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Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A

Read the instructions before completing this form
Must be filed by March 31
Filing Fee: $55 for expedited service in-person or online, $35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. File Number 1339570800044

2. Corporate Name: (Required) Pura Vida Elite Training SBC

3. The public benefit corporation's board of directors has reviewed and approved this report.

4. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

See attachment.

5. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Signed by: Mark Heithoff GD32CC52DA3340F...

Mark Heithoff, Chief Executive Officer

Signature of Public Benefit Corporation's Chief Executive Officer

March 31, 2026

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:
mheithoff@me.com

☐ Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Patty Mart, Paralegal patty.mart@stinson.com 816.691.2471

Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
Yes ☐ No ☒

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Minnesota Public Benefit Corporation / Annual Benefit Report
Pura Vida Elite Training SBC

March 30, 2026

Pura Vida Elite Training SBC is a public benefit corporation whose purpose is to "generally improve the athleticism of economically, socially and racially diverse youths, ages 6-16; teaching leadership, sportsmanship and healthy lifestyles and elevating soccer skills through professional coaching and an appreciation of the worldwide, positive impact of soccer on domestic and international communities."

Since founding Pura Vida, we have continued to grow robustly. We have developed the depth and breadth of our soccer programming, grown our coaching staff and expanded our player base at a steady pace. Our coaches and players are racially, economically, culturally and gender diverse. Pura Vida Elite Training SBC currently operates in a 30,000 square foot commercial warehouse space in Brooklyn Park. We opened the doors of Casa Pura Vida in March of 2021.

Pura Vida's player base numbers over 3,000 registered players. Our players come from nearly every suburban and urban neighborhood and represent nearly every soccer club in and around the Twin Cities. Approximately 20% of our players have diverse international origins, including India, Pakistan, Liberia, Uganda, Somalia, Ecuador, Japan, China, Argentina, Costa Rica, Ghana, Cameroon, Germany, Mexico, Kenya, Venezuela, Netherlands, France, and Mauritania among others.

Pura Vida currently trains players who range in age from 3 years old to professional athletes. We continue to build a rich community of athletes and families which comes together to celebrate the game of soccer, to mentor younger players, and to help them to develop the confidence and positive habits which will allow them to reach their fullest potential both on and off the field.

In 2025, Pura Vida focused on expanding the reach of several key programs and departments. We have grown the scope of our early childhood soccer programs significantly in 2025. We launched our "El Camino" program, offering Spanish language soccer training for children between the ages of 6-8yrs. We have continued to grow our "Chiqui-Ticos" program for pre-school aged players and their parents, and now partner

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with three different Spanish immersion pre-schools around the Twin Cities to provide year-round, on-site programming for over 200 children between the ages of 3-5yrs.

In keeping with our mission to expose Minnesota athletes to international cultures and styles of soccer, we introduced "PV International" in 2024, a platform providing Minnesota-based athletes with the opportunity to train and compete with elite peers internationally. In 2025, we grew our strategic partnership with "Futbol Consultants," an elite Costa Rican soccer Academy. Pura Vida sent thirteen athletes to participate in Costa Rica based training camps, and to compete in elite-level soccer tournaments in Spain and the Dominican Republic. In a growing, reciprocal, cultural exchange, Pura Vida hosted seven Futbol Consultants soccer teams for the MN-based USA Cup. Our players trained with the Costa Rican peers, and competed together with them in the USA Cup tournament. Additionally, Pura Vida provided a free, fully staffed, week-long, activities zone, on the USA Cup campus at the National Sports Center in Blaine.

Pura Vida launched "PV UNI," a new department offering support for high school-aged players seeking to become recruited, college-level student-athletes. Pura Vida supports athletes in all facets of their college recruitment process, engaging in video analysis, mental performance, ID Camp preparation, and ongoing communication with College soccer programs. We are proud to have assisted over thirty athletes be recruited to D1, D2 and D3 colleges and universities.

Pura Vida continues to offer "Mejenga", weekly, community free-play hours, during which the facility is open to the public, free of charge, for fully-staffed, recreational play time. Pura Vida continues to train and collaborate with players from Minnesota's professional soccer community, including MNUFC and MN Aurora, making professional players and coaches from the MLS available to our players. Pura Vida has also continued to bring Internationally renowned coaches and players to Minnesota to share their expertise with our player community. In 2025 we brought the Goal Keeping Coach of Manchester City Women's Champions League team and Wales National Team to offer goalkeeper instruction to local athletes.

Pura Vida maintains a coaching staff of 20+. We engage professionals in the fields of Elite Sports Performance, Technical Soccer Skills, Physical Therapy and Sports Psychology to design and implement our curriculum. Our coaching staff, like our players, is culturally, racially, economically, and gender diverse. Approximately 75% of our coaching staff is Latino. 25% is female. 50% of our coaching staff is at the college level. Through their collective diversity and high level of experience, both as players and coaches, Pura Vida's coaching staff is uniquely qualified to mentor our diverse player base, inspire them, and guide them in the formation of leadership skills.

Pura Vida offers a training schedule of between 1,000 – 1,250 player/hours per week. We have continued to invest human and financial capital to expand our programming further and to fulfill our mission of offering greater community access and high-level training at

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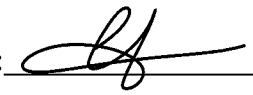
a lower cost. Our core "La Cantera" training program is a cost efficient, small group training model which allows players to train with consistency, averaging 3-4 hours weekly.

In 2025, our Pura Vida player community continued to enjoy dramatic development results, with many players reaching the highest possible levels both nationally (U.S. National Team, MLS, MLS Next Academy, USL W, College D1 & D3, ECNL, GA), and internationally (Women's professional 1st Division in Spain, France, Italy, Iceland, Phillipines, Sweden, and Portugal). Two of our players participated in the FIFA U17 World Cup, representing the United States and France. We are also proud to have a U16 player currently rostered with the Women's U16 US National Team.

Pura Vida Elite looks forward to continued growth and positive impact on our community! Pura Vida!

The undersigned certifies that this Annual Benefit Report has been reviewed and approved by Pura Vida's board of directors.

Signed:  Date: 3/30/2026

Kenneth Mark Heithoff
CEO Pura Vida Elite Training , SBC

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Steve Simon
Secretary of State