



**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

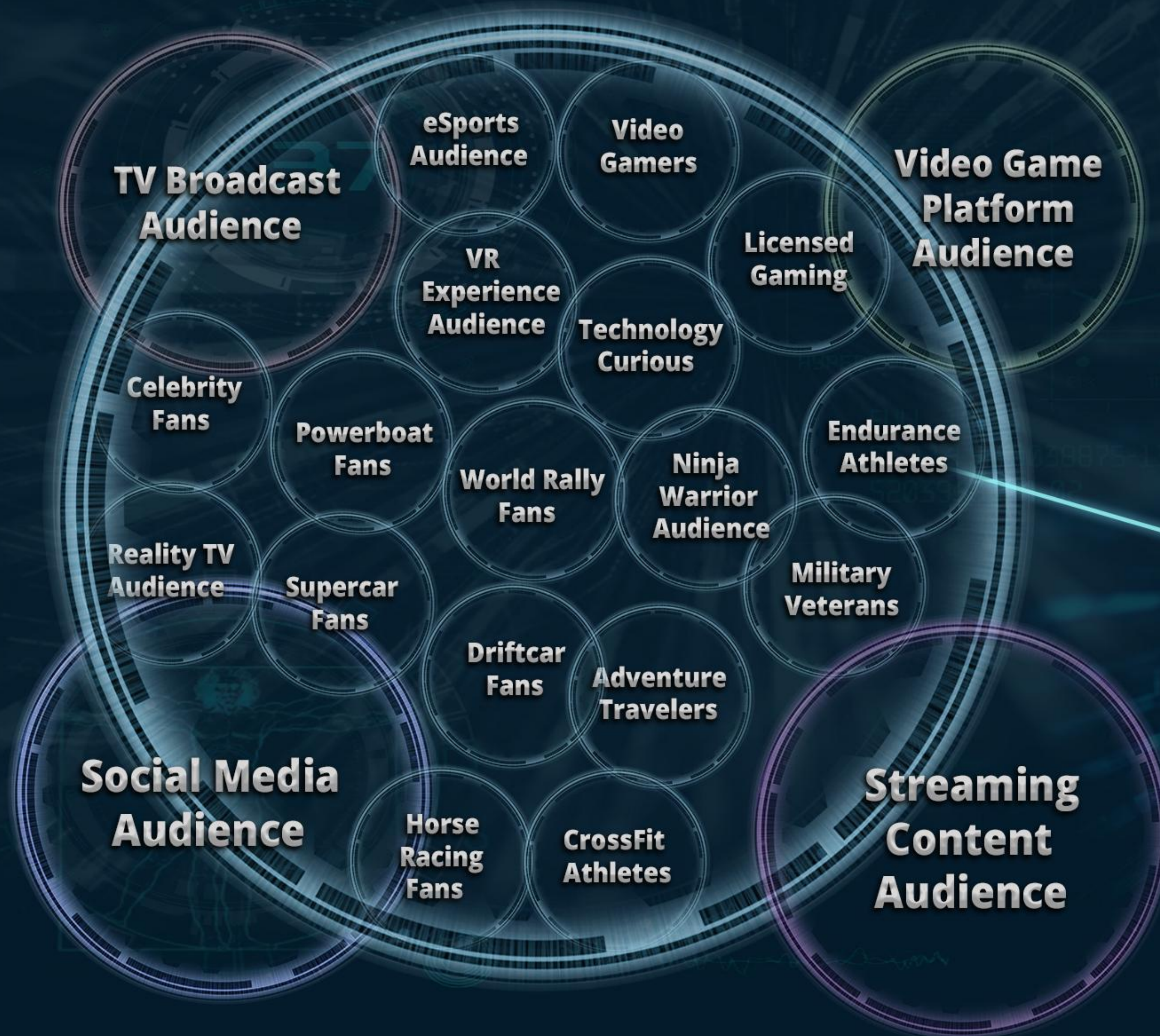
TV

SOCIAL MEDIA



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

Taking an Innovative Approach to Digital  
Audience Reach Through Technology



**Total: 99 Million**

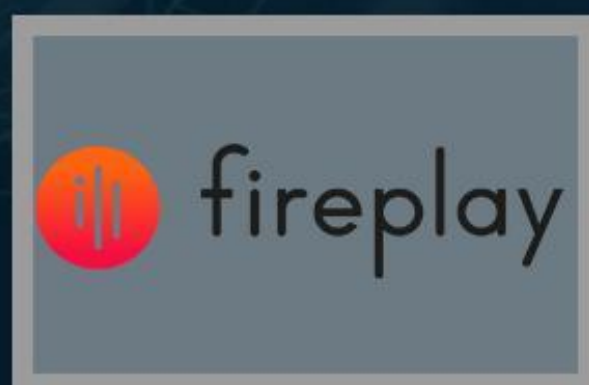


# THB Provides Sponsors with a Unique Value Proposition

**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 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



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**

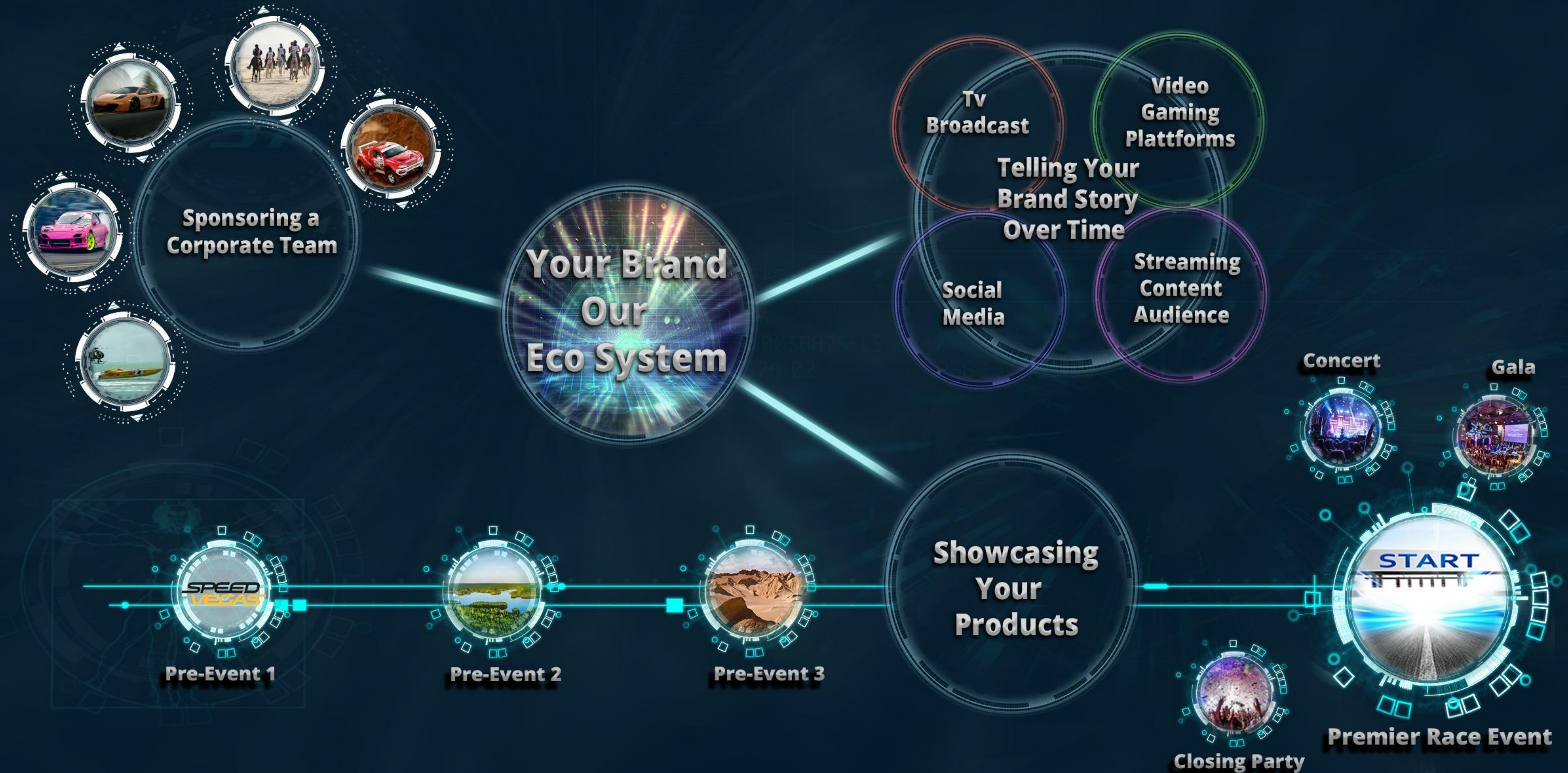


**Community & Tourism**

**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

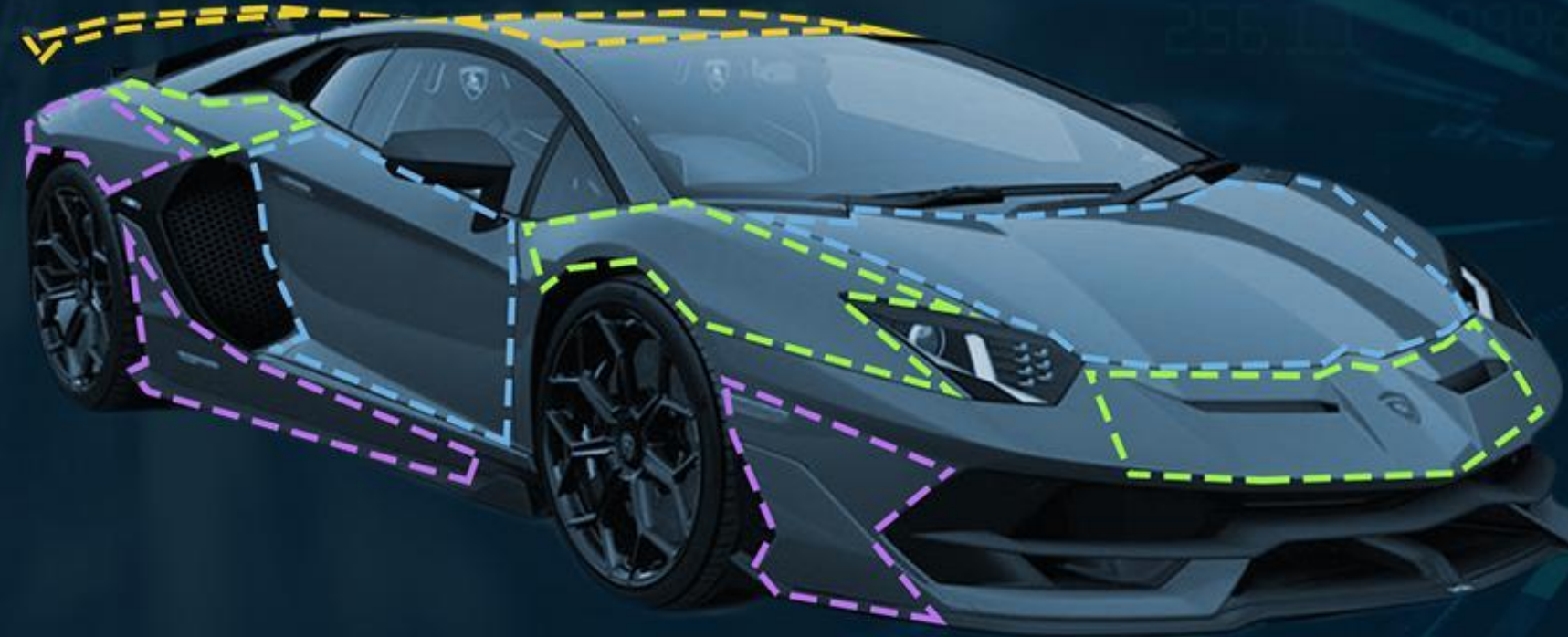
2 Sponsorships  
2 Large Logo Placements

## Principal Sponsor

4 Sponsorships  
4 Medium Logo Placements

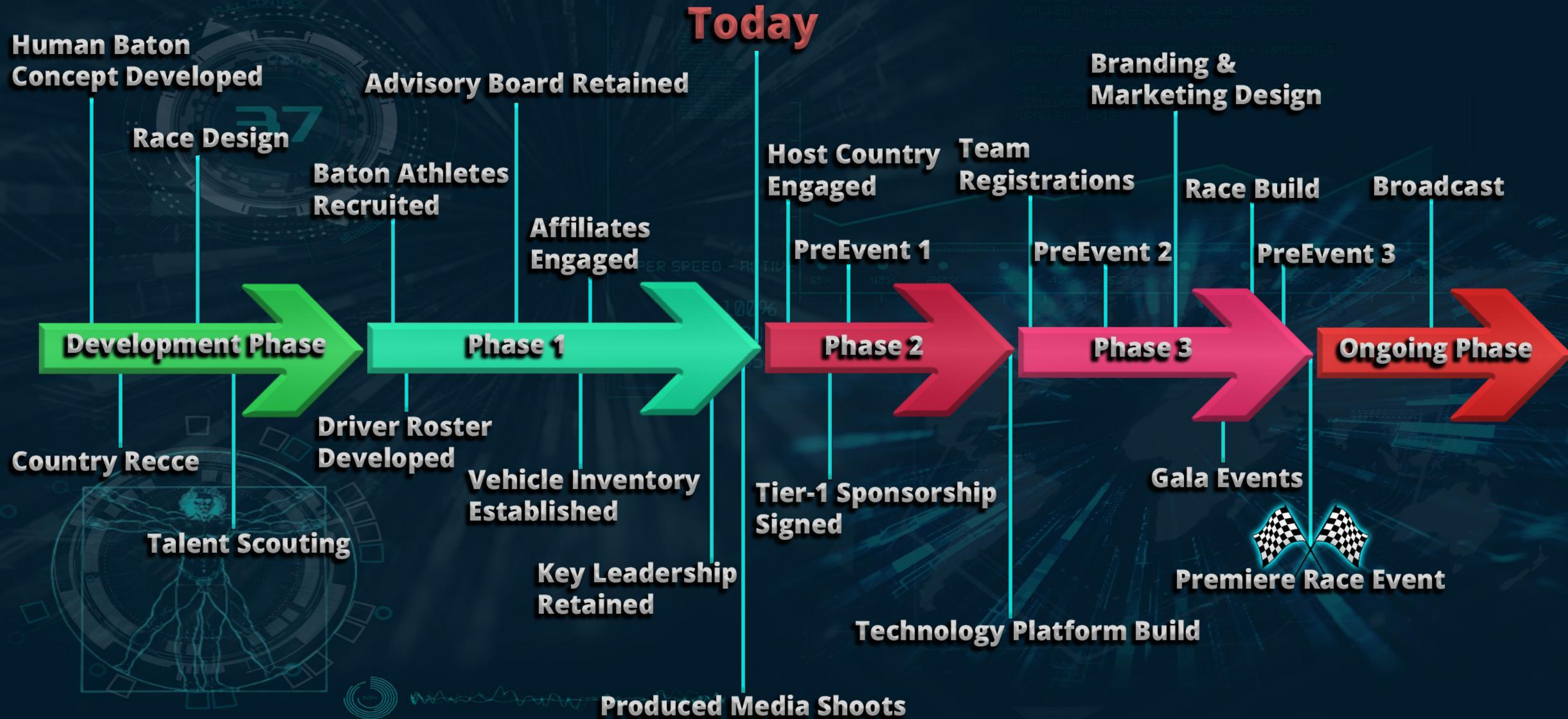
## Partner

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





# The Human Baton is Positioned for High Growth Through Multiple Revenue Streams

## Revenue Per Event



# \$ 93 Million



# \$ 67 Million



# \$ 71 Million



# \$ 130 Million

## Revenue Drivers



**Multiple Race Cycles**  
**Hospitality & Events**  
**Broadcast Licensing**  
**Content Production**  
**Team Ownership**  
**Digital Economy**  
**Merchandising**  
**Sponsorships**  
**Franchising**

## Revenue Per Season



**\$ 1.8 Billion (2018, Global)**

**\$ 600 Million (2018, Global)**



**\$ 341 Million (2018,US Only )**



# 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

## 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**

<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





# Join Us as We Create the Future of Sports & Entertainment

BATON CAM 2 - LIVE FEED



00:11:40 0038875-13 777  
5203940574.02 256.11 - 99%



WAVEFORM



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