



Floatee

The anti-drowning T-shirt





Drowning is the leading cause of household accidents among children.



As of today, we secure :

- Swimming pools
- Children **IN** the water



80% of drownings occurred when the children are not supposed to swim





The anti-drowning T-shirt

The t-shirt designed to play near the water that automatically turns into a life jacket!



A WORLD EXCLUSIVE PROTECTION



Automatic
inflation

Upon immersion in water



Immediate
surfacing



Automatic flipping
onto the back

World exclusive feature



Airways out of
the water



LESS THAN 5 SECONDS





Patented and certified

Certification protocol based on ISO 12402-4 standard for life jackets.



Durable

The inflatable part, one size fits all, adapts to all t-shirt sizes.



Easily rechargeable



Anti-UV UPF 50+



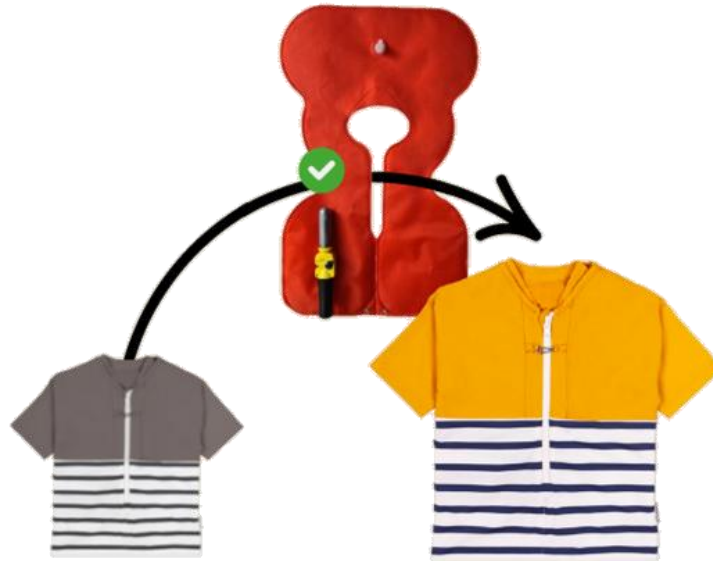
PISCINE GLOBAL
1st PRIZE
OF THE
POOL INNOVATION AWARDS 2024



PURCHASE RECURRENCE & BUDGET-FRIENDLY

Initial purchase

Anti-drowning t-shirt
(fabric + inflatable part)



Next summer

Spare t-shirt

The clients keep the inflatable part, one size fits all, and transfer it to a bigger spare t-shirt!

2 out of 3 Floatee buyers **also pick up a refill** with their initial purchase.

75% of those who buy a cartridge **come back for more.**



CUSTOMER REVIEWS



Peace of mind when the child is playing freely, I recommend it!

Charly



The mental comfort provided by your product is fantastic.

Véronique



It doesn't mean you don't keep an eye on your children, but it's good to know they'll be safe.

Enzo



**6 Lives Saved
2024**



FLOATEE RANGE 2025

ANTI DROWNING t-shirt *ready to use*



Public recommended price inc VAT: 149€

Included:

- A two-tone UV protection t-shirt with UPF 50+ and OEKO-TEX Standard 100
- An integrated life jacket with an automatic activation system ready for use
- An instruction manual



2yo / 3yo / 4yo / 5yo / 6yo

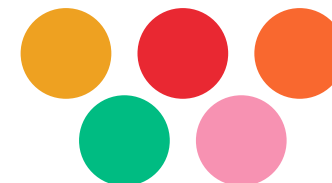


min 10kg to max 30kg
(*≈ 12 months old to 6 years old*)



Short & long sleeves

Available colors



SPARE t-shirt



Public recommended price inc VAT: 59€

Included:

- A two-tone UV protection t-shirt with UPF 50+ and OEKO-TEX Standard 100

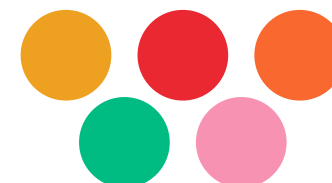


2yo / 3yo / 4yo / 5yo / 6yo



Short & long sleeves

Available colors



REFILL



Public recommended price inc VAT: 29€

Included:

- A Floatee gas cartridge for automatic trigger
- A water-soluble trigger sensor for Floatee
- An instruction manual



IN-STORE ADVERTISEMENT

A2 Poster



Mannequin



Display T-Shirt



Communication pack



✓ Au bord de la piscine.mp4



✓ Aviez-vous remarqué l'enfant tombé à l'eau.mp4



✓ Démonstration du Tee-shirt anti-noyade enfant.mp4



✓ Hep hep hep.mp4



✓ Retournement.mp4



SALES OF AN INNOVATIVE AND UNIQUE PRODUCT WORLDWIDE



A FAST GROWTH

- **+280 points of sale** in 24 months.
- **+29 000 t-shirts sold.**
- **Working with french market leaders** of marine equipment, pool, childcare, and sports sectors
- Distribution in **Switzerland, Netherlands, Germany, Italy, Belgium, Sweden and Morocco.**



A RENOWNED PRODUCT

- **+32 TV appearances** in France, Germany, Spain, Belgium, Switzerland over 18 months / **+70 articles** in media.
- **+10M views & +45K followers on social media.**



A STRONG BRAND IMAGE

- Sales of an **innovative** and **unique product worldwide.**
- Providing a **real solution to the problem of drowning.**



ALSO AVAILABLE FOR ADULTS

Available in two versions:

- **With manual activation** for **water activities** (swimming, snorkeling, coastal walking, surfing, stand-up paddleboarding, canoeing, kayaking, rowing, sailing).
- **With automatic activation** to **secure activities near the water** (walking along the shore, fishing) and **navigation** (according to local regulations).





Any questions ?

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