

ABOUT LACED:

LACED is a low cost peer vs peer auction platform that is providing a fun, fair and thrilling solution for sneaker enthusiasts to win hyped sneakers for under retail, changing the way limited and exclusive sneakers are purchased. No more bots, no more fakes, no more middlemen—just an honest way of playing and winning the most hyped shoes for the best possible price.

LACED by definition - An adjective used to describe something, or someone, who is very put-together, has their game on tight.
or to hook something or someone up, righteously.

POINTS:

- Founded In late 2017 Launched In April of 2018
- Over 100,000 users in its first year
- The cheapest sneaker won on LACED was .51 cents
- The most expensive sneaker win was \$108 -The shoe, Nike x Off-White UNC
- Average sneaker winning price \$11
- Average auction time 27 minutes
- Shortest auction to date has been 12 seconds
- Longest has been longest of 3 ½ hours
- States with the most players New York, California, Texas
- Thousands of winners
- We are based in NYC

HOW TO PLAY:

Each user must purchase a bid pack to participate in the auctions, bid packs start at \$15 which gives the user 20 bids. At the time of the auction, users may enter, and start to bid against each other. Each bid raises the price of the shoe by one cent which also restart the timer. Therefore every time someone bids the price

increase and the timer restarts continuing the auction. If no new bids are placed before the clock runs out, the last bidder wins.

The winner of the auction only pays the final price accumulated from the auction (ex: 100 bids placed, \$1.00 final price). To ensure the winner has the best experience the bids used in auction are return and they only pay the final price (\$1 dollar), shipping is also always free.

Everybody wins! The participants who unfortunately did not win the shoes in the auction are awarded reward points. These reward points can be redeemed in our in-app store for LACED merchandise like hoodies, tees, and sneaker centric accessories.