

ALISTAIR BROWNLEE JOINS INCUS AS INVESTOR AND STRATEGIC ADVISOR

DOUBLE OLYMPIC CHAMPION, COMMONWEALTH CHAMPION, AND MULTIPLE WORLD CHAMPION ALISTAIR BROWNLEE (MBE) JOINS INCUS PERFORMANCE, AS INVESTOR AND STRATEGIC ADVISOR.

Alistair brings 15 years of experience at the highest level and will use this knowledge to help further develop the INCUS platform and product offering to provide the ultimate training experience.

INCUS Performance are delighted to announce that Alistair Brownlee, one of the most high-profile triathletes of recent decades, has invested in the company and will sit as a strategic advisor. With his extensive triathlon background, Alistair will be well positioned to provide knowledge for both new product features and business development aspects at INCUS, to solidify the platform as the ultimate for endurance sports training.

One of the most consistently top-performing athletes on the WTS series, Alistair Brownlee has recently made the jump to long-distance racing and over the last few seasons has put himself in contention for both the 70.3 World Championship and IRONMAN World Championship titles. A tremendously talented, versatile, and hard-working athlete, Brownlee is also heavily involved in the development of the sport's grassroots. The Brownlee Foundation is committed to inspire children from all backgrounds to enjoy sport, encourage them to lead active lifestyles and benefit from the opportunities that sport provides.



The INCUS platform provides not only data and analytics of a training session to the minute detail, but is working on automated insights that contextualise the numbers and show how these can be applied when progressing towards a specific goal. With measurements from the INCUS | NOVA device detecting changes in efficiency, stroke, or stride, the INCUS platform is being built to crunch the numbers for you, to explore exactly how these adjustments will affect you come race day. Whether the aim is setting a new 5km PB, or winning an Olympic Gold Medal, INCUS moves beyond typical trackers to provide simple, technical information to help you achieve your goal.

Alistair understands that monitoring and analysing an athlete's progress is pivotal in unlocking their true potential, saying "I'm fascinated by how technology can be used to help improve athletic performance. Two of the most important factors in training are efficiency and training load management. Through technology we have the ability to collect so much data, but the important and interesting part is how we distil that data into useful insights. I've really enjoyed working with the INCUS team to produce accurate and useful information

that can add something to everyone's training. Whether you're a beginner wanting to track your fitness or an elite professional athlete there are novel and relevant insights for you."

Chris Ruddock, lead engineer and Managing Director at INCUS Performance, said "To be working closely with someone as experienced as Alistair, not only as a professional athlete, but as one that has successfully competed across both Olympic and Ironman distances, is amazing. At INCUS, we're all about taking a new approach, bringing innovation and creativity to endurance sports where there hasn't been before. We're proud to work with those who similarly push boundaries in sport, and are looking forward to embodying Alistair's experiences in our upcoming insights, and the wider INCUS experience."