



HYPE

Powered by Alta

The marketing platform every combat sports gym needs.

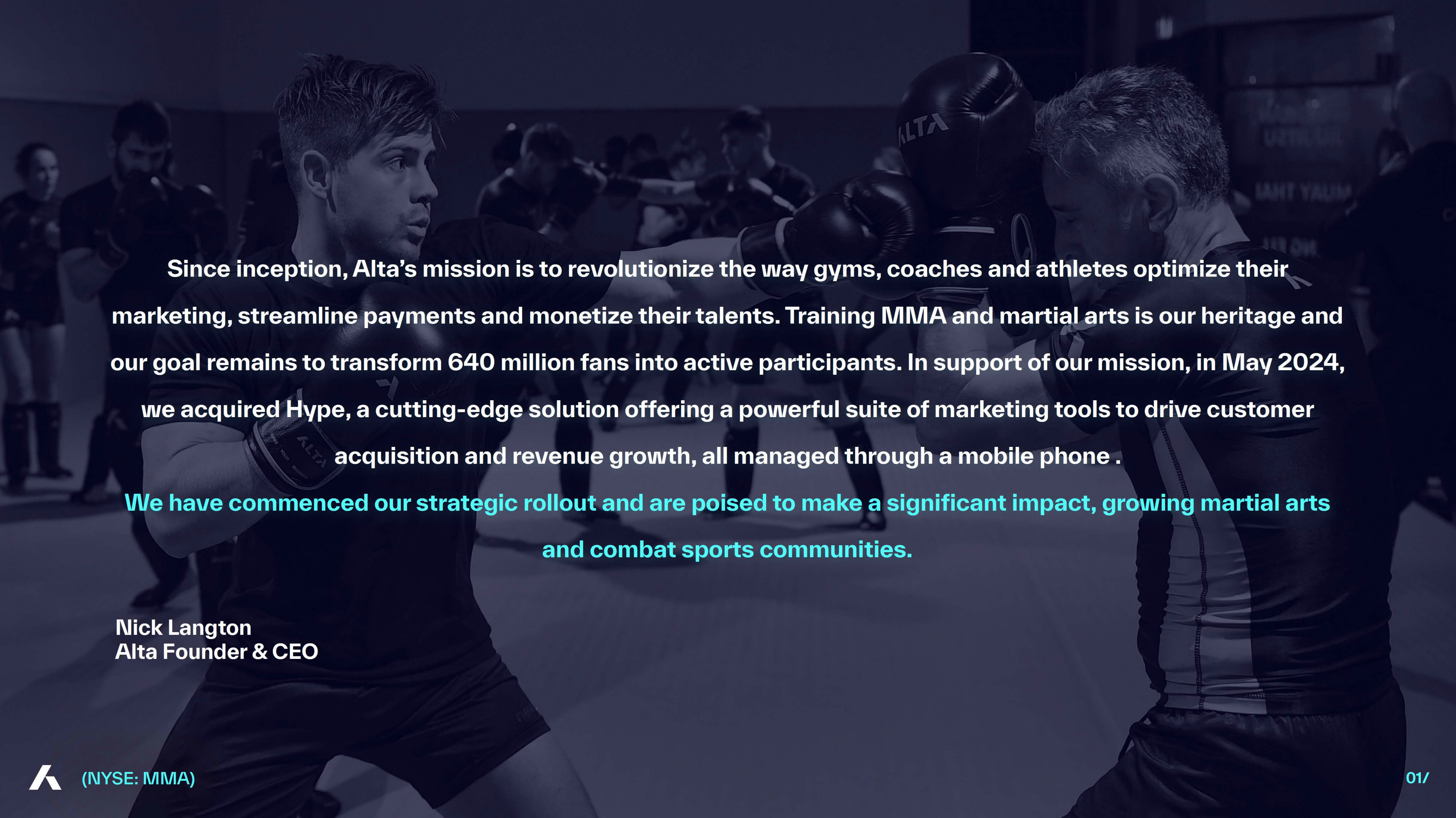
WEBSITE / EMAIL / SMS / PAYMENTS



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ALTAGLOBALGROUP.COM



Since inception, Alta's mission is to revolutionize the way gyms, coaches and athletes optimize their marketing, streamline payments and monetize their talents. Training MMA and martial arts is our heritage and our goal remains to transform 640 million fans into active participants. In support of our mission, in May 2024, we acquired Hype, a cutting-edge solution offering a powerful suite of marketing tools to drive customer acquisition and revenue growth, all managed through a mobile phone .

We have commenced our strategic rollout and are poised to make a significant impact, growing martial arts and combat sports communities.

Nick Langton
Alta Founder & CEO



(NYSE: MMA)

Introducing Hype, the first super app for martial arts and combat sports gym partners, coaches and athletes

Website Builder

WordPress Squarespace linktree

CRM and Email Marketing

HubSpot mailchimp flodesk

SMS Blasts

SlickText attentive community

1:1 Direct Messaging

Instagram facebook Messenger

One-Time Payments

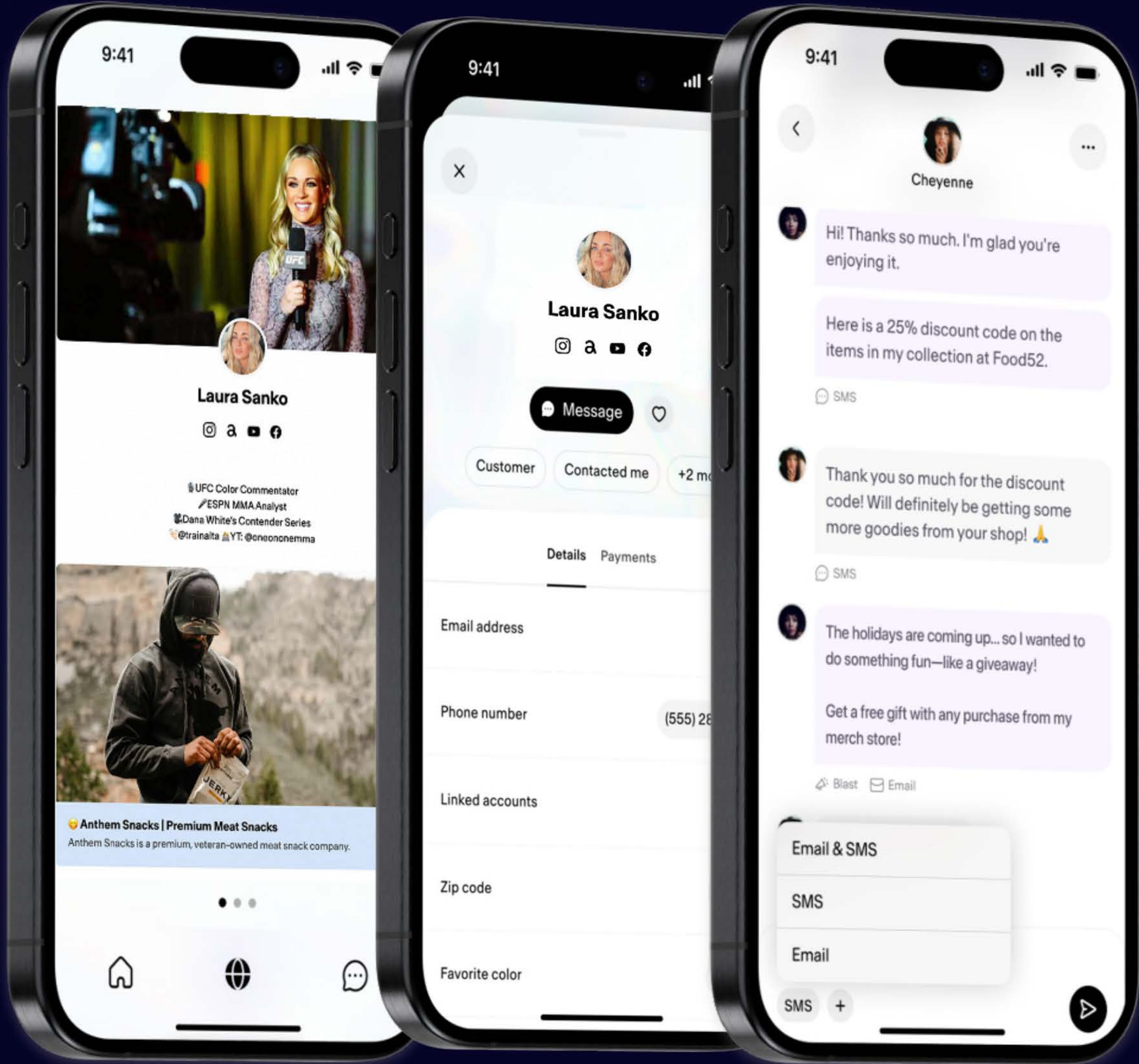
Intuit QuickBooks bill.com Zelle venmo

Subscriptions

Patreon Substack OnlyFans

Analytics

Google Analytics



By driving revenue, reducing costs, and enhancing participant engagement Alta can provide significant value to our Gym Partners, Coaches and Athletes



Convert Social Media Followers

Allows gym owners and coaches to transform digital engagement into dedicated students.



Improved return on spend

Enables owners to bypass social media algorithms to reach their audience directly.



Simplify Payment Collection

Easily manage fees, memberships and merchandise payments.



Connect with Members

Mobile CRM allows Gym owners to send personalized emails and texts for better engagement.



Comprehensive Solution

Hype combines features from multiple established SaaS brands into one.

Hype is the bridge between IRL and digital

1

CALL TO ACTION

From IRL to FYP, Hype makes it east to convert interest into action.



Hype Accessories

NFC and QR code business cards
and stickers for IRL interactions



Social Media

Follower engagement with link-in-bio
and story links

Hype is a flexible microsite builder

2

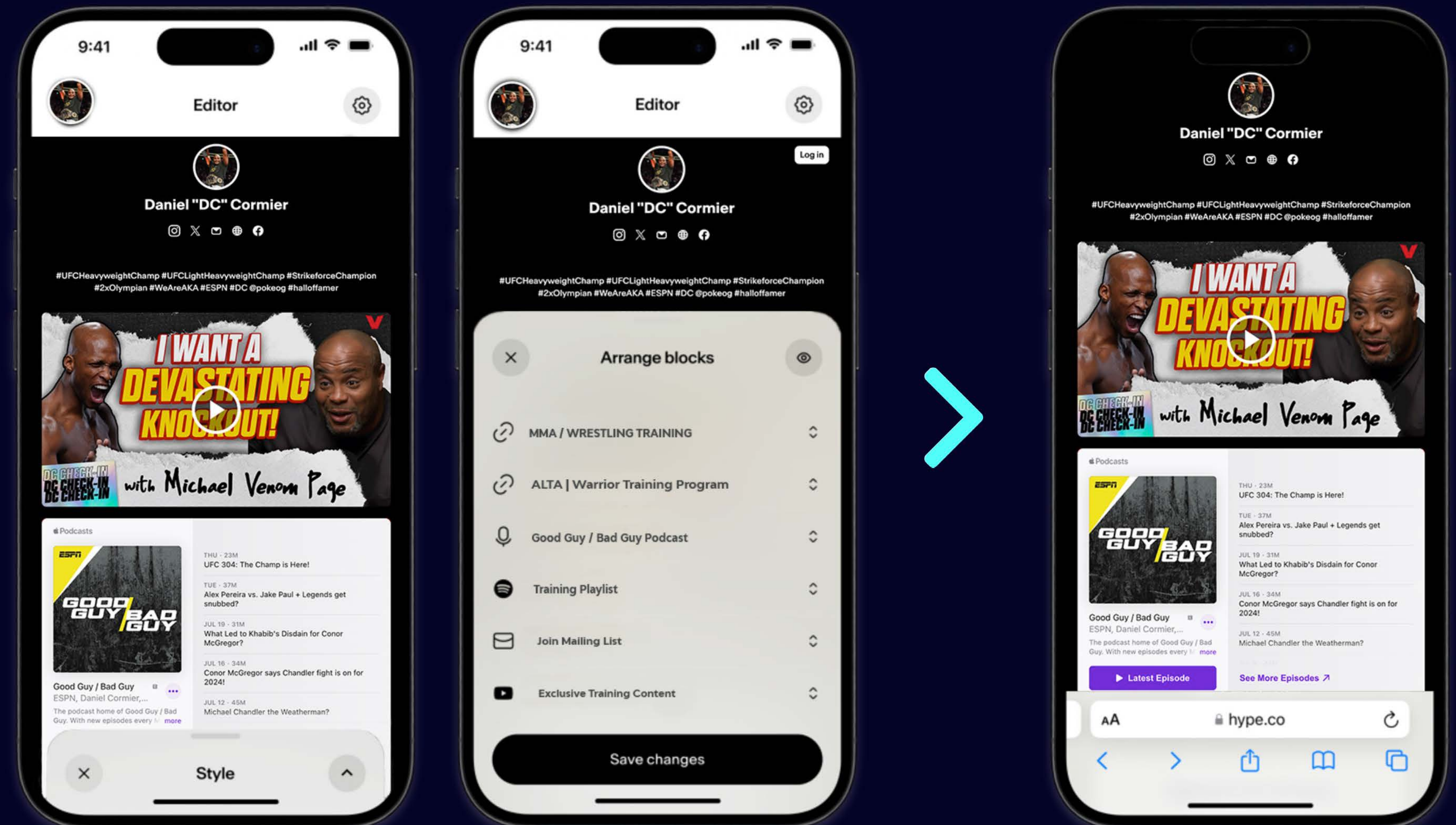
WEBSITE

Followers and new connections land on your customised Hype Site.

Mobile-first website editing

Share Links and contact info, collect emails and phone numbers, and sell memberships

Every Hype Site gets a custom hype.co/@domain



Hype is a mobile-first CRM

3

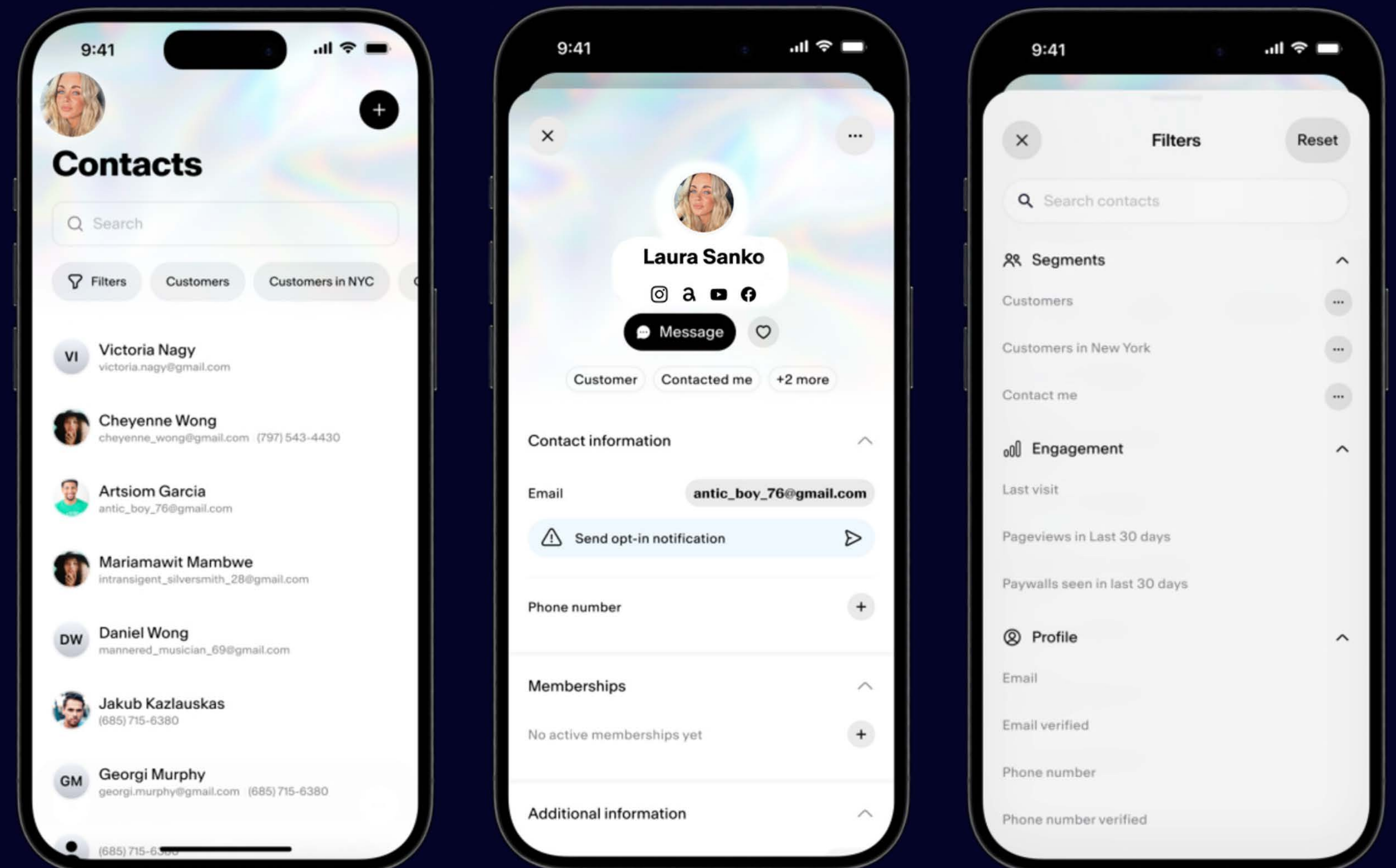
CRM

Browse business connections in one place with enterprise-grade contact management.

Custom fields

Advanced filters

Opt-in compliance



Hype is multi-channel messaging

4

Messaging

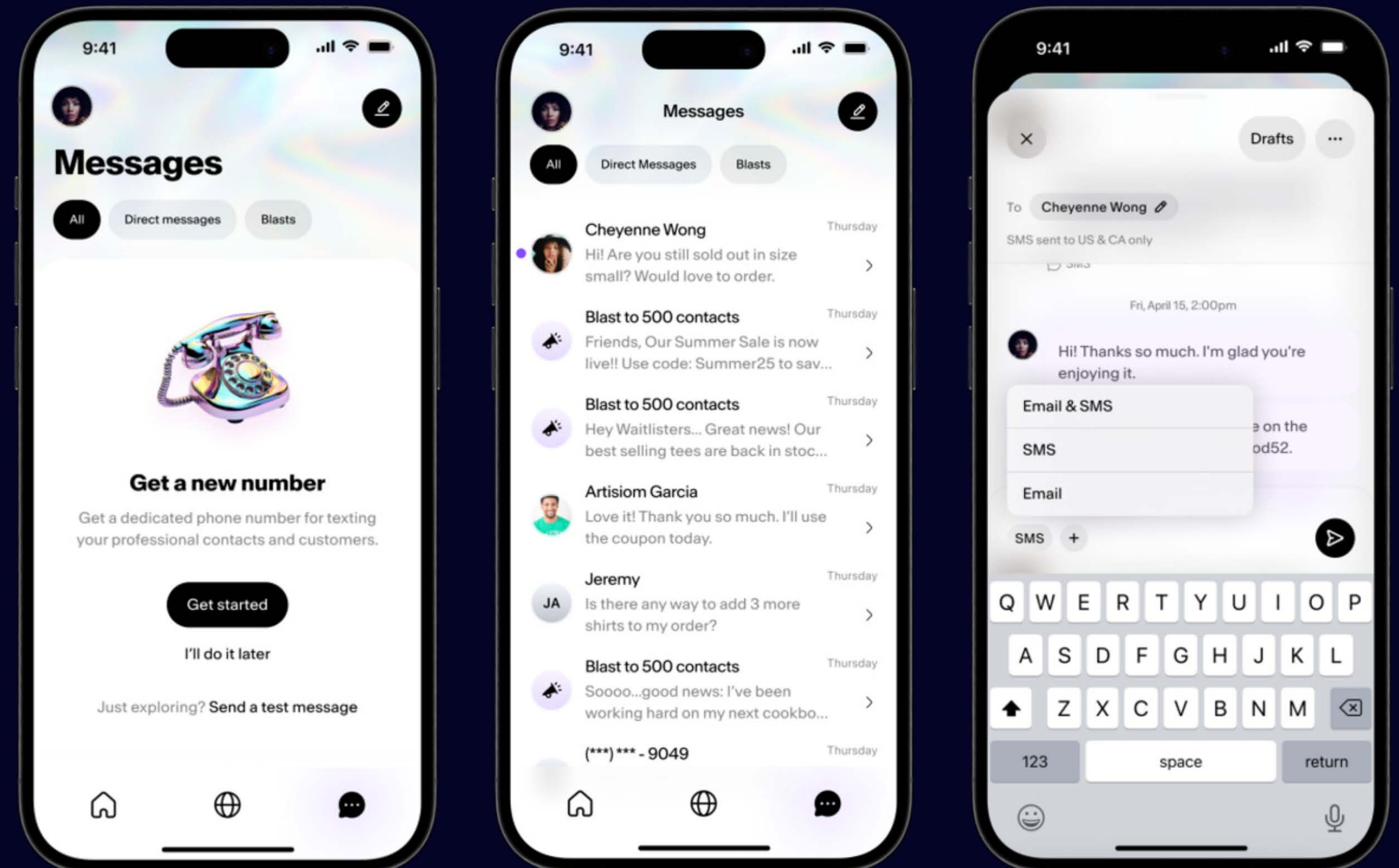
Send emails and text messages in 1:1 conversations or as campaign blasts to targeted segments.

Get a toll-free business phone number

Unlimited emails starting at \$9/month

View customer emails and texts in one place

Send via email and SMS at the same time



Hype is payment processing, made simple

5

Payments

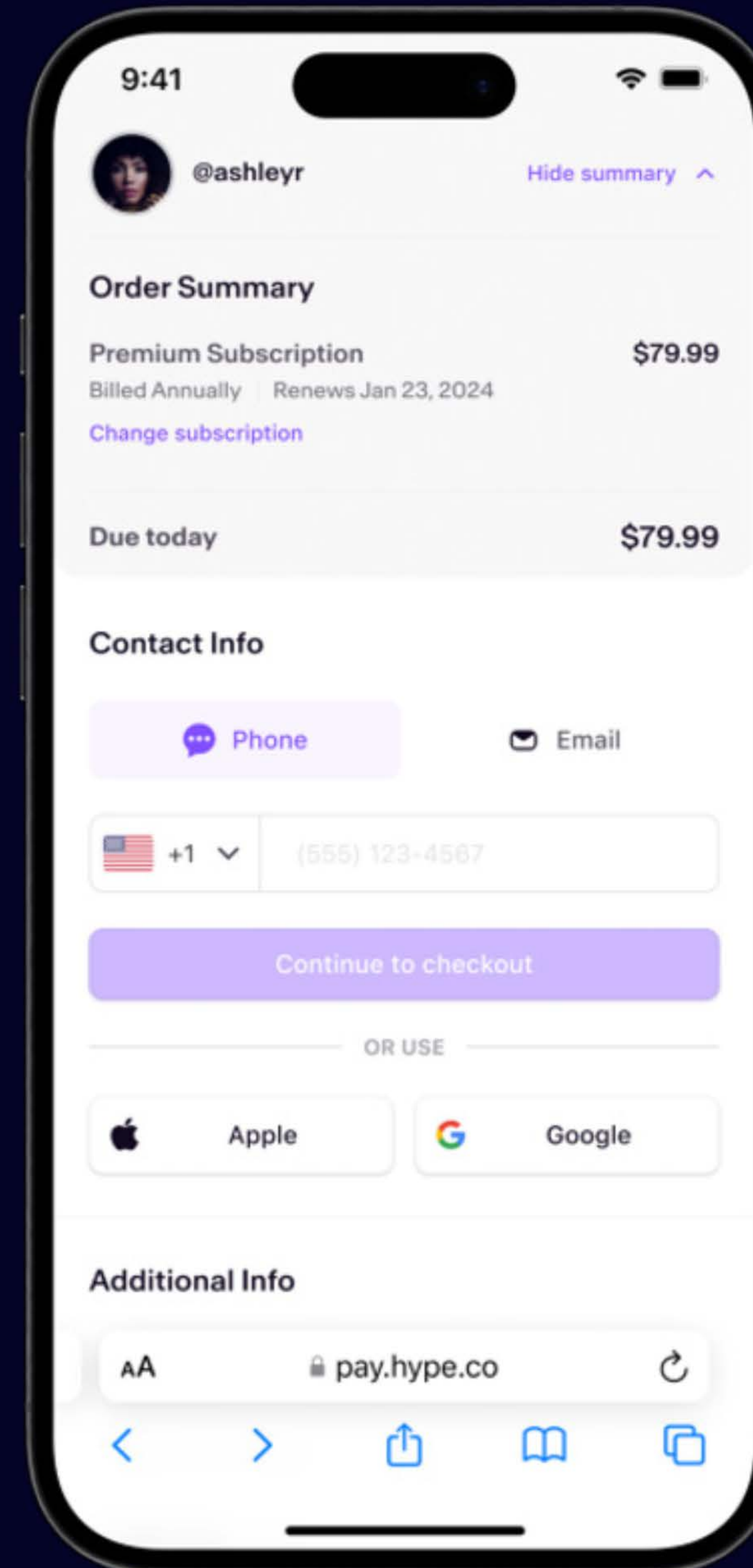
Direct payment links to collect subscriptions and tips.

Single-page checkout

Self-serve subscription management

Apple Pay and Google Pay support

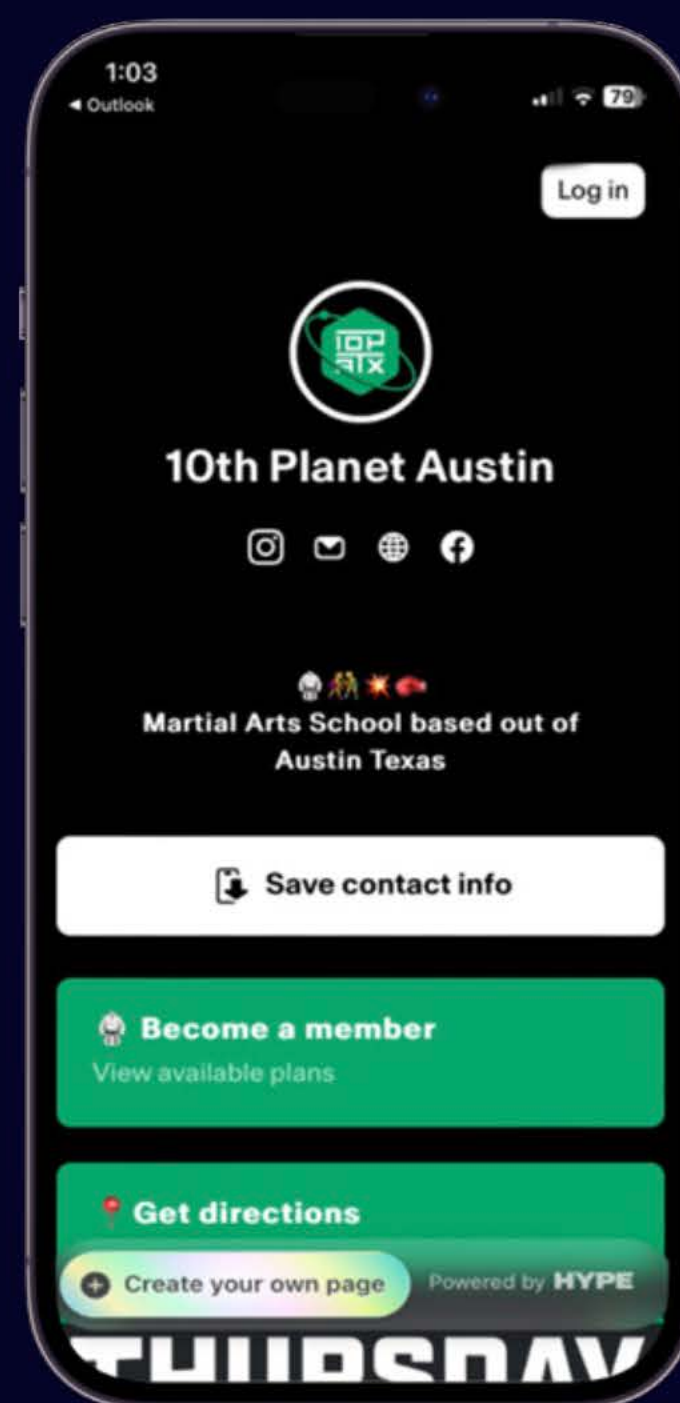
Customers can save payment methods to use with any business on Hype



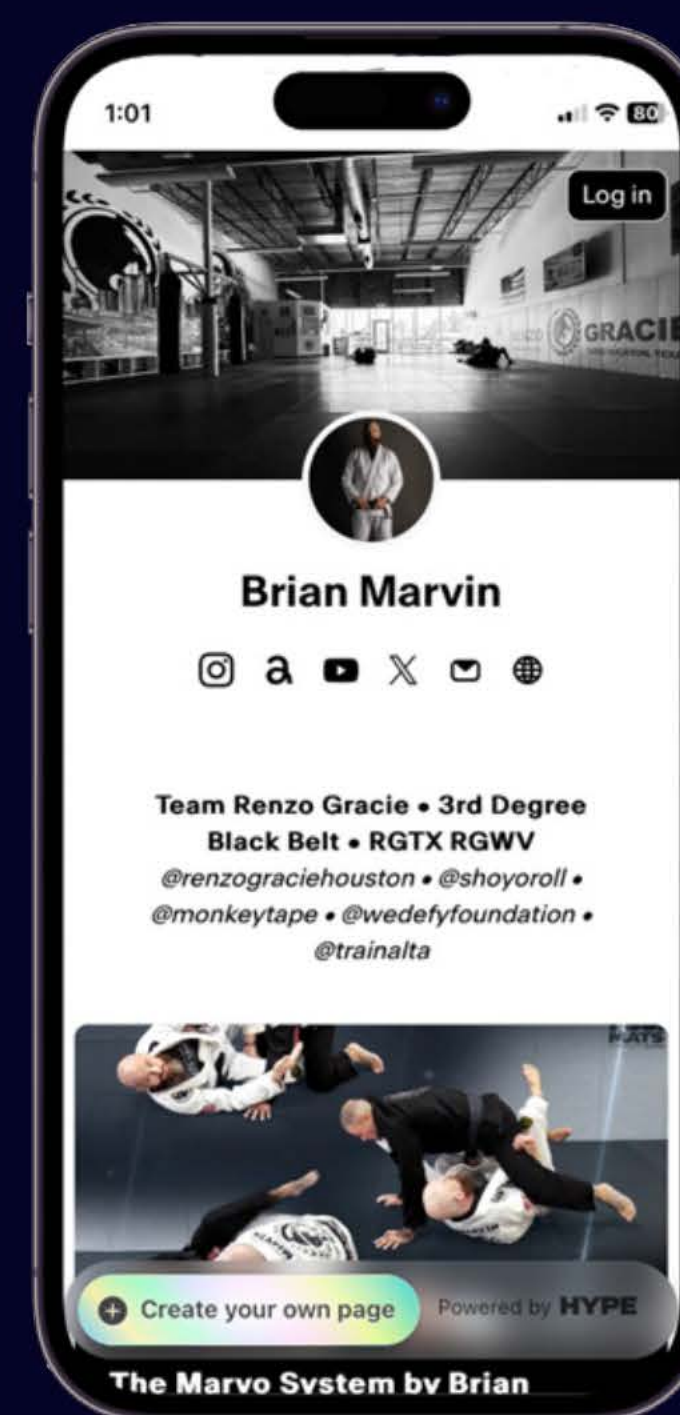
With Hype, Alta can drive new subscription revenue by targeting Gyms,
Coaches and Athlete Influencers

45,000 +

Combat Sports Gyms
in the US



Coaches



+



Athlete Influencers



Delivered as a SaaS subscription priced up to \$299 USD per month, with up to 5% collected on all transactions,
Hype delivers 'Earning' tools for gyms and coaches to monetize their online presence and grow their brand.

Source: Martial Arts Studios in the US - Market Size, Industry Analysis, Trends and Forecasts (2023-2028) IBISWorld.



(NYSE: MMA)

With a range of subscription tiers to cater for varying gym sizes plus individual users across the combat sports industry

Free	Lite	Essentials	Community	Scale
Start your online journey with a versatile link-In-bio website. Finally the foundation for brand presence without any cost. Perfect for beginners!	Where effective brand communication begins. Lite provides the key tools for controlling your digital presence.	Essentials is how you enhance your digital footprint & start your community led growth & monetization strategy.	Harness the power of your community with our comprehensive digital suite. Unlock unique design features to drive incremental revenue growth and amplify your business success!	Never worry about scaling challenges again. Comprehensive tools for associations or franchises. Maximising consistent community led growth in multiple locations.
\$0 /Month	\$9 /Month	\$39 /Month	\$99 /Month	\$299 /Month

Alta also collects a transaction fee of up to 5% across all transactions processed through the platform.



(NYSE: MMA)

Hype will also enhance customer acquisition and retention across Alta Global Group products and subscription tiers



Builds the Sales Funnel

Converts socially generated leads into Alta's sales funnel more effectively.



Strengthens Partnerships

Fosters deeper engagement between Alta, gym partners, and coaches.



Improved ROI

Enhances lead conversion rates and ROI.



Cross-sell Opportunities

Facilitates cross-selling of other products and services.



Maximise Social Reach

Leverages gym and coach social reach to drive Alta subscription sales.



Transaction Fees

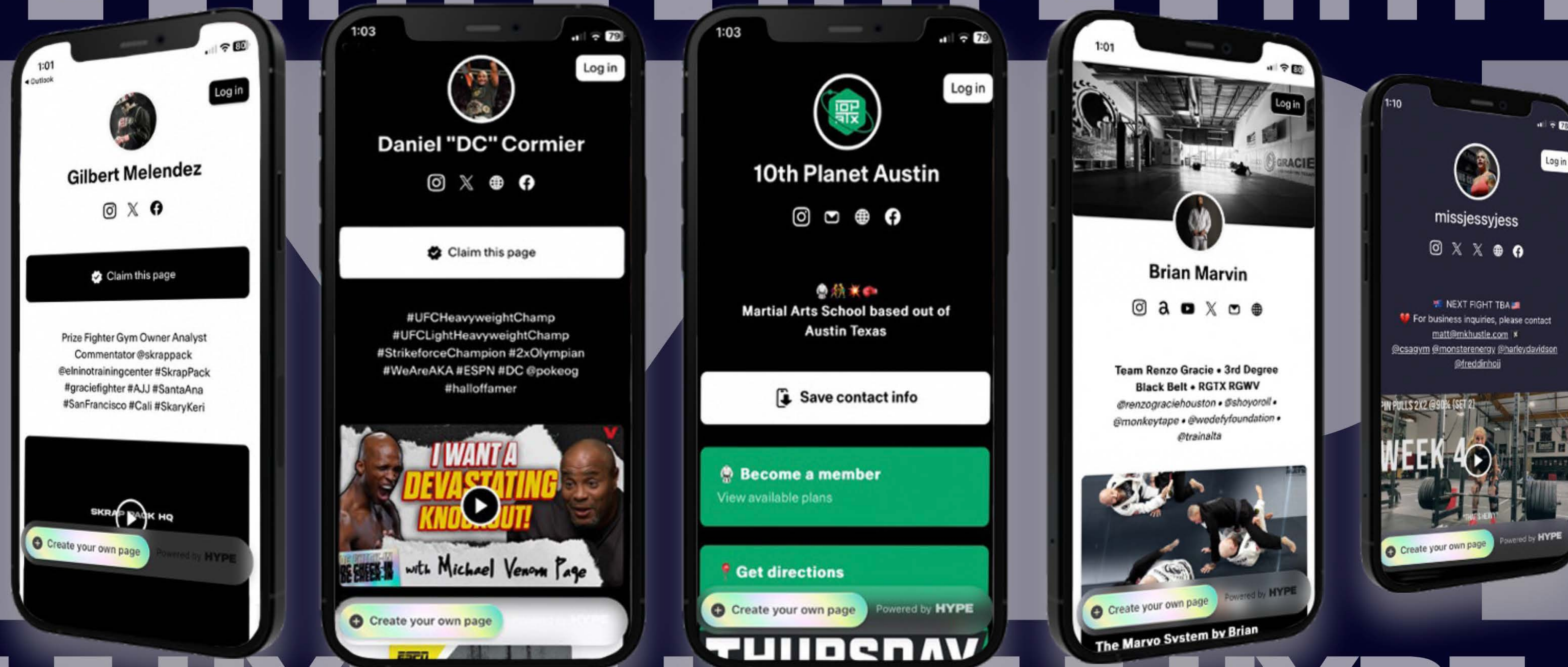
Generates transaction fees in addition to subscription revenues.

Hype delivers a more immediate monetization opportunity by providing tools for gym owners to monetize their online presence through their existing products, whilst scheduling high-value Alta program products.



(NYSE: MMA)

We have commenced our rollout, focusing initially on California and Texas with positive traction to date



Turn first impressions into revenue.

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