

INTELLECTUAL PROPERTY AND COMPANY ACQUISITION OPPORTUNITY



Hilco Streambank is seeking offers to acquire the intellectual property assets of Advanced Sports Enterprises (together with its affiliates, “ASE” or the “Company”). ASE offers a broad range of innovative, relevant and desirable bicycle brands and related assets, with a strong wholesale and brand management division, complemented by an e-commerce platform and retail stores.

The Company is operating as a chapter 11 debtor-in-possession, and its assets are being sold pursuant to a bankruptcy court-approved process. The sale includes substantially all of the Company’s assets, including the intellectual property. Interested parties may bid on some or all of the assets.

EXTENDED BID DEADLINE: MONDAY, JANUARY 14, 2019 AT 5:00 P.M. EASTERN TIME

NEW AUCTION DATE: WEDNESDAY, JANUARY 16, 2019 AT 10:00 A.M. EASTERN TIME



BRAND MANAGEMENT / WHOLESALE



Established in 1899, Fuji is one of the oldest bicycle brands in the world. Fuji's rich history in the sport of cycling – it was the first company to supply bikes to the U.S. Women's National Cycling Team – continues today, where the brand offers a complete line of bikes for all styles of riding.



Founded in 1977, SE is one of the original BMX brands. The brand has sponsored more riders in the BMX Hall of Fame than any other brand, and is responsible for the most famous BMX bike of all time, the PK Ripper. Its recent success in the urban market strengthens the value of the brand.



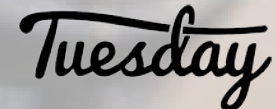
Founded in 1986 by 2 aerospace engineers, Kestrel pioneered the first all-carbon bicycle frame, the 4000, in 1987. The brand focuses on exclusive, high-end carbon fiber bicycles for triathletes, road cyclists and mountain bikers.



The brand's mountain bikes and components dramatically improve the quality of off-road riding. Established in 1977 by Joe Breeze, who pioneered the modern-day mountain bike, Breezer is also known for its line of transportation bikes.



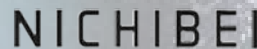
The brand's lineup features road and mountain handlebars, base bars, clip-on extensions, tubular, clincher and CX wheelsets, saddles, seat posts, stems and cranksets. The products focus on aerodynamics, proper fit and comfort as a means of achieving speed and performance.



Born in SoCal and inspired by the beach life, every Tuesday is designed to deliver quality and style in one simple package. The model lineup focuses on beach cruisers and comfortable around-town bikes with a style that translates from brand to product.



A unique cruiser brand reminiscent of 1950s – 1970s car and motorcycle culture, the brand resonates with riders who want to stand out from the crowd.



Designed for millennials seeking style and affordability, the retro-inspired steel road bikes pay tribute to Fuji's Japanese-American heritage.

SALE PENDING

ROUBAIX

Built for the famed Paris-Roubaix race, famous for its cobblestone paths, the Roubaix brand stands for performance and durability across all types of terrain.

E-COMMERCE / BRICK AND MORTAR RETAIL

PERFORMANCE BICYCLE

Operating PerformanceBike.com and 104 retail stores across 20 states, the brand is the number 1 specialty bike retailer in the United States.

ONLINE RESULTS

17.9M

Online Sessions in 2017

\$22.7M

FY18 Online Sales*

bike nashbar

Operating BikeNashbar.com, the brand is known as a value-oriented destination for cycling gear, utilizing closeouts, discontinued items and exclusive models to drive traffic.

ONLINE RESULTS

10M

Online Sessions in 2017

\$25.4M

FY18 Online Sales

SALES DATA FY 2017**

BRAND	REVENUE	UNITS SOLD
FUJI	\$77.5M	184.7K
BREEZER	\$10.8M	26.4K
SE BIKES	\$9.6M	39.7K
KESTREL	\$4.5M	3.5K
TUESDAY/ PHAT CYCLES	\$0.8M	4.2K



*Reflects estimated ship to store orders placed on the website.
**These figures overlap in part with online sales.

INTELLECTUAL PROPERTY ASSETS AVAILABLE FOR SALE

TRADEMARKS

Supporting brands including Fuji, SE Bikes, Kestrel, Breezer, Tuesday, Phat Cycles, Nichibei, Oval Concepts, ~~Roubaix~~, Americano, Forte, Birk Sports, Access, Travel Trac, Axiom, Spin Doctor, and Transit









CUSTOMER DATA

DOMAINS

PerformanceBike.com, BikeNashbar.com and AdvancedSports.com

Domains associated with each of the bicycle and parts and accessories brands

SOCIAL MEDIA ASSETS

 Fuji Bikes 94.8K Followers	 SE Bikes 44.5K Followers
 Kestrel Bikes 8.5K Followers	 Breezer Bikes 6.1K Followers
 Fuji Bikes 41.2K Followers	 SE Bikes 129.0K Followers
 Breezer Bikes 3.2K Followers	 SE Bikes 10.8K Followers



SALE PROCESS

All of ASE's assets, including the intellectual property described herein, are being offered for sale as part of ASE's bankruptcy proceeding. Please contact Hilco Streambank for information about the sale process and assets available for sale.

The information set forth here is qualified in its entirety by the underlying documents, which are available in a data room, and the terms of the purchase documents, which will be provided to interested parties. The sale is subject to approval of the Bankruptcy Court for the Middle District of North Carolina.

Offers for some or all of ASE'S assets, including the intellectual property assets, are now due on Monday January 14, 2019 at 5:00 p.m. Eastern Time. The auction date has also been moved, and will now be held on Wednesday, January 16, 2019 at 10:00 a.m. Eastern Time.

Learn More

hilcostreambank.com/assets/ase

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