



Launch of the Max Intelligence™ Platform

Welcome



Safe Harbor Statement

This presentation includes forward-looking statements (statements which are not historical facts) within the meaning of the Private Securities Litigation Reform Act of 1995, including statements concerning: the Company's prospects, resources and capabilities; anticipated future financial trends or operating results; future plans for the launch and marketing of new products, including competitive positioning, anticipated future product features, integrations and pricing; and predictions of consumer demand and other anticipated outcomes of new product introductions and business initiatives. Factors that could cause Nautilus, Inc.'s actual results to differ materially from these forward-looking statements include weaker than expected demand for new or existing products; our ability to effectively develop, market and sell new and existing products; our ability to acquire inventory from sole source foreign manufacturers at acceptable costs, within timely delivery schedules and that meet our quality control standards; availability and price of media time consistent with our cost and audience profile parameters; changes in consumer fitness trends; changes in the media consumption habits of our target consumers or the effectiveness of our media advertising; a decline in consumer spending due to unfavorable economic conditions and competitive pressures from existing or future products. Additional assumptions, risks and uncertainties are described in detail in our registration statements, reports and other filings with the Securities and Exchange Commission, including the "Risk Factors" set forth in our Annual Report on Form 10-K, as supplemented by our quarterly reports on Form 10-Q. Such filings are available on our website or at www.sec.gov. You are cautioned that such statements are not guarantees of future performance and that actual results or developments may differ materially from those set forth in the forward-looking statements. We undertake no obligation to publicly update or revise forward-looking statements to reflect subsequent events or circumstances.



11.13.18

2

Overview of Topics

- What was the genesis for launching this platform?
- How does the platform work?
- How is this different from competition?
- What does this mean to NLS long term?
- Go-to-market strategy & positioning
- Messaging and media strategy



Why We Created the Max Intelligence™ Platform

- **Founded in the vision of Nautilus: *Everyone deserves a fit and healthy life***
 - ✓ Nautilus is about providing innovative solutions that make fitness attainable
 - ✓ Helping our consumers find success at home or in the gym
- **Concept evolved from consumer insights research that noted...**
 - ✓ Motivation is the #1 obstacle to consumer success
 - ✓ Each consumer becomes motivated and engaged in different ways
 - ✓ Having an ongoing and more lasting relationship is desired
- **The vast number of digital offerings entering the market are not addressing a core need**
 - ✓ One size does not fit all
 - ✓ Choosing your own music, video, or trainer is **not** sufficient

Elements of Our Strategy

- Stay true to our vision statement
- The digital tools created will be leverageable throughout all Nautilus portfolio of brands
- Steady addition of fresh content and capabilities are key
- Secure strong partnerships which can help further build out the platform
- Remain grounded in providing great product but layer in enhanced consumer experience



The MIP Will Bring Cutting Edge Technology to Fitness

What it is:

- The platform is a sophisticated A.I. engine that utilizes individual user results and responds to user feedback to take the user on a personal journey

It is different than competitors because:

- It is NOT one-size-fits-all. To be truly personalized, a workout needs to know the unique capabilities of the user and develop programming to maximize every workout. A workout as unique as your fingerprint.

MIP is unique because:

- It uses two A.I. engines. One gathering workout data then creating custom workouts and vocal coaching to deliver best results. The other focuses on user actions, preferences and habits to customize content for motivation.

How does MIP better position Nautilus:

- By layering on a whole new level of enhanced customer experiences that are designed to adapt to individual desires and needs. Will provide an even broader foundation for both near and long term growth.

The subscription is mechanism for a long-term and intimate relationship:

- The Max Intelligence™ subscription is offered at \$149 for the annual subscription or a \$14.95 monthly and includes custom curation with workouts, coaching, music and video content.



What is Included in the Subscription?

- **Max Intelligence features available at launch:**
- **Intelligent Coaching:** The Max Intelligence™ platform brings Max to life, speaking directly to you as he coaches and motivates you through personalized workouts focused on helping you achieve success.
- **Adaptive Workouts:** Max meets you every day with unique, personalized workouts based on your goals and capabilities. No matter how much time you have, Max makes every moment count!
- **Video Workouts*:** Max offers a comprehensive library of trainer-led videos and educational content recommended to you based on your workout history and preferences.
- **Fitness Assessment*:** No matter your fitness level, you'll get the most out of every workout thanks to Max's simple but effective assessment designed to learn your unique capabilities.
- **Rewards & Tracking*:** Celebrate milestones and achievements with in-depth analysis, tracking and rewards.

** Denotes items that do not require a subscription to access or have additional content when unlocked*





MAX INTELLIGENCE™ PLATFORM

"Max" is a breakthrough fitness intelligence platform that personalizes your workout experience. Not sure where to begin? That's okay, because Max eliminates the guesswork and knows what it takes to see success. From beginners to athletes, Max learns your unique capabilities and adapts with a personalized fitness experience that includes dynamic coaching*, trainer-led videos*, fitness tracking, rewards, and more.

* Max Intelligence™ subscription required. [Details](#)

COMPARE MODELS >



Customized Workouts*

Max meets you every day with personalized workouts based on your capabilities and prior workout history. Even if crunched for time, Max can adapt to make your workout count!



Video Workouts*

Max offers a library of trainer-led videos and educational content recommended to you based on your workout history.

Max Intelligence™ Roadmap



Bowflex Radio

Every workout is fueled by Bowflex Radio, streaming today's biggest hits. Work out to Pop, Country, Hip-Hop, Rock, 80s and other playlists. Coming late 2018!



Explore the World

Take Max around the globe with the RunSocial® App. Tour Tuscany, Tibet, and many more real-world maps from the comfort of home. Coming Soon!



Samsung Health

Samsung Health users who track their data as they walk, run, hike, bike, or play can add Max workouts to their personal metrics and daily goals. Coming Soon!

FIT FOR YOU

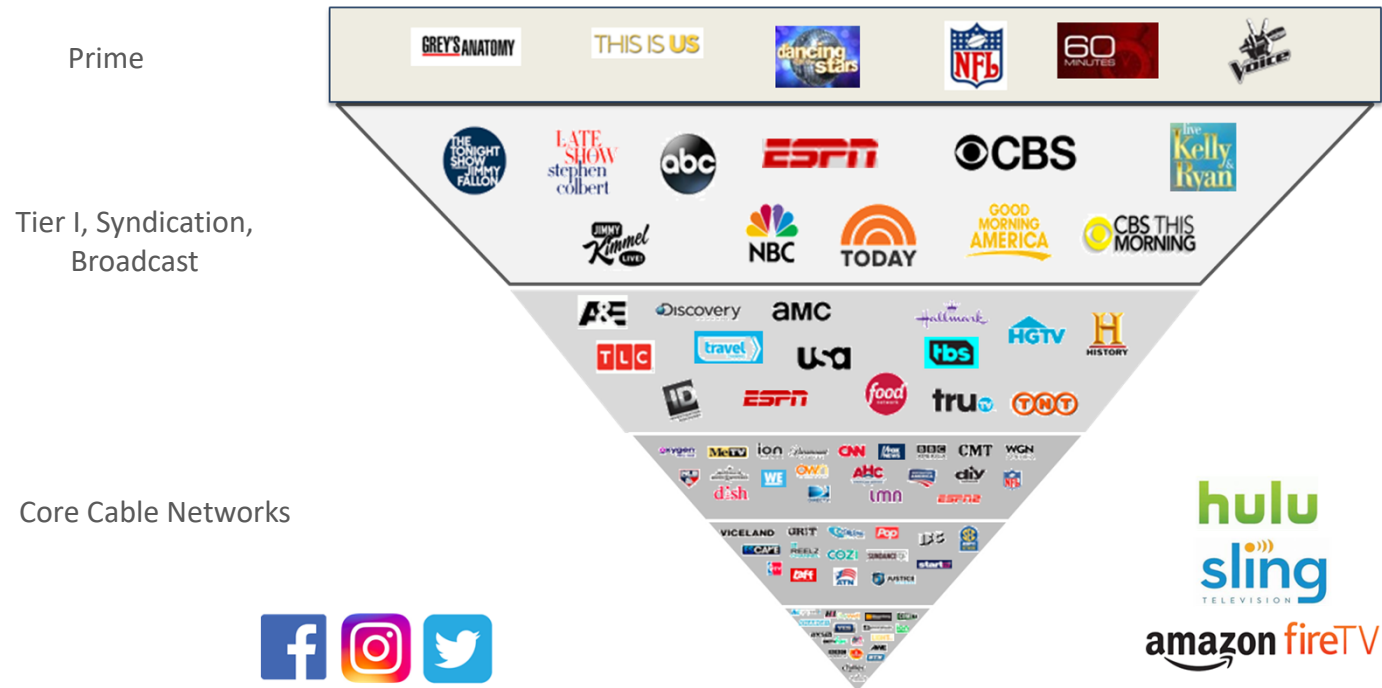
Despite all the talk of innovation, fitness hasn't changed much over the years. It's still the same machines...celebrity trainers... pre-packaged workouts and streaming videos designed for the masses...

So we asked ourselves, **"How can fitness designed for everyone... be the right *fit* for you?"**

It can't. So we offer a new solution. One that understands what makes you tick. That helps you reach your goals and adjusts to how you feel. That learns *your* capabilities...that can start you at only four minutes, but knows how to get you to *thirty*. A coach who meets you right where you are, beginner to athlete, and *adapts* with workouts as unique to you as your fingerprint. THAT's the future of fitness. That's finding the right...

Marketing & Media

Broad mix of core cable, “Tier 1” networks w/ high visibility dayparts, and Broadcast in prime



Bowflex Max Intelligence Platform™ PR Launch

- **Multi-day event engages media, bloggers, social influencers, investors and analysts November 13-15, 2018**
 - ✓ 1:1 media interviews throughout the week
 - ✓ November 13: Investor and analyst day presentations
 - ✓ November 13: Dinner and demo with social influencers
 - ✓ Virtual briefings via video conference with out-of-state media
- **Surround Sound News November – January 2019**
 - ✓ November 13 at market open: Multimedia launch press release
 - ✓ November 14 at 11am ET: Bowflex Breakfast Club live Facebook broadcast from Samsung 837
 - ✓ November Satellite media tour to reach national broadcast markets with demo and video
 - ✓ Bowflex Insider blog content
 - ✓ Real-time, on-site social posts to Bowflex and Samsung audiences
 - ✓ Pepcom Media Event – media 1/1's & demos as part of CES January 2019
 - ✓ On-going product placement for media reviews and consumer testimonials

