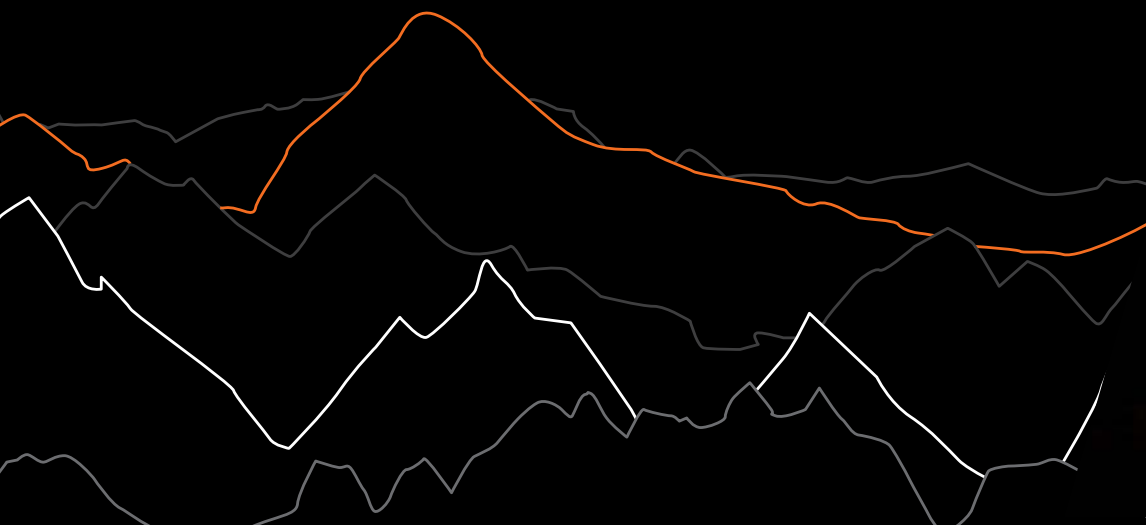


JF **JETBLACK**

AMBASSADOR PROGRAMME



**LOVE
TO RIDE**

COMPANY OVERVIEW

JETBLACK IS A PREMIUM AUSTRALIAN CYCLING DISTRIBUTOR THAT PROUDLY REPRESENTS A HOUSE OF GLOBAL QUALITY BRANDS, SELLING TO ALL CHANNELS AND BACKED BY A SOLID AND PROFESSIONAL TEAM.

We are an Australian family owned and operated company with a Sydney based office, showroom and warehouse (1800 square meters).

JetBlack is well established and has been trading for over 15 years. In addition to the brands it distributes, JetBlack also has it's own range of indoor trainers and accessories.

JetBlack has been distributing quality cycle trainers in Australia and throughout the world to over 22 countries since 2005.

The business is 100% family owned by the Simmonds family.

At JetBlack Cycling is not just business, it's deeply personal.

"We love the experience of riding and we want our customers to enjoy that same experience."

JetBlack's co-founder and Managing Director, Tony Simmonds.



WWW.JETBLACKCYCLING.COM
WWW.JETBLACKPRODUCTS.COM



VISION & MISSION

PURPOSE: Love to Ride

MISSION: Great brands for people who love to ride

VISION: Accessible performance - JetBlack strives to bring the best product at the best price without compromise on performance and quality.

VALUES

I

INTEGRITY

We are honest and accountable.

R

RESPECT

We respect each other, our customers and resources.

I

INNOVATION

We innovate until we all love it.

D

DRIVE

We don't stop until we get the job done.

E

EXCELLENCE

We seek excellence, being the best we can be.



JETBLACK BRAND AMBASSADOR GUIDELINES

KEY OBJECTIVES

JetBlack is looking to identify and establish key influences/ambassadors to multiply brand awareness and attraction globally, and help outwork the following brand goals.

- Educate and communicate JetBlack's strong brand story and brand strengths focusing on our points of difference to stand out from the crowd.
- Reach more people and grow the JetBlack community with social media, blogs, video content and email campaigns.
- Increase customer and industry reviews to continue to establish brand credibility and JetBlack as a quality, innovative, family focused brand.
- Diversify - Show a broader range of people – women, men, young, old, black, white, para-athletes and different body shapes.
- Educate/explain who we are, what we do, how we work and why you would want our products.
- Expand, refine, engage and capitalise on JetBlack's current, dedicated, community of followers.

WHAT IT MEANS TO BE A JETBLACK BRAND AMBASSADOR

JetBlack Ambassadors will represent JetBlack and their associated brands and proudly portray JetBlack's Mission, Vision and Values. Ambassadors will serve to educate and communicate JetBlack's strong brand story and brand strengths, focusing on our points of difference and to stand out from the crowd.

We want to reach more people and grow the JetBlack community with social media, blogs, video content and coordinated email campaigns. The Ambassador Programme is part of our mission to increase customer and industry reviews which will continue to establish JetBlack's brand credibility as a quality, innovative, family focused brand.



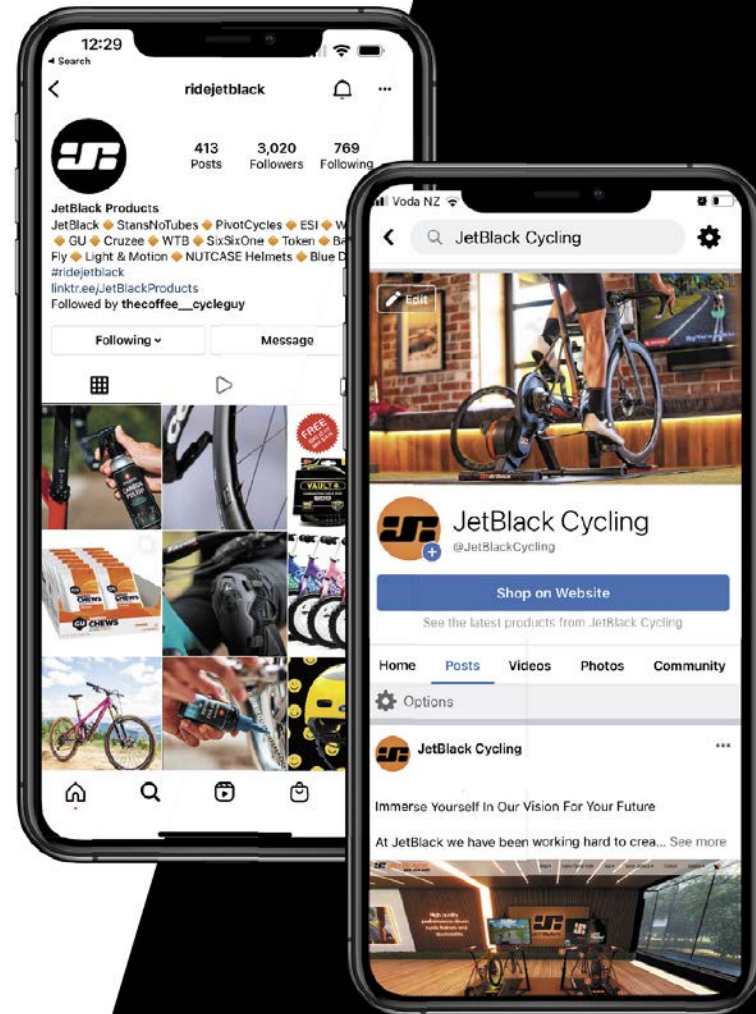
SOCIAL MEDIA CHANNELS

WE WANT TO ENGAGE, ENTERTAIN AND EDUCATE

Maintaining brand awareness demands a constant presence through quality posts on social platforms used by our consumers.

Our goal with every post is to provide something of value. Our aim is to continue to entertain, educate, and amplify our brand messages in the following ways:

- Facebook - Entertainment, and information via this channel.
- Instagram - Entertainment is the primary goal of both posts and stories.
- YouTube - Contact us if you have projects or ideas
- Vimeo - Contact us if you have projects or ideas
- LinkedIn - JB will use for networking.
- TikTok - We feel this platform is not a fit at this time.
- Snapchat - We feel this platform is not a fit at this time.
- Pinterest - We feel this platform is not a fit at this time.



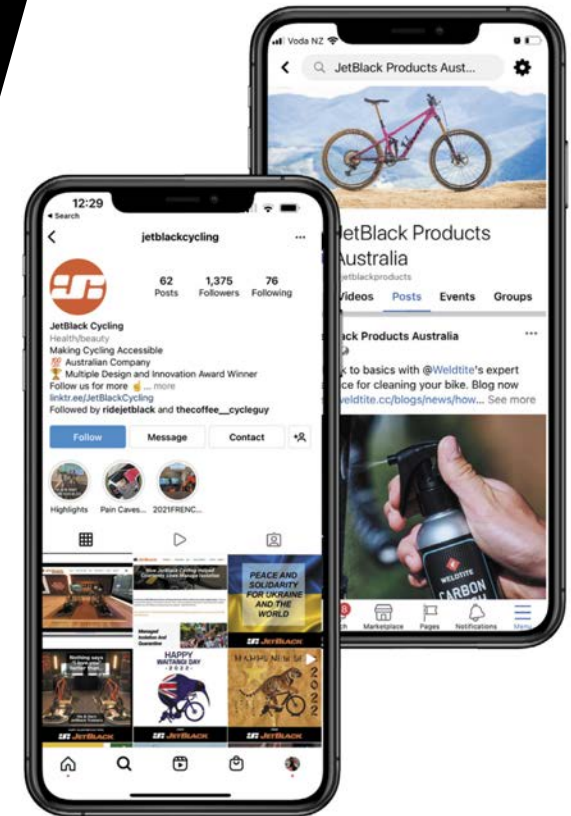
EXPECTATIONS AND REMUNERATION

(GUIDELINES ONLY - SUBJECT TO CHANGE)

WHAT WE EXPECT AND WHAT WE GIVE IN RETURN

The JetBlack Brand Ambassador Programme consists of three tiers. Each tier has certain prerequisites and all have expectations and require commitment to perform. All tiers will have to meet KPIs (Key Performance Indicators) and based on the achievement (or non-achievement) ambassadors have the ability to be promoted (or demoted) by hitting stated targets.

	Followers	Expectation	Remuneration
Tier 1	50k up	Multiple and various social media channels and engagements, as per agreed conditions - details follow	Dependant on the Tiers and the agreements - outlines follow
Tier 2	Minimum 1000		
Tier 3	Minimum 500		



AMBASSADOR PARAMETERS

TIER 1 AMBASSADOR PARAMETERS

- JB has the right to make use of the pictorial trademark, the logo, illustrations/ photographs, portraits and the name of the ambassador. This will mean that JB may place them in advertisements, catalogs, fliers, brochures, and on packaging.
- Ambassadors shall be available for up to four appearances a year, including but not limited to, photo and video shoots organised by JB. Expenses on the ambassador to fulfill these appearances will be paid by JB, subject to approval.
- Link sharing on personal websites to JB website.
- JB name and logo will appear on the racing/riding kit, in an agreed position, if applicable.
- Complete the additional Tier 2 & 3 parameters.

TIER 2 AMBASSADOR PARAMETERS

- The ambassadors shall supply a written biography for use on our media channels.
- A profile photo and an action shot of the ambassador will be submitted to the JB Ambassador database. JB may want to video interview to you to expand the bio to a short video, again for use on our channels.
- If the ambassador has a high profile schedule of race events/meets, every effort must be given to provide JB with prior time to promote these events ahead of time.
- Complete the additional Tier 3 parameters.

TIER 3 AMBASSADOR PARAMETERS

- JB will send a quarterly schedule of events/promotions for ambassador representation.
- When supplied merchandise arrives, unboxing posts and product use posts/content must follow please.
- It will be the duty of the ambassador to mention JB no less than one post a week on social media - of which one must be a video per calendar month.
- The ambassadors will be expected to review and critique a product each quarter or as required (the bonus being you get to keep the gear to be reviewed!).

Remuneration

In return for the agreed conditions, JetBlack Tier 1 Ambassadors will receive an agreed fee (subject to the individual's reach and popularity)

- A minimum of one JetBlack Trainer Suite.
- A scheduled delivery of non-returnable JetBlack Cycling equipment and JetBlack products to use, enjoy and review.
- Once a quarter all ambassadors receive a JetBlack Product gift box.
- JetBlack Products* (including Pivot Cycles) at cost price plus GST - purchased direct through JetBlack - providing content will be a prerequisite.

Remuneration

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* Some exemptions on JetBlack Product brands may apply

SOCIAL MEDIA BREAKDOWN - FOR ALL THREE TIERS

- Tiers 1 AND 2 a minimum of one post and one story per week on Facebook and Instagram (cross posting is acceptable) of which one post a month must be video.
- Tier 3 a minimum of one post and one story per month.

See the following Posting Guidelines for clarification and examples.

POSTING GUIDELINES

WHEN POSTING TO SOCIAL MEDIA AMBASSADOR MUST FOLLOW THESE GUIDELINES

Overview

All posts must be high quality photographs or videos (not blurry or pixelated) and showing activities related to or including cycling and the JetBlack family. Vary post styles - mixing photographs with videos in 'post', 'reels' and 'story' formats. Optimise your videos for mobile - use vertical formatting (9:16) for 'reels' and 'stories' - use 1:1 (square) for 'feed' videos.

All posts must be clearly linked with @JetBlackCycling or @JetBlackProducts or both and tagged with the following #RideJetBlack, #LoveToRide and either #JetBlackProducts or #JetBlackCycling.

Also direct message all posts to JetBlack Cycling.

Where to Post

JetBlack Cycling - All products/stories/events relating to JetBlack Cycling indoor trainer products and accessories.

Instagram <https://www.instagram.com/jetblackcycling> @JetBlackCycling

Facebook <https://www.facebook.com/JetBlackCycling> @JetBlackCycling

JetBlack Products - All products/stories/events relating to JetBlack Products brands including JetBlack branded products and accessories.

Instagram <https://www.instagram.com/ridejetblack> @RideJetBlack

Facebook <https://www.facebook.com/jetblackproducts> @JetBlackProducts

Note: JetBlack Cycling indoor trainer accessories can be posted on JetBlack Cycling as well as JetBlack Products social channels.



INSTAGRAM EXAMPLE

WHEN POSTING TO INSTAGRAM JETBLACK AMBASSADOR MUST FOLLOW THESE GUIDELINES

Please feel free to use your imagination and creativity.

Use your 'own voice' and reach your people but also have the following:

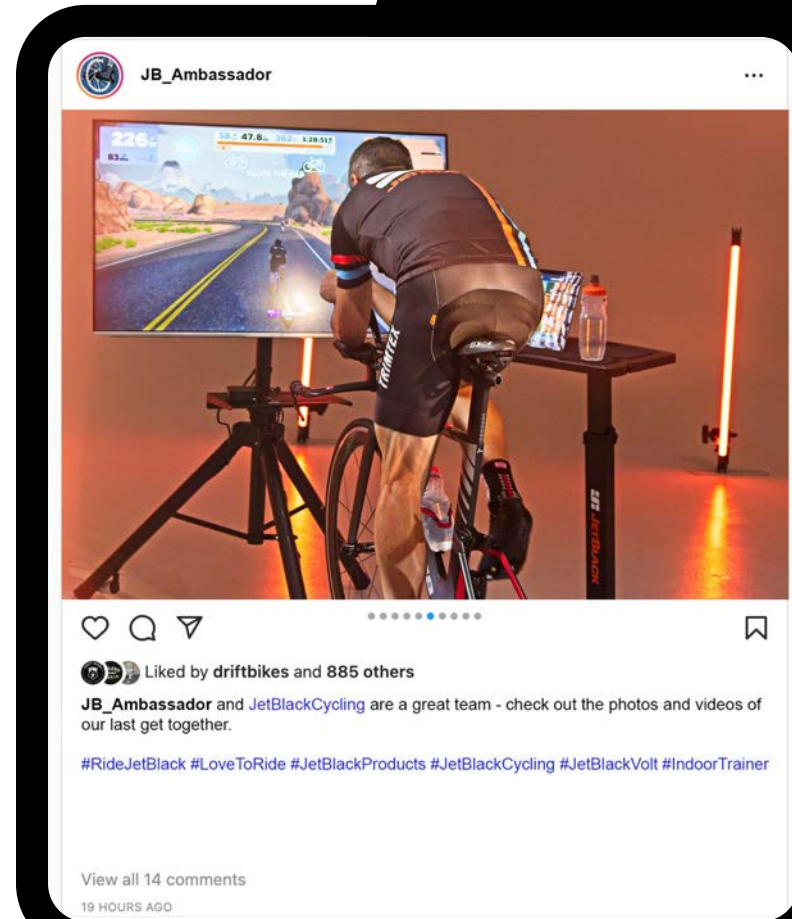
- Clear, high quality imagery.
- Tagged JetBlack Cycling in the text (@JetBlackCycling)
- Hashtags included (#RideJetBlack #LoveToRide etc)

For more examples and assistance with Instagram content and posts check out these links:

<https://help.instagram.com/479832029758079/>

<https://blog.wishpond.what-to-post-on-instagram>

<https://www.oberlo.com/instagram-post-ideas>



FACEBOOK EXAMPLE

WHEN POSTING TO FACEBOOK JETBLACK AMBASSADOR MUST FOLLOW THESE GUIDELINES

Please feel free to use your imagination and creativity. Use your 'own voice' and reach your people but also have the following:

- Clear, high quality imagery.
- Tagged JetBlack Products in the text (@JetBlackProducts)
- Hashtags included (#RideJetBlack #LoveToRide etc)

For more examples and assistance with Facebook content and posts check out these links:

<https://www.andrewmacarthy.com/facebook-post-examples>

<https://www.postplanner.com/increase-engagement>



HASHTAG USE

WHEN USING HASHTAGS JETBLACK AMBASSADOR MUST FOLLOW THESE GUIDELINES

The use of hashtags in your Instagram posts is obviously a useful way of driving people to your content. Please try and be specific when adding them in and try not to use too many - for example if you are using your VOLT indoor trainer in a post add them in to the list, #RideJetBlack #JetBlackCycling #LoveToRide #VOLTTrainer #IndoorTraining - Try not to over do it and keep it on point.

In Facebook, hashtagging is a little more ambiguous, but we will follow the same path with both platforms. Be specific and concise.

CONTENT

LOOKING AFTER THE ASSETS CREATED BY JETBLACK AMBASSADOR

Each JB Ambassador will be provided with a JB Dropbox folder to upload their content to. Not only the content they have shared but other imagery that is unused. For example, if an ambassador has been in an event, they may post a number of images, but raw footage and unselected imagery must be saved for possible use at a later date as JB sees fit.

We encourage our content providers to be creative with their output, so any ideas for larger campaigns or budgets for creative projects can be discussed with JetBlack to make them happen.

DURATION

NOTHING LASTS FOREVER

If one of the parties fails to fulfil its obligations, then the other party has the right to terminate this agreement. Both parties have 30 days to remedy a breach. If a resolution cannot be formed, termination of the agreement can then take place, subject to observance of a period of 30 days from the notice to terminate by registered letter being posted. JB does have the right to make use of any remaining promotional material and packaging for perpetuity after agreement is terminated.

JETBLACK CYCLING

JETBLACK HAS BEEN PRODUCING QUALITY CYCLE TRAINERS SINCE 2005.

Accessible performance is the heartbeat of JetBlack, and it is from this foundation that our new JetBlack suite of indoor training products has been born.

Jetblack is driving innovation as the only trainer company to offer a complete indoor trainer solution. The new JetBlack suite of indoor trainer products is an accessible, high quality, performance driven, all-in-one indoor training setup.

Ride faster, harder and have more fun for less.



SMART TRAINER



MORE FOR LESS

READY TO RIDE WITH
PRE-INSTALLED
11 SPEED CASSETTE

THE VOLT™

JETBLACK THE VOLT™ - ELECTROMAGNETIC DIRECT DRIVE TRAINER.

Introducing the Volt- an accessible rider optimised electromagnetic trainer. The Volt comes ready to ride with an 11-speed cassette pre-installed. It has been designed with industry standard protocols and electronics to seamlessly connect with most popular training platforms. The Volt is extremely quiet and provides an exceptional riding experience.

FEATURES

- Direct Drive Smart Trainer
- 11 speed cassette included (Shimano, Sram and Campy compatible, XD-R body sold separately)
- Electromagnetic system
- Flywheel weight. 4.7kg
- App controlled resistance
- Thru Axle and Boost compatible, 142 mm. Thru axle adaptor included. Boost sold separately
- Third-Party App compatible
- Accuracy of +/- 2.5% gradient simulation up to 16%
- Power (watts) Output
 - 15kph = 400 watts
 - 40 kph = 1300 watts
 - Max Watts 1800
- Rider optimised Performance
- Total unit weight. 15.4 kg
- Electrical requirements: 2.5m power cable supplied
 - 100 to 240 Volt, 1.5A, 50Hz-60Hz

TECHNOLOGY

- ANT+ FE- C controllable trainer
- Broadcasts ANT+, Speed, Power and Cadence
- Bluetooth FTMS controllable trainer
- Broadcasts Bluetooth, Speed, Power and Cadence
- Connects to Heart rate monitors via BLE and ANT+
- Broadcasts connected Heart rate via BLE
- Spin down calibration
- Firmware updates via BLE



TRAINER ACCESSORIES



JETBLACK TV STAND

DESIGNED SPECIFICALLY FOR INDOOR TRAINING.

Our new TV stand is designed specifically for indoor training use, ergonomically designed giving you an optimal position while keeping an eye on your favorite training platform.



JETBLACK HEART RATE MONITOR

PERFORMANCE MONITORING.

Connect to your favourite fitness app or device with the JetBlack Heart Rate Monitor. Featuring an advanced dual band wireless chip it allows connection with both Bluetooth Smart and ANT+™ devices it is compatible with most apps, smartphones, watches and cycle computers. The Heart Rate Monitor comes with a comfortable and universal fit soft strap. Get in the zone and start training smarter with the JetBlack Heart Rate Monitor.

JETBLACK WATER BOTTLES

HYDRATION TAKEN SERIOUSLY.

The newly designed JetBlack water bottle epitomizes our design philosophy. It features a tapered bottom to easily fit in and out of any cage, textured surfaces for superior grip and a large high flow nozzle that automatically seals.



JETBLACK TRAINER MAT

ABSORBS VIBRATIONS TO REDUCE NOISE.

The JetBlack Trainer Mat is made from heavy-duty rubber, this mat is odour free, will protect your carpets or floors during workouts, and absorbs vibrations to reduce noise. It also reduces floor and carpet dust, helping you keep your equipment running to its full potential.



TRAINER ACCESSORIES

JETBLACK TURN RISER BLOCK

THE FREEDOM OF RIDING, INDOORS.

Experience new freedom on your indoor trainer. The JetBlack Turn Riser Block has been designed to level the front wheel whilst allowing freedom of movement. This provides a superior indoor riding experience on any indoor trainer.

- Stylish and sleek design
- No Assembly required
- Neutral 3cm wheel height to suit most trainers



**ELIMINATE STRESS
ON YOUR BODY & EQUIPMENT**



JETBLACK ROCKER PLATE

TAKE THE PRESSURE OFF TO KEEP THE PRESSURE ON!

The JetBlack Rocker Plate protects your body and your frame from the pressures of indoor training and provides you with a supreme ergonomic experience.

The slight movements of the Rocker Plate relieve pressure points on the sit bones, wrists and shoulders, enabling you to ride more comfortably for longer.



JETBLACK TRAINER TABLE

SLEEK, STURDY AND FOLDABLE.

A great partner for your indoor trainer. Designed for the perfect placement of tablets, smart phones and laptops while training. The Trainer Table is height adjustable, lightweight and foldable for easy storage eliminating clutter.

- Multiple height adjustments
- Folding legs and top
- Easy to store
- Tablet/Smart phone device cutouts
- Non-slip surface
- Towel Hook
- Maximum Load Weight, 10kgs at full height

BRANDS

JETBLACK PRODUCTS IS FOCUSED ON DISTRIBUTING OUR CORE BRANDS.

We are known for our position of being a key distributor for premium mountain bike brands, Consumer P&A brands and our indoor cycle trainers.

Due to our product mix we have a consistent all year round turnover in Summer, Winter and the Christmas season.



TOKEN

CRUZEE



ESIgrips





**LOVE
TO RIDE**

CONTACT US

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JETBLACKCYCLING.COM