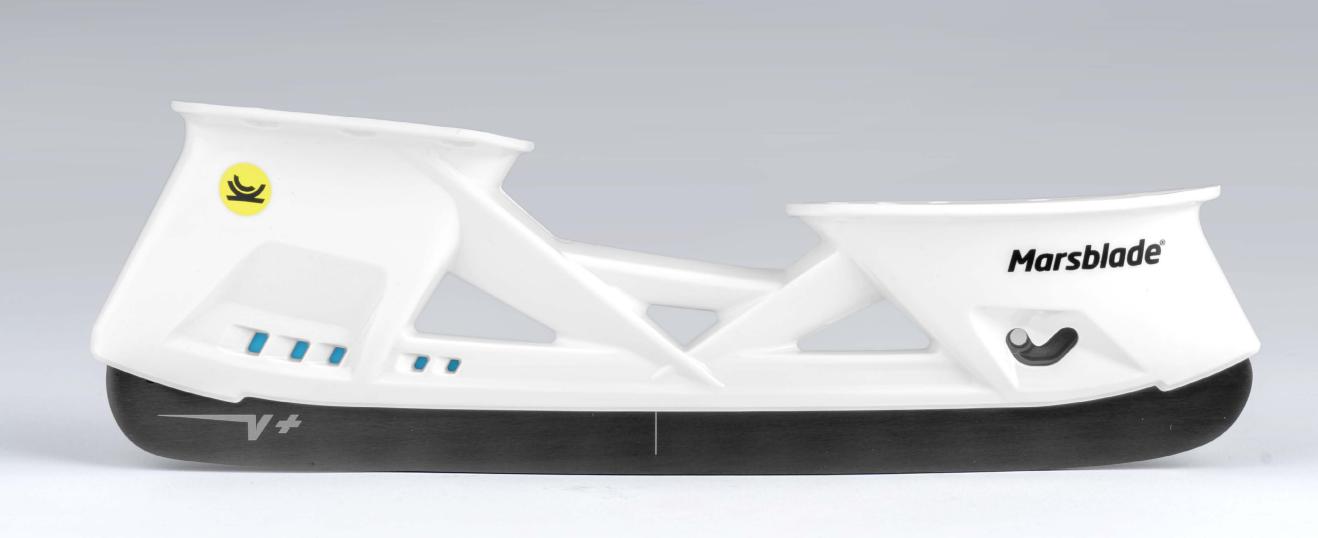


## NHL Players Invest in Groundbreaking Technology

FOR IMMEDIATE RELEASE



#### Marsblade, a global manufacturer and supplier of the revolutionary Marsblade I2 Blade Holder, Marsblade Rollers, and developers of

Ostersund, Sweden, February 22, 2023

Flow Motion Technology, announced today that they have secured additional funding from a consortium of new and current shareholders. Amongst them Geltis AB and a group of NHL players, including; Auston Matthews, Mikael Backlund, Shane Wright, Nicklas Backstrom, Henrik Zetterberg, and Niklas Kronwall. The funding round of 10.7 MSEK (ca. \$1 MUSD) was completed to further promote the 12 Blade Holder, following the incredible user

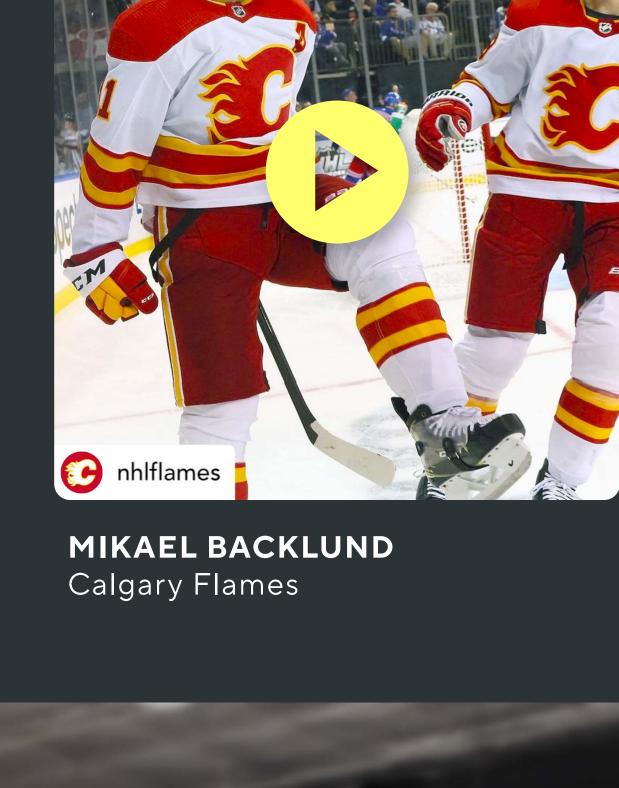
feedback from professional players, skating coaches and top officials. The funds will also go to further strengthen the company's strong global position in the roller segments. The off-ice training roller is considered the best off-ice skating product on the market and is currently used by over 300 NHL players.

Used in All Major Hockey Leagues The I2 Blade Holder is currently represented in all major hockey

## players such as; Brandon Carlo (Boston), Mikael Backlund (Calgary),

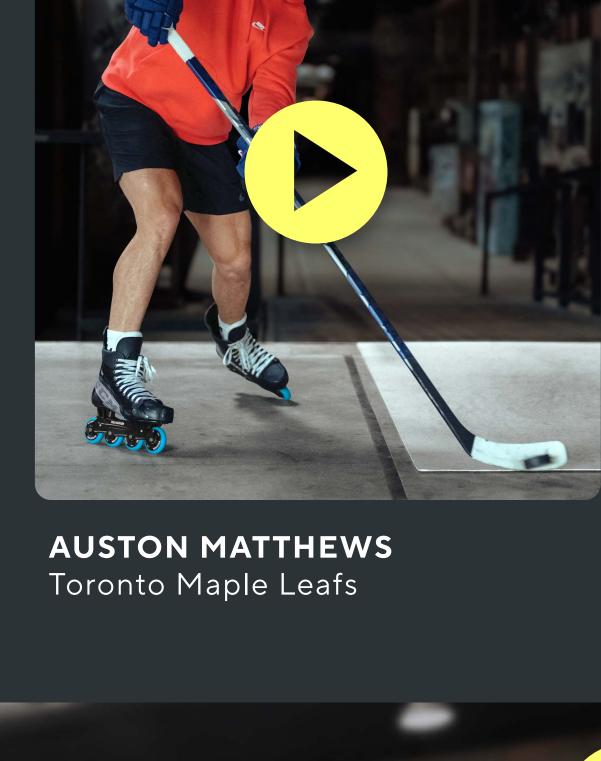
leagues in the world (NHL, AHL, OHL, WHL, SHL, DEL) and used by

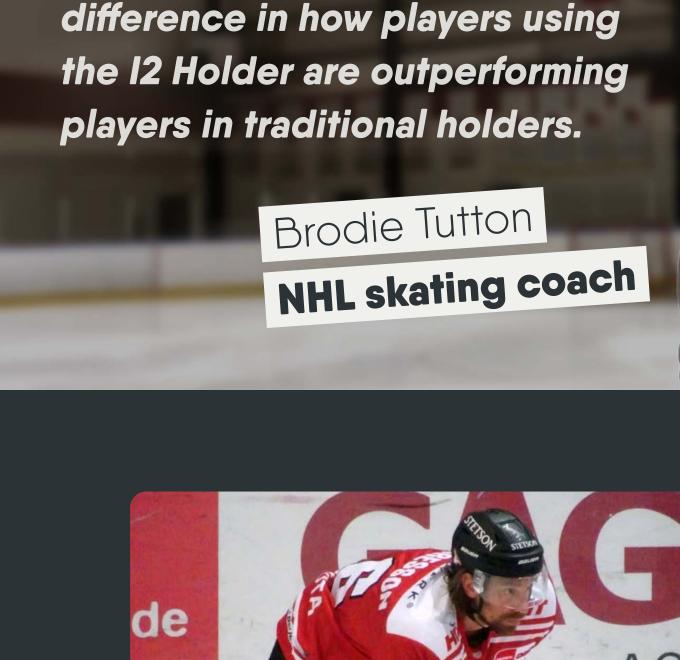
Gustav Nyquist (Columbus), Alexander Edler (Los Angeles), Kevin Stenlund (Winnipeg), Gustav Lindstrom (Detroit), Anton Stralman (Boston), Robert Hagg (Detroit) and Andreas Thuresson (leading scorer in the German top league - DEL).

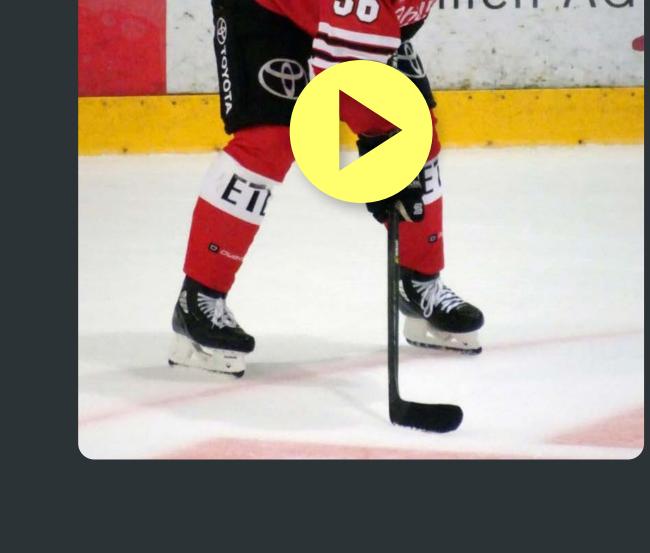


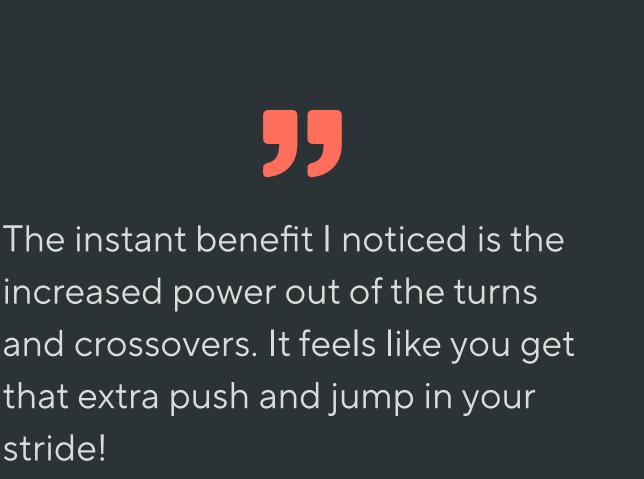
With the revolutionary design and

technology, I can instantly see the









more power, energy, and less fatigue throughout a game. I have felt incredible benefits since making the switch. **DAN O'ROURKE** 

**ANDREAS THURESSON** 

Leading scorer in DEL

I liked it right away! I'm trusting

The I2 Blade Holder changed the way I skate. I feel like I have



25-year professional official



like you're skipping levels!

my stride a lot more, my turning,

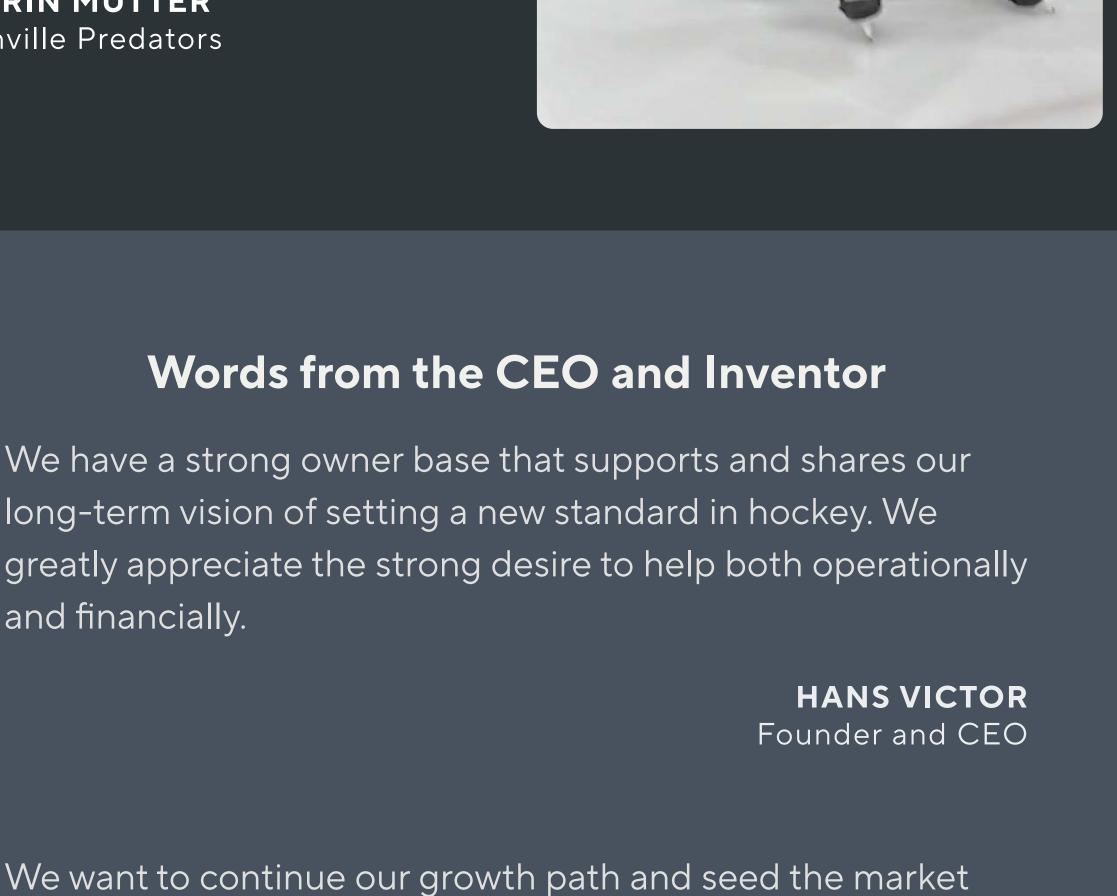
my edges. It launched my strides.

You hop on these and it's almost

skate.

a traditional rigid holder.

and financially.



PER MARS

..Connor McDavid

is using Marsblades. The same goes for

Evgeni Malkin, Auston

Matthews, Roman Josi and Alexander Barkov.

Hockey News

BLADES OF WHEELS

Founder and Inventor

#### The tremendous feedback we have on all levels supports the research that the I2 Blade Holder can become the new standard in hockey, revolutionizing the way hockey players

with more Marsblade I2 products, increase awareness

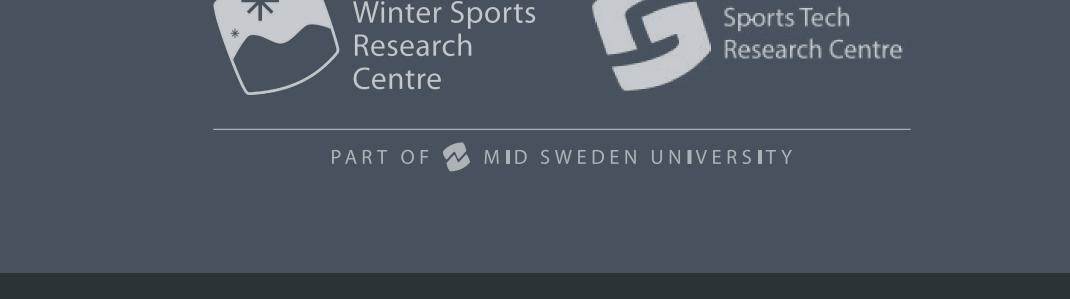
Technology provides to today's hockey players.

of all the unique benefits that our patented Flow Motion

Confirmed by Scientific Data In addition to the positive feedback directly from players and coaches (gives them more speed, faster turns and more power in skating), the company have also been able to confirm these benefits from a scientific perspective with their partners at the Swedish Winter Sports

Research Centre and the Sports Tech Research Centre in Ostersund.

The scientific data clearly shows that the I2 Blade Holder outperforms



**Previous Press Features** 

...Connor McDavid is using

Marsblades. The same goes for

**Auston Matthews** one of the lead

investors in a \$3.5 MUSD funding round

for Swedish hockey company Marsblade

Forbes

Evgeni Malkin, Auston Matthews

Roman Josi and Aleksander Barkovi Mars

### Swedish **NHLers** are lining up to invest in a revolutionar

skating technology



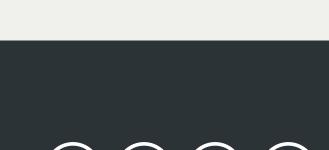
he later became an investor **Auston Matthews** makes investment in a Swedish

Canadian Sporting Goods Association

# Marsblade was founded in 2011, with a clear vision to provide

Marsblade®

innovative products and technology that will inspire people to join the game, while supporting all hockey players from the NHL to young children. In the mid 00's, the former professional hockey player and founder of Marsblade, Per Mars, got the idea to create a training tool that would improve his training off the ice. The idea, sketched on a napkin, was later developed into the patented Flow Motion Technology. It became the foundation for the Marsblade brand, and the core of the innovative, technologically advanced products. Marsblade is a global brand with offices in Sweden and the United States.



www.marsblade.com

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Marsblade is carving out a place in the world of ice skates There's a wow the first time

you wear them, said Niklas Kronwall.

Kronwall was impressed enough that



