

K-SPORT

SCIENCE TO PERFORM

BUILDING THE WORLD'S LARGEST CONNECTED FOOTBALL TALENT AND PERFORMANCE ECOSYSTEM

INVESTOR PRESENTATION

MILAN

MAY, 2026

K-SPORT

K-SPORT
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GLOBAL LEADER IN SPORTS PERFORMANCE MONITORING SYSTEMS

- FOUNDED IN 2008, WITH 18 YEARS OF EXPERIENCE, A PIONEER IN THE INDUSTRY
- MARKET LEADER IN ITALY, FRANCE AND ARGENTINA
- MARCH 2025, ACQUISITION OF SPT (SPORT PERFORMANCE TECHNOLOGY LTD) NEW PRESENCE IN AUSTRALIA AND USA
- 15+ SCIENTIFIC PROJECTS ACROSS UNIVERSITIES WORLDWIDE; EVERY METRIC HAS BEEN SCIENTIFICALLY VALIDATED
- **+1.500 CLUBS +150.000 ACTIVE USERS**

GLOBAL PRESENCE

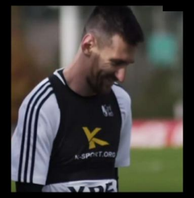


K-SPORT K-FANS SPT™

K-SPORT: FOOTBALL REPRESENTS 80% OF K-SPORT REVENUES

FOOTBALL


CRISTIANO RONALDO


LIONEL MESSI


ANGEL DI MARIA


ALEXIS SANCHEZ



KHVICHA KVARATSKHELIA


ARTURO VIDAL


DUVAN ZAPATA


NICO GONZALEZ


PAULO DYBALA


DRIES MERTENS

BASKETBALL

ITALY'S NATIONAL BASKETBALL TEAM

ITALY'S BASKETBALL SERIE A

VIRTUS BASKET

DERTHONA BASKET

VITORIA LIBERTAS

DOLOMITY ENERGIA - AQUILA BASKET

REGGIO EMILIA BASKET



TENNIS


ANDREY RUBLEV
15° ATP

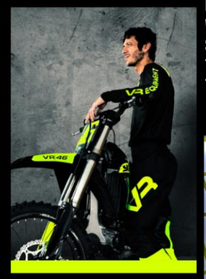

ALEXANDRE MULLER
38° ATP



FLAVIO COBOLLI
25° ATP

OTHER

MED2ME/K-SPORT IS PARTNERING WITH VR46 AS ENGINEERING SUPPORT IN ORDER TO STUDY, DEFINE, PROTOTYPE AND PRODUCE A NEW LINE OF MOTORCYCLE SENSORIZED WEAR LINE ABLE TO COLLECT HUMAN DATA DURING THE RACE, OR DURING NORMAL USE OF MOTORCYCLE FOR MASS MARKET.
IN THE MASS PRODUCTION PHASE, MED2ME GROUP WILL BECOME THE MAIN PRODUCER OF THE SPECIAL SENSORIZED VEST IN WHITE LABEL.
THE PROJECT STARTED IN JUNE 2023; IT IS EXPECTED TO PRODUCE THE FIRST PROTOTYPE Q4 2023.



LAUNCH AT EICMA MILAN
NOVEMBER 8, 2024



MED2ME/K-SPORT IS PARTNER OF SPACEWEAR, A START-UP INITIATIVE BORN IN 2021 (K-SPORT IS OWNER WITH 35%) AIMING TO DEVELOP A SPACE SUITE FOR ASTRONAUT TOURISTS, TRAVELING WITH VIRGIN GALACTIC STARTING FROM OCTOBER 2022.
THE FIRST PROTOTYPE WAS DEVELOPED AND USED BY THE ASTRONAUT WALTER VILLADEI DURING HIS SPACE TRAINING.
THE MED2ME GROUP SUPPORTS SPACEWEAR IN ALL THE ENGINEERING PHASE AND WILL BE THE WHITE-LABEL PRODUCER OF MASS PRODUCTION SPORT-APPAREL.





K-SPORT: PRESENCE IN WORLD FOOTBALL CHAMPIOSHIP USA/MEX 2026

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K-SPORT WILL BE PRESENT IN NEXT WORLD CHAMPIONSHIP WITH 5 NATIONAL TEAMS

PS: THEY WOULD HAVE BEEN 6 IF ONE OF THEM HADN'T LOST PLAYOFF WITH BOSNIA…

WORLD CHAMPION 2022

ARGENTINA

BRASILE

HAITI

ALGERIA

TURCHIA

RED BULL CLIFF DIVING

K-SPORT INTEGRATION: ATHLETE PERFORMANCE



K-SPORT

HIGHLY RELIABLE

TECHNOLOGY EVEN

IN THE MOST EXTREME

SITUATIONS

ZIRKZEE CASE

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K-SPORT SCOUTING FOR TOP TEAM

Thanks to the analysis of the data provided by K-Sport, it was possible to understand that the young talent Joshua Zirkzee (Bologna bought him from Bayern Munich for 8.5 million euros) was perfect for the role required, so much so that he demonstrated his value and was then sold to Manchester United for 42.5 million euros.

8.5M → BFC 1909 → 42.5M → MANCHESTER UNITED

OVERALL CAPITAL GAIN
€34 million

Joshua Zirkzee

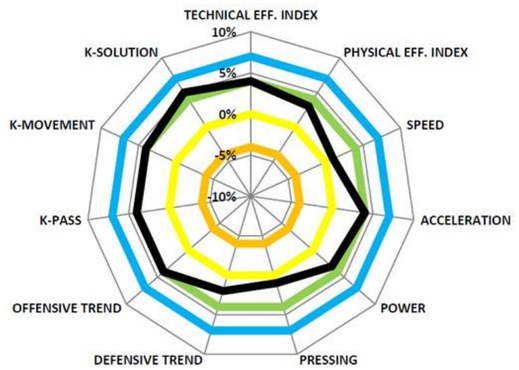
EFFICIENCY

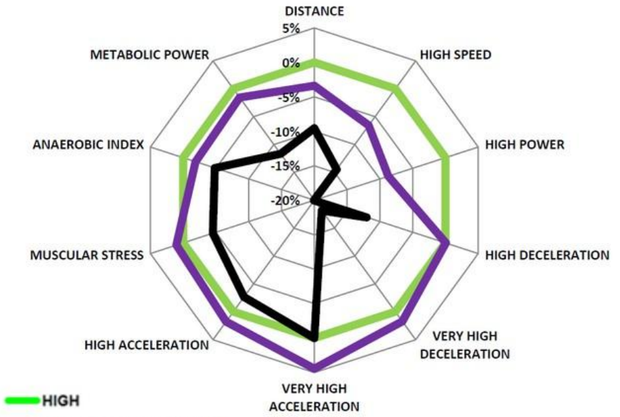
IET 92%

IEF 91%

TOP WORLD >95%
HIGH 92-95%
MED 88-91%
LOW 84-87%
VERY LOW <84%

VOLUME





TOP
HIGH
MED
LOW
PLAYER

HIGH
SAME POSITION (SERIE A)
PLAYER

Distance	Metabolic Power	Muscular Stress	Anaer. Index	Distance Speed>15	Distance Acc>2	Distance Dec<-2	Distance MP>20	Distance Acc>3	Distance Dec<-3	Distance Sp. 20-25	Distance Speed >25	Peak Speed [km/h]
10.066	9,5	21,1	40,4	2.195	602	524	2.463	243	221	590	235	35,4

K-SPORT

TWO SEPARATE SEGMENTS

- The key drivers of growth are **enriching fan engagement** (including social media and gambling), and **improving team preformance** and **ROI decisions**
- Data is at the core of both

PRO
ELITE TEAMS

$40.2B
2026 MARKET SIZE

+

PROSUMER
AMATEUR AND RECREATIONAL ATHELETES AND TEAMS

$88.3B
2026 MARKET SIZE

$128.5B
2026 MARKET SIZE

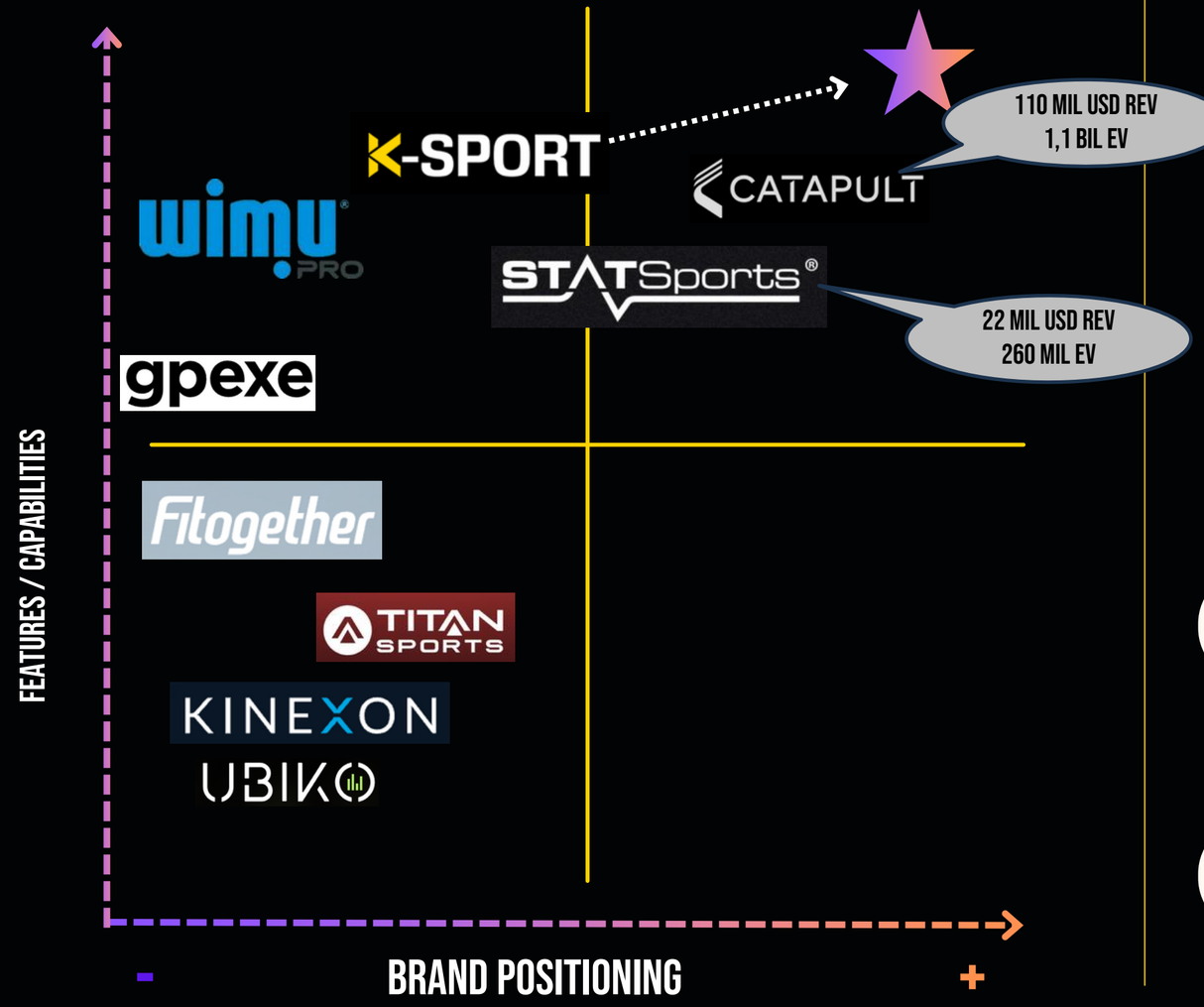
Source:

Marketsandmarkets, Sport technology market with covid19 impact - Global Forecast to 2026, April 2021
Grand view research , fitness tracker market analysis and segment: Forecast to 2018 , Octorber 2021

MARKET OVERVIEW

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COMPETITIVE LANDSCAPE



MAIN BUSINESS TREND ON COMPETITORS

- INSIGHT BASED ON RAW DATE + AI
- ACCESS TO ALL LAYER OF MARKET: PASSAGE FROM ONLY PRO TO SEMI-PRO MARKET AND CONSUMER
- INTEGRATION WITH HEALTH DATA, TACTICAL AND BIOMETRICS DATA IN ONLY ONE PLATFORM

KEY MARKET SEGMENT

1. ELITE CLUBS AND NATIONAL TEAMS
2. SPORTS ACADEMIES
3. AMATEUR ATHLETES
4. LEAGUES & BROADCASTERS

BUSINESS PLAN 2024/2030: 4 AREAS OF DEVELOPMENT INTEGRATED & COMPLEMENTARY

K-SPORT

BUSINESS AREA	MIX REVENUES 2025 ($ 5,9 MIO)	ACTIONS	MIX REVENUES 2030 ($ 85 MIO)	STRATEGIC RATIONAL
1. K-SPORT: PRO	80%	1. Strengthen leadership in Italy in football through upselling new high-margin products. 2. Drive international growth by leveraging superior product quality.	30%	✓ CORE BUSINESS ✓ SCIENTIFIC COMPONENT ✓ INTERNATIONAL REPUTATION ✓ SLOW BUT SOLID GROWTH ✓ STRONG AND POSITIVE FINANCIAL MARGINS
2. K-FANS: SEMI-PRO CONSUMER	5%	1. Build a structured presence in the semi-professional market, starting from Italy and expanding internationally. 2. Create a digital ecosystem for collecting individual data to enable the development of a professional data exchange ecosystem. 3. Launch and promote a new engagement model between creators (players, coaches, technical staff) and fans.	45%	✓ BOOMING MARKET ✓ VERY HIGH DEVELOPMENT POTENTIAL ✓ BRANDING INVESTMENTS ✓ NEGATIVE FINANCIAL MARGINS FOR 2–3 YEARS ✓ GLOBAL SCALABILITY
3. ALTRI SPORTS:	5%	1. Priority 1: basketball, tennis, volleyball 2. Priority 2: hockey, rugby, American football, baseball, motorsports	10%	✓ GROWTH OPPORTUNITY ✓ MARKETS ADJACENT TO FOOTBALL ✓ SLOWER BUT SAFER GROWTH
4. M&A:	10%	1. Acquisition of markets/clients in currently uncovered areas (LATAM, Far East, Africa) 2. Acquisition of products/solutions complementary to the K-Sport portfolio	15%	✓ SUPPORTS GROWTH OF THE PRO SEGMENT ✓ DRIVES INTERNATIONAL EXPANSION

K-SPORT GROUP: INDUSTRAL PLAN APPROVED 2024-30

K-SPORT

K-S GROUP - P& L - Summary		2024	2025	2026	2027	2028	2029	2030
Revenues	€ x 1000	4.929	5.376	9.251	16.736	29.873	55.862	85.505
of which, intercompany revenues	€ x 1000	0	0	0	0	0	0	0
Variable costs	€ x 1000	2.579	2.873	5.164	7.599	11.787	20.947	27.332
Gross margin	**€ x 1000**	**2.350**	**2.503**	**4.087**	**9.137**	**18.087**	**34.914**	**58.173**
Gross margin %	*%*	*48%*	*47%*	*44%*	*55%*	*61%*	*63%*	*68%*
OPEX	*€ x 1000*	*1.963*	*2.078*	*7.216*	*9.627*	*13.832*	*20.328*	*25.325*
EBITDA	**€ x 1000**	**388**	**426**	**-3.129**	**-489**	**4.255**	**14.586**	**32.848**
EBITDA %	*%*	*8%*	*8%*	*-34%*	*-3%*	*14%*	*26%*	*38%*
Depreciation and amortisation	*€ x 1000*	*241*	*393*	*393*	*557*	*757*	*957*	*976*
EBIT	**€ x 1000**	**280**	**185**	**-3.522**	**-1.046**	**3.498**	**13.630**	**31.872**
EBIT %	*%*	*6%*	*3%*	*-38%*	*-6%*	*12%*	*24%*	*37%*
Net Financials	€ x 1000	108	-42	-20	-8	0	0	0
Risultato ante imposte e NON recurre	**€ x 1000**	**388**	**143**	**-3.542**	**-1.054**	**3.498**	**13.630**	**31.872**
EBT	**€ x 1000**	**155**	**143**	**-3.542**	**-1.054**	**3.498**	**13.630**	**31.872**
EBT %	*%*	*3%*	*3%*	*-38%*	*-6%*	*12%*	*24%*	*37%*
Taxes (IRES - IRAP)	€ x 1000	66	0	48	358	1.136	2.242	8.779
Net profit	**€ x 1000**	**89**	**143**	**-3.590**	**-1.412**	**2.362**	**11.388**	**23.093**

TARGET REVENUES
$85.5 MIL IN 2030
$32.8 MIL EBITDA

2025: A year of organizational consolidation and preparation for the launch of the FANS project

We have persistently searched for the right partner to launch the K-Sport / K-Fans project on a global scale and to secure sufficient capital to aggressively enter the market.
Today, we are finally there!

AMBASSADOR & ANCHOR INVESTOR: ZLATAN IBRHAIMOVIC

K-SPORT



DO YOU WANT TO BE THE BEST VERSION OF YOURSELF?



WHY ZLATAN DEDICED TO BACKS K-SPORT

1. First investment by Zlatan in a sport-tech technology company. He has chosen K-Sport as a best-in-class player and a potential global leader.
2. Zlatan's decision to invest his personal brand is driven by K-Sport's strength and its unique growth potential.
3. In the FANS project, he sees the opportunity to give millions of young players a chance to emerge by following a path similar to his own story of hard work, struggle, and success.
4. Mixed investment (cash / work for equity) of €5 million over 3 years, for a 10% stake in K-Sport (company valuation: €50 million EV).

THAT'S WHAT HE WILL DO FOR K-SPORT

1. He will be the global face of K-Sport for the next 3 years
2. He will act as lead investor in the next capital raising round
3. Promotion agreement for the FANS project across social media and for physical events in the three key regions: Europe, Asia, and the USA
4. He will participate in product development (Advisory Board)
5. He will be our commercial partner

K-SPORT: HOW THINGS WENT IN 2025, A TRANSITION YEAR BEYOND THE BUDGET…*

K-SPORT

K-SPORT WORLD SRL

K-Sport SrL - Dettaglio Fatture emesse - FY 2025 (Periodo: 1° aprile – 31 marzo 2026)

K-SPORT - BUSINESS KPI (k$)* dal 01_04_25 al 31_03_26		2025 ESTERO	2025 ITALIA	2025 TOTALE	2024 ESTERO	2024 ITALIA	2024 TOTALE	Δ %	
FATTURE EMESSE	**k$**	**2.009**	**3.487**	**5.496**	**1.703**	**2.667**	**4.370**	*26%*	↑
Calcio	k$	*1.997*	*3.239*	**5.237**	*1.703*	*2.406*	**4.109**	*27%*	↑
Altri Sport	k$	*11*	*248*	**259**	*0*	*261*	**261**	*-1%*	↓
Clienti attivi	**n.**	**121**	**317**	**438**	**68**	**300**	**368**	*19%*	↑
Calcio	n.	*120*	*296*	**416**	*68*	*278*	**346**	*20%*	↑
Altri Sport	n.	*1*	*21*	**22**	*0*	*22*	**22**	*0%*	=
Avg Contract Value	**k$**	**16,6**	**11,0**	**12,5**	**25,0**	**8,9**	**11,9**	*6%*	↑
Calcio	k$	*16,6*	*10,9*	**12,6**	*25,0*	*8,7*	**11,9**	*6%*	↑
Altri Sport	k$	*11,4*	*11,8*	**11,8**	*0,0*	*11,9*	**11,9**	*-1%*	↓
TCV (2025-2030)	**k$**			**10.564**			**6.916**	*53%*	↑

TCV = Total contract value

- **Revenues: +**26%
- **Football:** 95%
- **Italy:** 63%
- **Customers:** 438 (+70 sul 2024)
- **ACV**: $ 12,5 (**da $11,9)

CLIENTI NEL MONDO



GLOBAL PRESENCE, TODAY 28 COUNTRY COVERED

BILANCIO CONSOLIDATO DI GRUPPO

Dettaglio Ricavi Consolidati FY 2025 (Periodo: 1° aprile – 31 marzo 2026)

K-SPORT consolidato - RICAVI (k $)* dal 01_04_25 al 31_03_26		2025 ESTERO	2025 ITALIA	2025 TOTALE	2024 ESTERO	2024 ITALIA	2024 TOTALE	Δ %	
RICAVI GRUPPO	**k$**	**2.686**	**3.214**	**5.900**	**2.400**	**2.689**	**5.089**	*16%*	↑
K-Sport - Italy	*k$*	*1.744*	*3.214*	***4.958***	*1.501*	*2.689*	***4.190***	*18%*	↑
SPT - Australia	*k$*	*942*	*0*	***942***	*899*	*0*	***899***	*5%*	↑

**cambio EURUSD 31/03/26 1,1498*

- **Revenues growth to $5,9 Mio (vs $5,4E)**
- K-Sport: + 18%
- SPT: + 5%
- **Ebitda: +550K**

Among the top 5 global players in the Sport-Tech sector, K-Sport is the only one to have consistently been EBITDA-positive and cash-flow positive.

*** ANNO FISCALE 1/4/2025 – 31/3/2026**
**** AVERAGE CONTRACT VALUE**

RECENT NEWS ON SPORT-TECH CONSUMER MARKET (3 APRILE 2026)

K-SPORT

Whoop, il braccialetto da 10 miliardi di dollari in cui investono CR7 e LeBron James

Dopo il divieto di indossarlo in Australia imposto a Sinner e Alcaraz, il fitness tracker di ultima generazione ha raccolto oltre 575 milioni di investimenti

Lorenzo Topello >
Collaboratore
3 aprile - 17:05 - MILANO



- ❑ PROJECT LAUNCH: 2012
- ❑ TOTAL UNITS SOLD: 2.5 MILLION DEVICES
- ❑ REVENUE BY END OF 2025: $220 MILLION
- ❑ TOTAL FUNDING RAISED: $985 MILLION
- ❑ LATEST VALUATION: $10 BILLION
- ❑ EV/REVENUE: 48X

* AVERAGE CONTRACT VALUE

OUR VALUE GROWTH PLAN: TARGET €250/300M 2030

K-SPORT

Q2 2026 RACCOLTA PER $10/15 MIO

+ 88%

+ 400%

€20 EV PRE MONEY ($25 MIL)

EV PRE MONEY 20M €
$2,3 MIO REVENUES

FEB 2024

K-FANS
LAUNCHED
VALUATED IN +8M

FEB 2025

EV 45M € ($50M)

K-SPORT ACQUIRES
67% OF SPT

SHAREEXCHANGE 1%
OF K-SPORT
FOR 500.000 USD

MAR 2025

EV 60M € (70M USD)

+ $5,95 M
REVENUES AS A
CONSOLIDATED GROUP

APR 2026:
NEW INVESTOR &
AMBASSADOR ZLATAN
IBRAMOVIĆ

APR 2026

EV TARGET 2030:
250/300 MIL € (300/400M USD)

ONGOING
INDUSTRIAL PLAN
2026/30

TARGET REVENUES: $85.5 MIL IN 2030

1) BUILD A GLOBAL BRAND:
REINFORCE B2B MODEL IN ITALY
AND GROWTH INTERNATIONALLY

2) B2C/SEMI-PRO MARKET
POSITIONING: RE-LAUNCH AND
POSITION K-FANS AS A NEW
ECOSYSTEM

3) SCALE ACROSS SPORTS:
BASKET, HOCKEY, RUGBY,
AMERICAN FOOTBALL,
MOTORCYCLE

4) M&A & MARKETS

DEC 2030

PRODUCT SHARING: SOME CONCEPT OF CO-BRANDING IN PRODUCT APPAREL

OPTION 1





ON GOING

OPTION 2





- FANS collect your certified DATA through K-FANS/NIKE APP
- Nike will be partner of data sharing
- Go to market through Nike Store
- Reseller and Nike distributor in the world as a second channel of sales
- Guarantee and Support through proprietary K-Sport network

THANK YOU

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