

2024 Mid-Year



USA UPDATES



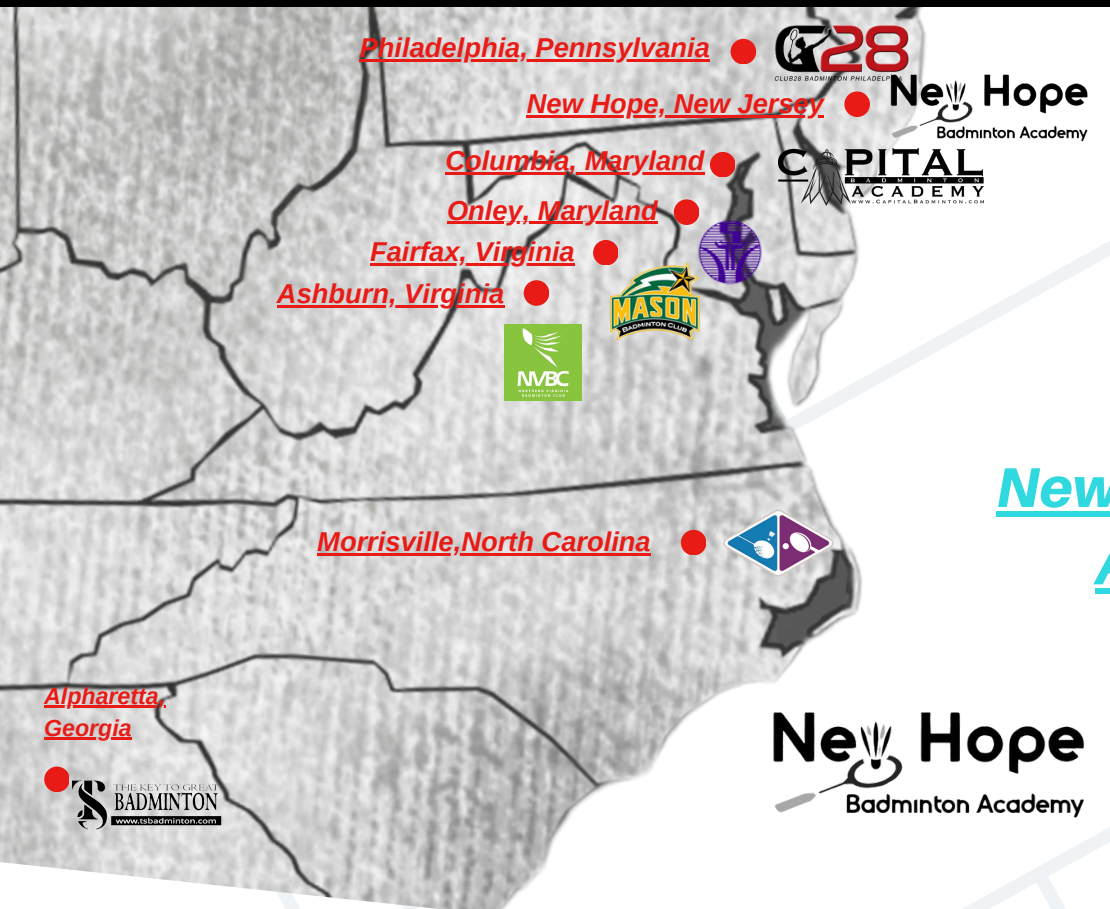
Presented by



Welcome New Protech USA Retailers!



2023 Retailers:



Philadelphia, Pennsylvania



New Hope, New Jersey



Columbia, Maryland



Onley, Maryland

Fairfax, Virginia

Ashburn, Virginia



Morrisville, North Carolina



Alpharetta, Georgia



New 2024 Retailers Added in Q2



- First full Protech Pro-shop in the US
- Focuses on elite and intense training, professional line. will do club shirts
- New Hope, New Jersey



- Only East Coast Chain that has 3 locations - Coatsville, Philadelphia, and Delaware
- wide range of players, beginners to competitive. Home of the collegiate tournaments
- will carry intermediate-advanced line + apparel



- One of the largest clubs in Virginia, hosts many tournaments
- Large Indian Population
- Focuses on affordable equipment for members and training tools for kids

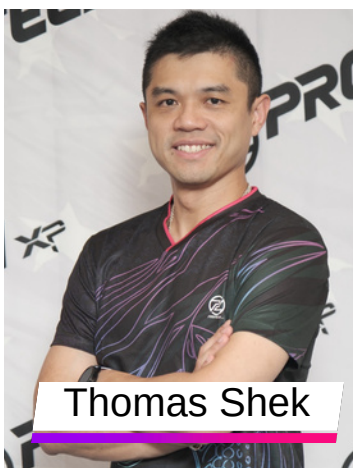


- The largest badminton venue in North Carolina, home of the Head Coach for the USA Junior Team for WJC and Pan Am
- Will be opening a second venue approx 1 hour away and will be carrying Protech at both venues

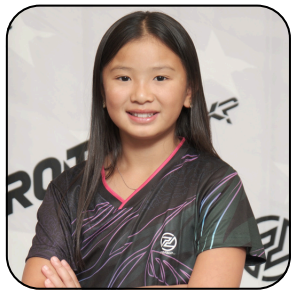


- The oldest, most established badminton retailer on the East Coast, having introduced Yonex, Wilson, Carlton, and others to the market

Welcome New Team Protech USA!



New Team Protech USA Profiles



Keira
WINARTO

- **Only 10 years old, Keira has an impressive 23 tournament playing record starting in 2022, when she was 8.**
- Keira is a rare self-starter junior player - self-imposing extra footwork and physical training. No one has to tell her to warm-up, stretch, and be gracious on and off court.
- Win or lose, Keira always has a smile on her face. You can tell, she is in love with the sport and has a noticeable court presence. She is an amazingly talented young lady that is undoubtedly an ambassador for the sport
- **Keira plays up in U13, and just recently won 6th place in U13 GD, which was a round of 128**

- Former Indonesian National Team Member, and **highest world ranking #13 in Women's Doubles, Ni Ketut Mahadewi Istarani is one of the proudest adds to Team Protech USA.**
- A long list of personal competitive achievements at the highest level, Ketut is also well known for her humility, peaceful demeanor, and cheerful personality
- Played in Uber Cup, Sudirman Cup, Asian Mixed Championships, her wiki page is long with results
- She is the newest addition to the TBTT (Triangle Badminton & Table Tennis) club where she joins one of the highest USA Coaches in the USA, Hendry Winarto, who has lead the USA Junior Team to victory at the Pan Am Team Tournament 4 times in a row



Ni Ketut
MAHADEWI ISTRANI

- Former Thailand singles player from 2014-2022, highest world ranking #95, and **2015 World Juniors Bronze Medalist, Adulrach Namkul is a sought after sparring partner and coach in the Northeastern region of the USA at Club 28**
- Competitive currently in the USA, Namkul has swept the domestic level tournaments, and plans to continue to do so well into **2025 & 2026 in the top competitive tournaments**
- Namkul frequently livestreams his workout tips, sparring sessions, and multi-shuttle training sessions for wider reach in the badminton community, and will collaborate with Protech USA to promote the brand and products in the USA.
- Namkul is also well known for his polite and humble character



Adulrach
NAMKUL

- Former Thailand state level player, and national team sparring partner, Sutichon Pol-Gul, "Kao", has been **one of the most respected and recognizable coaches on the East Coast of the USA, having actively competed and won many of the highest USA tournaments AND having raised elite juniors that now regularly represent the USA in international tournaments**
- Kao recently has partnered with the Li Family in New Jersey to open a brand new badminton academy in New Hope, New Jersey, to focus specifically on elite and high level badminton training in hopes to raise the bar even higher in youth athletics



Sutichon
POL-GUL

New Hope
Badminton Academy

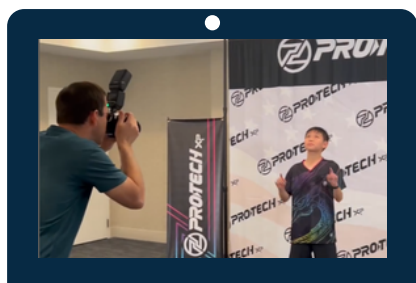
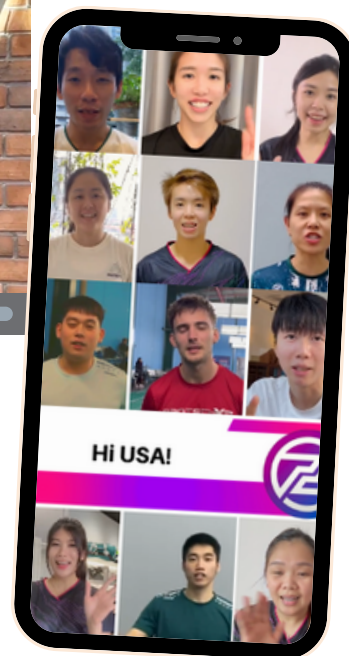


Seth
LI

New Hope
Badminton Academy

- A brand new 13-year old and first year U15 competitor, Seth Li is widely known for his smart gameplay, calm on the court, and most importantly, his sportsmanship
- in 2023, **Seth represented the USA in the Pan Am Juniors and won gold for U13 Boy's Doubles, and made it into the SF for both Boys Singles and Mixed Doubles**
- The youngest of 3 badminton siblings, Seth is the first to break away from Yonex and Victor, and very proudly wears Protech head to toe
- **Seth in his first year of u15 brought home Silver in Boy's Doubles in the 2024 USA Badminton Junior Nationals**

July 1, 2024 Protech USA Unveiling Event Recap



Event Recap

- July 1, 2024 before the 2024 USA Badminton Junior Nationals (JN), Protech USA & OnTrend Sports hosted the following:
 - Individual photoshoots for each Team Protech USA
 - Group unveiling video, international welcome messages from Protech Players & Datuk Ronnie Choong (thank you!)
 - Karin also gave public speaking 101
 - Welcome Reception and Product demos (approx 40 people in and out)
- On July 2, 2024, Day 1 of JN, the entire team wore RNZ10092M, and really caught the eye of the entire hall. We went viral on backstage footage and individual photos and teased more to come - this was a FIRST in the USA - sponsored players getting such individual attention, feature, and across club collaboration. Also, the first 2 juniors Keira and Seth are U13 & U15, the largest age groups with the least support
- This solidified the brand promise of the Protech Mission & Vision, specifically
 - Nurturing - developing players both on and off the court
 - Innovating - never before done USA featured player attention and focus
 - Transforming - changing the landscape of how player scouting is done to disrupt the market
 - Developing youth badminton talents - focusing on U13 & U15, we want to be a brand that grows with our young players across age groups and internationally



Q3 & Q4 Focuses



Product Availability

1. Increase product availability in the USA with better timing & volume orders
2. Online store and stronger retailer partnership (so we do not compete with ourselves)

Focused Marketing

1. Website overhaul + online store front push
2. Social Media work - video, professional photos, player content marketing
 - a. more inbound & intake strategy
3. Continued development with new lead generation
 - a. Sample bundles (OnTrend Sports sends approx \$150-\$200USD distro wholesale price worth of gear to hot leads, 3 rackets - pro/advanced/intermediate + shirts +accessories)
 - b. Continued travel to all USAB sanctioned and non-sanctioned tournaments
 - c. Strategic growth with large, well respected clubs in different regions
 - d. Deeper analysis on which tournaments to support and how, close partnerships with clubs for pop-up stores

Current Retailers

1. Retailer Order Schedule - moving to a quarterly schedule
2. Retail spotlight and club visits
3. Encouragement for special events and quicker new product pick up
4. Continued feedback on pricing strategy

Player Engagement & Growth

1. More 1-on-1 development on brand awareness, individual social media marketing, more public speaking and interviewing
2. Development course schedule