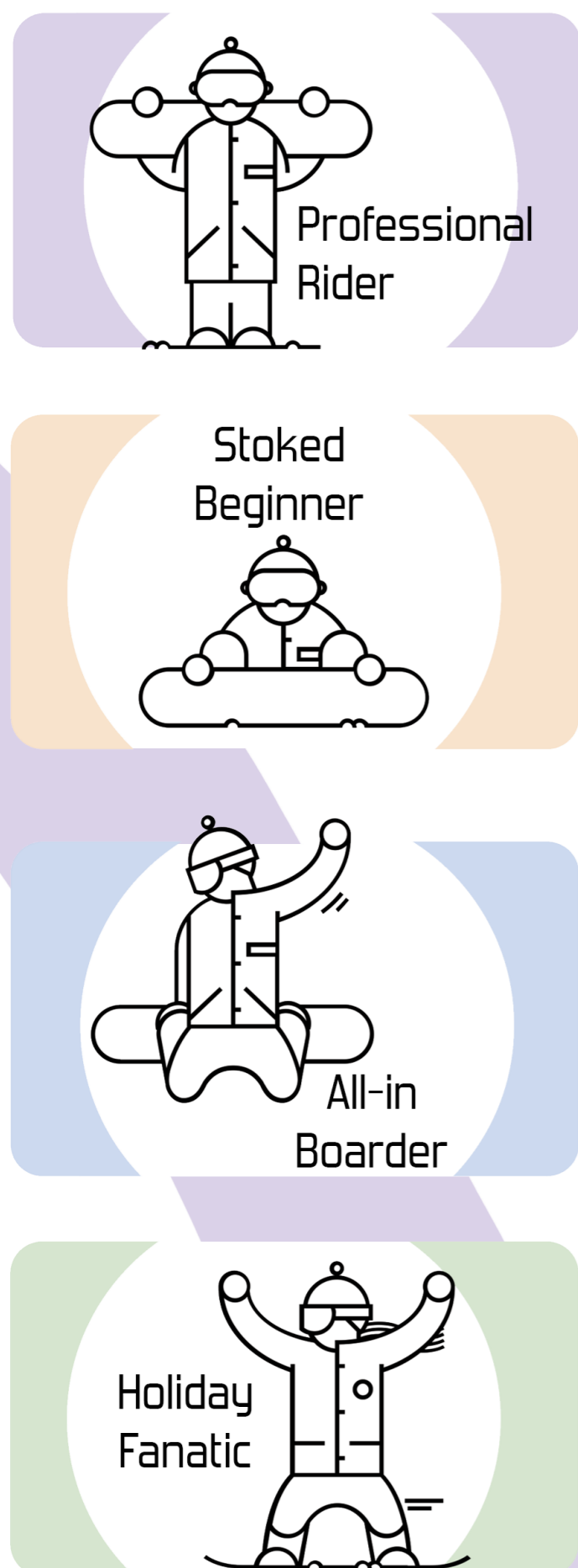


# Rethink the goods, with modular boots



Deeluxe presents, snowboard boots that grow with you. Changing the style, stiffness or comfort of your boots has never been this easy! Just one pair of boots for all your adventures, while reducing your foot print in the snow.

From the dare devil going 80 km/u on the slopes, to the cool kid who lives in the park. Your perfect pair is within Deeluxe's wide range of snowboard boots. If your style or preference changes, the boots easily change with you. You no longer have to throw away your proper boots, just because your lacing broke, or because they feel sloppy.



Easily change the stiffness of your boots thanks to the Exo-Flex.

- The Exo-Flex allows you to switch up the stiffness to match your activity.
- Experience long term financial benefits.
- The product enables a longer lifetime of the outer boot.
- It can potentially be made from recycleable or recycled materials.
- The Exo-Flex is a possible future product that enhances the viability of the modular service.

This service is inspired on circular economy business models. The service potentially improves the user-product relation, thus reducing the environmental impact of snowboard boots by prolonging their life time.

