

Who is KINEX?

KINEX technology has its genesis in athletic performance over 30 years ago with Steve Podborski winning a world championship in downhill skiing. Teaming with well-known ski boot fitter David MacPhail, they implemented unique biomechanical concepts that helped Steve become the best downhill skier in the world.

We have continued that commitment to performance by creating a team of elite athletes, scientists and industry experts in sports performance technology to develop KINEX patented technology for cycling shoes. Our scientific testing has consistently shown 5-25% increases in 360° peak force transfer, impulse and average watts under mid-high resistance conditions.

Steve Podborski - Chief Test Pilot

World Champion and Olympic medalist in downhill skiing, Steve has the most experience with KINEX technology having pioneered the early concepts during his illustrious skiing career and continues to push the performance potential for KINEX applications.

Mathieu Turcotte - Product Design and Manufacturing for Elite Athletes

3-time Olympic medalist in speed skating, Mathieu retired in 2008 and now serves as the President of Apex Racing who specialize in the manufacturing of exceptional quality, customized speed skating boots, and now cycling shoes. Mathieu's sports background & training in biomechanical orthoses and prosthetics are a perfect fit to engineer KINEX technologies and further understand applied human performance

Paulo Saldanha - Product Design and Technology Optimization for Cycling

After an accomplished professional triathlon career Paulo founded PowerWatts, a Montreal based indoor training system used to optimize cycling performance and fitness. Paulo holds a Master's degree from McGill University in Exercise Physiology and has a strong reputation training numerous elite athletes across many sports.

Sonya Matthews - Product Refinement, Custom Fitting and Adaptation for Athletes

Sonya was a member of varsity Track and Field & Soccer teams while attending McGill University where she earned a Masters degree in Biomechanics. A certified orthotist, Sonya currently owns Biop Montreal and has over 20 years experience optimizing footwear performance for world-class athletes including leading footwear companies adidas, Bauer & CCM.

Blaine Hoshizaki PhD – Research, Innovation & Business Strategy

Currently Director of the Univ. of Ottawa Neurotrauma Impact Science Laboratory (NISL), Blaine holds numerous footwear patents and has held senior leadership positions at Bauer/Nike & CCM with strong track record of connecting science to business/corporate success.

Michel Chiasson – President & CEO

Michel studied Physical Education and later post-graduate biomechanics and business management at McGill after entering private industry. He brings over 20 years of leadership experience launching innovative products with Nike-Bauer, adidas-Salomon and Itech.

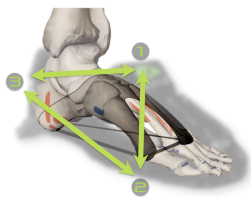
BY ATHLETES FOR ATHLETES

FAQ "TOP 10"

1) What is KINEX?

KINEX is a cycling shoe that **increases performance** by stabilizing the medial-lateral and anterior-posterior arches of the foot to provide increased power transfer and control.

2) How does it work?



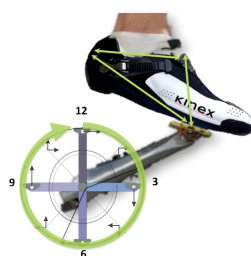
KINEX employs three anatomical structures: Forefoot-Sole-Heel to create a custom fit "Power Triangle". This system regulates the Intrinsic Dynamic Tension (IDT) in the 3-dimensional arches of the foot by the KOMPESSOR to **increase energy transfer**.

3) How does KINEX work in cycling?

In cycling, 100% of force generated by the rider must pass through shoe/pedal interface. Like a clock, pedaling through 3 & 9 o'clock represent vertical force vectors; and 12 & 6 o'clock are horizontal vectors. The rest of stroke is a combination of both.



Conventional shoes perform efficiently in the vertical vector between 2:30 and 6:30 (33% of the stroke). Power and efficiency are "leaked" during the remaining 67% of the stroke. 2-Foot technique can help offset this loss of power but it is highly inefficient.



KINEX technology enables power to be transferred in all 4 vectors throughout the entire 12-hour (360 degree) pedal stroke. This delivers effective power management in all 4 vectors.

Increased performance by increased power and control.

4) How much more performance can I expect from KINEX cycling shoes:

This depends on your potential and individual style of cycling. Our scientific testing has consistently shown 5-25% increases in 360° peak force transfer, impulse and average watts under mid-high resistance conditions. By improving power transfer in all phases of the pedal stroke, KINEX custom performance cycling shoes provide benefits to cyclists at all ability levels including:

- Peak force transfer and peak watts
- Time to peak force and acceleration
- Average watts
- Muscle fatigue and lactic build up for the same amount of effort/VO2

5) Are KINEX cycling shoes heavier?

KINEX performance cycling shoes are comparable and within 5% the weight of premium full featured cycling shoes.

6) What are some tips to get maximum performance?

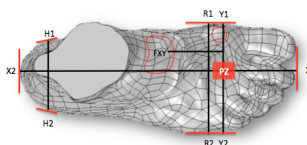
- Do not over tighten; it's less than you think!
- Ideal tension is balanced pressure between the top of your foot & heel. Play with this until you find your ideal sweet spot.
- Do not use conventional footbeds or custom orthotics. These will interfere with KINEX performance benefits.
- One-foot drills will reveal the 3D aspect of KINEX performance.
 - With one foot in KINEX and the other in conventional shoes try:
 - Going up a gentle incline alternating the 2 insoles in various conditions to find your preference of power vs. comfort.
- To fully appreciate these benefits we recommend consulting a trained PowerWatts or similar professional.

7) Are KINEX cycling shoes comfortable?

KINEX performance cycling shoes are custom fit to ensure comfort. The KINEX Power Triangle references parts of the foot that are more passive in conventional shoes and will feel more solid. To help you adapt to this new 3D power sensation, your custom performance shoes come with two densities of insoles - medium and firm. We recommend using the medium density for the first 8-10 hours of use. This will enable the anatomy of your feet to adapt to the sensations associated with KINEX power transfer.

8) Why are KINEX cycling shoes more expensive?

KINEX cycling shoes are **designed for performance** and for athletes seeking the best performing cycling shoes available. They are 100% custom-made using a proprietary process that begins by capturing baseline performance metrics with your shoe. This includes a POWER SIMULATOR 3D **performance assessment** to let you feel the effect of KINEX cycling technology.



Using a unique protocol, key anatomical reference points are defined and fine tuned to ensure **optimal performance** for both left and right feet.

Once the performance parameters have been optimized and an optimal fit prescription defined, 3D moulds for each foot are created then sent to our custom manufacturer. This process is led by Sonya Matthews, a former McGill university athlete with a Masters degree in Biomechanics and over 20 years experience optimizing footwear performance for world-class athletes. The end result is an individual performance prescription for each athlete with custom performance cycling shoes built to exacting specifications.

9) Where are KINEX cycling shoes made?

KINEX performance cycling shoes are 100% made in Canada in conjunction with our partner Apex Racing, a Canadian company specialized in the manufacturing of exceptional quality, customized performance footwear. Founded in 2001 by Mathieu Turcotte, a 3-time Olympic medalist in short-track speed skating, Mathieu's sports background + training in biomechanical orthoses and prosthetics are a perfect fit to engineer KINEX technologies and further understand applied human performance.

10) Where can I try or buy KINEX cycling shoes?

KINEX custom performance cycling shoes are distributed through PowerWatts, an innovative indoor training system used to optimize cycling performance and fitness cycling. Founded by former professional triathlete Paulo Saldanha, PowerWatts is a leading expert in sports biomechanics and cycling performance training providing real scientific analysis to assess and improve performance and technique. To schedule an appointment, simply contact KINEX and we'll organize the rest.