



Evan has been using MyFitnessPal for about six months now, and his diet, his fitness program—even his sleep—are right on track. He feels great.

Except for that nagging pain in his wrist. No big deal when he first noticed it. But now it's starting to wake him up at night. And it's interfering with his work. And his workouts.

At this point, it doesn't seem worth the hassle of calling the doctor and waiting (and paying) for an appointment. It would be nice to know what it is, though. Can he work through it or should he rest it? How should he treat it?

Where does he go? Google? WebMD? Dr. Oz? Maybe he could look for a brace that will help at his favorite sporting goods store.

Introducing AccessMDnow In-Store Tablet

AccessMDnow In-Store Tablet...

For a consumer in pain or suffering an injury, finding and selecting an appropriate orthopedic support product has always been intimidating, confusing and often futile.

Standing in the support products aisle at the sporting goods store, the consumer is faced with a wall of brands they don't recognize and that evoke no value or trust. Store personnel are insufficiently trained to offer meaningful advice on how to choose a product appropriate to the consumer's condition. Product packaging offers little if any information to the consumer on which product is appropriate to their needs.

AccessMDnow, United Ortho's tablet platform, stands alone as a solution.

- It is designed to provide responsible, accurate, relevant information for consumers suffering pain or injury.
- It will teach them about possible conditions or injuries, giving them powerful information to help them in the recovery process.
- It will guide the consumer to the appropriate Under Armour products to help treat each relevant condition.

The consumer will be drawn instinctively to the AccessMDnow tablet as the focal point on the support products aisle. The tablet is instantly engaging, displaying an inviting spokesperson standing next to a large, simple menu. When the tablet is activated by the consumer, the spokesperson will engage the consumer and prompt them through the research process from a menu of options, helping them learn about possible relevant conditions and sources of pain. Next the spokesperson will teach them about those conditions or injuries, by taking them inside the body through short, medical animation sequences that will help them actually see what is going on in the affected body part. Armed with this information,

the consumer will then be able to select an appropriate Under Armour branded support product and receive instructions on its proper application and use to help them in their recovery process.

The consumer's interaction with the tablet is brief, pleasant, intuitive and informative, and it will steer the consumer specifically to Under Armour's products, reinforcing the message that Under Armour *Makes Athletes Better*.

The Company...

AccessMDnow was created by United Ortho (UO), a thirty-six-year-old, privately held, vertically integrated medical supply company that develops, designs, manufactures and distributes cutting-edge orthopedic products for doctors' offices and hospitals and through OEM contracts with organizations such as Medline and Hanger Orthopedic. United Ortho is headquartered in Fort Wayne, Indiana, with three wholly owned subsidiaries: an ISO 13485 manufacturing plant in Bangladesh; a sourcing company in China; and a European distribution company based in Switzerland.

Advantages of AccessMDnow — for Users...

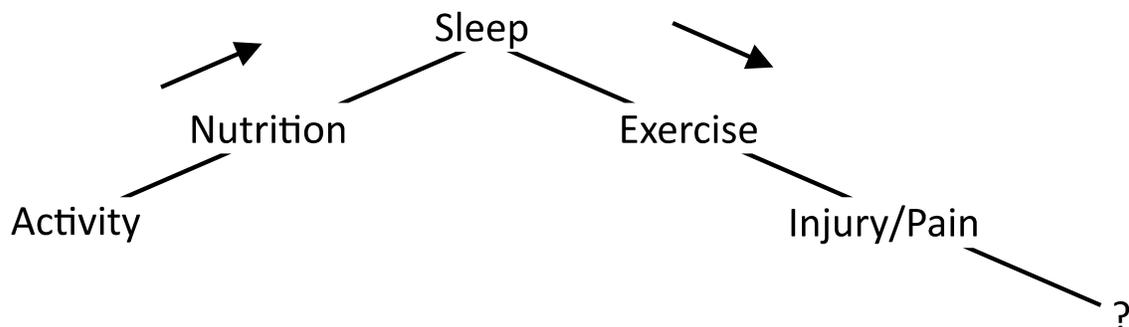
For users, AccessMDnow offers those experiencing minor injury or pain an alternative to expensive, time-consuming, often delayed medical office visits — and to uncertain Web-based self-diagnosis and treatment. AccessMDnow provides users comprehensive, personalized information on relevant conditions and Under Armour therapeutic options.

Advantages of AccessMDnow — for Under Armour...

For Under Armour, AccessMDnow's in-store tablet represents a fresh revenue stream in the orthopedic support product space through Under Armour branded bracing and supports sold through national and regional Sporting Goods Stores.

Closing the Loop...

Under Armour's current Connected Fitness Platform covers every aspect of the contemporary consumer's fitness-centered daily life. But what happens when that consumer suffers an injury or begins feeling pain?

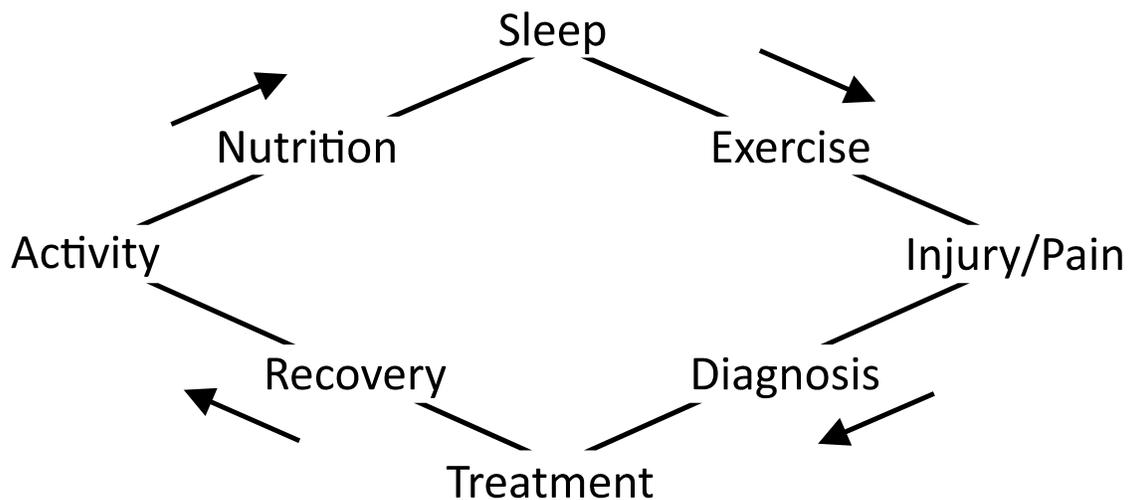


A consumer suffering pain or injury is likely to bring their fitness program to a halt. For how long? That depends on a number of factors: how serious the injury or pain is, how motivated the consumer is to get back the business of achieving their goals — and perhaps most significantly, how quickly and easily they

can determine the source of the pain or injury and determine the best way to address it so they can get back to their routine.

A consumer who perceives their injury or pain to be less than serious will often resist making a doctor's appointment — *even if the pain or injury is severe enough to keep them away from their fitness routine.*

Through the in-store tablet, AccessMDnow gives the consumer with pain or injury an immediate means to research causes of pain in the affected area of the body, to learn about options in treating such conditions, and to address their injury or pain with Under Armour branded support products so they may be able to begin their return to activity *right now.*



Conclusion...

United Ortho's AccessMDnow's in-store tablet is a natural fit for Under Armour's Connected Fitness Platform. It promises to drive sales for Under Armour in the orthopedic support products space and significantly enhance Under Armour's position as the market's daily destination dashboard.

After visiting his local sporting goods store and finding the AccessMDnow tablet easily, Evan discovered that his symptoms were a perfect match to carpal tunnel syndrome. He learned how to apply and use Under Armour's Keo Brace, purchased the brace, and is on track for a fast recovery. Evan is looking forward to returning to his full MyFitnessPal program within a few weeks.