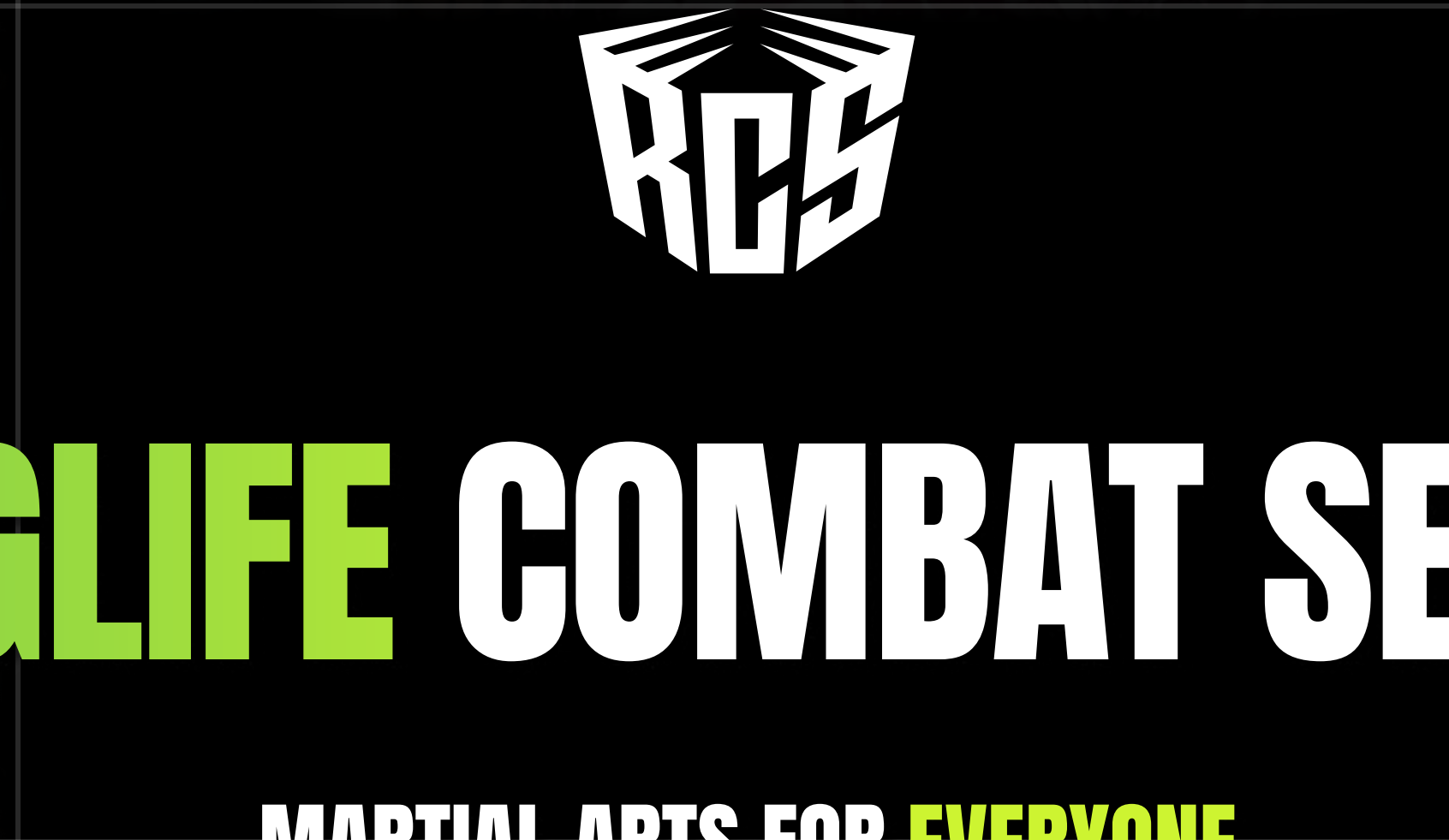




RINGLIFE COMBAT SERIES

MARTIAL ARTS FOR **EVERYONE**



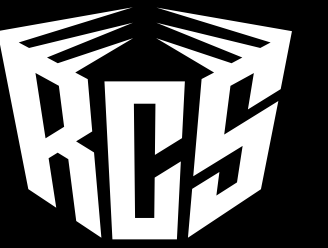
**100+ MIO PEOPLE
ARE PRACTICING COMBAT
SPORTS ACTIVELY**

**AND EVEN MORE ARE INTERESTED (300 MIO IN MMA) - MOST
SUCCESSFUL FIGHT SOLD 4.5 MIO PPVS - 5,75 MIO PEOPLE
ARE INTERESTED IN MMA IN GERMANY**

Many leaders in politics, sports, art,
business and music are visiting martial
arts events all over the world



MARTIAL ARTS HAS ONE OF THE MOST SPECIFIC AND COMMITTED AUDIENCES OF ALL SPORTS ➡



MALE

96,4% of martial arts' fans are males



YOUNG

82.7% of all fans are between 18 - 35 years of age



LOYAL

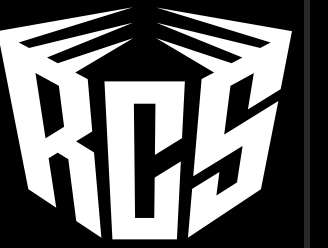
High interest in sports & very likely to spend monthly money on it



GLOBAL

Top athletes from all over the world - UK, US, Germany, France, Spain, etc.

A NEW HYPE EMERGED DURING THE LAST 5 YEARS - **BARE KNUCKLE BOXING**



SIMILAR TO THE EVOLUTION FROM BOXING TO MMA, BARE KNUCKLE BOXING IS **THE NEXT BIG MARTIAL ARTS HYPE**

TRADITIONAL SPORTS (JUDO, ...)

BOXING

MMA

BARE KNUCKLE

BKFC

SINCE 2018

1.1Mio 282Mio 108k

Subscribers

YouTube views

Avg. views/video

**TOP
DOG**

SINCE 2020

1.6Mio 262Mio 85k

Subscribers

YouTube views

Avg. views/video

MARTIAL ARTS IN GERMANY EXPECTS AN UNPREDICTED BOOM WITH **GEN Z AND MILLENNIALS**



185,7 MIO

VIDEO VIEWS

160,7 K

AVG. VIEWS PER VIDEO

EXAMPLE DATA FROM **YOUTUBE CHANNEL RINGLIFE** (SINCE 2018)

RINGLIFE COMBAT SERIES COMBINES THE **MARTIAL ARTS SUCCESS MODEL** FROM THE UFC WITH **INFLUENCER HYPE CONCEPT**

CREATOR BASED SPORTS LEAGUE IN A TOP-NOTCH ENTERTAINMENT
CLASSIC SPORTS & MEDIA TOURNAMENT IN A TRENDING SPORT



HYPE SPORTS LEAGUE

12 Events every year building a league concept with fighter rankings for every weight division (locations include Leverkusen, Bonn, Frankfurt, Düsseldorf, Cologne, Stuttgart)



FULL MEDIA **COVERAGE**

Social Media coverage all over the year continuously between the events on YouTube, Instagram, TikTok, Twitch of RINGLIFE CombatSeries& RINGLIFE as the face of combat Sports in Germany



RINGLIFE 4 COUNTRY TEAM TOURNAMENT

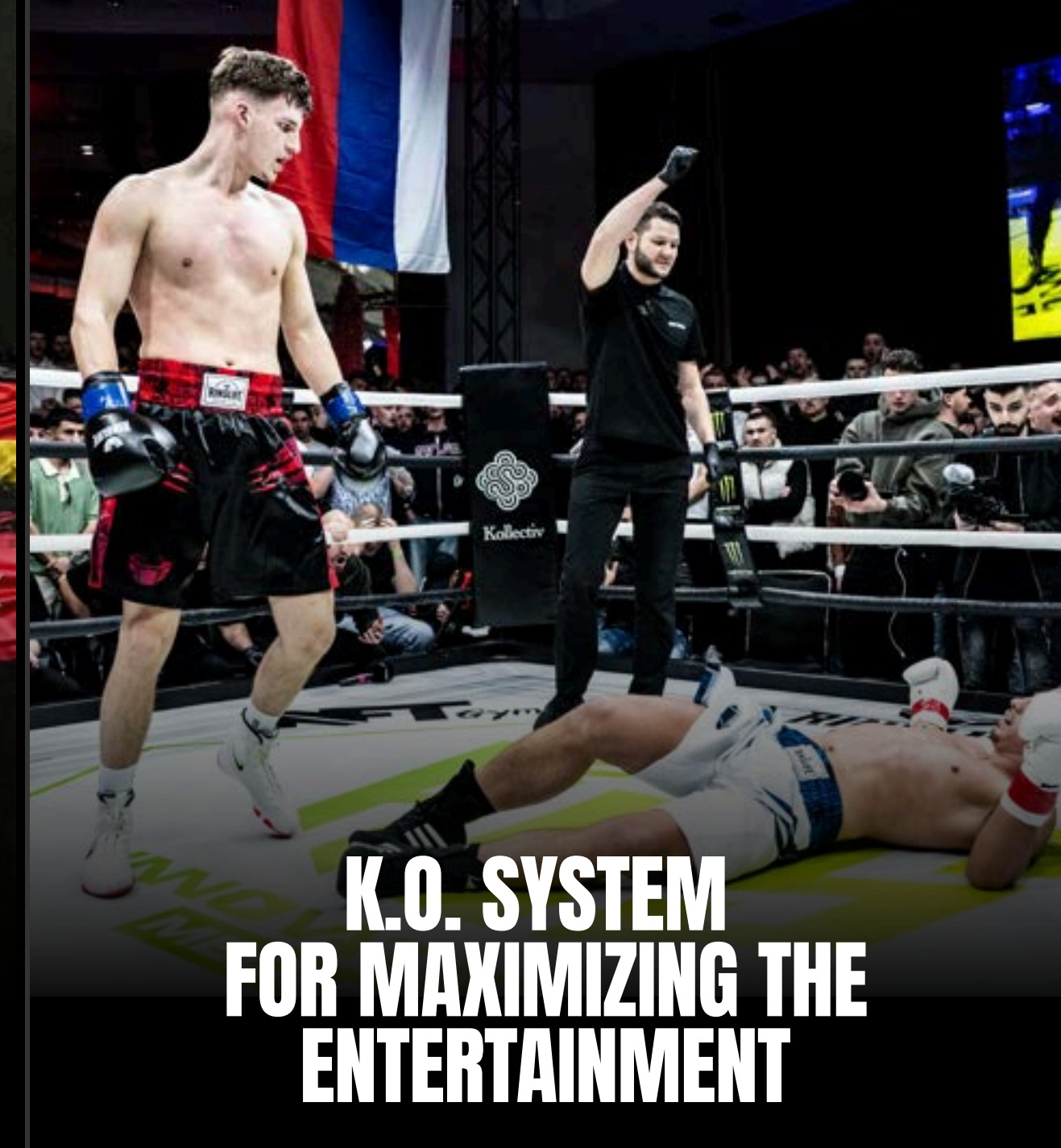
A CREATOR BASED TEAM COMPETITION IN CLASSIC BOXING

Stats after 48h:

Instagram: 1,6 Mio impressions on
@ringlife_combat

Live stream: +87k clicks on the free
first fight

YouTube: +250k views & #14 in
YouTube Trends



RINGLIFE COMBAT IS CO-FOUNDED BY



RINGLIFE (EDMON AVAGYAN)

#1 YouTube Channel Martial Arts in Europe (548k Subscribers & +5 Mio monthly views on YouTube)

Expert on DAZN for Boxing & the UFC



INNOVATION MEDIA AG

Founder of the most successful German MMA-League “NFC”

Producer of the most successful Influencer Boxing Series “FAME Fighting”



NILS RURAINSKI

Management of RINGLIFE, Islam Dulatov, ...

Head of Partnerships at Innovation Media AG



THOMAS DE BUHR

Founder of the Baller League

Ex CEO of Twitter, YouTube & DAZN



JOCHEN MAASS

Founder & CEO of Hanse Ventures

Co-founder of numerous successful startups

MORE EXCITING EVENTS BECAUSE OF MIXED CONCEPT - ELITE LEVEL BOXING & ENTERTAINING BAREKNUCKLE FIGHTS



RULE VARIATIONS

- Tournament with 6oz gloves
- K.O. System with more fights on one day
- Shorter fights (3 Rounds)
- No draw - there has to be a winner
- Best 16 are competing in one weight class



BARE KNUCKLE FIGHTS

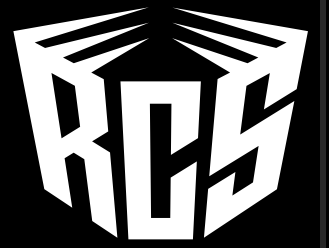
- Short rounds
- More K.O.s
- Less tactical & more action
- First mover - first big german events



SHOW

- Every event has its own theme & style
- Crowd is matching the event theme

IN 2025 THERE WILL BE **ONE CHAMPION** IN EACH DISCIPLINE



12 EVENTS IN 4 TOURNAMENTS - ONE FOR EACH WEIGHT CLASS (70KG, 77KG, 84KG, 92KG)

HOW A TOURNAMENT WORKS

16 boxers in a weight class compete in a **K.O. System over 3 events** mixed with **Bare Knuckle fights** - Over the years there will be champions in every weight division at boxing and several champions in different divisions in bare knuckle

EVENT 1

- ▼ Eighth finals
- ▼ 4 bare knuckle fights
- ▼ In own production set with max 500 people

EVENT 2

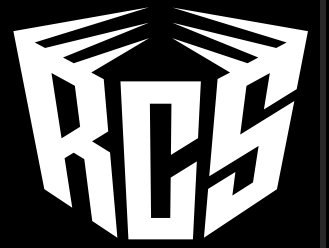
- ▼ Quarter finals
- ▼ 8 bare knuckle fights
- ▼ In own production set with max 500 people

EVENT 3

- ▼ Semi finals, finals & competition for the 3rd place
- ▼ 8 bare knuckle fights
- ▼ At a big venue up to 5.000 people

€100K+ IN PRIZE MONEY - FINAL EVENTS IN LEVERKUSEN, BONN, FRANKFURT, STUTTGART

SPECIAL GUESTS AT RINGLIFE COMBAT SERIES



FELIX STURM

5 Times World Champion in
Boxing



TAMERLAN DULATOV

MMA-Fighter at Oktagon MMA



CHRISTINA HAMMER

World Boxing Champion WBC/
WBO



KERIM ENGIZEK

Middleweight Champion at
Oktagon MMA



AGIT KABAYEL

#1 ranked at WBC Heavyweight
Division

WE CREATE A COMBINATION FOR THE WIDE AUDIENCE



BIG SHOW WITH THEMES FOR THE CROWD



MORE EXCITING FIGHTING CONCEPT



BIG MEDIA APPEARANCE



CONTINUALLY CONTENT ON ALL CHANNELS (DOCUMENTARIES, VLOGS, ETC)



THE POWER ON SOCIAL MEDIA OF RINGLIFE IN GERMANY



RINGLIFE COMBAT SERIES



12,23MIO views last 30 days
15K storyviews

94.6% ↗ **18-45 YEARS**
35.7% ↗ **18-24 YEARS**
26.3% ↗ **25-34 YEARS**

GERMANY 87.2%
AUSTRIA 5.6%
SWITZERLAND 3.8%

MALE **96.3%**



100K subscribers
2.4MIO video views last 30 days

92.6% ↗ **18-44 YEARS**
33.3% ↗ **18-24 YEARS**
43.8% ↗ **25-34 YEARS**

GERMANY 77.3%
AUSTRIA 6.1%
SWITZERLAND 3.6%

MALE **96.1%**

RINGLIFE



26.2MIO views last 90 days
95-105K storyviews

90.2% ↗ **18-45 YEARS**
50.7% ↗ **18-24 YEARS**
32% ↗ **25-34 YEARS**

GERMANY 86.2%
AUSTRIA 6.5%
SWITZERLAND 4.5%

MALE **96.4%**

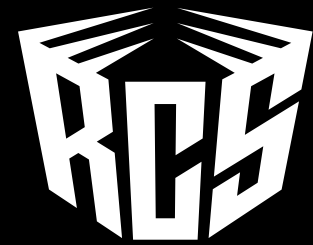


208.8MIO impressions
8.26MIO views last 30 days

83.9% ↗ **18-44 YEARS**
24.8% ↗ **18-24 YEARS**
36.6% ↗ **25-34 YEARS**

GERMANY 79.6%
AUSTRIA 6.4%
SWITZERLAND 5.2%

MALE **95.7%**



BECOME ONE OF OUR FOUNDING PARTNERS



EXCLUSIVITY



POTENTIAL TO WORK TOGETHER ON NEW INTEGRATION OPTIONS



INDIVIDUAL PACKAGES BASED ON NEEDS



WE CAN CREATE AN **INDIVIDUALIZED** PACKAGE BASED ON YOUR NEEDS ^{1/2}



SOCIAL MEDIA

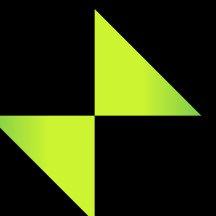
- ▶ Top link YouTube
- ▶ Top link Bio Instagram
- ▶ 30 seconds integration in the vlog after the event on the RINGLIFE channel
- ▶ Logo website
- ▶ Shooting/content with Edmon - one day joint conception incl. performance marketing and campaign creation (3 shared ads with @ringlife_edmon & @ringlife_combat)
- ▶ Fight graphics (fighters, fight card, motto, winner, etc.)

LIVE STREAM

- ▶ Watermark Logo Stream
- ▶ Trailer in livestream (30 seconds)
- ▶ Fight graphics (fighter, fight card, motto, winner, etc.)
- ▶ Round break graphics for highlights and slomo

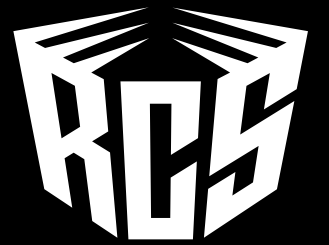
BRANDING

- ▶ Ring center logo
- ▶ Ring corner logo
- ▶ Ring floor logo
- ▶ Ring ropes logo
- ▶ Tobleron logo
- ▶ Fighter outfit logo (shorts, shirt, gloves, mouth guard, chair, etc.)
- ▶ Event equipment (microphone, boards referee, ring girls, round signs, etc.)
- ▶ Attention zone
- ▶ Interview Zone



WE CAN CREATE AN **INDIVIDUALIZED** PACKAGE BASED ON YOUR NEEDS

2/2



CONTENT	STATUS RIGHTS	CONTENT FORMATS	HOSPITALITY
- Joint trailer creation for all shows - Testimonial - Own landing page incl. tracking & monthly reach evaluation - Sweepstakes - Bonus for fighters - Promotion zone - Interview zone	- Main partner & founding partner - Rights of use logo, image & video material - Advertising exclusivity - Presenter Name (“is presented by XY”)	- Last 30 seconds of a round 4th official judge - Naming of the 4th round - Bonus Games	- Hotel incl. catering and shuttle - VIP & box tickets for all events - Sponsoring dinner





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