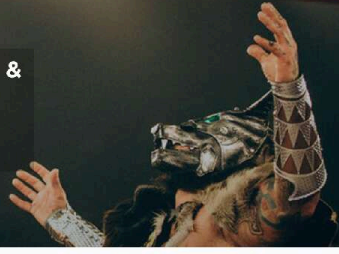


# ARO LUCHA SPORTS & ENTERTAINMENT COMPANY

## 2022 Report



### Dear investors,

We believe AroLucha had a solid year. COVID shut down our live events, but we made a pivot to bring the creation of our animated series. The initial goal for our company is to showcase live shows with the animated series, so that families can see the characters we create through the animated series come to life at live events, similar to the way Disney creates characters, such as Disney Pixar and Pixar movies, and how properties from some characters have continued over at the parks in all 50 states in the US for example. Our goal is to put AroLucha and its characters in position to have a variety of live shows and animated series.

#### We need your help!

Our investors directly are the backbone of our company. They can continue to support us by watching AroLucha, by sharing our content on social media, attending live shows, and watching our animated series that we create. Our investors are also a valuable feedback loop that we utilize to see what characters they like, what our designs combine, the cost they enjoy. As we progress, our investors also become our marketing arm for our content, merchandise, and intellectual property.

Sincerely,

*Jesus Brown*  
Major Investor

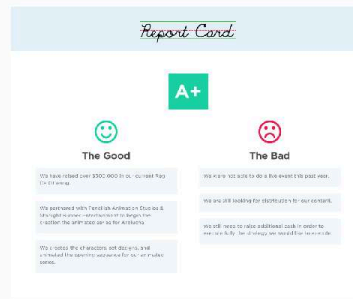
### Our Mission

In 5 Years, our goal is to have a virtual live action Lucha Libre Show on Television or a Streamer and a virtual Animated Show drawing people from Live Shows.

See our full profile



### How did we do this year?



### 2022 At a Glance

As of July 1st - December 31st



INCOME BALANCE NARRATIVE

### Management's Discussion and Analysis of Financial Condition and Results of Operations

This should read the following discussion and analysis of our financial condition and results of operations together with our financial statements and the related notes and other financial information included elsewhere in this offering, some of the information contained in this discussion and analysis, including statements regarding the strategy and plans for our business, includes forward-looking statements that involve risks and uncertainties. You should review the "Risk Factors" section for a discussion of important factors that could cause actual results to differ materially from the results described in or implied by the forward-looking statements contained in this offering discussion and analysis.

#### Overview

The Sports and Entertainment Company For the Latino and Hispanic Population. AroLucha has been started to fill an unmet need in the sports and entertainment industry, and has primarily focused on creating a virtual live action Lucha Libre Show on Television or a Streamer and a virtual Animated Show drawing people from Live Shows.

Our Vision is to Create the Pinnacle of Sports and Entertainment for the Latino and Hispanic Community through Live Events and Animated Content. By Creating Characters and Intellectual Property that we can monetize through Animation and Live Shows, we open the Door for additional revenue streams from a variety of licensing, toys, games, and merchandise.

In 5 Years, our goal is to have a virtual live action Lucha Libre Show on Television or a Streamer and a virtual Animated Show drawing people from Live Shows.

#### Milestones

- AroLucha, Inc. was incorporated in the State of Delaware on October 10, 2021.
- Since then, AroLucha:
  - WWE & UFC just combined to create a Sports & Entertainment Company valued at \$21.8 Billion Dollars.
  - Target Market with over \$1.5 Trillion Dollars in Buying Power.
  - Key Milestone owns a small percentage of our company.
  - Making the 100% of our product - Thousands of Animators at Our Live Events.
  - Real Opportunities to Gain Market Share in a Growing Market with Potential for Return.
  - Another Partners: Seattle's Amazon-Amazon Story World Creation, Penzance's Penzance Design Architects.







