

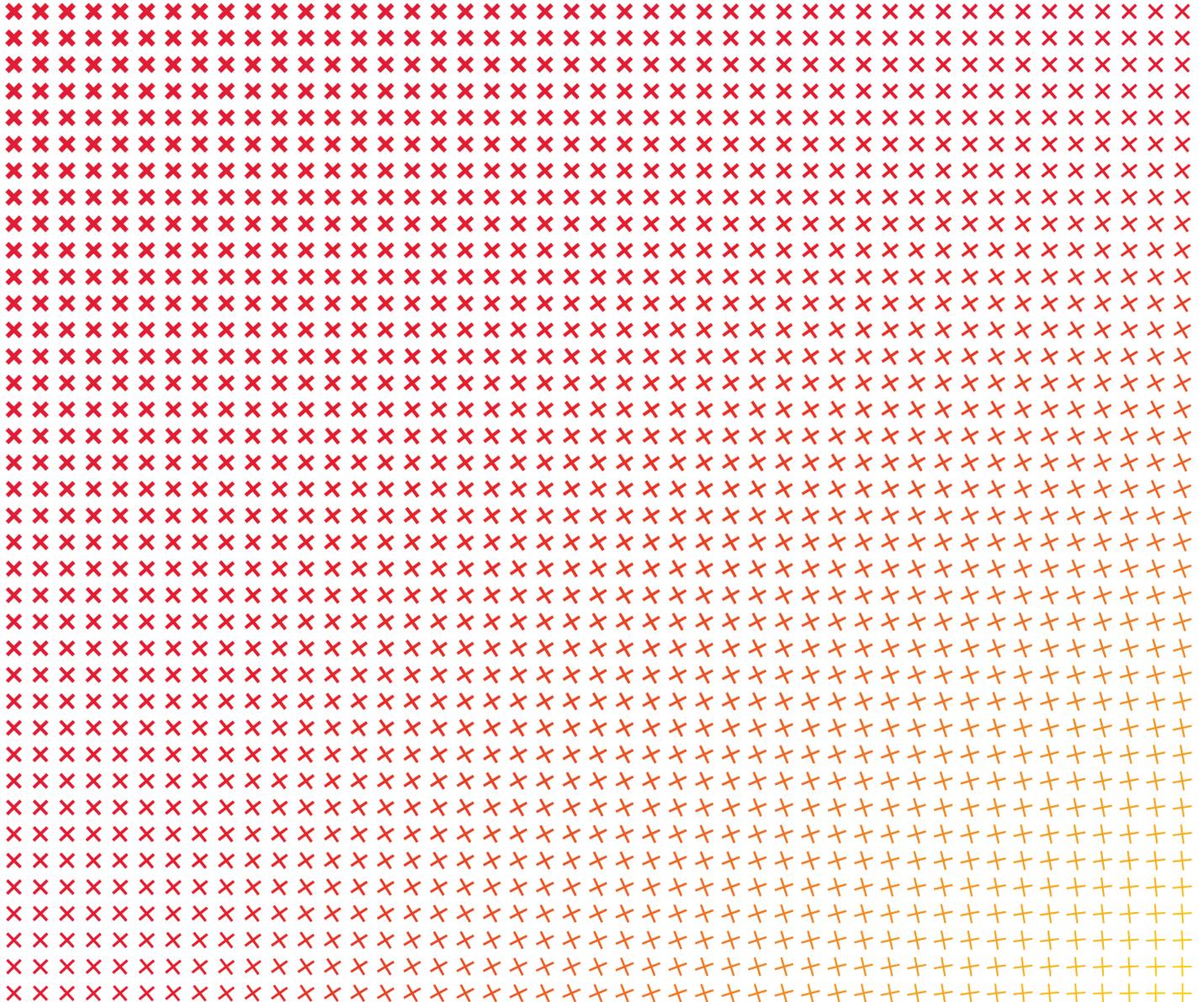


GAME-CHANGING RESULTS



Sereno Soccer Club Team Support

Elevating the performance of 10 local youth soccer teams with performance training, nutrition solutions, and recovery education.



We began as a refuge for athletes in an industry that didn't exist yet. We did more than create a company; we created an entire category. With our first world-class facility in Tempe, Arizona, we surrounded ourselves with the best people from every discipline, developing proven solutions to upgrade human performance. We set out to maximize the potential of our athletes, and to break the mold of conventional training, providing an integrated system to help them achieve every accolade in sports.

Our success with athletes led to the next phase of our evolution: activating our programs worldwide, starting with the military and Special Forces, and delivering breakthrough solutions to individuals in forward-thinking organizations. Because you don't have to train like a professional athlete to be supported like a professional in your everyday life. We're using cutting-edge techniques to empower all those we touch, from our partnerships with industry leaders to developing innovative programs and products of our own. If the solution doesn't exist, we create it. Technology has finally caught up with our vision. We want to change the way people view proactive health.

With an insatiable appetite to improve lives, we're designing game plans for people - from elite athletes to military to innovative companies and everyday folks - to empower them to reach their full performance potential. That's our shared passion, our promise. It's our responsibility to keep blazing the trail to a brighter future.

We are pioneering human performance.

SPORTS SCIENCE SOLUTIONS



OUR CLIENTS





PHOENIX, AZ



PENSACOLA, FL
@ The Andrews Institute



LOS ANGELES, CA
@ The StubHub Center



ROCHESTER, MN
@ Mayo Clinic



SAN DIEGO, CA
@ SKLZ



RALEIGH & CARY, NC
@ Raleigh Orthopaedic



DALLAS, TX
@ Fieldhouse USA



Before Sereno Soccer Club partnered with EXOS, several players had been training individually with EXOS as participants in the High School and Youth Performance program. In talking with the athletes' parents, it became apparent that Sereno Soccer Club was looking for a solution to provide performance training to its high school-aged elite teams. While the club brought in many top soccer training specialists, they were still looking for consistent elite physical performance training that could be implemented across various teams from a single provider.

After meeting with Sereno Soccer Club's president and board of directors and presenting an integrated performance game plan that would introduce Mindset, Nutrition, Movement, and Recovery concepts to the club's players, teams, coaches, parents, and culture, a three-year partnership was formed. Through this partnership, EXOS would support the training, nutrition, and recovery game plans of 10 elite teams.



Ten Sereno Soccer Club teams were selected to receive support with EXOS' integrated performance training services. Athletes ranged in age from 14–18. On top of their school schedules, the athletes play competitively year-round between their elite club and high school soccer teams, including daily practices, games, and national travel schedules. Providing these athletes with the right tools, skills, and education to adapt a performance culture across EXOS' four pillars of Mindset, Nutrition, Movement, and Recovery was essential to their year-round success, on and off the field.

Boy's Teams
U14, U15, U16, U17, U18
80 male athletes

Girl's Teams
U14, U15, U16, U17, U18
80 female athletes

Total: 160 supported Sereno Soccer Club athletes

NUTRITION CAN MAKE A GOOD ATHLETE GREAT OR A GREAT ATHLETE GOOD.

Prior to the start of the partnership, our team conducted a needs analysis to understand the Sereno athletes' exposure to and understanding of performance nutrition fundamentals. We found an opportunity for EXOS' sports dietitians to provide proper education and guidance to these young athletes on optimal performance nutrition strategies to keep them on the cutting edge of performance nutrition to maximize the benefits of their training.

- 80%** have never had a nutrition talk
- 93%** never worked one-on-one with a sports dietitian
- 82%** receive nutrition information from their parents
- 47%** receive nutrition information from their coaches
- 75%** are eating less than three servings of fruits and vegetables per day



Our performance specialists supported the male and female U15 – U18 teams twice a week from August through November, as well as from February through June, with integrated performance training sessions at the EXOS Athletes' Performance Institute. The U14 teams are supported with twice weekly training sessions from August through June. These training sessions include Movement Preparation and strength, speed, agility, and conditioning training, along with post-training nutrition supplementation and recovery exercises.

In addition to the on-site training, athletes also received monthly nutrition education talks focused on basic fueling strategies, game-day nutrition, hydration basics, and pre- and post-workout fueling.

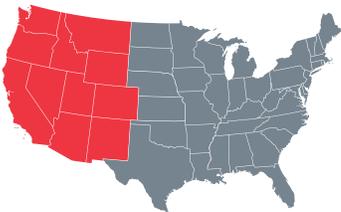
2x Athletes participate in twice weekly training dedicated to improving physical performance.

1x Athletes exposed to new nutrition education topics and skills once per month.



NATIONAL CHAMPIONS

2013 U16 ECNL (97 GIRLS)



REGIONAL RUNNER UPS

2012 U16 (96 GIRLS)



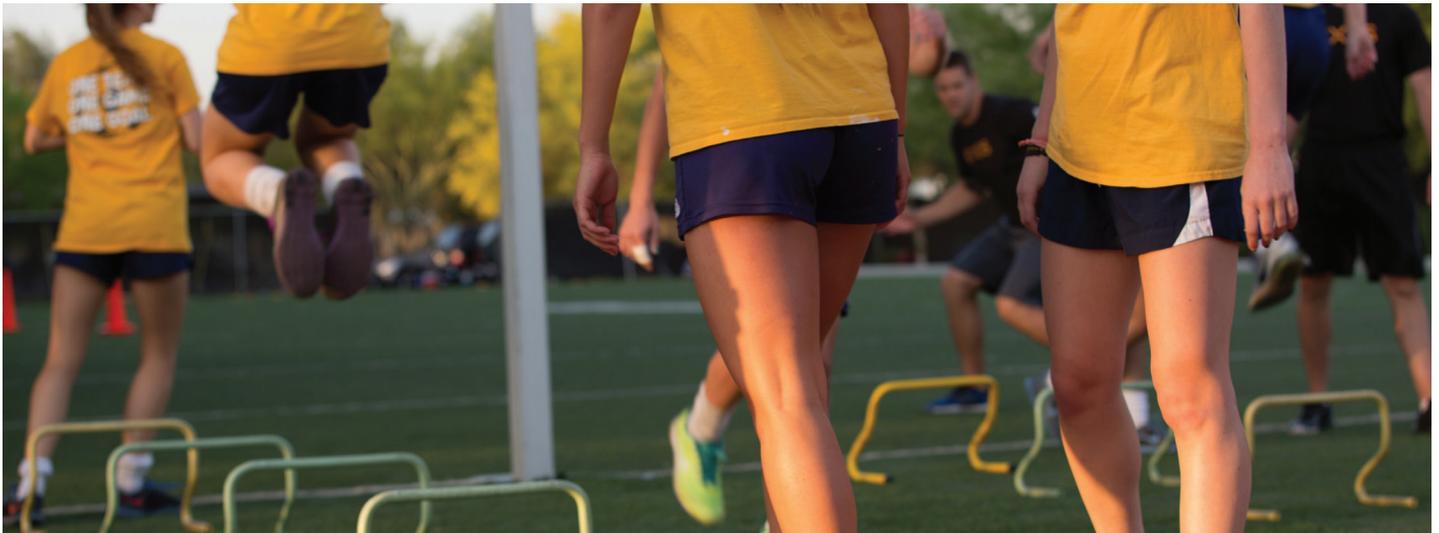
STATE CHAMPIONS

2013 - BOYS (U18, U19)
2012 - BOYS (U15, U17, U18)

2013 - GIRLS (U14)
2012 - GIRLS (U16)

20 MEMBERS OF THE CLASS OF 2014 COMMITTED TO COLLEGE SOCCER TEAMS



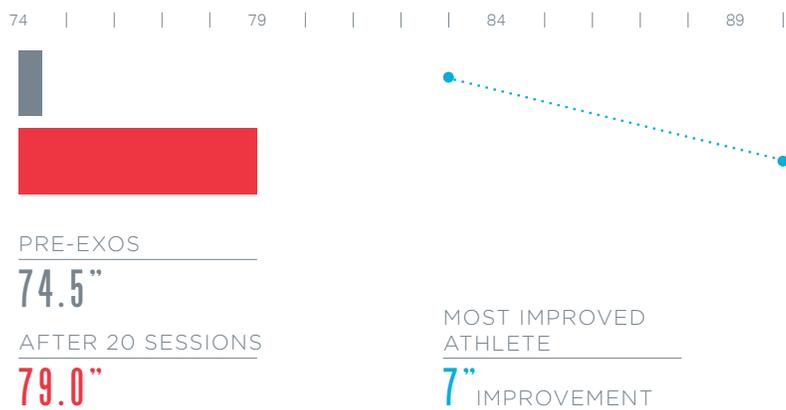


The 2013 National Champion girls team was tested in the broad and vertical jump after their high school soccer seasons before EXOS training sessions, and then retested right before the National Championships to track their progress. The power production improvements noted below directly support the athletes' ability to accelerate faster, generate top-end speed, get off the ground explosively, and change direction more effectively on the field. These performance improvements help athletes create more separation on offense, close down more quickly on defense, and rise above the competition in the air.

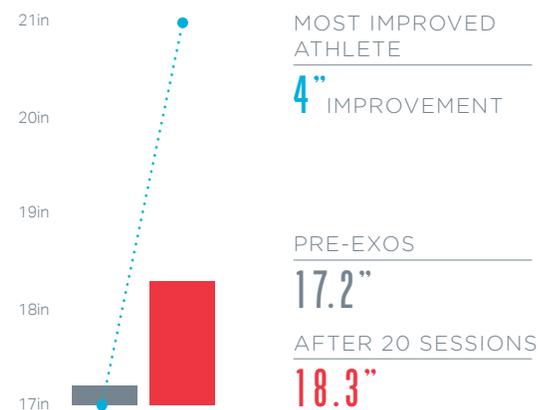
79%

Increase in awareness of importance of post-workout nutrition to fuel recovery based on pre- and post-education session survey.

BROAD JUMP IMPROVEMENTS



VERTICAL JUMP IMPROVEMENTS



TESTIMONIALS

ERIC CARLSON

PRESIDENT, SERENO SOCCER CLUB

"Preparing our young players to compete at the highest levels of youth soccer is our passion. Having a partner in EXOS that shares that same passion for developing young athletes gives us a tremendous advantage on and off the field. Together, we're providing a platform for our players that can't be rivaled by other clubs. EXOS understands the demands of the student athlete and has customized their training to meet the needs of both our male and female athletes. Knowing the unique performance needs of the male and female soccer player allows for the most efficient and relevant training sessions. Our athletes are receiving the same quality of training as other elite level college and professional teams, which gives us the advantage."

PHIL LEFTWICH

SERENO PARENT

"The EXOS team has done a great job of establishing goals and tracking progress of the players so that they can see how much improvement has been made from season to season. However, the most surprising and most pleasing result for me from my two daughters' time at EXOS has been the mental transformation regarding their love of training and the way they look at all aspects of preparing for their sport. I'm amazed at the amount of discipline they've developed towards their diet, and the running/workouts they do on their own away from the team on off days. Those things are directly related back to the conversations with the EXOS trainers and the overall connection that the girls have developed to the people involved there. I think the work they've put in over the last few seasons has prepared them for the next level of college soccer more than I ever anticipated. They've enjoyed the process, but I can see a confidence in them that comes from knowing that they've outworked the players that they'll be competing with, and against, in college."

PAUL TAYLOR

ECNL DIRECTOR, NATIONAL CHAMPION COACH

"EXOS is perfect for exposing our players to performance training. With EXOS' expertise, dedication, and professionalism, our players are better prepared than ever to compete at the highest level. It's not a coincidence that we have 20 players from our graduating class going on to play collegiate soccer and last year won a National Championship, all those players have benefitted from the three years of EXOS training. What I appreciate is the standards of excellence from EXOS, which filters down into our players' attitude and character. Thank you, EXOS."

SERENO ATHLETE

NATIONAL CHAMPION

"Having trained at EXOS for the past three years, I feel that they're different from any other program that I've participated in because they give me the tools, motivation, and support that I need to be successful. The state-of-the-art building with the accompanying amenities is everything any elite athlete would need and want. From the training, nutrition education, and post-workout nutrition to the baseline and post-season testing, EXOS enables me to not only train harder, but also, and equally as important, recover from training. Not only have I seen a huge difference in muscle definition and fitness, but also a difference in self-confidence."

SERENO ATHLETE

"EXOS has helped me a tremendous amount in order to become stronger and faster. As a soccer player looking to play at the next level, I feel extremely prepared for college. They have trainers that are always encouraging their players and pushing them to their maximal potential. For me, working out at EXOS is unlike any other place because everyone there wants each individual to succeed, and we do so while having fun at the same time. Thank you EXOS, for helping me improve my game and getting me ready to play collegiate soccer next year."

To learn more about upgrading the performance and health of your athletes, contact:

Elite@TeamEXOS.com

800-665-9579

EXOS EVERY DAY IS
GAME DAY™

TeamEXOS.com