

ABOUT

Riddell (rih-DELL) is a premier designer and developer of football helmets, protective sports equipment, head impact monitoring technologies, apparel and related accessories. A recognized leader in helmet technology and innovation, Riddell is the leading manufacturer of football helmets and shoulder pads, and a top provider of reconditioning services (cleaning, repairing, repainting and recertifying existing equipment).

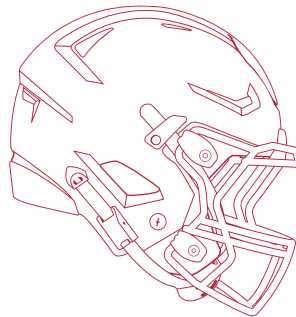


QUICK FACTS

- MARKET LEADER IN FOOTBALL HEAD PROTECTION TECHNOLOGY
- LARGEST RECONDITIONER OF FOOTBALL EQUIPMENT IN THE WORLD
- LARGEST FOOTBALL EQUIPMENT MANUFACTURER—HELMETS AND SHOULDER PADS

MORE THAN 80

PEER-REVIEWED, SCIENTIFIC PUBLICATIONS FEATURED RESEARCH FINDINGS USING RIDDELL'S SRS SMART HELMET TECHNOLOGY



RIDDELL HELMET USAGE IN THE NFL & NCAA

+60%
NFL Players

+90%
NCAA Players

+5,000,000

ONLY FOOTBALL HELMET MANUFACTURER WITH HEAD IMPACT DATABASE WITH MORE THAN 5 MILLION ON-FIELD IMPACTS

RECENT INNOVATIONS

2007

FIRST QUICK RELEASE™ FACE MASK ATTACHMENT SYSTEM

2013

RIDDELL INSITE® FIRST WIDELY ACCESSIBLE HEAD IMPACT MONITORING AND ALERT SYSTEM

2014

RIDDELL SPEEDFLEX™ FIRST HELMET DESIGNED WITH FLEXIBLE SHELL TECHNOLOGY

RIDDELL REVOLUTION® FIRST HELMET DESIGNED WITH THE INTENT TO REDUCE THE RISK OF CONCUSSION

2002

RIDDELL SPEED THE FIRST 5-STAR RATED HELMET BY VIRGINIA TECH

2008

RIDDELL PRECISION-FIT™ FIRST COMPLETELY CUSTOM-FITTING HELMET FOR THE INDIVIDUAL PLAYER THAT UTILIZES 3-D SCANNING TECHNIQUES

2017

SMARTER FOOTBALL

Riddell's Smarter Football program is an annual grassroots campaign that recognizes and rewards teams across the country for implementing 'smarter' tactics on and off the field. Since 2015, more than 2,400 football programs across North America, from the youth level all the way up to semi-pro, have applied for an equipment grant. In being recognized, teams receive a collective \$100,000 in equipment grants each year from Riddell to provide a new level of protection to its players.

Smarter Football can take shape in many ways. At its core, it reflects the collective football community's pledge to advance the sport. How it manifests itself, however, can look different for everyone involved. For parents and administrators, it may mean more technologically advanced protective equipment. For players, it may mean optimizing strength training and more film study. To coaches, it may be teaching improved tackling techniques and better drill selection. To learn more about Smarter Football visit riddell.com/smarterfootball

THE LEADER IN FOOTBALL HELMET INNOVATION

Since Riddell's founding in 1929, we are dedicated to innovation in football equipment and player protection. We are heavily committed to the evolution and demands of the athlete and greater football community, intent on leading football to a strong future.

As part of this approach, Riddell is devoted to advancing the game through newer, game-changing technologies that give athletes elite-level protection.



PRECISION-FIT

Precision-Fit is Riddell's patent-pending process of creating a custom-fit helmet tailored to an individual player's head shape and size. A helmet precisely crafted to the unique shape of an athlete's head is always properly fit, without additional fitting adjustments, providing protection and performance benefits to players in constant pursuit of both.

The custom fit provides enhanced sightlines, custom helmet tracking and personalized protection that allows the player to have more energy-management material placed inside of their helmet.

A Riddell Precision-Fit football helmet is a true extension of the player, providing personalized protection and superior performance and is Riddell's next step in revolutionizing the football helmet.

INSITE AND INSITE TRAINING TOOL (ITT)

Riddell's InSite Training Tool is the latest innovation in head impact monitoring technology, designed for use by youth, high school and college football programs.

ITT is an easy-to-use system that utilizes Riddell smart helmets and wirelessly connected devices that monitor and alert sidelines to significant impacts, recording nearly every head impact that occurs to build player-specific impact profiles.

ITT uses a sabermetric approach to athlete protection through a web-based data center that builds player impact profiles, rich with information, that a coach may use to identify opportunities to proactively influence player behavior through training techniques and practice plans.

ITT is a smart football helmet platform, backed by millions of on-field impacts since 2003, and is designed for smarter practice, smarter play and for coaches in constant pursuit of both. To learn more about InSite Training Tool visit riddell.com/insite

