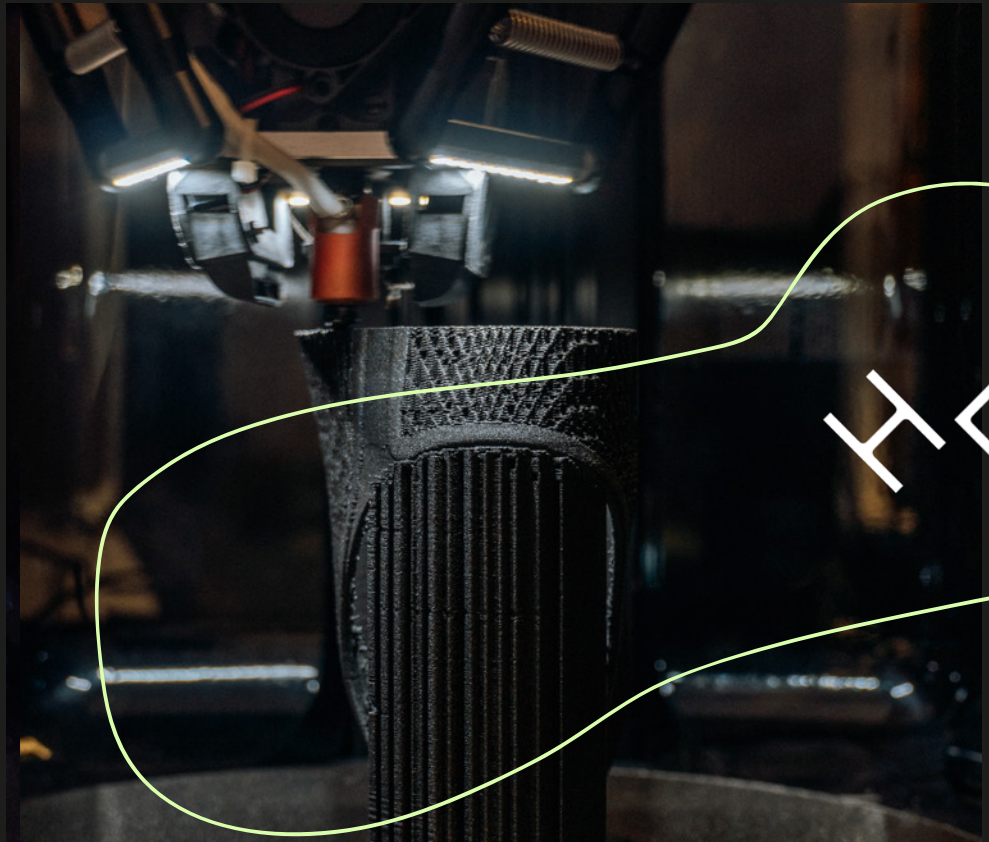


THE HELU AERA CARBON IS AN INDIVIDUALIZED HIGH PERFORMANCE CYCLING SHOE DESIGNED AND 3-D PRINTED BY HEZO IN GERMANY. IT COMBINES DIGITAL MANUFACTURING, SUSTAINABILITY, AND HIGH-PERFORMANCE CONSTRUCTION IN A FULLY RECYCLABLE AND REPAIRABLE PRODUCT SYSTEM.



HELU AERA



HEZO



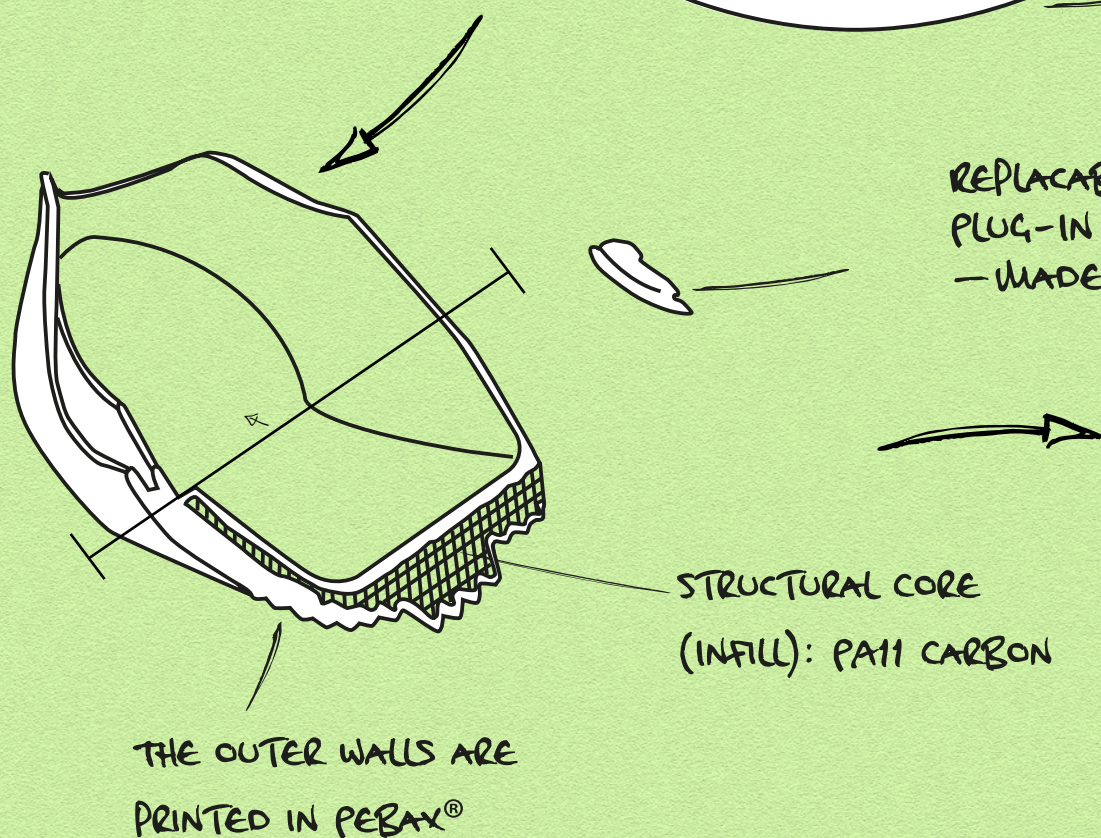
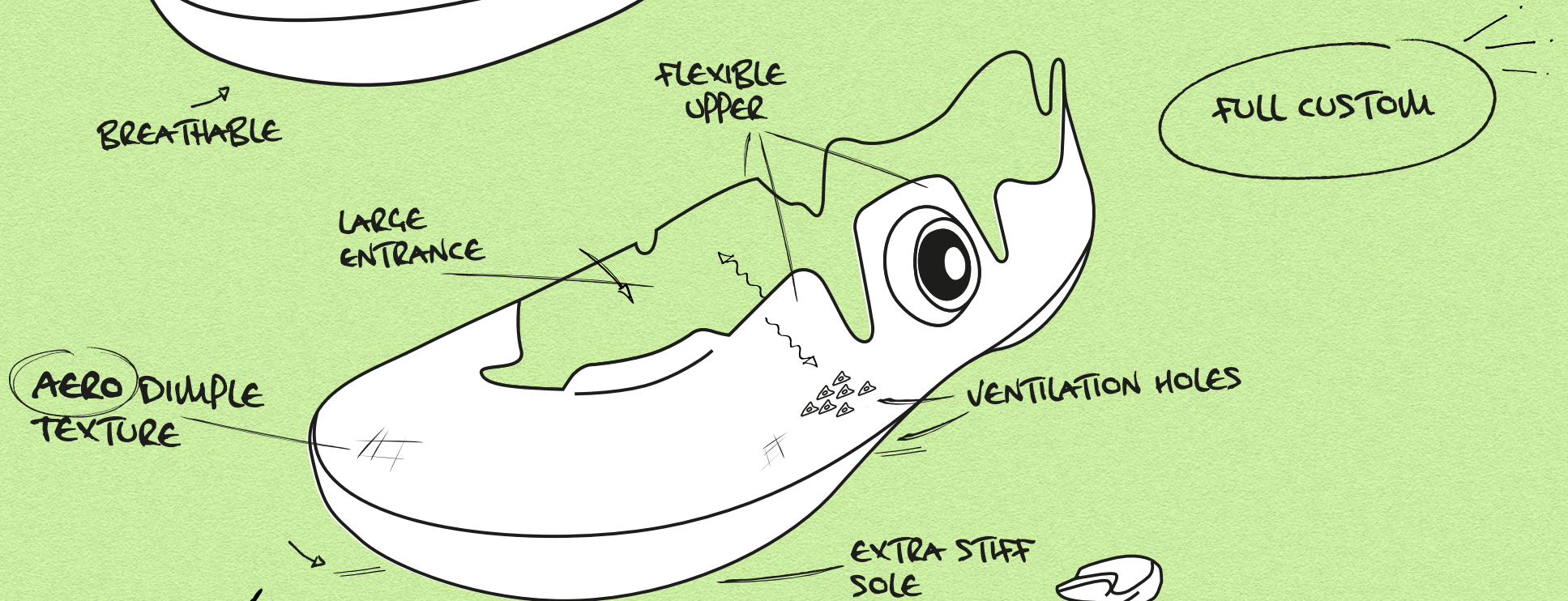
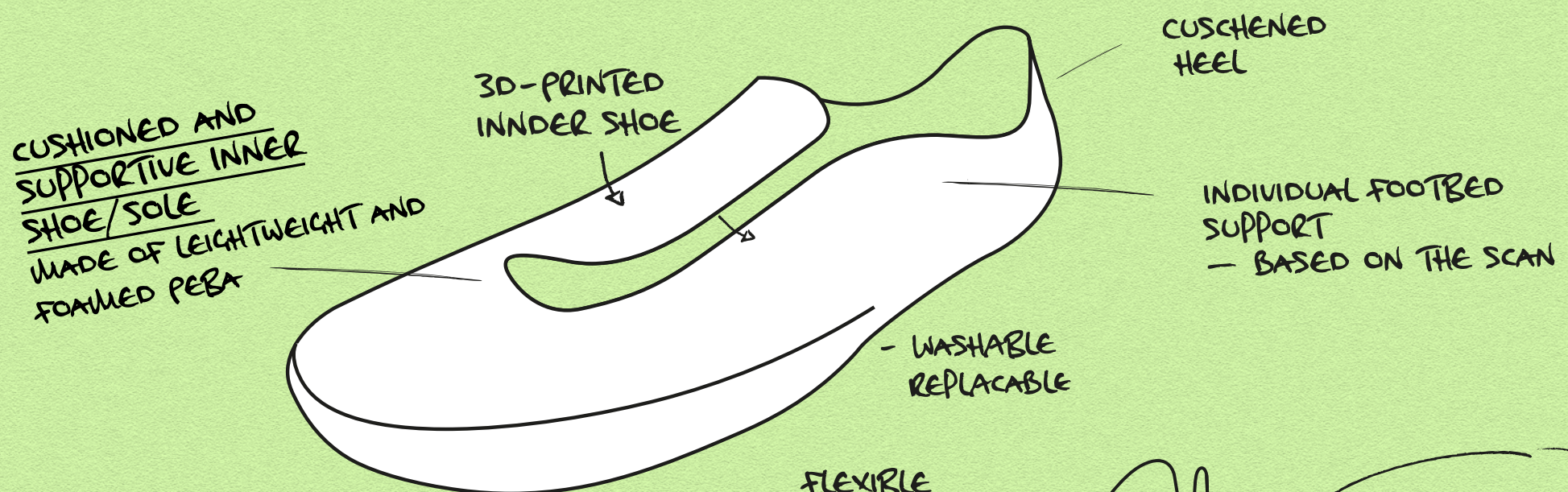
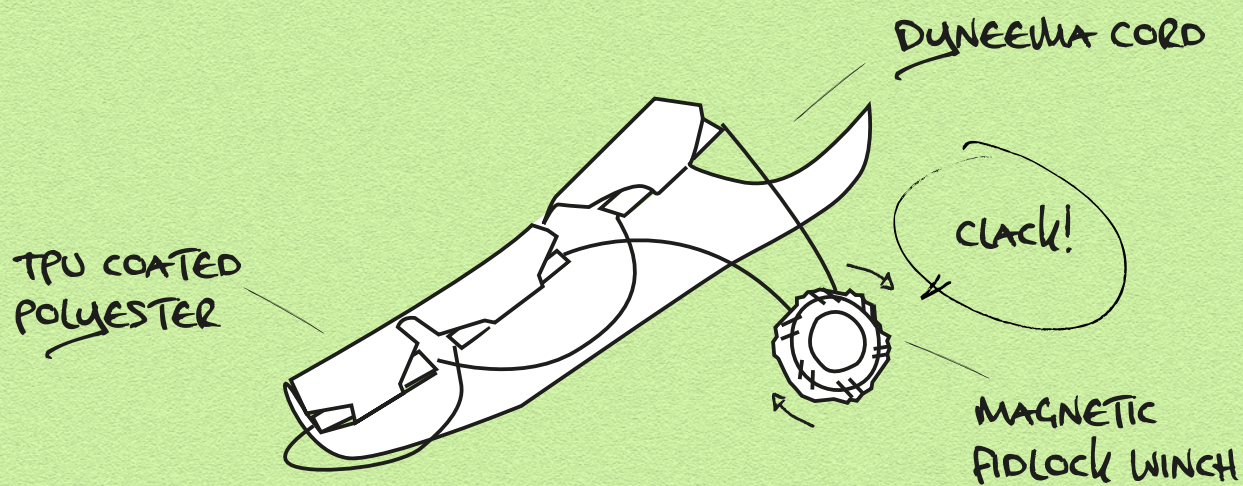
**WE FOLLOW A CIRCULAR PRODUCT PHILOSOPHY. ALL MAJOR COMPONENTS ARE MECHANICALLY CONNECTED INSTEAD OF GLUED, ENABLING DISASSEMBLY, REPAIR, AND RECYCLING. BY PRODUCING ON DEMAND AND LOCALLY, HEZO MINIMIZES OVERPRODUCTION, TRANSPORT EMISSIONS, AND WASTE. MATERIALS ARE SELECTED FOR DURABILITY AND RECYCLABILITY, EXTENDING PRODUCT LIFE AND REDUCING ENVIRONMENTAL IMPACT. **



KEY FEATURES

- ✓ INDIVIDUALIZED FIT BASED ON 3D FOOT SCANNING (VIA APP)
- ✓ FULLY MODULAR CONSTRUCTION: NO GLUE
- ✓ CLOSURE SYSTEM: MAGNETIC FIDLOCK WINCH
- ✓ DESIGNED FOR HIGH PERFORMANCE-ORIENTED ROAD CYCLING
- ✓ MADE OF ULTRALIGHT AND HIGH SUSTAINABLE MATERIALS
- ✓ DUAL MATERIAL 3D FUSION TECHNOLOGY

FACT SHEET OF HELU AERA CARBON,



REPARABLE, RECYCLABLE &
LOCALLY PRODUCED IN GERMANY

DUAL-MATERIAL 3D FUSION

THE HELU AERA CARBON IS BUILT USING OUR DUAL-MATERIAL 3D FUSION™ TECHNOLOGY — A MANUFACTURING 3D PRINTING PROCESS THAT ALLOWS US TO COMBINE RADICALLY DIFFERENT MATERIAL PROPERTIES IN ONE SINGLE 3D PRINT.

THE HELO AERA CARBON

IS HEZO'S HIGH-PERFORMANCE ROAD CYCLING SHOE DEVELOPED BY HEZO IN COLLABORATION WITH THE AMATEUR CYCLING TEAM "KERN-HAUS". IT WAS DESIGNED SPECIFICALLY TO MEET THE DEMANDS OF STAGE RACES, WHERE EFFICIENCY, COMFORT AND DURABILITY MUST BE MAINTAINED OVER LONG PERIODS AND VARYING CONDITIONS. THE MODEL WILL BE PRESENTED AND LAUNCHED FOR THE FIRST TIME AT CYCLINGWORLD.



A key focus of the Helu Aera Carbon lies in the use of specialized, bio-based performance polymers. The outer shoe is made from PA11 carbon combined with Pebax, PA11 derived from castor oil. These materials were chosen for their favorable balance between stiffness, flexibility and rebound behavior, as well as their comparatively low material density of 0.87 g/cm³. Due to this material choice and

optimized structural design, the Helu Aera Carbon is approximately 20% lighter than HEZO's standard road model, while maintaining the required stiffness for efficient power transfer. The use of bio-based polymers also contributes to a reduced environmental impact compared to conventional petroleum-based materials.

DIGITAL CUSTOMIZATION PROCESS

Like all **HELLO** shoes, the Helu Aera Carbon is custom-made. The fitting process is based on a smartphone foot scan performed at home. Using three photographs of the foot taken with a DIN A4 reference sheet, **HELLO**'s software generates a digital foot model that serves as the basis for the individualized shoe geometry.

This process allows **HELLO** to produce each shoe according to the anatomical requirements of the rider, rather than adapting the rider to a predefined standard size.

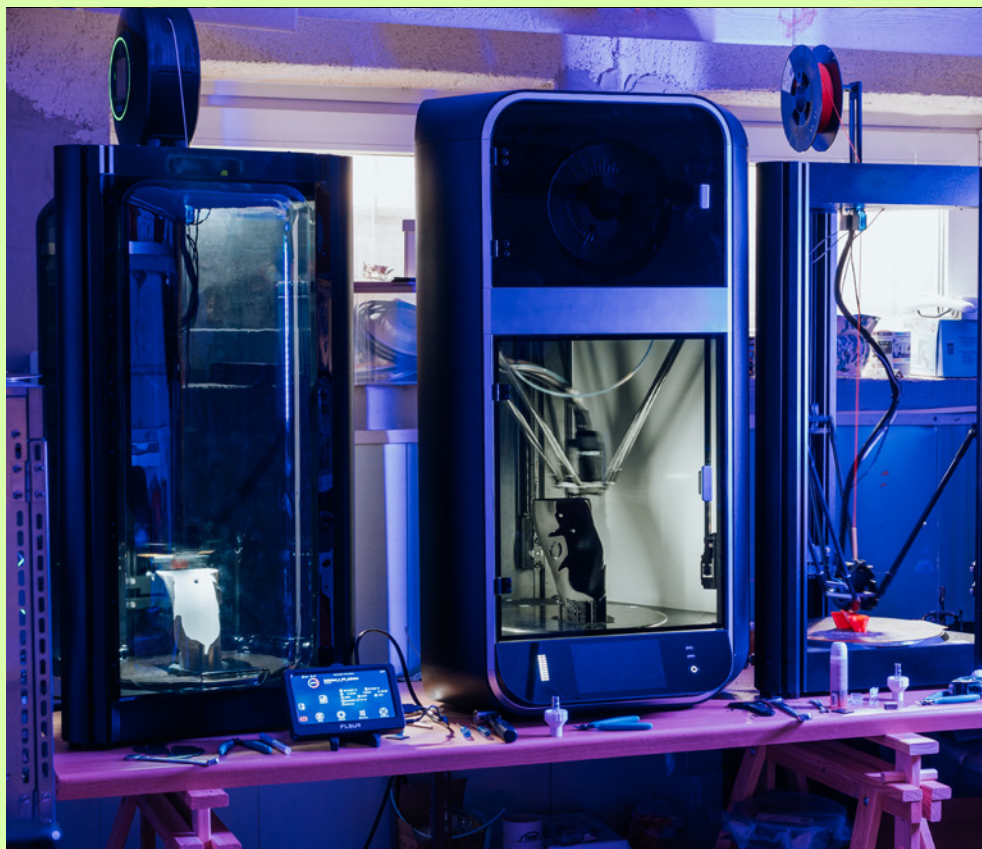
DEVELOPMENT AND PRODUCTION CONTEXT

HELLO was founded in 2022 and develops its products entirely in-house. This includes the design and engineering of the shoes, the development of the scanning and fitting software, and the setup of its own production facility.

The founding team consists of Carsten (mechanical engineering), Helen (product design) and Nils (computer science, PhD). The interdisciplinary background of the team enables a close integration of material research, digital processes and product development.



WE AT **HELLO** BELIEVE IN A FUTURE WHERE STANDARDS AND NORMS BELONG TO THE PAST — A WORLD IN WHICH INDIVIDUALITY IS NOT A LUXURY, BUT THE NEW STANDARD. WITH STATE-OF-THE-ART DIGITAL PROCESSES, WE CREATE SHOES THAT ARE AS UNIQUE AS THE PEOPLE WHO WEAR THEM. AND ALONG THE WAY, WE'RE BRINGING SHOE PRODUCTION BACK TO EUROPE — SUSTAINABLE, LOCAL, IF THIS APPROACH CAN SERVE AS A SMALL EXAMPLE FOR LARGER PLAYERS, IT BENEFITS NOT ONLY US, BUT EVERYONE SHARING THIS PLANET.



"HELLO AERA CARBON DEMONSTRATES HOW DIGITAL CUSTOMIZATION, SUSTAINABLE MATERIALS AND LOCAL PRODUCTION CAN REDEFINE PERFORMANCE FOOTWEAR — FOR ATHLETES AND FOR THE FOOTWEAR INDUSTRY."

IT ALSO DEMONSTRATE HOW ON-DEMAND MANUFACTURING CAN REPLACE STANDARD SIZING AND OVERPRODUCTION IN PERFORMANCE FOOTWEAR.

THE HELU AERA CARBON IS ALMOST PRODUCTION-READY AND WILL BE LAUNCHED PUBLICLY AT CYCLINGWORLD.



RIDERS BENEFITS

- ✓ REDUCED PRESSURE POINTS THROUGH ANATOMICAL FIT
- ✓ CONSISTENT POWER TRANSFER OVER LONG DISTANCES
- ✓ COMFORT MAINTAINED ACROSS MULTIPLE RACE STAGES
- ✓ LESS FATIGUE / NUMBNESS