

WEARABLE TECHNOLOGY

MARKET SNAPSHOT

& Opportunities for Hexoskin

APPLICATIONS & MARKET DRIVERS



Gaming & Recreation



Medical & Healthcare



Sports & Fitness

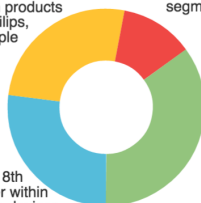


Industrial & Military

Fitness & Sport

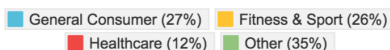
Most competitive segment, with products from Nike, Philips, Samsung, Apple

Medical & Healthcare
Largest of the non-consumer segment of wearables market



General Consumer

Projected to become 8th largest revenue driver within consumer and mobile devices



MARKET POSITION



Top consumer and non-consumer applications for wearable devices show promising growth through 2018.

HEXOSKIN

a wearable device



that monitors heart rate, breathing, steps, calories, etc.



Fitness, health and sleep tracking applications. Currently marketed to industry and professional athletes.

estimated # of avid golfers in the U.S.

+ an additional
14.6M
occasional golfers

12.8M

Market Projections

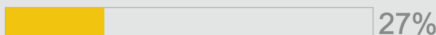
By 2018, the global wearable device market is projected to be worth up to

\$30.2
billion



WEARABLE TECH IN MATURE GOLFERS SEGMENT?

60+ age range accounts for



of consumer volume for golf equipment and apparel purchasing

SOURCES:

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PRIMORDIUS

