

Laura Sanko UFC Commentator | Daniel Cormier 2 Division UFC World Champion

ALTA

Alta Global Group Limited Corporate Presentation

October 2024

NYSE: MMA

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ALTA

THE FIGHT STARTS HERE.

NYSE: MMA

Our Journey



Crossing the Threshold

Wimp 2 Warrior was born to invite more people into the world of martial arts and share its impact.



Meeting the Mentors

Teamed up with best coaches in the game to create innovative training programs—becoming a leader in the space.



Accepting the New Role

Acquired the premier domain and historic digital home for the sport.



New Teammates

Acquired Hype, the starting point for our business tool suite, with its talented development team.



Revelation

Global MMA superstar Conor McGregor increases his ownership stake



Master of Two Worlds

Partnered with UFC Gym, placing our products across their network of over 150 global locations.



Call to Adventure

Founder Nick Langton discovers the transformative power of martial arts through his first MMA bout.



New Skills

Acquired assets of Steppen Pty Ltd., a fitness technology company.



The Ultimate Boon

We took our mission to the New York Stock Exchange, becoming the first publicly traded MMA-focused company in history.



New Allies

Signed ambassadors Eric Nicksick, Jessica-Rose Clark, & Gibert Melendez.

What We Do

The best **digital fan experience**

The best **MMA social platform**

The best **training experiences**

The best **MMA business tools**

The best **partnership opportunities**

**WE ARE
MODERNIZING
MARTIAL ARTS**

ALTA

NYSE: MMA

Our North Star Growth Metric

**More fans means
more participants**

**More mat time means
more members**



**More members means
more transactions**

**More transactions
means more revenue**

MMA's Challenge Is Our Opportunity

The Problem

In a word, fragmentation.

Despite explosive growth, the diverse world of martial arts remains disorganized and underserved, lacking the professional infrastructure and support found in other major lifestyle sports.

The Solution

A cultural and commercial epicenter for MMA.

By curating the global MMA scene into a unified and accessible hub, we're not just showcasing the sport—we're empowering the entire ecosystem: from fans to athletes, coaches, and beyond.

Competitive Advantage

We are **uniquely positioned** to become the leading platform in the MMA space.

Meaningful Investment



Our investment team includes stars in both the finance and the MMA world—including significant involvement from Conor McGregor.

Industry-Leading Partnerships



The biggest names in the sport guiding the way—including UFC legends Daniel Cormier and John Kavanagh.

Dedicated Development Team



Game-changing technology built specifically for the martial arts industry.

Top-Shelf Creative Talent



Accomplished in-house marketing and content production team.

MARTIALARTS IS A MOVEMENT

We're Tapping Into a Global Culture

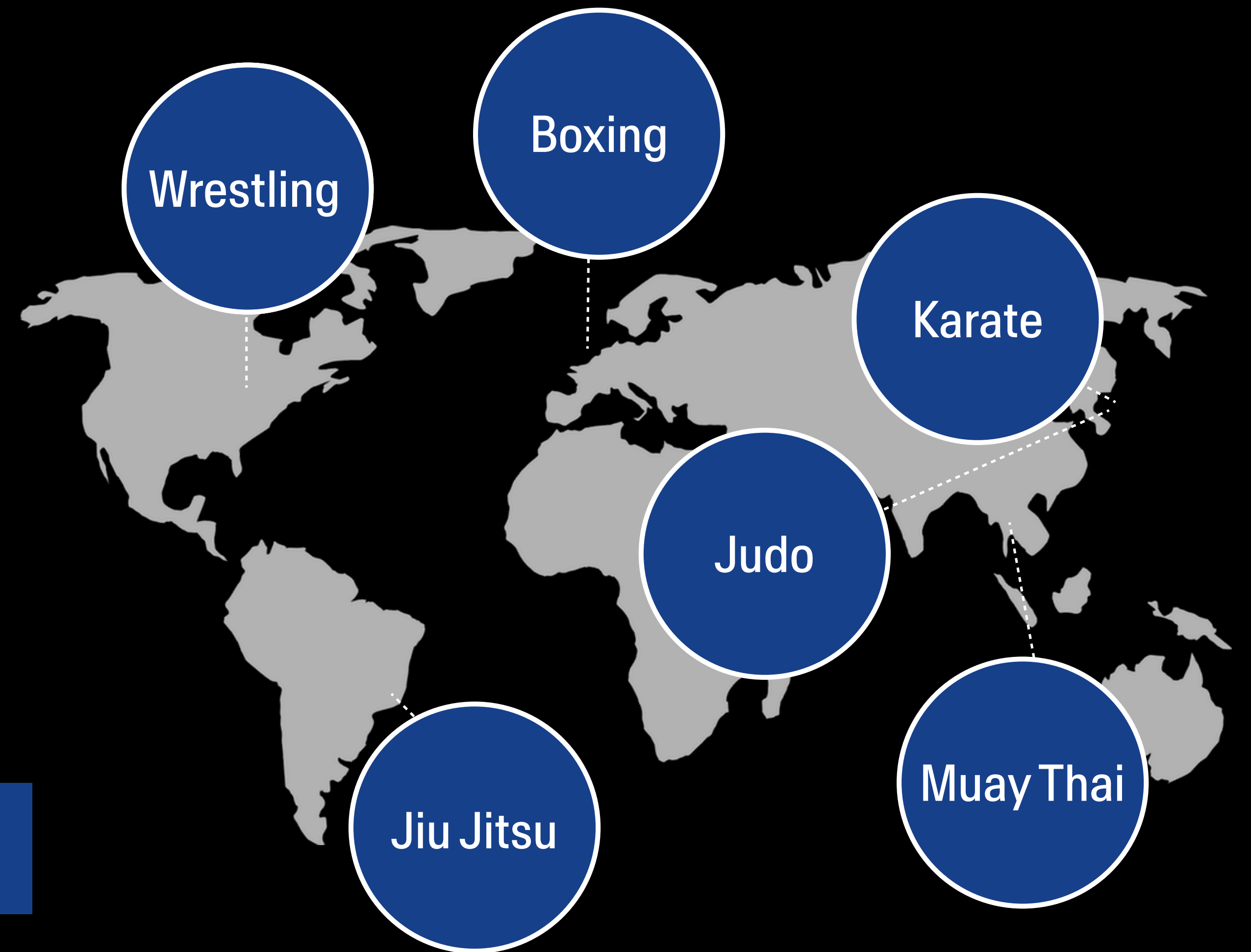
5M SOCIAL MEDIA FOLLOWERS

560K USER PROFILES

3,020+ PUBLISHED GYM PROFILES

552 ACTIVE GYM PARTNERS

10,000 PUBLISHED ATHLETE PROFILES



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

NYSE: MMA

Our Audience

+640M Global MMA Fans

Fans

+11.8M Actively Training

Participants

+67,000 Martial Arts Gyms

Coaches

+12.6B Est. Gym Revenue

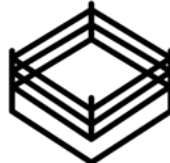
Partners

Source: YouGov 2023, IBIS 2023, SFIA Boxing and Martial Arts 2023.

A Platform with a Purpose



A Comprehensive Ecosystem

				
Audience	Fans	Participants	Coaches	Partners
Value Proposition	Stay up-to-date	Join the sport	Manage and grow your business	Target global MMA community
Monetization	Premium App Subscription, Curated Merch Store	App Subscription, Training Goods + Apparel	Gym Management Platforms (SaaS), Accessories, Starter-Packs	Built-if-Sold, Distribution Collaborations
Agency Services			Marketing Support	Advertising Support
KPI	Social Account + Engagement Growth	New Enrollments in Partner Gyms	Number of Monetized Gyms	Activation

Solving Fragmentation

	ALTA HYPE MMA UNDERGROUND	OpenTable® yelp toast
Marketing and Lead Generation	✓	✓
Generate New Revenue	✓	✓
Streamline Customer Experience	✓	✓
CRM	✓	✓
Payment	✓	✓
Community Engagement	✓	✓

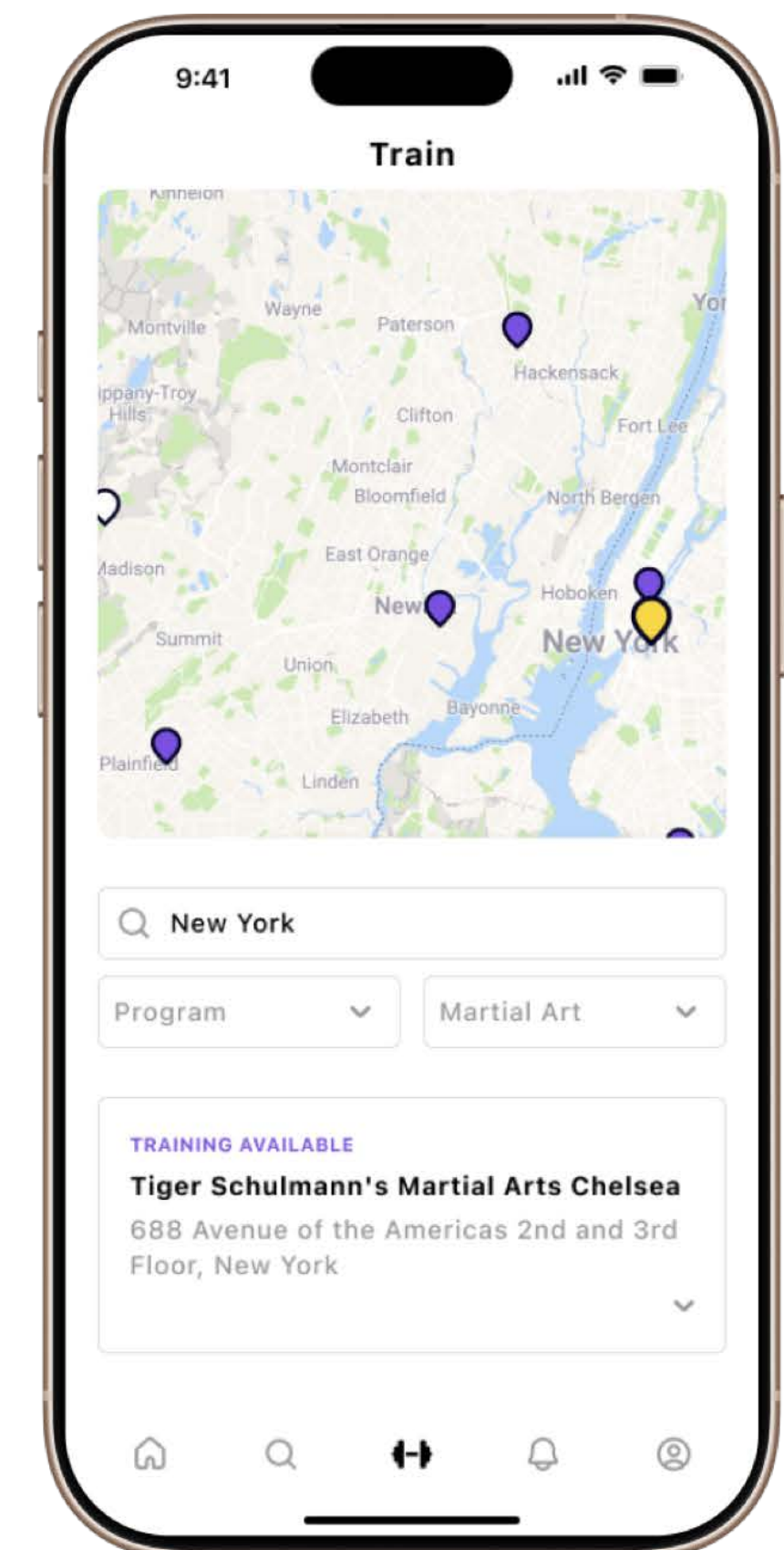
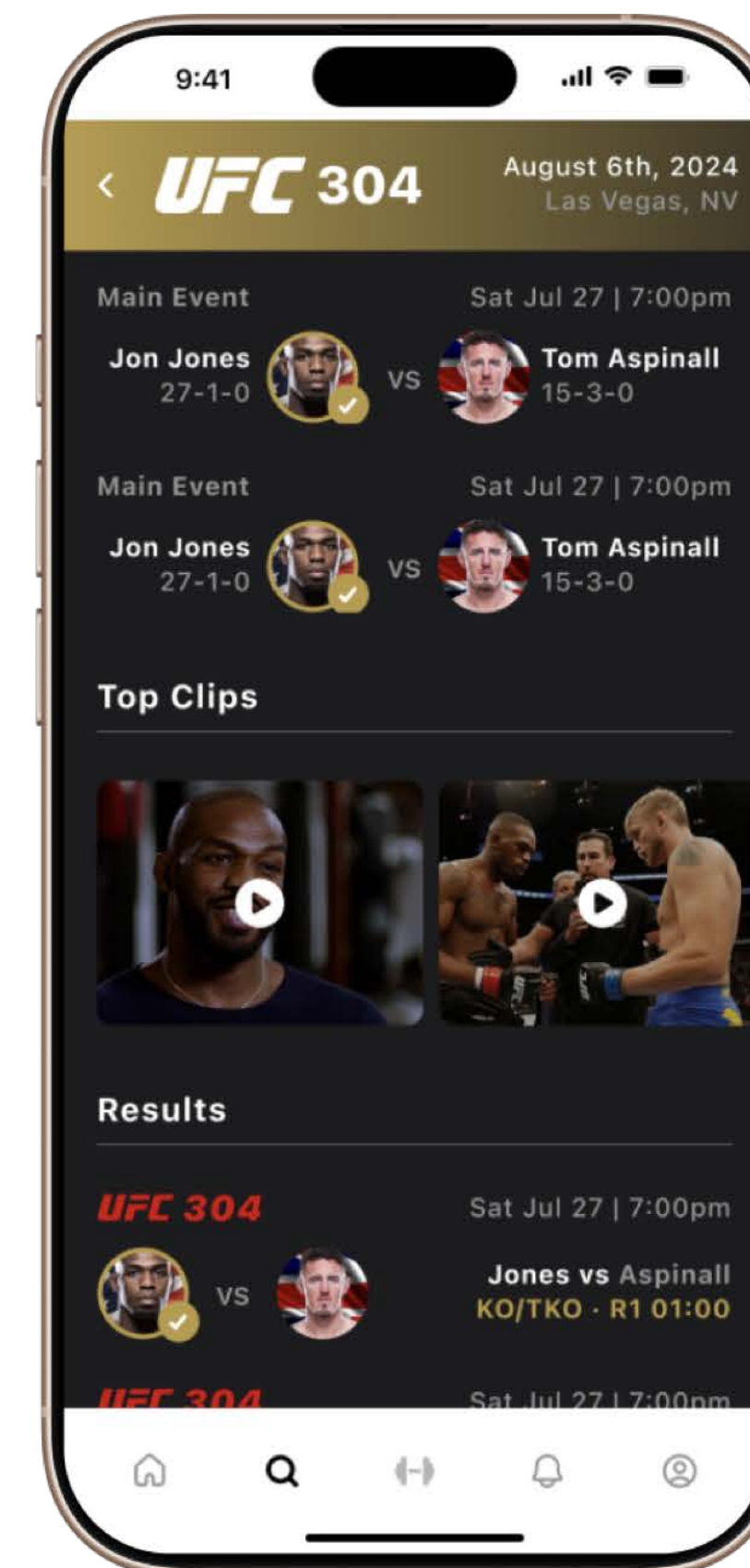
ALTA

**MARTIALARTS IS
FOREVER**

NYSE: MMA

Let's Bring MMA Into the Mainstream

A place for **fans**.
A place for **martial artists**.
A place for **teams**.
A place for **partnerships**.



NYSE: MMA

Our Landmark Partnership with UFC GYM

Enterprise Partnership:

Alta's programs to be integrated across 150+ UFC GYM locations globally with potential to target hundreds of additional gyms in development.

Warrior Program Training Rollout:

Alta's 20-week 'Warrior Training Program' to debut, offering fans a pathway from MMA fandom to participation.

Hype Mobile Marketing Platform:

UFC Gym will utilize Alta's B2B marketing platform to enhance customer acquisition and retention across its network of over 150 gyms.

Global Expansion:

Partnership increases Alta's reach in the US, Europe, Middle East, and Asia.

Conor McGregor Increases Ownership Stake

Ground-breaking 3-year Partnership:

Conor McGregor increases his ownership in Alta, becoming a global ambassador and boosting revenue potential.

Global Reach:

McGregor's influence will leverage his 63M social media followers and 640M UFC fans to amplify brand and mission.

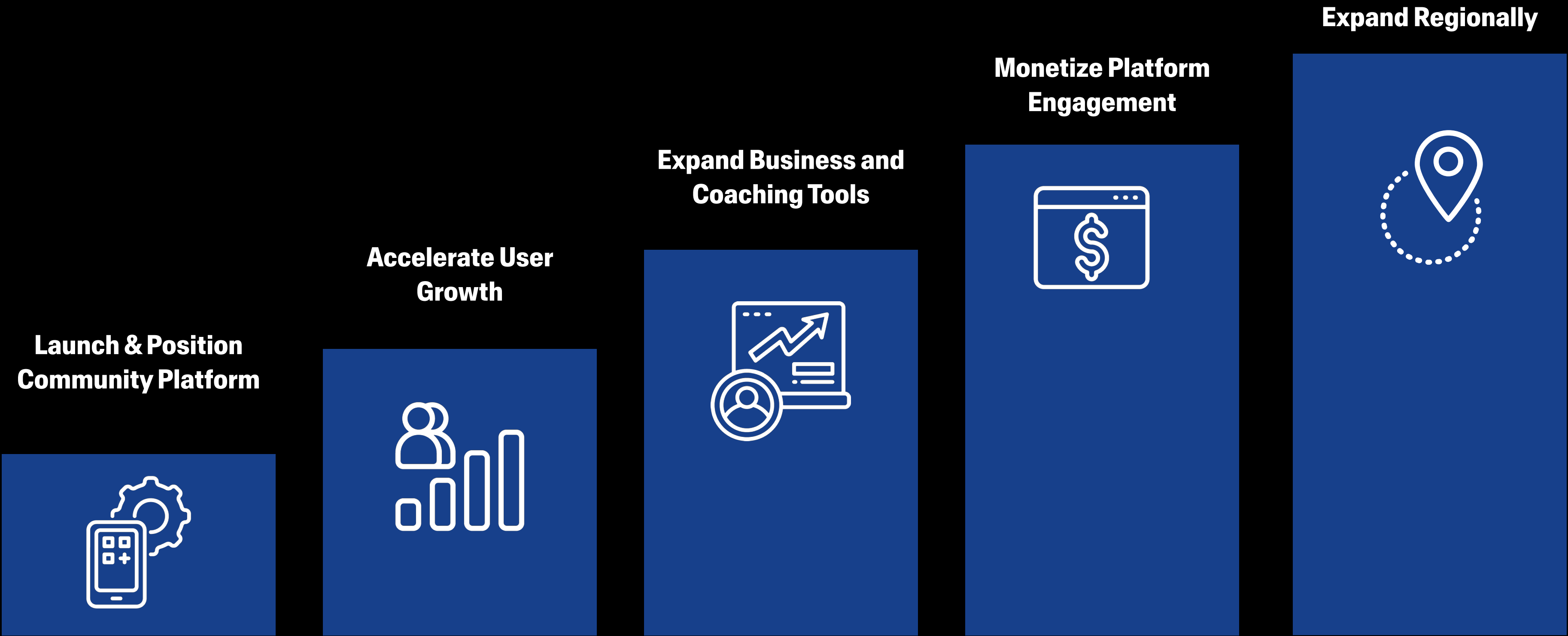
Aligned consideration tied to shareholder value creation:

700,000 performance shares vesting up to \$20 per share, 150,000 shares vesting immediately upon signing. No cash consideration.

Strategic Growth:

McGregor will actively promote Alta's platform, aligning his global influence with Alta's growth strategy.

12-Month Growth Focus



Global Leadership Team



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. BEd, GrandDip 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 2012. BEng



James Fleet
Co-Founder and CTO

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
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
VP, 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, GrandDip Fin



Peter Jarmain
Chief Marketing Officer

25+ 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.

Investment 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 Rubert
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.

Cap Table & Financial Summary

Cap Table
(As at 20th September, 2024)

- Total Shares Outstanding: 10,478,686 ¹
- Options (WAEP: US\$2.82): 1,532,641 ²
- Warrants (WAEP: US\$6.25): 65,000
- RSU's: 730,229 ²
- Performance Shares: 550,000 ⁵
- Fully Diluted Shares Outstanding: 13,356,556
- Free Float: 1,300,000
- Insider Ownership: 15.4%

Nine Months Ended March 31, 2024 (\$US)
(Refer to SEC F-1 filings as part of public offering)

- Gross Revenue from Programs: ~\$0.6 M ³
- Total Net Revenues:~ \$0.4 M ³
- Cash Flow from Operations: (\$3.4 M) ³
- Pro-Forma Cash & Equivalents: \$5.8 M ⁴
- Total Debt (ex. trade and payables): NIL ⁴

(1) A total of 8,967,686 ordinary shares are locked up for a minimum of 6 months from the date of the 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) Vesting conditions and terms of options and RSU's are detailed in the offering prospectus. (3) Revenue & Cash Flow from Operations been converted into U.S. Dollars at an average rate of 0.6524 AUD/USD for the 9 month period ended March 31, 2024, as quoted by the Federal Reserve Bank of New York. (4) Calculated on a Pro Forma basis after giving effect to Company receiving net Initial Public Offering proceeds of \$5.8m on April 2 2024. (5) To be Issued in conjunction with Conor McGregor Global Ambassador Agreement with 100,000 issued when the share price reaches \$7.50; 150,000 issued when the share price reaches \$10.00; 150,000 issued when the share price reaches \$15.00 and 150,000 issued when the share price reaches \$20.00. Aligned with the three (3) year term of the ambassador agreement.

ALTA

LET'S BE THE HERO MMA NEEDS

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