

2019 REPORT: RETURN ON INCLUSIVITY & DISABILITY

KEY POSSIBILITIES



Fitbound is a global community of inclusion enthusiasts that inspire action. We're the only dedicated inclusive exercise platform in the world that provides accessibility and usability for all individuals to increase the amount of activity they participate in. Because of the low barrier for use Fitbound's platform has the potential to decrease medical costs and improve productivity on a massive scale.

Key Factors that Drive Focusing on the Disability Community

\$544B
approximate total of disposable in the disability community in the United States.

15% of the worlds population experience some form of disability

53%
of the global consumer marketplace touches the individuals with disabilities community, which can represent a highly attractive demographic.

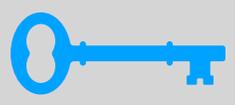
"The idea behind Main Street is to meet the urgent need for disability housing and programming with affordable, community-centered spaces and opportunities that promote inclusion, independence and quality of life. Fitbound's inclusive exercise platform creates a pathway for all our residents to reach their potential. Creating opportunities for our community is vital to health and wellness. Fitbound not only helps individuals exercise but fosters the social and collaborative connections that can unite all of the residents at MainStreet."

- Jillian Copeland, Main Street

Boomers between 2000 and 2030, the numbers of Americans over age 65 will more than double, from 34.8 million to more than 70.3 million.



\$175+B
billion dollars in discretionary income for working age people with disabilities, which is more than four times the spending power of tweens (8-14 year-olds), a demographic sought after by businesses.



30%
of the nation's 69.6 million families have at least one member with a disability.

Current Numbers



1 in 5
People in the United States have a disability

3rd
Largest market in the United States noted by U.S. Office of Disability Employment Policy



2.4
billion consumers worldwide factoring in family and friends. With family and friends included, and the feeling of intense loyalty around individuals with disabilities, the disposable income globally skyrockets to \$6.9T.

Tapping an Emerging Market

- The market is large and complex. Disability does not come down to a simple medical diagnosis.
- With few large firms acting on the opportunity that disability represents (4%), there is substantial unmet demand.
- The returns realized by early adopters demonstrate the potential for revenue gains, cost reductions, and consumer loyalty.

