



**Alta Global Group Limited**  
Corporate Presentation

NYSE: MMA



## Forward Looking Statements

This presentation may include forward-looking statements. Any statements contained herein regarding our strategy, future operations, financial position, future revenues, projected costs, prospects, plans and objectives of management, other than statements of historical facts, are forward looking statements. The forward-looking statements included herein include or may include, but are not limited to, statements that are predictive in nature, depend upon or refer to future events or conditions, or use or contain words, terms, phrases, or expressions such as “achieve,” “forecast,” “plan,” “propose,” “strategy,” “envision,” “hope,” “will,” “continue,” “potential,” “expect,” “believe,” “anticipate,” “project,” “estimate,” “predict,” “intend,” “should,” “could,” “may,” “might,” or similar words, terms, phrases, or expressions or the negative of any of these terms. Any statements in this presentation that are not based upon historical fact are forward-looking statements and represent our best judgment as to what may occur in the future. Any references to active gyms or partner gyms refer to a gym profile that has been claimed or created and has accepted the terms and conditions and/or a previous license agreement to run the Warrior Training Program. Any references to estimated or targeted revenue per active gym do not guarantee that the gym will generate the specified revenue or any revenue at all. Forward-looking statements involve a number of known and unknown risks and uncertainties, including, but not limited to, those discussed in the “Risk Factors” section contained in our Registration Statement on Form F-1 as filed with the SEC. Given the risks and uncertainties, readers should not place undue reliance on any forward-looking statement and should recognize that the statements are predictions of future results which may not occur as anticipated. New risk factors emerge from time to time, and it is not possible for management to predict all such risk factors, nor can it assess the impact of all such factors on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. You should carefully read the factors described in the “Risk Factors” section of the Registration Statement to better understand the risks and uncertainties inherent in our business and industry, and underlying any forward-looking statements. Except where required by law, the Company assumes no obligation to update, withdraw or revise any forward-looking statements to reflect actual results or changes in factors or assumptions affecting such forward-looking statements.

## Cautionary Statements and Important Information

This presentation has been prepared by the Company as a summary only and does not contain all information about assets and liabilities, financial position and performance, profits and losses, prospects, and the rights and liabilities attaching to securities. Any investment in the Company should be considered speculative and there is no guarantee that they will make a return on capital invested, that dividends would be paid, or that there will be an increase in the value of the investment in the future. The Company does not purport to give financial or investment advice. No account has been taken of the objectives, financial situation or needs of any recipient of this presentation. Recipients of this presentation should carefully consider whether the securities issued by the Company are an appropriate investment for them in light of their personal circumstances, including their financial and taxation position.



# ALTA

TRAINALTA.COM



(NYSE: MMA)

ALTA

---

## Round 1: Establishing Distance

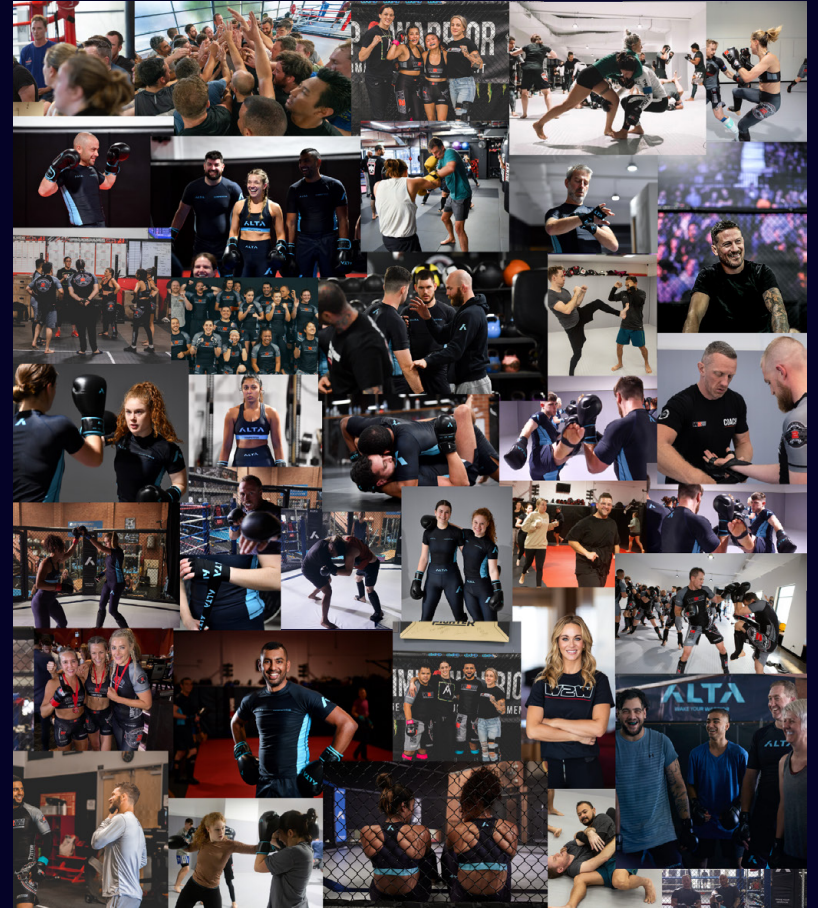
“When a fighter feels out their opponent in the early stages of the bout”



# Our Thesis

The most valuable company in the MMA vertical will be the one that converts  
**640 million fans** to participants.

We believe ALTA will be this company



The sector is significant and growing fast, so Alta only need capture a small part of the market to build a very valuable company

**+640M**

**GLOBAL FANS OF UFC**

\*per YouGov 2023

**+11.8M**

**TRAINING MARTIAL ARTS AND COMBAT SPORTS IN THE US**

\*per SFIA Boxing & Martial Arts 2023

**\$12.6BN**

**ESTIMATED REVENUE FROM MARTIAL ARTS AND COMBAT SPORTS ACADEMIES IN THE US**

\*per IBIS Sept 2023

**+45,000**

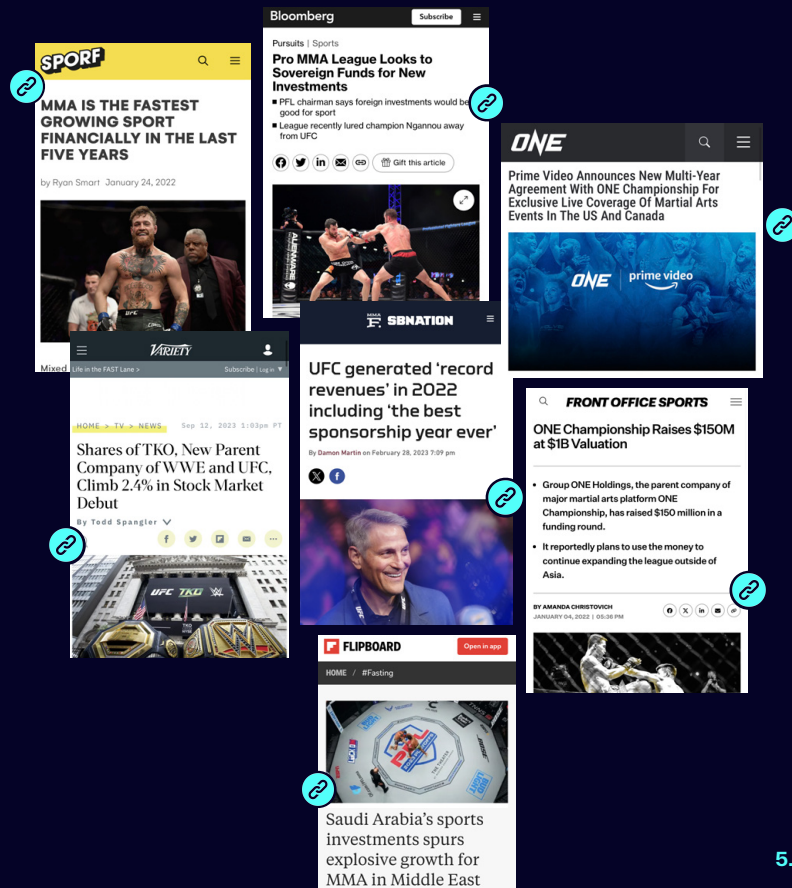
**MARTIAL ARTS AND MMA GYMS IN THE US**

\*per IBIS Sept 2023

**+67,000**

**ESTIMATED MARTIAL ARTS GYMS IN THE US BY 2025**

\*per IBIS 2020



# We have a simple business model that is CapEx light and highly scalable

## At Home




- Exclusive Masterclasses
- Seminars & Events
- Community Interaction



- Subscription Memberships
- Payment Processing
- Gym & Coach Profiles
- Data

## In Gym



- Warrior Training Program
- UFC Fight Fit Program
- In Gym Training Pass



# That solves the key challenges for all sector stakeholders

## Fans

- I want skin in the game!
- Monetize my fan knowledge
- On-demand interactions with my idols



## Participants

- Right community for me?
- What goals do I want to achieve?
- Who do I trust to guide my journey?

## Gym Operators

- How do I earn more?
- Severely time poor
- Member retention

## Coaches

- How do I earn more?
- How can I get more exposure?
- How can I monetize my skills?

# We have built iconic partnerships with the most exciting and respected identities in MMA who amplify our brand and drive platform adoption



## Brand Ambassadors

We have secured high profile brand ambassadors and investors with **60M+ social media followers** to generate even more hype and reach

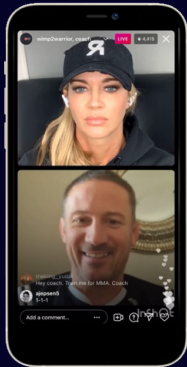
## Authentic Brand Amplification

**John Kavanagh** | Coach of Conor McGregor **Daniel Cormier** | Two division UFC Champion **Laura Sanko** | Fighter and ESPN MMA Broadcaster **Eugene Bareman** | Coach of Israel Adesanya & Alexander Volkanovski

(NYSE: MMA)

ALTA

# And we leverage our talent and ambassadors to create viral moments that generate massive organic reach at no / low cost



## Social Media Stream >

Our Brand Ambassador **Laura Sanko** exclusively interviews **John Kavanagh** post UFC 264 on Alta's Instagram Live Stream following the shock ending to **Conor McGregor's** fight

## Direct Viewers >

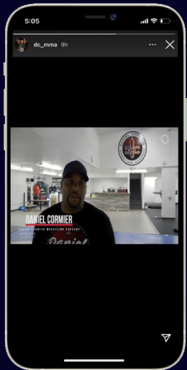
Immediately **7,000+ Live Viewers** see the stream and share this with their friends and contacts  
Subsequently, the archived stream attracts over **600,000+ views**

## Network Amplification >

People and organizations associated with our ambassadors pick up and share the story **2,600+ reshares via ESPN, BT Sport, Joe Rogan, Ariel Helwani, MMAJunkie** and others

### Outcome

Message **viewed by 15 million+** potential participants



## Social Media Post >

Our Brand Ambassador - **Daniel Cormier** did an Instagram story from his gym, highlighting the Alta participant journey

## Direct Engagement >

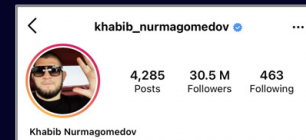
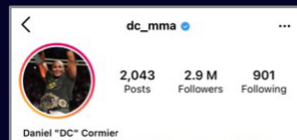
Daniel Cormier's **3.5 million** followers see the story and share with their friends and contacts

## Network Amplification >

**Khabib Nurmagomedov** follows Daniel and shares the story with his **34 million** followers

### Outcome

Message **viewed by 35 million+** potential participants





# Our product suite enables participation to occur on a spectrum, with gym & coach subscriptions to be added mid 2024



## Alta Programs / UFC Fit Programs

- ▶ US\$250-550/mth
- ▶ 10-20 week immersive training programs designed by top coaches

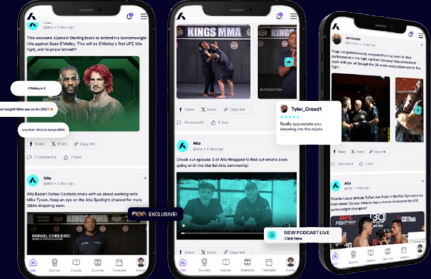
Revenue Model - revenue share with gym partners



## In-Gym Training & Coaching

- ▶ US\$100-125/mth Ability to train off basic gym timetable
- ▶ Bundled with community membership

Revenue Model - revenue share with gym partners



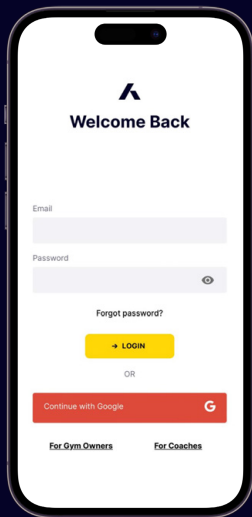
## Academy & Community Online Member

- ▶ US\$6-\$25/mth Exclusive masterclass content
- ▶ News feeds and community generated content

Revenue Model - 100% to Alta

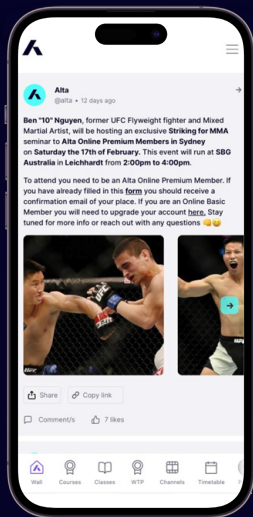
In all cases, customers become an Alta Member. We collect 100% of the payments from our members, then pay our gym and coaching partners to deliver in-gym training and Alta Programs

# Our platform has a simple user journey to attract, engage, monetize and retain



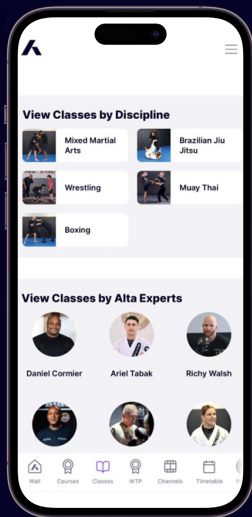
**Login**

On any device



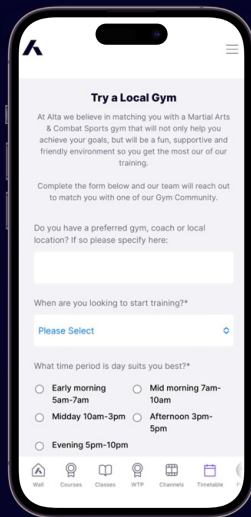
**Engage**

Global Community Wall



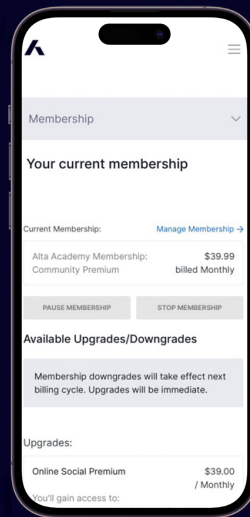
**Discover**

Local gym community & coach discovery



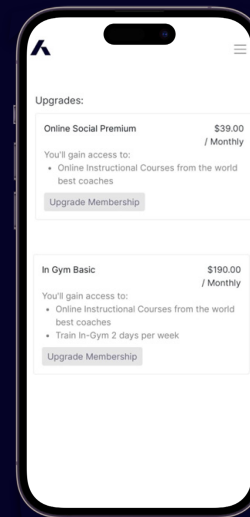
**Personalize**

Which local gym community & coach is best for me?



**Monetize**

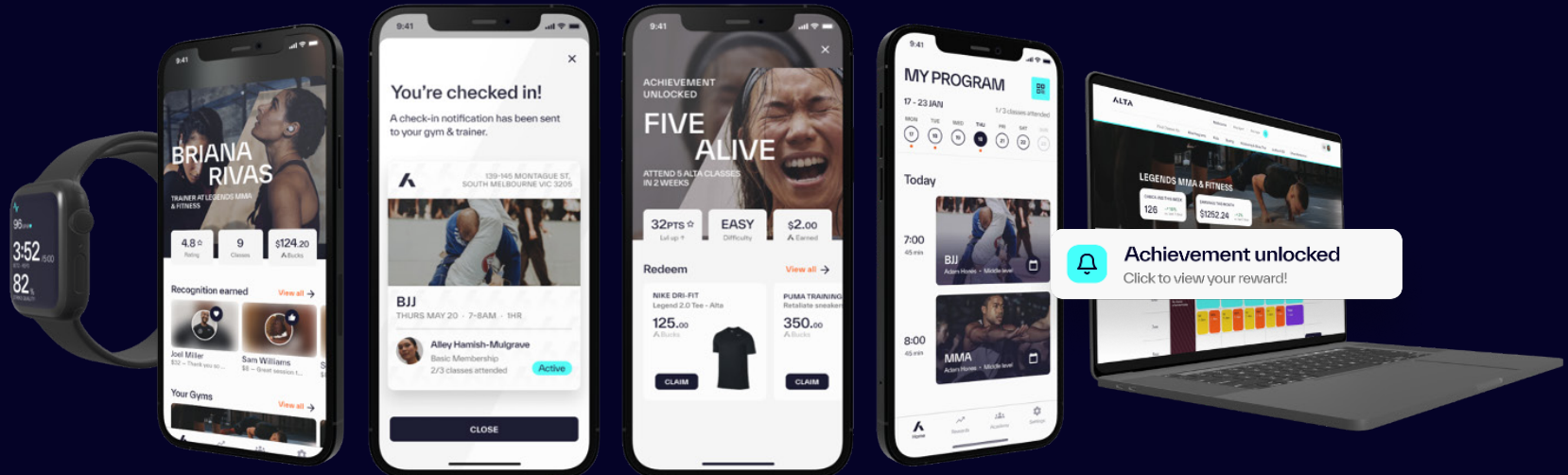
What are my membership options?



**Retain**

What are my subscription options?

And we will continue to innovate to provide our members with attractive products and experiences



Utilizing web experiences, native applications, dashboards and wearables, ALTA's end-to-end ecosystem will digitally enable and engage Fans, Participants, Coaches and Gyms



# Why gym operators and coaches partner with Alta



## Online & In-Gym Training

Gyms and coaches partner with Alta to access to our proprietary programs and exclusive online content.



## Trusted Partner

Alta is a trusted partner to some of the highest profile coaches and martial arts academies globally.



## New Revenue

We generate millions of dollars of new revenue for the martial arts community through our proprietary products and training experiences.



## Payments & Utilities

Gyms and coaches utilize our platform to support the ongoing management of their gym including payments, timetable management and membership administration.



## Not a Franchise

We partner with existing gyms and coaches, leveraging their expertise and facilities to attract and service new Alta members.

- Laura Sanko UFC Commentator and  
ALTA Ambassador

“I’m so excited to see ALTA really start to takeoff here in the United States. Partnering with UFCFit & UFCGym means that many more people will experience the transformative power of MMA training!”

(NYSE: MMA)

ALTA

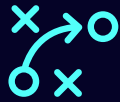
The growth and success of our platform is perfectly aligned to delivering utility to the gym owner and coach



Importantly, growing sector participation benefits all stakeholders through increased revenues and more customers



# Our US expansion strategy is refined from our key learnings to date



## Playbook Learnings

Implement learnings from the US, AUS, NZ, UK & IRE growth to date.



## Data Driven Approach

Prioritize cities with > 1m population and have a concentration of martial arts academies.



## Establish Key Partnerships

Through data and key relationships, bring on influential gyms and coaches in each new region to build scarcity.



## Revenue Generation

Launch Alta Programs with key partners as the “trojan horse” in each new region to activate the marketing and content flywheel.

# We also have a global Leadership Team with deep sector and capital markets expertise to execute on our plan



**Nick Langton**  
Founder & CEO

25+ years experience in capital markets, wealth advisory and technology startups as a founder, CEO, private capital investor and non executive director. BEc, GradDip Fin



**John Kavanagh**  
Co-Founder

Acclaimed as one of the world's greatest martial arts coaches, Founder of SBG Ireland, Head Coach to superstar Conor McGregor and World MMA Coach of the Year 2017. BEng



**James Fleet**  
Co-Founder & Chief Technology Officer

20+ years experience as a technology executive, CEO and cofounder. Built and led Australia's largest consumer appliances marketplace and insurance comparison platform.



**Neale Java**  
Chief Financial Officer

15+ years experience in capital markets, finance and strategy, and scaling and building technology companies with rapidly evolving strategies. BEng, MFin, MBA, GAICD.



**Jonathan Hart**  
Alta Director & Company Secretary

20+ years experience in corporate advisory and corporate law specializing in growth, debt and equity financing, across a broad range of industry sectors. Cross border experience. LLB, BCom



**Rich Chou**  
Vice President, North America

20+ years experience in combat sports, including executive roles at Bellator, Strikeforce and Elite XC. One of the most admired and influential identities in MMA. BBus



**Tanya Langton**  
Head of Operations

25 years experience in capital markets and asset management as an analyst and portfolio manager. A business founder and experienced operations executive. BSc, GradDip Fin



**Peter Jarmain**  
Chief Marketing Officer

23+ years experience in sports marketing, Peter led marketing at the National Rugby League, Fox Sports and Football Federation of Australia. Peter's other sports marketing experience includes F1, Olympic Games, AFL and V8 Supercars.

## Independent Board Members and Advisors



**Vaughn Taylor**  
Alta Chairman

Global Investment Professional, board member of a number of leading global growth companies, ex-CIO of AMB Capital Partners.



**Hugh Williams**  
Alta Director

Independent Director and Managing Director at Pitt Street Capital, formerly Goldman Sachs and Citigroup Global Markets.



**Todd Ruppert**  
Advisory Board

Global Investment Professional, ex CEO and President of T Rowe Price Global Investment Services, ex Venture Partner of Greenspring Associates.



**Andy Stewart**  
Advisory Board

Global Investment Professional, Industry Partner of Motive Partners, ex Co- CEO Blackrock Alternative Investments, ex Head of Alternatives Credit Suisse.

---

## Round 2: Forward Pressure

“The moment the more aggressive combatant starts taking control of the fight”

# We have amassed a substantial user base with strong digital engagement

**14M** MONTHLY VIEWS

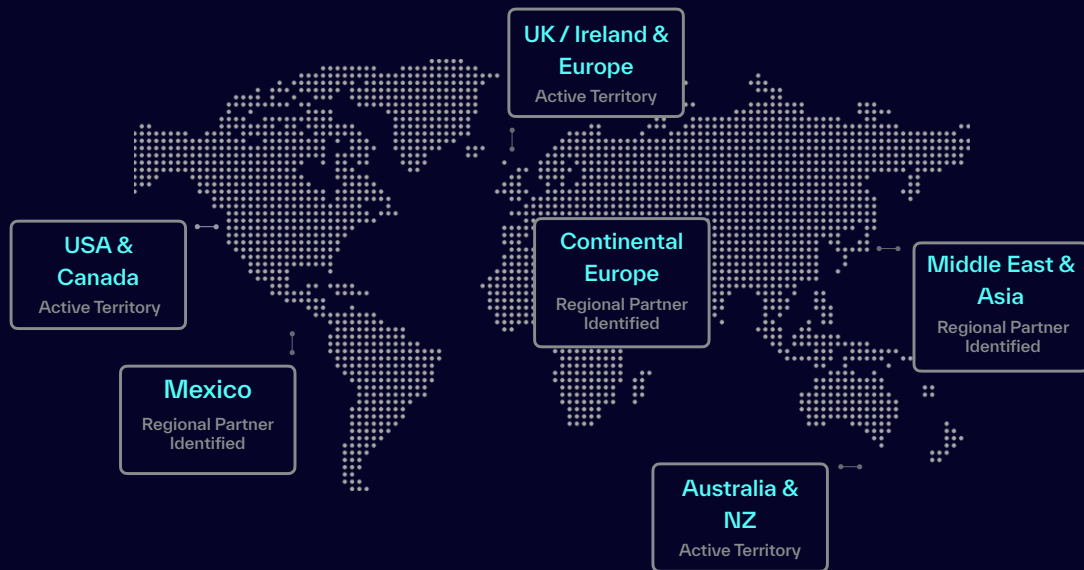
**5M** SOCIAL MEDIA FOLLOWERS

**560K** USER PROFILES

**630K** MONTHLY USER ENGAGEMENTS

**10,000** PUBLISHED ATHLETE PROFILES

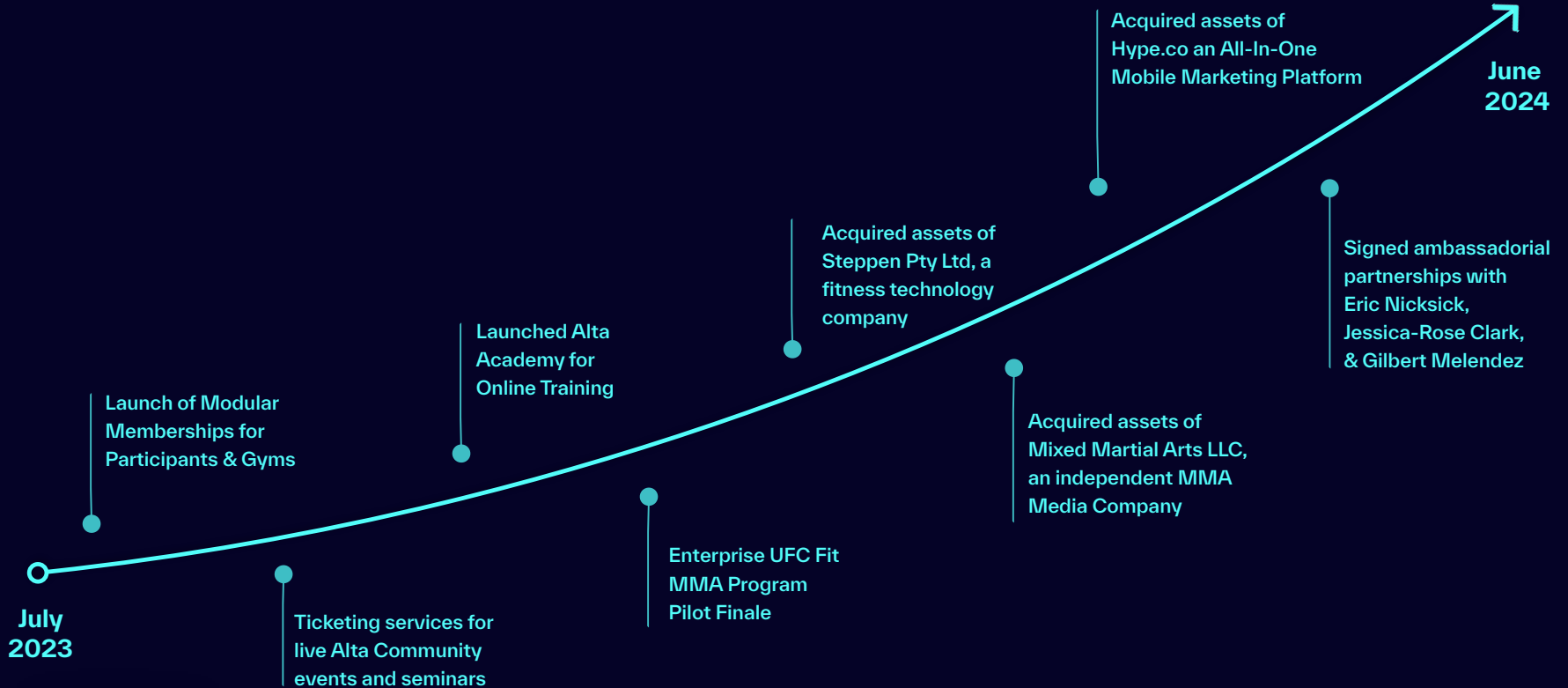
**3,020** PUBLISHED GYM PROFILES



As at March 31, 2024 (actuals) across TrainAlta.com, MixedMartialArts.com and Steppen.



# Recently we have significantly expanded our Platform through product innovation, footprint growth and strategic M&A

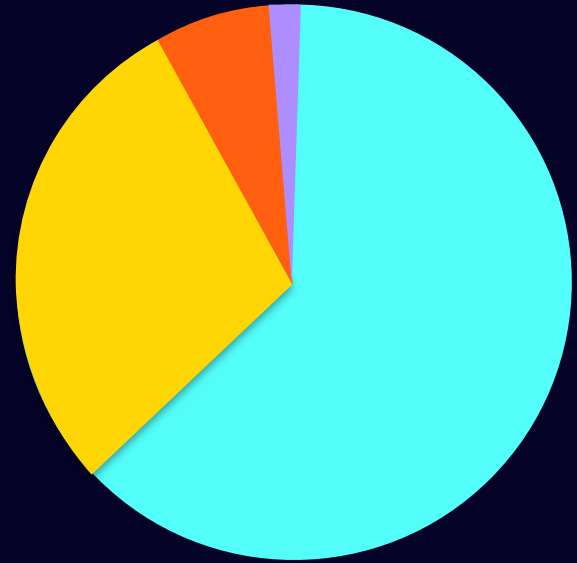


# We have aggressively grown our Published and Active Gym footprint

Our focus in the next 12 months is to further **accelerate footprint growth** simultaneous with increasing Active Gyms servicing Alta Members

**4,299** | **3,028** | **552**  
Database | Published | Active

Active Gym Footprint by Region



North America | Aus / NZ  
Europe | Middle East

As at March 31, 2024 (actuals) across TrainAlta.com, MixedMartialArts.com and Steppen.  
(1) Any references to active gyms or partner gyms mean a gym profile claimed or created, and accepted terms and conditions of Alta Platform or Hype and/or accepted previous license agreement to run the Warrior Training Program.

**We have built a significant database of athlete profiles, potential content creators and tutorial libraries**

**5,645+**

**Potential content  
creators profiles**

**9,870+**

**Professional and amateur  
fighter profiles**

**3,500+**

**Tutorial videos**

As at March 31, 2024 (actuals) across TrainAlta.com, MixedMartialArts.com and Steppen.

# Recently we have completed two transformational acquisitions and will target other strategic M&A opportunities in 2024 and beyond



## Mixedmartialarts.com (October 2023)

- ▶ An influential player in MMA digital media, offering a novel platform for fans, practitioners and enthusiasts of the sport. Owner of [www.mixedmartialarts.com](http://www.mixedmartialarts.com) and [www.mma.tv](http://www.mma.tv).
- ▶ Over 260,000 forum accounts, more than 350,000 monthly sessions and over 5 million followers across Facebook.
- ▶ With focused investment in technology and user engagement, there is considerable potential to revitalize and grow the platform's user base and revenue streams.

## HYPE (May 2024)

- ▶ Hype is a subscription-based mobile marketing platform designed to help small businesses grow through social media. The platform has collected over 4 million contacts for customers and generates revenue from recurring subscriptions and payment processing fees.
- ▶ Hype is expected to accelerate Alta's technology roadmap, creating new subscription revenue opportunities, cost synergies and bring valuable technology expertise into the business.
- ▶ Hype strengthens Alta's vision to convert 640 million MMA fans into participants by providing tools to gym owners, coaches, and athletes to grow revenues, operate efficiently and save costs.



We have proven our Warrior Training Programs deliver strong actual “per program” unit economics across hundreds of programs globally



We have over 500 Active Gyms globally that have claimed their profile and signed T&C's on the Alta Platform ,

Economics stated above are based on average actual operating data for the last 3 fiscal years to 30 June 2023, with 120 programs and 2,914 participants. Above are on a USD basis, applying a conversion rate of 1.49 USD/AUD. (1) Any references to active gyms or partner gyms mean a gym profile claimed or created, and accepted terms and conditions of Alta Platform or Hype and/or accepted previous license agreement to run the Warrior Training Program.

# Building on our proven unit economics from the Alta Programs, we have launched new membership tiers to extract higher potential revenues per Active Gym

## 2

Target Alta Programs p.a.  
per Active Gym

\$48k p.a. target gross  
revenue <sup>2</sup>

41% Target Margin

## 15

Target Alta Members  
Training in each Active  
Gym p.a. <sup>1</sup>

\$27k p.a. target gross  
revenue <sup>3</sup>

15-20% Target Margin

## 30

Target Alta Members  
signed up to the Alta  
Academy <sup>1</sup>

\$9k p.a. target gross  
revenue <sup>4</sup>

70-80% Target Margin

## 60

Target Alta Members  
signed up to the Alta  
Community <sup>1</sup>

\$4k p.a. target gross  
revenue <sup>5</sup>

80-90% Target Margin



# US\$ 88,000 p.a

Target Gross Revenue Potential per Active Gym

**We have over 500 Active Gyms globally that have claimed their profile and signed T&C's on the Alta Platform <sup>6</sup>**

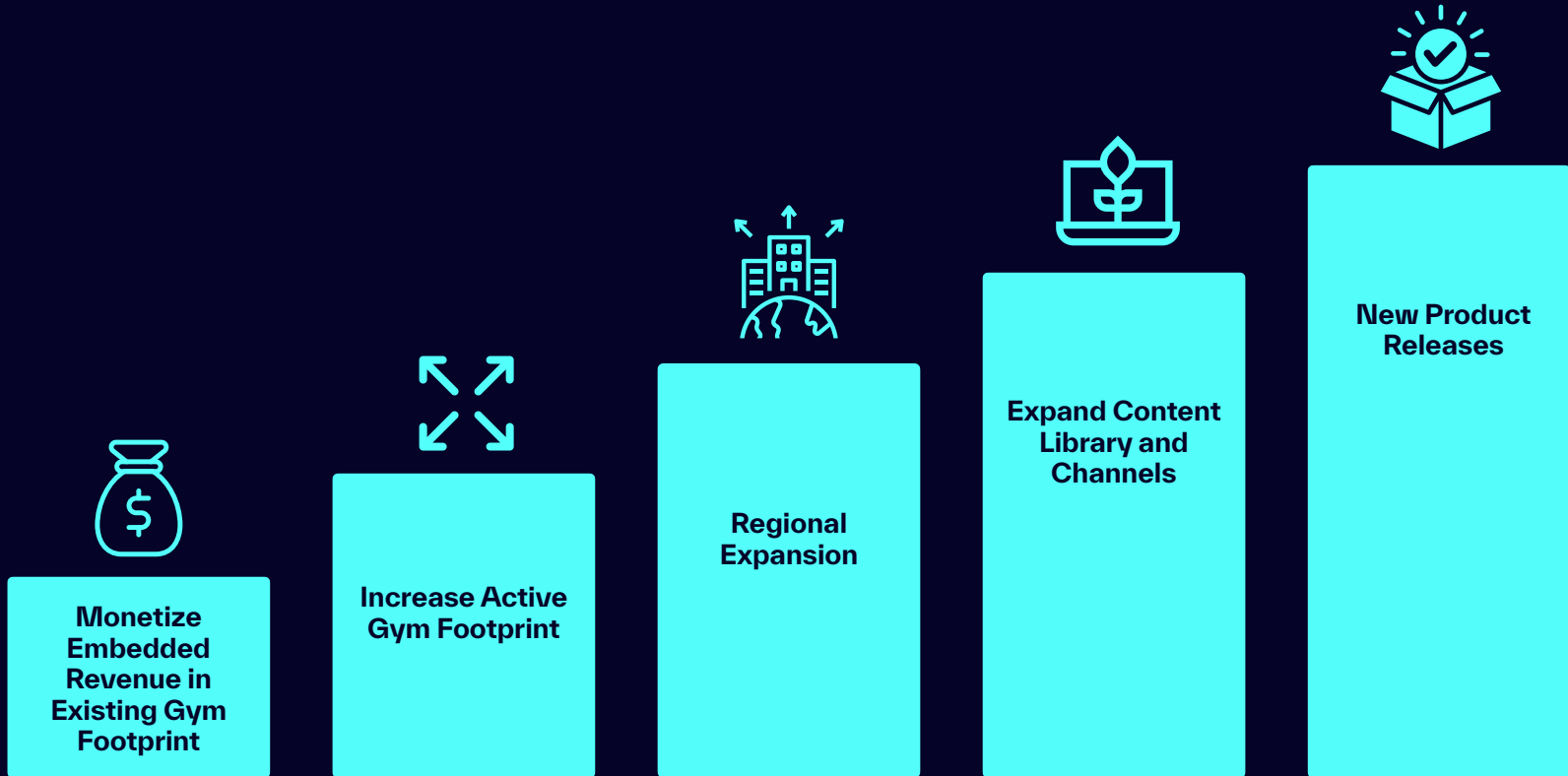
(1) New membership tier launched in October 2023. (2) Assumes Each Active Gym runs 2 Alta Programs p.a. based on 3-year historical per-program unit economics. (3) Assumes each Active Gym has 15 Alta Members training at US\$150 / mth / member. (4) Assumes each Active Gym has 30 Members signed up to the Alta Academy at US\$25 / mth / member. (5) Assumes each Active Gym has 60 Members on the Alta Community at US\$6 / mth / member. (6) Any references to active gyms or partner gyms mean a gym profile claimed or created, and accepted terms and conditions of Alta Platform or Hype and/or accepted previous license agreement to run the Warrior Training Program.

---

## Round 3: Finish the Fight

“Don’t leave it in the hands of the judges”

# Over the next 12 months we will focus on the following growth initiatives





# Equity & Financial Summary

Our platform is built, with our focus on gym, coach and talent footprint growth, as well as monetizing potential embedded revenue opportunities sitting within in our Active Gym footprint.

## ► As of July 5, 2024

---

- **Share Price: \$3.43**
- **52-Week Range: \$2.64 - \$5.25**
- **Market Cap: ~\$35.3 M**
- **Free Float: 1.3 M shares**
- **Total Shares Outstanding: 10.3 M** <sup>1,2</sup>  
[~12.5 M fully diluted]
- **Avg. Daily Trading Volume: ~26 K**  
(3 Months)
- **Insider Ownership: ~15%**

## ► Fiscal Year Ended June 30, 2023 (\$US) (Refer to SEC F-1 filings as part of initial public offering)

---

- **Revenues: ~\$1 M** <sup>3</sup>
- **Cash & Equivalents: \$7.3 M** <sup>4</sup>
- **Cash Flow from Operations: (\$3.74 M)** <sup>3</sup>

(1) A total of 8,967,686 ordinary shares are locked up for a minimum of 6 months from the date of the recently completed initial public offering, with directors and officers locked up for twelve (12) months and other pre-IPO shareholders locked up for six (6) months. (2) A total of 1.60m options (W/AEP:US\$2.96) and 0.63m RSU's are on issue. (3) Revenue & Cash Flow from Operations been converted into U.S. Dollars at an average rate of 0.6731 AUD/USD for the year ended June 30, 2023, as quoted by the Federal Reserve Bank of New York. (4) Calculated on a Pro Forma As Adjusted basis after giving effect to the recently completed initial public offering including (i) the conversion of outstanding convertible notes into 4,616,026 Ordinary Shares on December 31, 2023 and March 27, 2024, and (ii) the sale of 1,300,000 Ordinary Shares in the recently completed initial public offering.

# We Believe Alta is the next Category Killer!



## Sector Tailwinds

Multi-billion-dollar revenue opportunity in the fast growing MMA market.



## Partnerships

Existing partnerships with reputable coaches and gym owners, including UFC Gym.



## Team and Investors

Best in Class team, high-profile investors and ambassadors with deep sector trust and credibility to execute strategic plan.



## Mergers and Acquisitions

Disciplined and strategic M&A will compliment Organic Growth and the build out of the ecosystem.



## Highly Scalable Platform

Our platform is cap-ex light and genuinely solves for our customers pain points.



## First Mover & Proven Unit Economics

Proven Unit Economics plus substantial embedded revenue opportunities across our existing footprint.



ALTA

ALTA

ALTA