MORE KIDS ON BIKES
With one in eleven schoolchildren being diagnosed with ADHD (USA, CDC), increased inactivity in school aged children, and a tendency to medicate first and choose behavioral interventions second, our society has a myriad of challenges. At Outride we believe the bicycle is an impactful solution to a surmountable challenge: change lives through cycling. While we saw rapid growth in both our research and school cycling programs in the 2018-2019 school year, I would like to take a minute to recognize where we came from.

Like all great things it all started with one person’s experience and a desire to share that experience with others. Simply put, Mike Sinyard, Founder and CEO of Specialized Bicycle Components, felt more focused after he rode his bike and continues to lead the world’s most iconic cycling brand. In 2012, he commissioned a study with RTSG Neuroscience Consultants to investigate how riding could become an important part of a comprehensive therapy program for kids with ADHD. The results were convincing. They showed us that after the kids started riding, the experience positively altered electrical brain activity, increased attention spans, boosted moods, and of course, improved fitness and Body Mass Index. Even better, it only took one ride to start seeing the results! Inspired by the promising data from the pilot program, Mike Sinyard created the Specialized Foundation in 2014.

Fast forward five years to where we are today. We are now in the third year of a multiyear study with greater specificity on how cycling changes brain activity; and how those changes are related to improved cognitive performance. Our efforts have produced the first peer reviewed article describing the use of fNIRS to accurately measure blood-flow across the surface of the brain while cycling. Intervention validation through our applied research efforts in 14 schools across the country is convincing. Even supplementary research efforts from other universities measuring cycling’s impact on youth in novel ways adds another layer of data.

Even more importantly, our Riding for Focus program has expanded exponentially, In the 2018-2019 school year 82 schools across the country implemented the Riding for Focus Program, introducing cycling to over 20,000 kids. Next year we look to expand to reach over 142 programs across 45 US states and Canada. This means that almost 35,000 kids will be introduced to the academic, health and social benefits of cycling during the school day.

This past year also marked the last year of The Specialized Foundation as a private operating foundation. We announced our new organization: Outride, a public foundation that seeks to deploy evidence-based cycling interventions to improve cognitive health. Over the next year we will continue to accelerate the work The Specialized Foundation started.

We have created a movement around how cycling can be used to benefit kids struggling to find a place in the fast-paced, distracting world of middle school. The importance of this program is bigger than the cycling industry. We at Outride are looking to change the world for the better, and we invite everyone to join us in making this happen.

Come along for the ride and join the Outride movement!

David Wood
DIRECTOR OF RESEARCH & PROGRAM MANAGEMENT

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OUR MISSION:
Outride has set out to prove cycling benefits your brain! Through our research, school-based cycling programs, and grant giving activities, we provide evidence based cycling interventions to improve social, emotional, and cognitive health.

According to the Center for Disease Control, only 21.6% of 6 to 19-year-old children and adolescents in the United States participate in 60 or more minutes of moderate-to-vigorous physical activity on at least 5 days per week. Even further, since the 1976–1980 NHANES survey, overall childhood obesity rates have more than tripled (stateofobesity.org). Outride is on a mission to reverse these trends, to introduce our adolescents to a new activity, one that fosters friendships, inspires adventure, and gets kids moving. It is proven that students who are physically active tend to have better grades, school attendance, cognitive performance, and classroom behaviors.

The Outride Riding for Focus middle school cycling program is intentionally designed to combat inactivity during the school day and encourage lifelong, active habits in impressionable adolescents. We worked with academic, health and education experts to design a curriculum that accomplishes all of our objectives. Students ride for 6 weeks, 3 times a week, for at least 20 minutes, with their heart rates in a target zone of at least 115 bpm. Students learn how to ride safely on the road, how to exercise proper object avoidance, how to check their bicycles’ components, and have fun while on a ride.

And we have been incredibly successful. 90% of our teachers report seeing improvements in students’ classroom behavior, confidence and physical health since the beginning the program. 90% of our teachers also report seeing an increase in students asking about cycling opportunities outside of school since implementing Riding for Focus. So, we are not only introducing students to healthier lifelong habits, we are also lowering the barrier to entry for the sport of cycling. By giving students the opportunity to ride in school, we give individuals who may come from geographically or financially disadvantaged backgrounds a chance to try cycling. We are determined to keep the stoke high, school days focused, and our students happy.
THE RIDING FOR FOCUS IMPACT
2018-2019 ACADEMIC YEAR

20,000 KIDS RIDING FOR FOCUS
82 PROGRAMS IN THE USA
$839,592 AWARDED IN GRANTS

170 2019-20 R4F GRANT APPLICANTS
250 SCHOOL TEACHERS TRAINED

90% OF OUR TEACHERS REPORT IMPROVEMENTS IN STUDENTS’ BEHAVIOR, CONFIDENCE, AND PHYSICAL HEALTH SINCE IMPLEMENTING THEIR RIDING FOR FOCUS PROGRAM.
Riding for Focus is Outride’s turnkey physical education program for middle schools across the world. Our program includes an innovative curriculum, comprehensive teacher training, a fleet of Specialized bikes and safety equipment, and the unique opportunity to instill a lifelong passion for cycling for students.

2018-2019 WAS A BIG YEAR FOR US.
We trained 50 new teachers. We ran programs in 30 states across the United States. We implemented a new phase of our curriculum involving STEM concepts and bike riding. 95% of our Riding for Focus students reported having FUN on their bikes. And more than 8 out of 10 students would participate in the program again and recommend Riding for Focus to a friend.

BEYOND THAT...
We had 170 schools apply for a Riding for Focus grant for the 2019-20 grant cycle - more than double from 2018-19. 129 schools made it to the final round, and we awarded 41 grants, including 3 programs in Canada. That’s right, we are going international. Additionally, next year, 45 states will have Riding for Focus programs, making a total of 142 programs across North America, impacting 35,000 middle schoolers in the 2019-2020 academic year.
YOUR BRAIN ON BIKES

Here at Outride, we are data driven. We all know bikes help us think and make us feel better, but we wanted to go a step further. Meet our Research Pillar.

OUR BIOMETRIC ASSESSMENT TECHNOLOGY - THE BAT

We’ve created a platform for teachers to monitor students’ physical outputs, administer socioemotional and cognitive assessments, and better understand how Riding for Focus programs impact kids on a day-to-day level.

THE BAT’S CAPABILITIES

- Completely de-identified data to ensure student privacy
- Through cognitive assessments such as the NICHQ Vanderbilt assessment, we can monitor statistically significant reductions in core ADHD symptoms before and after students participate in Riding for Focus - this was observed in two of our BAT schools during the spring of 2019
- The BAT provides a platform for assessing how Riding for Focus affects academic performance and an avenue for feedback from teachers and students

HEART RATE MONITORS & BAT SYSTEM IMPLEMENTED IN 14 SCHOOLS

80% OF OUR TEACHERS REPORT THE BAT ADDING VALUE TO SCHOOL PE PROGRAM

DATA COLLECTED FROM OVER 1600 STUDENTS
“The BAT really is getting a better and more in-depth picture of what the Riding for Focus students are doing and where they are at. It is quite fun to see the students who are fully engaged really start improving in all areas.”

- BAT School Teacher
We’ve partnered with Drs. Allan Reiss and Gavin Tempest in the Stanford University Center for Interdisciplinary Brain Sciences Research to research the effects of cycling on brain function and cognition in children with ADHD. Through this multi-year collaboration, we have explored how a range of cycling programs, differing in intensity, duration, and frequency, influence the brain and behavior, as well as symptoms of ADHD like concentration, attention, and inhibition in adolescents.

In 2019: Drs. Reiss and Tempest published Phase I of the research project.

The study validates the use of near infrared spectroscopy (NIRS) to directly measure brain activity during exercise.

The researchers will use NIRS to monitor brain activity during cycling and investigate effects on ADHD symptoms.
We also partnered with Dr. Andrew Bailey from UT Chattanooga. Dr. Bailey and several of his students conducted a study with our Riding for Focus program at Lookout Valley Middle School. The research team used EEG measures and several assessments to determine changes from pre to post-ride to evaluate student cognitive performance. Results indicated that students had significant improvements in cognitive performance after a bike ride. Additionally, inward attention decreased during the ride, which is associated with distraction and ADHD in adolescents. Overall, the findings showed strong support for the assertion that outdoor exercise improves cognitive performance for adolescents and may be helpful in the prevention and treatment of attention disorders.

Our work with CU Denver Anschutz involves a partnership with Dr. Laura Anthony, a member of the Outride Research Advisory Committee. Dr. Anthony is partnering with Outride as we look to further validate our curriculum and understand the effects of the Riding for Focus program on our students. This study is set to kick off during the 2019-2020 school year and will investigate the effects of outdoor exercise and cycling on executive functioning. The research will utilize our BAT system with additional resources from CU Anschutz. The study will involve West Leadership Academy and a partnership with Impact 360 to provide programs to support students from low socioeconomic communities.
A FORCE IN THE CYCLING COMMUNITY
THROUGHOUT 2018 - 2019 OUTRIDE ENTERED THE CYCLING WORLD IN A BIG WAY.
This past year we began the Outride Athlete Ambassador program. These role models give the youth in our Riding for Focus programs individuals to look up to. Each athlete has a story of how cycling has impacted their lives, both inside and outside of competition. Our athletes visit schools, represent Riding for Focus around the world, and raise awareness for the Outride.

“I support Outride and getting kids on bikes because I know what it’s like coming from a tough neighborhood. The bike gave me perspective, and it allowed me to escape a mindset and destiny fed to me since I was a kid. The bike gave me hope and provided me with positive influences. Outride is putting a little more of that into the world.”

- Justin Williams
IN THE MEDIA

- **48 MILLION** TOTAL IMPRESSIONS FOR MEDIA STORIES 2018-2019
- **3,500,656** IMPRESSIONS FROM CYCLING NEWS ARTICLE
- **14 MILLION** UNIQUE VIEWS OF STORY ON POCATELLO R4F PROGRAM
- **40** MEDIA STORIES FROM LOCAL TO INTERNATIONAL NEWS
- **2500** INSTAGRAM FOLLOWERS, DOUBLING FROM LAST YEAR

INDUSTRY ACTIVATIONS

- 2018 / 2019 TOUR DE FRANCE TIME TRIAL WHEELS
- 20 OUTRIDE AMBASSADORS ANNOUNCED
- 2019 TSF/ NAD MTB CAPE EPIC TEAM: MATT BEERS & ALAN HATHERLY
- 2019 SEA OTTER CLASSIC KIDS’ ZONE - LITTLE RIPPERS
- 2019 TOUR OF CALIFORNIA “RIDING FOR FOCUS” HELMET STICKERS - BOELS DOLMANS, BORA HANSGROHE, DECEUNINCK QUICK STEP
- CYNERGY CYCLES RETAILER EVENT GENERATED OVER $25K IN DONATIONS
- PARTNERED WITH WILDLIFE GENERATION PRO TEAM AS OFFICIAL AMBASSADOR TEAM
OUTRIDE ACADEMIC YEAR 19-20

- Fundraising target: $2,100,000
- Specialized Bicycle Components to remain founding donor
- Outride will seek an additional anchor donor in AY 2019-2020
- Key partners from 2019 into 2020: Royal Bank of Canada, NYC Department of Education, LA Unified School District, Specialized Bicycle Components

FINANCIAL GROWTH

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PARTNERS

MEDICAL/ RESEARCH:
- Stanford University School of Medicine
- Central Michigan University
- Scosche Industries
- North Pole Engineering
- UT Chattanooga
- CU Denver Anschutz Medicine
- Microsoft Corporation

RIDING FOR FOCUS:
- Specialized Bicycle Components
- Wahoo Fitness
- Aetna Foundation
- Royal Bank of Canada
- Silicon Valley Leadership Group
- Active Schools / Partnership for a Healthier America

DEVELOPMENT PARTNERSHIPS:
- Tahoe Fund
- Royal Bank of Canada
- New York City Department of Education
- Los Angeles Unified School District

AWARDS AND RECOGNITION:
- GuideStar 2019 Platinum Seal of Transparency
- Bike Friendly Business Platinum
- 1% for the Planet “non-profit partner”
LOOKING AHEAD

Outride has big plans for the upcoming year, for the upcoming five years. Our main focus will be on growth, both within the United States and on an international scale. We are currently working with several international markets through Specialized to identify key challenges and considerations as we look to translate our curriculum and adapt it for different environments.

We will continue to push forward with data analysis, striving for statistically significant data to put numbers to the effects of Riding for Focus. We will continue to pursue an understanding of the impact of exercise on the brain through new research partnerships and projects. We will continue to improve, assess our results, and execute changes. We will raise awareness for the Outride Fund and increase community initiatives to make cycling more accessible to a larger population.

We are Outride. And we want you to join us. Visit our website for more information on how to get involved or bring a Riding for Focus program to your middle school. Together, we can reverse trends of inactivity. Together, we can understand the link between cycling and brain functioning. Together, we can make cycling accessible for adolescents around the world.

Together, we are Riding for Focus.

And, together, there is nothing we can’t Outride.