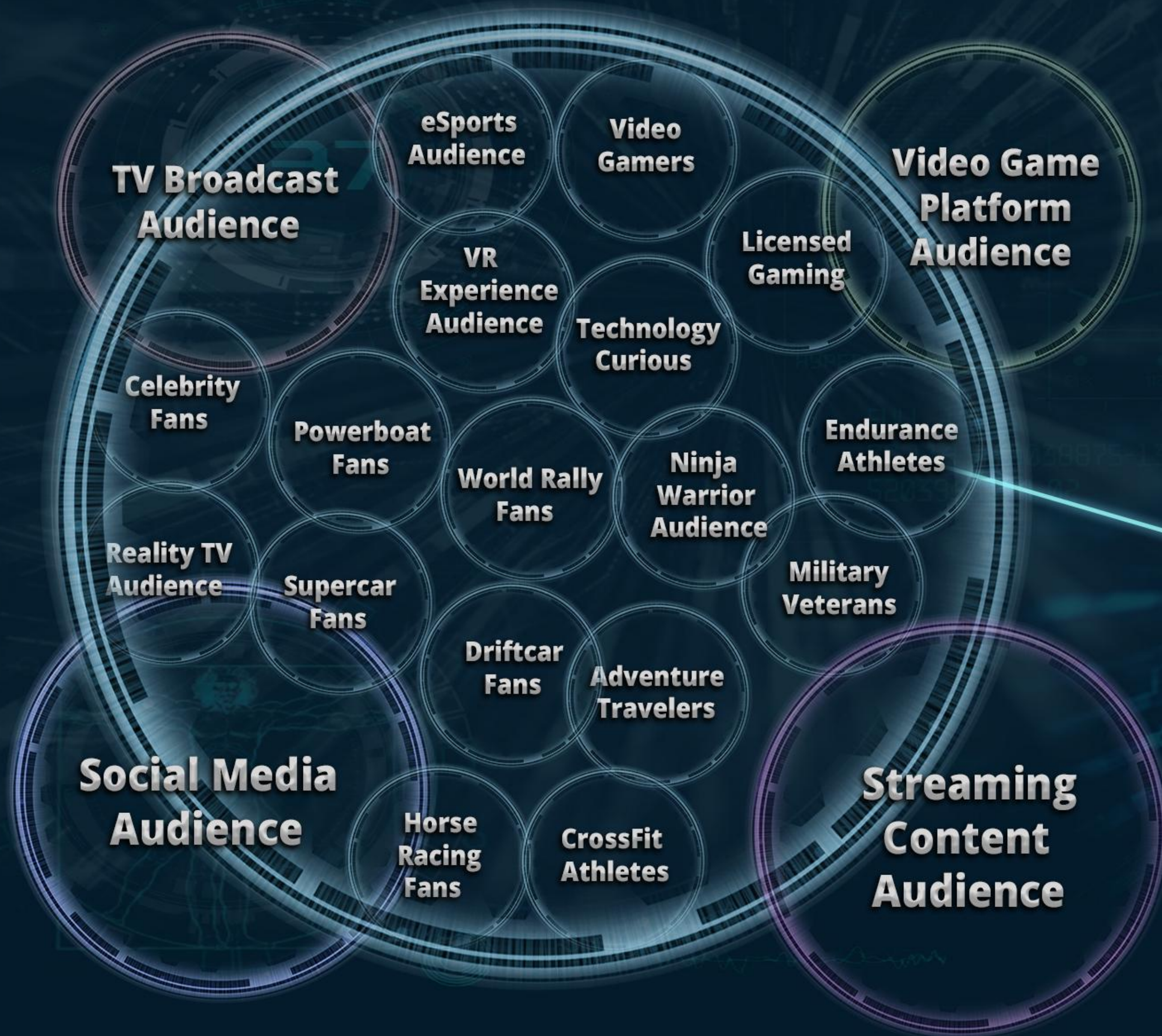
AR/VR

TV

SOCIAL MEDIA

THB Aligns Sponsors & Partners with Fans at Scale and Targeted Audiences

Taking an Innovative Approach to Digital Audience Reach Through Technology

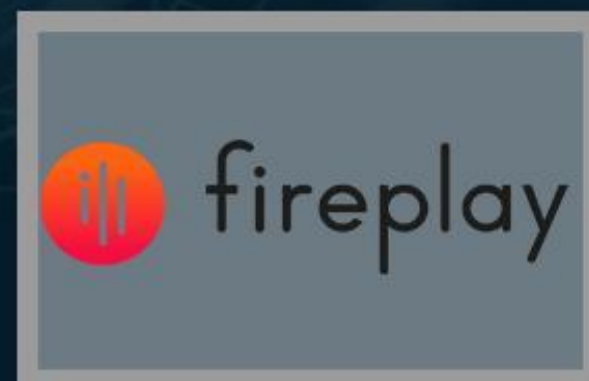


THB Provides Sponsors with a Unique Value Proposition

Designing and Delivering Targeted Online Advertising Campaigns Across Our Ecosystem
Providing Product Placement Strategically Throughout Our Platform
Delivering Unique & Thrilling Hospitality Experiences
Providing Transparent ROI to Advertisers



Our Affiliates



THB Amplifies and Impacts Social Responsibility Globally Through Sports and Media



Impacting Through the THB Ecosystem the Sustainable Development Goals of the United Nations



Amplifying Through Our People, Fans and Audience the Mission-Based Causes of Our Partners & Sponsors



Reducing Through Environmental Consciousness the Carbon Footprint on Our Planet

THB Competes for Fan and Audience Attention

Sports & Technology

Social Networking

E-Sports & Gaming

Broadcast & Streaming



THB is an Award-Winning Team that Combines Renowned Expertise to Deliver Global Success

Stev Stephens Managing Director - Founder

Stev is the Co-Creator of The Human Baton property and formerly the Director of Business Development for ATS Filmworks, the content producer for global properties such as American Ninja Warrior. He has created a successful career in the media industry by leveraging his unmatched producing and logistical talents. Stev has produced over 800 television shows and live commercials, winning three Image Awards for his work. He specializes in developing large events and television shows with global footprints including sporting events, political conventions, alternative programming, and arena-scale live productions.

Phillip Carrington Race Management - Founder

Phillip spent eight years in the Royal Marine Commandos gaining skills and experience that allowed him to become an accomplished expedition leader, commercial diver and professional rope access climber. He has also created international adventure sport shows for television and is the Co-Creator of The Human Baton. Phillip doesn't just create these spectacles - he lives them; including planning and executing a two man crossing of the Atlantic Ocean in a rowboat.

Christopher Darnell Chief Executive Officer Former Microsoft Cloud & Xbox

Christopher is a global executive who has founded and built start-ups and high growth businesses, from within large corporations to newly founded companies across multiple industries. He has overseen the investment of more than US\$ 1.5 billion in these businesses, having been on the initial start-up teams of two of them that have reached multi-billion US\$ in annual revenue.

Jeff Romeo Chief Marketing Officer Former Formula 1 & X Games Marketing

Jeff is a multi-award winning marketing executive, specializing in developing and delivering successful global, strategic programs. From Rio 2016 to the UEFA Champions League, he has worked with clients from Lionel Messi to Tony Hawk and he has also founded a successful youth lifestyle marketing agency.

Andrew Ager Communications

Barnett Fletcher Sponsorship & Partnership

Ben Gott Course Design

Dr. Ellen Helsper Audience Engagement

Erik Placko Athlete Compliance

Scott Hoyle Risk Assessment

Courtney Kenobi Technology

Tony Martin International Race Logistics

Brett Williamson Team Ownership & League

Keith Wright Finance

Jim Bowie Advisor, Race Management

Christian Gladwell Advisor, Technology Mobile & Audience M&C Saatchi Performance

Mike Groesch Advisor, Technology Strategy VP and COO Chief of Staff, NCR

Don Coyner Advisor, Technology Design and UI & UX Former Microsoft Xbox

Michael Conelly Advisor, Technology AR & VR Blackthorn Media

David Cullen, CB OBE Advisor, Business Development Retired Major General

Jozef Wallis Advisor, Business Development Revgenerator

Esben Stockmarr Advisor, Business Development Rising Global Partners

The Human Baton™



A Fan First, Tech-Led, Super Sport Franchise

The Super Sport Franchise is a Relay Race Series Where the Baton Passed Along the Race Route is an Endurance Athlete



DESERT RALLY



START



DRIFT CAR



SUPERCAR



POWERBOAT



ENDURANCE HORSE

The Race Scales up to:

- 500 Square Miles
- 30 Human Batons
- 10 Helicopters
- 90 Race Vehicles
- 60 Endurance Horses
- 30 Power Boats

First Off-Track Supercar Race



The Baton Athletes are Through Story and Human Connection The Nexus of the Super Sport Franchise

Race Fans & New Audiences



Team Ownership & League

Sponsors & Partners



Digital Economy

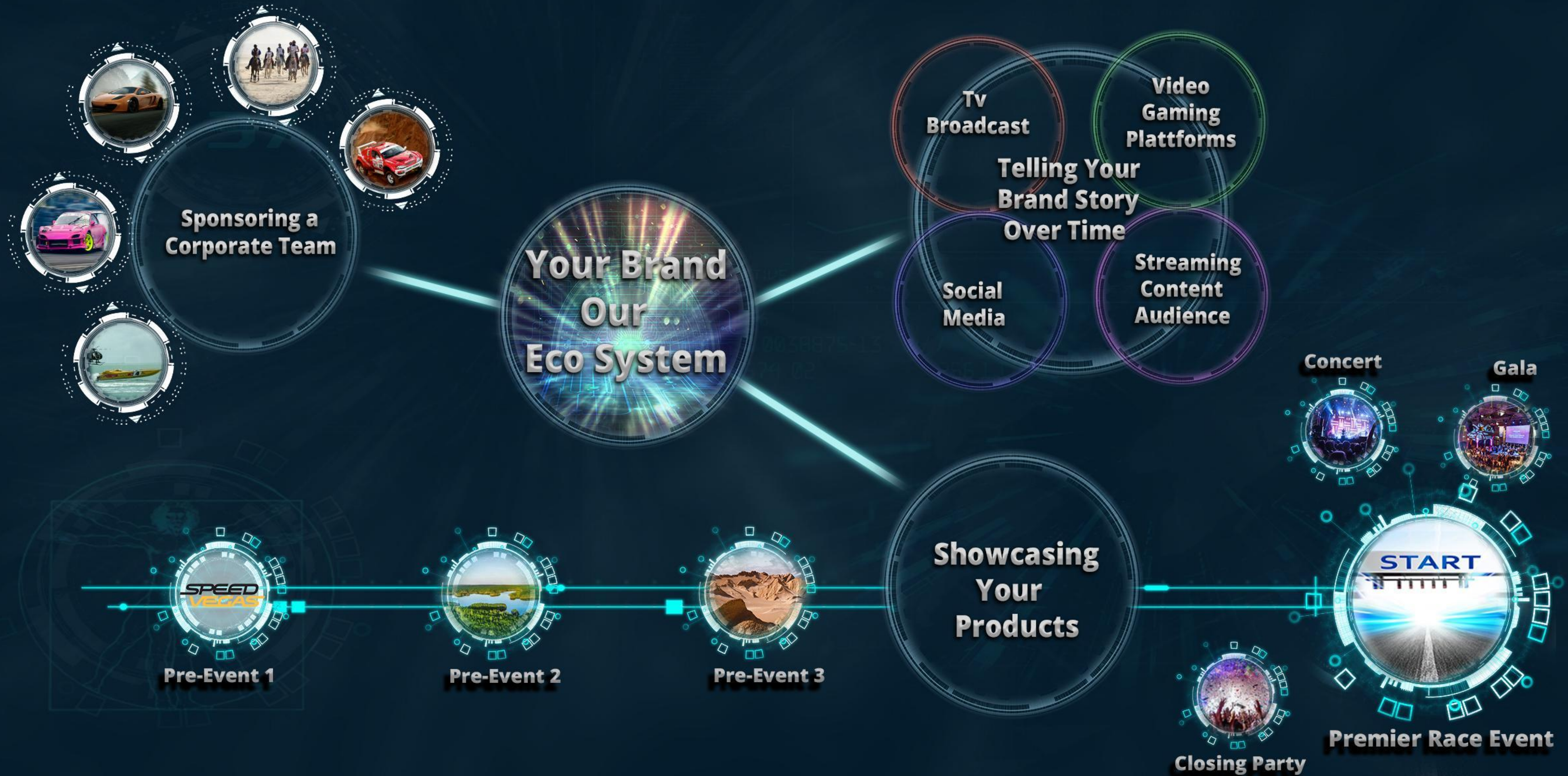
Technology & Data



Community & Tourism

Global Broadcast

THB Provides a Multi-Faceted Approach to Deliver Sponsorship Value



The Human Baton Team Ownership & League

Team Ownership Opportunity

Global League From the Outset

Race Disciplines Adhere to Sanctioning Guidelines

VIP Baton Club Amenities at Each Event

Shadow Team Experience

Revenue Model

Sponsorship Revenue Share Model

THB Revenue % Funds Prize Pools

THB Bonus Payouts to Teams

Branded Merchandise Sales

Team Drivers



Courtney



Rome



Ben



Jeff

Team Owner Sponsorship Opportunities

Team Sponsor

- 1 Sponsorship
- 2 Large Logo Placements
- Team Colors

Primary Sponsor

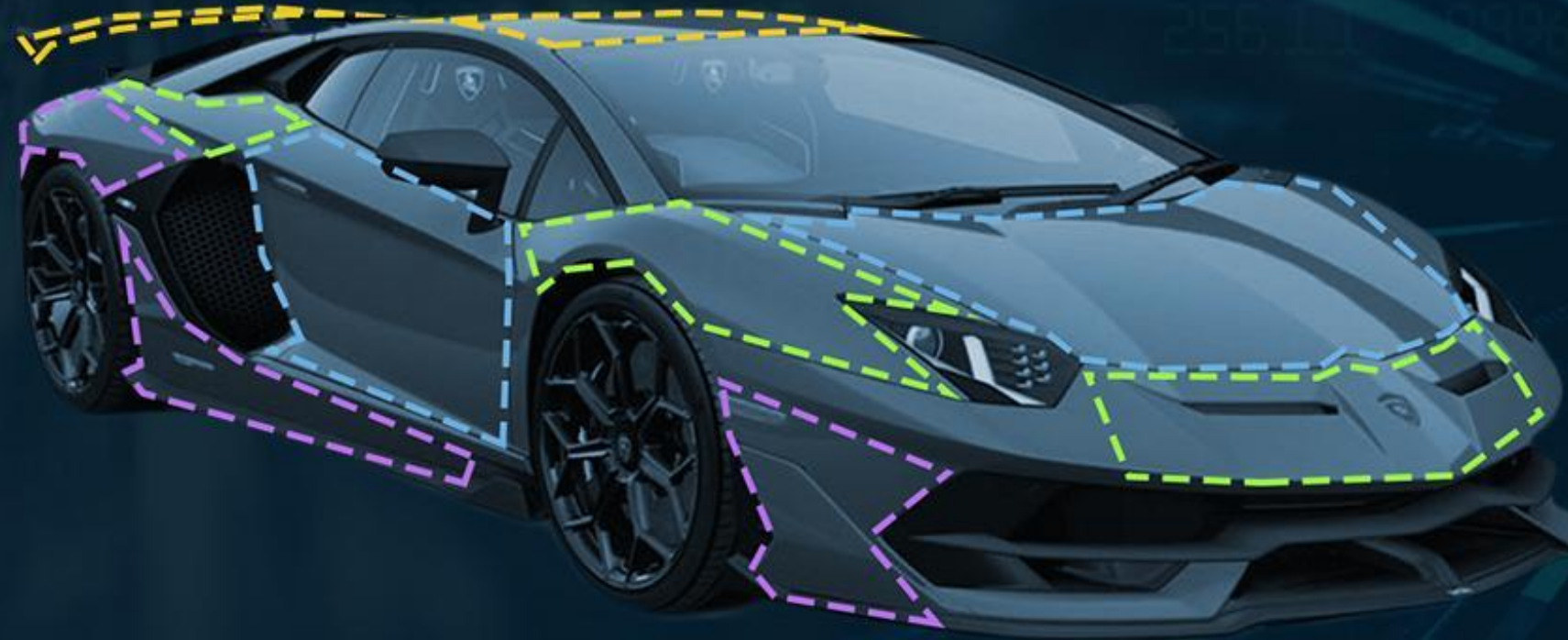
- 2 Sponsorships
- 2 Large Logo Placements

Principal Sponsor

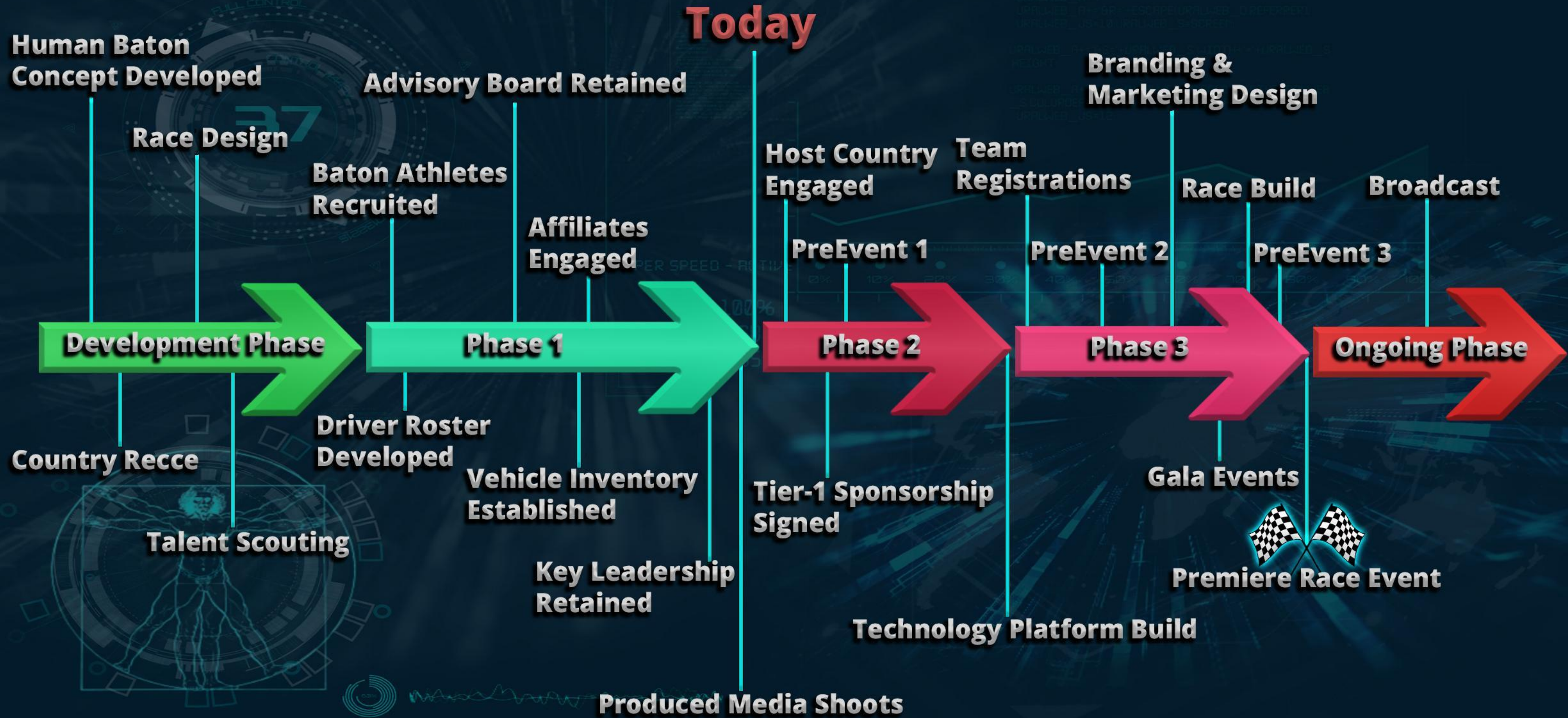
- 4 Sponsorships
- 4 Medium Logo Placements

Partner

- 12 Sponsorships
- 4 Small Logo Placements - Prominent
- 8 Small Logo Placements - Unprominent



The Human Baton is Moving at Full Throttle and Our Nexus is Now



THB is Raising Capital to Advance Phase 2 of The Human Baton

THB Capital Raise Amounts in USD

Amount	Ownership (Post Funding)	Unit Price	Class A Shares Issued	Total Class A Shares (Post Funding)
\$5,355,750	30.00%	\$7.10	754,331	2,514,331

Sources & Uses of Funds

Employees & Advisors

\$2,590,738

Events, Production & Audience

\$1,118,764

Technology

\$1,133,248

General & Administrative
(includes finance costs)

\$513,000

THB is Offering a Special Rights Distribution

<u>Minimum Class A Units Purchased (#)</u>	<u>Unit Price (US\$)</u>	<u>Investment Amount (US\$)</u>	<u>Cash Payout (x)</u>
70,423	7.10	500,000 and Above	1.50 x
35,212	7.10	250,000 to 499,999	1.35 x
14,085	7.10	100,000 to 249,999	1.25 x
7,043	7.10	50,000 to 99,999	1.15 x
		0 to 49,999	No Special Rights

Select Terms & Conditions

Special Rights are issued to the Regulation D investor based on a bona fide Class A units purchase and a minimum amount invested

Cash Payout is a multiple of the total investment amount made to acquire Class A units

Adjusted Cash at the time of distribution must be a multiple of 10x the total amount raised at the close of the Regulation D offering

Payout can occur no sooner than two years and no later than ten years following the close of the Regulation D offering

Special Rights expire and are extinguished at Cash Payout and investor retains 100% ownership of the number of Class A units purchased

Additional terms and conditions apply to these Special Rights



Join Us as We Create the Future of Sports & Entertainment

BATON CAM 2 - LIVE FEED



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