

Peloton Interactive

Peloton offers NYC studio cycling classes and on-demand workouts online that utilize its Peloton bike. The company combines live-streaming boutique studio cycling classes with a touchscreen-equipped indoor bike to bring workouts into the homes of riders all over the world.

Overview:

Geographic Region: U.S.

Industry: Fitness

Company Website: <https://www.pelotoncycle.com>

CEO: Charles Phillips

Investors:

Balyasny Asset Management L.P.

Catterton Partners

Felix Capital

Fidelity Investments

Fidelity Management & Research Company

Kleiner Perkins Caufield & Buyers LLC

NBC Universal, Inc.

TCV

Tiger Global Management LLC

True Ventures

Wellington Management

Winslow Capital Management LLC

Valuation

Date	Valuation
04/07/2015	\$77,472,490.00
11/30/2015	\$320,877,906.00
05/11/2017	\$1,282,552,109.00
08/28/2018	\$4,066,956,197.00

Preferred PPS

Date	PPS
04/07/2015	\$0.55
11/30/2015	\$1.66
05/11/2017	\$5.42
08/28/2018	\$14.44

Common PPS

Date	PPS
11/15/2012	\$0.00
12/26/2012	\$0.00
07/12/2016	\$0.75
09/26/2017	\$2.89

Latest Funding Round

Date	Amount	Valuation	Est. Fully Diluted Shares	Preferred Price Per Share
08/28/2018	\$550.00	\$4,066,956,197	281,641,655	\$14.44
Preferred Price Per Share: \$14.44			Participating Preferred Cap: -	
Round: Series E or Greater			Anti-Dilution: Weighted Average	
Direction: Up Round			Redemption: Yes	
Liquidation Preference: Pari Passu			Cumulative Dividends: No	
Liquidation Multiple: 0 - 1x			Dividend Rate: 8	
Stock Type: Conventional Convertible			Reorganization: No	
Capped Participation: No			Pay to Play: No	
			Pay to Play Penalties: -	