

Ring Fit Adventure vs Peloton

More Fit, More Fun Anytime, Anywhere

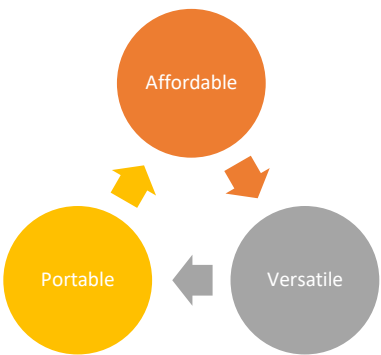
Ring Fit Adventure (RFA)



X



Nintendo Switch (NS) Has Games

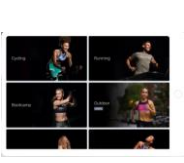


Live & On-Demand Fitness Comes Home

Bike



App (Content)



Tread



Accessories



App (Content)



Accessories

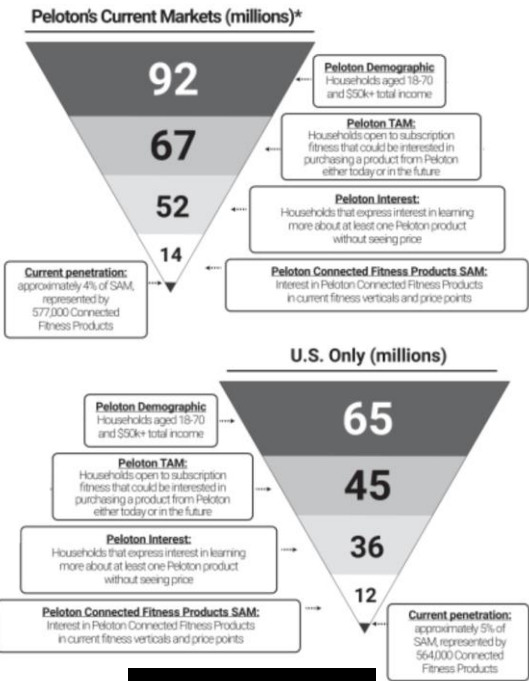
Market Sizing

	Wii Wii Fit	Nintendo Switch Ring Fit Adventure
Installed Base (IB) ¹	~100M	~37M ²
x Game Attach Rate (AR) ³	~22.5%	?
= Gamers in Fitness Segment	~22.5M	
x Subscription Conversion ⁴	-	
=	-	?
Stabilized Churn ⁵	-	

Notes: 1) Estimated as LTD cumulative platform shipment; 2) As of 2Q2019; 3) LTD cumulative game sales / installed base; 4) The subscription can add substantial value to the platform if executed and executed well; 5) Can be measured in average monthly subscriber or revenue contribution from average monthly subscriber if the platform holder up-sells or cross-sells

Subscription Financial Projection

Key Metrics	Subscription	Growth Drivers
Attach Rate: 10%	Subscribers: 925K	- Expanding IB
Conversion: 25%	ARR: \$55.5M	- Growing Ecosystem
Subs Fee: \$5/mo	Based on 37M IB	- Monetization



Peloton FY 2019

Subscription	Subscribers
Rev: \$181.1M	Connected Fitness: 511K
GM: 42.7%	+ Digital: 102K
CM: 50.8%	= Global Subscribers: 613K

95% 12-mo Retention Rate

Ring Fit Adventure

Pricing / Monetization

Peloton

	Gamer	Existing	New
Item			
Upfront / Required (One-time)	NS	-	\$299
	+ RFA	\$80	\$80
	= Total	\$80	\$379
	Potential Monetization		
On-going / Optional (Recurring)	DLC	\$	
	Subscription ⁶	\$5-\$39/mo	
	In-Game Purchase	\$ per ?	

Note: 6) Depends on service offering and pricing strategy

Product	Bike	Tread	App
Upfront / (One-time) ⁷	\$2,245	\$4,295	-
On-going Membership Subscription			
Digital		\$19.5/mo	
Peloton		\$39/mo	-











Note: 7) Peloton provides financing options at 0% APR; delivery is included

Go-to-Market

Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Video Games











 <p>1 スーパーマリオオデッセイ Switch Nintendo Switch ¥1,888 (JP¥948) Release Date: October 10, 2019</p>	 <p>2 ファイアーエムブレム Warriors Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 10, 2019</p>	 <p>3 Call of Duty: Modern Warfare™ Switch PlayStation 4 ¥2,999 (JP¥1,499) Release Date: October 25, 2019</p>	 <p>4 アングリーバード フレンドズ Nintendo Switch ¥1,747 (JP¥874) Release Date: October 17, 2019</p>	 <p>5 ドラゴンボール Z カカロット Switch & PlayStation 4 Nintendo Switch ¥1,799 (JP¥899) Release Date: November 15, 2019</p>
 <p>6 Darksoul Remastered Switch PlayStation 4 ¥1,888 (JP¥948) Release Date: November 5, 2019</p>	 <p>7 ドラゴンボール ファイターズ Switch & PlayStation 4 Nintendo Switch ¥1,899 (JP¥949) Release Date: November 15, 2019</p>	 <p>8 スーパーマリオブラザーズ Wonder Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 25, 2019</p>	 <p>9 アングリーバード フレンドズ Nintendo Switch ¥1,747 (JP¥874) Release Date: October 17, 2019</p>	 <p>10 ドラゴンボール Z カカロット Switch & PlayStation 4 Nintendo Switch ¥1,799 (JP¥899) Release Date: November 15, 2019</p>

Been a while in JP Amazon*

Amazon Best Sellers











Our most popular products by and on sales. Updated hourly.

Best Sellers in Video Games










 <p>1 PlayStation Store Nintendo Switch ¥1,888 (JP¥948) Release Date: October 10, 2019</p>	 <p>2 Xbox Game Pass Nintendo Switch ¥1,899 (JP¥949) Release Date: October 10, 2019</p>	 <p>3 スーパーマリオブラザーズ Wonder Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 25, 2019</p>	 <p>4 Call of Duty: Modern Warfare™ Switch PlayStation 4 ¥2,999 (JP¥1,499) Release Date: October 25, 2019</p>	 <p>5 ドラゴンボール Z カカロット Switch & PlayStation 4 Nintendo Switch ¥1,799 (JP¥899) Release Date: November 15, 2019</p>
 <p>6 アングリーバード フレンドズ Nintendo Switch ¥1,747 (JP¥874) Release Date: October 17, 2019</p>	 <p>7 ドラゴンボール ファイターズ Switch & PlayStation 4 Nintendo Switch ¥1,899 (JP¥949) Release Date: November 15, 2019</p>	 <p>8 スーパーマリオブラザーズ Wonder Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 25, 2019</p>	 <p>9 Call of Duty: Modern Warfare™ Switch PlayStation 4 ¥2,999 (JP¥1,499) Release Date: October 25, 2019</p>	 <p>10 ドラゴンボール Z カカロット Switch & PlayStation 4 Nintendo Switch ¥1,799 (JP¥899) Release Date: November 15, 2019</p>

In top 10 US Amazon*

Best Sellers in Video Games

 <p>1 PlayStation Store Nintendo Switch ¥1,888 (JP¥948) Release Date: October 10, 2019</p>	 <p>2 Xbox Game Pass Nintendo Switch ¥1,899 (JP¥949) Release Date: October 10, 2019</p>	 <p>3 スーパーマリオブラザーズ Wonder Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 25, 2019</p>	 <p>4 Call of Duty: Modern Warfare™ Switch PlayStation 4 ¥2,999 (JP¥1,499) Release Date: October 25, 2019</p>	 <p>5 ドラゴンボール Z カカロット Switch & PlayStation 4 Nintendo Switch ¥1,799 (JP¥899) Release Date: November 15, 2019</p>
 <p>6 アングリーバード フレンドズ Nintendo Switch ¥1,747 (JP¥874) Release Date: October 17, 2019</p>	 <p>7 ドラゴンボール ファイターズ Switch & PlayStation 4 Nintendo Switch ¥1,899 (JP¥949) Release Date: November 15, 2019</p>	 <p>8 スーパーマリオブラザーズ Wonder Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 25, 2019</p>	 <p>9 Call of Duty: Modern Warfare™ Switch PlayStation 4 ¥2,999 (JP¥1,499) Release Date: October 25, 2019</p>	 <p>10 ドラゴンボール Z カカロット Switch & PlayStation 4 Nintendo Switch ¥1,799 (JP¥899) Release Date: November 15, 2019</p>

Best Sellers in Video Games

 <p>1 PlayStation Store Nintendo Switch ¥1,888 (JP¥948) Release Date: October 10, 2019</p>	 <p>2 Xbox Game Pass Nintendo Switch ¥1,899 (JP¥949) Release Date: October 10, 2019</p>	 <p>3 スーパーマリオブラザーズ Wonder Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 25, 2019</p>	 <p>4 Call of Duty: Modern Warfare™ Switch PlayStation 4 ¥2,999 (JP¥1,499) Release Date: October 25, 2019</p>	 <p>5 ドラゴンボール Z カカロット Switch & PlayStation 4 Nintendo Switch ¥1,799 (JP¥899) Release Date: November 15, 2019</p>
 <p>6 アングリーバード フレンドズ Nintendo Switch ¥1,747 (JP¥874) Release Date: October 17, 2019</p>	 <p>7 ドラゴンボール ファイターズ Switch & PlayStation 4 Nintendo Switch ¥1,899 (JP¥949) Release Date: November 15, 2019</p>	 <p>8 スーパーマリオブラザーズ Wonder Switch Nintendo Switch ¥1,899 (JP¥949) Release Date: October 25, 2019</p>	 <p>9 Call of Duty: Modern Warfare™ Switch PlayStation 4 ¥2,999 (JP¥1,499) Release Date: October 25, 2019</p>	



Let Pikachu Motivate You

Virtual Live Events

Crossover Potential

Battle Royal?

Pokémon GO

Pokémon HOME

Pokémon Sleep with SELECT

Not Just Body

Let Pikachu Motivate You