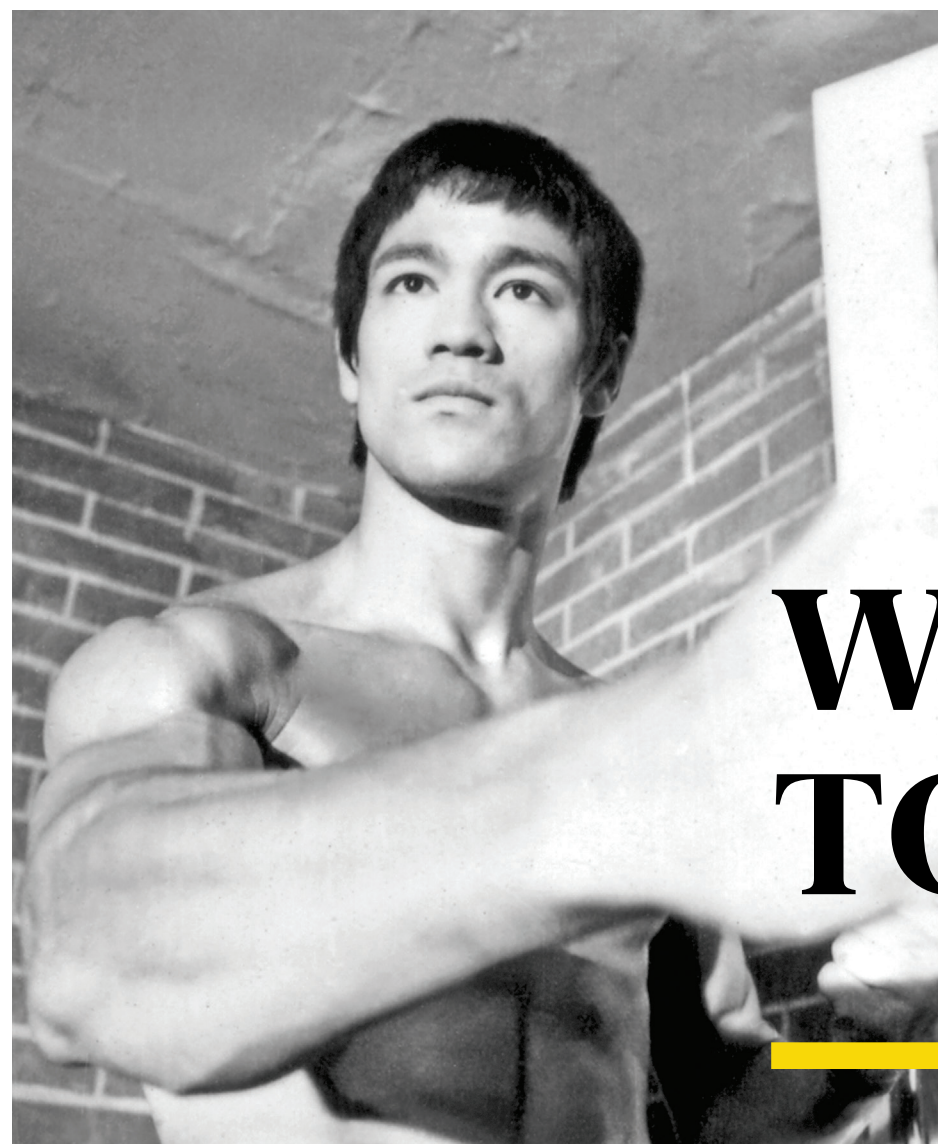


BRUCE LEE[®]



BRAND OVERVIEW





WELCOME TO BRUCE LEE,

When I decided to get involved in looking after my father's legacy, I did so because I believe in the intentional way he lived his life and the soulful philosophies he taught and practiced.

I believe that Bruce Lee has something that the world needs, and I am, therefore, excited and proud to be able to share his message and image with partners and collaborators who "get it" and want to support the continuation of his inspiration out in the world.

So thank you. We look forward to collaborating and generating some good energy with you!

Walk On!

A handwritten signature in black ink, appearing to be 'Edwin', written in a cursive style.

WE ARE ALL STEWARDS

The following guidelines are designed to create global alignment as we actively apply Bruce Lee's teachings, images and influence across an array of experiences.

Every touch point should feel unified, like it comes from one soul.

**THE INTEGRITY OF THE BRUCE LEE BRAND RELIES ON EACH OF US
UPHOLDING THESE GUIDELINES.**





OUR MISSION & VISION

Bruce Lee makes us feel that anything is possible. Through his life's work, we aim to be a modern, global entertainment and education brand that provides tools and inspiration to uplift individuals toward becoming their best and truest selves while living in connected harmony with the world!

If the Bruce Lee brand and philosophy could help people create connection, ease personal suffering, and spark creativity, it would be a great gift to the world.

THIS IS OUR DREAM. PLEASE JOIN US.



“What I honestly value more than anything else is **QUALITY: doing one’s best in the manner of the responsibility and craftsmanship of a number one.”**

BRUCE LEE[®]



BRAND VALUES & CHARACTER

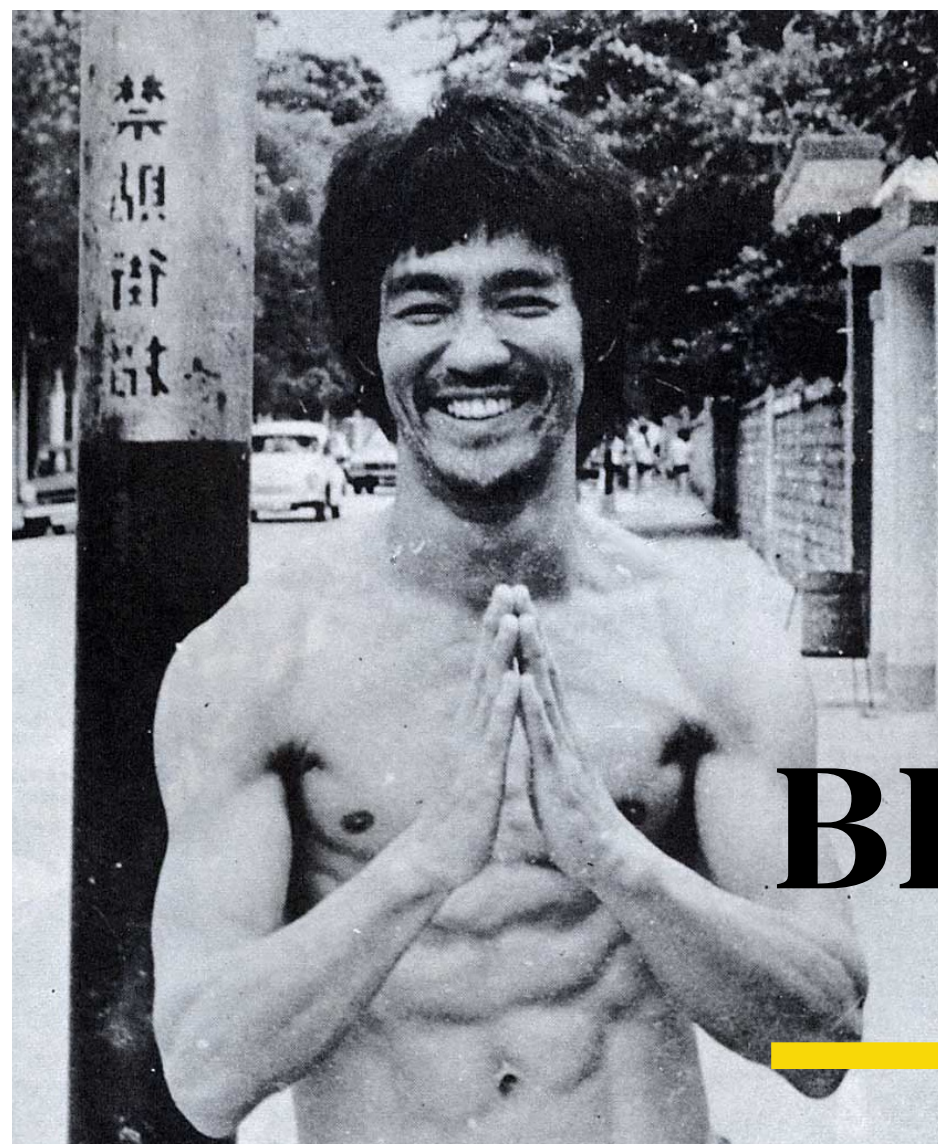
Values align us and point us forward so we can achieve our goals with quality and purpose. Our brand values drive everything we do and everything we make. They inspire and guide the creation of all Bruce Lee brand experiences.

The values of our brand are derived from Bruce Lee's life and work. Our values are:

FLOW • HARMONY • SIMPLICITY • DIRECTNESS • FREEDOM • SELF EXPRESSION

Our brand character is the timeless, unifying personification of our brand. Our brand character is Bruce Lee. Over time, trend and culture may shift, but we sustain our character and remain committed to our beliefs. Our brand character guides how we make decisions and how we express Bruce Lee to the world. Our brand character is:

DYNAMIC • INNOVATIVE • OPTIMISTIC • UNIFYING • ACTIVE • GROUNDED



BRAND PROMISE

Our brand promise is not a tagline or slogan. It is our north star that defines our philosophy and guides the experience. It captures the feeling that consumers have when they connect with our brand. All business, product and brand decisions must consistently reinforce and sustain our promise. We must be true to our brand promise today, tomorrow, and always.

OUR PROMISE IS LIMITLESS POTENTIAL.

OUR PARTNER VALUES

VALUES WE ARE LOOKING FOR IN OUR PARTNERS—FROM VENDORS TO LICENSEES:

- Integrity
- Good intentions
- Emotional experiences, not just products
- Creative Mastery (experimental + innovative)
- Super high quality
- Conscious, not just about making money
- Holistic, long-term visionary thinking
- Kind & humble
- Open-minded
- We feel inspired and energized by the collaboration, not drained
- 1 + 1 = 11



PAST COLLABORATIONS

Bruce Lee stands for the real possibility for everyone to create a powerful, expressive, limitless life of love and peace. We collaborate with other brands with this idea in mind: **“USING NO WAY AS WAY; HAVING NO LIMITATION AS LIMITATION.”**

STANCE



SUPREME



PAST COLLABORATIONS CONT.

Bruce Lee stands for the real possibility for everyone to create a powerful, expressive, limitless life of love and peace. We collaborate with other brands with this idea in mind: **“USING NO WAY AS WAY; HAVING NO LIMITATION AS LIMITATION.”**

NIKE



HUBLOT





BRUCE LEE[®]



THANK YOU