

HOCKEY BRAND FOR SALE

Private Treaty Sale Process

FOR SALE

20+ year established brand for men's, women's, youth hockey teams. Includes brand Intellectual Property for North America, library, website, etc.

SALES

2019: \$1.6m (860K Gross Margin)

2020: \$731K (387K GM)

2021: \$1.1m (594 GM)

2022 Orig. Fcst: \$1.8m (977k)

Historically 75% Canada, 25% USA

SWOT

- Ideal fit for an existing manufacturer with excess seasonal manufacturing capacity and in house order personalization capability.
- Historically seasonal between August – March (hockey season)
- Currently focused on team market – big opportunity to expand to: Corporate, Retail, Licensed Retail throughout North America
- Excludes: Inventory which is available for sale and manufacturing equipment

This is a division of an existing company that has decided to exit this market to focus on its other sports verticals.

Interested parties are required to sign an NDA to receive access to the confidential information memorandum. Offers are open for acceptance on a first come first served basis, commencing immediately, with May 31, 2022 deadline.

For additional questions, please contact:

Joshua Sugar at 416.847.7336 or sugar@workingmancapital.com

NON-DISCLOSURE, NON-CIRCUMVENTION, AND CONFIDENTIALITY AGREEMENT

This Nondisclosure, Non-Circumvention, and Confidentiality Agreement (this “**Agreement**”) is made as of _____ (the “**Effective Date**”) by and between **Workingman Capital Corp. as exclusive Agent for Project Overtime** having a primary address of 2500 – 120 Adelaide St. W. Toronto, Ontario M5H 1T1 (the “**Company**”), and _____ and all subsidiaries and affiliates thereof, having an address of _____ (“**Receiving Party**”). The Company and Receiving Party are hereinafter referred to individually as a “**Party**” and collectively as the “**Parties**”.

Receiving Party wishes to receive from Company certain confidential and/or proprietary information for the purpose of considering a potential purchase transaction (the “**Purpose**”) of Project Overtime (the “**Target**”). This Agreement shall govern the terms and conditions of use and disclosure of Confidential Information (as hereinafter defined) by the Parties.

The Parties agree as follows:

1. “**Confidential Information**” means any and all information provided by the Company to Receiving Party in connection with the Purpose, including, without limitation, financial statements, business plans, forecasts, projections, analyses, employee, client, customer and vendor information, software (including documentation and code), hardware and system designs, manufacturing, logistics and sales processes, and other information relating to the business or matters of the Company or Target or their affiliates, suppliers, customers or other business partners, that (a) is not generally known to the public and (b) at the time of disclosure, is identified as or would or should reasonably be understood by the Receiving Party to be proprietary or confidential.
2. The Receiving Party shall maintain the Confidential Information, exercising the same degree of care as the Receiving Party exercises with its own confidential or proprietary information of a similar nature, but in no event less than a reasonable degree of care, to prevent its unauthorized disclosure and use.
3. The Receiving Party shall use the Confidential Information solely for the Purpose. The Receiving Party shall not, without the prior written consent of the Company, disclose any portion of the Confidential Information to any third party, except to the Receiving Party’s employees, agents, consultants, contractors, or professional advisors who are bound by an obligation of confidentiality at least as restrictive as that contained in this Agreement and who have a need to know such Confidential Information in order to accomplish the Purpose, and then only to the extent they need to know. The Receiving Party shall be responsible and liable for any breach of this Agreement or unauthorized disclosure, publication or dissemination of any Confidential Information by or through any of the Receiving Party’s employees, agents, consultants or contractors.
4. The Receiving Party will not disclose that discussions or negotiations are taking place, that it has received evaluation material, except to the extent it is advised by its counsel that it is required to do so under applicable law and then only after it has notified the Company about the information it proposes to disclose. Receiving Party further agrees that, without the prior written consent of the Company, it will not (directly or indirectly) enter into any agreement, arrangement or understanding, or any discussions which might lead to such agreement, arrangement or understanding, with any person regarding a possible transaction involving the Company or Target, or buy or acquire all or any interest in the Company or Target, including, without limitation, the acquisition of any debt or securities of, or any claims against, the Company or Target.
5. The Receiving Party further covenants and agrees to work exclusively with the Company regarding the Purpose and will take no action to circumvent the Company’s involvement in any possible transaction with the Target.
6. If, in the reasonable opinion of its legal counsel, the Receiving Party is required by law to disclose any of the Confidential Information in connection with any legal or regulatory proceeding, then the Receiving Party may disclose such Confidential Information, provided that the Receiving Party notifies the Company a reasonable time prior to disclosure, allows the Company a reasonable opportunity to seek appropriate protective measures prior to disclosure, and discloses only the minimum amount of the Confidential Information required by law to be disclosed.

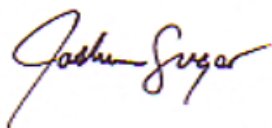
- 7.** The Receiving Party shall not have any obligation of confidentiality or assume any liability with respect to any portion of the Confidential Information that the Receiving Party can demonstrate (a) it possessed prior to the date of this Agreement from a source other than the Company (or its affiliates, suppliers, customers or other business partners) without any obligation of confidentiality, (b) it rightfully receives from a third party (other than an affiliate, supplier, customer or other business partner of the Company) without any obligation of confidentiality, or (c) is or becomes publicly available without breach of this Agreement or act or fault of the Receiving Party.
- 8.** As between the Parties, all right, title and interest in and to Confidential Information disclosed pursuant to this Agreement shall remain the property of the Company or Target, as applicable. The disclosure or provision of Confidential Information shall not constitute any grant or license to the Receiving Party of any legal rights now or hereinafter held by the Company.
- 9.** The Parties acknowledge that monetary remedies will not be a sufficient remedy for breach of this Agreement and that any breach by the Receiving Party would cause the Company irreparable harm. Accordingly, in addition to any other remedies that may be available at law or in equity, the Company shall be entitled, without the requirement of posting a bond or other security, to seek equitable relief, including injunctive relief and specific performance, and the Receiving Party agrees not to oppose the granting of such relief on the basis that the Company has an adequate remedy at law.
- 10.** The confidentiality and nondisclosure obligations contained in this Agreement shall survive for three (3) years following the last disclosure of any Confidential Information under this Agreement or, with respect to any Confidential Information that is a trade secret, until such Confidential Information is no longer a trade secret under applicable law. The confidentiality and nondisclosure obligations contained in this Agreement shall bind each Party's legal representatives, successors and assigns.
- 11.** The Receiving Party shall promptly return to the Company or destroy, upon any termination of this Agreement and at any earlier time the Company may request, all written or electronic records (and all copies thereof) that contain any Confidential Information of the Company. Upon the Company's request, the Receiving Party shall certify in writing its compliance with the foregoing.
- 12.** Neither this Agreement, nor the disclosure of information under this Agreement, nor the ongoing discussions or correspondence between the Parties, shall constitute or imply a commitment or binding obligation between the Parties. If, in the future, the Parties enter into a binding commitment regarding the Purpose, the such commitment shall be explicitly stated in a separate written agreement executed by both Parties, and the Parties hereby affirm that they do not intend their discussions, correspondence, and other activities to be construed as forming a contract regarding the Purpose or any other transaction between the Parties without execution of such separate written agreement.
- 13.** The failure of either Party to enforce or insist upon compliance with any of the terms or conditions of this Agreement, the waiver of any term or condition of this Agreement, or the granting of an extension of time for performance, shall not constitute the permanent waiver of any term or condition of this Agreement, and this Agreement and each of its provisions shall remain at all times in full force and effect until modified in writing by the Parties.
- 14.** This Agreement shall be subject to, and interpreted in accordance with, the laws of the Province of Ontario, without reference to any choice of law rules that would require the application of the laws of any other jurisdiction.
- 15.** This Agreement is the entire agreement between the Parties relating to its subject matter and supersedes all prior agreements, written or oral, with respect thereto. Neither this Agreement nor any right granted under this Agreement shall be assignable or otherwise transferable. If any term or provision of this Agreement shall be found to be illegal or unenforceable, then such term or provision will be modified to the minimum extent necessary to render such term or provision legal and enforceable, and notwithstanding that term or provision, all other terms and provisions of this Agreement shall remain in full force and effect. Any modification of this Agreement must be in writing and signed by the duly authorized representative of each Party.
- 16.** For the convenience of the Parties, any number of counterparts of this Agreement may be executed by the Parties, each of which shall be an original instrument and all of which taken together shall constitute one and the same agreement. Delivery of a signed counterparty of this Agreement by email shall constitute valid and sufficient delivery thereof.

IN WITNESS WHEREOF, the Parties hereto have executed this Nondisclosure and Confidentiality Agreement as of the Effective Date.

COMPANY:

Workingman Capital Corp. as exclusive Agent for Project Overtime

Per:



Name: Joshua Sugar

Title: President

Date: 03-17-22

RECEIVING PARTY:

Enter Receiving Party Name:

Per:

Name: _____

Title: _____

Date: _____



WORKINGMAN
CAPITAL

416.847.7336 workingmancapital.com