



# WHAT IS FIGHTCAMP?



A close-up photograph of two hands wearing boxing gloves. The left hand is in a dark blue/black glove, and the right hand is in a red glove. The hands are positioned as if about to clasp or are in a fighting stance. The background is dark and out of focus.

WE ARE ON A MISSION TO

**INSPIRE THE FIGHTER WITHIN**

WE BELIEVE THAT

**EVERYONE DESERVES TO FEEL  
STRONG, CONFIDENT, AND CAPABLE.**



# ABOUT FIGHTCAMP

FightCamp helps people train their bodies and minds to become stronger, tougher, and more resilient every day. The real power of FightCamp is to **create confidence and strength that resonates through each facet of life**, physically, mentally and spiritually.

FightCamp brings a private, fully equipped world class boxing studio directly into your home: **premium equipment**, state of the art **strike tracking technology**, and access to a growing library of challenging, **interactive workouts** and instructional videos. Led by world class trainers – all former fighters themselves – new workouts are uploaded weekly and vary between 15-45 minutes in length to fit any schedule.

FightCamp is committed to inspiring and **empowering the fighter within** so that you come back **stronger than yesterday**. Having the strength of a fighter isn't just about how hard you hit, but how hard you push yourself, your discipline, and the resilience you bring to fight through life's challenges.





# GYM-QUALITY BOXING TRAINING **AT HOME**

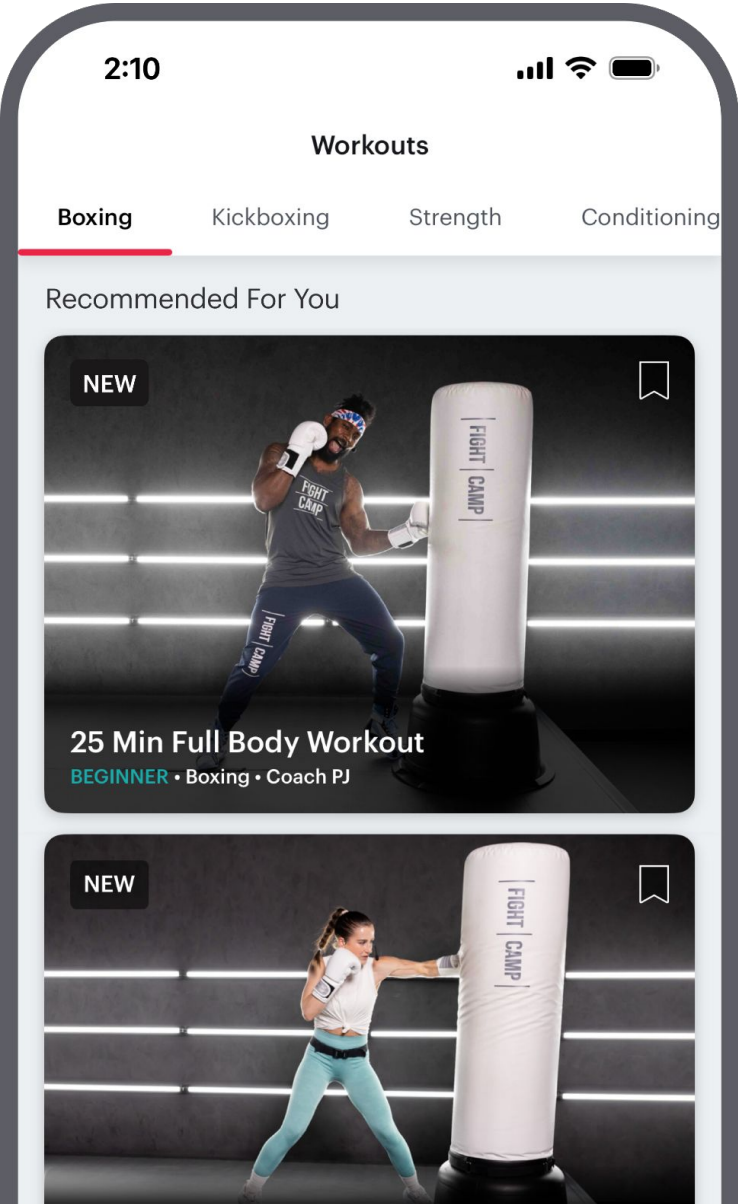
- The most sturdy free standing Boxing bag on the market
- Genuine leather professional boxing gloves
- Trackers placed in Quick Wraps and Ankle Wraps track hand and foot motion 1000x/sec to detect the type and speed of every punch and kick
- Strike Tracking measures and displays the count, speed, and force of punches and kicks in real-time, providing engaging feedback and saving records to smash in the app



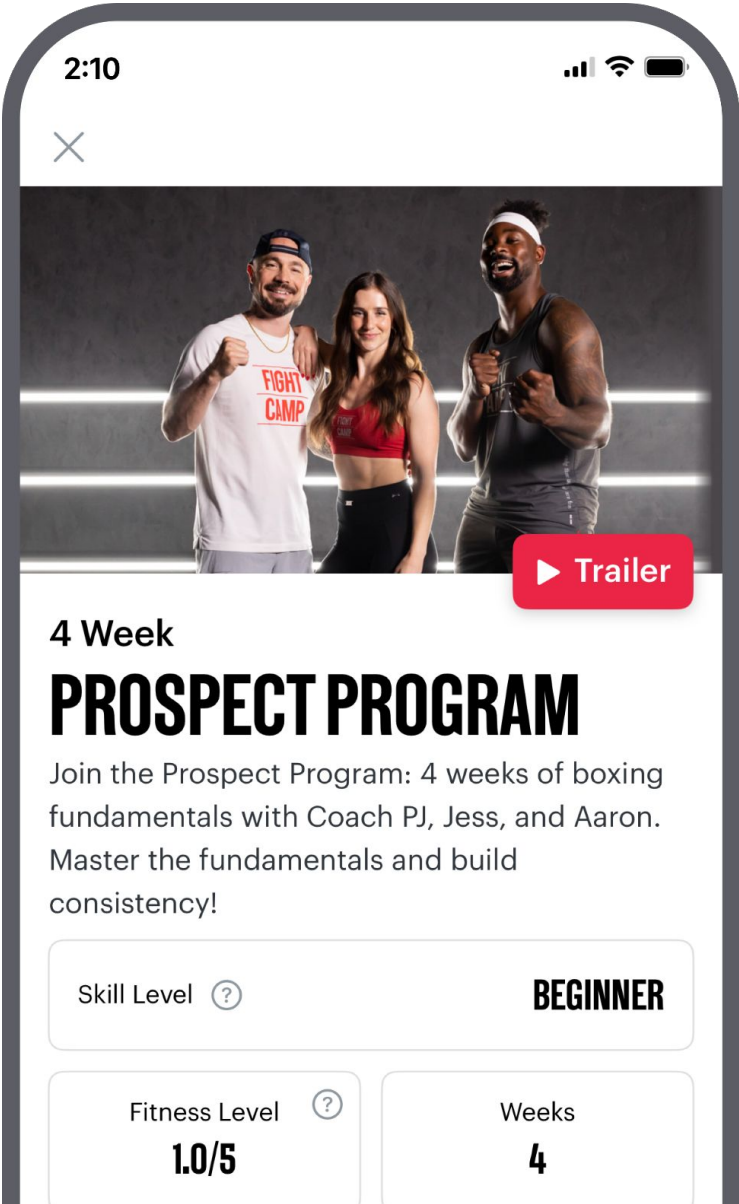


# 3000+ WORKOUTS AND TUTORIALS FOR ALL LEVELS OF EXPERIENCE

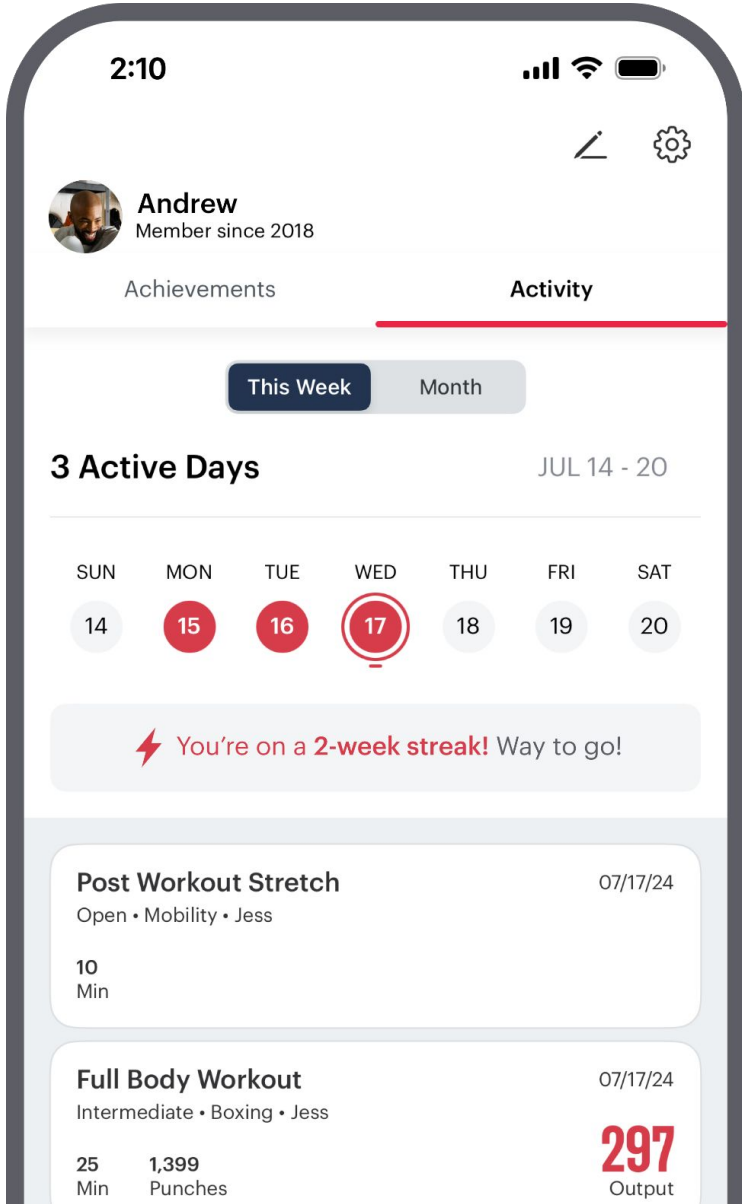
A Complete  
Workout Library



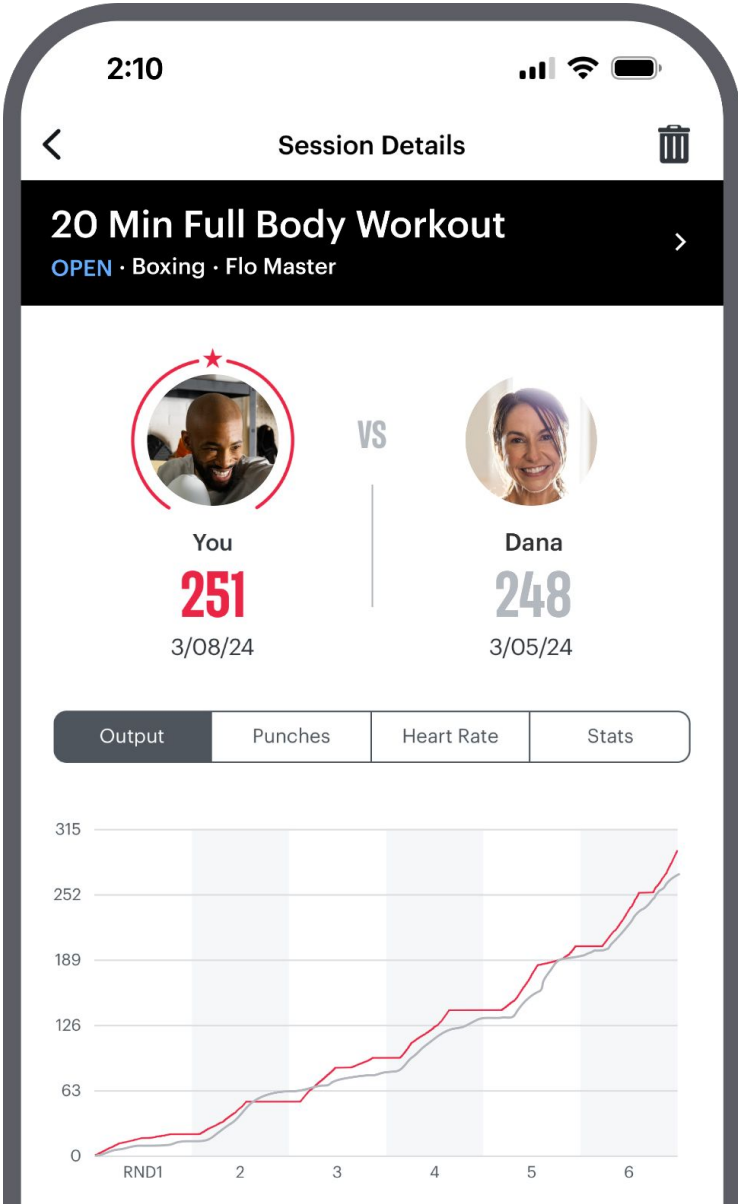
Access Trainers that  
are the Real Deal



Customize + Benchmark  
Your Performance



Push Yourself into  
the Gain Zone





# WE MAKE BOXING AVAILABLE TO **EVERYDAY** PEOPLE

- GENDER DISTRIBUTION:
  - **53%** Female
  - **47%** Male
- AVERAGE AGE:
  - **43%** are in their 30s
  - **30%** are in their 40s
- PREVIOUS BOXING/KICKBOXING EXPERIENCE:
  - **36%** have never stepped foot in a boxing gym
  - **30%** have only tried boxing once or twice





# LOWEST ENTRY PRICE POINT IN CONNECTED FITNESS

All FightCamp packages come with a Bag, Bag Ring, Gloves, Console + 4 Trackers, Quick Wraps, Ankle Wraps, and Heart Rate Monitor.

An active FightCamp Membership at \$39/month is required.

Membership gives you full access to our complete library of efficient, full-body workouts, and unlimited accounts for your household. Membership includes:

- 3000+ on-demand boxing, kickboxing, strength, core & recovery workouts (more added weekly)
- World-class instructors
- Real-time progress tracking
- Programs with day-by-day workout plans, and more!



## THE FIGHTCAMP PACKAGE

- Boxing Bag + Ring
- The Console + 4 Trackers
- 1 pair of Boxing Gloves + Quick Wraps + Ankle Wraps
- 1 Heart Rate Monitor

**\$799**



## ADD THE PARTNER WORKOUT PACK

- 1 pair of Boxing Gloves + Quick Wraps + Ankle Wraps
- 1 Heart Rate Monitor

**\$200**



# MEDIA CONTACT

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