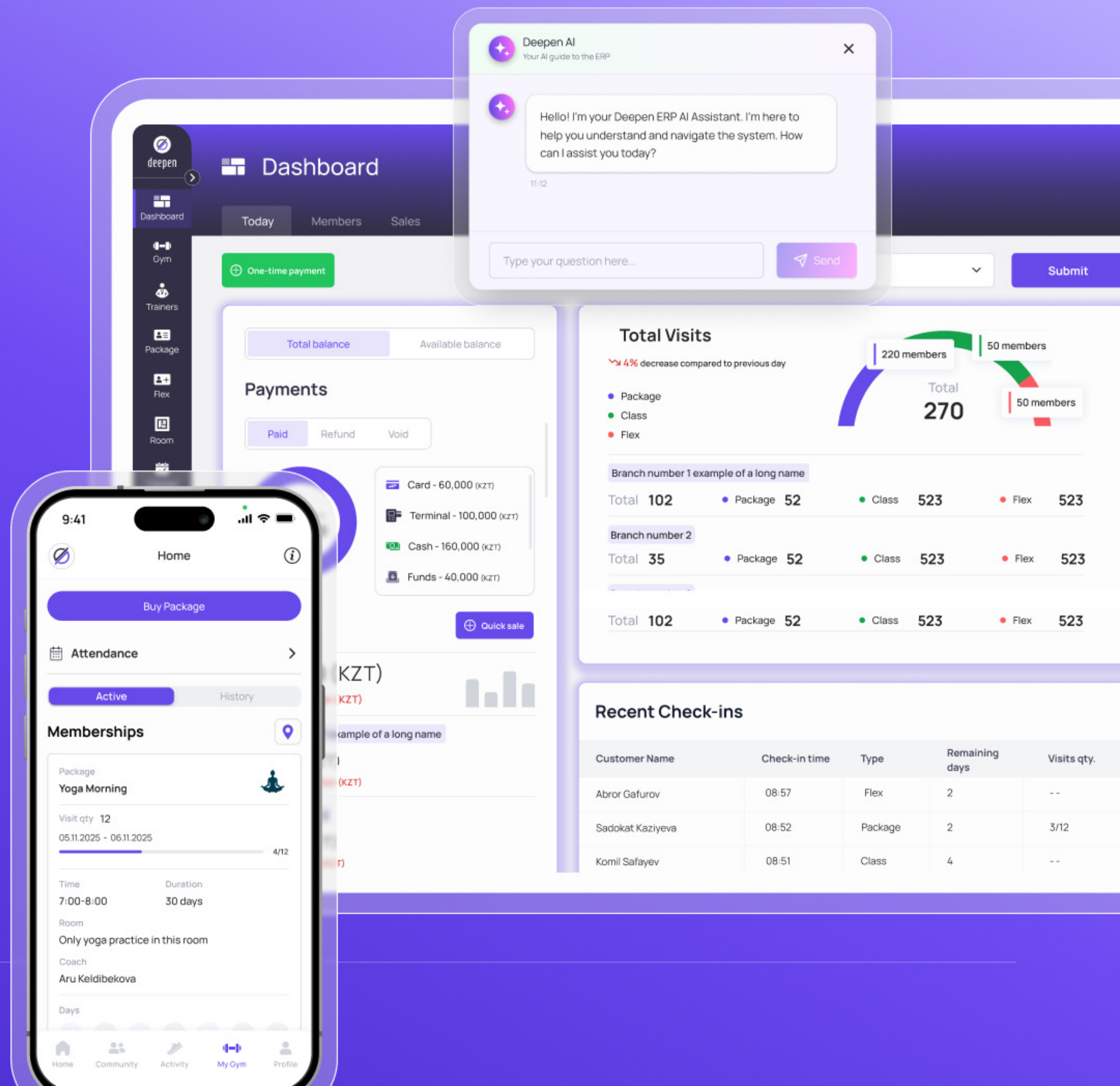




The Wellness OS

Building the infrastructure for the future of wellness

INVESTOR UPDATE · 2026



The Wellness Industry Is Fragmented

Gyms

Run on spreadsheets and paper.
No digital infrastructure, no
data layer.

Consumer apps

Track steps and workouts, but
have zero visibility into what
happens inside the gym.

Wearables

Measure the body, but can't tell
you if your training is actually
working.

None of them are inside the gym. We are.



One Ecosystem, Three Layers

Each layer feeds the next — infrastructure, community, intelligence.

1

Deepen ERP

Phase 1 · B2B

Gym & studio management software. The infrastructure layer that gets us inside every gym.

2

DeepenWell

Phase 2 · B2C

Consumer app with activity tracking, social features, and events. Turns members into a community.

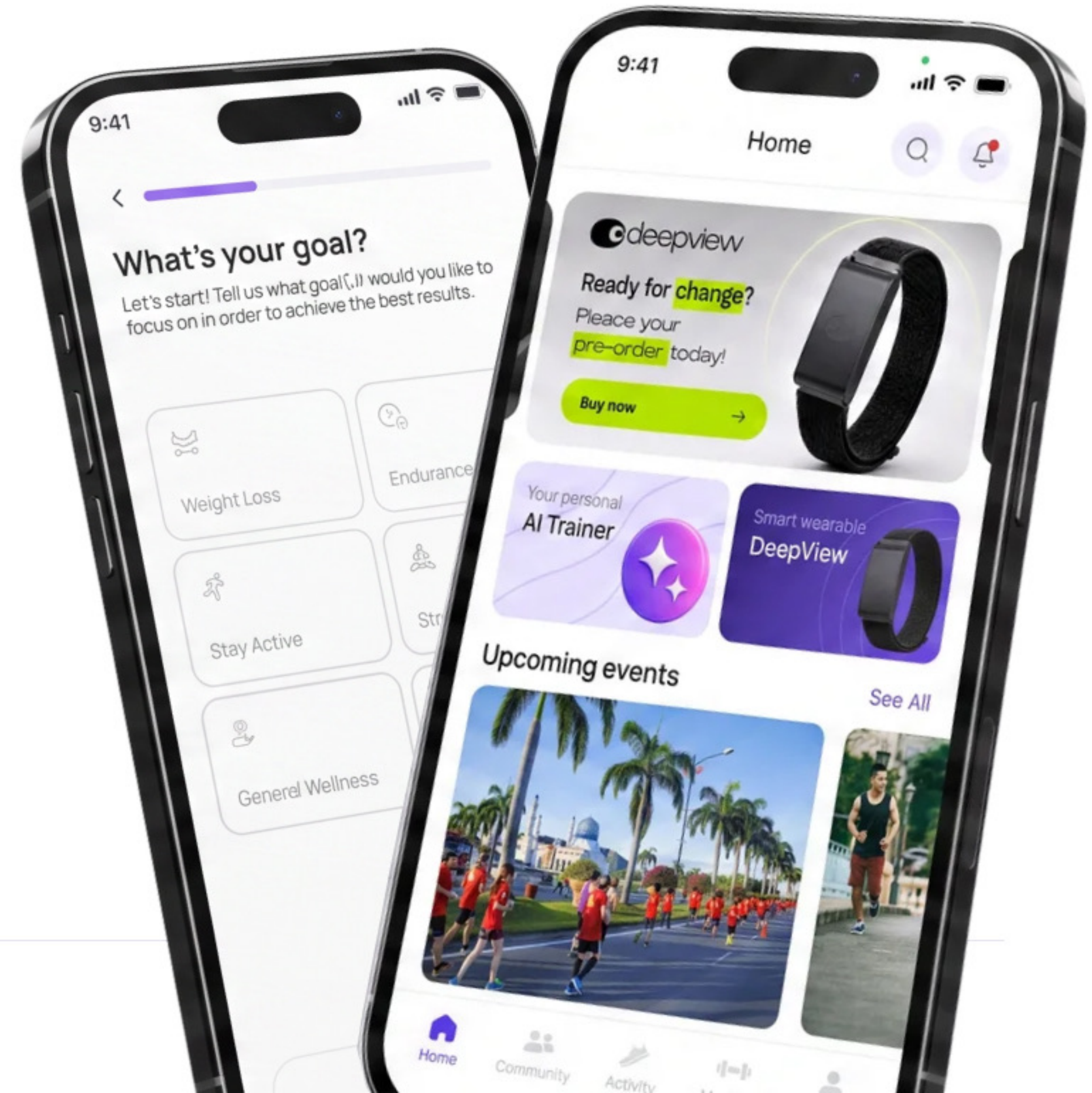
3

DeepView + AI Coach

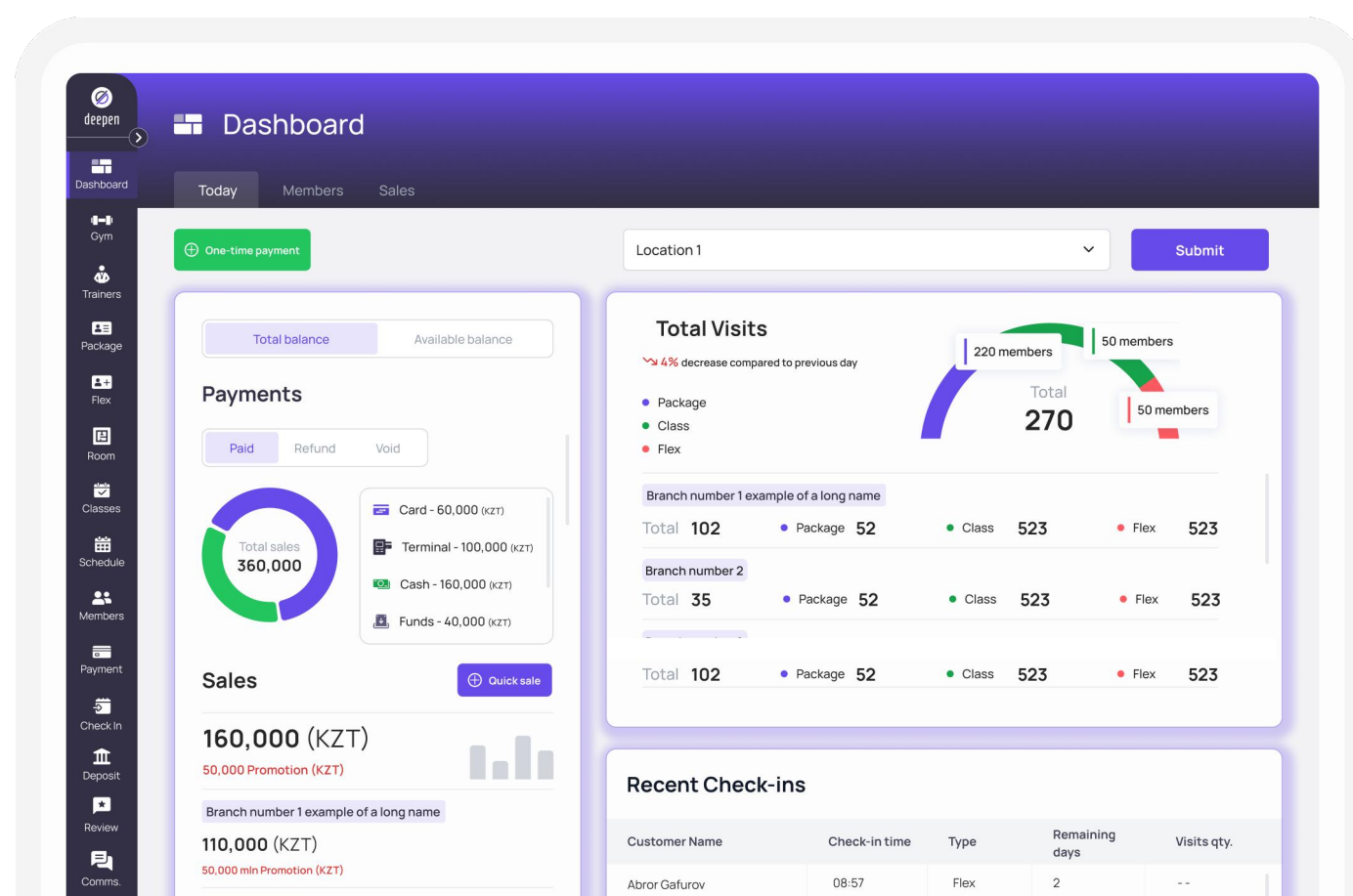
Phase 3 · Hardware & AI

Wearable tracking health, sleep, stress, fitness — paired with an AI coach trained on real gym data.

You can't build the AI without the data. The data only lives inside the gym.



Scale Across the Ecosystem

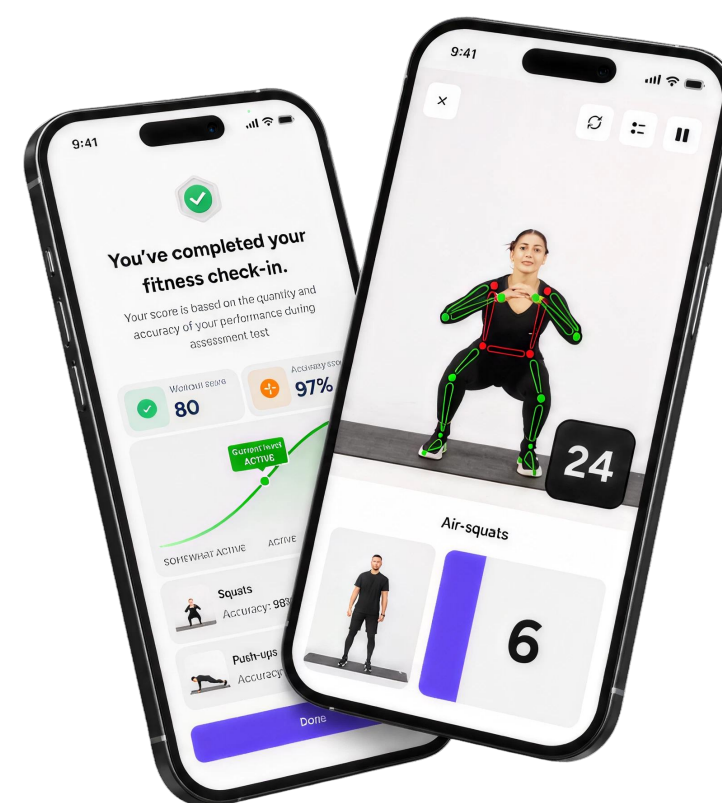


160,000+

B2B Customer Base

180+

B2B Gym Clients



250

AI Coach Units Sold

70,000

DeepenWell Community

4

Corporate Wellness Clients

5,000+

Corporate Wellness Users

No paid acquisition. Traction built through product and community.

Revenue Is Compounding Fast

Monthly recurring revenue, actual and projected.





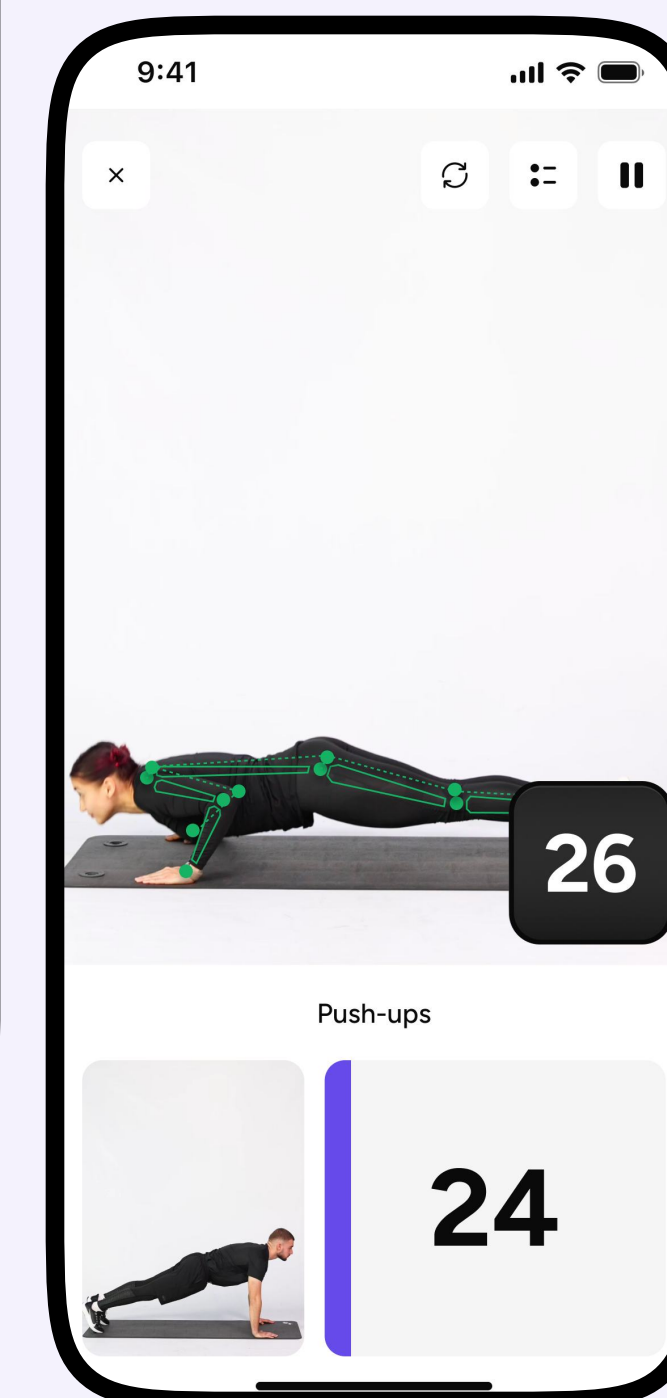
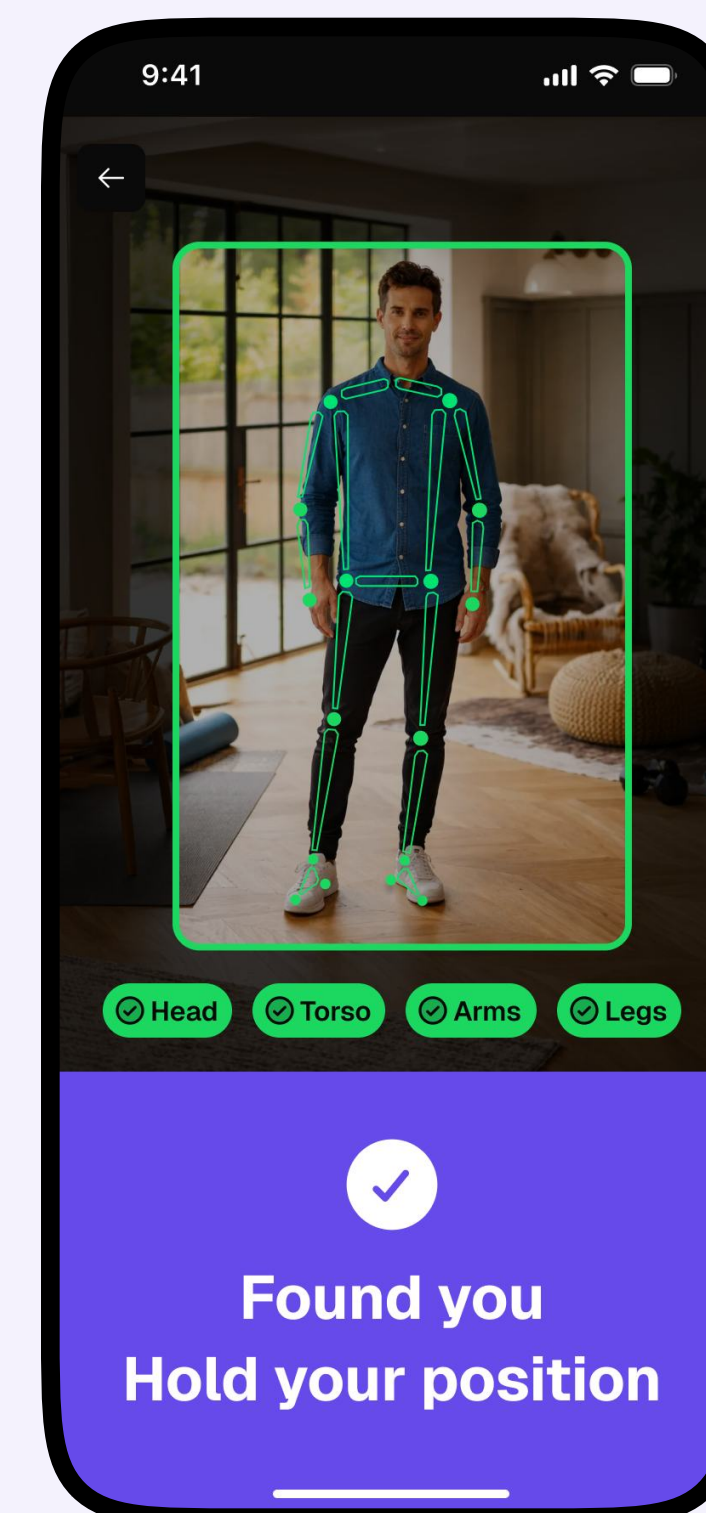
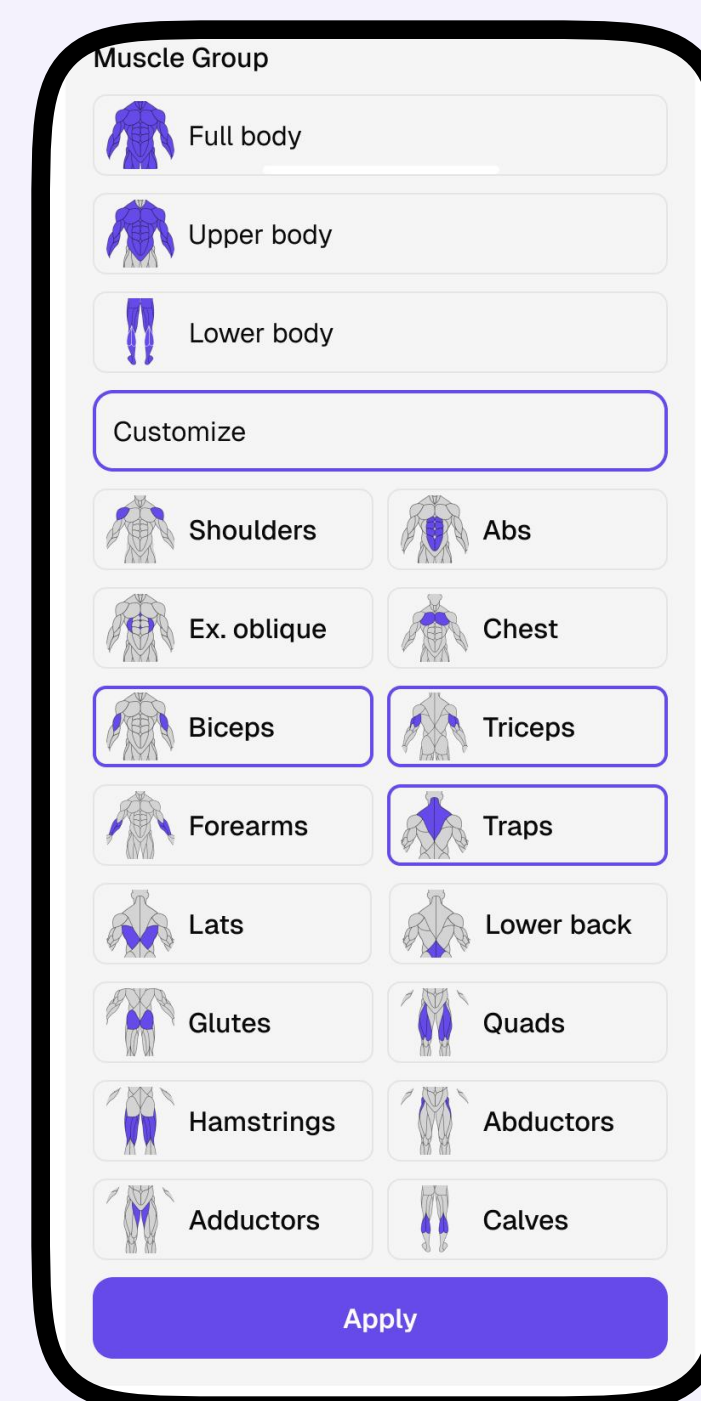
Deepen AI Coach — Selling Fast

UNITS SOLD SINCE LAUNCH

250

Trained on real, gym-level movement and performance data — not just step counts.

“Apple has a billion users and still can’t tell you if your workout was good for your body. We can.”





DeepView — Recurring Revenue from Hardware

The wearable that turns a hardware sale into a subscription relationship.



Sleep



Stress



Recovery



Fitness

DeepView Subscriptions

Hardware is the entry point. The subscription is the business — recurring revenue layered directly onto the same data flywheel powering the AI Coach.





70,000 Members. Zero Ad Spend.

DeepenWell grew organically through fitness challenges and community events.

70,000+

Community Members

\$0

Paid Acquisition Spend

100%

Organic Growth

“We didn’t acquire users. We built a movement.”

Enterprise Traction: Corporate Wellness

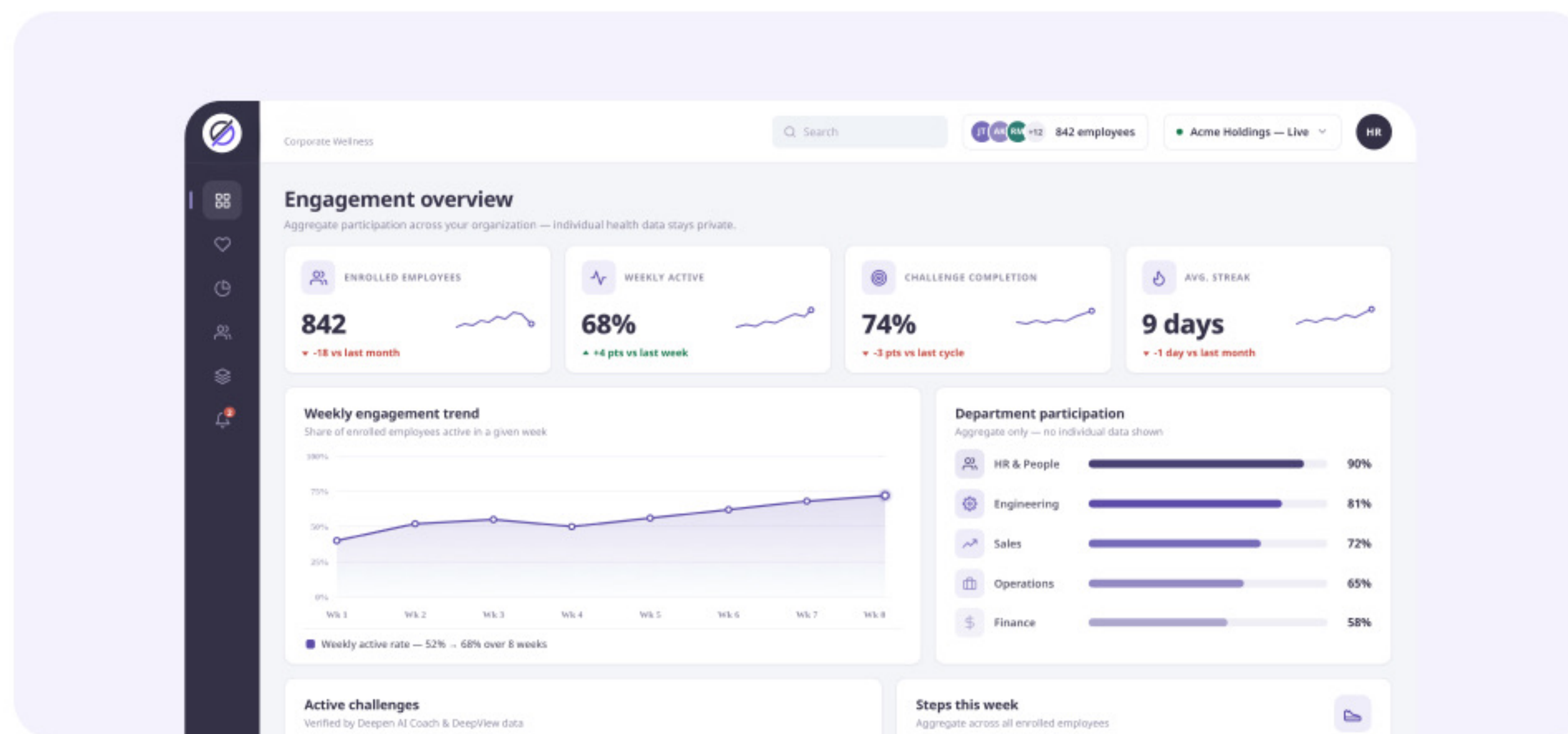
A new, higher-value channel: HR wellness budgets, sold at the enterprise level.

4

Corporate
Partners
Onboarded

5,000+

Employees
Covered



Corporate wellness extends the ecosystem beyond individual consumers into recurring, contract-based B2B2C revenue.

Market Size

CAGR ~17%

TAM

Global fitness software, app and tracker market size

\$85 B

SAM

Central Asia, MENA, Southeast Asia

\$3 B

SOM

Central Asia, MENA, Southeast Asia

\$183 M

Team



Farhod Furkatov

Founder of Deepen
Ex 1Fit General Director
Texas ITT
SunshinePoints
5X IRONMAN



Sadokat Kazieva

Creative Director
of Deepen
Ex Apple, Samsung
and Comcast



Norbek Yusupjonov

CEO of Deepen
Uzbekistan
CTO 7+ years



Meiir Adilzhanov

CSO/Head of GTM
of Deepen
1Fit co-founder



Building the Infrastructure for the Future of Wellness

Digitize Gyms



Build Community



Sell Subscriptions



AI Intelligence

Join Us in Building the Wellness OS
