

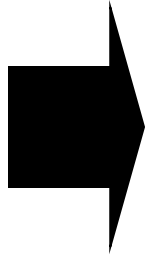
Reezig



Reebok

ZIGTECH CLAIMS & RESEARCH

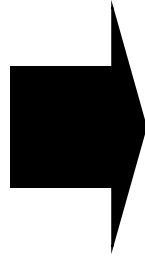
Unique
Geometry /
Zig-shaped
outsole



Enables
Energy
Transfer Back
to Actual
Running
Stride

Validation

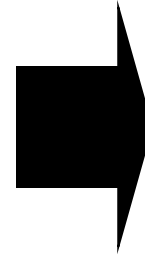
- Force Plate testing (impact force in Z direction)
Energy Transfer plus cushioning.
- “Slinky” analogy.



Resulting in
less muscle
fatigue in the
shins.

Validation

- EMG Testing.



Creating
Superior Feel

Validation

- Weartest:
27,000 hours casual.
17,500 miles running.

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**Energy
Return...
...Ree-imagined**

TRADITIONAL ENERGY RETURN

Traditional energy return platforms such as Shox only provide a singular energy return impulse...

impact



energy return



...This results in a loss of energy as your heel comes off the ground during your normal gait cycle.

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ENERGY TRANSFER

With Zig you get a series of energy return impulses....

...The increased ground contact allows you to capture and maintain energy throughout your entire stride



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**energy
return**



cushioning



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energy return

***AND* cushioning**

ReeBound

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Resulting in Less muscle fatigue in the shins.

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EMG TESTING

What is EMG Testing?

Electromyography is a test in which the electrical activity in muscle is analyzed after being amplified, displayed, and recorded.

What is measured?

EMG testing is a comparison of muscle activity both at rest and during a specific activity. The testing was done with ZigTech vs a standard running shoe. A pace of 8 min miles on a treadmill was used by participants to ensure accurate measurements.



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WEARTESTS



17,500+ miles running

27,000+ hours casual

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ENERGY DRINK FOR YOUR FEET

92% of testers felt product was very lightweight.

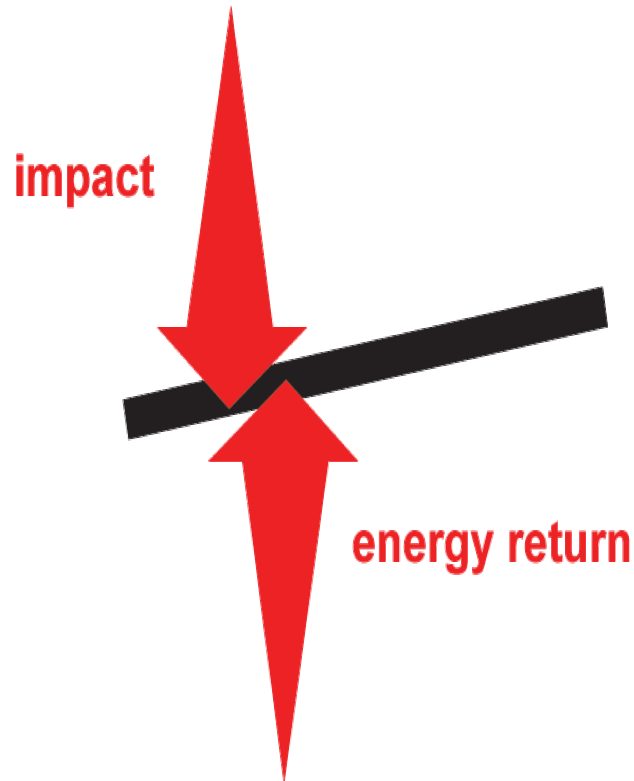
89% of testers loved the flexibility.

- lightweight
- more flexible
- more stable
- energy return
- lower vibration

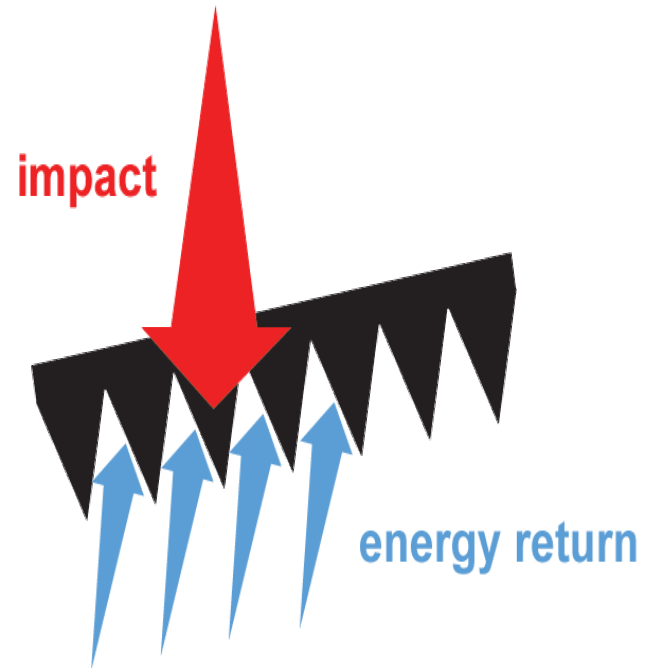


Appendix

LESS VIBRATION



**Traditional
midsole**



ZIGTECH

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softer, *quieter* ride

Reebok

flexible



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ZIG TOOLING

ZIGNANO



- WHY?**
- Designed & engineered for technical running.

When Race day

- F&B's**
- Low profile tooling built for a lightweight ride.
 - Articulated pebax dispersion plate on lateral crash zone for a smooth transition.
 - PU foam insert in forefoot for improved cushioning at toe off.

ZIGTECH



- Designed & engineered for Running and training. Most versatile Platform.

Everyday

- Original height zig tooling for maximum energy return.
- Carbon rubber outsole lugs in high impact strike zones.

ZIGTRAIL



- Designed & engineered for trail running and outdoor excursions.

Outdoors

- Carbon rubber outsole with active traction lugs for optimal traction and durability on and off the road.
- Stabilizer and impact dispersion plate for support
- Flared Heel midsole for enhanced stability.

ZIGBB



- Designed & engineered for performance basketball.

On court

- Basketball specific tooling and last.
- Engineered to absorb impact, resulting in less wear and tear.
- Herringbone tread pattern for maximum traction.
- Zoned outsole rubber placement for traction and lateral movement.

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ZIGTECH FAQs

What is the difference to competitor products?

ZigTech is unique in that it brings two clear benefits together that previously had not co-existed; increased efficiency and cushioning. Historically, the footwear that performed the most efficiently for an athlete were trackspikes, or cleats. In both cases, the trade off for improved energy return, was a loss in cushioning.

Working in concert, the unique structure of the foam and the dispersion plate successfully bridges these previously incompatible benefits: *Increased efficiency and Cushioning*. The result is less wear and tear on your muscles.

What activities is ZigTech recommended for ?

ZigTech is a multi-purpose training shoe perfect for any mid to high impact training activities. The number one fitness and training activity is running, which is why over 17,500 miles of high performance running was done as part of our testing process. Our weartests show ZigTech will perform with the proper feel, and ride for the most discerning technical runner.

“Longer runs did not seem as long- ride was soooo smooth!”
- weartest participant

ZigTech will perform best for a runner that prefers a neutral cushioning platform. (Comparable Reebok model: Premier Verona Supreme). In addition to running, ZigTech does provide the necessary support and stability required for conditioning based training activities. This versatility reflects the way men and woman train today with variation built into both their life and Fitness routine.



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ZIGTECH FAQs

Can I Run in ZigTech? Is this a running shoe?

Yes, ZigTech is a running shoe. Efficiency, softness, “quiet” ride and feel, lightweight, flexibility, and reduced “wear and tear”- are all benefits that real runners are looking for in their product. Increased efficiency has long been a desire of serious runners for their raceday gear (running flats). With Zig they get their raceday efficiency, without the sacrificing the cushioning and feel of their training shoes.

Why is the foam shaped like a zigzag?

The unique geometry was conceived based on the principles of a “slinky”, where energy flows along both vertical and horizontal axis. Instead of a single isolated heel impact and energy return, you get multiple smaller impacts and energy returns along the length of the bottom. Essentially, the shape in tandem with the midfoot plate reduces and more evenly distributes impact forces. This full foot energy return promotes a feeling of “propelling” forward with every step.

What kind of foam is used on zig?

Reebok’s MJ14 3D Ultralite foam compound is a proprietary injected blend of ethyl vinyl acetate foam and high grade rubber. This foam creates a soft, lightweight feel and ride.



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ZIGTECH FAQs

Why is there a plate between the midsole and the upper?

It is a Lightweight/Flexible Dispersion Plate which minimizes micro-vibrations and evenly distributes peak forces. The plate also mirrors the ground, sandwiching the “zig-zag” midsole. This allows forces to bounce up and down and along the midsole “zigs.” In addition, the dispersion plate provides additional support and stability.

How lightweight is ZigTech?

The Zig Pulse Mens is 11 oz or 340 grams.

(Other models will vary dependent on design, materials, etc.)

How does ZigTech reduce stress on muscles?

By making the runner’s footstrike more efficient. Everything about ZigTech is designed to take advantage of available efficiencies. The unique geometric design not only conserves more energy, but also offers lightweight cushioning, flexibility and fewer vibrations (all of which contribute to efficiency). The result of this increased efficiency is reduced stress you’ll feel on your muscles.

Why is reduced stress on muscles important?

The reduced stress on muscles means less “wear and tear”. This can beneficially impact the athlete by helping to reduce injuries and “wear and tear” associated with overtraining. Overtraining is the #1 cause of injuries in serious athletes. Ultimately, ZigTech allows an athlete to train harder and longer.



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ZIGTECH FAQs

Target Consumer?

The benefits that ZigTech provides; *increased efficiency* and *less wear and tear*, make it ideally suited to fitness runners, or athletes in training.

What happens when I switch from ZigTech to a normal running or training shoe?

Nothing happens. ZigTech is not comparable to some other competitive models that may be more limiting with respect to activity; barefoot running or forefoot running.

By wearing ZigTech intermittently, the reduced wear and tear put on your muscles should help you stay fresher and train longer. For athletes, ZigTech will help keep you training by reducing the chances of injury.

Why did we invest several years on the creation of this concept?

Building products for athletes' training needs is the core of our product focus as a brand. ZigTech is one more unique approach to assist athletes in their training.



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ZIGTECH FAQs

Do you burn more/less calories running in Zigs vs standard footwear?

Unfortunately, too many factors go into burning calories to make an accurate assessment. These factors include, but are not limited to the following: size, body type, activity, diet, metabolism rate, gender, stride type, external conditions, etc.

Is there any reduction in results of EMG testing or Force plate testing results over time? (resiliency)

Actually, the “training effect” typically works in the opposite direction. The “training effect” references studies that show the majority of benefits occur early in fitness activities and reduce over time. As a result, changes to a routine or resistance may diminish over time. In the case of more efficient products, such as ZigTech, the effect could be amplified over time.

How does the testing of Zigtech compare to your most technical running product- Premier?

With ZigTech being a new technology platform, it has been tested and refined over a period of twenty-four months prior to being finalized for production. Our standard Premier running product is tested for approximately six months prior to being finalized for production. With over 17,500 miles+ logged on ZigTech's, this is up to 3-5x the mileage placed on most technical running product.



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ZIGTECH FAQs

What are the main differences between ZIGTECH and ZIGNANO?

The lower profile tooling is designed for a performance runner who is looking for a lightweight, fast, and low to the ground ride. Also, the ZIGNANO tooling offers additional carbon rubber in high impact strike zones for more traction and durability when logging miles on the roads.

Why is there a ZIG shoe for Trail Running?

Trail ZIG is designed with an active traction lug outsole. This sole provides optimal traction for all terrain. The original zig height midsole allows for less wear and tear on key muscles for an efficient and comfortable ride.

Why is there a ZIG shoe for basketball?

ZIG Basketball tooling is slightly tilted forward to add lateral stability. There are deep herringbone grooves for additional traction on the basketball court. The placement of carbon rubber on the outsole allows for optimal pivot point movement. The original zig height midsole allows for maximum energy return on the court so a player can push themselves harder than the competition.



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