



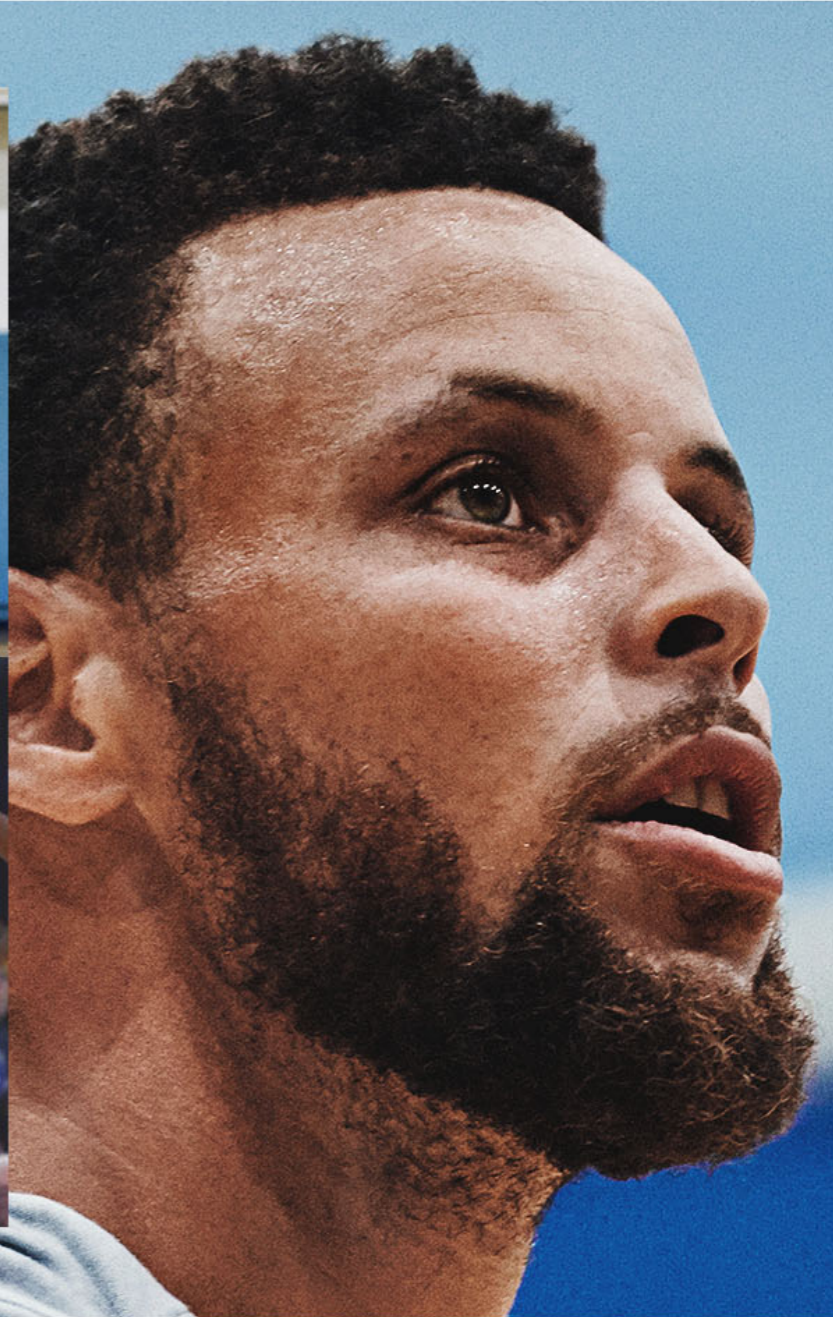
UNDER ARMOUR



UNDERSIZED.
UNDERRATED.
UNDERESTIMATED.
OVERCOME

THROUGH THE MIND

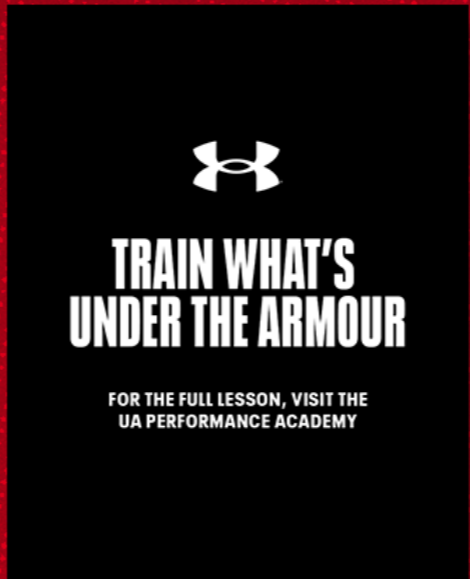
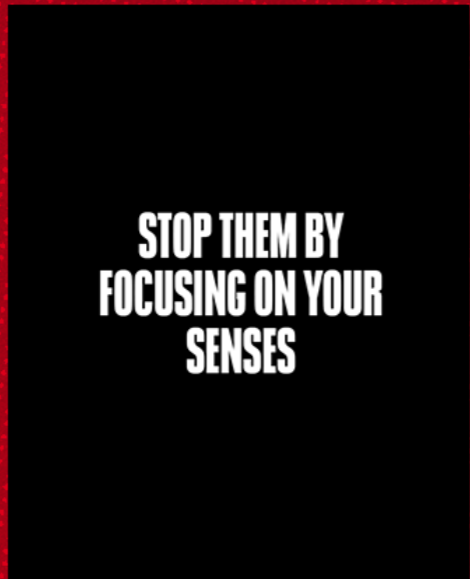
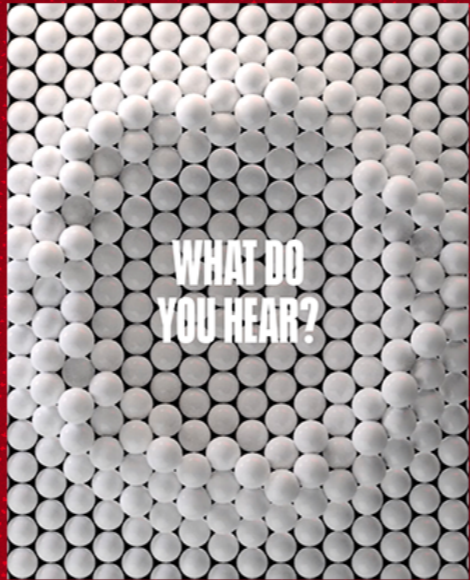
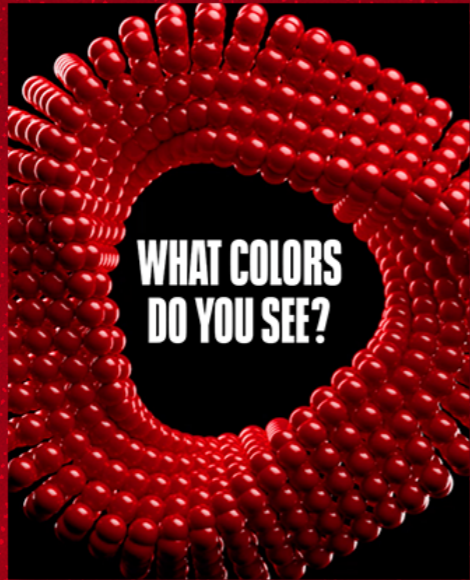
#UNDERTHEARMOUR

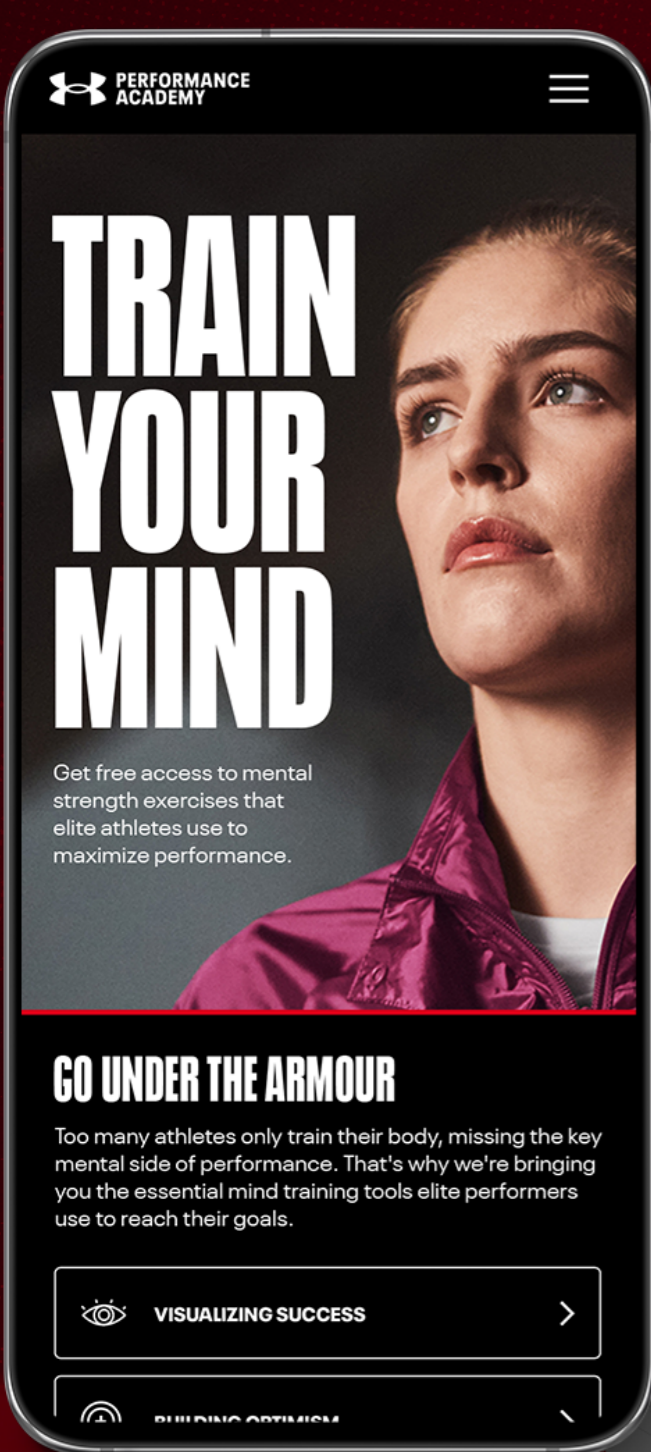


UNDER ARMOUR



A window display advertisement for Under Armour. The display is framed in black and set against a grey brick wall. The central focus is a large graphic with a red border. At the top center of this graphic is the white Under Armour logo. Below it, three vertical panels show Stephen Curry: on the left, he is smiling while lifting a dumbbell; in the middle, he is looking forward while holding a basketball; on the right, he is shouting with intensity on a basketball court. The background of the graphic is a red, halftone-style portrait of a man's face. The text "THROUGH THE MIND" is written in large, white, bold, sans-serif capital letters across the middle of the panels. At the bottom center of the graphic is the hashtag "#UNDERTHEARMOUR". In the bottom right corner of the graphic, there is a QR code and the text "TRAIN YOUR MIND TO UNLOCK PEAK PERFORMANCE." in white, sans-serif capital letters. The window display is set within a red frame, and a glimpse of the store interior with mannequins is visible on the right.





PERFORMANCE ACADEMY

TRAIN YOUR MIND

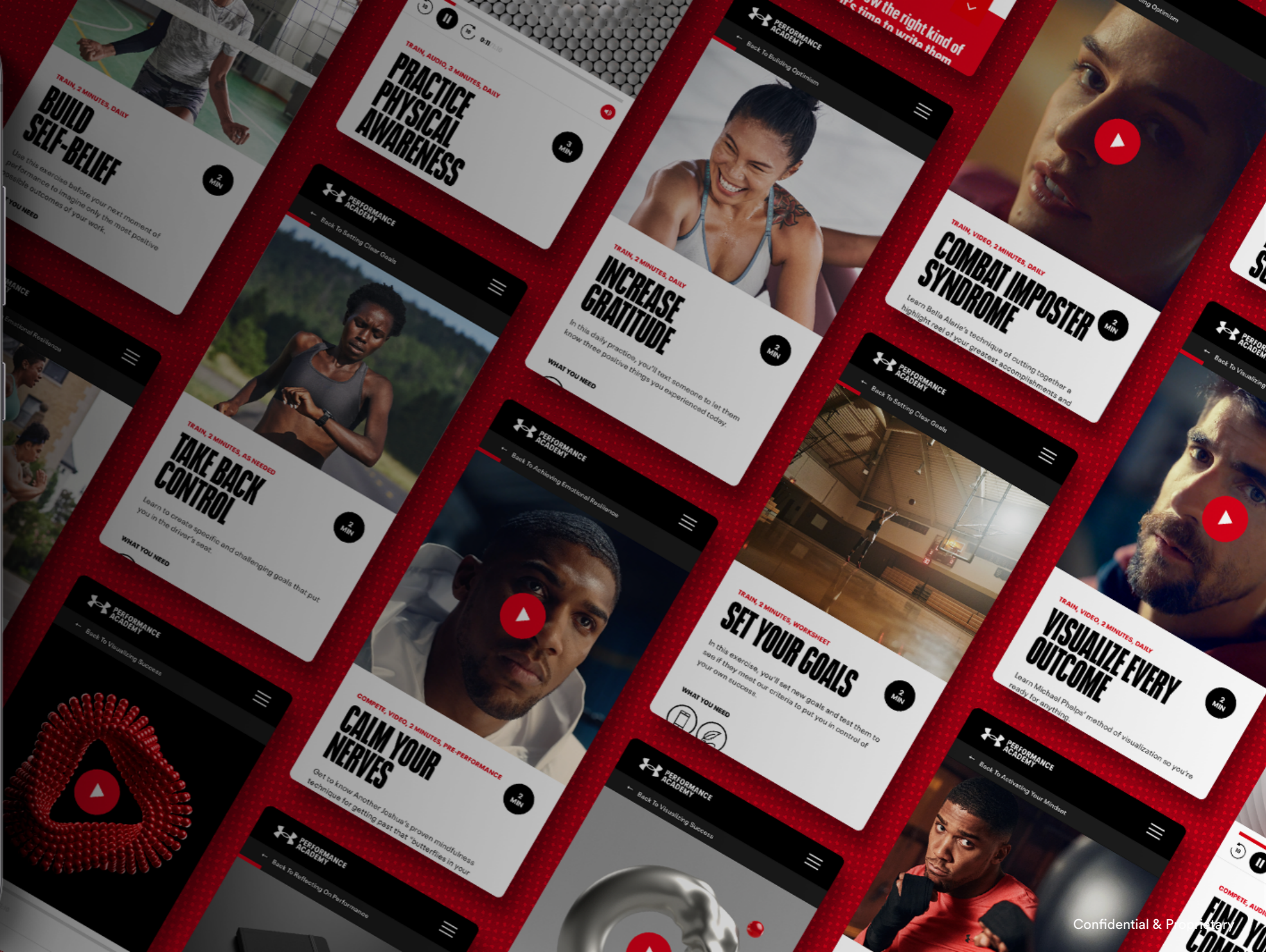
Get free access to mental strength exercises that elite athletes use to maximize performance.

GO UNDER THE ARMOUR

Too many athletes only train their body, missing the key mental side of performance. That's why we're bringing you the essential mind training tools elite performers use to reach their goals.

VISUALIZING SUCCESS >

BUILDING OPTIMISM >



TRAIN, 2 MINUTES, DAILY
BUILD SELF-BELIEF
Use this exercise before your next moment of performance to imagine only the most positive possible outcomes of your work.

TRAIN, AUDIO, 3 MINUTES, DAILY
PRACTICE PHYSICAL AWARENESS

TRAIN, 2 MINUTES, DAILY
INCREASE GRATITUDE
In this daily practice, you'll test someone to let them know three positive things you experienced today.

TRAIN, VIDEO, 2 MINUTES, DAILY
COMBAT IMPOSTER SYNDROME
Learn Bella Alaric's technique of cutting together a highlight reel of your greatest accomplishments and

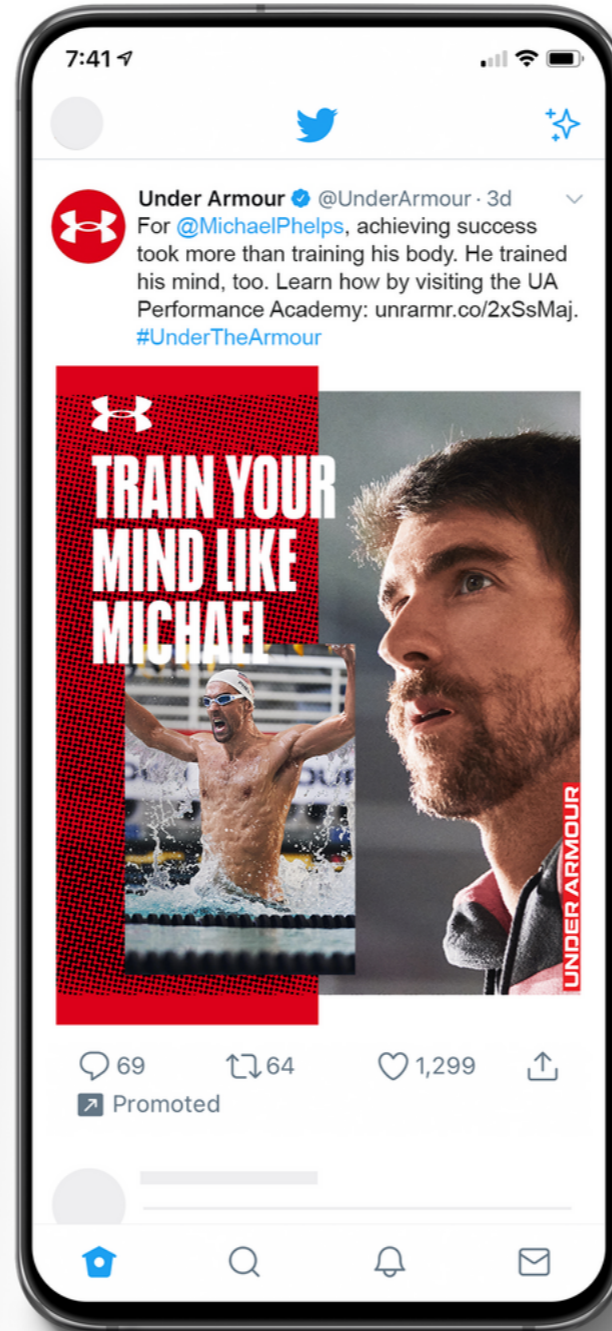
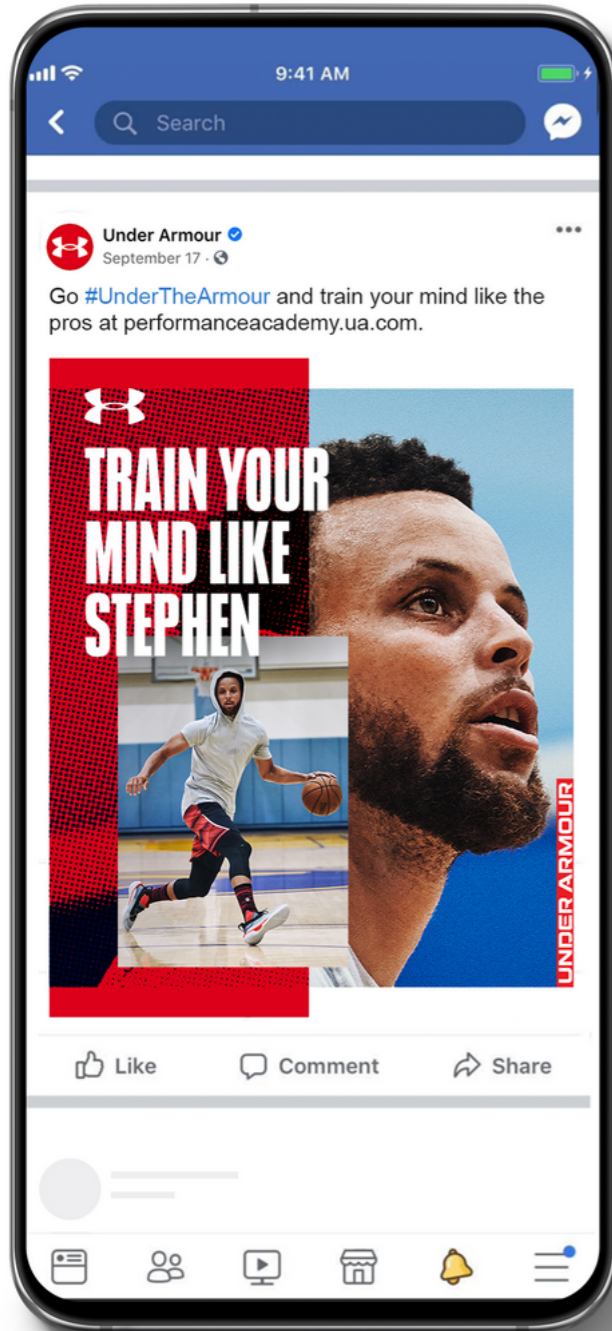
TRAIN, 2 MINUTES, AS NEEDED
TAKE BACK CONTROL
Learn to create specific and challenging goals that put you in the driver's seat.

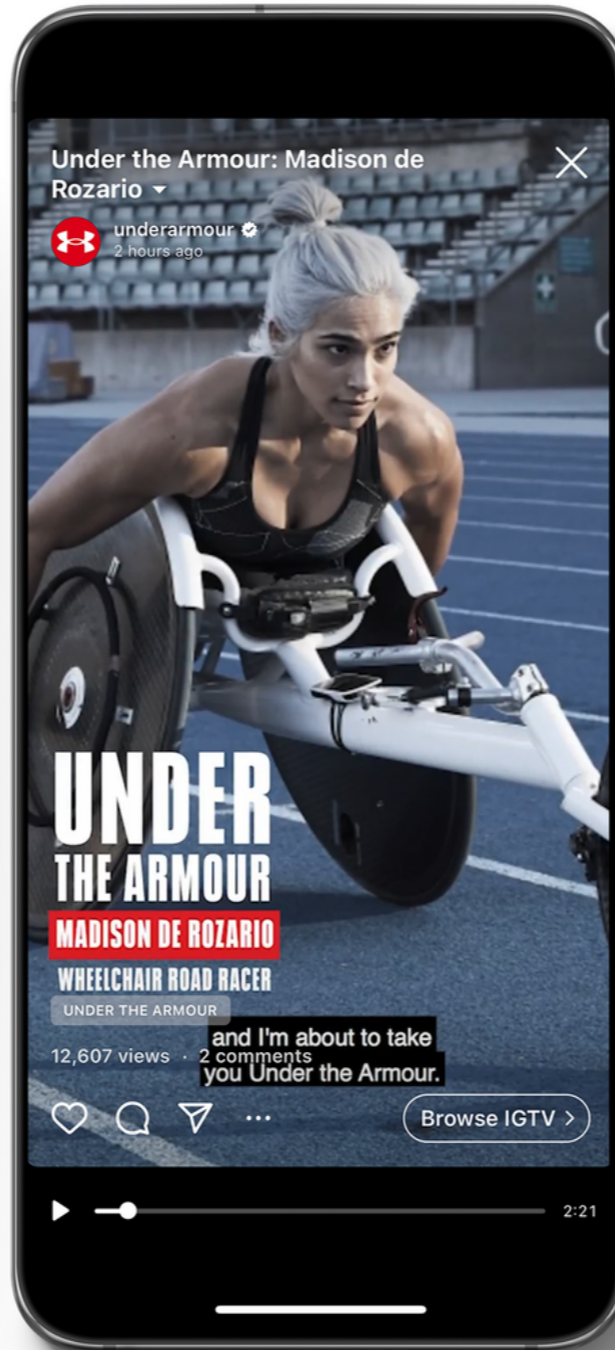
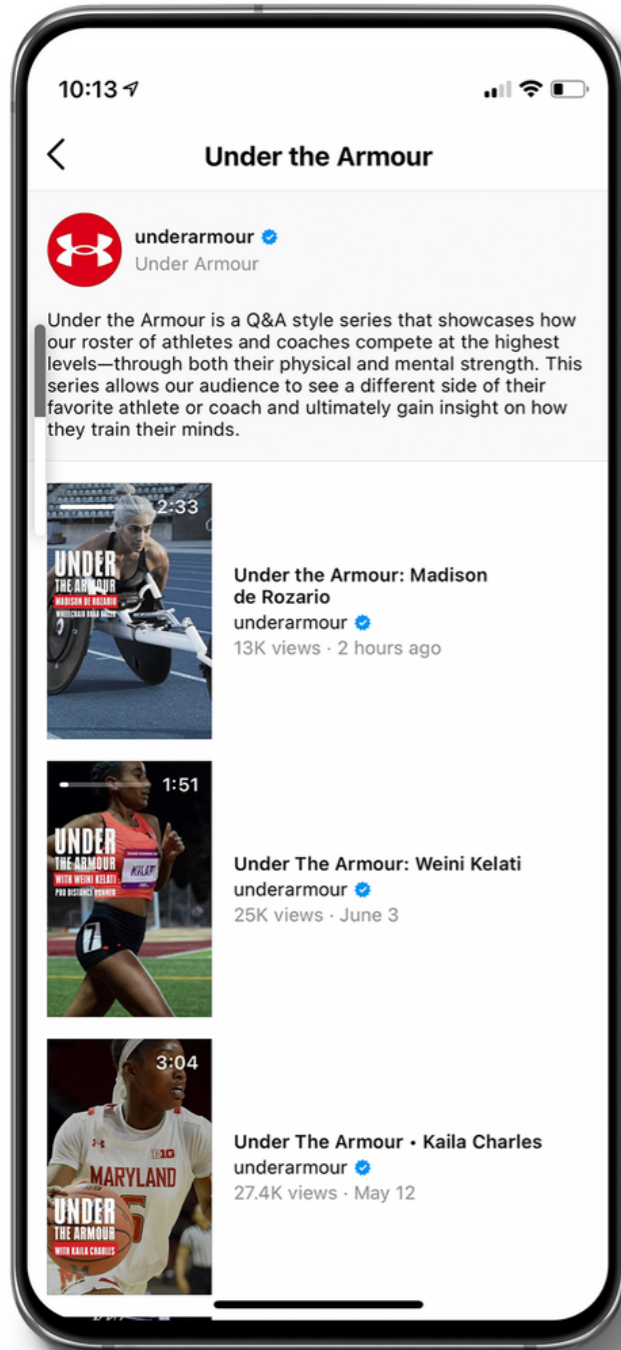
PERFORM, VIDEO, 2 MINUTES, PRE-PERFORMANCE
CALM YOUR NERVES
Get to know Another Joshua's proven mindfulness technique for getting past that "butterflies in your stomach" feeling.

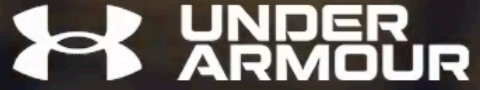
TRAIN, 2 MINUTES, WORKSHEET
SET YOUR GOALS
In this exercise, you'll set new goals and test them to see if they meet our criteria to put you in control of your own success.

TRAIN, VIDEO, 2 MINUTES, DAILY
VISUALIZE EVERY OUTCOME
Learn Michael Phelps' method of visualization so you're ready for anything.

PERFORM, AUDIO, 3 MINUTES, DAILY
FIND YOUR COME







TRAIN WHAT'S UNDER THE ARMOUR



TRAIN WHAT'S UNDER THE ARMOUR