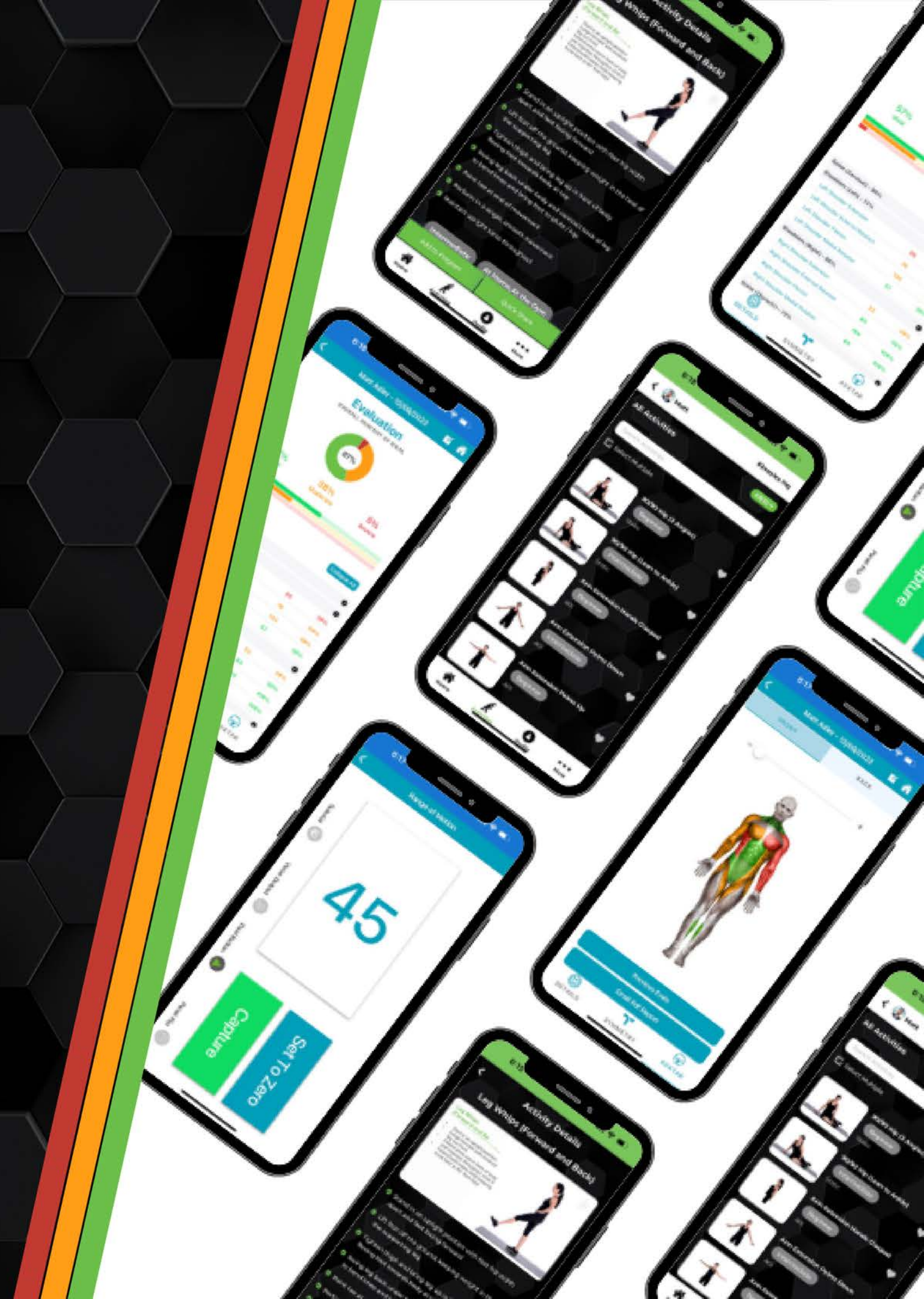


October 6, 2023

Annual Meeting




KINESICS™





Agenda

- Looking Back: 2022
 - 2022 Financials
 - 2023 Highlights
 - New Opportunities
 - Forecasts
 - Next Steps
 - Q&A
- 



2021

Implementation at Scale / Product Testing

2022

Define Who We Are

2023

2024

2025

2026



We are Advancing Human Movement

Everyone has the potential to live pain free



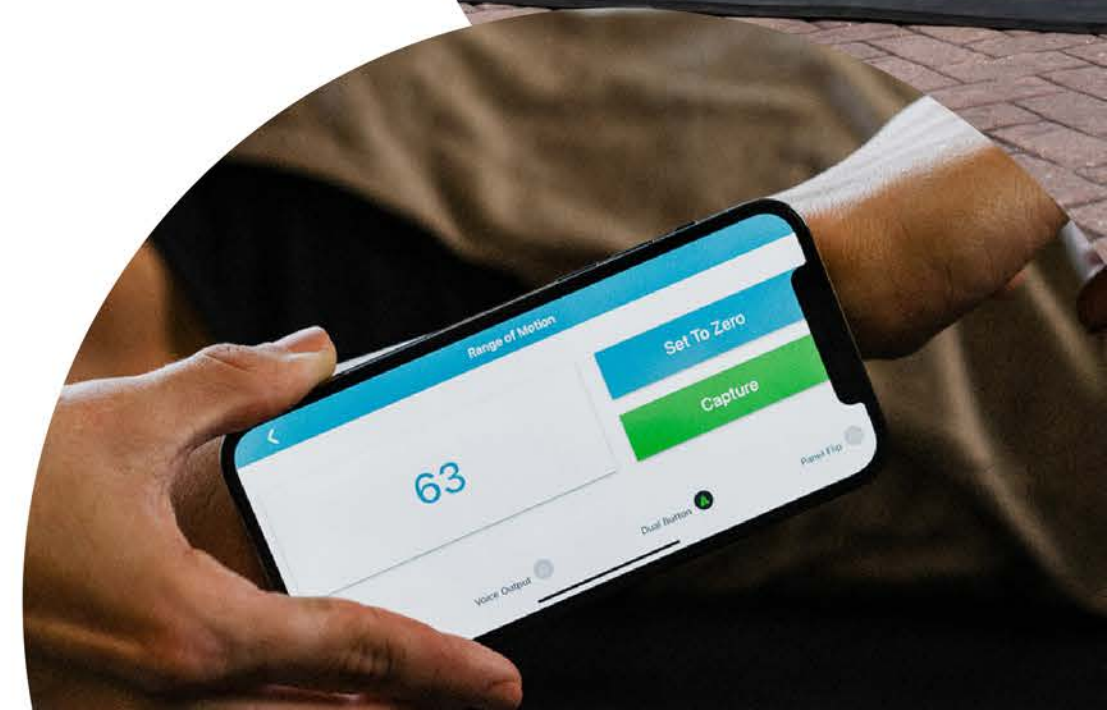
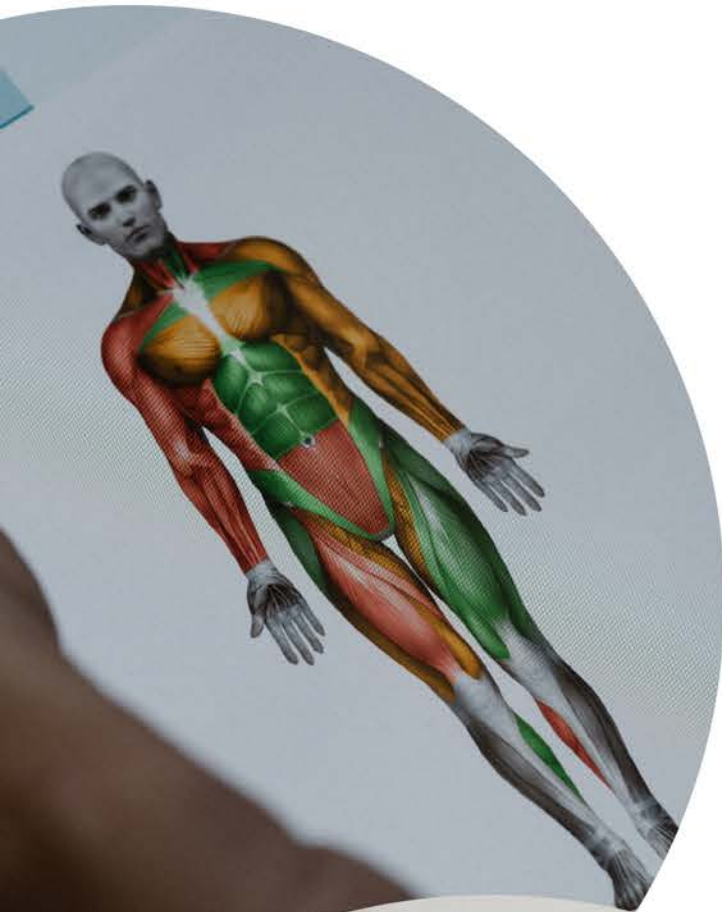
Professional Software Solutions



Population MSK Health



Human Movement Education



Looking back at

2022

Added new personnel for support, operations, and tech development

Closed 2021 Bridge Funding and started working with Startup Accelerator for Series A

Continued working with healthcare clients on large-scale implementations

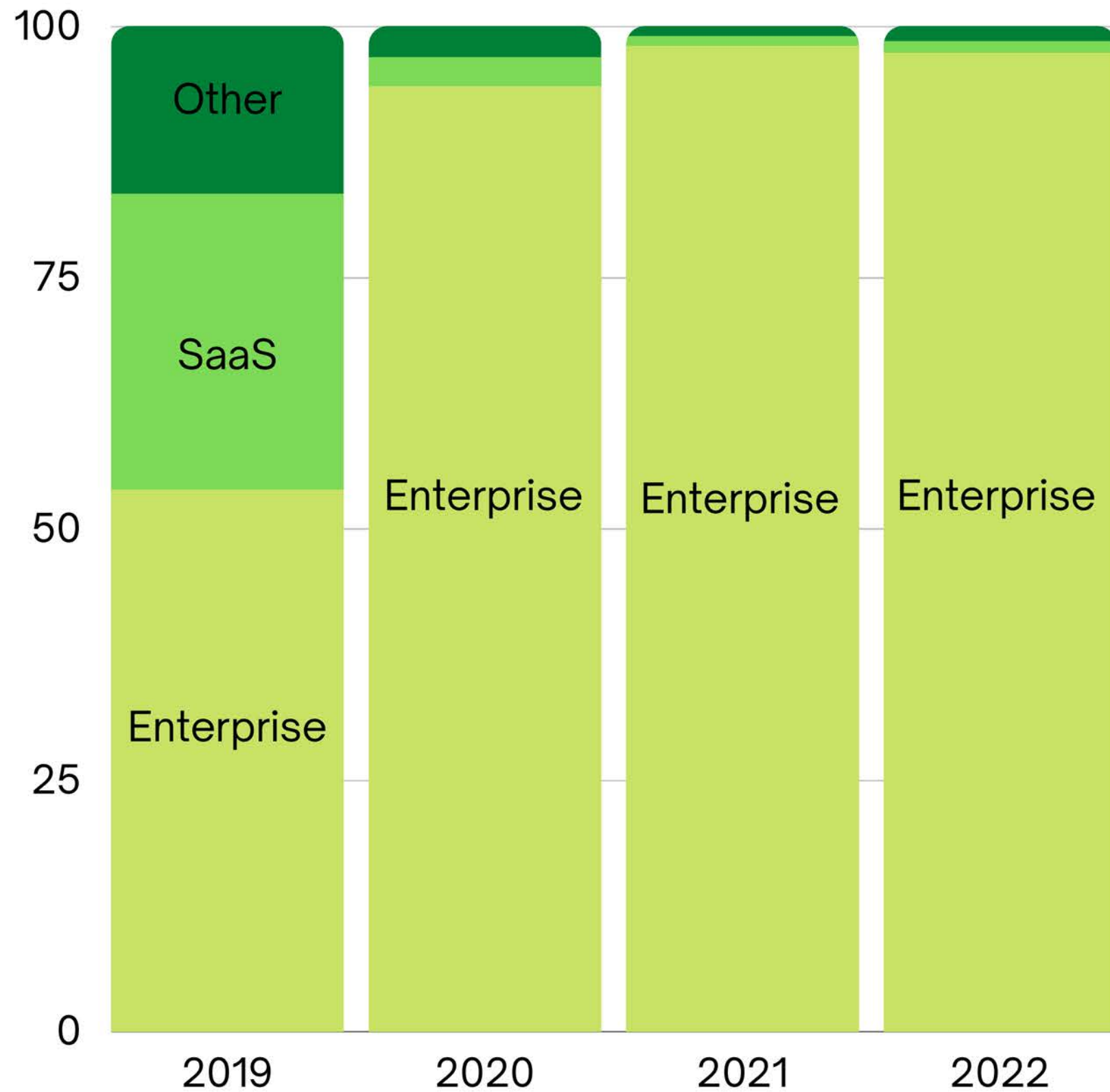
Launched new applications for 3-part software suite (MotionDX/MyKinesics/Dashboard)

Launched new website and new pricing for SaaS product

Launched First Responder Program

Began Transition to SaaS Focus

2019 - 2022 Revenue %



\$802,807

2022 Revenue

(39% decrease from previous year)

97.3% Enterprise Revenue

1.2% SaaS Revenue

1.5% Other Revenue

Breakdown

Enterprise vs Other Customers

\$292,150 Enterprise License

\$476,468 Enterprise Evaluation

\$4,125 Advanced Data & Analytics

\$9,699 Subscriptions

\$20,365 Other Revenue

\$973,537

2022 Expenses

(18% decrease from previous year)

Breakdown

COGS \$477,927

\$415,350 Enterprise

\$58,125 Hosting and Support

\$4,452 Other

Operating Expenses \$495,610

\$229,370 Salaries, Compensation, Benefits

\$65,446 Professional Fees

\$24,483 Office Lease

\$39,931 IT Expenses

\$69,679 Amortization

\$66,702 Other

\$324,881

Gross Profit

40.5% Gross Margin

(\$189,601)

Net Income

-24% Net Margin

(\$96,027)

EBITDA



2021

Implementation at Scale / Product Testing

2022

Define Who We Are

2023

Identify the Target

2024

2025

2026

What we've been up to

2023

January - May: Back to the Basics

- Services to Enterprise SaaS
- Focus on SaaS Marketing
- Product Development

June - October: Opportunity for Focused Growth

- Execute First Responder Program
 - IP Protection
 - Sales and Exit Opportunity
-

What we've been up to

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-
- **Transitioned Services Personnel**
 - **Resources for EMR Integration**
 - **Enterprise SaaS Contracts**

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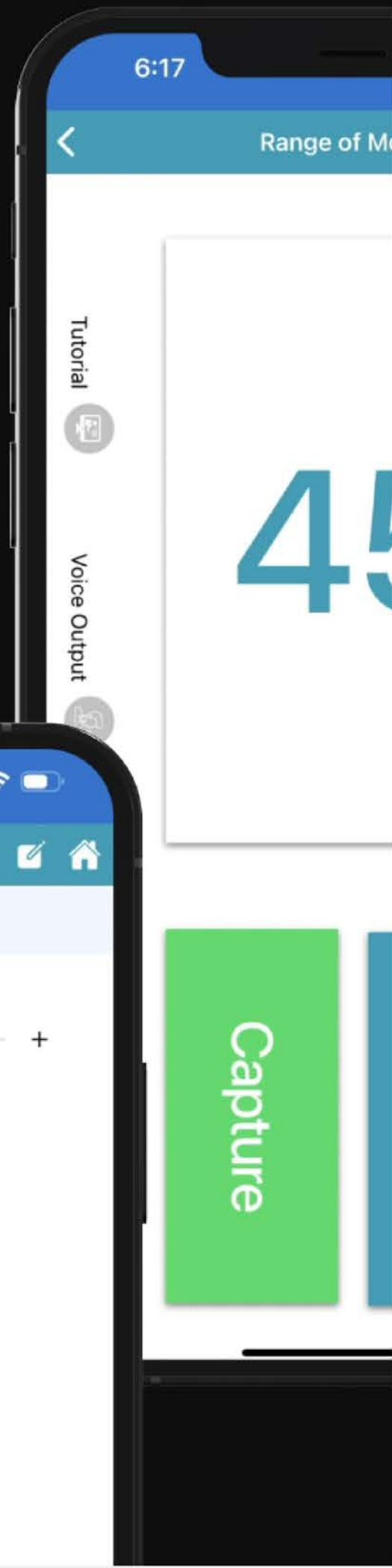
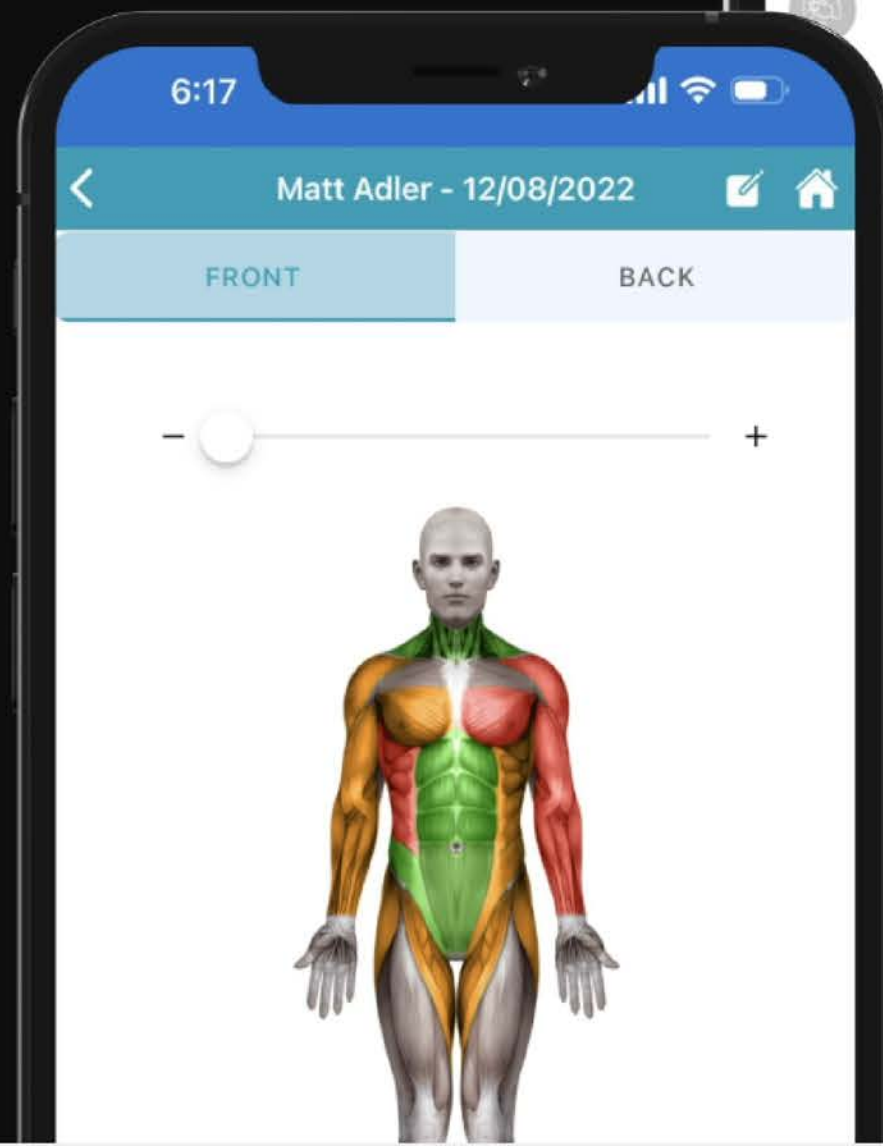
- Execute First Responder Program
- IP Protection
- Sales and Exit Opportunity

-
- **Social Media Refresh and Publishing**
 - **Targeted Fitness, Athletics, and Movement Specialists**
 - **Built Lead Funnels and Prepared for Trade Shows**

MotionDX

Efficiently assess and analyze any human movement from your mobile device.

SIGN UP TODAY



MyKinesics

Take movement to the next level.
Use our mobility database to make the greatest change in the least amount of time.

GET STARTED



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-
- **2-week sprint cycles**
 - **Requirements based on feedback**
 - **Migrated legacy customers**
 - **Self-service subscriptions**

Cervical Extension



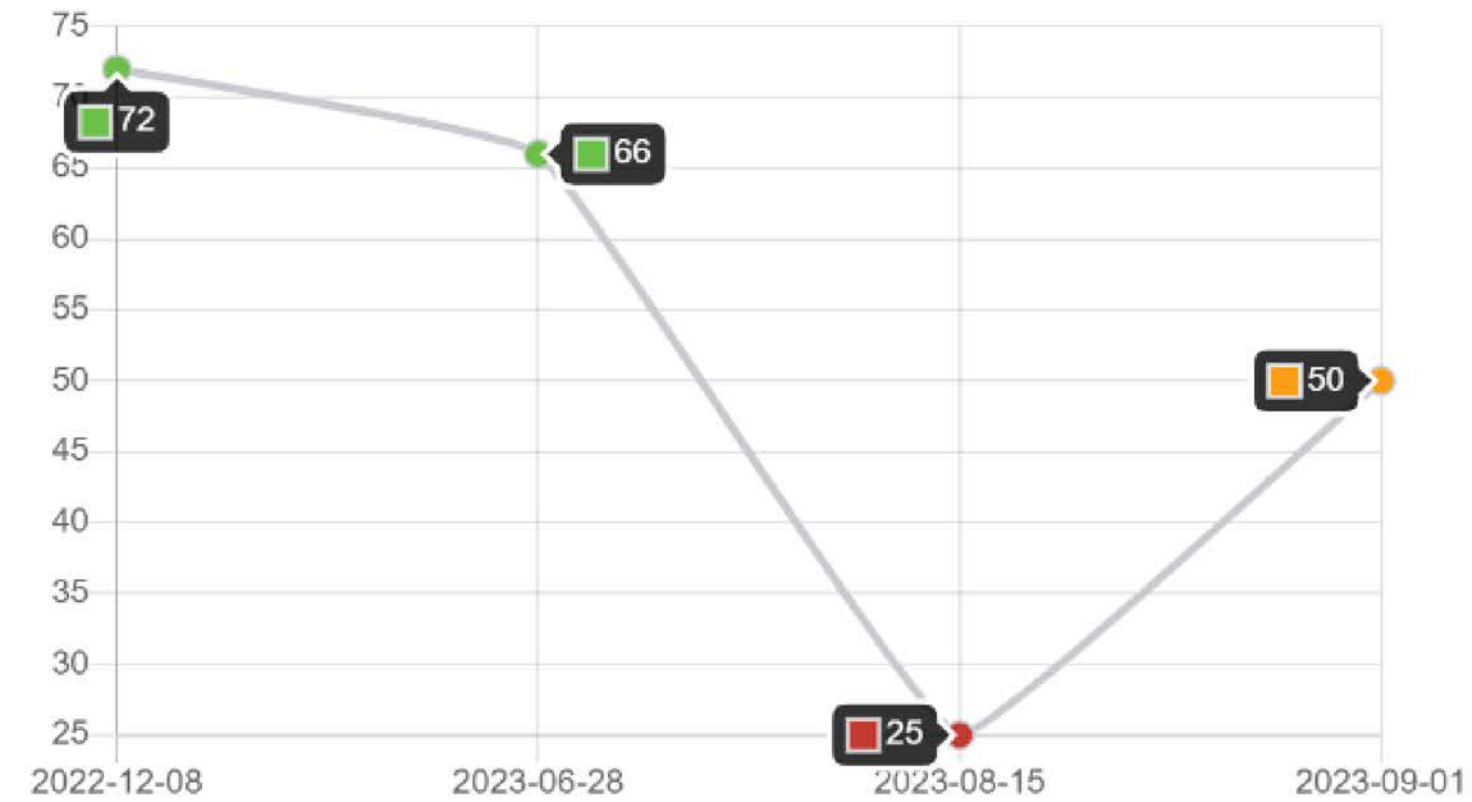
Evaluation : 12/08/2022

ROM : 50

Percent : **83%**

[See Eval](#)

History



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-
- **Closed Broward County**
 - **Corrections/Law Enforcement Academies**
 - **Next: Fire Academy**
 - **Payment through Wellness Fund**
 - **Sent Bid for Coral Springs Fire Department**



WE ADVANCE HUMAN MOVEMENT

The Kinesics process assesses and analyzes human movement to address pain, identify risks for injury, and promote improved performance.

**ADDRESS PAIN,
PREVENT INJURIES, &
MAXIMIZE PERFORMANCE**

SOLUTIONS DESIGNED FOR AGENCIES & ACADEMIES

HUMAN MOVEMENT SCREEN

Identify exact muscle and joint misalignments and restrictions. Proactively address restrictions to manage risk. Access custom individual and group programs that boost mobility and training.

- Pre-Academy & Combines
- Recruits & Academies
- Sworn & Veteran Responders

INSTRUCTOR TRAINING

Allow training staff to make data driven decisions and increase awareness of compromised movement patterns. Focus on reducing injury rates within academies.

- Functional Mobility
- Operational Performance Testing
- Corrective Exercise

PERFORMANCE CENTERS

Use our expertise to enhance your training facility or start a new build. We partner with the top designers and manufacturers.



THE EXPERT

GERALD DREFAHL

A renowned innovator in the field of human movement science, Drefahl developed Kinesics Human Movement Systems as a proactive solution to reduce the risk and expense of musculoskeletal injuries and disorders (MSDs) in medical, athletic, fitness, and occupational populations - now offering solutions for agencies and academies.

PRICING MADE FOR GROWTH

Academy Program | \$950 per entry
Annual Risk Assessment | \$300 per year
Online Courses | \$250 per course

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-
- **Filing Patent Applications**
 - **Trademarked Performance Readiness**
 - **Received Legal Advice for Copyrights**

What we've been up to

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-
- **Early Success in South Florida**
 - **Proposal from Sales Group**
 - **Opportunity for Focus and Exit**
 - **Execution of Agreement**

Who is Kinesics Marketing LLC?

Howard Goldsmith

- Success in the radio business, leading Panamedia Radio Group from 1989 to 2004 and having magnified investments by selling for 20 times the original stake.
- Managing member of the Goldsmith Investment Group.
- Founding director and largest shareholder of Paradise Bank.
- Brings connections to financial institutions and entities for future exit.

Bob Morency

- 42-year career in the broadcast business, having substantially impacted the industry in roles as both general manager and owner, later selling the business with Howard for \$30 million.
- Shareholder of Paradise Bank, the highest rated community bank in Florida.
- South Florida native bringing extensive business connections; he will act as lead for the Kinesics team.

Gregory Holness

- 39-year public servant, recently retired as Fire Chief for Broward County Sheriff's Office.
- His family immigrated from Jamaica to the U.S., and he is the first African American of Caribbean decent to become Fire Chief
- Brings institutional knowledge for the FRP and respected figure in the local community

Terms

- Exclusive Rights to Sales with 25% commission
- Financially Responsible for Marketing and Sales
- Annual Sales Minimums
 - Year 1: \$1,000,000
 - Year 2: \$2,000,000
 - Year 3: \$5,000,000
- 48-month contract
- 40 months to bring sale or exit
- 1 reciprocated board seat
- Percent of future sale
 - 25% if above \$5,000,000
 - Additional 15% if \$75,000,000+ and close the sale

This is not:

- Change in Ownership
- Change in Member Rights

What is \$1,000,000?

- 3,330 Evaluations at \$300
- 1,050 Cadets at \$950

-
- BSO has 5,600 employees
 - 18 organizations in Broward Chiefs Associate with average 300 employees
 - Plan to include other verticals in proforma

Exit Strategy - Focus

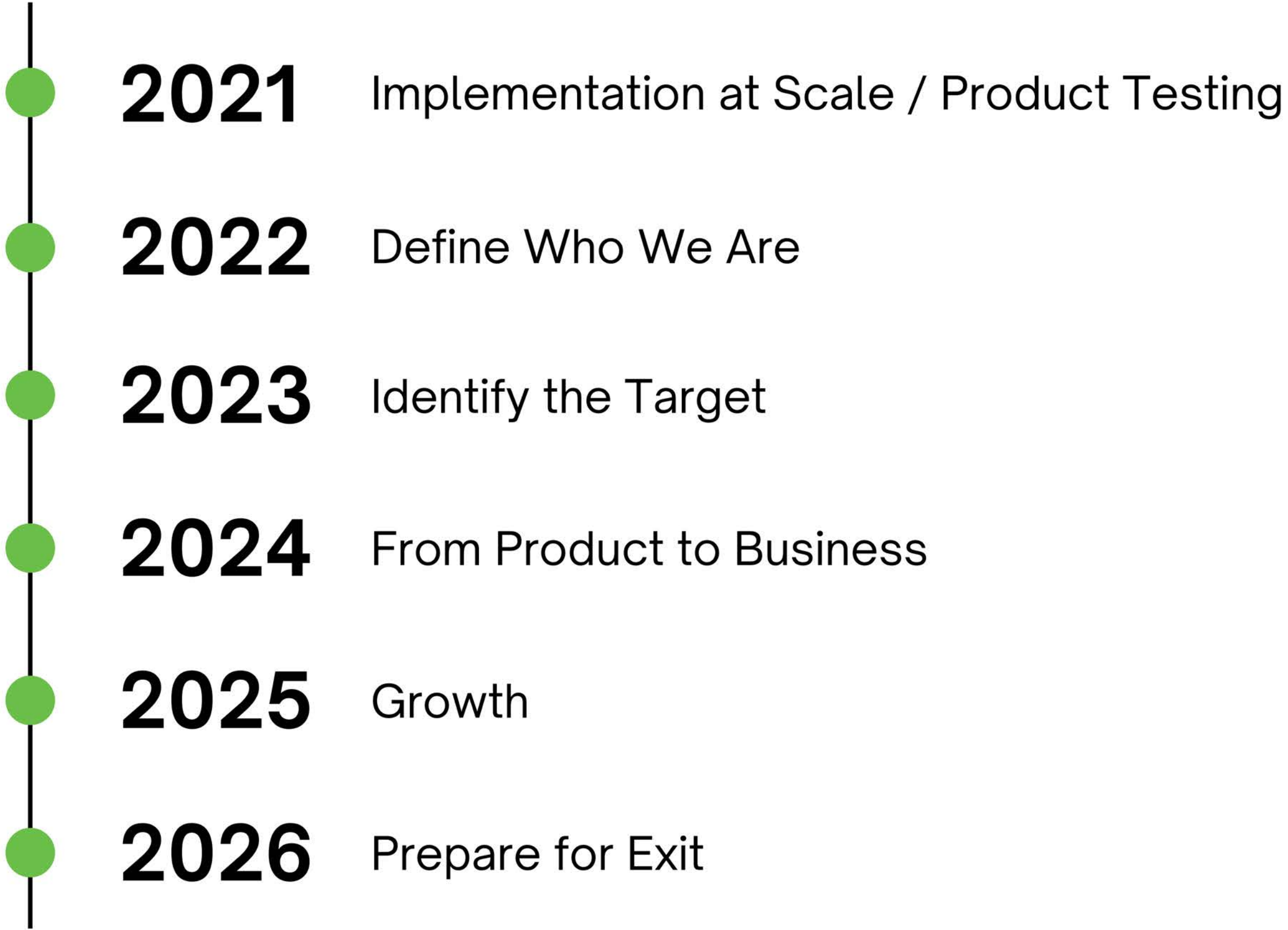
3 years to prove model in counties of South Florida

Goal to reach \$10,000,000 Revenue by year 3

Sell to entity that can scale the model nationally

Target high-value customers in multiple verticals

Control every professional user in our system



Forecasted Profit/Loss

	2022	2023	2024
Revenue	802,808	729,759	1,440,900
Expenses	992,409	999,779	1,440,269
Net Income	(189,601)	(270,020)	631
EBITDA	(96,027)	(99,495)	171,156

What's Next:

1. Execute Agreement
2. Send Resolutions Doc for Review and Signature
3. Nominate and Elect Board Member(s)

Member Resources

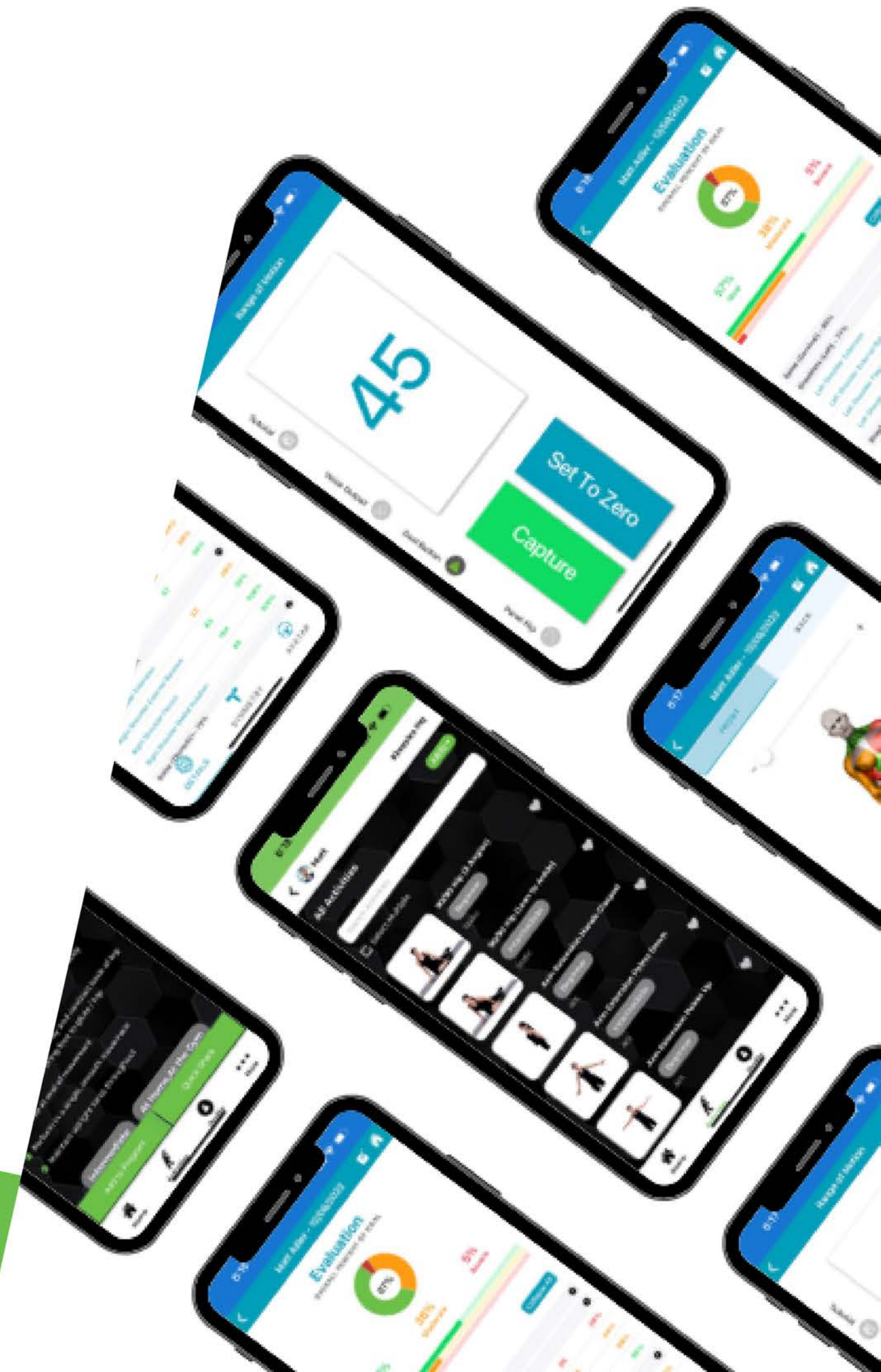
All in one place.

1. Go to: kinesicshhealth.com/members

2. Sign up & get approved

3. See financials, communication, meeting recordings, & legal docs

Q&A



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KINESICS™

