

# PACIFIC ACTION SPORTS

## THE FUTURE OF SKATEBOARDING IN THE PACIFIC

Take advantage of this once in a lifetime opportunity to have a stake in a sport at the ground level.

# THE PROBLEM/OPPORTUNITY

To have a skateboarding career in the past, the only opportunity was to make your way to the United States. Since the 2020 Olympics, skateboarding has been decentralised with eyes on skateboarding culture across the world, resulting in a dynamic shift in the sport.

The Oceania Region (Australia, New Zealand and the Pacific Islands) performs 10.4x its weight per capita in global sport, making it the strongest performing region in the world.

Skateboarding participation is 4x higher than Rugby league in Australia alone, and Australia has more skate parks per capita than any country in the world.

Ageing executives in television and large companies are still investing in outdated sports models, broadcast and sponsorship.

Despite all this, an established permanent pathway for skateboard competition has not been developed to its capacity in the Pacific, and global event organisers are sleeping on this giant potential market.



Skateboarding opportunities have gone global, with nations like Fiji rising to the occasion.

# SOLUTION

In 5 years, we have developed 2 fully functional leagues. The Leagues currently hosts Australia, New Zealand, Fiji and Solomon Islands Competitors. The Am series league produces over 85% of the top tour talent, and the BMD Rumble series is at a level of competition consistent with other world pro leagues.

## PACIFIC PROGRAM

The Rumble on the reef is held Annually every September and is the largest Skateboarding event in the Pacific. It consistently expands into new nations, and currently has Australia, New Zealand, Fiji and Solomon Islands competing.

## ATHLETES & COMPETITORS

Over 500 coaches are developing skateboarders to enter the leagues. The Am series provides talent identification from ages 6 to 17 years old. 4 BMD Rumble Pro tour stops cover all talent in the region with a platform.

## INVESTORS

100% Commercial Operation.  
Expansion plans for both series into more events.  
Expansion of revenue streams into broadcast, merchandising & more.



 trademark 

The Am series produces around 85% of the talent in the pacific



The 4 stop tour is already at a level ready for global representation



# TRACTION

We started doing regional coaching programs in remote Australia and now have a complete pathway system covering 5 countries.

1 Event in 2018 as part of the tour, plus 15 Talent ID events around Australia.  
**32% revenue growth upon launch of the first pro event**

2 events in 2020 as part of the tour, with WA added to the tour, and 10 events for talent identification  
**12% revenue growth during COVID, despite having only 2 borders open to SA and WA.**

4 events in the 22/23 season , with Eastern and Southern Rumble Added,  
+ 16 Tour stops  
**37% Revenue growth from COVID to 2022.**

The tour has the Potential to expand into 6 stops, with larger revenue for all stops, and has an established trusted brand.

The Largest league in the Pacific.

24 events every year.

11 Countries competing (5 from the Pacific)

**The Championship event is the #1 rated event in it's host city, Mackay QLD.**

+91 net promoter score.

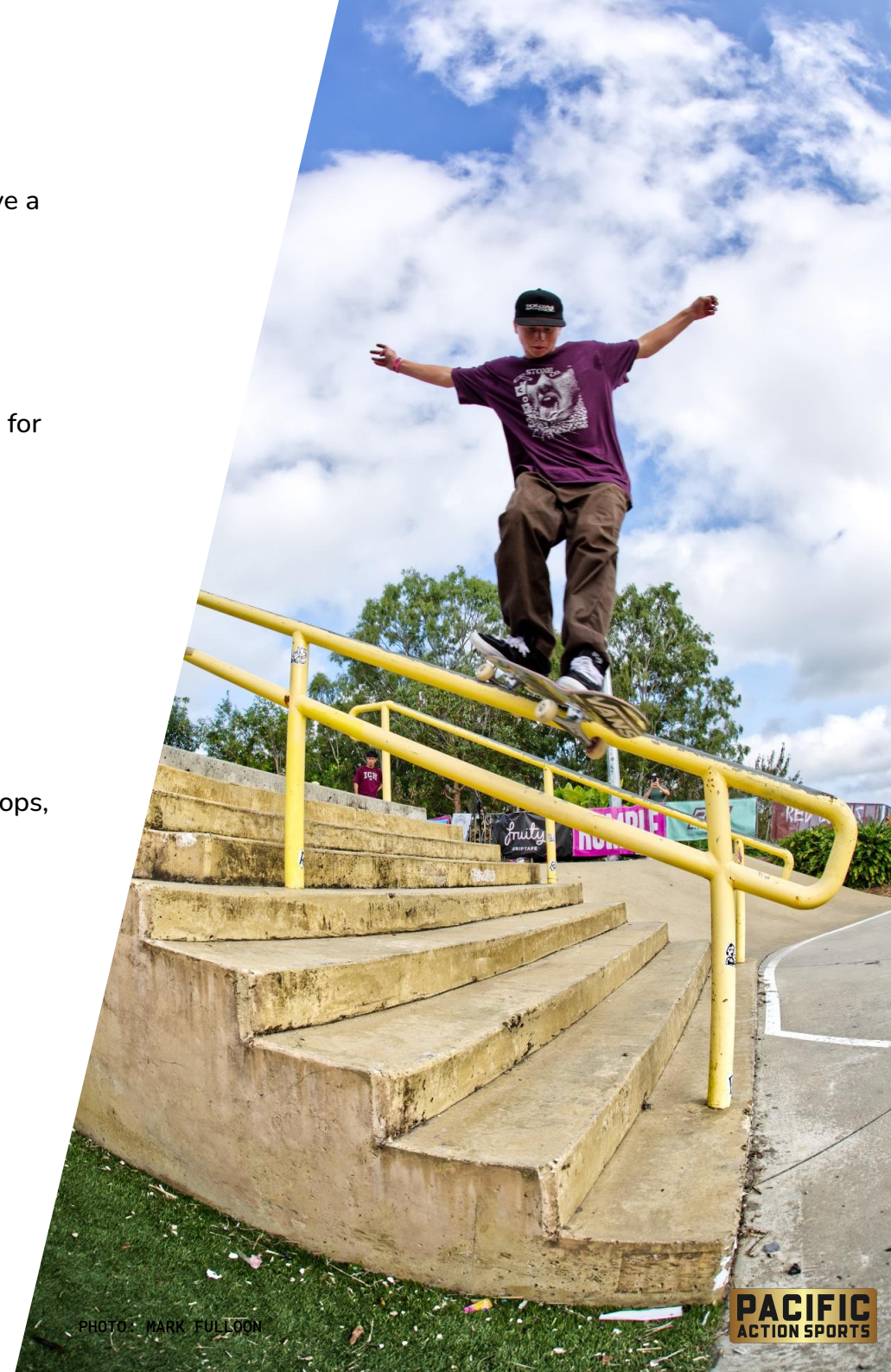


PHOTO: MARK FULLOON

# VISION

Our vision is to make the Rumble one of the strongest skateboarding leagues globally that unites the community and grows the exposure of skateboarding.

## Case Studies

**SLS** - SLS was started in 2010, with an eye for the future of skateboarding. It is the current pinnacle of skateboarding competition. SLS is 100% privately funded. Its biggest weakness is no Global pathway, being a large deterrent for many skateboarders to see a future in competing in it. The Rumble having a pathway system gets people behind it as they have the opportunity to compete on the biggest stage.

**WSL** - The World Surf league is 100% privately funded, and is a pathway to the Olympic program.

**NRL** - The NRL has mass revenue, despite skateboarding having higher participation rates, and being an olympic sport.



The Tour is at a global level of competition and ready to compete on the world stage

# MARKET

Our market has no competition in the pacific. No current pro tour provides a pathway to athletes in the pacific.

Competing events in Australia have had a decline in numbers, while Rumble has had nothing but growth.

## \$300 Million

Thrill one, Owner of Street League and Nitro Circus recently sold for \$300 Million USD.

## Market Opportunity

1 Million skateboarders in Australia + Pacific nations.

The International Olympic Committee has listed skateboarding in its top 3 priority sports going forward.

Utilising our over-performing talent to expand broadcast coverage into global markets.

## Revenue Streams

Expanding into new vertical markets such as merchandise, broadcast, Licencing and ticketing.



Pacific Action Sports will expand the Rumbles offering globally through broadcast and merchandising

# BUSINESS MODEL OVERVIEW

We make money through entry fees, government & Tourism Funding, Sponsorship, advertising and broadcast.

We minimise our overheads through using public skate parks.

Host Cities and Tourism Bodies provide funding to host the tour stops.

Sponsorship across the series builds stability.

Local revenue from each region increases sponsorships.

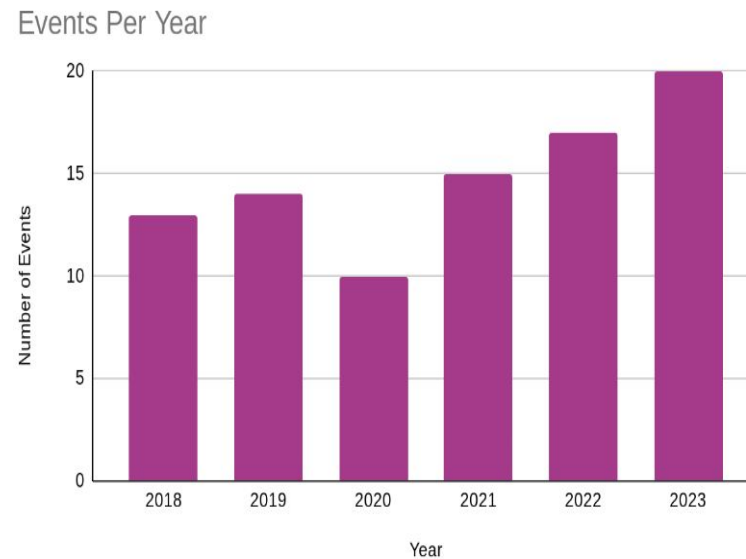
Merch stands, food trucks and other activations donate a % of their revenue.

On site and digital advertising of the events for additional clients.

Building of the broadcast into a revenue stream.

# FINANCIAL TRACTION

The Series has Developed from 1 Pro event in 2018, to a series expanding into 4 major locations, plus the expansion of the Amateur talent identification league. With Investment we would plan to expand the pro league up to 6 events.



Current Revenue is made up of:

**61.12%** Government funding

**34.92%** Corporate Sponsorship Income (Increased from around 10% in 5 years)

**3.94%** from Merchandise and tickets (up from \$0)

\*all revenue streams have increased. Corporate sponsorship is the highest growth category as the product is at a high commercial level.



# STRATEGY

We're raising seed capital to accelerate the growth of the league, and also provide skateboarding in the Pacific with a permanent home.

## OBJECTIVE 1

- Purchase existing licence rights off current commercial operator and establish new, fresh entity with new shareholders. (Pacific Action Sports)
- Appoint a head of operations to manage the day to day and free up our sales agents to focus on revenue.

## OBJECTIVE 2

- Maximise revenue on existing events and increase profits on all legacy events.
- Expand revenue streams for existing events.

## OBJECTIVE 3

- Expand the series from 4 events to 6, using the successful commercial models from objective 2.

## OBJECTIVE 4

- Acquire parts of the supply chain to minimise costs.
- Expand broadcast to global markets.
- Am events in all pacific nations.
- Series Eligible for large sale.



PHOTO: MARK FULLOON

# TEAM

Our team is made up of sporting and skateboard experts and strong administrators

**DONNY FRASER**



Rumble founder and Managing Director. Over 18 years experience in development of the league, worked on the Tokyo S2020 Skateboarding Commission, and developed Australia's first women's skateboarding Strategy.

**DAVID COWLING**



David's accounting firm has consistently won state and national awards in their field. David has been an advisor to the leagues and programs for over 18 years. He has volunteered on the Australian Skateboarding Federation board and provides crucial knowledge.

**PETE ADAMS**



Pete Adams has a strong history in the skateboarding scene, originating from the UK. Pete has a strong understanding of branding and marketing and provides the knowledge and tools to develop Rumble into a global platform.

**CLINT DAVISON**



Clint spent over a decade developing regional Australians into top skateboarders. Clint has worked with the Rumble since its inception and provides valuable skate industry knowledge and operations Knowledge. He is the #1 candidate to adopt an operations role in Rumble.

**GUY GIBBONS**



Guy is a surfer and Motor Sports Enthusiast, during his time he helped develop the Australian Skateboarding federation, and has provided valuable knowledge to other sports of passion. Guy brings leadership and legal resources to the Rumble.

# FINANCING

## We are raising \$600,000 for a 49% Stake in Pacific Action Sports

### Proposed Refinancing

Raising \$600,000.

Raised over a 3 month period.

Seeking larger investors with voting rights as a higher buy in.

Seeking smaller investors for growth.

Investors with an interest in sport, leaving a legacy and enhancing their reputation.

### Use of Funds

1. Purchase existing licence rights off current commercial operator and establish new, fresh entity with new shareholders (Pacific Action Sports)
2. The Purchase will include all current assets of the previous operator. (valued at over \$500K)
3. Hire additional staff to grow revenue.
4. Grow assets to remove ongoing hire costs.
5. Advertising to grow broadcast and spectator market.

### Projections

Average revenue growth has been 26.5%.

This is intended to grow by 2.5X, due to:

Sales Agents time doubling to work on sales with an operations manager appointed.

New Revenue streams coming in for expansion.

### \*Expenses

Event overheads will start to see reductions with the purchase of assets, and as the events grow in size there isn't a need for more infrastructure. Having the Amateur series acts as a profitable marketing tool to attract people and heavy groundwork has been done to establish the series and its name. Expenses incurred by the previous operator will no longer be present, such as equipment finance and interest, as Pacific Action Sports will have seed capital.



# VISION

We have plans for the future, and an exit strategy

## Option #1

Maintain the league as a profitable business and create a legacy system for the pacific.

## Option #2

Expand the offering with other sports, music festivals or expand outside of the pacific.

## Option #3

Acquisition by larger capital groups to overtake the series at a high sale price.

## How do we reach our revenue goals

1. Heavily Market the events to grow the audience and commercial value of the events and broadcast.
2. Expand the team and time spent on sales and commercialisation.
3. Create long term partnerships to grow.
4. Expand Commercialisation aspects through more events and revenue streams.



PHOTO: MARK FULLOON



# MARKET

## Events in our Region

In a recent competitor scan table, we valued our events up against Bowlzilla Gold Coast, Moomba Melbourne, and the Noosa festival of Surfing.

These events started in 2016, 2007 and 1992. While they had a head start, our first Pro event in 2018 had more athletes than any competing events.

Our social media had grown to double the size of Moomba which had an 11 year head start, and to a third of the Noosa festival of surfing in just 2 years.

Our net promoter scores range from +54 to +91. Some of the highest not only for action sports events, but for events in Australia.

Both visitor and sponsorship retention is above 90%

## Global Events

Fortunately for us, the 3 current major tours are Street league, X Games and the world skate olympic Qualifying events.

Both Street league and X games have no pathway into their leagues, leaving skateboarders chasing the dream isolated and disinterested in the leagues. Our league is open for anyone to compete with a qualification process.

Thrill one (sls) and X games have both come to Australia in the last 5 years, and have struggled to understand the market and sell tickets with minimal engagement in the pacific. We have access to the entire database of competing members in the region.

The olympic qualification system only allows a certain amount of nominations from each country and is extremely expensive to go to, and also has no competition in our region.

# PACIFIC ACTION SPORTS

CONTACT

[stakeholders@therumble.com.au](mailto:stakeholders@therumble.com.au)

## **Small Scale Offering Terms and Conditions**

Pacific Action Sports Pty Ltd ACN 670 452 927

Pacific Action Sports Pty Ltd ("the Company") has resolved to make a small scale offering to a small number of investors to purchase securities (ordinary fully paid shares) in the Company. It is intended to raise not in excess of \$2 million by more than 20 investors over a twelve month period.

It is intended that the offering will be exempt from the ASIC requirements for both Prospectus and Disclosure Document in accordance with Section 708 of the Corporations Act.

It is important for you to consider and if you feel necessary, take independent financial and legal advice regarding any transaction you may enter into as a result of the small scale offering, prior to doing so.

The Company makes no representations regarding its future viability or trading, and the information provided is solely based upon a reasonable assessment of trading in the industry by the Company's predecessors, officeholders and shareholders, but cannot be considered a guaranteed indicator of future trading or profitability.



