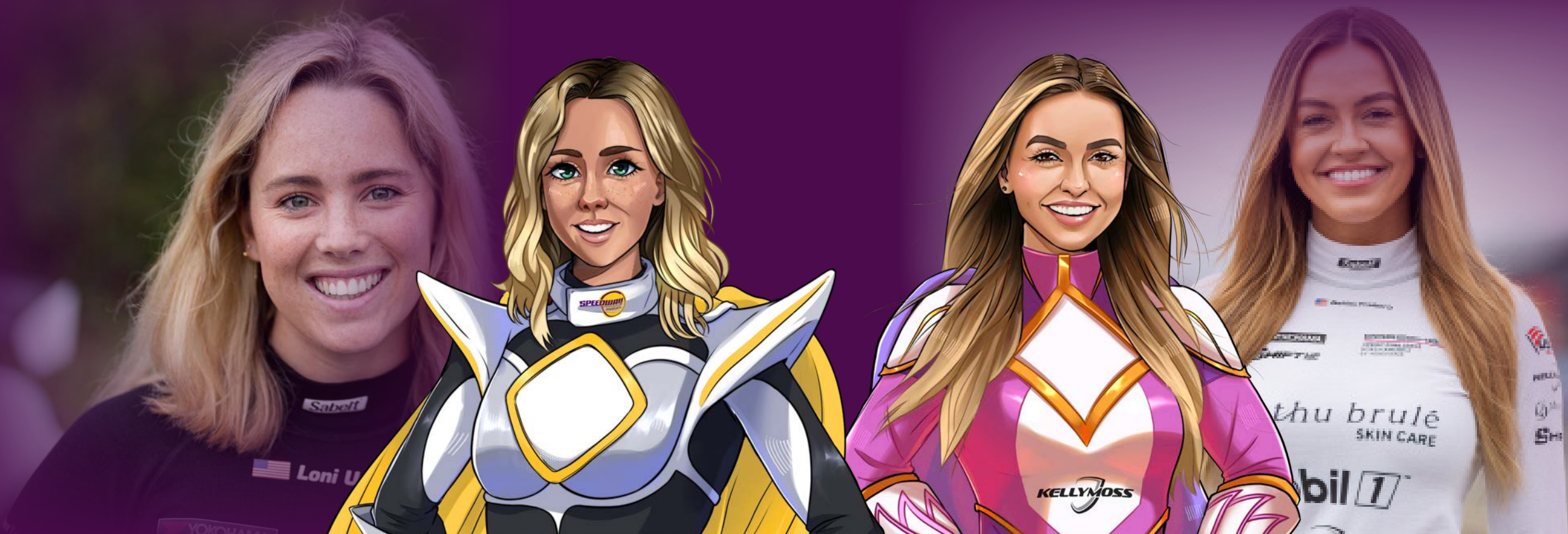




RACE FORWARD

2025

BE YOUR
OWN HERO



Unlocking Opportunities for Women in Motorsports

Creating opportunities for women in the historically male-dominated motorsports industry is personal to Victoria Thomas, CFO and co-owner of Kellymoss. This Porsche racing team, with its near-legendary status on the grid including thousands of podiums and 48 championships, is now paving the way for women in the industry.

With a mission to bring more women, and diversity as a whole, into motorsports - drivers, technicians, engineers, truckers and especially fans - Victoria and Kellymoss are earning a reputation as disruptors in the industry in all the right ways. This year, we are fielding at least one female driver in every series in which we compete, setting a new standard for diversity in motorsports.

In 2024, Kellymoss introduced the **Race Forward** platform - a diversity-forward program designed to promote initiatives that create opportunity and enhance accessibility in racing, along with **inspiring youth to experience the thrill of motorsports and see potential for themselves in our sport, whether in careers or as fans.**

Through education, promotion and inclusion, a focus on accessibility and representation is a win for everyone and it starts with our kids.





Anything Is Possible - In Racing and In Life

There's something about the track that is truly magical - from the whine of the engines, to the pungent mix of hot oil and rubber, it's an experience that captivates all the senses. And the emotional rollercoaster of a tense, contested race adds to the thrill.

Track day experiences for kids are key to connecting with motorsports - an **education outside the classroom that helps them see themselves in racing, excelling and succeeding**, whether behind the wheel, turning a wrench, or analyzing data.

In a sport that is dependent on fans to grow, accessibility and exposure to more fans, especially young fans, are key.

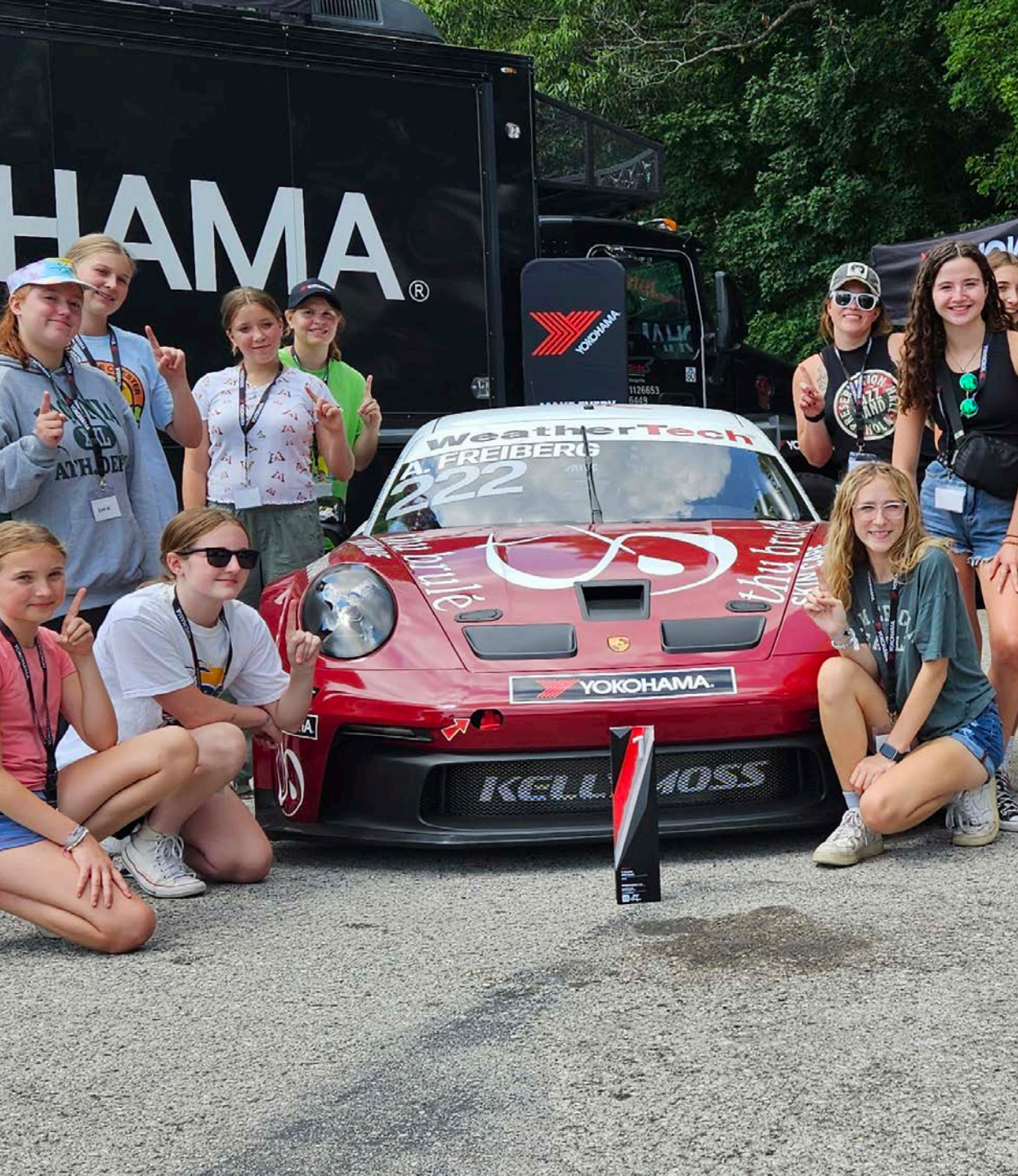
Kellymoss has also found that our incredible **Race Forward** drivers offer a relatable connection to young fans - they embody what's possible with a clear vision and goal, hard work, and a good dose of grit and determination.

Kind of like a superhero.....and

BAM!

a new idea was born.

A program that supports the growth and development of our **Race Forward** drivers while also **connecting with youth on a new, deeper level as part of THEIR story of empowerment.**



RACE FORWARD

BE YOUR OWN HERO

Superhero Inspiration for the Next Generation

The **Race Forward - Be Your Own Hero** program for youth delivers the magical allure of a classic track-day experience paired with practical STEM-driven educational activations that help kids see themselves in a future that includes motorsports, guided along the way by two of our **Race Forward** drivers - Loni Unser and Ashley Freiberg.

Participating kids, both male and female, get an opportunity to meet Ashley or Loni off the track, hear their story and learn a critical thinking, STEM-related skill they can easily apply to their daily lives, now and in the future, in a school or other community-based setting.

The first 20 families to register for the off-track activation join the team for a track day that weekend. They see their driver compete on the track and apply the skills they just learned. And, because swag is fun, they receive a bunch of cool stuff, too!

Meet Your Heroes: Loni Unser

Loni Unser's love for competition comes naturally, as her family name is synonymous with racing glory. From an early age, she raced just about anything she could get her hands on - skis, mountain bikes, dirt bikes, and now, her ultimate goal, professional race cars.

Her resume to date includes three seasons in the WRL including her first win in 2018, two MX-5 cup events and numerous appearances in endurance and spec Miata races. Notably, Loni was the first woman to place in the top 10 of the Mazda MX-5 cup twice with back-to-back finishes. Loni also has an impressive media resume, including a feature appearance on NBC's Jay Leno's Garage; seven episodes in the series The Drive Within; and has been featured on: MotorTrend TV, ESPN, Sports Illustrated, Porsche, and Autoweek, just to name a few.

In her first season with Kellymoss in 2024, she posted an impressive 5 podiums and finished third in her class - a big achievement for a driver new to single-make Porsche racing. She engaged with kids as our representative pro driver for a community car show appearance, wowing kids, adults and her sponsors with her personal touch, generous investment of time and pure passion for racing.

Loni is a young talent with an impressive racing pedigree and an infectious spirit. Her genuine commitment to developing the next generation of female drivers and straightforward style makes her an ideal role model for Be Your Own Hero.



Meet Your Heroes: Ashley Freiberg

Ashley is a seasoned competitor with diverse driving experience. A podium regular and 2023 Porsche Sprint Challenge Championship winner, she's worked through karting to open wheel racing to sportscar racing, even dipping her toe in endurance racing. Following a solid performance in the Porsche Sprint Challenge series in 2024, Ashley moves up to Porsche Carrera Cup North America in 2025, the highest tier of Porsche single-make racing.

As impressive as her long list of accomplishments like her MAVTV documentary series, In the Machine, and wins in series like Indy Lights, Star Mazda Championship and IMSA Sportscar Challenge, to name a few, is her "can't quit, won't quit" attitude and relentless optimism. She's been forced to take numerous breaks and even years away from the sport she loves due to funding challenges, bouncing back every time with yet another stand-out performance.

Ashley's dedication and spirit not only make her a compelling role model and ideal team member, **she's also an incredible brand ambassador who rolls up her sleeves and collaborates with her team and sponsors as a true partner, lending her voice and passion to promoting and supporting their brand goals.**





CORPORATE HERO OPPORTUNITIES | 2025

providing opportunities for strong female athletes to model championship excellence for the next generation

BE YOUR OWN HERO



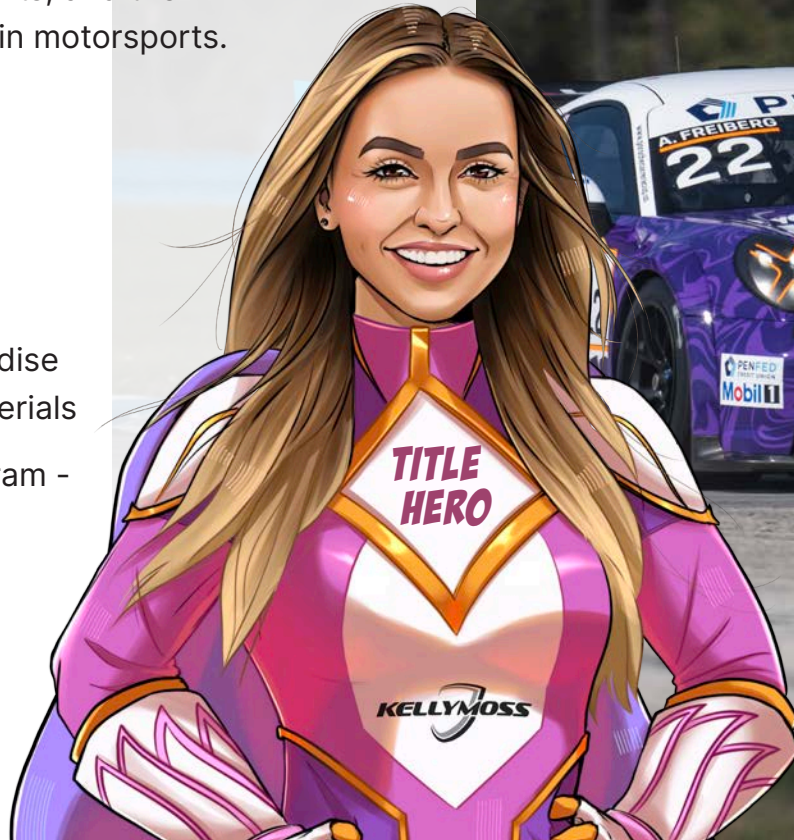
Driven by our desire to help young, talented drivers from all backgrounds succeed in racing, especially women and minorities, along with our belief that engaging youth in motorsports is key to growth in our sport, Kellymoss is one of the few racing teams in the paddock designing creative options for corporate sponsor support.

Supporting the **Race Forward - Be Your Own Hero** program not only provides insider racing perks and brand awareness benefits with our 'superpowered' inspirational liveries that are sure to turn heads, it also meets many charitable giving goals, including community engagement, youth education and increasing opportunities for traditionally under-represented audiences like female drivers. Sponsors can expect increased brand visibility, exclusive access to select racing events, and the satisfaction of supporting a program that promotes diversity and inclusion in motorsports.

PLATINUM HERO

- **Exclusivity** - each driver collaborates with one title sponsor
- Prominent display of title sponsor logo on car as part of driver suit
- Logo prominently placed on all **Be Your Own Hero** program merchandise including t-shirts, hydro flasks, hero cards, and STEM activation materials
- Top-tier placement in all promotion and communication for the program - social media, press releases, website, school promotions, and more
- VIP access to the race, paddock passes & hospitality - 8 weekend passes for one race weekend included (non-F1)

Platinum Hero Investment: \$50,000



GOLD HERO

- Secondary placement of logo on all **Be Your Own Hero** program merchandise including t-shirts, hydro flasks, hero cards, STEM activation materials, and race car livery
- Driver-personalized video reel for social media and other digital usage
- Mention in social media, press releases, digital communications and website
- Recognition during school activations and race-day events
- VIP access to the race, paddock passes & hospitality - 4 weekend passes for one race weekend included (non-F1)

Gold Hero Investment: \$25,000

SILVER HERO

- Logo on **Be Your Own Hero** program t-shirts and hero cards
- Mention in social media, digital communications and website
- Acknowledgment during school and race day events

Silver Hero Investment: \$10,000





READY TO
BE A HERO?



Your Cape is Waiting...Let's Race Forward Together.

VICTORIA THOMAS

| victoria@kellymoss.com

