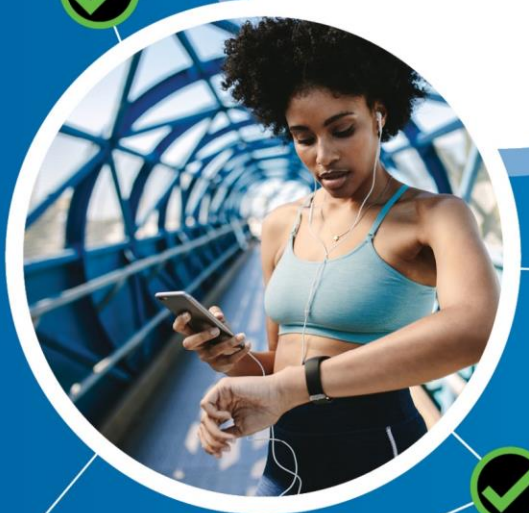




1 - 31 MAY 2021

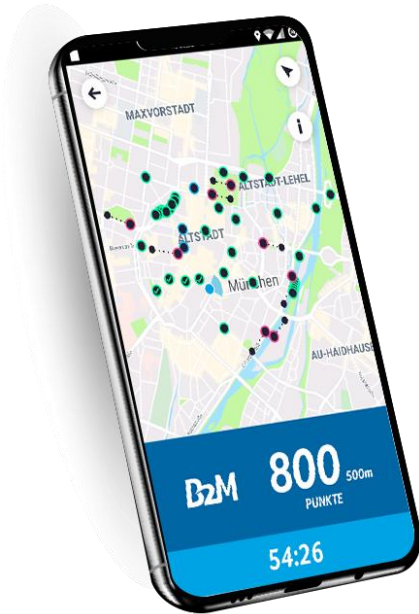
B2Mission
YOUR TEAM. YOUR CHALLENGE



**THE MOST EXCITING
TEAMBUILDING
OF THE YEAR**



WHAT IS B2MISSION?



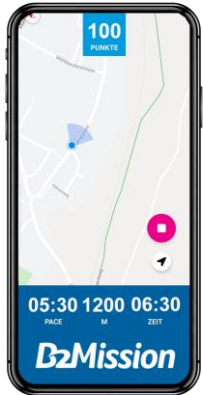
B2Mission combines - flexible in terms of time and location - team building and health promotion for all types and performance levels of active people or those who would like to become active.

The goal is to collect as many points as possible during one month by foot or by bike using the B2Mission app. All participants decide for themselves when, where, how long and whether they get active together or alone.

The next B2Mission will start on 1 May 2021.

HOW DOES B2MISSION WORK?

At B2Mission, points can be collected in two different ways: In "Move anywhere" mode and with Challenges (see next page).



The "Move anywhere" mode

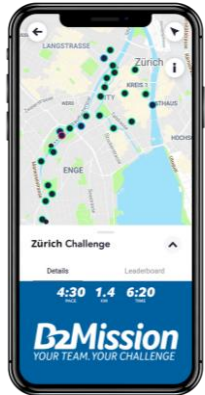
In the "Move anywhere" mode, **activities by foot or by bike** can be recorded. Participants decide for themselves when and where they start, how fast and how long they are on the move. The B2Mission app measures the distance covered and converts it into points, which are included live in the leaderboards. Activities can now also be recorded with **other devices** (sports watches from Garmin, Suunto, Fitbit and Polar with GPS function, as well as Apple Watch, Samsung Health and Coros) and later **synchronised** with the B2Mission app.

The "Move anywhere" mode is available throughout Switzerland and, with a few exceptions, also everywhere abroad.

For every kilometre covered by foot, 300 points are awarded. Each kilometre travelled by bike earns 100 points.

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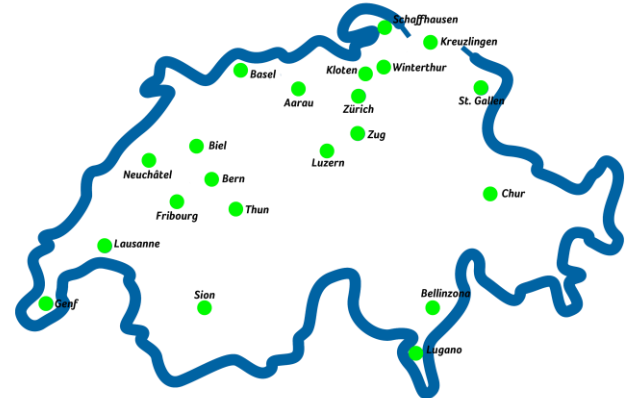
At B2Mission, points can be collected in two different ways: In "Move anywhere" mode (see previous page) and with Challenges.



The Challenges

Challenges are available in **21 Swiss cities**. Each challenge consists of **30 GPS checkpoints**, which are displayed in the B2Mission app. Participants have a maximum of **60 minutes** to reach as many of the GPS checkpoints as possible by foot. They determine the order in which they approach the checkpoints. The **app automatically recognises when a checkpoint is passed** and credits the corresponding number of points. It pays to choose a clever route, because the number of points rewarded varies depending on the type of checkpoint. Question checkpoints, boost checkpoints, fit checkpoints and pop-up checkpoints give additional points and provide a lot of variety. In addition to the checkpoints, the distance covered within the challenge also increases the points account. Each kilometre covered gives 300 points.

Please note: As the Challenges can be used to increase the points account significantly, **each participant can complete a maximum of four Challenges**, after which the Challenge mode is no longer available in the app. It does not matter whether the same Challenge is completed four times or whether different Challenges are completed.



WHAT ARE THE RANKINGS



"Company" category

We add up all the points of your participants and create a separate ranking for the following team sizes:

- <10 (Companies with 1 to 9 participants)
- <30 (Companies with 10 to 29 participants)
- <50 (Companies with 30 to 49 participants)
- <100 (Companies with 50 to 99 participants)
- <200 (Companies with 100 to 199 participants)
- >200 (Companies with more than 200 participants)



"Crews" category

For this category, groups of four are dynamically formed within your company according to the current score.

As soon as the score changes, the composition of the crews can also change. Gender does not play a role in this category.



"Individual" category

We are looking for the most diligent point collectors.

WHY PARTICIPATE?



Teambuilding

With B2Mission, you and your company have a common goal that welds you together. Together you compete to collect more points than other companies. Everyone can help and motivate each other without any pressure to perform.

Health

B2Mission motivates people to be active regularly and thus promote health. Two-thirds of B2Mission 2020 participants reported being more active or significantly more active than usual during the month.

Fun

B2Mission uses technology to make sporting activity more varied and exciting.

Charity

Be active for a good cause: B2Mission donates one Swiss franc per participant to the Charity Partner "Swiss Red Cross". You have the opportunity to collect additional donations with your team.

HOW MUCH DOES IT COST?

SMALL
CHF 19.-*
per person
(1 – 50 participants)

MEDIUM
CHF 18.-*
per person
(51 – 100 participants)

LARGE
CHF 17.-*
per person
(100+ participants)



* = plus VAT

HOW TO REGISTER?

1. As team captain, you take over the coordination within the company and create a [MyB2Run account](#) - if you do not already have one.

If you already know how many employees will be participating:

2. You buy the corresponding number of activation codes for B2Mission in the [shop](#).
3. Participants download the B2Mission app from mid-April.
4. Participants enter the activation code for their team in the app, which we will send to you as team captain about 1 week before the start of B2Mission.
5. Starts collecting points from 1 May onwards



If you do not yet know how many employees will participate:

2. You reserve a contingent of activation codes with us (info@b2mission.ch). After completing B2Mission, we will charge you for the number of activation codes actually used.
3. Participants download the B2Mission app from mid-April.
4. Participants enter the activation code for their team in the app, which we will send to you as team captain about 1 week before the start of B2Mission.
5. Starts collecting points from 1 May onwards

YOUR TEAM. YOUR CHALLENGE

Infront Sports & Media AG
Grafenauweg 2
6302 Zug

info@b2run.ch
www.b2run.ch
Tel. +41 41 726 17 11

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B2Mission

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