



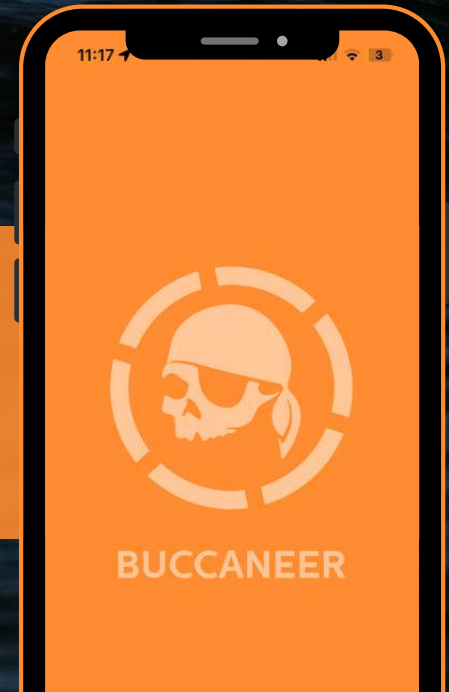
2023 ROUND-UP



“ON A PERSONAL NOTE I WANTED TO SAY A MASSIVE THANK YOU TO OUR SUBSCRIBERS AND PARTNERS IN 2023. WE HAVE SEEN OUR ACTIVE UK COMMUNITY GROW SIGNIFICANTLY BOTH IN TERMS OF SUBSCRIBERS AND EVENTS WHICH IS AWESOME TO BE A PART OF.

WE ARE NOW EXCEEDING 5,000 ACTIVE USERS ACCESSING THE APP ON A MONTHLY BASIS”

WE HAVE DONE A TONNE OF WORK IN THE APP TO MAKE IT BETTER. LITERALLY EVERY BIT OF REVENUE THE APP GENERATES WE ARE PUMPING BACK INTO FURTHER DEVELOPMENT SO YOUR ONGOING SUPPORT IS GREATLY APPRECIATED.





OUR PURPOSE

TO CONNECT PEOPLE TO YOUR COMMUNITY - BUSINESSES, LOCATIONS AND SPORTS. WE DO THIS BY PROMOTING OUR SPORTS AND SPORTING LOCATIONS NOT ONLY WITHIN BUCCANEER BUT USING THE PLATFORM TO REACH OUT INTO WIDER MEDIA, CREATING ENGAGING CONTENT AS WELL AS A VIRTUAL PLATFORM FOR REAL TIME USAGE.



HERE ARE SOME HEADLINES OF THINGS WE HAVE DONE IN 2023 THAT WE HOPE THE ACTION SPORTS INDUSTRY AS A WHOLE HAS BENEFITED FROM, PARTICULARLY OUR PARTNERS.

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BUCCANEER
SESSIONS



HEADLINE EVENTS 2023



WEEKEND - 21, 22 OCT
AIR FREESTYLE
AND HARBOUR



30 SEP, 1 OCT
FREESTYLE
BKC NATIONALS
HAYLING ISLAND



H2O SANDBANKS
WEEKENDER

23, 24 SEPT
POOLE

14, 15 OCT
WAVEMASTERS
GWITHIAN, CORNWALL

WAVEMASTERS
GWITHIAN, CORNWALL



- 14, 15 OCT | THIS WEEKEND - 14, 15 O

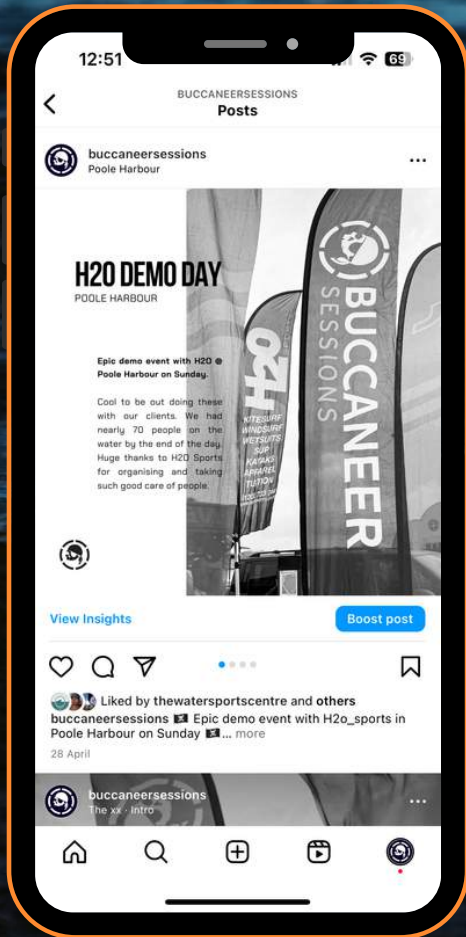
30 SEP, 1 OCT
FREESTYLE
BKC NATIONALS
HAYLING ISLAND

HERE ARE SOME HEADLINE EVENTS WE ATTENDED IN 2023

For most of the events we partnered with our clients to promote physical attendance as the primary objective as far and wide as we could. It is also an opportunity to help showcase our clients' services for audiences both inside and outside of the Buccaneer app.

As we all know social media posting is a dark art. The stats below are from Buccaneer generated marketing activity only and primarily include Facebook, Instagram and the Buccaneer community platform. We saw the best results where we acted together with our partner, reposting and promoting each others content. Example being: We generated and funded a paid push for our client's event and then reposted it. Our client then posted our content in their own channels and vs versa.

As we delivered new functionality into the app in the year from roughly September we were able to include links to events listed in Buccaneer. Its from this point we can track direct clicks into the Buccaneer platform specific to each event.

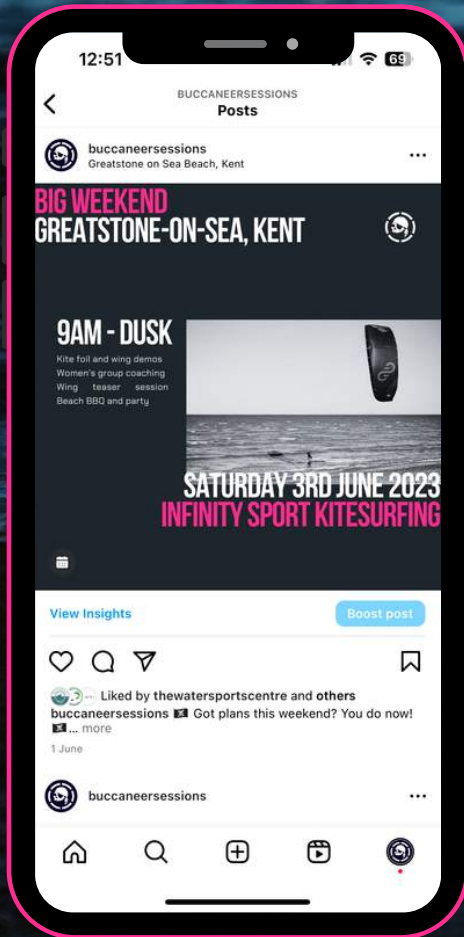


H2O DEMO SANDBANKS - APRIL

Kicking the season off - H2O on Sandbanks bringing together a load of Brands they work with to the quay side showing off their latest a greatest kit. H2O offering some awesome Wing taster sessions through out both days.

5,406
IMPRESSIONS

2,565
ENGAGEMENT



INFINITY SPORT KITE SURF – BIG WEEKEND – JUNE

Great event in Greatstone beach – Infinity pulled together an awesome event with the FOILING COLLECTIVE, featuring all of their Shop brands as well as many of the local amenities that benefit from Kite and Wing participants using their awesome location (Only place you can really kite on the south coast in a Northerly wind!!) Fantastic weekend and it was windy!!

1,469

IMPRESSIONS

1,394

ENGAGEMENT

39,424

IMPRESSIONS

23,007

ENGAGEMENT

6,982

IMPRESSIONS

5,202

ENGAGEMENT

EASYRIDERS WINGFEST '23

Winging specific event as the name implies on Poole Beach. It got a huge amount of love both on social media and through the Buccaneer app as you can see from the numbers. Awesome opportunity for wing enthusiasts to have friendly race and for those yet to try it, Easy riders ran back-to-back taster sessions. Totally booked to capacity both days!!



WESTKITEBOARDING WOOLACOMBE WEEKENDER - AUGUST

Awesome event, something of a mini festival vibe about it. With Camping just outside Woolacombe village in heart of Devon short drive from all of the major Kite, Wing, Paddle and Surf spots in and around Saunton, Croyde and Woolacombe. Great wind, great food and great music, great company!!



5,256

IMPRESSIONS

3,595

ENGAGEMENT

H2O DEMO SANDBANKS - SEPTEMBER

H2O are pro's at this. They have been a major supplier into the water sports industry for a long time and support some of the best global brands out there. This event is ideally situated on Sandbanks. An epic spot to try out some new kite or have a go at something new!!



19,699

IMPRESSIONS

7,758

ENGAGEMENT

BKSA FREESTYLE CHAMPS — SEPTEMBER

A return to Hayling island so some epic free style action. Super well attended this year. Great to see so many groms on the water. The wind was a bit in and out but that happens sometimes, but everyone got on with it. Great fun to see the groms compete with the pro's due to the lightish winds.



2,482

IMPRESSIONS

1,578

ENGAGEMENT

1,552

IMPRESSIONS

934

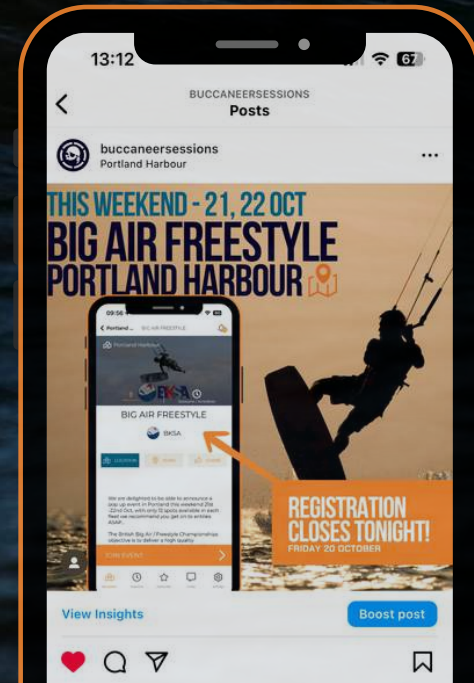
ENGAGEMENT

BKSA WAVEMASTERS - GWITHIAN - OCTOBER

BKSA BIG AIR - PORTLAND - OCTOBER

Ahhh we love Gwithian, great wave riding spot. As the conditions dictated on the day, the event was moved slightly to the left, in mapping terms, and the comp was run from The Bluff. Great day on the beach: Sun, sand and a good consistent breeze provided a great comp with all of the heats getting done in one day!!

This year held at the amazing Portland Harbour home of The Olympic sailing training centre, Our fantastic clients: The OTC and CS Watersports. Great day of wind, dropped off a little at the end. But sustained long enough to re-run the finals of the Pro Men's Freestyle as well as get all of the heats for the big air done and dusted. Great work the BKSA!!





SESSIONS MAGAZINE

- We launched our eBook [Sessions Magazine] to accompany the Buccaneer platform as a celebration of the locations, the sports and activities we promote in the platform and our partners that help facilitate accessibility and participation of action and adventure sports supported through our platform
- The long-term intent is to deliver an eBook once a quarter, right now it's looking like biannually as the effort to deliver something worthy of our clients, subscribers, sports and locations is huge.
- Future eBook content will include a series of interviews with sports professionals and key businesses discussing their sports, favourite locations etc. Each issue will contain an active directory of our partners and clients. The eBook itself is digital and links directly back to the buccaneer platform in real time.
- In terms of statistics - The Magazine itself went out to roughly 4700 Buccaneer Subscribers (at the time) the majority of which are UK based. That's our hot audience of active users. We also promoted the mag on social media as a method of promoting our platform to new audience.

BUCCANEER SUBSCRIBER DISTRIBUTION: 4,700

EBOOK LINK CLICKS TO DOWNLOAD: 10,873

The first issue was a bit of an experiment, as the first version of anything is. We were sure we had some great content. Below are specific articles we promoted and some high-level stats.

Overall the mag has been received really well from an overall 21,505 impressions we got 10873 clicks to open the magazine.

A massive thank you to our contributors, Lewis Cathern, Nik Baker, Scotty Stallman, Tom Redfern. We're planning to produce more. Issue 2 currently scheduled for release some time Jan/Feb.

Item	Content Reach
Full Magazine	21505 Imps 10873 Clicks
H2O Profile follow competition	5240 Imps 1756 Engage
Article with Nik talking about Aloha classic passion with windsurfing and winging	1490 Imps 1488 Engage
Article with Scotty – UK Talent hitting the PWA	1653 Imps 1591 Engage
Article with Tom Redfern talking about mountain biking, favourite spots etc.	1863 Imps 1815 Engage



APP DEVELOPMENTS ENHANCEMENTS 2023





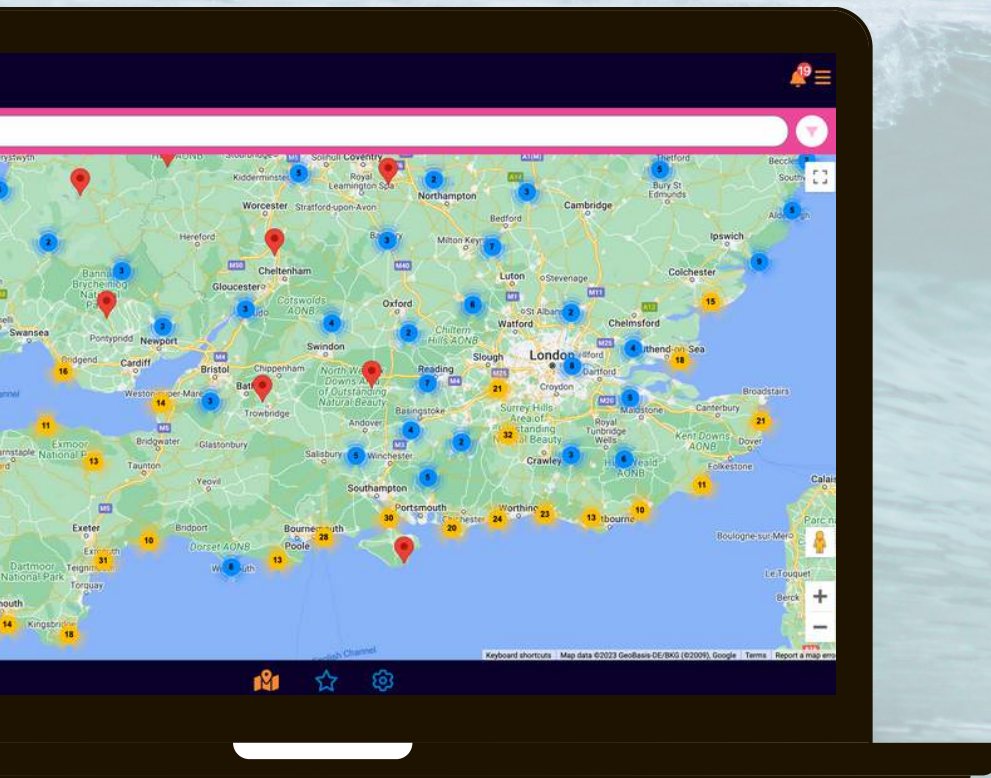
DEVELOPMENT FRAMEWORK UPGRADES:

We had to deliver a major upgrade to the Buccaneer platform to ensure we are up to date with current security and data handling standards. This is totally boring but a necessity for keeping the app live in the Apple App Store and Google Play for Android.

Upside for you both your and our clients community data security is as best it can be it also means we can take advantage of the latest device features the phone manufacturers are developing.



WEB VERSION OF BUCCANEER



This is particularly exciting for me as has been a long road to raise the funds to deliver the first and biggest phase of the work. Buccaneer was first delivered as a “Native Application,” which is great if you are only going to want to access Buccaneer on a phone but less useful if you want to access the app from a web browser. It also meant it was less easy to share links to Profiles, locations, and Sessions, etc.

The browser version is now fully live and by the end of the year our location, session and business directory service will be being indexed by the internet search engine bots give you a bunch link backs to your own domains and helping you build that all important authentic, improved natural search ranking.

We will also be delivering some visual design improvements to the web application this side of Christmas.

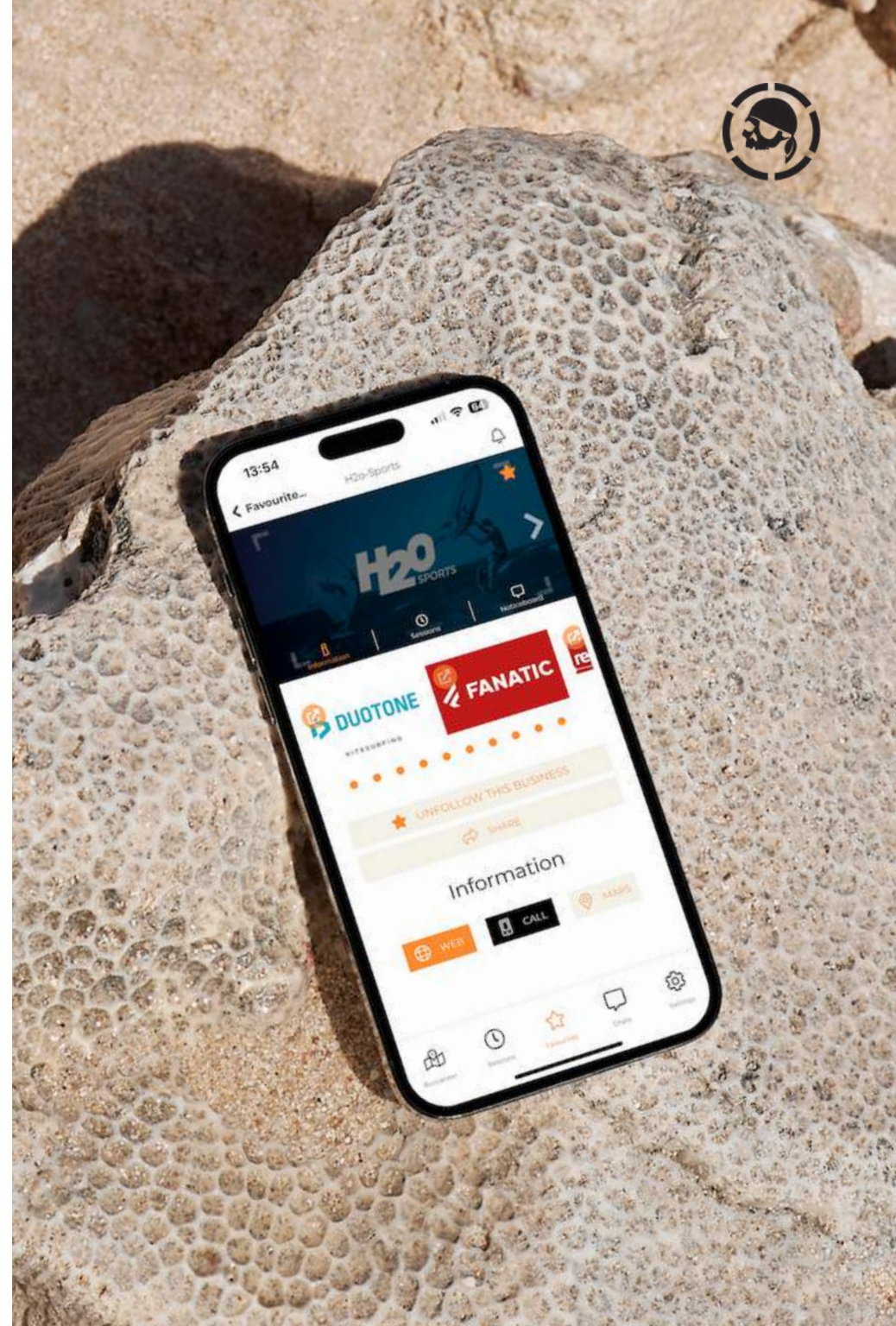
As well as the Search ranking benefits you will also be able to embed elements of your Buccaneer profile within your own website creating a seamless link for our community subscribers to access your Sessions, Events, News Stream, etc.

SMART SHARING:

With the web version of Buccaneer now fully operational we were able to implement another important feature into the Buccaneer eco system; the ability to share Buccaneer content OUTSIDE of the platform!!

What this effectively means is any Buccaneer subscriber can share a link to your Business, to a Location, a Session or Event outside of Buccaneer (3rd party social media platforms, WhatsApp, Facebook, Instagram etc including direct email) this is great as it enables our community to share content really easily across technical platform boundaries.

Facebook particularly loves organic, authentic content shared by its users just because its exciting and cool not because they are selling something. We hope this is an awesome way for people to literally share the stoke/passion for action sports and the awesome places we do it!!





OFFER CODE SUPPORT:

Talking to some of our clients about how to maximise the feel-good factor of being part of an active community. We wanted to understand what we can do for subscribers to make them feel the love and welcomed into our world and perhaps stimulate some good business at the same time. We like Win Win scenarios. None of us will be a stranger to the concept of an offer code highlighting a specific deal or drawing attention to a service. Offer codes can be misused and are often mined by automated web spiders/bots and deposited on “offerCode” aggregation sites which can somewhat defeat the object of a valued customer receiving a promotion directly from you.

In November we released our offer code support function that enables a customer directly following your profile in Buccaneer to see your current valid offer code. This is not discoverable by any automated web spider and can only be seen by the user directly following your profile. So this means the Subscriber is rewarded for their Follow of your profile. As you change offers in Buccaneer your current profile following is sent a push notification to check your profile to review the offer.



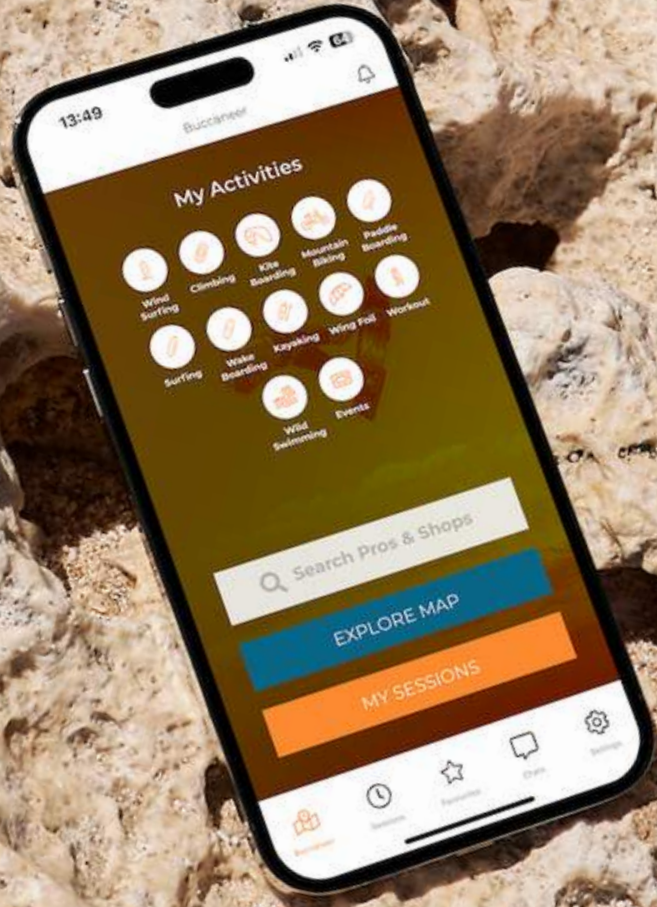
SESSION & EVENT INVITATIONS:

Mindful that a proportion of our subscribers are intermittent users of our platform, we are always looking at ways that our stakeholders can reach out and connect with their audience. We manage these connections through push notifications which on the whole is fine for most people.

That said a user can switch push notification off and unless they check their Apps for recent activity it is possible that they might miss an all important invitation / notification of a Session or Event that they might be interested in.

With this in mind we have decided to trial adding an email in addition to the push notification to Subscribers invited to a Session or Event.

The email to the subscriber will include a link to the Session/Event making it super easy for when a user opens the email they can tap on the link and quickly get to the information.



COMING UP IN EARLY Q1 2024





VISIBLE SUBSCRIBER PROFILES AND CONNECTIONS:

We ran a few Q&A sessions with subscribers at some of the events we attended in the second half of 2023 to try and understand what we should focus on next in terms of user functionality. The resounding response was for us to Enable the General Subscriber profile to be accessible and viewable from Noticeboard posts etc by other community users. There is also a strong desire to allow the community to connect to each other and enable Session notifications within groups and Location sharing etc.

Ultimately this will mean that buccaneer Users will be able to see each other profiles, see their favourite locations and get notified when a Session is going off!!



GEO FENCING:

“What is that?” I hear you say.

Well, I will explain... I am super excited about this one as it takes Buccaneer into the next league of technology but then I am a massive nerd!!

Geo Fencing will allow us to place a virtual “fence-line ” around our locations mapped in Buccaneer. When a device with the Buccaneer app crosses the virtual fence-line the app will send a discreet notification to the phone highlighting the location and inviting the user to tap and open the location record.

For those of our stakeholders that list against Buccaneer locations, this will increase traffic to your profile and increase brand awareness. The User will also be offered the opportunity to check-in to a spot with options to record the activity they are doing there. This will act as a “Quick Session.”

Where a user has a follower network (see above) their check-in will prompt a notification to their network to let them know that a user has checked in to the given spot. So a wider network of individuals will also be offered quick way to access the spot and see what is happening there.

The purpose of this is to make it super easy for our subscribers to record activity. To maximise the possibility of others being interested in what is happening at a location and give our stakeholders exposure to a wider potential customer base.



GROUP / CLUB MANAGEMENT:

We would like to add functionality to enable individuals and business profiles to create Groups / Clubs within Buccaneer. This new profile will enable much of the functionality already covered in the Buccaneer platform. A Group/Club will have its own profile page, Group/Club Sessions & Events and a Noticeboard. Members of the group will be able to participate in Group/Club Sessions and add messages to the Group/Club noticeboard. All members of the Group/club will be notified via push notification of any message and/or Session.

We will also add the capability for subscription/ membership fees to be collected if they are required. Full subscription management functionality will be added enabling group/club membership to be managed including:

- Subscription admin will be able to see list of membership with respective data of joining and term dates.
- Can pull down a list of membership details including email address
- Can send email to individuals for notice of subscription renewals and confirmed cancelation and notice period or
- Subscription admin will have the ability to terminate a subscription with 2 options: immediate termination or terminate with notice period. Usual is three months
- Must link to stripe for money collection – financial control can be done from there.
- Assign group / page admins





THANKS FOR READING
HERE'S TO AN EPIC 2024!

