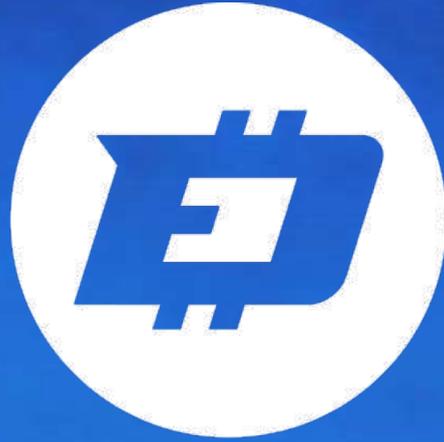




**360
Wellness**

INTRODUCING **\$DEFIT**



DEFIT

**THE #1 DIGITAL FITNESS
CRYPTO CURRENCY**

Table of Contents

1. The Next Generation of **Digital Fitness - #DEFIT**

- What is 360Wellness?
- Why \$DEFIT?

2. Answering an **Immediate Need** for a **New Lifestyle**

- Health and Fitness Professionals
- World Population
- The Boom of Online Fitness
- Our Value Proposition
- Our Vision

3. DEFIT Coin **Implementation & Tokenomics**

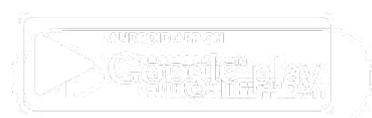
- Our Vision
- Tokenomics Breakdown
- \$DEFIT Use Cases (Investors, Users, Trainers)
- Executive Summary

4. **Cross Chain Integration - Gas Prices + NFTs**

5. **A Start-up to watch**

6. **Dedicated Team**

7. **References**



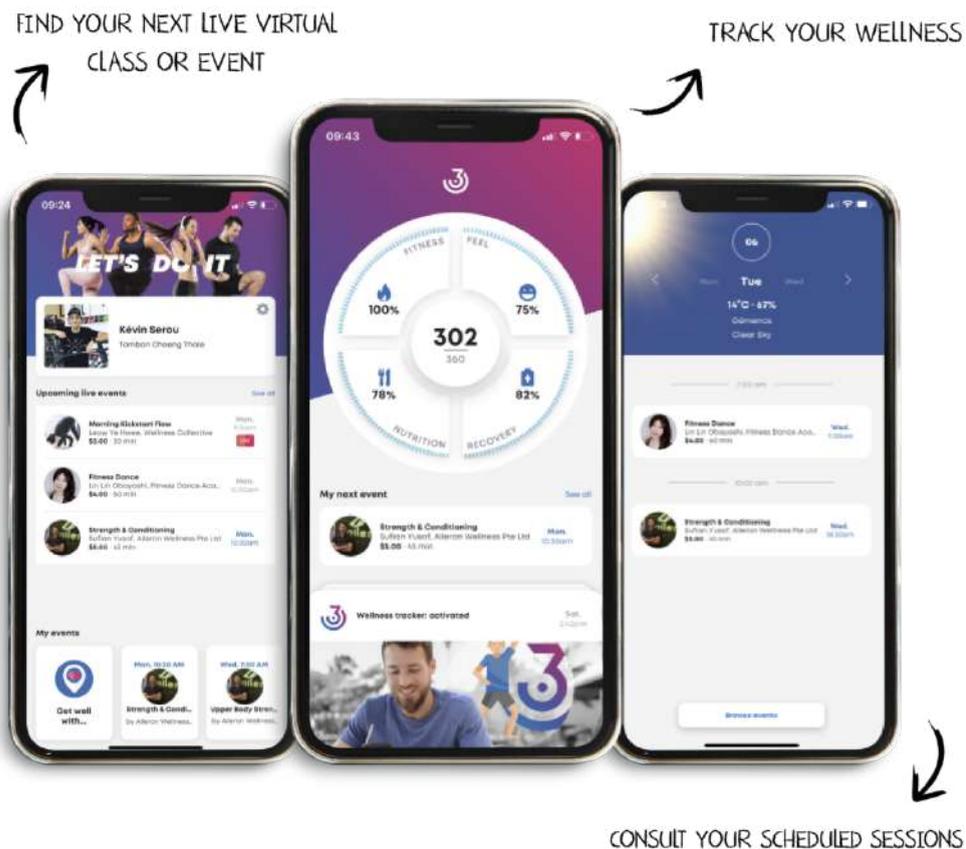


DEFIT - The #1 Digital Fitness Cryptocurrency

What is 360Wellness?

360Wellness™ is the Next Generation of Digital Wellness.

A groundbreaking **decentralized** Fitness and Wellness **marketplace** connecting people with professionals all over the world to stay Fit & Healthy at home. Turning everyone's living room into their own at-home-fitness studio. Providing a **powerful** suite of mobile and web solutions to reset the world with wellness post-pandemic. Making everyone's journey **meaningful** via the introduction of a **revolutionary** lifestyle tracker developed in close collaboration with sport scientists and wellness industry experts to monitor how well you train, eat, feel and sleep all in one place.





Why \$DEFIT?

DEFIT is the **cryptocurrency** coin built for **mass adoption** by 360Wellness fast growing community of trainers and users globally. Our mobile application has already been downloaded across 172 countries since its soft-launch last October. DEFIT aims to provide the community their own digital currency as a secured, reliable, fast payment **alternative to fiat currencies** to proceed transactions. Dodging all complications related to multi-currency portfolio management and avoiding traditional bank and store fees for their digital goods and physical services offering. Enabling in-app **gamification**, enhancing **user privacy** and building **user loyalty** through staking and exclusive benefits.



Answering an Immediate Need

Health and Fitness Professionals

The global pandemic and lockdown measures across the world forced the fitness, and more largely, wellness industry to reinvent itself. It has **exposed the lack of resilience** and risk for millions of fitness, yoga etc. instructors to rely solely on personal training sessions and physical group classes, bootcamps etc.





In turn **accelerating the digitalisation of their services** via live streaming and digital assets such as e-books and pre-recorded workout videos to open up a new era for the fitness industry.

We saw an opportunity to build the ideal platform to **address their major pain points**: Marketing & Technology.

Building a **unique wellness marketplace concept** fully integrated in a complete user-centric ecosystem that offers them an **online space to exist by themselves** and grow their brand, sell their services, manage their schedule, finances and develop their client database.

World Population

COVID19 has affected all aspects of our lives and the constant news about the pandemic can feel never-ending. It's easy to slip into the habit of sleeping late, spending all day in pyjamas, snacking more than usual and eating junk, but looking after ourselves has never been as important. A **healthy and active lifestyle** for developing a **strong immune system** is the first barrier to fight-off infection and chronic diseases. Paradoxically governments have and continue to **constrain people in their homes** and **shutdown gyms and other wellness facilities**.

“31% of U.K residents experienced severe mental health problems amid pandemic.”

BBC news

“57% of the population in France gained an average 2.5Kg during lockdown.”

IFOP

“40.9% of US citizens reported at least one adverse mental or behavioral health condition related to the pandemic.”

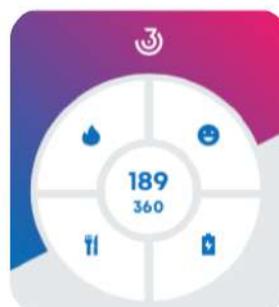
CDC

“Physical activity of Singaporean Fitbit users declined in terms of step counts by nearly 40% over the last months.”

FITBIT

Exercise - Exercising helps raise the levels of white blood cells and antibodies that fight off infections. Exercise can also help with the prevention of blood clots, which have been a symptom for some people who contracted COVID-19.

Diet - Eating a well balanced, healthy diet is very important to maintain overall health, as well as to support immune functions.



Reduce stress - Stress negatively alters the immune system responses within the body. Whether you are trying to prevent coronavirus or treat it, reducing stress is critical to your well-being.

Sleep - Sleep, has a huge influence on the immune system, gives the body an opportunity to heal and rest, especially in critical illnesses.

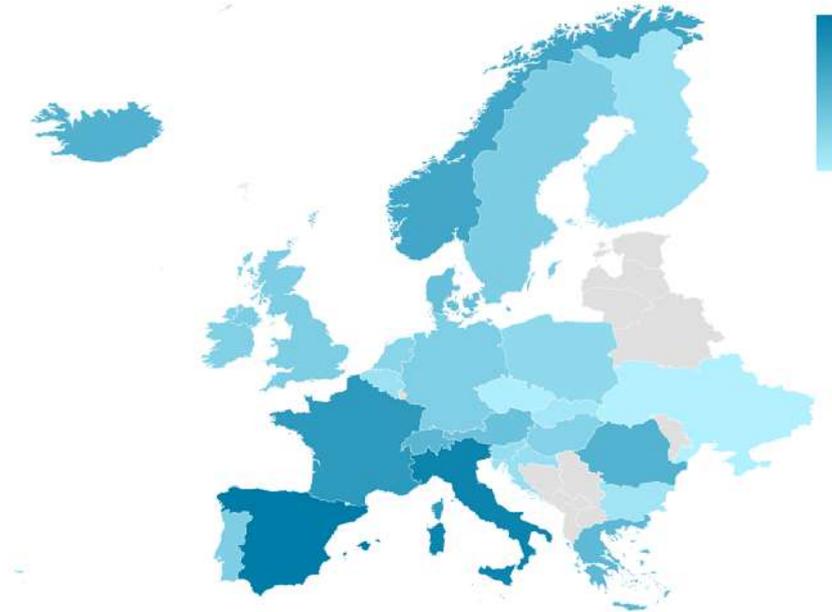
Source: “How to Fight COVID-19 Using a Healthy Lifestyle Approach” - International BURCH University.



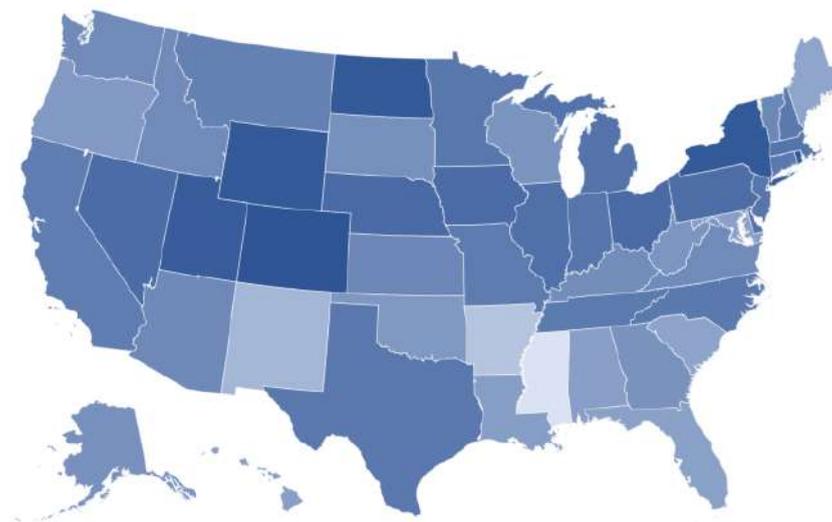
The Boom of Online Fitness Worldwide

The **#stayhome** campaign pushed people to **shift to online fitness** by finding new ways to stay **fit and active at home**.

Europe on average has seen an increase of “home workout” in searches of 550% during lockdown. This heat map highlights the key regions leading the home workout trend.



Similar figures have been observed in all other regions of the world ranging between 350 to 650%. In the U.S, Colorado comes out on top with roughly 1 out of every 1293 people Googling for a new training routine. Rhode Island comes in at a close second place with roughly 1 out of every 1309 people searching to adapt their workout at home.





Even as gyms begin to welcome back guests, the **at-home workout phenomenon is here to stay**. According to Phillippa Lally; a health psychology researcher at University College London, a new habit usually takes a little more than 2 months — 66 days to be exact — and as much as 254 days until it's fully formed. **What started as a necessity became a new lifestyle** for hundreds of million with only 25% to 30% of people estimated to go back to in-person classes only , with the rest set on working out online or embracing a new hybrid mix of training regimen.

“85% of Americans agree that there are convenience and accessibility benefits to at-home workouts that they can’t get working out in a gym. 87% intend to continue a hybrid mix of workouts even when gyms will reopen.”

Wakefield Research

“25% of Australians have embraced new forms of exercise by shifting online and they love the new and innovative ways people can use the internet to stay fit. Especially women and those aged between 18 to 29 and 40 to 49 years old.”

GEMDA

Sources: (1) "The Future of Fitness: Americans Embrace a Hybrid of Home Exercise and Gym Workouts." - Wakefield Research. (2) "Insights into Australians physical activity and fitness during the COVID19 shut down" - Gemda

The online fitness industry is projected to grow at a record **33.1% CAGR** over the next 5 years to become a **\$59.2B industry** by 2027.

Online/Virtual Fitness Market
OPPORTUNITIES AND FORECAST,
2020-2027

Online/Virtual Fitness Market is expected to reach **\$59.23 Billion** by 2027.

Growing at a **CAGR of 33.1%** (2020-2027)

Allied Market Research

2000-2010 - Commerce goes digital (Amazon, eBay, Shopify)

2011-2020 - Media goes digital (Spotify, Netflix, Roku Inc.)

2021-2030 - Health, Wellness & Fitness goes digital (Apple, Peloton, Zwift)



Our Value Proposition

- **Technology**
In-app integration of most popular live broadcasting solutions focused on delivering seamless user experience
- **Monetization**
In-app payment solution through Apple, Google, Stripe in-app purchase API integration and upcoming \$DEFIT alternative
- **Scheduling**
In-app calendar and scheduling features for self-planning activities
- **Promotion**
In-app live classes personalized recommendations



Our Vision

- 1 Mitigating time constraints and increasing convenience
- 2 Making physical activity a daily habit
- 3 Making physical activity fun and appealing
- 4 Enabling movement in all physical conditions
- 5 Making physical activity affordable and accessible to everyone





DEFIT Coin - Implementation and Tokenomics

Our Vision - In Order of Importance

- Bringing the large **Fitness world onto the Blockchain** ecosystem
Top Fitness Influencers, Instagram Models etc.
- Blockchain **Enabling Gamification** via DEFIT token integration
in-app in a valuable and user friendly way
- Blockchain **Improving Data Privacy and Security** in the Health and
Fitness Industry to ensure user data protection
- Blockchain to **Cut out the MiddleMan** - Direct access to the same
experience of downloadable videos on the public blockchain

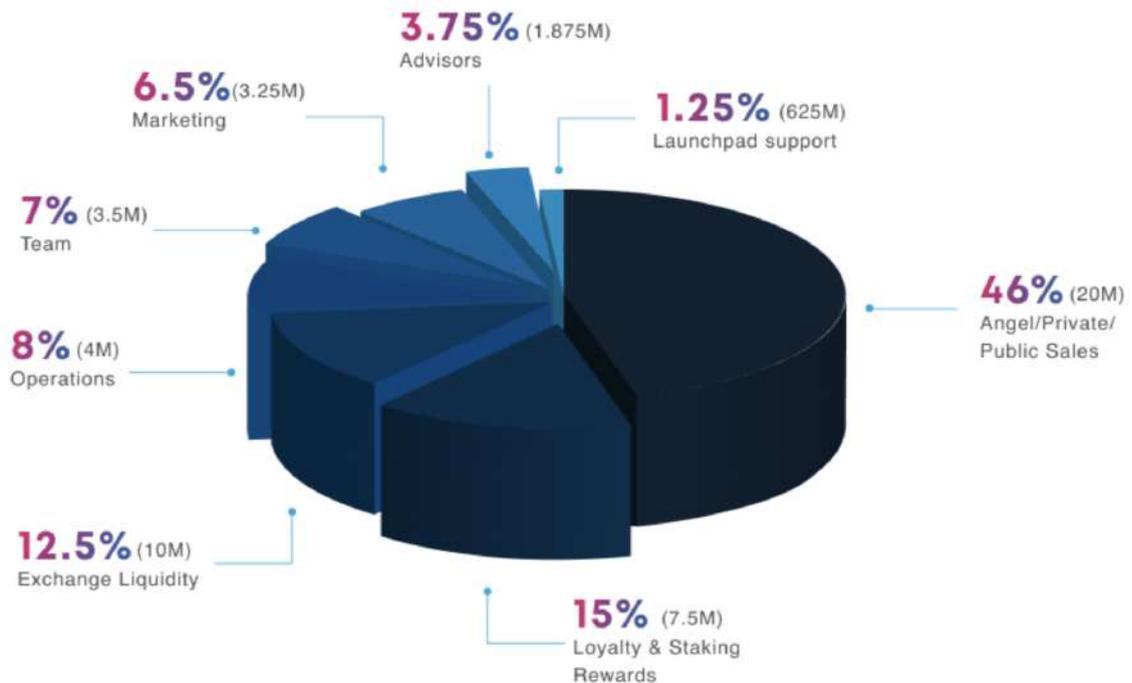
Tokenomics Breakdown

Ticker: DEFIT

Total Supply: 50,000,000

Softcap - 650,000 USDC

Maxcap - 1,152,500 USDC





DEFIT Use Cases

A- Benefits for the Investors

Staking - Liquidity Pools

1. Beast Mode Pool
2. Weekend Warrior Pool
3. Pump It Pool

Major blockchain technology partner to be announced soon. Stay tuned!

STAKING \$DEFIT

DeFit Staking is a flexible staking contract for ERC20 tokens Simple,
Secure and Dynamic .

Our partner and details to be revealed soon.



Token Buy-Back

Our company is **generating revenue from Day 1** with our **commission based business model**. Offering a subscription free platform for users and professionals to speed up **adoption** and applying **commissions** to total revenue generated via the platform. A significant percentage of the profits made by the company will be invested in **token buy-back mechanisms**. The buyback of tokens will go into our marketing and development fund or implement a **burn** of the tokens on a rolling basis to create more **scarcity** and **value for all token holders**. The buyback of tokens will be on a rolling quarterly basis.

B- Benefits for the Users

Referral rewards driving user acquisition.

Bonus of 10 tokens given up for each successful friend referral capped at maximum of 10 referrals per user.



Achievement based rewards driving user engagement related to Fitness & Wellness goals.

BRINGING THE FITNESS WORLD ONTO THE BLOCKCHAIN.

BUY
Top-up your DeFit wallet through our blockchain integration

EARN
Refer your friends and achieve goals and challenges

SPEND
Join live workouts and book your next PT session or bootcamp

HOLD
Keep it to reach the next level and unlock exclusive benefits

Promotional rewards driving revenue growth.

Incentivizing users to join specific events or challenges related to special partnerships or marketing operations.

Loyalty rewards driving adoption and retention.

| | | | | |
|---|---|---|---|--|
| <p>BRONZE STAKING \$DEFIT Basic Pass 5% discounts on merchandising and sport apparel and accessory from partner brands</p> | <p>SILVER Hold 100 \$DEFIT Basic Pass 10% discounts on merchandising and sport apparel and accessory from partner brands</p> | <p>GOLD Hold 300 \$DEFIT VIP pass 15% discounts on merchandising and sport apparel and accessory from partner brands</p> | <p>PLATINIUM Hold 500 \$DEFIT VVIP pass 20% discounts on merchandising and sport apparel and accessory from partner brands</p> | <p>DIAMOND Hold 1,000 \$DEFIT VVVIP pass 30% discounts on merchandising and sport apparel and accessory from partner brands</p> |
|---|---|---|---|--|

**Locking mechanism of 30 days for tokens bought and put into the wallet so users can't simply get the discount and sell the tokens afterwards.*

***Top users may achieve diamond level within 4-6 months without buying; Average users may get to Diamond within 2-3 years without buying.*



NFT rewards in 2021

- 50 Random early investors airdrop with a special one off NFT. This one time reward is TBA with a snapshot date.
- Collectibles Asset (in-app)
- Sellable assets (opensea, rarible)
- Following the journey of the user or the coach with special NFTs attributes, evolving upon time and personal milestones completion



\$DEFIT NFTS

Get ready to kickstart your journey with DEFIT and collect our evolutive and exclusive NFTs.

Our design team is currently working with some of the best in the space to bring to life some incredible artwork.

Sneak peek coming soon. Stay tuned!

Bitcoin Airdrops

Ability to be rewarded in Bitcoin based on random airdrops to active members of the app every quarter and buyers of the coin.

| | |
|-----------------------|---------|
| | Bitcoin |
| Active Members Reward | 70% |
| Random Members Reward | 30% |

**Rewards will be given based off of 360Wellness' parent company's performance from our revenues and profit on a quarterly basis*

THE FUTURE OF DIGITAL WELLNESS IS HERE. DON'T MISS OUT



**TOP holders
rewards**



**Bitcoin Airdrop to
top users**



**Profit buyback
and burn**



C- Benefits for Companies/Instructors

Welcome Gift driving acquisition

Based on their most popular media channel (E.g. Facebook, Instagram, Twitter). Token granted once company and instructor profile successfully set-up, verified and approved by 360Wellness team.

**The revenue of the coach needs to be 10x of the coin value at when it was received. (E.g. 11 cents per token would mean a coach receiving 500 welcome tokens comes to 55\$ and would have to do 550\$ worth of revenue to unlock the welcome token gift.)*

***The above token bonuses for coaches can be revised if the value of the token is not aligned with 360Wellness' business objectives*

Visibility Boost driving adoption

Extra visibility and **higher ranking** in top search results based on our specific formula of ranking the coaches on the marketplace. Ranking will be updated twice a week taking into consideration:

- **DEFIT coins wallet** accounting for 25% of total score
- **Xperience points** accounting for 50% of total score
- **Rating score** from users accounting for 25% of total score

Extra Features

Top users featured in the App

- **Top performer** trending highlights
- **Top coin holder** ranking highlights

These will give extra features that create demand for the coin and increase the DEFIT adoption rate.

Executive summary

The \$DEFIT coin will be **fully integrated within our digital health and fitness marketplace ecosystem** driving the demand and promoting cryptocurrency adoption in everyone's daily life for products they already buy and use.



Consume Health and Fitness professional services

a) Digital goods

As a user I can decide to pay for a live virtual class with the DEFIT coin as an alternative to a credit card (Stripe API) or in-app purchase transaction (Apple/Google API). Extra benefits: 10% discount as 360Wellness waive stripe/apple/google transaction fees.

b) Physical services

As a user I can decide to book my next personal training session or bootcamp using the DEFIT coin as an alternative to a credit card (Stripe API) or in-app purchase transaction (Apple/Google API).

Buy sport apparel and accessory products and merchandising in the store

a) Coaching companies merchandising and visual products

E.g. Branded caps, T Shirts, E-books (nutrition, fitness etc.)

b) 360Wellness merchandising products

E.g. Branded caps, T shirts, Keychains, Mugs etc.

c) Wearables to interact with the app

E.g. MyZone HR Strap, Smartwatches from Garmin, Coros etc. upon partnership agreements.

d) Sport apparel, sneakers, sport accessories from partner brands

E.g. Women Athletic wear Fitty Store, Swozzi swimwear etc.

Promote your Coaching Business (Trainers only)

Give a **visibility boost** to your coaching business by paying for a promotional ad banner in 360Wellness digital marketplace, get featured in "Recommended for you" for specific client categories etc.

Note: Only available for DEFIT coin payments giving trainers another good reason to hold their coins.



Cross Chain Integration - Gas Prices and Non Fungible Tokens (NFT)

Potential Integrations



Ethereum has been a challenge throughout 2020 and 2021 with **high gas fees** and **congestion on the blockchain**. The Ethereum blockchain could be continued to be used if gas prices and technology are better suited towards the latter stages of 2021. However Digital Fitness is prepared to integrate either **Binance Chain** or **Polkadot** to ensure investors and users of the DEFIT coin do not have such a cost to move the asset around.

The cross-chain integration ecosystem on Binance-Chain through BEP-7 or possibly Polkadot depending on the tech advancements in the next few months can also help with the NFTs as well. This will ensure these fee costs are kept to a minimum once the NFTs are integrated into the mobile application.

Rewards

Some of the rewards and benefits from the NFT that can will be added include:

1. Top 50 Master Stakers with a **special one off NFT**. This one time reward is TBA with a snapshot date
2. Event Tickets
- 3. VIP Privilege Status**
4. Collectibles Assets

In Q2 of 2021 we will plan for a full **NFT integration** with the app so that the top 360Wellness users, companies or trainers are rewarded based on a criteria. Other special rewards from the NFTs will be planned as well once the integration is in place.



360Wellness - A High Potential Start-up to Watch in 2021

Winner of PitchDeck Asia Award 2020

We are the **overall winner** in the **2020 Top Asian Startup Awards** 🏆 praised for our **revolutionizing concept** and tremendous market potential. A competition joined by over 650 startups in Asia.



Featured at the APAC FIT Summit 2020



Our company was **featured at the 2020 Apac Fit Summit** last December 9th in Singapore. Acknowledged by the global leaders in the Fitness industry such as Classpass, Mindbody, Les Mills etc.



Dedicated Team - Perfect Blend of Skills Experience and Knowledge

Core Executive Team (5)



Kevin
Founder &
Chief Executive Officer

+12 years exp.
executive roles in
product, sales & mkt
in Europe & Asia
↓ Thailand



Cyril
Co-Founder &
Chief Product Officer

PhD in sport science
+7 years exp. in sport
research projects in
France
↓ France



Denis
Chief Digital Officer
Crypto Project Head

+10 years exp. in Social
media strategy and
digital content. 4 years
in crypto investment
↓ Malaysia



Jennifer
Client Success
Manager

+10 years exp. in BtoB
sales and marketing in
North America, Europe
and Asia pacific
↓ Taiwan



Yvonne
Digital Marketing
Specialist

Freshly graduated in
Digital Marketing and
E-commerce from
NTUC learning HUB
↓ Singapore

Extended Executive Team (3)



Armine
Graphic
Designer

+6 years exp. as
freelancer in Graphic
design and corporate
branding
↓ Armenia



Rishav
Marketing
Communication

Freshly graduated in
Marketing and
Communication from
Sharda University
↓ Delhi



Neha
Digital Content
Creator

+3 years exp. In
digital content
management and
social media strategy
↓ Delhi

Advisory Board (2)



Nick
Network security
Advisor

+20 years exp. in VP
and senior roles in
technology sales and
network security
↓ Singapore



Hugo
WLNS Tokenomics
Advisor

Partner development
at Cyclebit, MyWish
and Managing partner
of Rock'n'Block
↓ Singapore



Mobile Development Team (Slash Digital)



Web-App Development Team (Creatella ventures)



Institutional and Strategic Partners (2)



Onboarded Companies and Instructors (48)



Since Official Launch on Monday 12th October:

- **20+** companies and over **35** instructors have joined
- Deliver **560+** live virtual classes for a total live duration of 26,705 minutes



References

Figures and Statistics

Severe mental health issues in the U.K. amid pandemic

<https://www.mentalhealth.org.uk/coronavirus/divergence-mental-health-experiences-during-pandemic>

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Mental Health, Substance Use, and Suicidal Ideation during COVID-19 Pandemic in USA

<https://www.cdc.gov/mmwr/volumes/69/wr/mm6932a1.htm#:~:text=Overall%2C%2040.9%25%20of%20respondents%20reported,increased%20substance%20use%20to%20cope>

The future of Fitness: Americans embrace a hybrid of home exercise and gyms workouts

<https://athletechnews.com/the-future-of-fitness-americans-embrace-a-hybrid-of-home-exercise-and-gym-workouts/>

Australians embrace online fitness during pandemic

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Lockdowns have changed the fitness industry forever

<https://www.cnn.com/2020/04/29/lockdowns-have-changed-the-fitness-industry-forever-how-workouts-will-change.html>

Allied Market Research: Online/Virtual Fitness market statistics 2020-2027

<https://www.alliedmarketresearch.com/virtual-online-fitness-market>

Global Market Insights: Virtual/Online Fitness Market Size By Streaming Type

<https://www.gminsights.com/industry-analysis/virtual-online-fitness-market>

Team profiles

Kevin Serou: www.linkedin.com/in/kevinserou

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Jennifer Wu: www.linkedin.com/in/jennifer-wu-a88a881b8

Yvonne Tay: www.linkedin.com/in/yvonneta90

Nick Nindra: <https://www.linkedin.com/in/nicknindra>

Hugo Hellebuyck: www.linkedin.com/in/hugo-hellebuyck

Company links

Website: <https://www.360wellness.io>

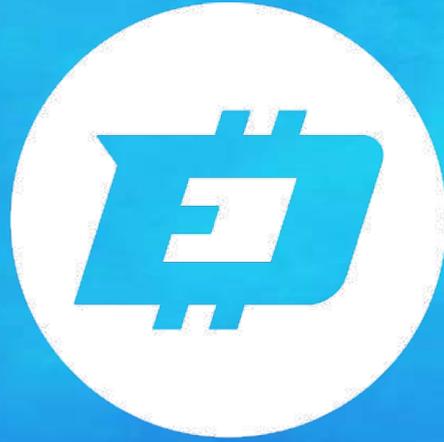
Facebook: <https://www.facebook.com/360wellness.io>

Instagram: <https://www.instagram.com/360wellness.io>

LinkedIn: <https://www.linkedin.com/company/360wellness>

Twitter: <https://twitter.com/360wellnessapp>

Telegram: <https://t.me/app360wellness>



DEFIT

**THE FUTURE
OF DIGITAL FITNESS IS HERE**