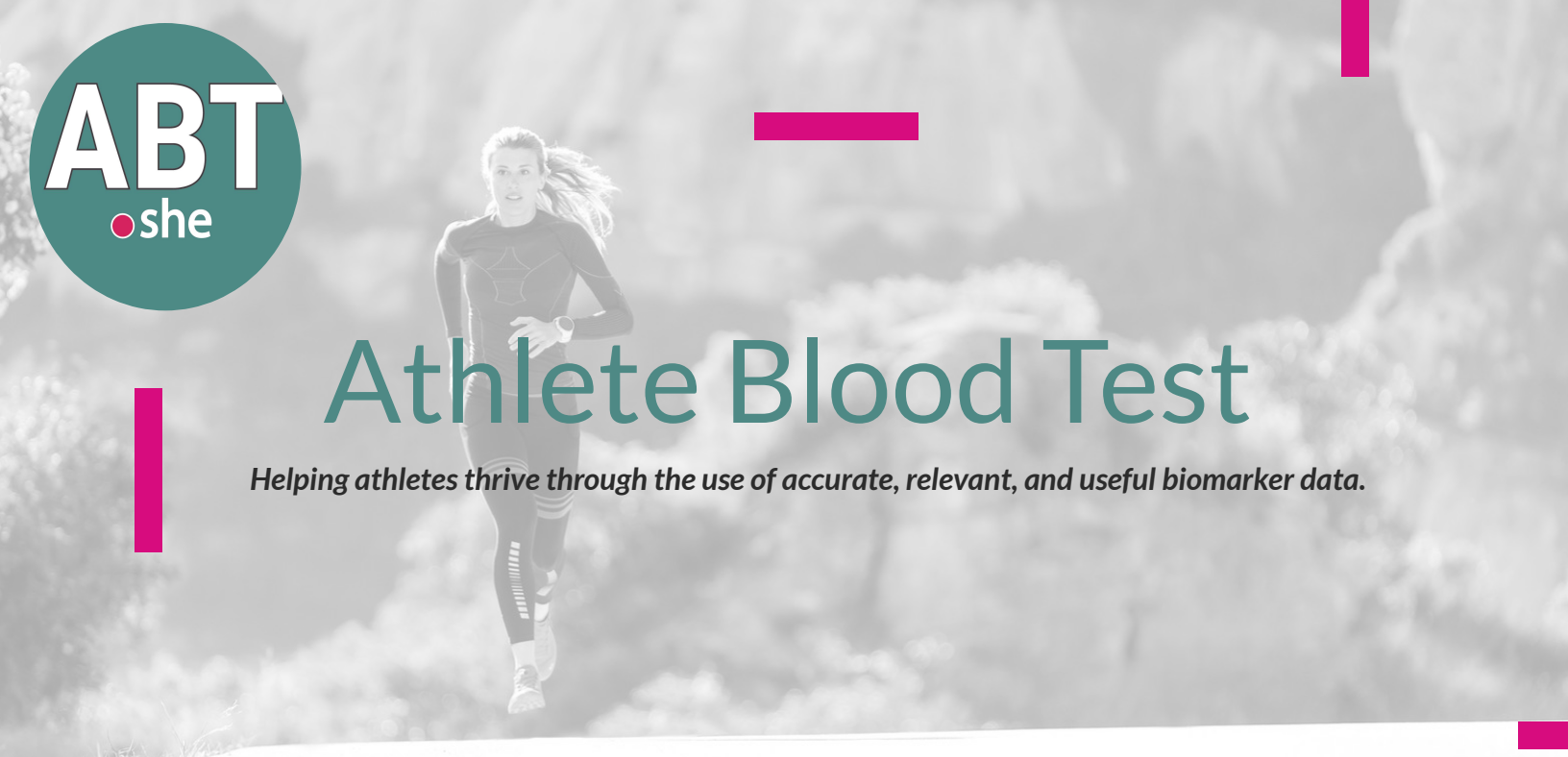


# Athlete Blood Test

***Helping athletes thrive through the use of accurate, relevant, and useful biomarker data.***

## Introduction

Women's participation in sport continues to skyrocket, yet women continue to be significantly underrepresented in exercise and sport science research. The impact of this discrepancy? A dismaying deficit of knowledge about female physiology.

As the premier U.S.-based athlete blood testing service, Athlete Blood Test is in a unique position to lead the field in remedying this problem. From the very beginning, the cutting-edge science behind Athlete Blood Test has been derived from data representing a wide spectrum of athletes, including 50% women. Today, more than half of our current clients are women.

We believe we must do better still.

Sports science can and should do more to elevate the success of female athletes — both individually and collectively. Athlete Blood Test's ABT.she Initiative is our purpose-driven and science-powered effort to empower female athletes and help them thrive.

## Why?

In late 2018, media and influencers began calling out the sports science industry for a major problem: the lack of research centered on female athletes. As one article explained:

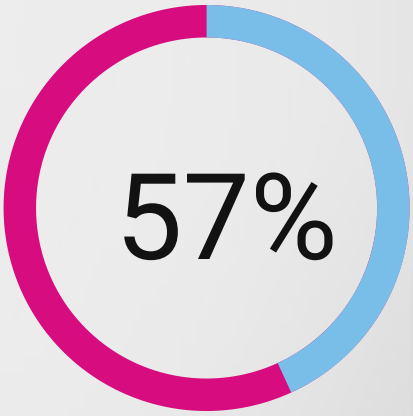
*Since the passage of Title IX in 1972, the number of women participating in sports has skyrocketed, increasing 560 percent at the college level, yet women continue to be underrepresented in exercise science research—both as participants in general studies and as the specific subject to scientific inquiry—creating hugs gaps in knowledge about female physiology and performance.*

Historically - and incorrectly - scientists have largely assumed that male and female bodies function in the same way, with one isolated exception: their reproductive organs. There are a variety of reasons for this, including the fact that high-level research positions were filled nearly exclusively by men. Men's sports historically have generated more money, which is spent on sports science research focused on males. But as we have invested more time discovering the ins and outs of women's general medical needs, so too are we learning that you can't just "shrink it and pink it" with sports science research.

# ABT.she INITIATIVE

CUTTING-EDGE
PURPOSE-DRIVEN
SCIENCE-POWERED
FEMALE-FOCUSED

Researchers and businesses committed to tapping into this gap in data fill both a scientific and social need. The demand is obvious. As one notable example: Dr. Stacy Sims's 2016 book "Roar" is an Amazon bestseller. Dr. Sims has nearly 60,000 followers on Instagram; her initial "Women Are Not Small Men" 7-week online course (150 spots, cost of $987) sold out during the pre-sale period in under 24 hours. Dr. Sims has since led several more cohorts of the course and created successful menopause-specific, strength training, and membership programs.




**ATHLETE BLOOD TEST**

FEMALE TO MALE CLIENT PROFILE

The ABT.she Initiative is anchored by Athlete Blood Test's ABT.she Panel, an innovative Panel combining the customized, actionable, and athlete-specific data found in Athlete Blood Test's existing Gold Panel with female-specific hormonal data. Our analysis allows female athletes to further refine and optimize their training and nutrition based on their individual hormones and menstrual cycle.

That said, ABT.she isn't just a product or marketing campaign. It's our contribution to the movement of supporting women in sport. We aim to: (1) increase the knowledge about female physiology within the sports science community; and (2) provide resources and community to support women athletes of all ages, stages, and abilities.

The first goal is simple: with every ABT.she Panel, we increase our knowledge and understanding. The second goal presents more challenges and will take more time. We are passionate about and committed to success in both. While the ABT.she Initiative is still taking shape, we ultimately envision bringing together experts, mentors, and motivators who will contribute content and resources for all womxn.

As we continue passionately pursuing success in these overarching goals, we invite you to join us. Together, we can shape the future of sports science.