

★YOKKAO★

# 2025 COMPANY OVER VIEW



# THE BRAND



# ABOUT YOKKAO

## THE BRAND

### - Established Brand:

High-quality gear trusted by athletes worldwide for over a decade.

### - Authentic Representation:

True to the heart of real fight culture, representing the spirit of combat sports.

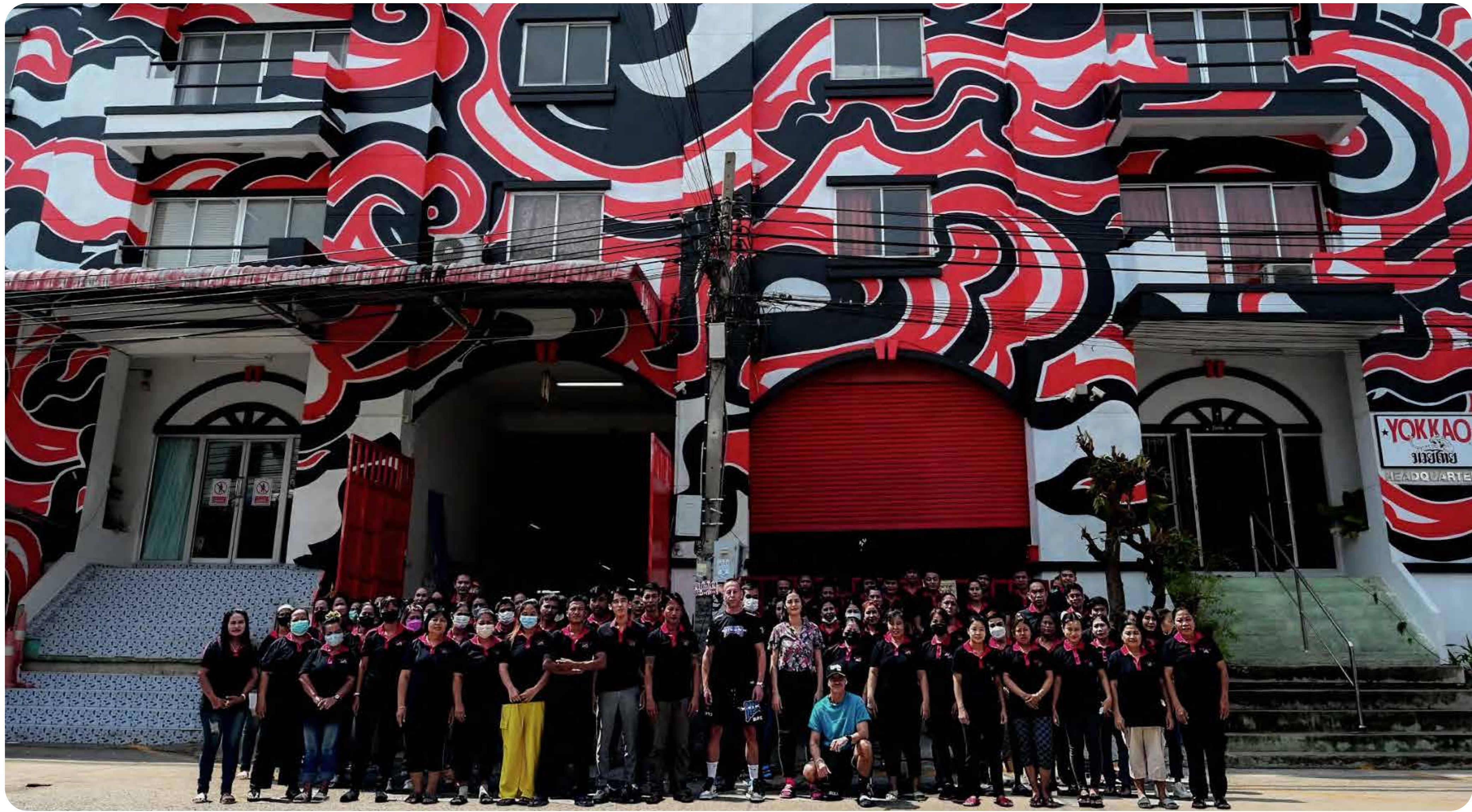
### - Global Reach:

Expanding across key markets: US, Europe, UK, and Asia. Strong market demand driven by the global rise of Muay Thai and combat sports.

### Empowering Athletes:

Inspiring personal growth, discipline, and confidence through combat sports, empowering both fighters and enthusiasts alike.



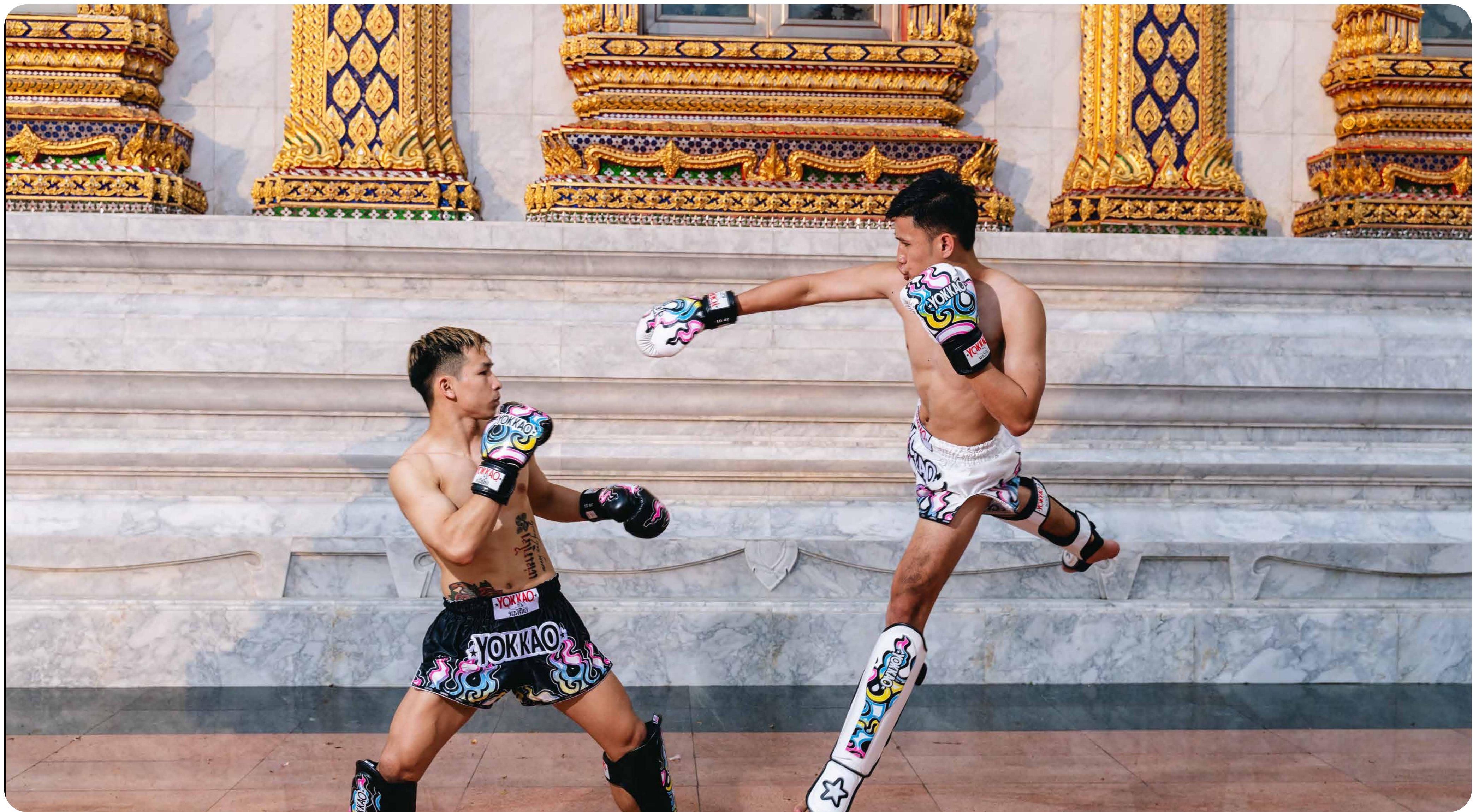


# CLOTHING AND COMBAT SPORTS GEAR

## THE BRAND

- Premium Gear for Muay Thai, Boxing, MMA, and Fitness.
- High-quality products trusted by athletes worldwide.
- Key Revenue Source through global eCommerce and retail.
- Expanding into lifestyle and fitness apparel with higher margins.
- Empowering Athletes:  
Inspiring personal growth, discipline, and confidence through combat sports, empowering both fighters and enthusiasts alike.





# TRAINING CENTERS

## TRAINING CENTERS

Community-driven hubs that generate:

- **Membership Revenue:** Subscriptions and classes.
- **Merchandise Sales:** Retail stores within each center drive gear and apparel sales.
- **Retail & Experience Concept:** A new retail model where customers can engage with the brand through immersive experiences and exclusive product launches.
- **eCommerce Boost:** Centers convert loyal customers into online buyers.
- **Event Revenue:** Hosting brand activation events. Like, seminars Led by world-class trainers and fighters, attracting global participants.



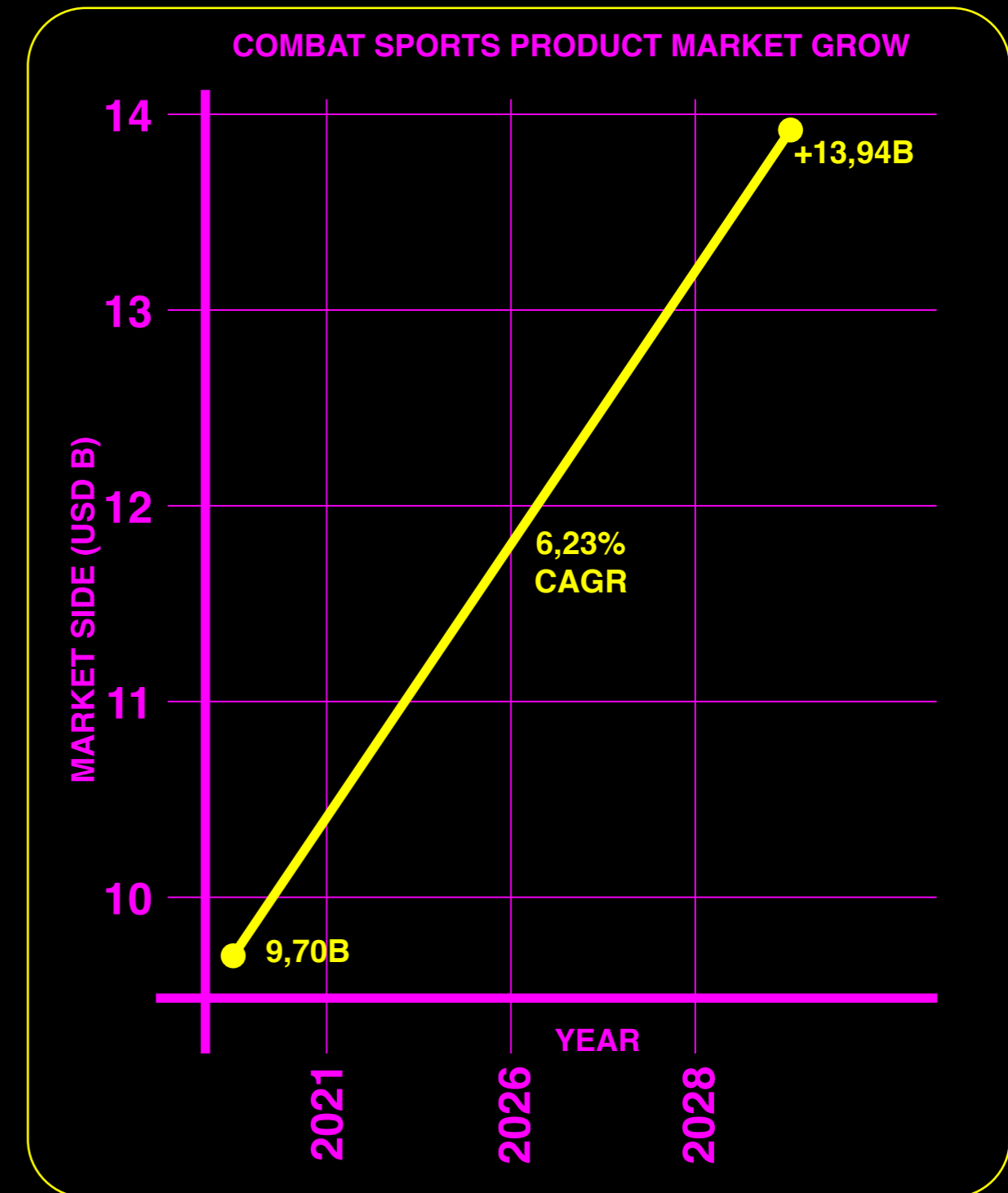
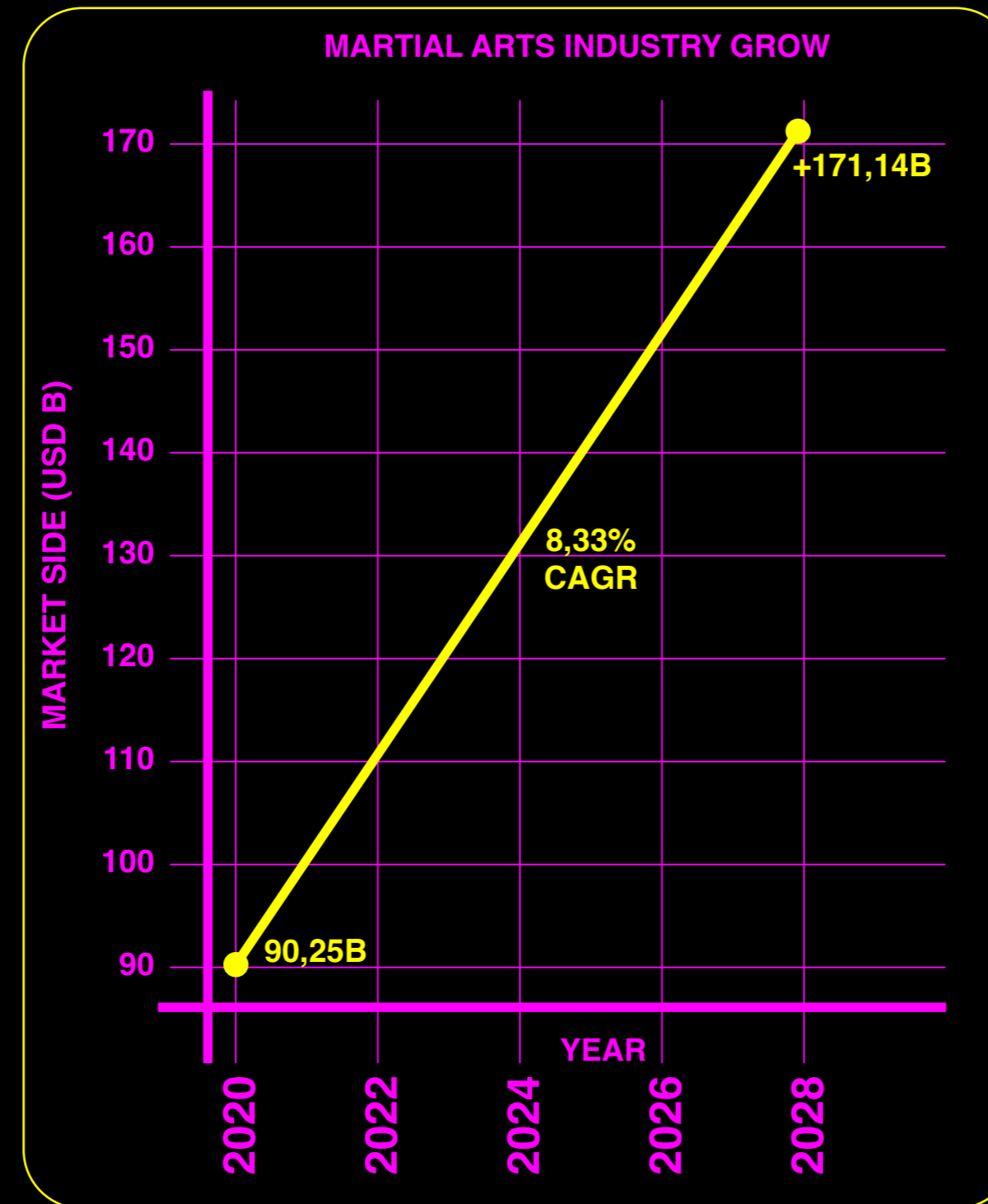
# THE MARKET



# MARKET SIZE & TRENDS

The global martial arts industry was \$90.25B in 2020, projected to reach \$171.14B by 2028, growing at an 8.33% CAGR, driven by fitness, self-defense, and cultural interest.

The combat sports products market, serving 60M+ practitioners, was \$9.70B in 2023 and is expected to hit \$13.94B by 2029, with a 6.23% CAGR, fueled by MMA-driven demand for gear and apparel.



# GROWTH & EXPANSION



# COMBAT SPORTS & SPORTSWEAR BOOM

## KEY GROWTH DRIVERS

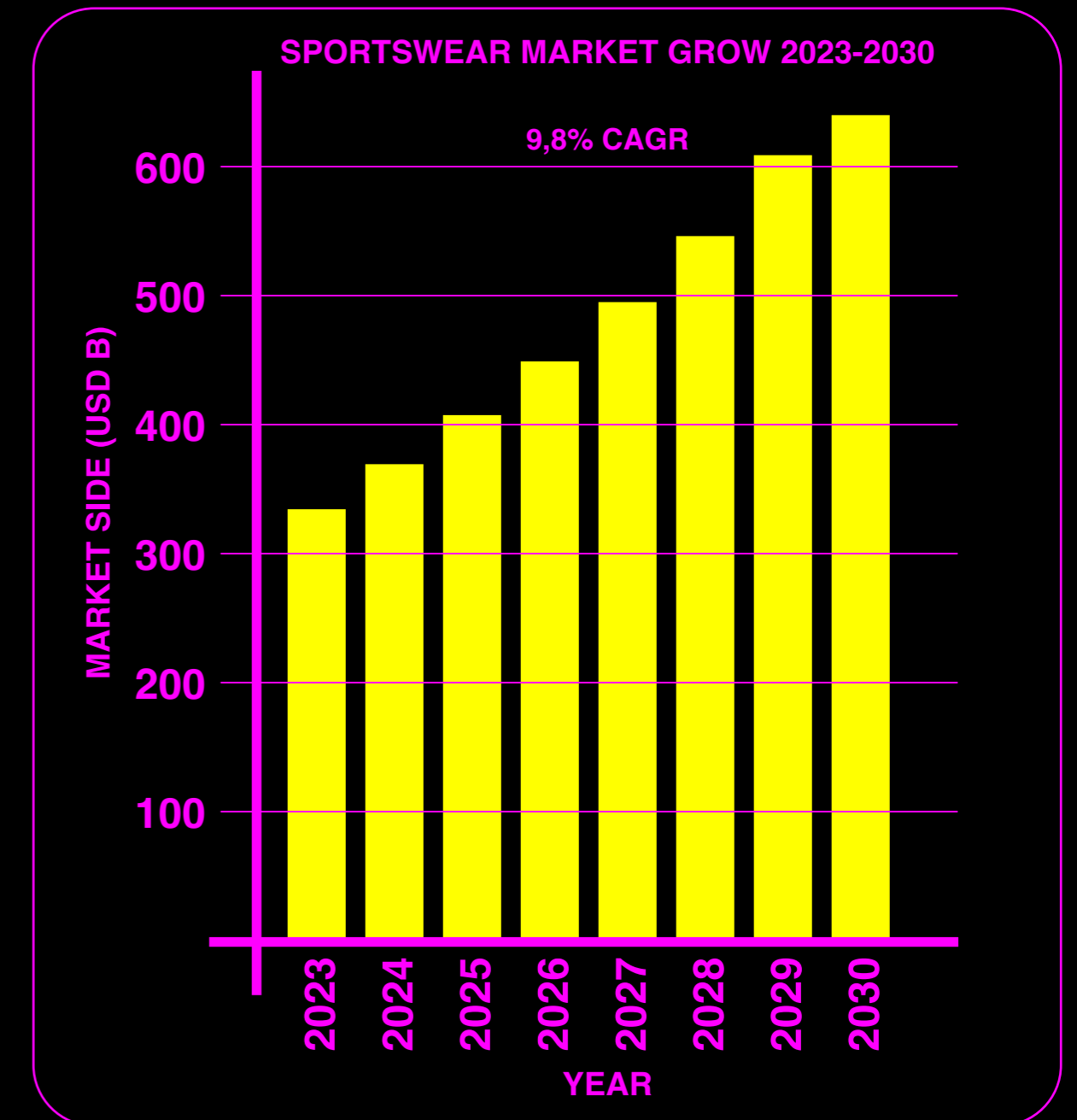
Rising Global Visibility – UFC & ONE Championship expanding globally.

Participation Growth – More youth choosing MMA & Muay Thai for fitness & self-defense.

Rising Consumer Spending on premium Combat Gear & Apparel

Athleisure and combat sportswear markets are merging, fueling massive growth potential.

Sportswear Boom – \$335.92B (2023) -> \$646.01B (2030) (CAGR 9.9%).





# STRATEGIC FOCUS



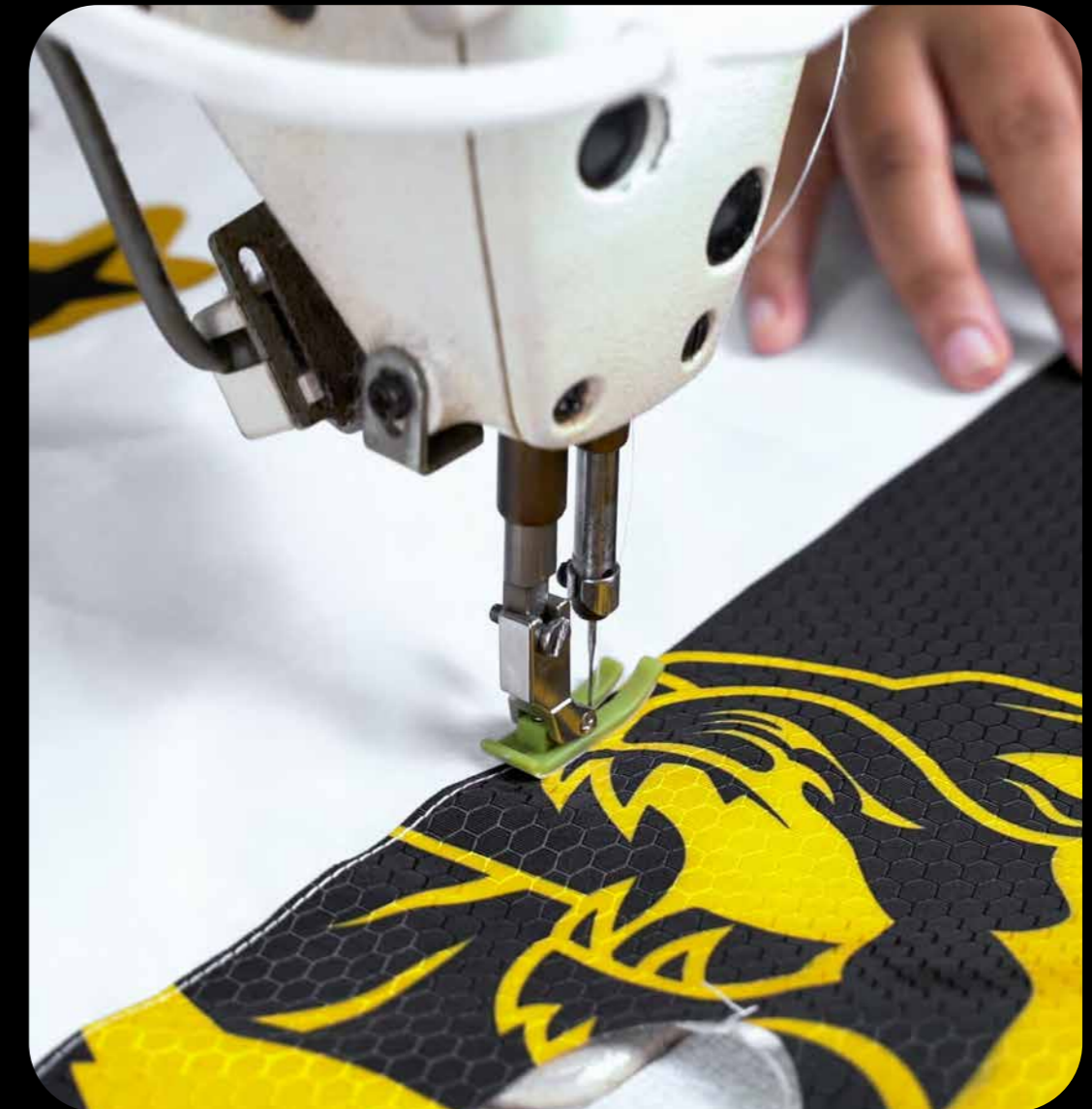
# YOKKAO'S STRATEGIC FOCUS

## INNOVATIVE PRODUCT DEVELOPMENT

- Commitment to crafting premium Muay Thai, kickboxing, and MMA gear directly from Thailand.
- Integration of traditional craftsmanship with modern design to meet evolving consumer preferences.

## GLOBAL BRAND EXPANSION

- Establishment of YOKKAO Training Centers worldwide to promote Muay Thai culture, MMA, and fitness training.
- Strategic partnerships and sponsorships with renowned global promotions and athletes associated with organizations such as the UFC to enhance brand visibility.



# YOKKAO'S STRATEGIC FOCUS

## MARKET DIVERSIFICATION

- Expansion into lifestyle and fitness apparel to cater to a broader market segment.
- Development of performance fabrics and athleisure products to meet growing consumer demand.

## COMMUNITY ENGAGEMENT

- Hosting seminars, events, and workshops to foster a global Muay Thai and MMA community.
- Active presence on social media platforms to engage with a worldwide audience.

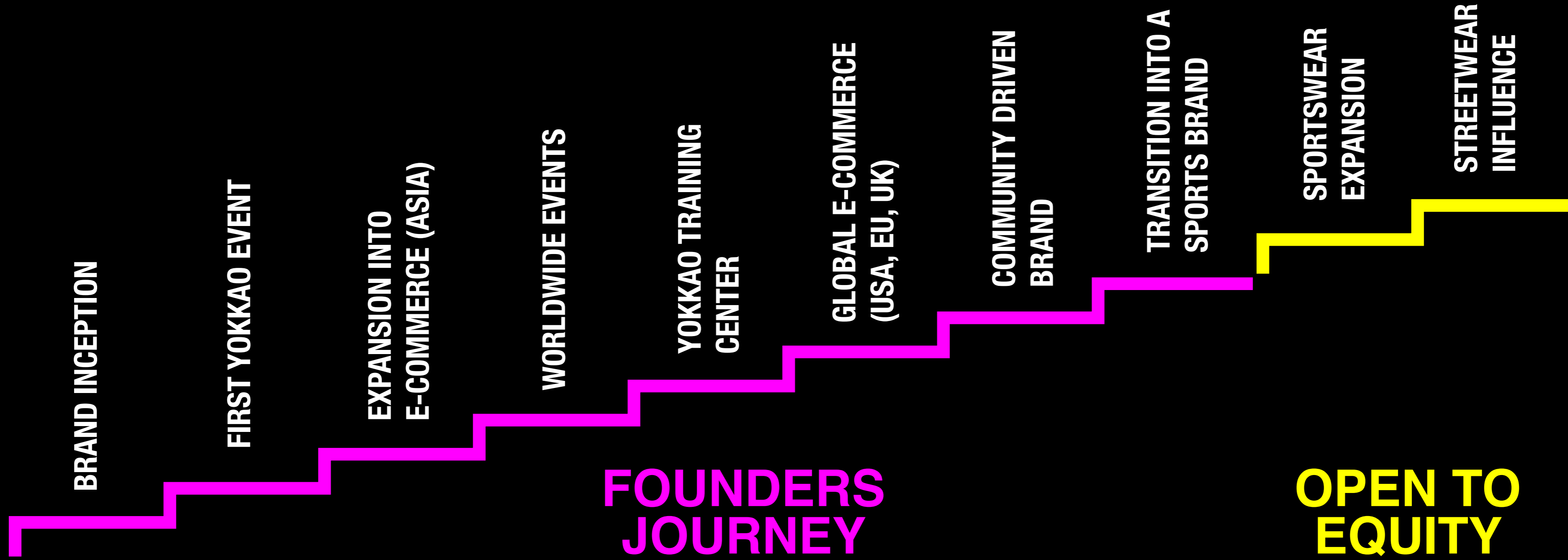




# CURRENT STAGE



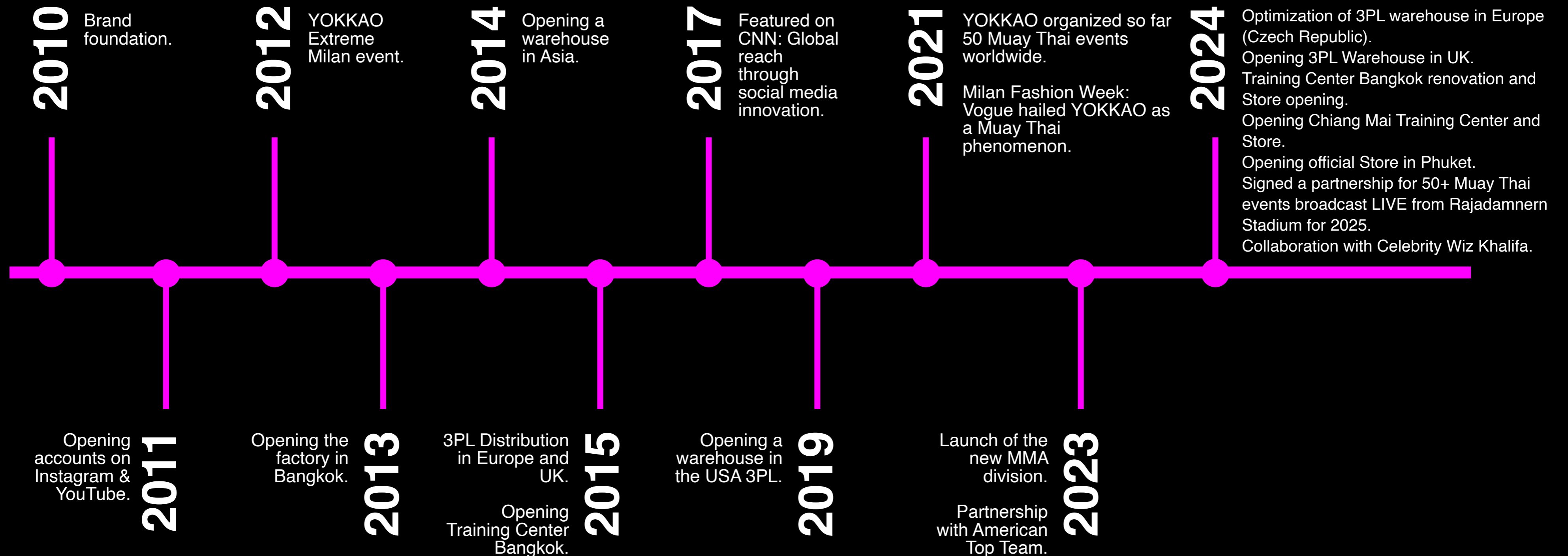
# YOKKAO'S CURRENT STAGE



# BRAND TRACTIONS



# BRAND TRACTIONS - MILESTONES



# GROWTH OVERVIEW



# 2021-2024

# YEAR-OVER-YEAR GROWTH OVERVIEW

## THAI OPERATIONS REVENUES

### Segmented Revenue Growth

2021: \$1.4 Million

2022: \$2.0 Million (+42.9% YoY)

2023: \$2.3 Million (+15% YoY)

2024: \$2.6 Million (+13% YoY)

## ECOMMERCE REVENUES

### Segmented Revenue Growth

2021: \$2.6 Million

2022: \$3.9 Million (+50% YoY)

2023: \$4.8 Million (+23.1% YoY)

2024: \$5.28 Million (+10% YoY)

## TOTAL REVENUE GROWTH (USD)

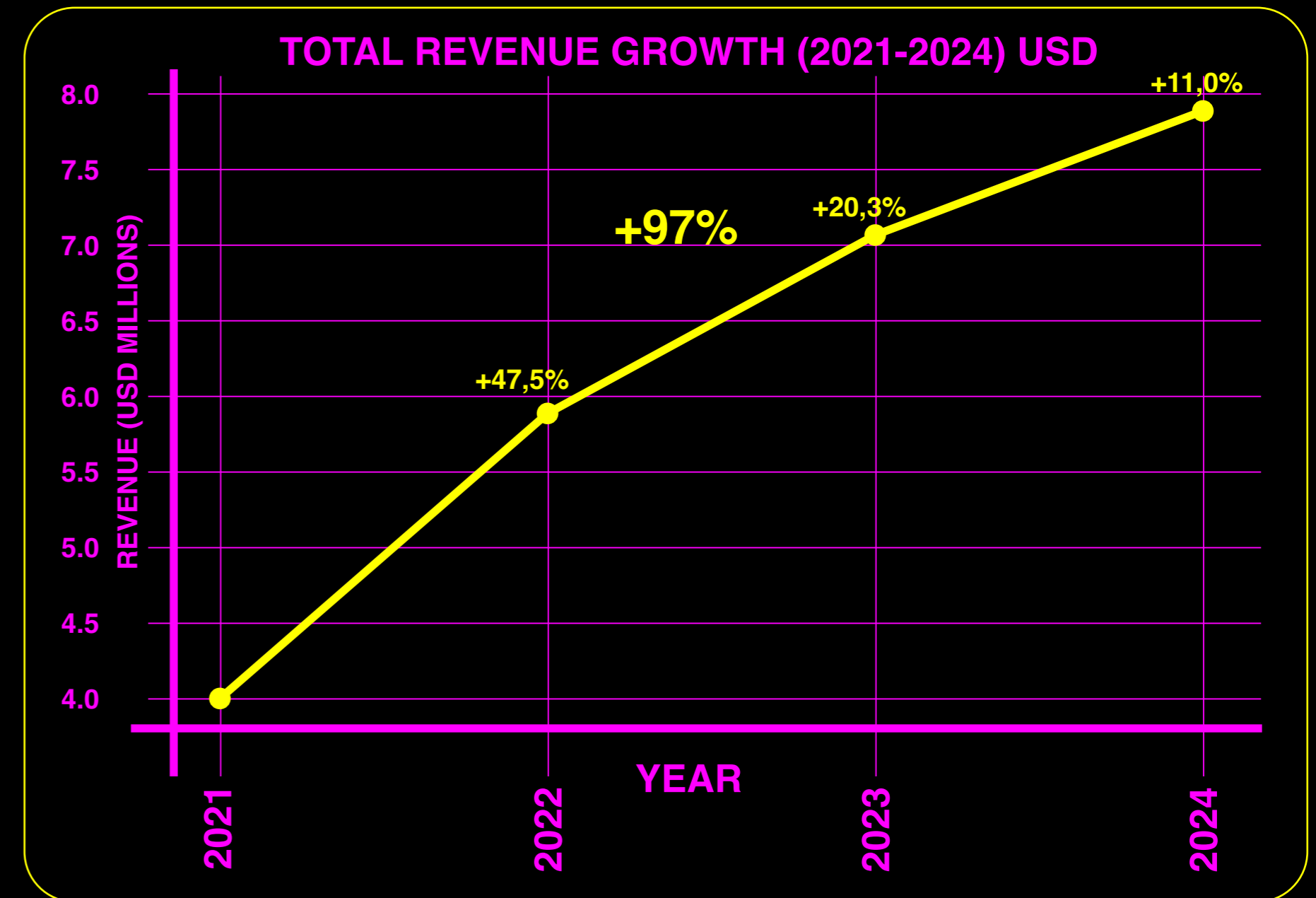
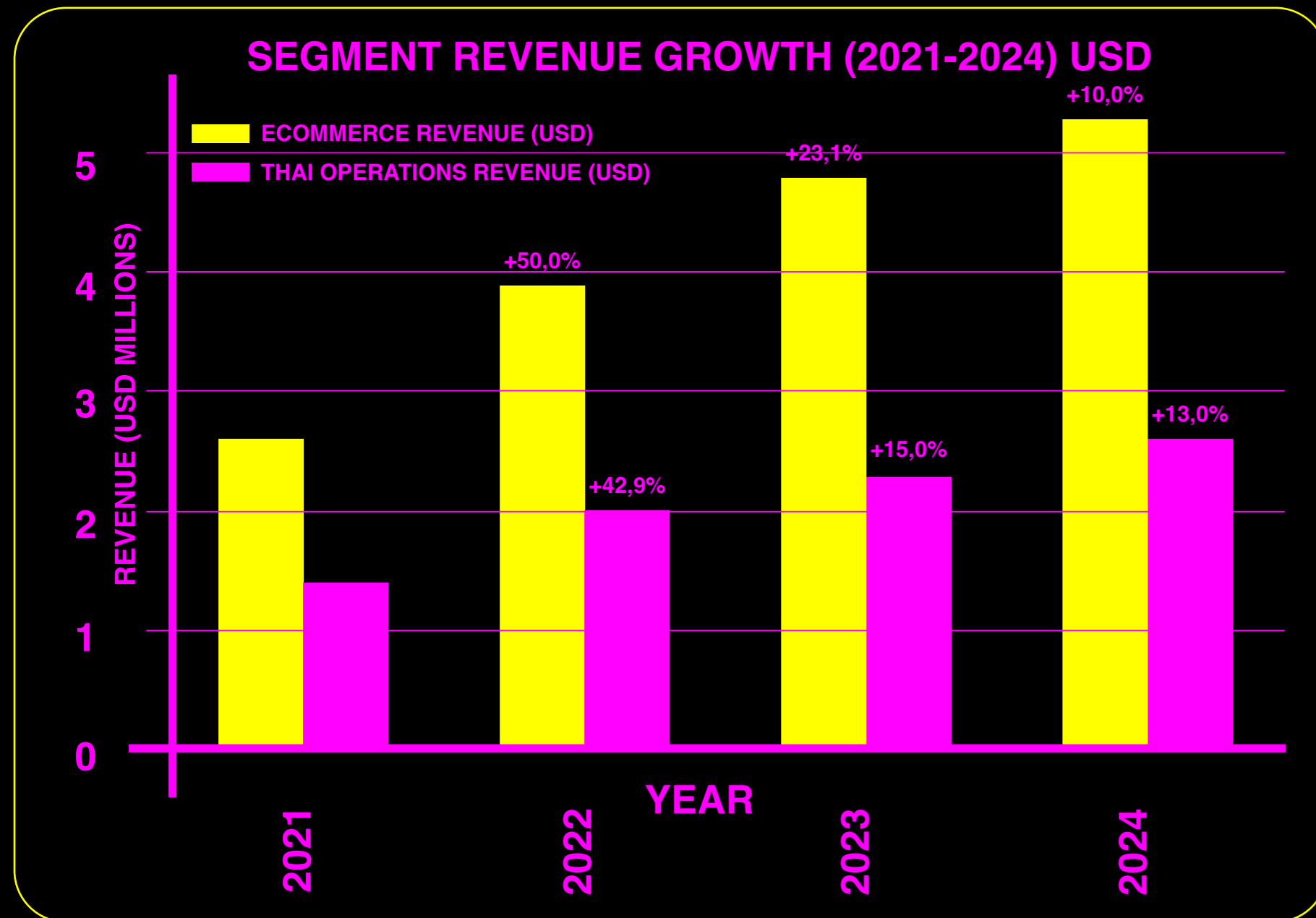
2021: \$4.0 Million

2022: \$5.9 Million (+47.5% YoY)

2023: \$7.1 Million (+20.3% YoY)

2024: \$7.88 Million (+11% YoY)

# YEAR-OVER-YEAR GROWTH OVERVIEW



**YOKKAO has shown consistent and impressive revenue growth, with a remarkable 97% increase in total revenue over the past three years (2021-2024)**

# FOR INVESTORS



# KEY HIGHLIGHTS FOR INVESTORS

## YOKKAO'S EVOLUTIONAL REVENUE

- **Strong Total Revenue Growth:** 11% growth in 2024 demonstrates YOKKAO's ability to capitalize on market opportunities and expand across segments.
- **eCommerce Potential:** While growth has slowed, this segment remains a key revenue driver with substantial upside potential through new strategies.
- **Thai Operations Excellence:** The 13% YoY growth in 2024 highlights YOKKAO's steady dominance in its home market, setting a strong precedent for regional scalability.
- **Strategic Focus Areas:** Emphasis on innovation, customer engagement, and market expansion will sustain long-term growth.

# INVESTMENT PROPOSITIONS

## YOKKAO RAISING A SERIES A ROUND OF INVESTMENTS

### ROUND #1

5 M USD

### DEAL

20%

### FUNDING

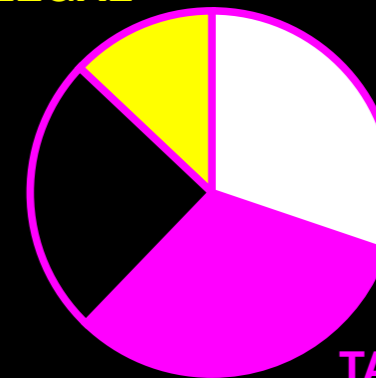
GROWTH / ECOMMERCE / WORLDWIDE

LEGAL

TECH

MARKETING

TALENTS



### MARKET

5 BILLION USD

### SECTOR

RETAIL / ECOMMERCE / MARTIAL ART

### INVESTMENT TYPE

SPORTS / ECOMMERCE / RETAIL / EVENTS

TRANSITION FROM SPORTSWEAR TO 250M STREETWEAR (SERIES B RAISE) USD

TRANSITION FROM COMMUNITY TO SPORTSWEAR 60M USD

CURRENT GROWTH RAISE 25M USD

5M USD

12M USD

VALUATION

VALUATION

VALUATION

VALUATION

VALUATION

2023

2024

2025

2026

2027

30M USD

5M USD

POST MONEY

ECOMMERCE MARKETING

TRANSITION TO SPORTS BRAND

EXPANSION USA & EUROPE

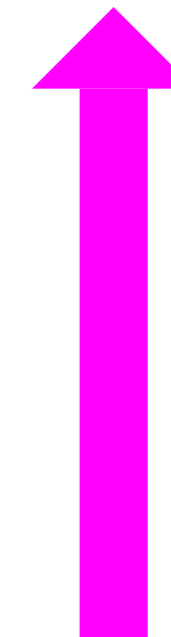
REDUCE OPERATIONAL CAPITAL COSTS

DRIVE MORE EVENTS

MANUFACTURING & LOGISTICS

25M USD

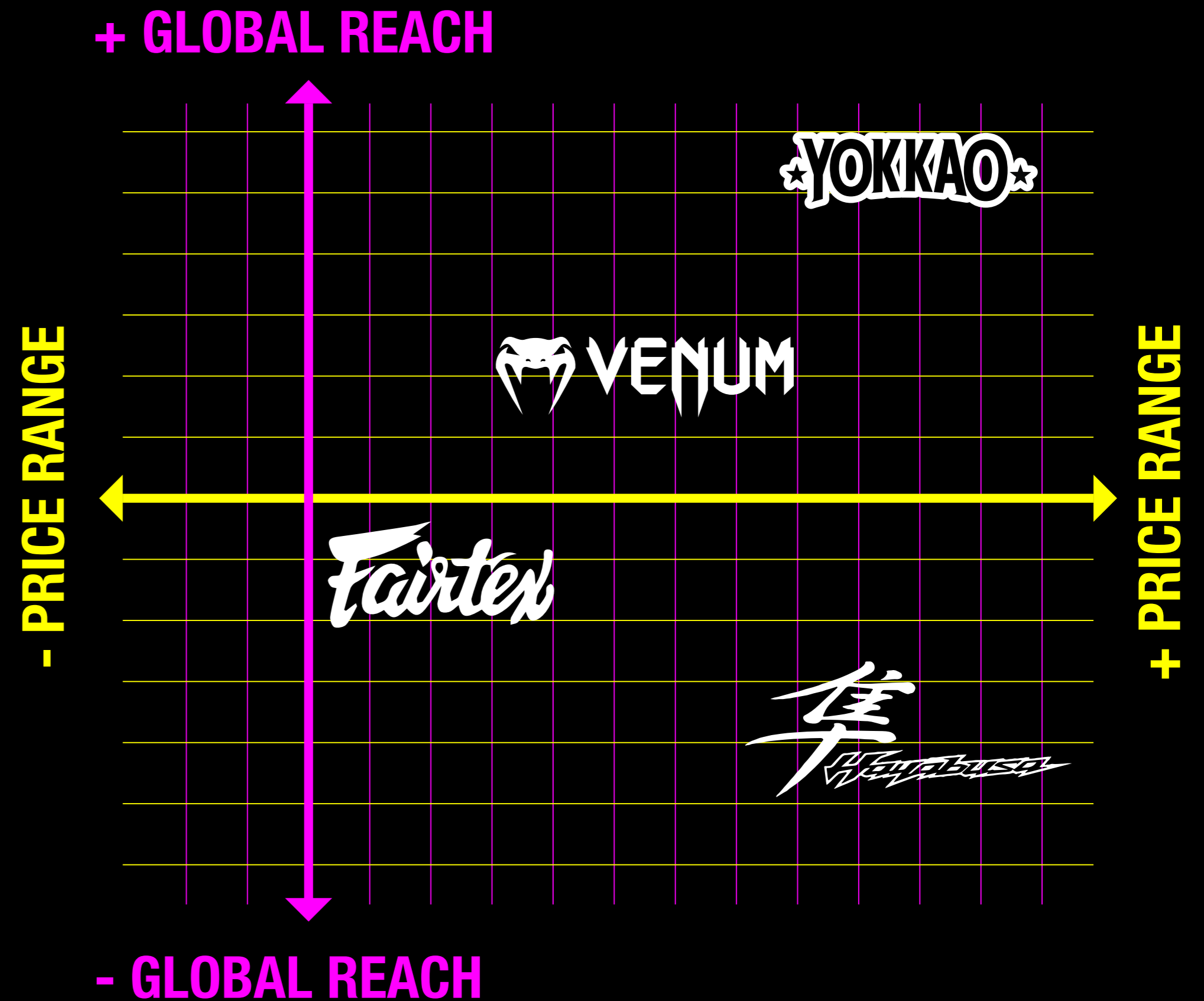
PRE MONEY



# COMPETTORS ANALYSIS

## YOKKAO'S COMPETITORS AND MARKET ANALYSIS

FEATURE	YOKKAO	Fairtex	Hayabusa	Venum
Authentic Muay Thai Culture	✓	✓	✗	✗
Social Media Dominance	✓	✗	✓	✓
Own Training Centers	✓	✓	✗	✓
Global eCommerce & 3PL Distribution	✓	✗	✗	✓
Community Engagement	✓	✗	✗	✗
Partnership with Global Promotions	✗	✓	✗	✓



# ADVANTAGE / DIFFERENTIATION



# COMPETTIVE ADVANTAGE/DIFFERENTIATION

## WHAT SETS YOKKAO APART?

- Brand Authenticity – The only Muay Thai brand that seamlessly integrates culture, training, and gear into a global ecosystem.
- Premium Quality – Handmade in Thailand using the highest-grade materials, trusted by elite fighters worldwide.
- Strong Digital Presence – A leader in social media marketing, with millions of global followers and engagement-driven content.



# COMPETTIVE ADVANTAGE/DIFFERENTIATION

## WHAT SETS YOKKAO APART?

- Exclusive Sponsorships & Partnerships – Endorsed by top fighters and partnered with major gyms like American Top Team.
- Retail & Training Center Integration – No other brand combines product sales with experiential training like YOKKAO.
- Global eCommerce and 3PL Distribution – YOKKAO operates a robust eCommerce platform supported by 3PL distribution centers in Europe, the UK, and the USA, ensuring efficient global reach.



# COMPETTIVE ADVANTAGE/DIFFERENTIATION

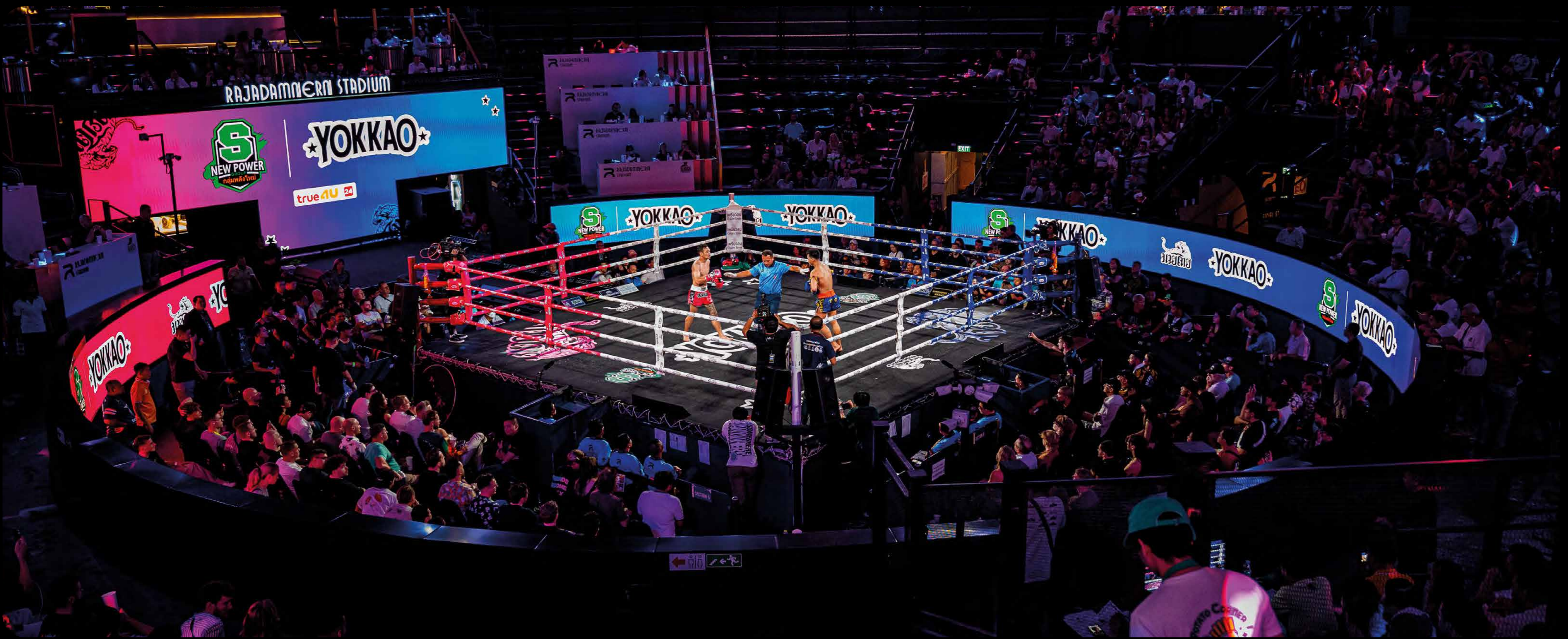
## WHAT SETS YOKKAO APART?

- **Community Engagement** – YOKKAO has built a strong, loyal community around Muay Thai, unlike any other competitor.

- **Scalability Through Creative & Artistic Direction** – YOKKAO's team of professionals has the expertise to bridge the gap between fight gear, streetwear, and sportswear. This presents a significant opportunity for investors to scale the brand beyond traditional fight gear into the growing streetwear and sportswear markets, unlocking new revenue streams and expanding YOKKAO's global appeal.



# YOKKAO TEAM



# PHILIP VILLA - Founder

## YOKKAO TEAM

Coming from the fight world, Philip arrived in Thailand to train and envisioned a brand that would revolutionize Muay Thai gear and apparel. His passion and expertise have shaped YOKKAO into a globally recognized name in combat sports.



# STEFANIA PICELLI - Co-founder & CEO

## YOKKAO TEAM

Half Italian and half Thai, Stefania bridges two cultures, bringing a unique global perspective to YOKKAO. With a background in fashion, she leads factory operations, fulfillment, and supply chain management, ensuring top-tier quality and innovation in every product.



# MAS RUBAGA - Special Operations Manager

## YOKKAO TEAM

Massimiliano manages special operations, ensuring seamless execution of YOKKAO's strategic initiatives and operational efficiency across all sectors.



# THE CREATIVES - Design & Communication

## YOKKAO TEAM

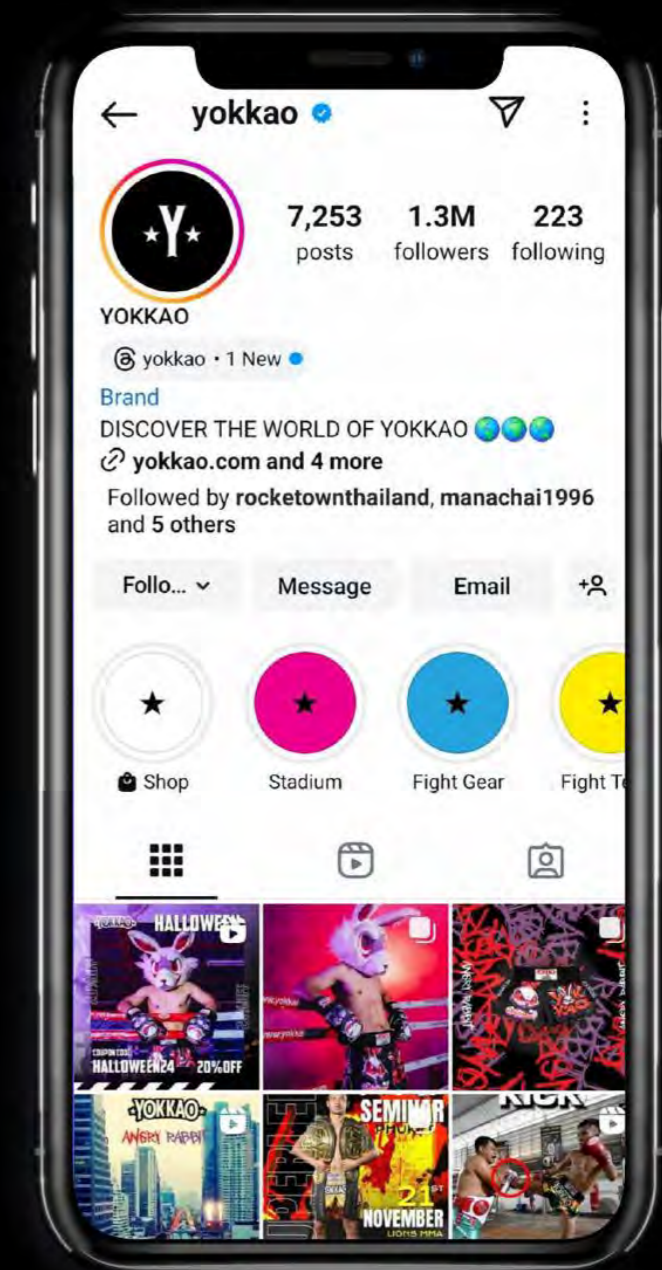
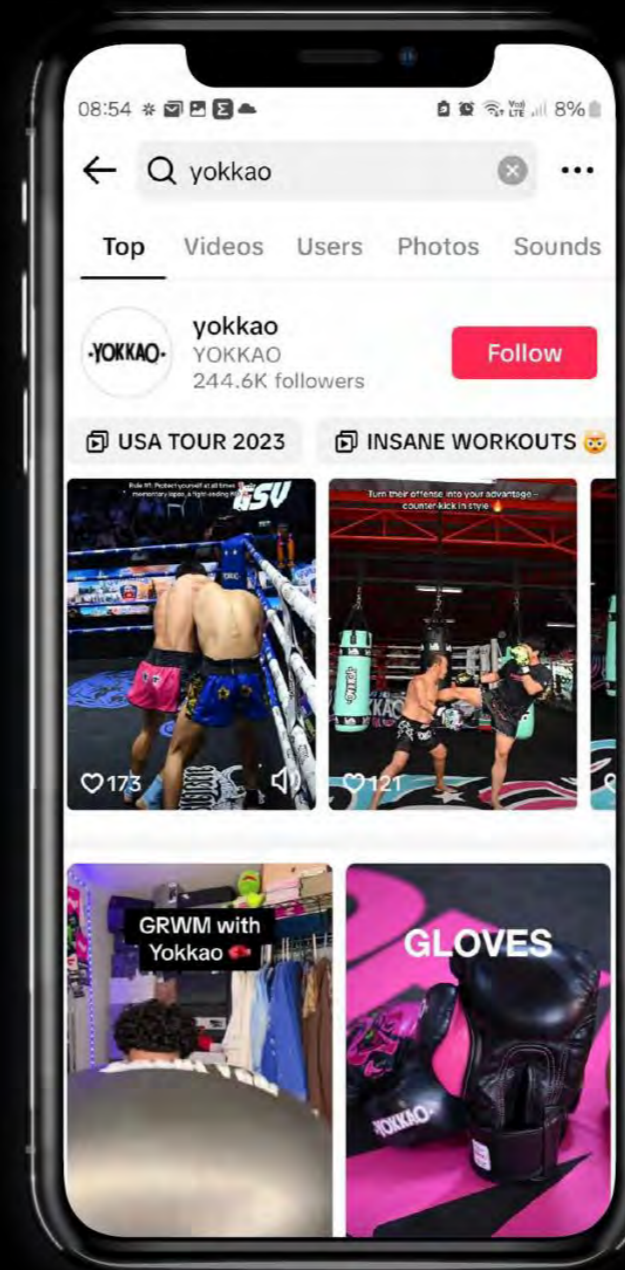
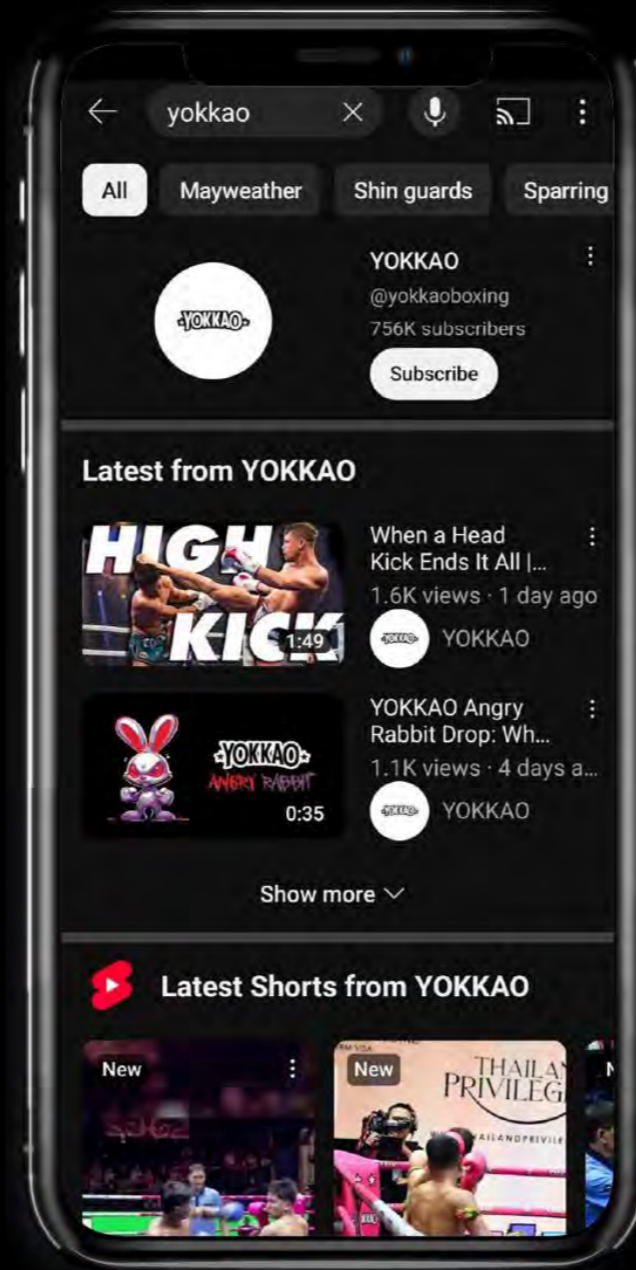
A mix of brains coming from different cultures—Thai and Italian—merge ideas and creativity to shape YOKKAO's unique aesthetic and brand identity. With strong roots in the streetwear industry, the creative team continually pushes the boundaries of design and innovation.

# SOCIAL MEDIA



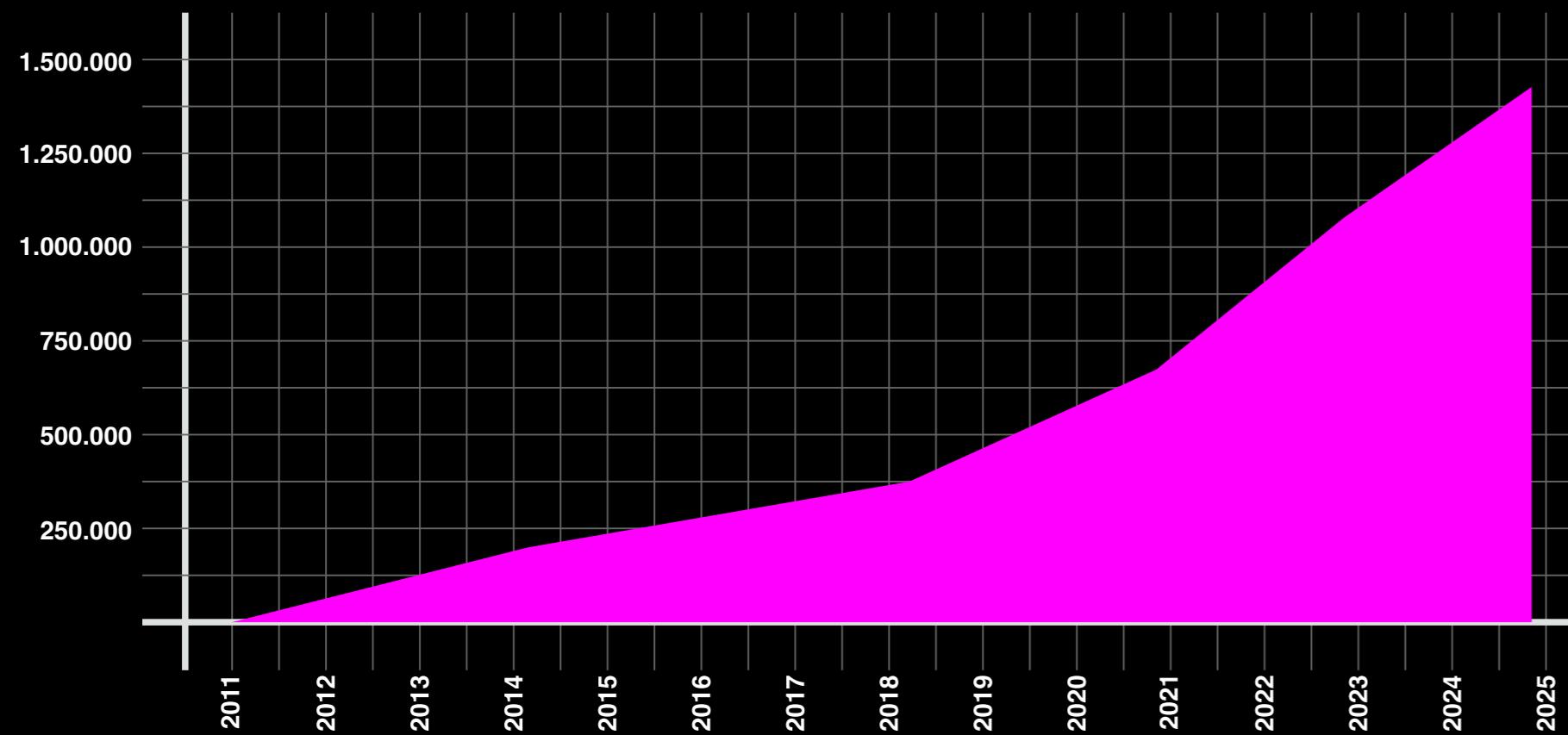
# SOCIAL MEDIA IMPACT

Yokkao's strong sense of community is reflected in its social media presence, contributing to its success as a leading fight gear brand. By engaging with a global audience of fans and athletes, Yokkao has built a loyal following that drives its influence in the combat sports industry.



# INSTAGRAM

### INSTAGRAM FOLLOWERS

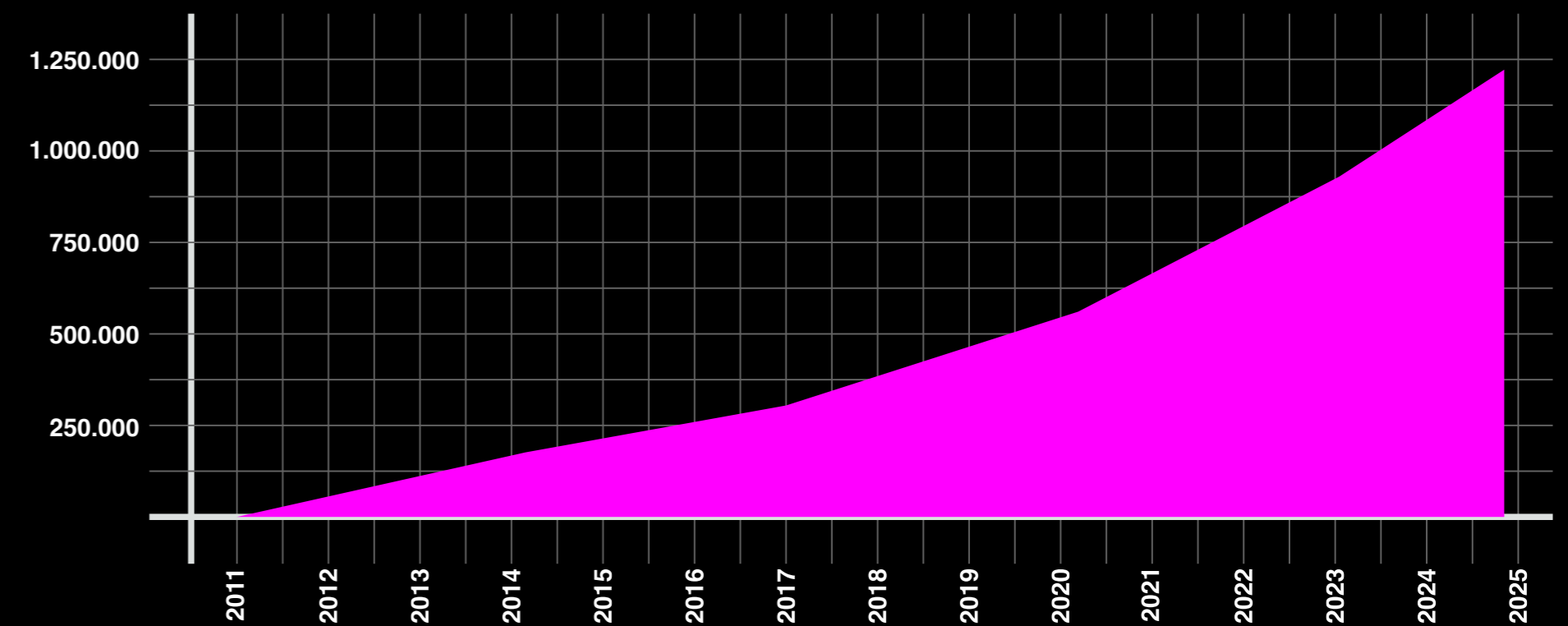


### COVERAGE DATA 2022-2024

<b>Coverage</b> ⓘ 58.5 million ↑ 100%	<b>Interactions with content</b> ⓘ 2.1 million ↑ 100%	<b>Followers</b> ⓘ In total 1.3 million	<b>Click on the link</b> ⓘ 515,679 ↑ 100%
--	--	---	--

# FACEBOOK

### FACEBOOK FOLLOWERS



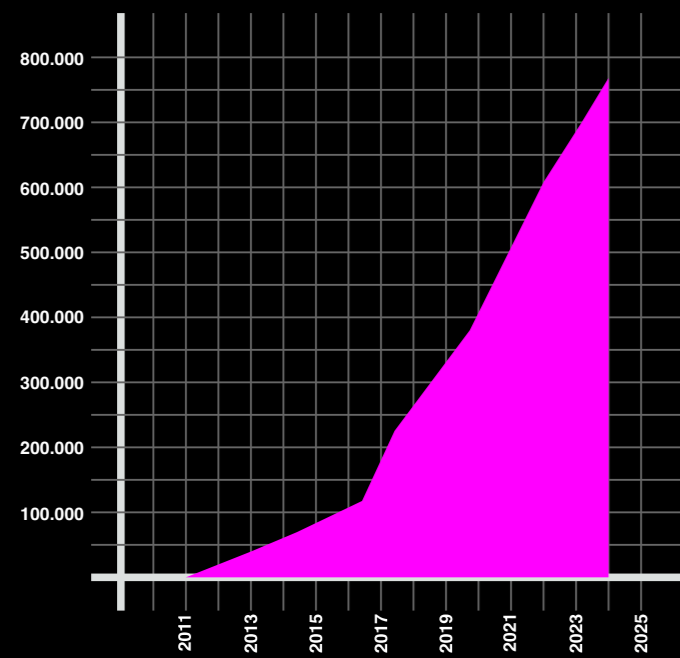
### COVERAGE DATA 2022-2024

<b>Coverage</b> ⓘ 205 million ↑ 100%	<b>Interactions with content</b> ⓘ 5.1 million ↑ 100%	<b>Followers</b> ⓘ In total 1.2 million	<b>Click on the link</b> ⓘ 695,715 ↑ 100%
---	--	---	--

# YOUTUBE

# TIK TOK

### YOUTUBE SUSCRIBERS



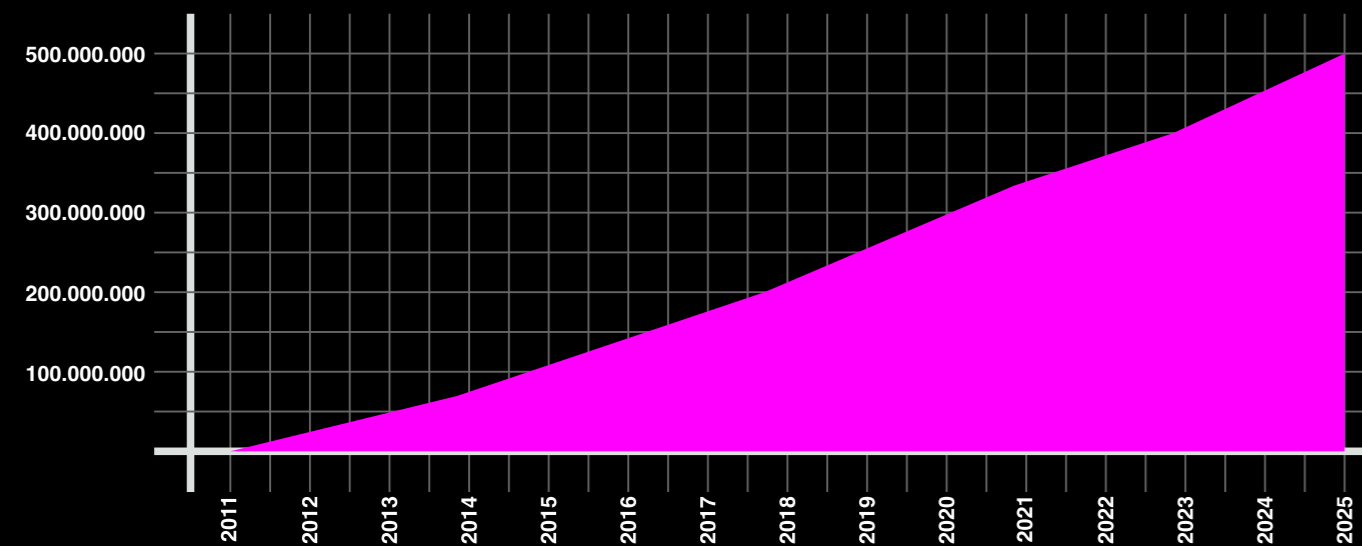
### VIEWERS DATA 2011-2024

Views	Watch time (hours)	Subscribers
491.5M	9.3M	+755.7K

### VIEWERS DATA 2023

Views	Watch time (hours)	Subscribers
273.3M <span>↑</span>	2.0M <span>↑</span>	+289.9K <span>↑</span>
<small>365% more than Jan 1 - Dec 31, 2022</small>	<small>87% more than Jan 1 - Dec 31, 2022</small>	<small>238% more than Jan 1 - Dec 31, 2022</small>

### YOUTUBE VIEWS



### TIK TOK FOLLOWERS

