

## PRESS RELEASE

### KINEXON TO PARTNER WITH STRIVE TO PROVIDE NEXT LEVEL INSIGHTS INTO ATHLETE PERFORMANCE



**Chicago (June 22, 2021)** – Today, KINEXON announced a partnership with [STRIVE](#), the only platform proven to optimize muscle performance for elite athletes and teams. Together, KINEXON and STRIVE will offer a next level solution for managing loads, injury prevention, and return-to-play. Using EMG sensors, which are seamlessly integrated into compression shorts, STRIVE has the ability to measure muscle activity, including load, symmetry and fatigue. These insights combined with KINEXON's industry-leading GNSS, LPS, and IMU tracking technologies, will enable teams to monitor both the internal and external demands of athlete performance more precisely than ever before.

"Peak demands are often the most important part of athlete performance and the most dangerous for injury," said Paul Robbins, Executive Vice President of Sports Performance at KINEXON. "KINEXON quantifies peak demands through the tracking of high acceleration and sprint events. Now with STRIVE, we can monitor the muscle activity during these peak demands to understand training and recovery. This combination will allow KINEXON and STRIVE to provide teams with unrivaled training and recovery insights."

Currently, KINEXON supplies its sports technology to more than 400 teams, leagues, and events worldwide. KINEXON PERFORM, the company's sports performance solution, offers live and ultra-precise athlete monitoring for performance profiling, conditioning, training loads and injury

management. Not only does KINEXON PERFORM provide comprehensive data on player workload, KINEXON experts use the data to provide in-depth consulting, reporting and visualization to fit specific team needs and interests.

Teams in the NCAA, NFL, EPL and MLS all rely on STRIVE to understand the muscle performance and fatigue of their athletes. Specifically, STRIVE is able to monitor the muscle activation of athletes' hamstrings, glutes and quadriceps.

"KINEXON is an ideal partner for STRIVE as both companies collectively aim to provide coaches and trainers with comprehensive insights into how their athletes are performing," said STRIVE CEO Nikola Mrvaljevic. "We're honored to partner with KINEXON on this initiative as we both seek to expand our footprints in the sports industry."

The collaborative athlete and team insights will be accessible through the KINEXON app - a user-friendly platform which is compatible with nearly any mobile device or computer.

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#### ABOUT KINEXON

KINEXON is a global technology leader that develops groundbreaking hardware and software solutions for the Internet of Things (IoT). More than 400 teams, leagues, and events worldwide rely on KINEXON Sports & Media in the areas of performance tracking & analytics, fan engagement, and during the COVID-19 pandemic: contact tracing. KINEXON Industries implements specialized real-time IoT solutions for Industry 4.0, in order to capture, analyze and automate manufacturing and logistics processes for industry leaders such as BMW and Continental. The company pivoted during the COVID-19 pandemic to launch KINEXON SafeZone, the world's most trusted contact warning and contact tracing solution to combat the spread of COVID-19, which has been used by companies around the world, including the NFL, NBA, MLB, and March Madness. Founded in 2012, and headquartered in Munich, Germany, KINEXON has grown to more than 250 employees across offices in Munich, New York, and Chicago. For more information visit [www.kinexon.com](http://www.kinexon.com).

#### ABOUT STRIVE

STRIVE delivers the only platform proven to optimize muscle performance for elite athletes and teams. Through proprietary algorithms and sensors that seamlessly integrate into any compression clothing, STRIVE provides the most complete, accurate and actionable data for athletes to always compete at peak performance. Founded in 2016, STRIVE currently works with NCAA, NFL, EPL and MLS teams, along with the US Military. For more information visit [wearstrive.com](http://wearstrive.com) or follow STRIVE on [Twitter](#), [LinkedIn](#), and [Instagram](#).

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