



INVESTOR PRESENTATION





## DISCLAIMER:

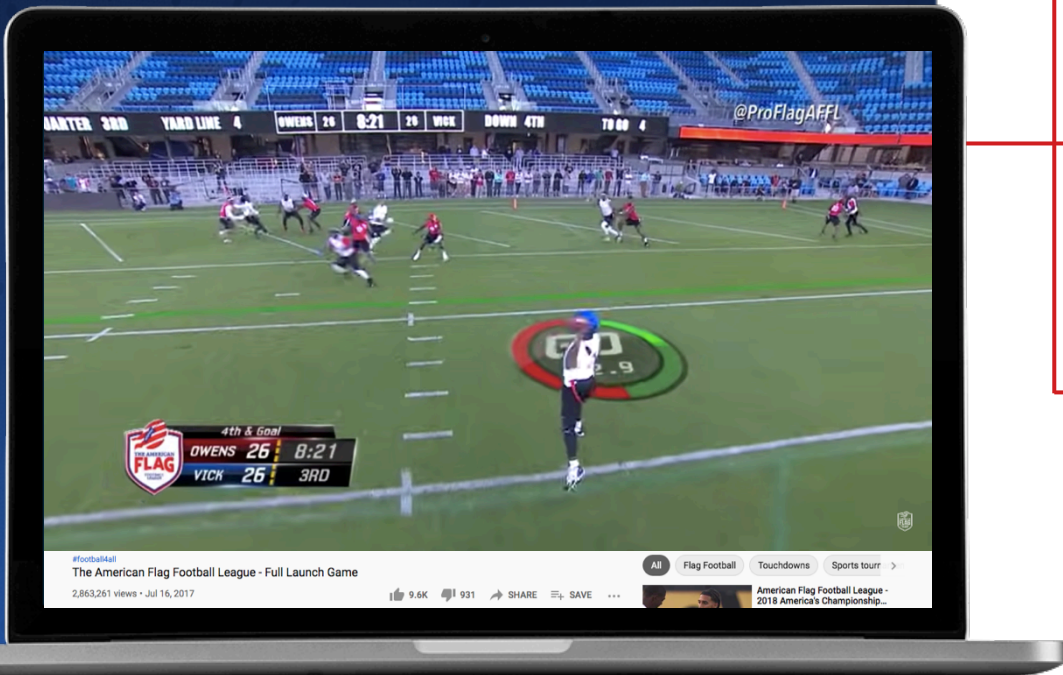
This presentation may contain forward-looking statements and information relating to, among other things, the company, its business plan and strategy, and its industry. These statements reflect management's current views with respect to future events-based information currently available and are subject to risks and uncertainties that could cause the company's actual results to differ materially. Investors are cautioned not to place undue reliance on these forward-looking statements as they contain hypothetical illustrations of mathematical principles, are meant for illustrative purposes, and they do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made. Moreover, no person nor any other person or entity assumes responsibility for the accuracy and completeness of forward-looking statements, and is under no duty to update any such statements to conform them to actual results. Investors should read the relevant Form C and consider the risk therein prior to investing. This offering is made in reliance on Regulation CF under the Securities Act of 1933. The securities offered are speculative, illiquid, and an investor could lose their entire investment





## OPPORTUNITY

# FLAG FOOTBALL IS DRIVING RECORD VIEWERSHIP AND ENGAGEMENT.



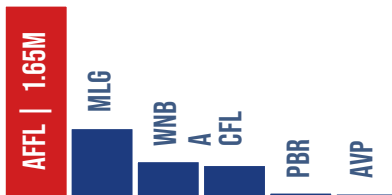
**2.8+ MILLION**  
VIEWS OF AFFL LAUNCH GAME  
on YouTube, and still growing



**1.2+ MILLION**  
VIEWS OF NFL FILMS DOCUMENTARY  
on the 1<sup>st</sup> AFFL Championship



ONE OF THE  
**LARGEST EVER**  
SPORTS LIVESTREAM ON FACEBOOK  
other than MLB





OPPORTUNITY

# AND IT'S GRABBING THE ATTENTION OF SOME INFLUENTIAL FANS...



**TOM BRADY**

thecheckdown @flagfootball airs on NFL Network June 30th. 🏈  
tombrady 🍕🍷👍



**LEBRON JAMES**

1,189,065 views · Liked by kingjames and k2p21  
bleacherreport Mike Vick can still sling it 🏈 (@proflagaffl)



**LAMAR JACKSON**

787,624 views · Liked by jerrodjohnson1 and new\_era8  
nfl Jerrod Johnson to Jeremy Ross... TWICE for Team Ocho!  
📺: @flagfootball LIVE on @nflnetwork! #AFFL



**BAKER MAYFIELD**

1,499,347 views · Liked by bakermayfield and bestfootballworkouts  
nfl Have you ever seen The Dip?! 🤔  
@flagfootball comes to @nflnetwork on June 30 (7pm ET)!



IMAGINE A SPORT AS SIMPLE AS SOCCER, BUT ALREADY BELOVED BY AMERICANS. ONE WITH THE STAR POWER OF THE NBA, BUT DRAWING FROM A LARGER POOL OF STAR-CALIBER PLAYERS. A GAME AS KID-FRIENDLY AS BASEBALL, BUT FASTER AND MORE DYNAMIC.

THIS ISN'T A DREAM SPORT.

THIS IS FLAG FOOTBALL.



AS SEEN IN:



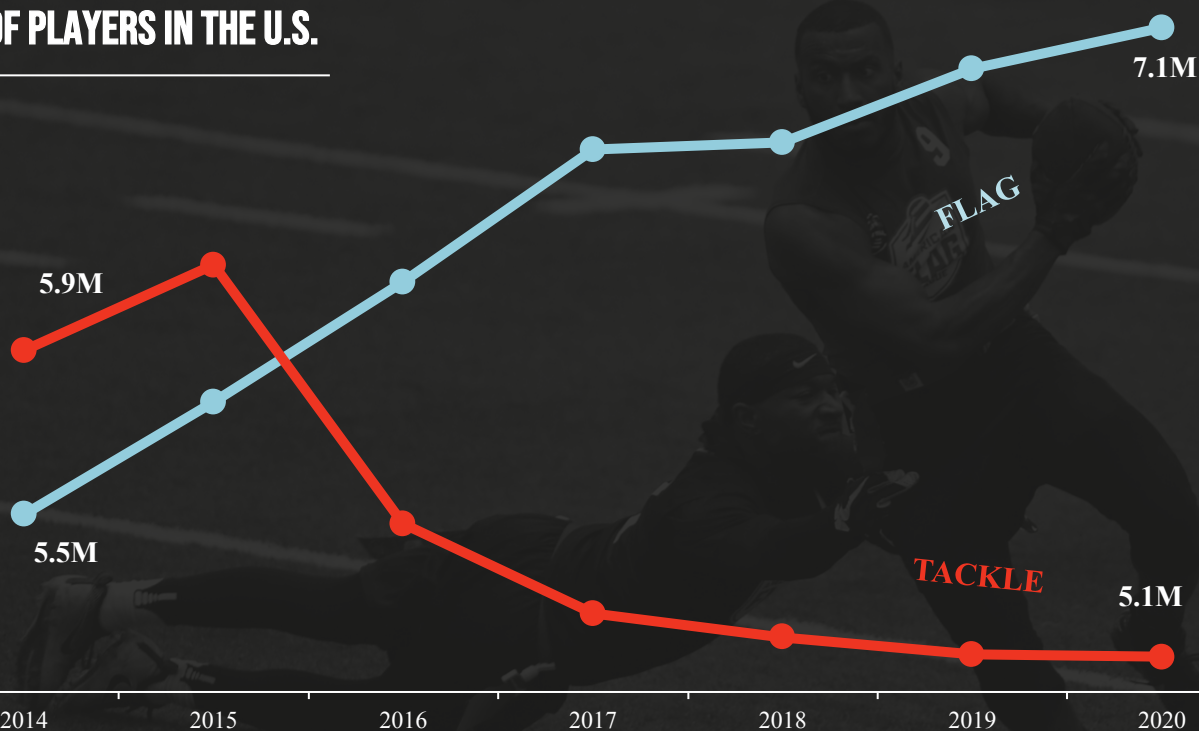
THE WALL STREET JOURNAL



## OPPORTUNITY

MORE IMPORTANTLY, ITS NUMBER OF PLAYERS HAS CONTINUED TO GROW FAST & ORGANICALLY.

### # OF PLAYERS IN THE U.S.



Source: SFIA Topline Report February 2020, Wikipedia, Forbes




ORGANIC GROWTH OF

**1.6M+**

NEW PLAYERS  
IN 6 YEARS





**“OF ALL SPORTS  
PLAYED IN THE US,  
AMERICAN FOOTBALL IS  
THE SPORT ASSOCIATED  
WITH THE GREATEST  
NUMBER OF TRAUMATIC  
BRAIN INJURIES.”**

The Epidemiology of Sport-Related Concussion  
US Library of Medicine – NIH, 2012

## OPPORTUNITY

# GROWTH OF FLAG IS ALSO ACCELERATING DUE TO SAFETY CONCERNS OF TRADITIONAL FOOTBALL.

Evidence and public alarm continue to build around the relationship between tackle football and chronic traumatic encephalopathy (CTE).



**47%**

of concussions in high school athletes happen from tackle football

**AT  
LEAST 1+**

player sustains a mild concussion in nearly every tackle football game

**10 OUT  
OF 11**

deceased NFL Players showed CTE in their brains when examined in a study

Sources: <https://www.pbs.org/wgbh/frontline/film/league-of-denial>  
<https://www.washingtonpost.com/sports/2021/03/15/cte-consensus-symptoms>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2987636>  
<https://prevacus.com/concussions-101/statistics>

## AND THINGS MAY SOON CHANGE DRAMATICALLY...

A paper published in March 2021 details the new ability to detect CTE in *living* players—this is likely to have a chilling effect on tackle.

The Washington Post

ML

Doctors provide consensus symptoms of CTE among living, a major step for researchers



By Adam Kilgore

March 15, 2021 at 4:00 p.m. EDT

More than two dozen doctors published the first consensus criteria to diagnose the symptoms of chronic traumatic encephalopathy among living people for research purposes, providing a framework for improved further study of the



# BUT TODAY, TWO MAJOR SHIFTS ARE ABOUT TO TAKE PLACE.

1



## THE GROWTH OF WOMEN IN FLAG FOOTBALL

Women's Flag is a central part of our mission, and it's finally gaining the attention it deserves as a path to women's scholarships and inclusion.



**1<sup>ST</sup>** NATIONALLY  
TELEVISED



“

THE NAIA IS PROUD TO PARTNER WITH THE NFL TO BRING COLLEGIATE WOMEN'S FLAG FOOTBALL TO OUR MEMBER INSTITUTIONS.

2



## INSTITUTIONAL & MAINSTREAM SUPPORT

Flag Football is catching the eyes of major brands and institutions, and will soon be a major part of the global sports landscape.



Flag Football  
could be  
selected to  
compete in

**2028**  
INTERNATIONAL OLYMPICS



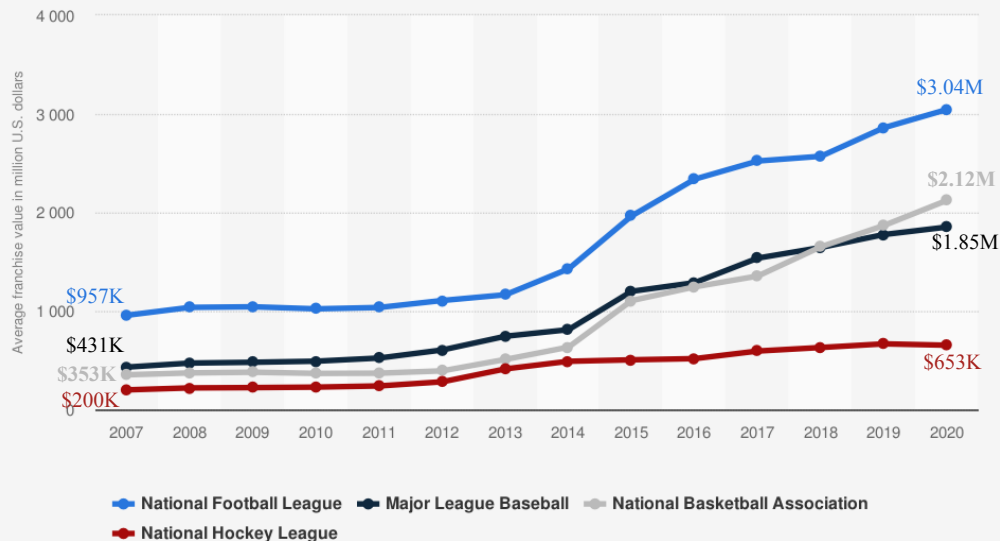
NFL & Nike have committed

**\$5M** TO BRING GIRLS FLAG  
TO ALL HIGH SCHOOLS  
ACROSS AMERICA\*

## OPPORTUNITY

# VALUE OF SPORTS FRANCHISES

Major sports leagues by average franchise value in North America from 2007 to 2020  
(in million U.S. dollars)



Sources  
Statista; Forbes  
© Statista 2021

Additional Information:  
Canada; United States; Forbes; Statista; 2007 to 2020

“LIVE SPORTS IS THE **MOST VALUABLE CONTENT** ON THE PLANET.”

Adam Ware  
Head of Digital Media  
The Tennis Channel

## WHAT'S DRIVING GROWTH?

- LUCRATIVE TV DISTRIBUTION CONTRACTS
- STREAMING AND MOBILE TECHNOLOGY INCREASING BRAND AWARENESS & AD REVENUE
- DIGITAL SPORTS GAMBLING

# 4.8%



## AVERAGE FRANCHISE GROWTH SINCE 2014\*



## OPPORTUNITY

DESPITE IT BEING THE FASTEST GROWING TEAM SPORT,  
FLAG STILL HAS NO PROFESSIONAL LEAGUE.

Flag Football has more daily players than hockey, lacrosse, and rugby *combined*. Meanwhile, most major American sports are seeing declines in viewership and engagement yet still command outsized league revenue.

### 5-YR AVERAGE ANNUAL GROWTH

WITH TOTAL  
U.S. PARTICIPANTS

TACKLE FOOTBALL

ICE HOCKEY

SOCCER

BASEBALL

BASKETBALL

FLAG FOOTBALL

-4.0%  
5.1M

-2.2%  
2.3M

-0.2%  
12.4M

2.8%  
15.7M

3.6%  
27.7M

3.8%  
7.1M

*"The single biggest predictor of avidity in sports is whether you played as a kid." —Rob Manfred, MLB Commissioner*

### LEAGUE VALUE

PER FORBES

\$122B

\$21B

\$8B

\$54B

\$66B

?

INTRODUCING:



The first league of its kind, the AFFL is leveraging the impressive engagement and momentum of the sport with our existing media traction and a pro league licensing model.





**Our Mission:** To build a worldwide community of fans and players, all united by their shared values through Flag Football. No other league brings men and women, kids and adults, pros and amateurs under one international banner. No other organization brings professional flag football.



## WOMEN'S TOURNAMENT

Open events with our fast paced style where anyone can form a team and participate.

*LAUNCHED 2021*



## YOUTH LEAGUE

Divisions for players ages 6-17 all around the world playing AFFL style.

*LAUNCHED IN 2021*



## MEN'S PRO LEAGUE

City-based teams, professional players, one of a kind.

*LAUNCHING 2023*

LICENSING EXAMPLE • YOUTH LEAGUE

# THE FLAG YOUTH LEAGUE IS AN EXCITING NEW LICENSING OPPORTUNITY.

As part of its commitment to safety and inclusion, the AFFL is partnering with flag operators across America to provide opportunities for young athletes everywhere to join a sport they can love and grow with.

APPROXIMATELY

# 10,000

YOUNG PLAYERS  
ENROLLED

## HOW IT WORKS:

- Each Partner can run and grow their league, while benefitting as the game grows. Every year Partners will get points for the size of their player community
- A portion of proceeds of any sale of AFFL Youth will be shared with League Partners





LIVE EVENTS EXAMPLE • PRO LEAGUE

# THE LAUNCH OF PRO TEAMS AND LIVE EVENTS CAN PROVIDE EVEN MORE CREDIBILITY, SPORTSMANSHIP AND VIEWERSHIP.

We envision a near future in which every major American city owns, roots for—and gladly spends on—its own Pro Flag Football team.

WE BELIEVE THE PRO LEAGUE WILL :



**IMPROVE QUALITY OF  
PLAY**



**ENHANCE ABILITY TO SELL  
TICKETS**



**PROVIDE LIQUIDITY  
UPON TEAM SALES**



## THE ROAD TO THE 2023 INAUGURAL SEASON

# THE ROAD TO THE PROS

**STEP 01**

**ANNOUNCE INAUGURAL  
CITIES**

**STEP 02**

**INTRODUCE HEAD  
COACHES**

**STEP 03**

**NAME YOUR TEAM  
CAMPAIGN BEGINS**

**STEP 04**

**AFFL COMBINES START  
IN HOST CITIES**

**STEP 05**

**OFFICIALLY UNVEIL  
TEAMS TO HOST CITIES**

**STEP 05**

**PRESEASON BEGINS  
[2023]**



## AFFL TIMELINE:



**1<sup>ST</sup>** EXPANSION TEAM  
INTRODUCED  
First of 5 Original Teams  
Offered for Sale

**2** ADDITION EXPANSION  
TEAMS INTRODUCED  
2 Additional Teams Offered for  
Sale



2022



2023



2024



2025

**5 INAUGURAL**  
PRO TEAMS INTRODUCED

**2<sup>ND</sup>** PRO TEAM  
OFFERED FOR SALE

THIS STRUCTURE ALLOWS TEAMS THAT ARE SOLD TO HAVE **OPERATING HISTORY AND TRACK RECORDS**. IN ADDITION, WE BELIEVE THIS MODEL WILL **GENERATE LIQUIDITY THROUGH TEAM SALES** RATHER THAN EQUITY SALES IN 2023 AND FORWARD, IF THE MARKETPLACE ALLOWS.

## BUSINESS MODEL

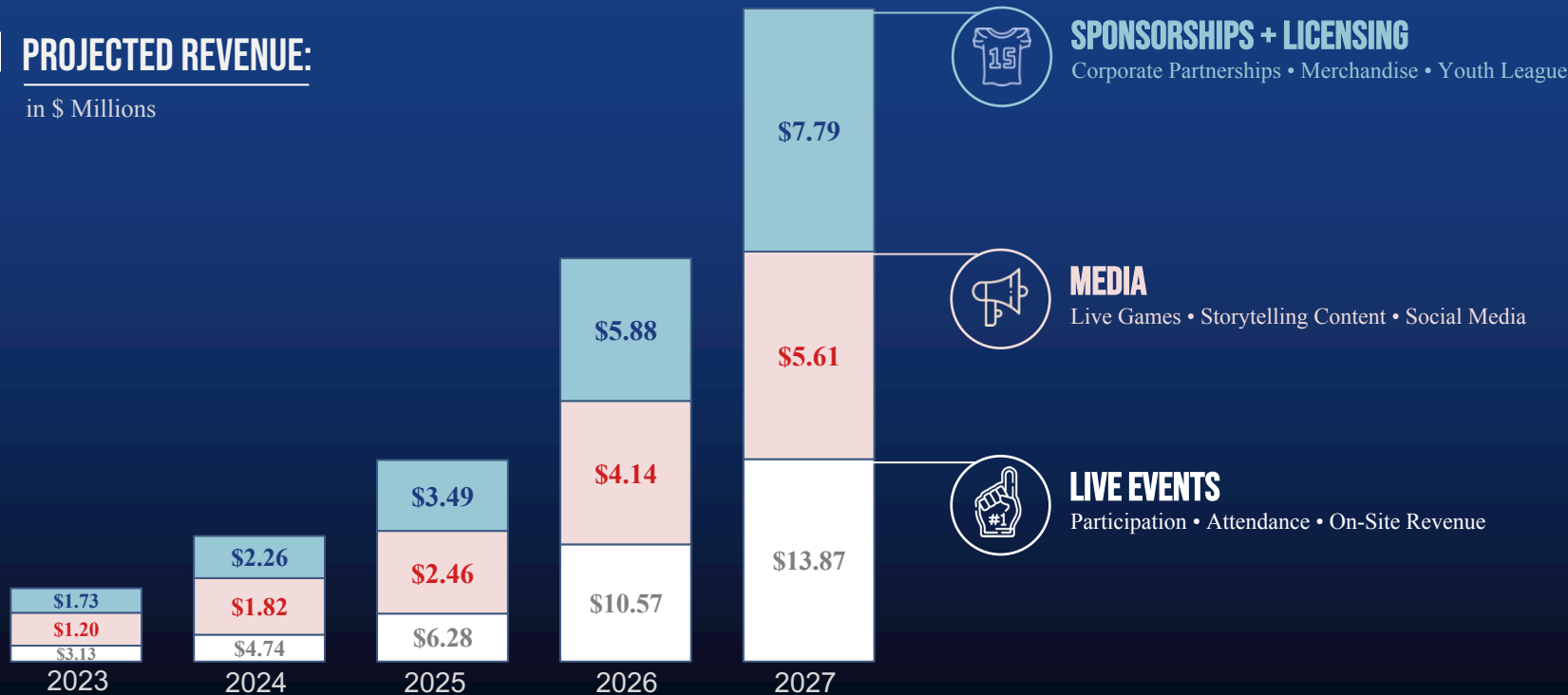
# OUR BUSINESS MODEL IS COMPRISED OF MULTIPLE SOURCES OF GROWTH & REVENUE.

Through its diversified business model, Flag Football is quickly leaving its mark in the \$132 Billion spectator sports market in the U.S.



## PROJECTED REVENUE:

in \$ Millions




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# BUSINESS MODEL

## THE AFFL EXPECTS EACH PROFESSIONAL GAME TO BE PROFITABLE UPON LAUNCH.

PER GAME UNIT ECONOMICS	2023	2024	2025	2026	2027
 <b>Live Games</b>					
Attendance Revenue/Game	\$ 69,575	\$ 89,574	\$ 118,495	\$ 153,199	\$ 201,074
Operations and Facility/Game	\$ 16,500	\$ 17,325	\$ 18,191	\$ 19,101	\$ 20,056
Prize and Salary/Game	\$ 43,848	\$ 46,960	\$ 51,788	\$ 55,930	\$ 62,290
Total Cost/Game	\$ 60,348	\$ 64,285	\$ 69,979	\$ 75,031	\$ 82,246
Net Profit (Loss) of Live Game	\$ 9,227	\$ 25,289	\$ 48,516	\$ 78,168	\$ 118,828
<b>Media</b>					
Media Revenue/Game	\$ 26,715	\$ 34,502	\$ 46,496	\$ 60,016	\$ 81,389
Production Cost/Game	\$ (35,000)	\$ (36,552)	\$ (38,379)	\$ (40,014)	\$ (42,014)
Net Profit (Loss) of Media	\$ (8,285)	\$ (2,050)	\$ 8,116	\$ 20,002	\$ 39,274
Per Game Net	\$ 942	\$ 23,239	\$ 54,612	\$ 98,170	\$ 158,102

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# SALES OF SPORT FRANCHISES CONTINUE TO GROW

Former athletes and wealthy individuals seek ownership in professional sports teams because they are fans of the sports, one played the sports and have a loyal connection to it.



**PURCHASE PRICE OF TEAM**  
2019: 4 MILLION  
2021: \$10 MILLION



**PURCHASE PRICE OF TEAM**  
2019: \$3 MILLION  
2021: \$15 MILLION



**PURCHASE PRICE OF TEAM**  
2019: \$3 MILLION  
2021: \$10 MILLION



NATIONAL WOMEN'S SOCCER LEAGUE

**PURCHASE PRICE OF TEAM**  
2019: \$3.1MILLION  
2021: \$35 MILLION

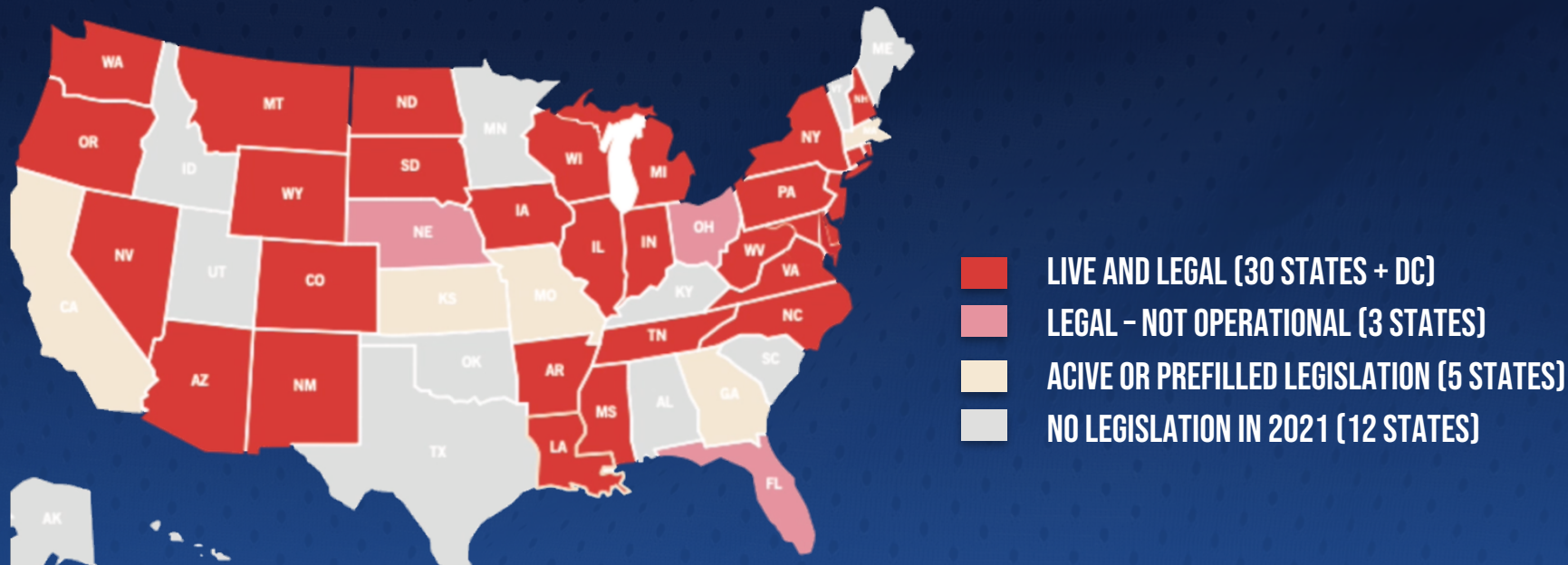


**PURCHASE PRICE OF TEAM**  
2023: LAUNCH  
2025: ????

**INITIAL ENTRY PRICE IS MORE ACCESSIBLE THAN OWNING A NFL, NBA, OR MLB FRANCHISE, MAKING INVESTMENT MORE APPEALING**



# SPORTS BETTING IN THE UNITED STATES



Sports Betting

**\$4.29B** REVENUE IN 2021  
+177% FROM 2020

**\$10.1B** REVENUE PREDICTION  
IN 2028

SPONSORSHIP EXAMPLE • PARTNERSHIPS

THE AFFL IS PROUD TO PARTNER WITH SOME  
OF THE BIGGEST BRANDS IN THE WORLD.

SPONSORSHIPS

AWARENESS



 AccuWeather

**BLUE-EMU**

 **LSports**

guaranteedRate<sup>®</sup>  


**facebook**

  
**SPORTS  
NETWORK**



**twitch** *Playmaker*



## INVESTMENT INCENTIVES

ALL INVESTORS WILL HAVE THE EXCLUSIVE RIGHT TO SHOP IN THE OWNERS CLUB STORE. MERCHANDISE, MEMORABILIA AND EXPERIENCES NOT AVAILABLE TO THE GENERAL PUBLIC WILL BE AVAILABLE IN THE STORE.

### INVESTMENT TIERS

**\$500 - \$1,499**

Will receive a \$50 credit towards purchases in the Owner's Club Store

**\$1500 - \$3,999**

Will receive a \$100 credit towards purchases in the Owner's Club Store

**\$4,000 - \$8,999**

Will receive a \$250 credit towards purchases in the Owner's Club Store

**\$9,000 - \$24,999**

Will receive a \$500 credit towards purchases in the Owner's Club Store

**\$25,000 - \$49,999**

Will receive a \$1,000 credit towards purchases in the Owner's Club Store + Behind the scenes experience at the Championship game with a \$25k or more investment

**\$50,000 +**

Will receive a \$1,000 credit towards purchases in the Owner's Club Store + Summer internship opportunity with the AFFL with \$50k or more investment



THE AFFL OWNERS CLUB  
LAUNCHING SPRING 2022



ALL INVESTORS WILL RECEIVE AN AFFL HAT AND 25% OFF YOUTH OR WOMEN'S TOURNAMENTS TICKETS. IN ADDITION, YOU CAN REQUEST 2 FREE TICKETS TO 1 LIVE GAME PER YEAR.

# BONUS SHARES

INVESTING EARLY HAS ITS ADVANTAGES. INDIVIDUALS WHO INVEST IN THE AFFL IN THE FIRST 21 DAYS WILL RECEIVE BONUS SHARES!

TAKE ADVANTAGE OF A GREAT OPPORTUNITY TO OWN A BIGGER PIECE OF THE AFFL !

**4/4/22 – 4/10/22: 50% BONUS SHARES**

**4/11/22 – 4/17/22: 25% BONUS SHARES**

**4/18/22 – 4/24/22: 10% BONUS SHARES**



TEAM

# THE AFFL TEAM:



**JEFF LEWIS**  
FOUNDER & CEO

30+ years of Wall Street hedge fund and portfolio management experience. Avid Football fan and Flag Football coach.



**CHRIS HARRIS**  
V.P. OF FOOTBALL OPERATIONS

Former pro player with over 15 years experience with turning ideas into successful businesses. Has a 7+ year track record as an executive in the motorsports industry.



**KATE CARNEY**  
GENERAL COUNSEL

Business consultant, lawyer and strategic advisor. 16+ years of corporate and hedge fund experience, including as General Counsel of a \$6bn hedge fund.



**MICHELLE ROQUE**  
HEAD OF MARKETING & SOCIAL

Played flag football her entire life. U.S. National Team Gold Medal winner. Her viral content has garnered millions of video views.



**BARRY PINCUS**  
CFO

35+ years of intersecting in content & technology, working with brands such as NY Yankees, Martha Stewart Living, Omnimedia & Maxim magazine.

TEAM

# WE ARE ADVISED BY SOME OF THE WORLD'S MOST SUCCESSFUL FOOTBALL PLAYERS AND BUSINESS MINDS.



**JON MELTZER**

**BOARD OF DIRECTORS**

Fmr. Goldman Sachs Partner



**ANDREW SIEGEL**

**BOARD OF DIRECTORS**

Condé Nast Advisor, Digital Initiatives



**RALPH GREENE**

**BOARD OF DIRECTORS**

Fmr. Nike Head of Football



**DOM CURCIO**

**BOARD OF DIRECTORS**

Fmr President of Guggenheim Partners



**MICHAEL GRIFFIN**

**PLAYER ADVISOR**

Tennessee Titans



**ISAIAH KACYVENSKI**

**PLAYER ADVISOR**

Seattle Seahawks



**DANNY WUERFFEL**

**PLAYER ADVISOR**

U of Florida, Heisman Trophy Winner



INVESTMENT

THE GAME IS ONLY BEGINNING.

WE ARE  
**CROWDFUNDING**

OUR NEXT INVESTMENT ROUND

**USE OF FUNDS:**

Operations in 2022 and 2023 Seasons



# APPENDIX: REVENUE ASSUMPTIONS

REVENUE CONTRIBUTIONS OF THE 3 COMPONENTS	2023	2024	2025	2026	2027
Total Revenue	\$ 6,291,288	\$ 9,487,872	\$ 12,242,327	\$ 21,430,025	\$ 27,285,858
By Segment:					
Live Events	\$ 3,130,875	\$ 4,745,967	\$ 6,280,245	\$ 10,570,733	\$ 13,874,087
Media	\$ 1,202,188	\$ 1,828,584	\$ 2,464,274	\$ 4,141,078	\$ 5,615,811
Sponsorship & Licensing	\$ 1,733,225	\$ 2,629,821	\$ 3,497,808	\$ 5,884,724	\$ 7,795,959
Live Events as a % of Revenue	50%	50%	51%	49%	51%
Media as a % of Revenue	19%	19%	20%	19%	21%
Sponsorship & Licensing as a % of Revenue	28%	28%	29%	27%	29%
Player Salaries and Prize Money as a % of Revenue	31%	26%	22%	18%	16%
Average Number of Live Fans	31,313	44,344	55,957	87,524	109,409
Average Received per Ticket	\$22.00	\$23.10	\$24.26	\$25.47	\$26.74