

Market Data

Alta Global Group Ltd. NYSE American: MMA

Fiscal Year	Dec. 31
Price	\$3.55
Market Cap	\$31.5M
Shares Out.	8.9M
Float	1.3M
Insider Ownership	15%
Avg. Vol (10-day)	19,060
Revenue (FY23) ¹	\$1.0M
Cash (proforma) ²	\$7.3M

Price & share data as of May 3, 2024

¹ trailing 12-month revenue as of June 30, 2023

² proforma cash position includes estimated impact of net proceeds from March 2024 IPO

Auditor:

BDO Audit Pty Ltd

Legal Counsel:

Sheppard, Mullin, Richter & Hampton

Transfer Agent:

VStock Transfer

altaglobalgroup.com



Conor McGregor joins the Alta class at SBG Ireland

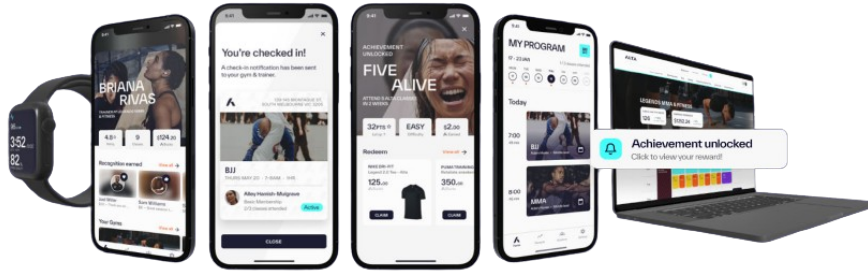
Company Overview

Alta Global Group is a pioneering technology company dedicated to reshaping the global martial arts and combat sports industry. Through its innovative platform, Alta seeks to maximize monetization opportunities within the sector by enhancing consumer participation and enriching community engagement. The Company's comprehensive suite of products, including the Warrior Training Program, UFC Fight Fit Program, Alta Academy, Alta Community, and mixedmartialarts.com, positions Alta as a central figure in the industry's digital transformation.

Martial arts and combat sports gyms have a superb in-gym product, but they are ripe for transformation in the areas of building sales channels, enhancing customer onboarding, optimizing engagement and driving the growth and retention of members and membership revenues within their communities. Alta is on a mission to unlock the full potential of this multi-billion-dollar industry, with the goal of converting 640 million fans globally into active participants. The Company's focus on integrating advanced technology with user-centric services offers a scalable model that enhances gym operations and positions Alta to drive substantial revenue growth. As Alta continues to innovate and expand its offerings, it is ideally positioned to provide investors with exposure to a rapidly growing global market.

Investment Highlights

- **First-mover advantage with proven unit economics**
 - Substantial embedded revenue opportunities across existing footprint
- **Highly scalable platform**
 - Cap-ex light platform solves customer pain points
- **Robust growth strategy**
 - Disciplined and strategic M&A strategy complimented by comprehensive organic growth initiatives
- **High-profile partnerships**
 - Partnerships include UFC Gym and a growing roster of prominent players
 - Connor McGregor is an investor in Alta Global
 - Other partners include: Daniel Cormier, Rafael Cordeiro (Mike Tyson's coach), Laura Sanko, and more
- **Strong sector tailwinds**
 - Multi-billion-dollar revenue opportunity in high-growth MMA market
 - Martial arts and combat sports gyms in US are a \$12.6 billion market, according to IBIS (Sept. 2023)
 - Martial arts gyms in US expected to grow from 45,000 in 2023 to 67,000 in 2025
- **World-class leadership team**
 - Global team with deep sector experience and capital markets expertise



Utilizing web experiences, native applications, dashboards and wearables, Alta's end-to-end ecosystem is designed to digitally enable and engage fans, participants, coaches and gyms

Value Proposition

Alta Global Group presents a compelling investment opportunity in the rapidly growing market of martial arts and combat sports. Positioned as a leader in the sector's digital transformation, Alta leverages a robust technology platform to convert MMA enthusiasts into active participants, aiming to capture a significant portion of the estimated 640 million global fans.

Alta's scalable, CapEx-light business model enables rapid growth without substantial upfront investment, creating value through high-margin, subscription-based revenue streams. This model is complemented by strategic partnerships with high-profile gyms and celebrated athletes and coaches, enhancing its market penetration and credibility. The Company has demonstrated strong unit economics with consistent revenue growth per program and active gym, further validating the effectiveness of its offerings. With its strong foundation, strategic growth initiatives, and a clear vision for the future, Alta Global Group is poised to deliver outstanding value to its investors as it capitalizes on the expanding global enthusiasm for martial arts and combat sports.

Substantial User Base & Strong Engagement

- 15M** MONTHLY VIEWS
- 5M** SOCIAL MEDIA FOLLOWERS
- 530K** USER PROFILES
- TOP3** RANKED FOR MMA IN GLOBAL SEARCH
- 450K** MONTHLY USER ENGAGEMENTS
- 10,000** PUBLISHED ATHLETE PROFILES
- 2,700** PUBLISHED GYM PROFILES

