

## ARO LUCHA 2018 Report

### *Dear investors,*

Aro Luchadores, this past year has been an amazing year for us. We have learned so much from the things that we have tried and accomplished. We learned that our branding and message resonates with a lot of the professional wrestling and lucha libre fan base. We also learned that under the right scenario, we feel that live touring could be a great benefit to our organization but that it should be pushed to a second tier initiative after television distribution. We learned that our fan base is not only the Latino and Hispanic audience, but a large number of our fans are general market English speaking Americans, and because of this we feel that our opportunity is greater than ever. We also learned that our top priority is mass distribution at all costs, so we're asking for continued patience as we move forward. We understand that a lot of people like to see things happening, and we have had countless requests for live shows to come to certain cities across the United States and Mexico, but our Number 1 focus right now is to create the team and network to take advantage of the lucha libre opportunity. In the long run, we feel that our fans and investors will see this strategy pay off. Thank you again for your continued support. No dejas de luchar.

#### **We need your help!**

Our investors are an amazing group of people. The best way that our investors can help currently is to stay active on social media, open our emails, take advantage of our offers, and share, like, view our content and messages. As we move into 2019, it is our intention to begin filming season 1 of Aro Lucha prior to 3rd quarter of 2019, while this may not happen until later, it is dependent upon us getting the deal(s) that we feel are best for the company. We have had other opportunities for Aro Lucha that we did not feel were in the best interest of our fans, investors, or the company.

### *Sincerely,*

*Jason Brown*

CEO

*Bill Campbell*

Chief Capital Officer

*Kathy Campbell*

Chief Capital Officer

*Ron Harris*

VP of Talent Relations

*Don Harris*

VP of Production

## Our Mission

The WWE just posted \$801 Million in Revenue in 2017 according to their reporting. Based on that, and our research on the growing power of the Hispanic and Latino community within the United States, our goal is to grow into the #1 Lucha Libre Sports & Entertainment Company in the United States.

[See our full profile](#)



## How did we do this year?

### Report Card

B+



#### The Good

We executed multiple initiatives throughout Phase 1 of our operations including the creation of a 1 hr pilot for networks.

We executed live test shows in various markets & are currently in a tournament airing in Mexico with AAA, Elite, Impact & MLW.

We executed our first successful Reg CF raise with over 300+ investors.



#### The Bad

Desired television distribution and financing have taken longer to set up than anticipated.

Rey Mysterio, who is still a shareholder in Aro Lucha, asked to be released from his talent agreement for one more run in WWE


We did not anticipate the diversity of our fan & investor base & were not set up to take full advantage. This has been corrected

## 2018 At a Glance

January 1 to December 31

  
**\$77,557** **+414%**  
Revenue

  
**-\$477,090**  
Net Loss

  
**\$236,175** **+135%**  
Short Term Debt

  
**\$129,216**  
Raised in 2017

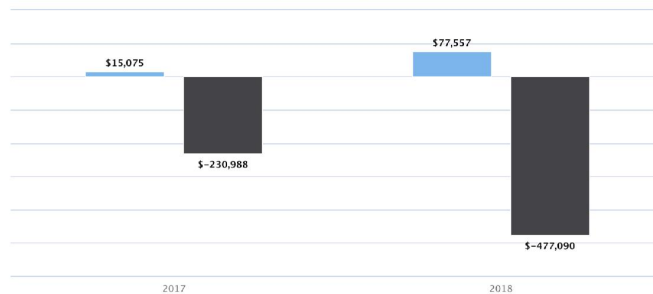
  
**\$20,763**  
Cash on Hand  
As of 04/ 9/19

INCOME

BALANCE

NARRATIVE

● Revenues ● Profit



Net Margin: -615% Gross Margin: -233% Return on Assets: -1,582% Earnings per Share: -\$3,078.00

Revenue per Employee: \$19,389 Cash to Assets: 4% Revenue to Receivables: ~ Debt Ratio: 783%

[FINAL\\_2018\\_\\_\\_2017\\_Consolidated\\_Financial\\_Statements-Arolucha\\_\\_Inc\\_\\_\\_2\\_.pdf](#)

[0182018 Arolucha Inc. Investor Consolidated Financial Statements - Round 0.pdf](#)

## We ♥ Our 310 Investors

Thank You For Believing In Us

Johnson Hor	Jason West	William Randolph Owens	Errol Fullido	Steve Taylor	Jeff Annisson	Ronny Knotts
Jared Queen	William Bahl	Bryan Haas	Vidal Guzman	Leonard Holbig	Juan Osbaldo Covarrubias	Raul Valadez
Jim Mooney	Michael Bahl	Celine N. Johnson	Glaister G. Omsby II	David Andujar	Andre Harrell	Raul Rodriguez
Michael J. Hastings Jr.	Jeremy Carver	Alexander Strange	Hussain Hanif Rousset	Antoine White	Joseph Tirado	Tim Holman
Edgardo Zavala	David M. Edwards	John F. Wingate	Herbert Pagan	Javier Cervantes	Linh Lu	Craig Vom Lehn
Steve Leonard	Chris Holden	William Randolph Owens	Anthony Pulizzieri	Kevin Jackson	Mark Jason Cooper	Cory Owens
Maxwell Kibb	Edward Bergeron	Tammy Asher	Robert Kaumaea	Stephen Stevenson	Buck Bell	Elliott Rolis
Robert Silvera	Anthony Robles	Jose Lopez	Johnny Evans	Darryl W. Perry	Abel Pascual	Jose Torres
Stephen Silverman	Jessica Hutson	Jose Rodriguez	Andrew Jesse Zhao	Adam McCurdy	Brian Meyers Jr.	Russell James DeLaigle
Wylie Mitchell	Kristina Billings	Kenny Hitchcock	Travis Vaughan	Richard Gutierrez	Corey Schwitz	Antoine Jerrell White
Eduardo Javier Aguilar	Jim Dolly	Andrew John Marsh	Paul Scanlan	Frederick C. Chino	Erin Katzman	Diego Rodriguez
Rashed McLean	Vernon John Cox III	Rita Wienick	David Davis	Fausto Diaz Jr.	Mike Holland	Clifton McMillan Jr.
Stephen Kelley	Joe Rozay Ross	Joseph Ray Renteria	Frank Cruz	Jesus R. Arteaga	Bruce J. Stometz	Perry Furlong
Stephanie Gerndt	Carrie Payne	Sarah Marie Gaertner	Derrick Adams	Michael Almazan	Mohamed Mustafa Khimani	Javier Silva
Jonathan Kania	Mason Nathaniel Williams	Michael McMahon	Douglas Cherry	AHMED ALHUSAINI	Joel Weck	Ferrin C. Chino
Jose Little	Brian Vieira	Bladimir Martinez	Kenny Hill	Paul Miller	Peta Haller	John Walter
Tracy Burdine	Aaron Mounts	Chris Mac Da'Ville	John Hernandez	Jessica Vitela	James Perkins	Patric J. Arnold
Michael Ochoa	Jose Garcia	David Kloss	David Rill	Tracy Green	Juan C. Samaniego	Ashley P. Centers
Diego Vaca	Ryan Lorchick	Charles Dzieman	Brittany Brown	Matthew Fisher	Patrick Reilly	James Dorsey
Pete DeFelice	Darren Lee	Jonny Talala Hinkle	Adam Weber	Sean Towers Childers	Charles Leonard	Hillard Stevens
Daniel Tadic	Missel Comacho	Travis Zorickland	Ricky Platt	Brian Bezaub	Mondell G. Crosby	Jack Heald
Steve Snyder	Brad Gooch	Mark C. Hartzog	Stephen William WALLS	Gregory Murty	Hans Joachim Hoeltge	Kevin Chandler
Justin Richardson	Eric Riveracuebas	Richie Wong	Richard W. Schulte	Karen Fillingim	Robin Snowdon	Patrick J.
Jeremy Souder	Robert Noack	William Boale	Anthony Cox	Damien Hernandez	Cardin Capetanopolos	Don Escue
Franklin Lopez	Justin Perkins	Gus Sanders	Jason Mayfield	Brad Snell	James Jenkins	Dean Roth
Alonso Tenorio	Omar Pecueño	Jesus Aguirre	Jesus Garcia	Perla Gonzalez	Richard Walters	Jaime Cabrera
Jesus Aguilar	Emmanuel Rojas	Volney Mariel Criaco	Frederick Froehlich	Jock Narasaki	Henry H. Howes	Cody Clayton
Anthony Augustine Reddi	Christopher Yucka	William Phillips Jr.	Adam Smith	Luis Comacho	Cesar Roas	Eric Merino
Francisco Torbio	Oscar Rolden	Dabian Witherspoon	Adam Nyliri	Matthew Dobe	Robert Eugene Wright	David M. Georgaras
Jaime Garcia	Dalles Cheatham	Jesse Ugarte	Edgar Gabriel Ochoa Sol...	Tim Lawyer	Huy Tran	Jovanny Sanchez
Luis Zamora	Celio Cruz	Matthew Hayes	David Huan	Mercedita Oduardo	Keith Hunter	Johnny Bempal
Juan A. Reto	Bruce Lzslide	Christopher Hann	Christopher Richard Edw...	James Anderson	Timothy Jones	Keary Joe Crisp
Noel Chalmers	Jason Gillaspie	David Pellum	Enix V. BERNALDEZ	Richard Gotteri	Will Pulido	Jerome Hannon
Timothy Harvey	Kevin Reier	Diennis Morter	Luis Villarral	Steve Brady	H. Wyatt Hanna, III	Jake Freeman
Ray Chertton	Ron Nelson	Victor Briseno	Normand A. ROBILLARD	Johnnie Tucker	Terrance M. Teagarden	Gustavo Rios
Benjamin Woosley	Douglas E. Anderson	Luis Maldonado	Fidel Solis Jr.	Heather Levi	Lorenz Ayala Ortiz	Daniel Avestas
Kyle Klukkan	Jermaine Ferris	William Martin	Larry Velazquez	Kurt Smolek	Montrell Mium	Nathan Rider
David R. Anderson Jr.	Jose Raygoza	Alex Barajas	Ernesto Perez	Ty Garibay	Remando Kolin Lui Ho	Reco Bumpers
Laura E. Martin	Marie St. Andre	RJ Sharpein	Chris E. LEWALLEN	Nasmi Roman	Mario Geronimo	Jesse Mancilla
David Korkorian	Ethan Allen	Jeffrey Dickson	Bruno Cerri	Jim Bulian	Alejandro Del Valle	Zachary Mathers
Keith Jorgensen	Preneess Marks		Demetrius Grandel	Dennis Smith	Frank Russo	Wrestling 704
Mario I. Hernandez				Alfredo Munoz	Lillie McFadden	
David Mimila						

## Thank You!

From the Aro Lucha Team



**Jason Brown**  
CEO



**Bill Campbell**  
Chief Capital Officer



**Kathy Campbell**  
Chief Capital Officer



**Ron Harris**



**Don Harris**

#### VP of Talent Relations

#### VP of Production



**Carlos "Konnan" Ashenoff**  
Head Writer

Professional Wrestler, Creative Consultant, Worked for AAA, CMLL, WCN, Impact, and WWE. Part-time.



**Rey Mysterio**  
Advisory Board Member, Shareholder

Best cruiserweight wrestler ever. 2006 Royal Rumble champ and WWE Triple Crown Champ. Part-time.



**Rafael Morffi**  
Operations

Worked for Major League Soccer and The New York Mets. Part-time.



**Luis Fitch**  
Consultant

Co-Founder of UNO Branding. Specializes in cross cultural branding. Part-time.



**Jeff Annison**

Advisory Board Member  
Emmy Winner, Founder/CEO New York Rock Exchange, President Legion M. Part-time.



**Paul Scanlan**

Advisory Board Member  
Emmy Winner, Founder/CEO New York Rock Exchange, CEO Legion M. Part-time.

## Details

### The Board of Directors

DIRECTOR	OCCUPATION	JOINED
<a href="#">Jason Brown</a>	CEO of Arolucha, Inc. @ Arolucha, Inc	2017

### Officers

OFFICER	TITLE	JOINED
<a href="#">Jason Brown</a>	CEO	2017
<a href="#">Ronald Harris</a>	Vice President of Talent Relations	2017
<a href="#">Donald Harris</a>	Vice President of Production	2017
<a href="#">Bill Campbell</a>	Chief Capital Officer	2017
<a href="#">Kathy Campbell</a>	Chief Capital Officer	2017

### Voting Power ®

HOLDER	SECURITIES HELD	VOTING POWER
Jason Brown	1,530,000 Class A Voting Common	51.0%

### Past Equity Fundraises

[READ MORE](#)

## Say Hello

Questions? Ideas? Love Letters?

Say something nice....


[SUBMIT COMMENT](#)

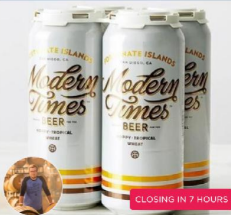


You're the first one here!

Early people don't usually get a prize, so here's a love letter from us.

## Other Startups Raising Now

**MODERN TIMES** 



**We'd like to formally invite you to the party.**

- ~\$30.5M in revenue in 2018. Up 59% from 2017.
- Top-performing beer brand in Stone Distributing portfolio in both dollars and volume.

STOCK @ \$254.2M PREMONEY VALUATION


**MISTER&B** 




**Largest gay travel community in the world**

- Alumni of 500 Startups.
- 220,000+ hosts over 135 countries.

CONVERTIBLE NOTE @ \$40M VALUATION CAP

**TBJ GOURMET** 



**We Craft Bacon Jam. Spreadable bacon... Finally!**

- 90% Revenue Growth last year.
- \$3M in total revenue. Bootstrapped AND profitable since inception.

STOCK @ \$3.015M PREMONEY VALUATION

SHOW MORE



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