



PRODUCT BROCHURE

2022 ANNUAL.





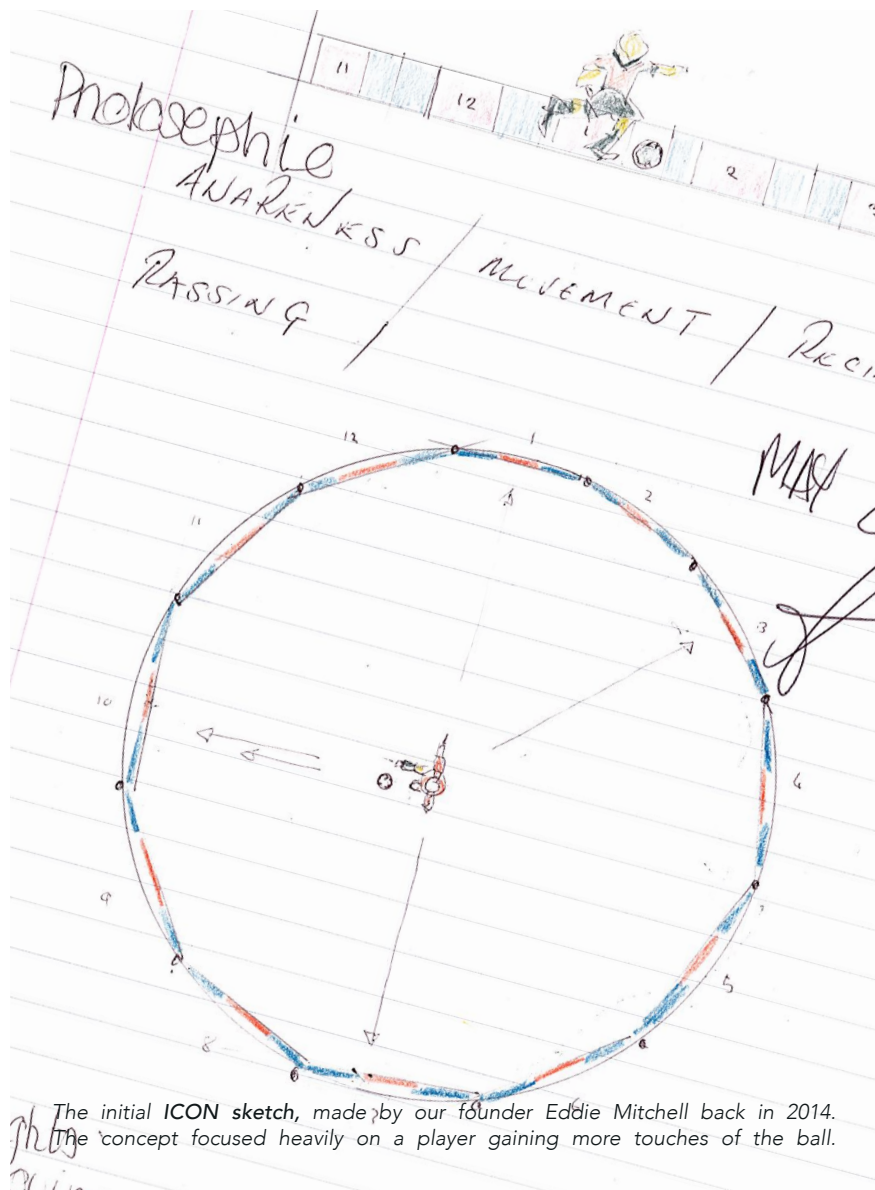
The ICON (6M) at FOOTGENiX, an advanced football training facility in Cairo, Egypt which uses the Elite Skills Arena technology to develop the local Egyptian talent.

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REPETITION | ACCELERATES | PERFORMANCE

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ABOUT ESA.

ESA products are built around the **philosophy of deliberate practice**: intense repetition combined with expert feedback.

Our team brings together expertise in elite football coaching, technology, and manufacturing to build **the most advanced training equipment in the world, trusted by many of football's leading clubs.**

Our mission is to empower coaches, delivering meaningful results in technical development, tactical awareness, and rehabilitation programmes.

OUR JOURNEY

Many great products begin life on a piece of paper. Our Founder, Eddie Mitchell sketched out **the first ICON in 2014**, shortly after selling AFC Bournemouth. Having taken The Cherries from the bottom end of League Two through to Premier League contention, he was no stranger to the impact that great coaching can have on player development.

Eight years later, **ESA supplies cutting-edge training technology to some of the world's best clubs and academies.** We empower coaches with data, allowing them to focus on the specific attributes required to enhance performance on the pitch.

Our product range is the result of years of research and development, in consultation with some of football's leading coaches.

SUITABLE FOR

- | Clubs & Academies
- | Education
- | Events
- | Centres/Facilities



WE'RE LEADING
A **REVOLUTION**
IN FOOTBALL
TRAINING.

05



WHAT OUR CUSTOMERS SAY.

06



Former Crystal Palace, Everton & Aston Villa winger Yannick Bolasie with his own custom branded ICON 4M, purchased to help him return to full fitness.



Yannick BOLASIE, Çaykur Rizespor & DR Congo (Player)

Things start coming naturally to me in games, and I know a lot of it's coming from doing the ICON drills in a small space. It has really benefited me away from the training ground."



Lee O'NEILL, Ipswich Town (Academy Manager)

It's really helped engage the players thought process into technical practices around passing, receiving, awareness, etc. Using the ESA technology has been really eye opening."



Edd VAHID, Southampton (Assistant Academy Director)

The involvement of the ICON is reflective of our efforts to be forward thinking in our approach to player development."



Cesar CORONEL, JC Sports (Owner)

Kids don't respond to laying out cones. It's all about creating engaging experiences for the players, while they're also getting a serious training session."



Borussia Dortmund and Belgian International Axel Witsel, taking on the Maestro Challenge inside the ICON at a PUMA boot launch in Germany.

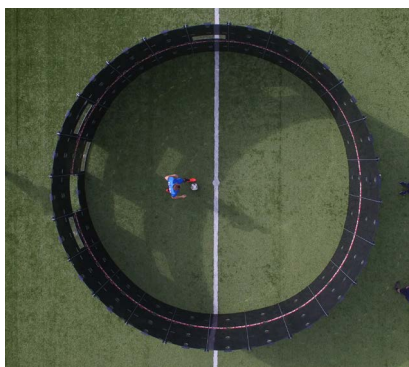


INTRODUCING THE ICON.

Intense Repetition + Instant Feedback + Expert Guidance

Designed to replicate match-realistic movements, players can fine-tune vital attributes like close control, passing accuracy, awareness, and much more. It's also a **great tool** for rehabilitation after injury, facilitating controlled, low-impact training, as a stepping stone to full-contact.

Since the initial development of our flagship **ICON** product in 2016, we have been able to create further innovative products for football. At present, **we have developed three further ICON models** and adaptations to **suit specific needs in the market**. These adaptations, alongside our flagship product the **ICON**, make up our **ICON Range**.



ICON 3.0.

ICON 3.0.

ICON 3.0.

STANDARD SIZES: **4M** **6M** **8M**

Our flagship product, the ICON 3.0 is used by elite clubs all over the world to fine tune skills, boost player engagement, and aid rehabilitation.

The ICON's circular design generates repetition, which produces the same amount of touches in a minute as you would attain in a 90-minute match. It provides a competitive environment for players to challenge themselves, working on a whole range of technical, physical and mental attributes. The ICON is fully waterproof and portable, allowing you to install and uninstall with ease. Set up times vary between sizes but can be expected to take anywhere between 15 to 30 minutes.

On top of our standard three ICON sizes we also have our ICON 10M & ICON 12M which have been used at

some of the World's biggest clubs.

As well as being an industry leading product in the world of football, the ICON is a great marketing and events tool due to its gamification aspect. The 4M is often used to engage with the public and has been used by high profiles clients such as Adidas, Walt Disney, Gillette, Tag Heuer & Volkswagen.

KEY FEATURES

- Detailed Performance Data from Vibration Sensors*
- Portable & Fully Waterproof*
- 12 Professionally Designed Training Modes*



ICON-ic Design - The ICON (6M) at an Adidas x SoCal event in California, USA, featuring a host of young exciting players from the region.



ICON V2. ICON V2. ICON V2.

STANDARD SIZES: 6M 8M

10

Developed in partnership with elite clubs, the ICON V2 adds another dimension to ICON training and is our most game realistic arena yet.

Additional technological features, consisting of three new types of panels, have created an arena to test your ability on virtually every attribute needed to play football.

The **Pro Panel** is a half-sized target panel which requires greater accuracy when playing. Our coaches have created this feature to help develop players under pressure, focusing their attentions on playing a key pass accurately.

On certain exercises, if a target is missed, the **Press Panels** will be triggered, forcing the player to work hard out of possession. The Press Panels are unique to the ICON V2. This heavily affects a player's score and tests aerobic ability.

Finally, the ICON V2 features the **Range Panel**, which extends the arena out by three metres, enabling a player to make longer passes. This comes with built-in Beam Breaker technology which, when activated, requires the player to run with or without the ball through the panel, moving the player away from centre.

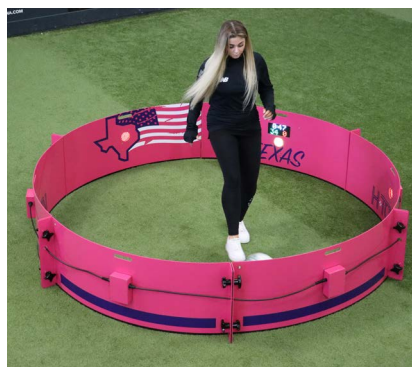
KEY FEATURES

- Detailed Performance Data from Vibration Sensors & Beam Breaker Technology
- Additional Panel Variations
- 10 ICON + 2 V2 Specific Training Modes





Our products have made numerous media appearances. In 2019, the V2 featured on BT Sport, with special guests taking part in the ICON Challenge.



ICON FAST FEET. ICON FAST FEET. ICON FAST FEET.

STANDARD SIZES: 2.5M

Designed to fit into tight spaces, the ICON Fast Feet is all about intensity, developing a players skills around close control, reaction time, and body manipulation.

At 2.5 metres in diameter, the Fast Feet retains all of the features of the larger ICON's and specifically focuses on training a players ability in tight areas.

Away from primarily being a football training aid, the ICON Fast Feet is also perfect for in store activations, corporate and fan engagement events, and is very popular with training facilities and gyms.

With it's small size, the Fast Feet can transform any space with maximum interaction for customers in locations such as retail shops, offices, gardens, gyms and stadia. Due to it's size, the Fast Feet is

also our quickest arena for set-up with an estimated time of only 5 minutes to install, giving the user complete control over portability.

We also offer our stackable panel option for the ICON Fast Feet, creating the Fast Feet V2. This allows a player to train with their head up, improving game performance allowing more time on the ball.

KEY FEATURES

Detailed Performance Data from Vibration Sensors

Portable with a Quick Set-up

12 Professionally Designed Training Modes



ICON Q. ICON Q. ICON Q.

STANDARD SIZES: 4 PANEL

13

Built on the same principles as the full-size model, and using all the same technology, the Q is an affordable version of the ICON built for academies and training centres.

Containing many of the same exercises as the ICON, the Q allows coaches to create their own drills, incorporating the arena and its technology into regular training sessions.

Ideal for academies and training centres, the Q is very easy to move between locations and we estimate set-up times to be less than 5 minutes with a two-person set-up.

It's also a great introductory product into the ESA world which gives you all of our core benefits in a simplified arena.

Love using your ICON Q but want to add additional benefits?

This arena can be upgraded to a full sized ICON at a later date by simply adding our panels.

ICON users can also purchase our connection cable and end supports to create the ICON Q from their ICON, making customisation a breeze and maximising arena usability.

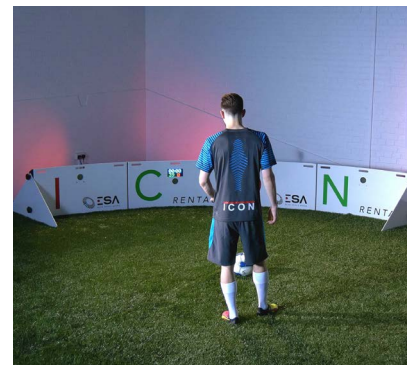
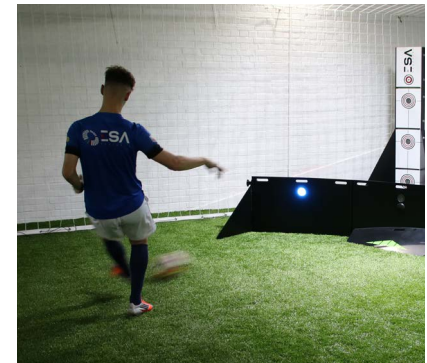
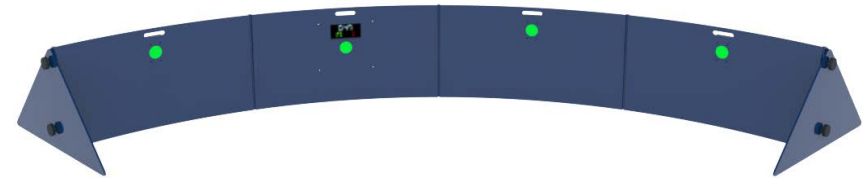
We offer standard sizing, plus bespoke size and panel options.

KEY FEATURES

Detailed Performance Data from Vibration Sensors

Useable within your Coaching Drills

9 Training Modes





The ICON Range - Two other variations of our flagship ICON arena, the V2 and Fast Feet. All three can be found at FOOTGENiX alongside the Precision Wall & Circuit.

THE WIRELESS CIRCUIT; GET CREATIVE.

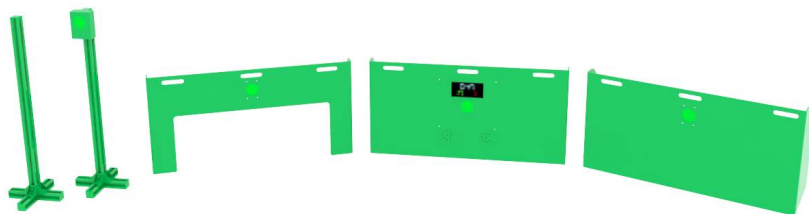
Designed alongside one of the World's biggest football clubs, FC Barcelona

Designed for professional training, the Circuit was our first wireless product, making it usable within traditional team and individual training sessions. In 2022, the Wireless Circuit was nominated for **Best Use of Technology for Injury Prevention/Rehabilitation** for the Sports Technology Awards.

Since 2019, the Wireless Circuit has been integral as a part of the FC Barcelona training programme by aiding players back from a spell on the sidelines. Ousmane Dembele, Sergio Aguero and 7-time Ballon d'Or winner Leo Messi have all got back to up to full-speed by using the technology, as well as the full squad during 2021/22 pre-season training.



Footballing legend Lionel Messi using the Wireless Circuit to aid his rehabilitation period at the start of the 2019 season.



WIRELESS CIRCUIT. WIRELESS CIRCUIT. WIRELESS CIRCUIT.

MODULES: REBOUND PASS-THROUGH GATE

Our Wireless Circuit allows coaches to create training drills around a diverse range of tactical scenarios. Modular and completely wireless, coaches can make use of the preset drills, or create their own using any combination of modules. We currently have 3 standard modules.

The **Rebound Module** is similar to a traditional rebound board, with the additional benefits of our technology. They are equipped with LED targets, timers and vibration sensors for real time feedback. Every Circuit must have at least one Rebound Module to act as the Master Module.

Our **Pass-Through Module** challenges players to make a precise pass under a small archway. They are fitted with LEDs and Beam Breaker technology, players must thread a pass through, or knock the ball through to themselves.

Finally our **Gate Module** simulates realistic dribbling and movement off-the-ball. A Beam Breaker is fitted, which players must pass through with or without the ball. The Gate can also be used as a speed trap to capture a players timings.

However you choose to set up the Wireless Circuit, realtime feedback is available via the data platform, giving coaches the insight they need to enhance training and boost performance.

KEY FEATURES

- | Detailed Performance Data
- | Portable & Fully Waterproof
- | 20 Metre Product Range



FINE-TUNE YOUR ATTACK WITH THE PRECISION WALL.

*Interactive smart goal allowing players to
develop their attacking attributes*

In 2016, the Precision Wall, an interactive full-sized goal, was first created in our showroom. The Wall differs from the ICON as it allowed players to practise their shooting and gather much needed feedback on their performance. It has proved hugely popular in the US inside soccer facilities.

Due to its gamification and competitive aspect, the Precision Wall has been a regular feature at sports events around the world. It has been used at the FIFA World Cup, outside stadiums for Netherlands National Team with Gillette and also used to open Gini Wijnaldum's very own Cruyff Court in Rotterdam.



PSG's Gini Wijnaldum taking on Sven de Langen at the Precision Wall during the opening of his own Cruyff Court in the Netherlands.

PRECISION WALL. PRECISION WALL. PRECISION WALL.

STANDARD SIZES: 9 PANEL 28 PANEL

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The Precision Wall helps players develop their attacking attributes, like shooting accuracy, first-touch, and teamwork.

Working individually or in teams, players can access a range of drills designed to replicate the pressure of real match situations. The Precision Wall is great for practicing set pieces, and can even simulate the dive of a professional goalkeeper.

We offer two standard sizes, a full size Precision Wall (28-panel) and 6-a-side (9-panel) Precision Wall. We also offer custom builds when customers have specific requirements.

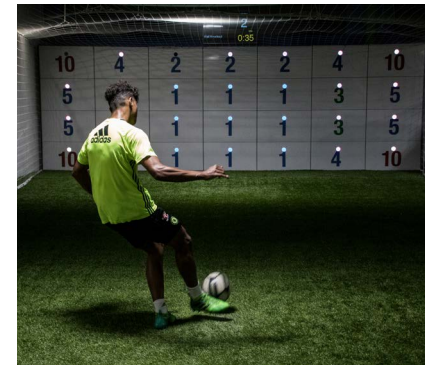
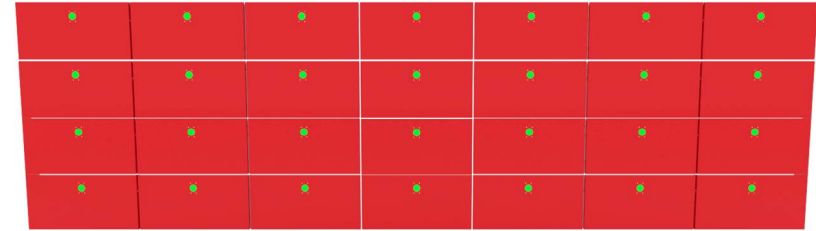
Panel appearance is fully customisable, with a range of colours and branding options available. Customers can also link two Precision Wall's of any size together to create a Smart Pitch.

This is perfect for small sided matches.

The Precision Wall's advanced technology allows the user to have complete flexibility. Users can set-up a 28-panel Wall and use it as a 9-panel goal with ease. Additionally, with our Gate from the Wireless Circuit, users can add a moving goalkeeper to their Wall, perfect for practising penalties.

KEY FEATURES

- | Detailed Performance Data from Vibration Sensors
- | Player Position Versatility
- | 9 Specific Wall Training Modes + Others





OUR FEATURES.

THE PANELS

All of our products are built with **high-grade aluminium**, which are powder coated in our various standard colours. They are then connected with acrylic joiners & rubber washers, making our range **100% portable** with standard set-up times

ranging from only 5-30 minutes. Our products have also been designed to **function in all weathers**, being able to be left continuously outside if required. Our products have been used in all circumstances from snow, extreme heat and torrential rain.

THE TECHNOLOGY

Housed on the back of our panels is the ESA Technology. All of our products feature **LED-lighting**, which operates independently to each other in pre-programmed sequences. These sequences are triggered by either our **Vibration Sensors**

or **Beam Breaker Technology**.

Our arenas also feature an audio system which produces **game-realistic sounds**. Our series 3 models saw an introduction to new **magnetic cables**, making set-up/portability even easier.

THE DATA HUB

Players and coaches can **track progress**, with statistics including high-scores and passing accuracy.

Users can also connect social accounts and **compete against friends**. *More on page 21.*





Stack them up! Our ICON panels are stackable, meaning users can add layers of dimensional training to their arena to increase difficulty when passing and receiving.

ESA DATA HUB.

GET SPECIFIC & GET COMPETITIVE

Our data hub allows coaches to benchmark a player's ability across a range of specialised training programmes.

ESA drills are professionally designed to develop specific attributes in players through repetition, from physical skills like close control and passing accuracy, through to psychological qualities like composure and vision.

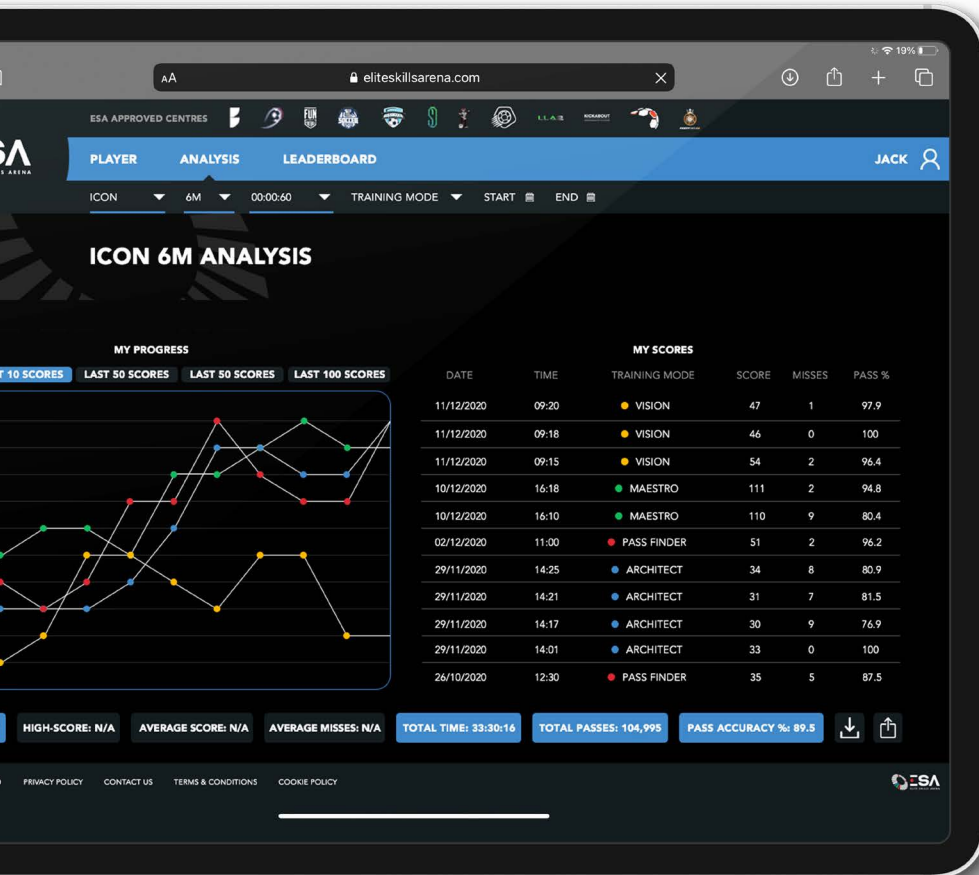
Our data hub makes it easy for coaches to spot problem areas, suggest appropriate training, and

track improvements over time.

ESA kit introduces a fresh, competitive element to training, boosting player engagement, and sharpening their hunger to improve.

A player receives a score at the end of each drill based on their performance, which is then added to their profile. Players compete with themselves and each other, and can even measure their scores against top pros.

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Benchmark
Performance



Track
Improvement



Engage
Players



PRODUCT PERSONALISATION.

COLOUR SPECIFICATION



Jet Black

Matte Finish



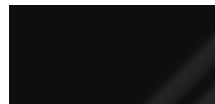
Black Grey

Matte Finish



Cobalt Blue

Gloss Finish



Jet Black

Gloss Finish



Traffic Red

Gloss Finish



Signal White

Gloss Finish

SUPPORTED BY OUR DESIGN TEAM

From our initial chat, our **in-house design team** will work with you to create your desired final look. We create initial **3D concepts** with your branding, before finalising scaled **2D designs** to show you the finished product.

We use vinyl stickers to add company **brand assets** onto the panels, and also offer branding options on the bags and batteries. In 2017, we created a dual paint option for our clients AIA, which used both their brand colours.



The colours in our colour spec are our standard panel paint choices. We also offer our clients a range of other colours at an additional cost, as well as other bespoke options.





Manchester United and Danish legend Peter Schmeichel competing inside one of 12 Tag Heuer ICON's during their #DontCrackUnderPressure campaign.



The Levity can be curved to fit any sized ICON and allows for increased difficulty to test a players ability when controlling their pass.

PRODUCT EXTRAS.

PANEL BAGS

Our transport bags are ideal for clients looking to transport their product between various locations. The panel bags are currently available for our ICON Range & Precision Wall panels.

LEVITY

An aluminium ramp, increasing the difficulty of training, with the ball rebounding to the player at different heights. We have curved levity's for the ICON and also straight ones for the Precision Wall & Circuit.

TRAINING MODES

Whilst we welcome customer suggestions for new training exercises, and program as many as we possibly can, customers can also pay a small fee to have their own bespoke training mode created to add another dimension to their ESA product(s).

MAINTENANCE KIT

A range of additional parts to decrease the impact of any issues that arise, and to increase the speed of any maintenance required. Recommended for customers with multiple products, including training facilities.





A bespoke 4 panel ESA arena, used by sportswear giants Adidas at a boot launch activation set-up in a flagship store in London, United Kingdom.

PAYMENT OPTIONS.

DEPOSIT NOW & BALANCE BEFORE

Our standard and most common way we sell our products is via a 50% deposit to confirm purchase and remaining 50% balance before shipment. This ensures

a fast transaction and the ESA team will keep you updated on production throughout. We also offer full payment advances and other deposit options (75% etc.)

PAYMENT PLAN

We can offer payment plans with a 50% deposit and the remaining balance paid in instalments over a maximum of 12 months after delivery (subject to status).

We offer this service at no extra cost, giving customers payment flexibility.

SUBSCRIPTION PURCHASES

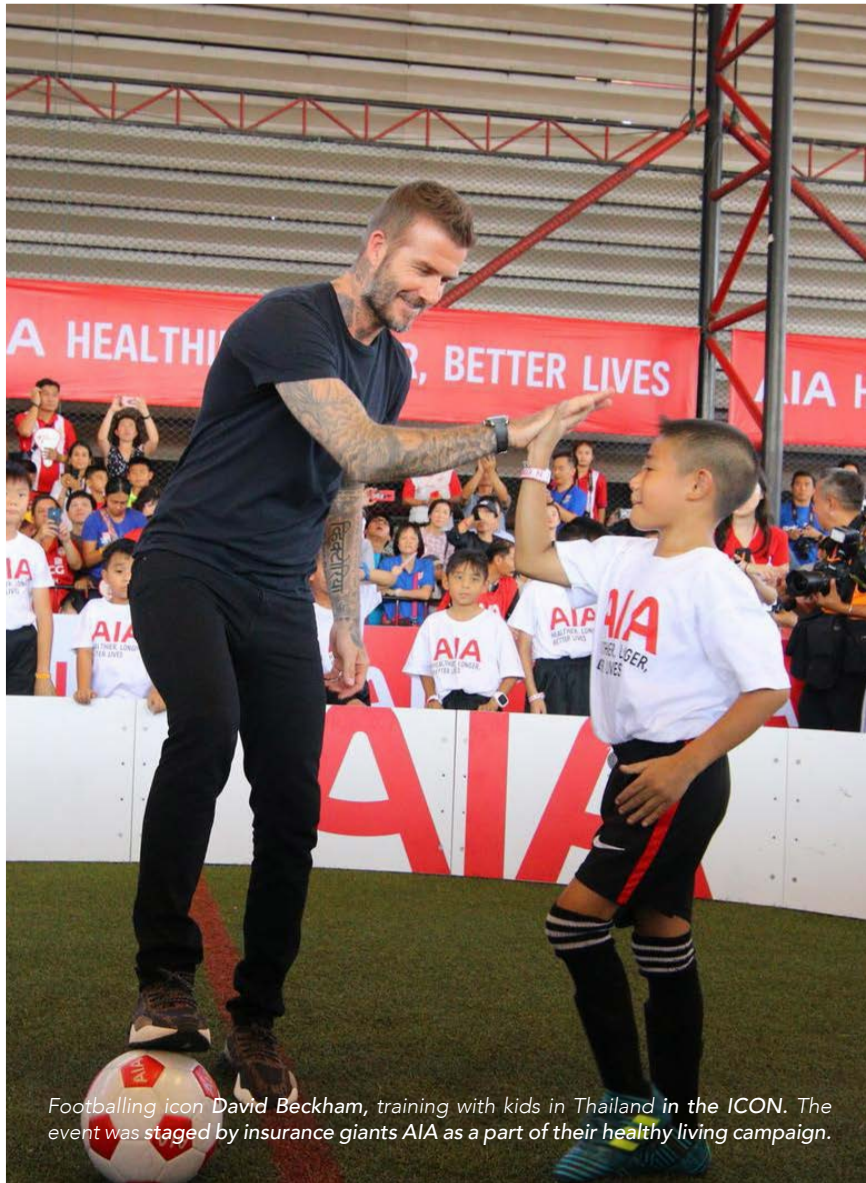
New for 2022, we now offer our clients subscription purchases, which include lower deposits with more balance options. Customers can now pay 20% of their order

followed by the balance over 1, 2 or 3 years. This does come with an interest fee starting at 0.4% for a 12 month repayment window.



Delegates at SPOBIS, Europe's largest sports business event, testing out the ESA equipment alongside our German partners Cotesk.





Footballing icon David Beckham, training with kids in Thailand in the ICON. The event was staged by insurance giants AIA as a part of their healthy living campaign.

OUR SECTORS.

FOR CLUBS

We work with elite clubs all over the world and help them to; enhance training with data-led drills, benchmark and track individual performance and aid rehabilitation and recovery from injury.

FOR ACADEMIES

While ESA training can fine tune the skills of pros, the greatest gains we see are those made by youth players. Our training is designed to turn promise into performance, isolating the attributes young players need to develop, and perfecting them over time.

FOR EDUCATION

Schools and universities can use ESA kit to enhance their facilities, and offer their students a world-class training experience. Our innovative platform facilitates detailed academic studies, while younger students can be introduced to data-driven sports science in a fun and engaging way.

FOR EVENTS

We work with brands to create unique football experiences for events. Our kit allows fans to get closer to the action, testing their skills, competing against their friends, and even comparing their scores to top pros.



PARTNER WITH ESA.

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We're always on the look out for new distribution partners to help us extend our reach outside of the UK. We've worked with distributors on (almost) every continent, supplying equipment to clubs, academies, universities, gyms, events companies, and much more.

At the beginning of 2022, we boasted 18 exclusive partners from around the world and have been working closely with some of our network since 2016. Our expanding network means we can offer customers a professional tailored service in a range of different languages in multiple locations. Enabling our clients to understand our products clearly and choose a package which is best suited to them.

On top of our partnerships we have our ESA certified centres,

which include the ESA run FTY Lab which opened its doors in 2021. At the start of 2022 we have 20 certified centres using products from our range, with additional centres further in construction. Locations range from Texas, USA to downtown Cairo, Egypt.

What our partners and certified centres all have in common is a desire to bring cutting-edge training methods to their region, promoting participation in the beautiful game, and fostering the next generation of talent. If you run a training centre, or are thinking of opening one, get in touch with the team to find out how ESA can supercharge your coaching programme.





The ICON Boys - Entrenched at the core values at ESA, is a passion for developing and improving the next-gen of players with our state-of-the-art products.



A young semi-professional player inside the FTY Lab on our **ICON 6M** arena. The lab is ideal for all players wanting to improve and develop their skills.

WORLD'S FIRST FOOTBALL GYM.

The FTY Lab is a specialist football gym, powered by ESA equipment.

Inside, you'll find all the ESA kit used by elite teams around the world, alongside fitness stations, and fun games like football tennis.

Their doors are open to players of all ages and ability, whether you're just out to learn the basics in a fun, engaging environment, or a serious competitor looking to take your game to the next level.

WHAT'S ON OFFER?

Smart Pitch - Compete against friends, team-mates or the opposition. Created with two Precision Wall's, players can practice set-plays or even challenge someone at Pro-Shootout, a ten-pin bowling style game.

ICON Training - Experience a whole new way of training with the industry leading ICON Range. Work on match situations, passing, controlling and vision in a variety of different sizes from 2.5M - 8M.

Precision Wall - Designed to transform your attacking attributes, the FTY Lab features both the standard 28 Panel and 9 Panel Precision Walls.

Sprint Lanes - Test your speed against the best, your idols or even just your friends with the Sprint Lanes, made with our Gate Modulares.

Latest ESA Developments - Being our partners, the FTY Lab often is the first place to try all our new kit and even experience some of our prototypes.



CONTACT.

ADDRESS

HQ: Elite Skills Arena Limited, Unit C1B, Poole Retail Park,
Poole, Dorset, BH12 1DN

DEPARTMENTS

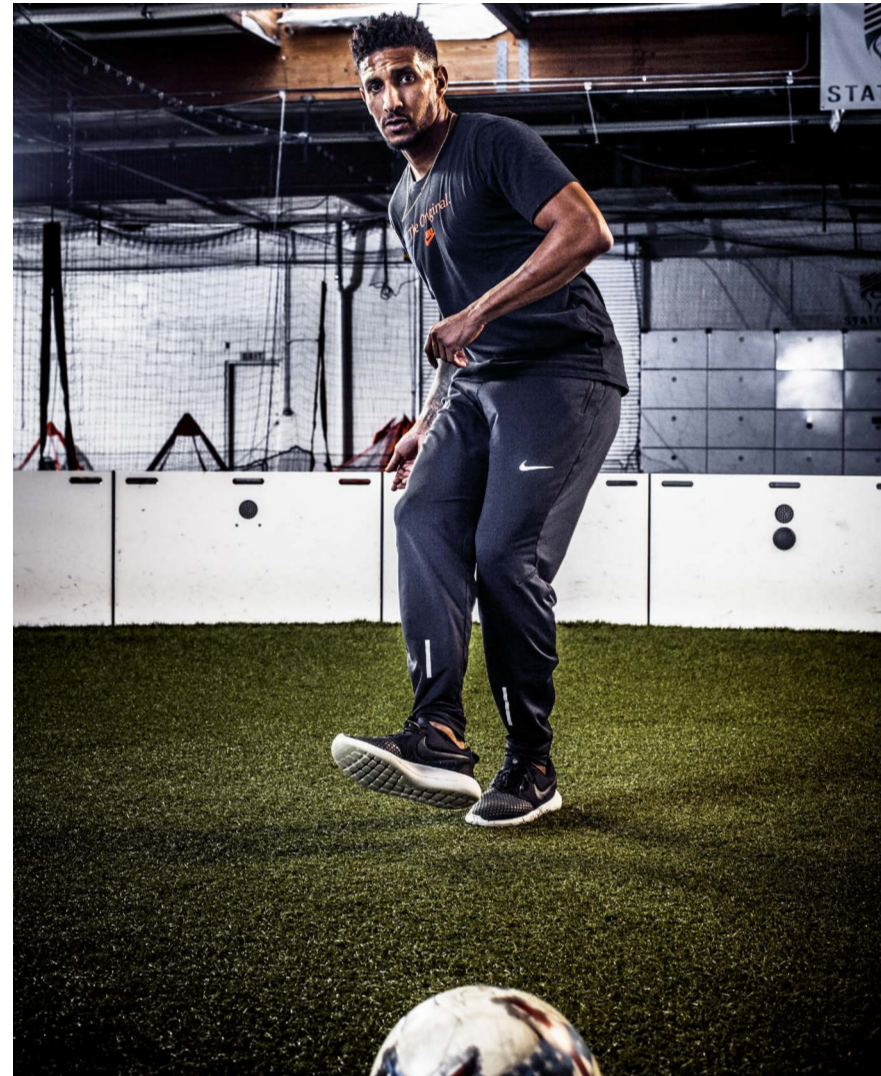
Office: info@eliteskillsarena.com
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Marketing: marketing@eliteskillsarena.com
Accounts: accounts@eliteskillsarena.com

PHONE & WEBSITE

Main Line: +44 (0) 1202 701673
Website: www.eliteskillsarena.com

OFFICE OPENING HOURS (UTC)

Monday: 08:00 - 16:00
Tuesday: 08:00 - 16:00
Wednesday: 08:00 - 16:00
Thursday: 08:00 - 16:00
Friday: 08:00 - 16:00
Saturday: CLOSED
Sunday: CLOSED



MLS regular **Sean Franklin**, training inside the **ICON** at one of the very first ESA powered facilities in California, USA. SoCal Soccer also housed the US' first **Precision Wall**.





REPETITION | ACCELERATES | PERFORMANCE