

Technology Overview and Benefits

Technology overview Three types of exercise equipment with enhanced exercise effect (bicycle stand, real core plank push-up bar), and improved functionality (bicycle saddle)

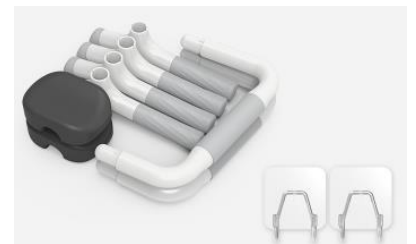
Outstanding features **Exercise bike stand** Gives the indoor bicycle left and right movements to make it feel like riding outdoors (utility model registered)



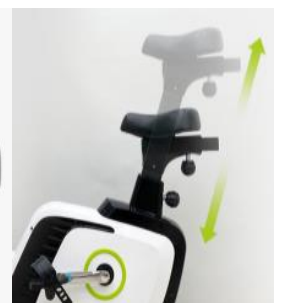
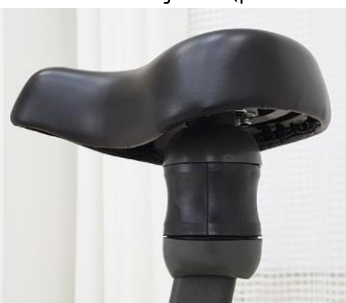
- Provides swinging movements - left and right
- Fixing pin for rocking cradle For using like a normal cycle
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- High compatibility Mountable on third-party cycles



Realcore Plank Push Up Bar Detachable and wall-mountable plank push-up exercise equipment (utility model registered)



Bicycle saddle with reinforced cushioning function Height adjustable up to 10 steps, equipped with a rocking saddle that moves in the same direction as the pedal to reduce the burden on the knee joint (patented)



Marketability/Feasibility

- Marketability**
- The global fitness equipment market is expected to reach USD 14.8 billion by 2028 from USD 11.6 billion in 2020, at a CAGR of 3.3% from 2021 to 2028
 - The main factors influencing the market growth include the global increase in the obese population, the surging disposable income in developing countries, and the growing number of young people in developing countries.
 - Since the COVID-19 breakout, self-care, including mental, physical, and emotional health, became an important part of people's health. Gym users tended to use home fitness equipment more from 2020, with gyms closing due to lockdowns around the world.
 - The Asia Pacific region will exhibit the highest CAGR of 5.7% over 2021-2028.
<Source: Fitness Equipment Market 2021-2028, Allied Market Research>

Feasibility

- The growth of the global home training market after COVID-19 brought about the advancement of content as well as equipment.
- According to Global Beauty Research, a US market research firm, the global fitness app market is expected to grow more than nine times from \$2.4 billion in 2018 to \$20.9 billion in 2026.
- Subscribers of Peloton, dubbed 'Netflix of the home training world' for producing online video service (OTT) content starting with making exercise equipment, rapidly increased after the pandemic (a global epidemic) spread.
- EgoJin maintained its competitiveness through sales experience and management know-how of its various products, self-developed products, and distinguished technology and design. The company kept up with the global home training market trends, launching the IoT game Sowon Bike (standing bike) and uploading YouTube content.
- Therefore, we expect to keep dominating the home training market even after COVID-19 by maintaining our product quality, securing differentiated technologies, and increasing foreign language support for producing and exporting our content.

IPR Status

Application details	Application (registration) no.	Registration date
(Design registration) Plank push-up bar	No. 30-1075594	Sep. 14, 2020
(Patent) Health bike saddle with reinforced cushioning function	No. 10-2018-0059890	Apr. 23, 2019
(Utility model) Plank-up combined push-up exercise equipment	No. 20-2018-0000992	Oct. 10, 2018
(Utility model) Exercise bike stand	No. 2013-0000863	Jun. 27, 2013

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