

FORME Company Presentation

April 2023

Filed Pursuant to Rule 433
Issuer Free Writing Prospectus
Dated April 12, 2023
Relating to Preliminary Prospectus
Dated April 12, 2023
(File No. 333-269246)



FREE WRITING PROSPECTUS

This free writing prospectus relates only to the initial public offering of common stock of Interactive Strength Inc. d/b/a Forme ("Forme," "we," "us," or the "Company") and should be read together with the preliminary prospectus, dated April 12, 2023 (the "Preliminary Prospectus"), included in the Registration Statement on Form S-1 (as amended) (File No. 333-269246) of Interactive Strength Inc., relating to its initial public offering of common stock.

The Company has filed a registration statement (including a preliminary prospectus) on Form S-1 (File No. 333- 269246) with the Securities and Exchange Commission (the "SEC") for the offering to which this communication relates. The registration statement has not yet become effective. Before you invest, you should read the preliminary prospectus in that registration statement and other documents we have filed with the SEC for more complete information about us and this offering. You may get these documents for free by visiting the SEC website at <http://www.sec.gov>. Alternatively, the Company, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it from Aegis Capital Corporation, 1345 Avenue of the Americas, 27th Floor, New York, NY 10019, by e-mail at "<mailto:syndicate@aegiscap.com>" syndicate@aegiscap.com, or by telephone at (212) 813-1010.

This presentation shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

FORWARD LOOKING STATEMENTS

This presentation may not be reproduced or disclosed in whole or in part. This presentation includes statistical and other industry and market data that we obtained from industry publications and research, surveys, studies and other similar third-party sources, as well as our estimates based on such data. All of the market data and estimates used in this presentation involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. We believe that such information, including the information from these third-party sources, is reliable; however, we have not independently verified such third-party data. Further, our business and the industry in which we operate is subject to a high degree of risk and uncertainty, which could cause results to differ materially from those expressed in the estimates made by the third-party sources and by us.

This presentation contains forward-looking statements that involve substantial risks and uncertainties. Statements contained in this presentation that are not statements of historical facts may be deemed to be forward-looking statements. In some cases, you can identify forward-looking statements by the words “may,” “might,” “will,” “can,” “could,” “would,” “should,” “expect,” “intend,” “plan,” “objective,” “target,” “anticipate,” “believe,” “estimate,” “predict,” “project,” “potential,” “continue,” and “ongoing,” or the negative of these terms, or other comparable terminology intended to identify statements about the future. These statements involve known and unknown risks, uncertainties, and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from the information expressed or implied by these forward-looking statements. For a more detailed discussion of the risks and uncertainties which may impact the Company, please review the risks detailed in the Company’s preliminary prospectus dated April 12, 2023, filed with the SEC as part of the Company’s registration statement on Form S-1 (File No. 333-269246). Forward-looking statements include statements about industry trends, growth in the premium fitness market and the market for digital fitness platforms, acceptance and adoption of our offerings, anticipated benefits of our offerings, demand for our platform, our intent to scale supply chain, optimize marketing mix, and improve unit economics, and our commercialization and expansion plans, including anticipated timing thereof, our business model, our future financial performance and expectations, our growth expectations, plans and strategies, our ability to scale and expand our business within the U.S. and abroad, our competitive landscape, and the effect of market conditions and global economic factors (including the potential adverse effects of the ongoing global COVID-19 pandemic and the ongoing conflict between Russia and Ukraine) on our business and operations, among others. You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance, or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. Such forward-looking statements relate only to events as of the date of this presentation. Except to the extent required by federal securities laws, we undertake no obligation to update any forward-looking statements for any reason after the date of this presentation to conform these statements to actual results or to changes in our expectations.

TRANSACTION OVERVIEW

ISSUER:	Interactive Strength Inc. d/b/a FORME
OFFERING TYPE:	Initial Public Offering
PRICE RANGE:	\$6.00-\$8.00
UNITS OFFERED:	Up to 2,000,000*
GROSS PROCEEDS:	\$12,000,000
LISTING/SYMBOL:	NASDAQ: TRNR
PRE-IPO SHARES:	12,919,969**
UNDERWRITERS:	Aegis Capital Corp. (bookrunning manager)
USE OF PROCEEDS:	General corporate purposes, including working capital, sales and marketing activities, general and administrative

*\$12,000,000 target gross proceeds based on 2,000,000 shares at \$6.00 per share; actual share amount may vary depending on price.

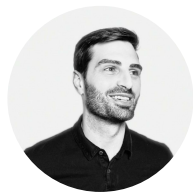
**Reflects automatic conversion of outstanding convertible securities in connection with offering, at an assumed price of \$7.00 per share, the midpoint of price range

WHO WE ARE

A digital fitness service that
combines award-winning smart
home gyms with 1:1 personal training
(from real humans)
to deliver an immersive experience
and better outcomes for both
consumers and trainers.



Leadership Team - Strong in Fitness and Finance



Trent Ward

Co-Founder & CEO

Experience: 20 years

 **CITADEL**

 **Wharton**
UNIVERSITY of PENNSYLVANIA

 **mt** THE JEROME FISHER PROGRAM
IN MANAGEMENT & TECHNOLOGY



Joshua Ford*

VP, Commercial

Experience: 12 years

 **HipTrain**

CEO & Founder

Uber

CANDID



**Deepak
Mulchandani**

Chief Technology Officer

Experience: 31 years

 **PELOTON**

SAVANT

BARNES & NOBLE



Mike Madigan

Chief Financial Officer

Experience: 24 years

XPO


pwc

*Joined with HipTrain acquihire transaction

Our Products - Premium Smart Home Gyms

Life-like 43" 4K
reflective display

Easy to use,
touchscreen display

Hundreds of on-demand
classes across multiple
class types

FORME STUDIO



\$2,495*
or
\$52/mo
(over 4 years)

FORME STUDIO *LIFT*



\$5,995*
or
\$125/mo
(over 4 years)

Variable resistance of
up to 100 lbs per arm

Resistance arms and
accessories cabinet
can stow away

Automated weight
adjustment during
classes & live 1:1 sessions

Smart Home Gyms - Quality Validated by Key Industry Gatekeepers

**Best New
Fitness Mirror
2023**



**Best At-Home
Strength System
2023**



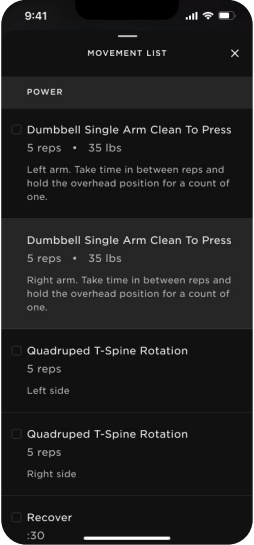
**Best In
Concierge Fitness
2023**



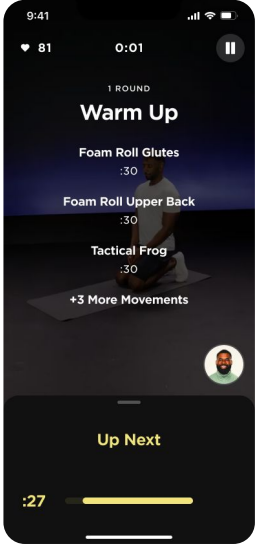
Our Products - 1:1 Personal Training

Personal Training Membership \$149/month

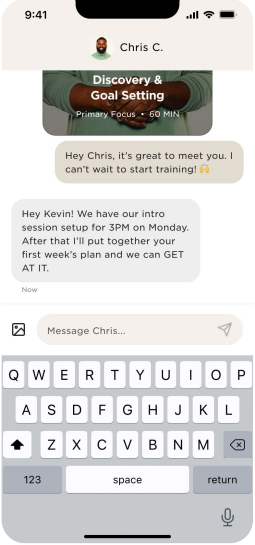
*Custom workouts
designed by
your own trainer*



*Demo videos
guide your
personalized program*



*Constant communication
keeps you motivated
and accountable*

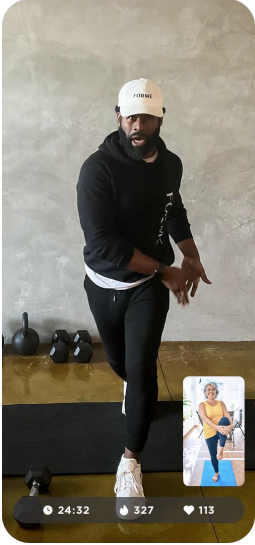


*Personal training
includes premium
on-demand content*



Live Training \$250/4-pack (\$63/session)

*Affordable live 1:1 sessions
increase safety, motivation
and accountability*



High Quality Personal Trainers - 50 in-house and growing



Aaron M. Pauline P. Nina M. Bader S. Bill S. Chris C. Gary B. Chris C. Rachel D. Bruno P.



Freddy S. Mark C. Dana G. Keith L. Logan F. Michael R. Marisol S. Nicole K. Aaron D. Chantal K.



Trevor T. Renate D. Camille F. Joe S. Annie U. Allison W. Jennifer J. Adam A. Davon M. Jesse R.



Hector F. Bryce T. Kelly A. Megan R. Brette P. Jacquelyn H. Marvin N. Josh C. Jacquelyn H. Cody C.



Shannon B. Stephen C. Stephen R. Tanya V. Tj F. Luke A. Bader S. Mallory H. Danielle D. Lauren C.

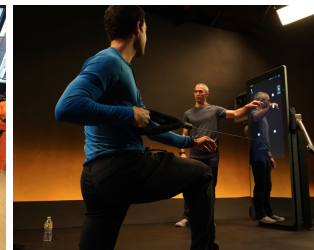


Matt Berenc

VP, Live 1:1 Coach

Development

Experience: 20 years,
Former Head of Equinox
Fitness Training Institute



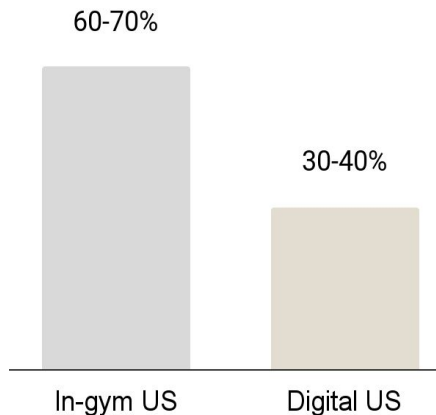
Trainers prefer FORME for:

- Quality of Life (downtime at home, not on gym floor or traveling to clients)
- Efficient use of time, with combination of Live and Asynchronous coaching
- Better Compensation
- Customer acquisition managed by FORME
- Continuing Education
- Benefits

High Quality Trainers - Better Value and Availability through Virtual

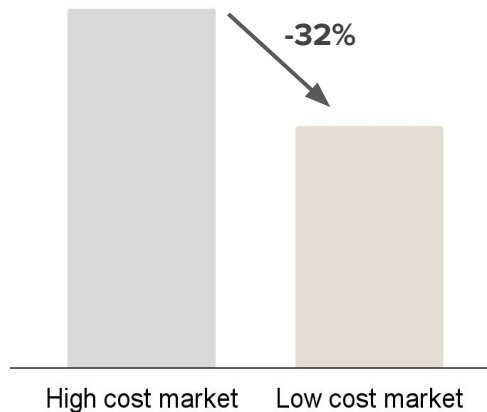
Digital Distribution

Distribution costs are lower via digital than via gym



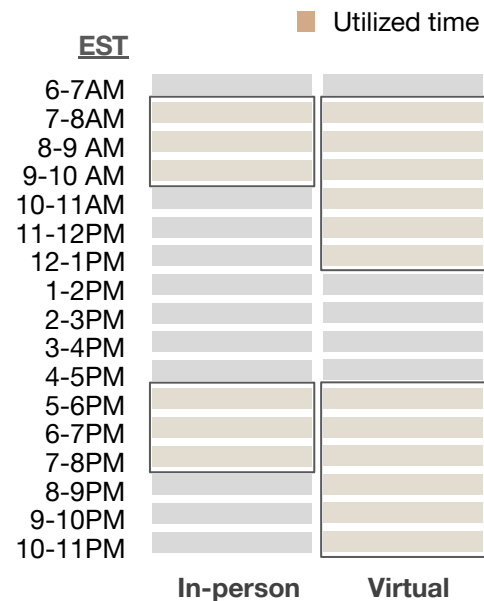
Labor Market Arbitrage

Labor costs are lower in less affluent markets



Labor Capacity Utilization

Virtual training increases available sessions during peak periods



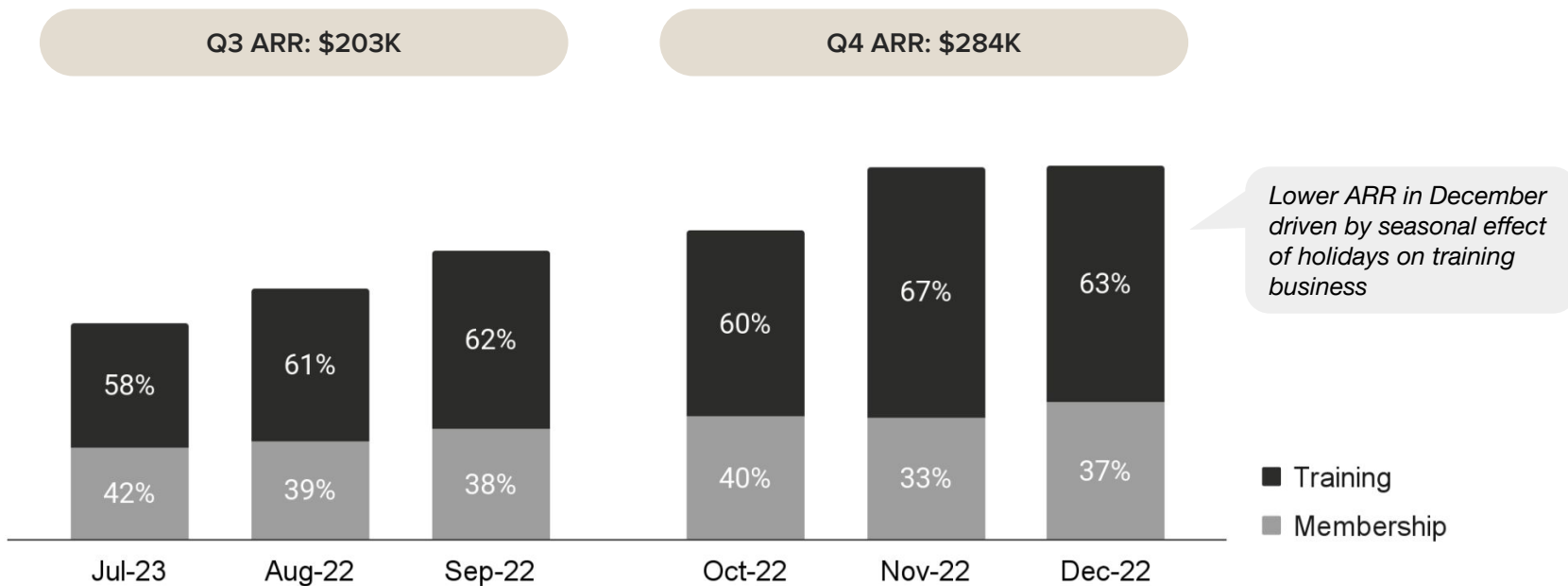
Source: International Sports Sciences Association, "What Is the Gym Commission Structure for Personal Trainers", FORME commission on personal training (Left), Bureau of Labor Statistics - mean hourly wages for personal trainers across various geographies (Middle), Internal company research informed by internal interviews with personal trainers (Right)

Business Model - Attractive Recurring Revenue combined with Hardware

	Smart Home Gyms	Personal Training	FORME
Average Annual Revenue Per Device (monthly)	\$588 (\$49)	\$1,080-\$1,440 $\left(\begin{array}{c} 30-40\%^{(1)} \\ \text{attach rate} \end{array} \times \begin{array}{c} \text{PT client}^{(2)} \\ \text{ARPU} \end{array} \right)$	\$1,700-\$2,000 (blended) (\$142-\$167)
Annual Contribution Margin Per Device (monthly)	\$412 (\$34)	\$427-\$569 (\$36-\$47)	\$850-\$1,000 (\$71-\$83)

Notes: (1) Estimated attach rate (% of total member base); (2) Average of \$300/month (30% mix of Custom Training, 70% mix live 1:1 - 5 sessions per month)

Personal Training Drives ARR and is in Early Innings of Growth



Development Complete - Focused on Commercialization to Drive Efficiency

2017

Product Development

2022

Development required many hands (>150 FTE)

Connected Hardware (Studio & Studio Lift)



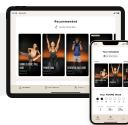
Live 1:1 Through Hardware



Custom Training



Live 1:1 Through Mobile



Key:

Product development time

2023+

Commercialization

Commercialization is efficient (~40 FTE)

Use of proceeds:

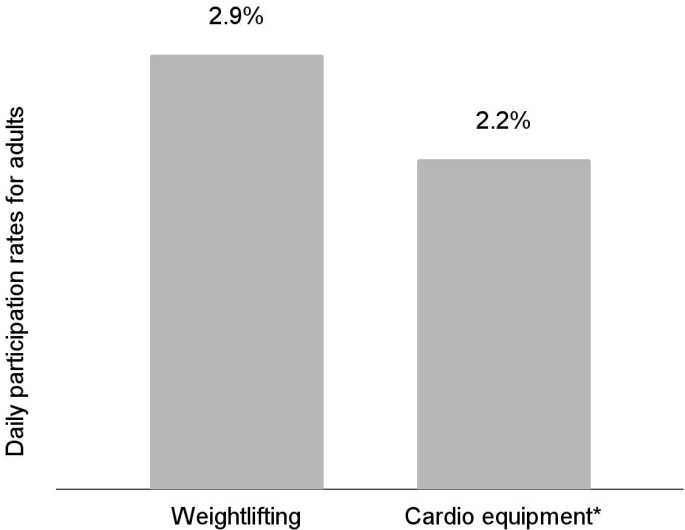
- General corporate purposes, including sales and marketing activities, general and administrative, and working capital, e.g. Customer acquisition and Hardware cost downs

Mid-term goals:

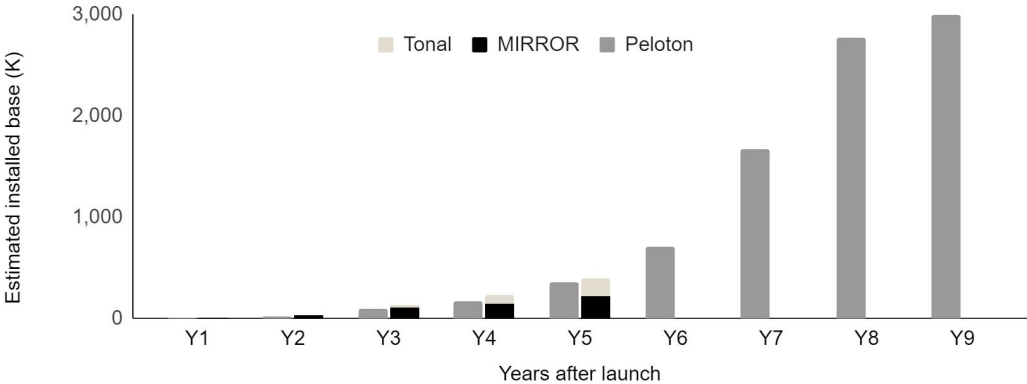
- Optimized acquisition engine with attractive intro month CAC
- High conversion rate from intro month to training
- Positive hardware gross margin

Growth Opportunity - Strength is Bigger than Cardio and Just Beginning

Strength has more participation than Cardio



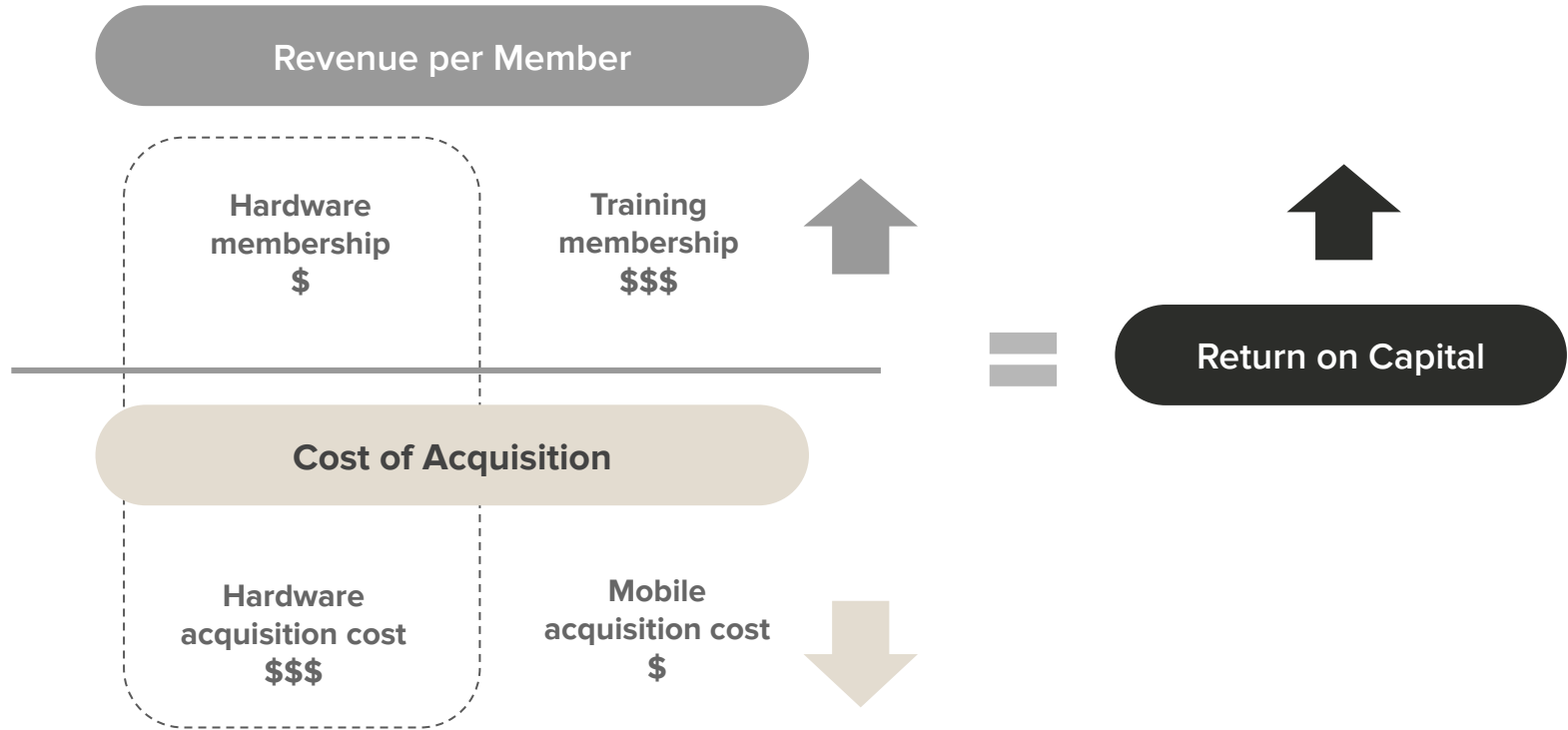
Strength is 5 years behind and on similar trajectory as Cardio



Est. Installed Base (K)									
PELOTON	4	17	100	168	362	712	1,670	2,767	3,000
MIRROR	4	31	108	150	225	2023-2026 opportunity for further growth in Connected Strength			
T O N A L	0	3	28	80	170				

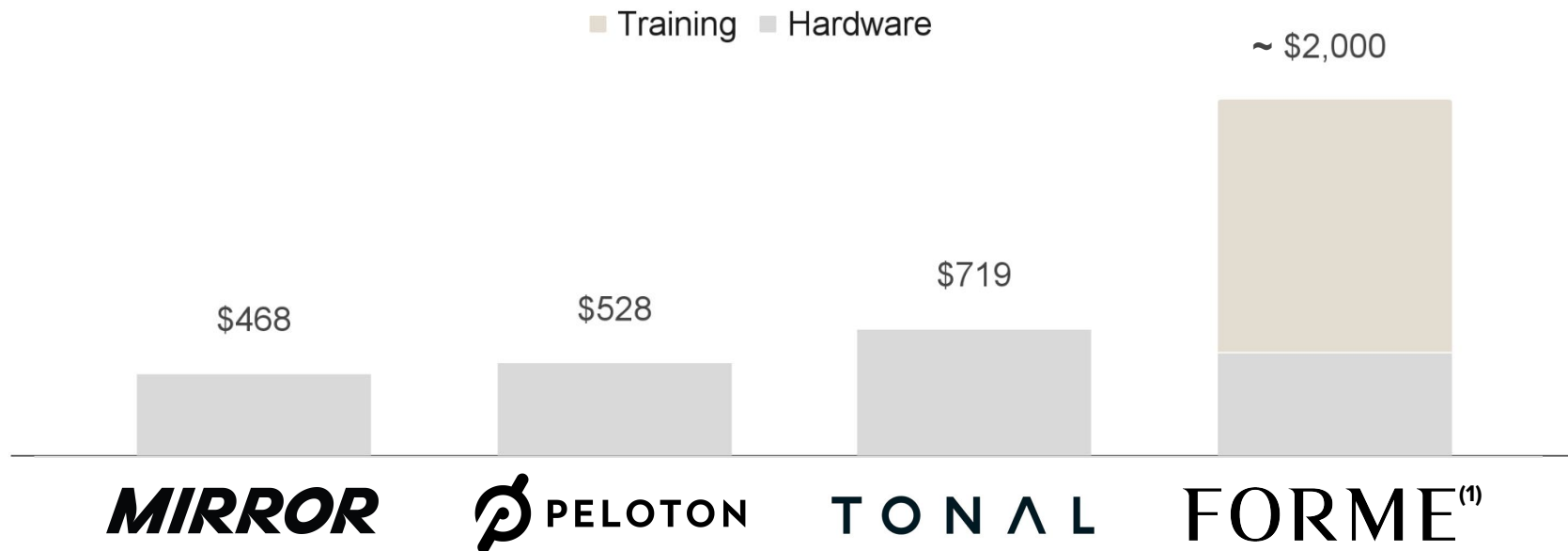
Note: Cardio equipment includes biking (outside and stationary), treadmills, ellipticals, and other cardiovascular equipment
Source: Bureau of Labor Statistics (left), Peloton 10Q, Tonal and MIRROR installed base based off of internal estimates leveraging publicly available press releases. The internal analysis information herein speaks solely as of December 1, 2022 and is based on currently available information, various assumptions, analyses and internal estimates and are subject to change, including in the near-, short- and long-term, based on future events and other factors, some of which are outside the control of the Company.

Disciplined Growth - Focus on Return on Capital



Personal Training Generates Significant Incremental Recurring Revenue

Average Annual Recurring Revenue per Device



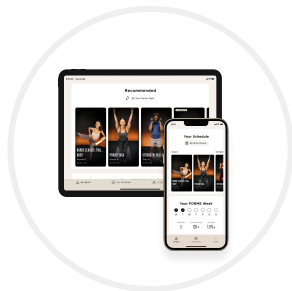
Note: 1. Estimate - FORME average recurring revenue assumes 40% penetration of training within member base, average of \$300/month (30% mix of Custom Training, 70% mix live 1:1 - 5 sessions per month)
Source: Company websites (Tonal monthly subscription - \$59.95, Peloton monthly subscription - \$44, MIRROR monthly subscription - \$39)

Go-to-Market Strategy Focused on Efficient Customer Acquisition

Mobile CAC



Hardware CAC



Mobile

Hardware

Price

\$49 intro month*

\$2,495 / \$5,995*

Fulfillment

Digital
(days)

Physical
(weeks to months)

Commitment

Low

High

Gift/Referral

Yes

No

Tactical acquisition strategies
to mitigate Hardware CAC

Upsell to hardware
from mobile

Public Company Visibility

Hotels and Commercial

Corporate wellness

Partnerships

Investment Highlights

**Business Stage and Model
offers high potential returns**

Commercialization Opportunity

- Development complete
- Incremental capital leverages significant historical investment

Attractive Business Model

- High value recurring revenues embedded in Hardware drives higher return on capital
- Defensive growth profile
- Marketplace opportunity to consolidate virtual training market due to quality

**Market and Product provides
growth and barriers to entry**

Attractive Market and Consumer

- Connected Strength category is underpenetrated and larger than Cardio market
- Customer profile is affluent (>\$200k HHI), and fitness spending is a relative staple in household budget

Differentiated Product

- Best smart home gym awards in 2023 from major publications
- Strength product and technology platform has high barrier to entry due to significant upfront capital investment required
- Unique trainer talent pool

**Shareholder Profile
for Long-Term Success**

Strong Investor Support

- Invested \$100M+ in developing technology platform
- Continued support from base of 400+ investors

Long-term Shareholders

- 18-month lockup for Company employees and certain existing investors
- After 6 months, early release upon 30 day VWAP reaching
 - 150% of IPO price (1/3 released)
 - 200% of IPO price (1/3 released)
 - 250% of IPO price (1/3 released)

FORME

Thank you.

www.formelife.com | [@thisisformelife](https://www.instagram.com/thisisformelife)

