

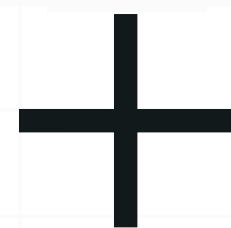
INTRODUCING ESA+

Launching April 1st 2023

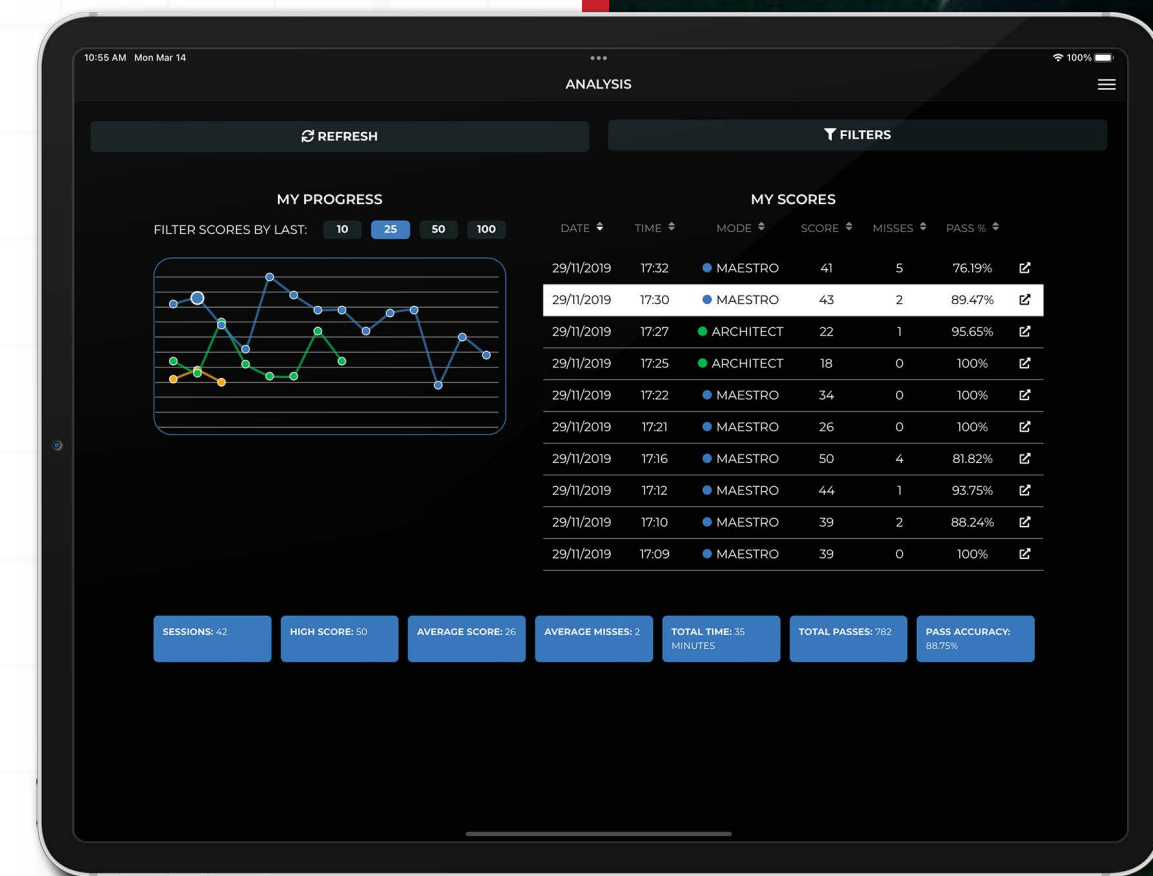
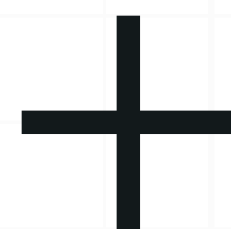


+ CONTENTS

- + Applications
- + Training
- + Media
- + Access
- + Support
- + Join



ESA+ has been created to provide ongoing benefits for our customers. Producing an **affordable way to access additional features and content that aren't currently available to users**. Become an ESA+ member to unlock new and exclusive content.





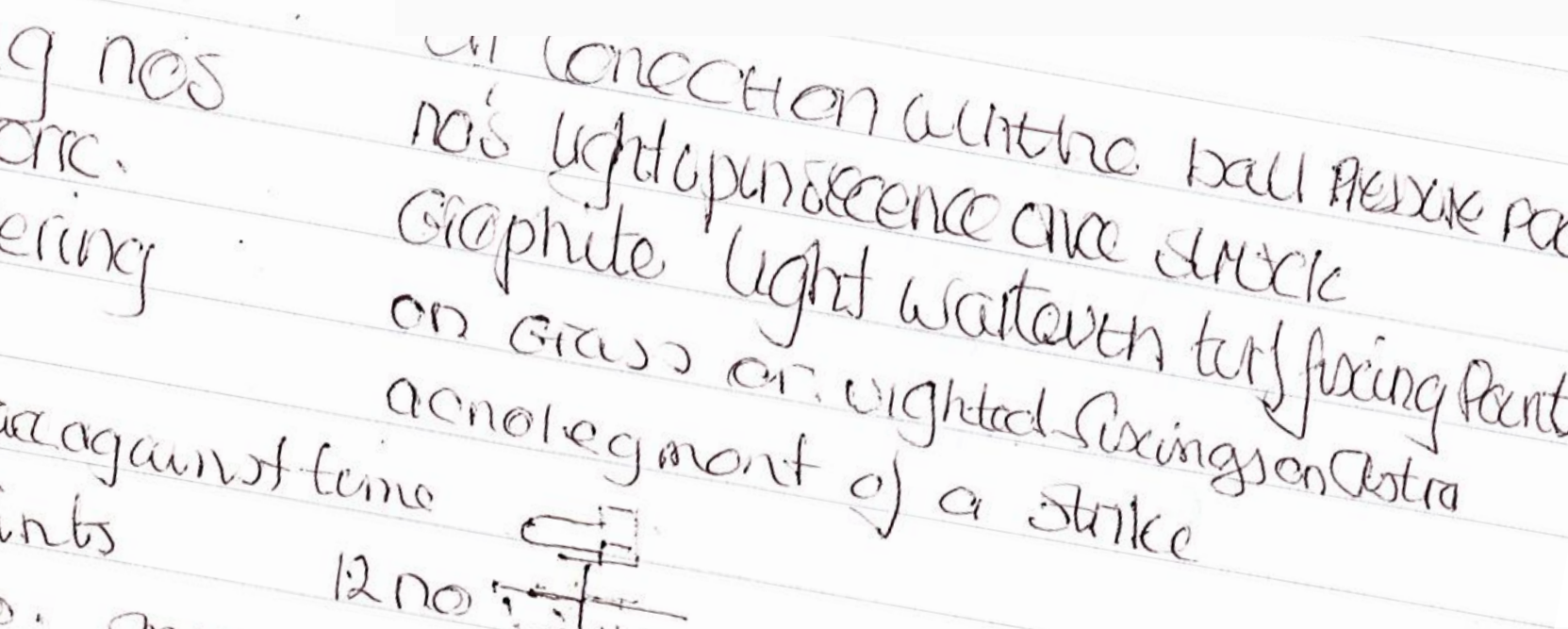
Eddie MITCHELL - Founder

“

Through collaborating with some of the world's top coaches, our products have evolved to new heights of excellence in training. **Our ESA+ platform offers all-access for our customers and partners to enhance their products, and receive additional value.**

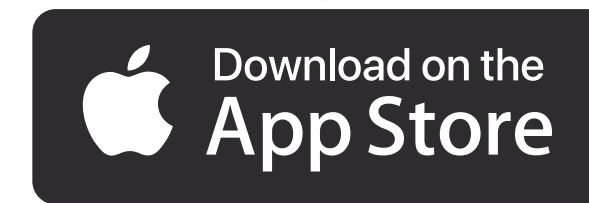
We want to create an ESA Community where our customers are at the forefront of future developments and shaping the ESA products in the years to come.

”



+ APPLICATIONS

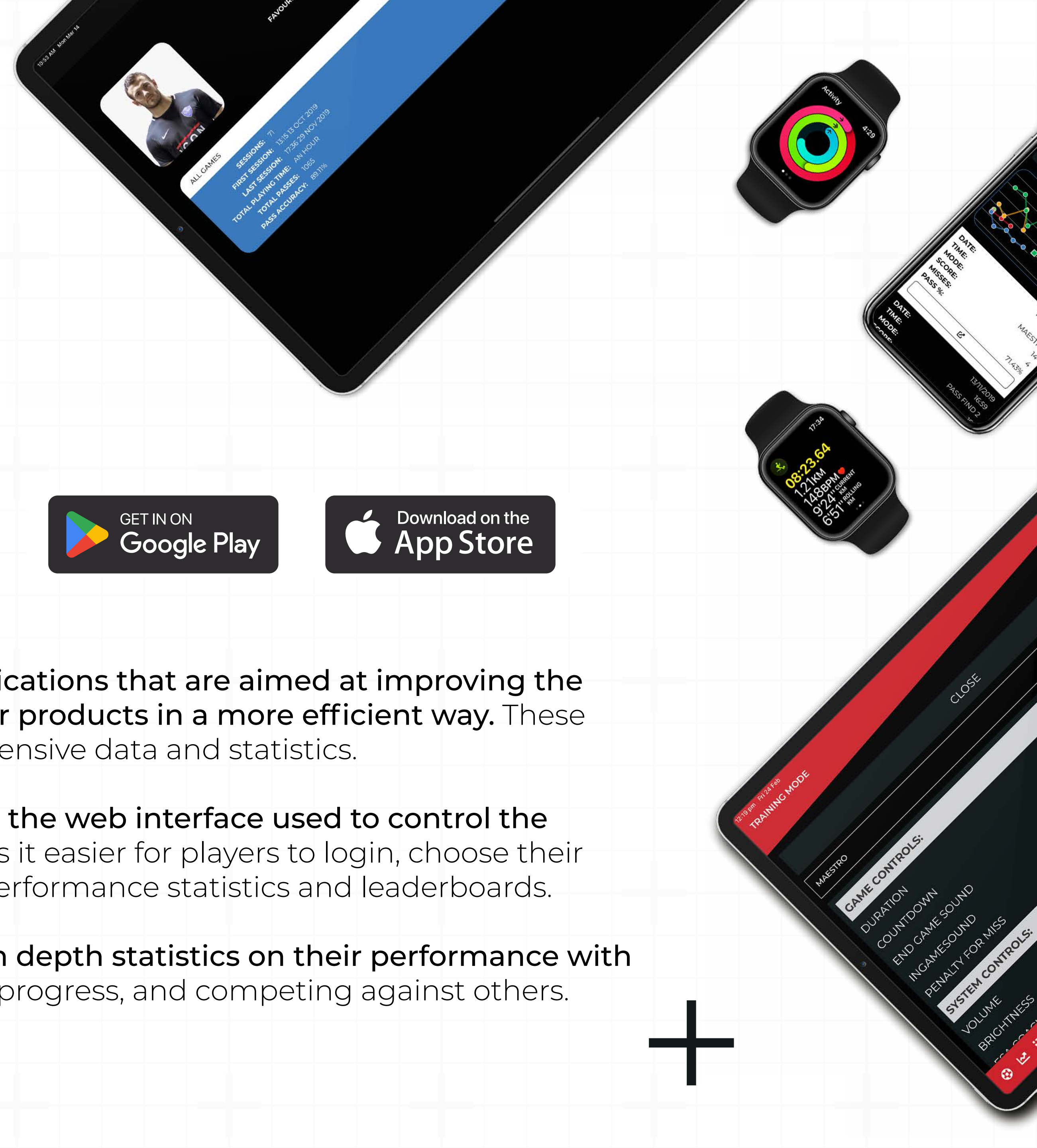
- + ESA Controller
- + ESA Data Hub
- + ESA Game [Post-Launch]



ESA has designed and developed web and **mobile applications** that are aimed at improving the **overall experience, enabling users to interact with their products in a more efficient way.** These applications have been engineered to provide comprehensive data and statistics.

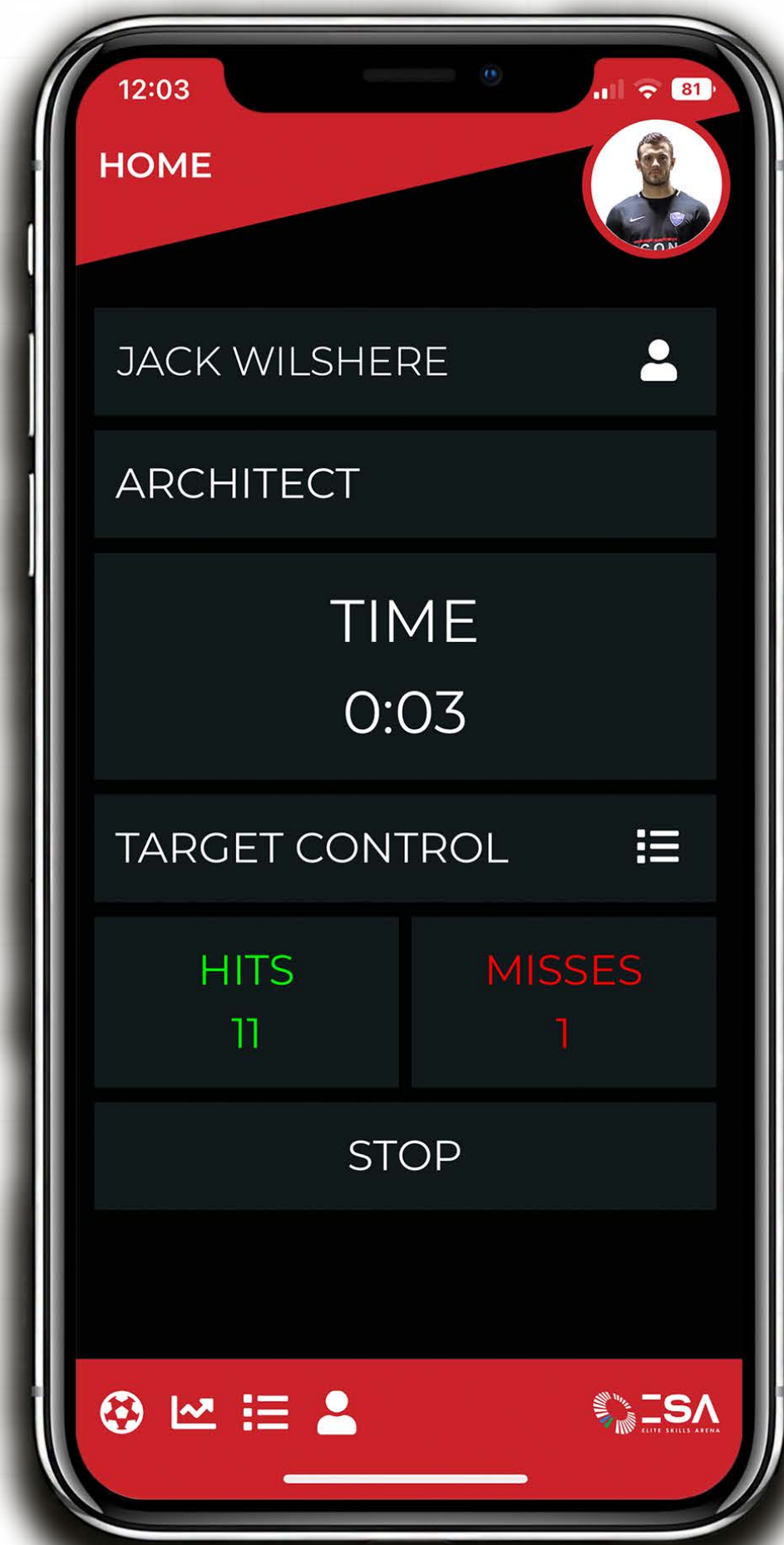
We have created **the ESA Controller, a new upgrade on the web interface used to control the product** and navigate the settings. The Controller makes it easier for players to login, choose their settings and start a session, as well as providing some performance statistics and leaderboards.

The ESA Data Hub is a portal where players can view in depth statistics on their performance with the **ESA Products**, analysing their technical and fitness progress, and competing against others.





ESA CONTROLLER



+ Top 10's & Training Mode Stats

- Connect with Data Hub
- Filterable Options
- Training Mode Settings
- Previous Performance
- Select Targets
- Detailed Session Analysis
- Start/Stop Training Mode
- Expand for Health Stats
- Control Bar



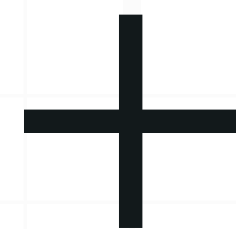
ESA DATA HUB



+ Leaderboards & Player Index

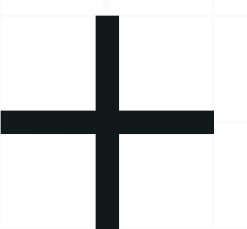
+ TRAINING

- + Exclusive Training Modes
- + Suggest a Training Mode
- + ESA Coach Audio
- + Session Plans



Training Modes: By subscribing to ESA+, you will gain exclusive **access to a variety of new and innovative training modes** that have been developed by a team of experienced ex-professionals and coaches. These training modes have been designed to offer a comprehensive range of training routines that cater to all levels of fitness and expertise (more information on next page).

As a company, we are dedicated to providing our users with the most effective and personalised training experiences possible. As part of our commitment to excellence, we are thrilled to offer you **the opportunity to submit your own training mode ideas for our team to develop**. This exciting initiative allows you to share your expertise and creativity with us, and gives us the chance to further enhance our platform based on your valuable input. Our football development team will review all submissions and select the very best ideas to bring to life, ensuring that our users receive the most cutting-edge and innovative training options available.



ICON 3.0



Standard Modes

- Vision
- Pass Finder 1, 2 and 3
- Pass Finder Plus
- Pass Finder N
- Maestro
- Knockout
- Architect
- King of the Ring

ESA+ Additional Modes

- + Maestro Pro
- + Decision Maker
- + Pass Finder React
- + Architect Vision
- + Momentum
- + Playmaker
- + Trio (8M Only or Bigger)

ICON Fast Feet



Standard Modes

- Vision
- Pass Finder 1, 2 and 3
- Pass Finder Plus
- Pass Finder N
- Maestro
- Knockout

ESA+ Additional Modes

- + Maestro Pro
- + Decision Maker



EXCLUSIVE TRAINING MODES



ICON V2



Standard Modes

- Vision
- Pass Finder 1, 2 and 3
- Pass Finder Plus
- Pass Finder N
- Maestro
- Knockout
- Architect
- King of the Ring
- Dynamic

Standard Modes (Cont.)

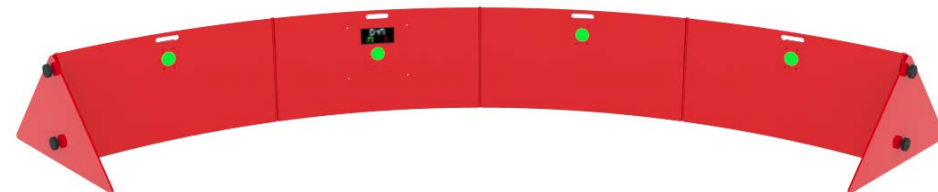
Beam Repetition

ESA+ Additional Modes

- + Maestro Pro
- + Decision Maker
- + Pass Finder React
- + Architect Vision
- + Momentum
- + Playmaker
- + 30/30 Vision

(Press Panels Active for Vision & Maestro)

ICON Q



Standard Modes

- Vision
- Pass Finder 1, 2 and 3
- Pass Finder Plus
- Pass Finder N
- Maestro
- Knockout

ESA+ Additional Modes

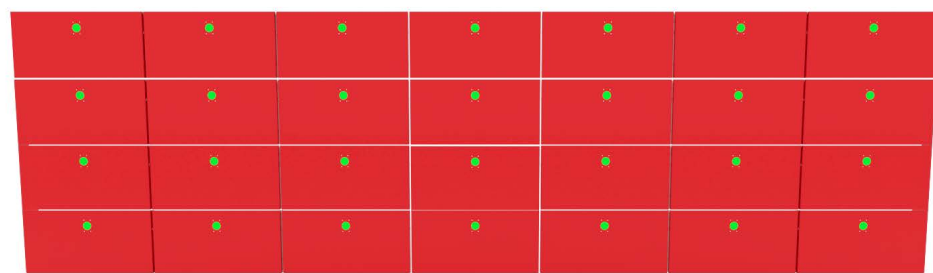
- + Maestro Pro



EXCLUSIVE TRAINING MODES



Precision Wall



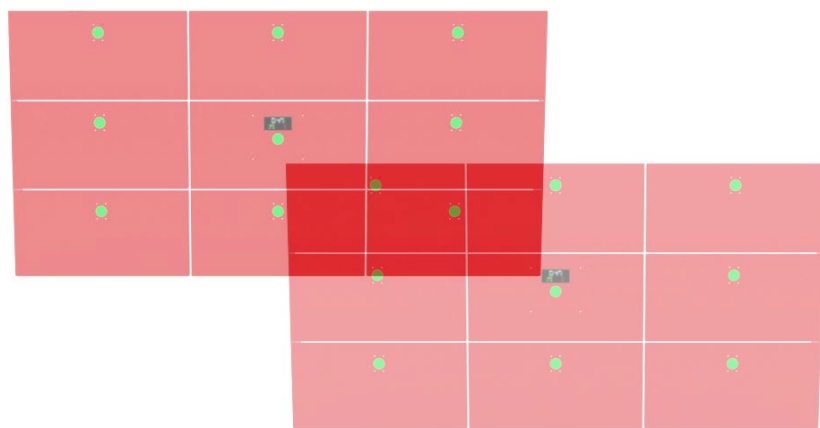
Standard Modes

- Vision
- Pass Finder 1, 2 and 3
- Pass Finder Plus
- Pass Finder N
- Maestro
- Knockout
- Wall Knockout
- Wall Max

ESA+ Additional Modes

- + Corners
- + Goal Sides
- + Finisher
- + Wall Max Index
- + Pro Shootout
- + Noughts & Crosses
- + Speed Radar Max*
- (Adjustable Wall Size - Only for 28 Panel Walls)

Dual Precision Wall



< Standard Wall Modes

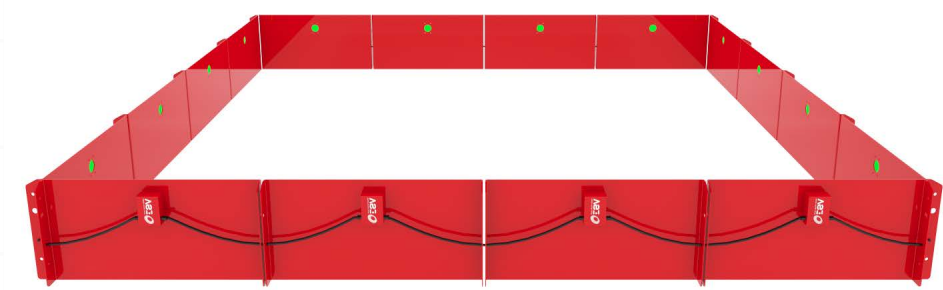
- ESA+ Additional Modes
- + Corners
- + Goal Sides
- + Finisher
- + Wall Max Index
- + Pro Shootout
- + Noughts & Crosses
- + Football
- + Dual Goal



EXCLUSIVE TRAINING MODES



CUBE



Standard Modes

- Vision
- Pass Finder 1, 2 and 3
- Pass Finder Plus
- Pass Finder N
- Maestro
- Knockout
- Architect
- CUBE Repetition

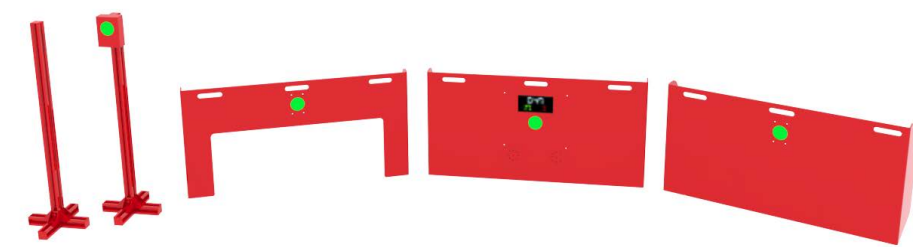
ESA+ Additional Modes

- + Maestro Pro
- + Decision Maker
- + Pass Finder React
- + Architect Vision
- + Momentum

Standard Circuit Modes >

- Vision
- Pass Finder 1, 2 and 3
- Pass Finder Plus
- Pass Finder N
- Maestro
- Knockout
- Gate Sprints

Wireless Circuit



ESA+ Additional Modes

- + Maestro Pro
- + Decision Maker
- + Full Back
- + Vision Sequence
- [Insert Name]

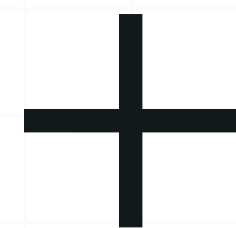


EXCLUSIVE TRAINING MODES



+ TRAINING (CONTINUED)

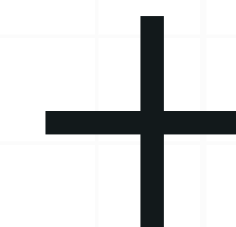
- + Exclusive Training Modes
- + Suggest a Training Mode
- + **ESA Coach Audio**
- + Session Plans



ESA Coach: To deliver a more engaging training experience, we have implemented further advancements in our technology. Our latest innovation, the ESA Coach, **provides audio feedback** from the ESA product speakers. Initially this is incorporated in two ways:

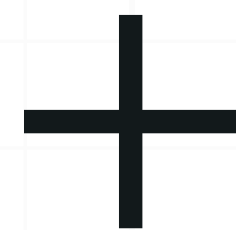
- 10 second Audio explanations of each exercise prior to the game commencing.
- In game audio cues based on performance, motivating the player to keep working, or praising their efforts.

There are several more planned developments to come with the ESA Coach including more intelligent and personalised guidance mid-session.



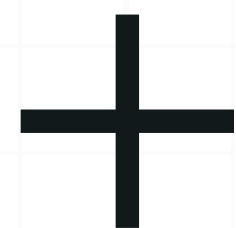
+ MEDIA

- + Access to the ESA Content Library
- + ESA Coach PT Session Videos
- + ESA Competitions



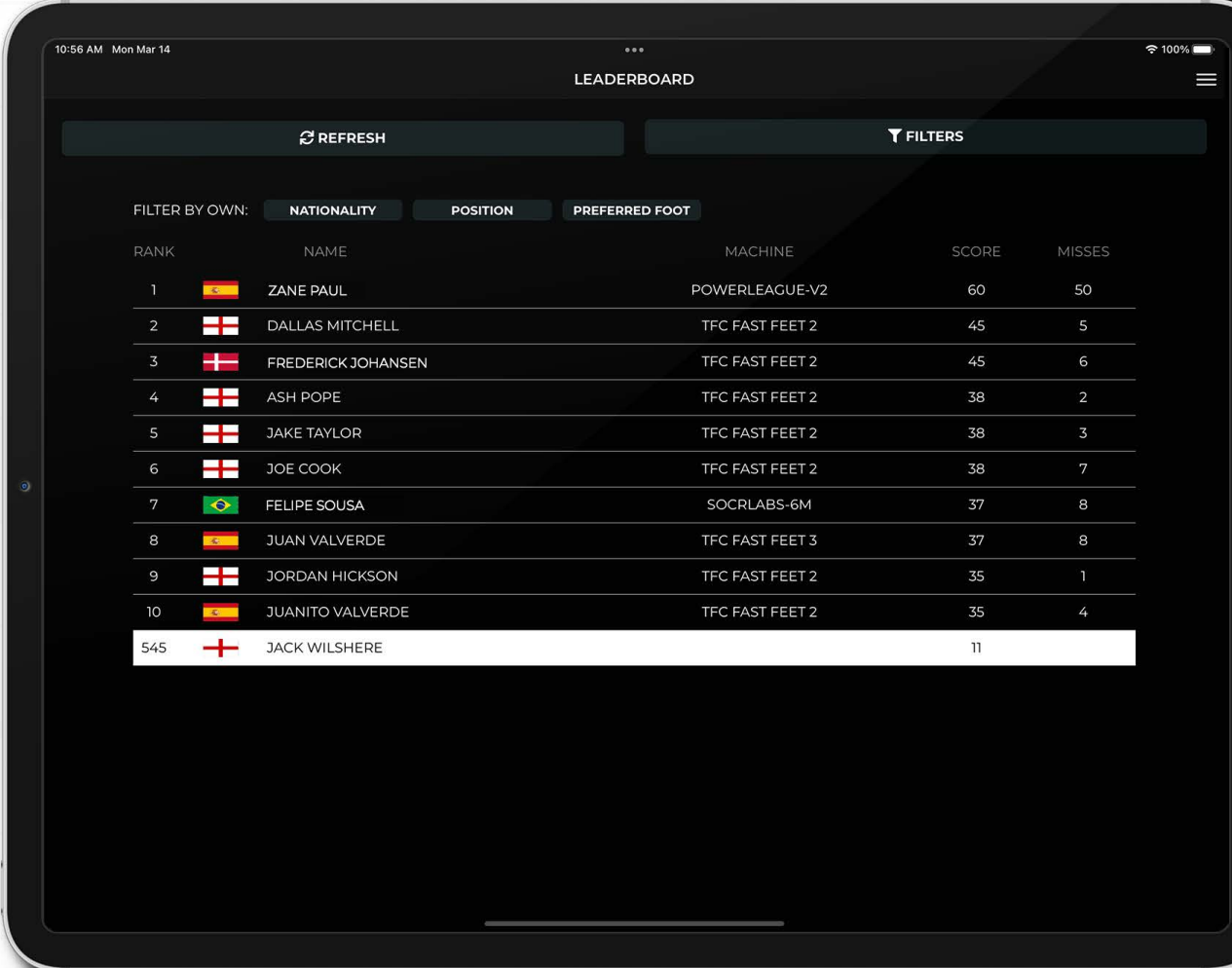
By subscribing to ESA+, not only will you have **access to the exclusive media that ESA has created over the years**, but you'll also be granted the opportunity to leverage the diverse range of content available within the platform for your own promotional purposes. With **a vast array of training resources, skill development exercises, and insightful interviews with renowned sports professionals**, ESA+ offers a unique advantage to anyone seeking to improve their athletic abilities or promote their brand to a wider audience.

Gain full **access to a comprehensive library of ESA Coach PT Session Videos** that not only provide players with the opportunity to train alongside, but also offer detailed demonstrations of various Training Modes. All **ESA+ partners will also have the opportunity to compete in worldwide competitions** on the ESA Products, with both individual and organisation prizes up for grabs!



+ MEDIA (COMPETE)

+ Daily, Monthly and All-time
Competition Leaderboard



LEADERBOARD				
REFRESH FILTERS				
FILTER BY OWN: NATIONALITY POSITION PREFERRED FOOT				
RANK	NAME	MACHINE	SCORE	MISSSES
1	ZANE PAUL	POWERLEAGUE-V2	60	50
2	DALLAS MITCHELL	TFC FAST FEET 2	45	5
3	FREDERICK JOHANSEN	TFC FAST FEET 2	45	6
4	ASH POPE	TFC FAST FEET 2	38	2
5	JAKE TAYLOR	TFC FAST FEET 2	38	3
6	JOE COOK	TFC FAST FEET 2	38	7
7	FELIPE SOUSA	SOCRLABS-6M	37	8
8	JUAN VALVERDE	TFC FAST FEET 3	37	8
9	JORDAN HICKSON	TFC FAST FEET 2	35	1
10	JUANITO VALVERDE	TFC FAST FEET 2	35	4
545	JACK WILSHERE		11	

A new way to motivate and engage your users. Our latest innovation provides users with access to real-time leaderboards, allowing them to see exactly where they rank in a global competition. **With ESA+, your users can compare their scores to the best of the best**, gaining valuable insights into their performance and identifying areas for improvement.

Enhance your training experience with an exciting and competitive environment, ESA+ can help to **drive engagement and foster a sense of community** among your audience.



RANK	NAME
1	AMELIA GREEN
2	MATT OWEN
3	RAFAEL TEIX
4	JOHN STAR
5	LOLA BUR
6	GREG HA
7	OLIVIA
8	TED H
9	SETH
10	LILY

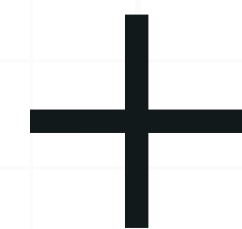
+ **ACCESS** [Post-Launch]

- + Discounts on Product Accessories
- + Discounts on ESA Online Store
- + Exclusive Access to ESA Merchandise



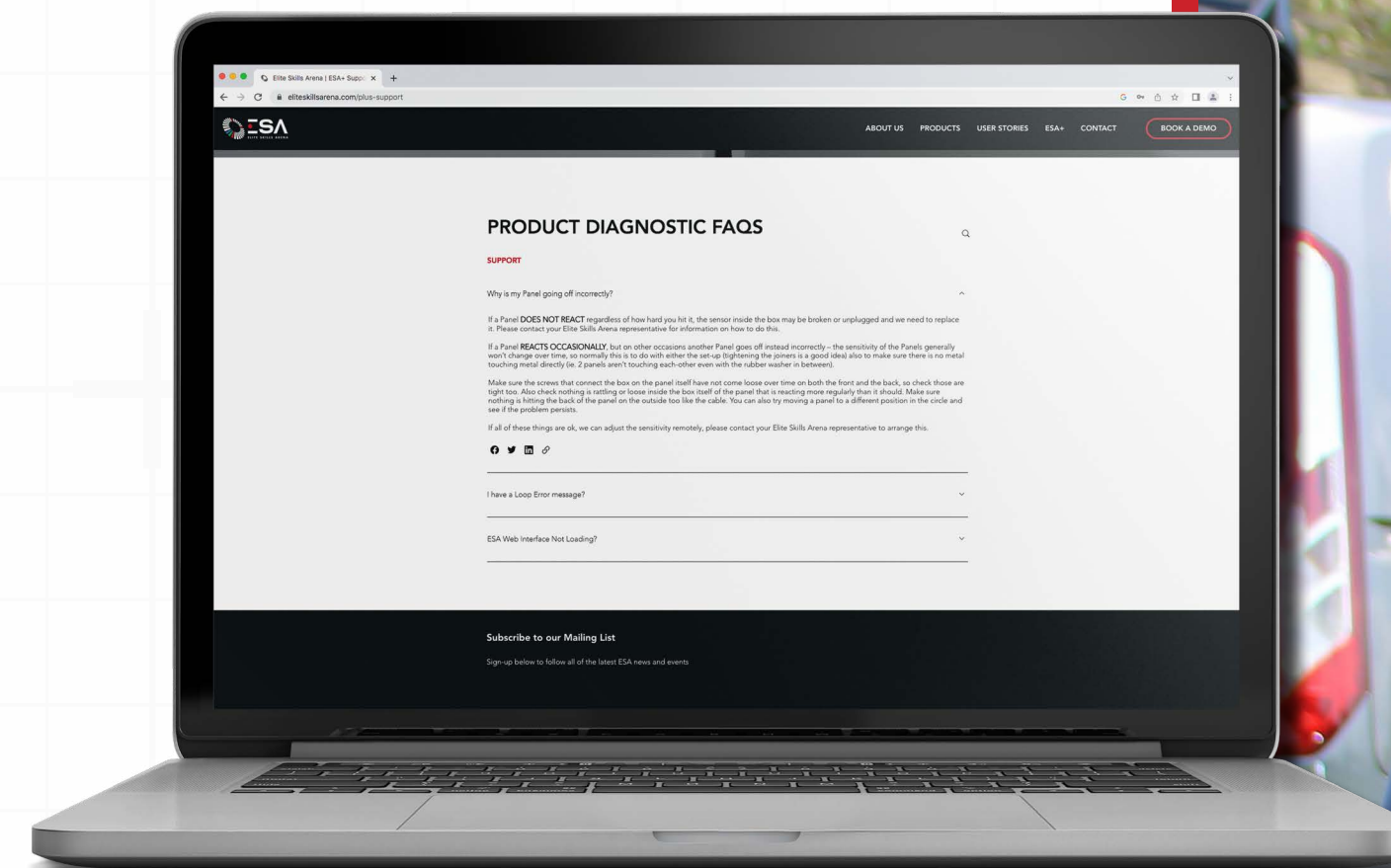
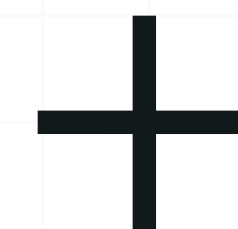
+ SUPPORT

- + Product Issue Diagnostic
- + FAQ on Products & Set-up
- + Live Chat Feature [Post-Launch]



We understand that when it comes to **providing exceptional customer service**, timely and effective communication is key. That's why we offer our ESA+ customers access to our dedicated support area, download our operation and maintenance manual to maintain best practice with the equipment, or view answers to the most common issues in the FAQ's section.

Coming soon also will be our live chat feature, allowing you to easily connect with a member of our support team to deal with your queries promptly.



+ JOIN (PRICING)

We've made ESA+ **accessible for all**, our memberships are available monthly and annually with a tiered pricing structure based on the quantity of products owned.

1-2 ESA Products

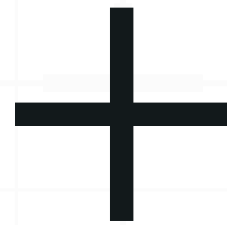
3-5 ESA Products

6+ ESA Products

<div>1-2 ESA Products</div> <div>£70</div> <div>Every month</div> <div>Full ESA+ Access with Monthly Payments</div> <div>START NOW</div> <div><div>→ ESA Data Hub with Unlimited Users</div><div>→ ESA Controller Application</div><div>→ Access to the ESA+ Online Portal</div><div>→ Access to ESA Coach and Custom Session Plans</div><div>→ Quarterly Updates with the Latest and Exclusive Developments</div><div>→ Entry into ESA Competitions</div></div>	<div>BEST VALUE</div> <div>1-2 ESA Products</div> <div>£720</div> <div>Every year</div> <div>Full ESA+ Access with Yearly Payments</div> <div>START NOW</div> <div><div>→ ESA Data Hub with Unlimited Users</div><div>→ ESA Controller Application</div><div>→ Access to the ESA+ Online Portal</div><div>→ Access to ESA Coach and Custom Session Plans</div><div>→ Quarterly Updates with the Latest and Exclusive Developments</div><div>→ Entry into ESA Competitions</div></div>	<div>3-5 ESA Products</div> <div>£120</div> <div>Every month</div> <div>Full ESA+ Access with Monthly Payments</div> <div>START NOW</div> <div><div>→ ESA Data Hub with Unlimited Users</div><div>→ ESA Controller Application</div><div>→ Access to the ESA+ Online Portal</div><div>→ Access to ESA Coach and Custom Session Plans</div><div>→ Quarterly Updates with the Latest and Exclusive Developments</div><div>→ Entry into ESA Competitions</div></div>	<div>BEST VALUE</div> <div>3-5 ESA Products</div> <div>£1,320</div> <div>Every year</div> <div>Full ESA+ Access with Yearly Payments</div> <div>START NOW</div> <div><div>→ ESA Data Hub with Unlimited Users</div><div>→ ESA Controller Application</div><div>→ Access to the ESA+ Online Portal</div><div>→ Access to ESA Coach and Custom Session Plans</div><div>→ Quarterly Updates with the Latest and Exclusive Developments</div><div>→ Entry into ESA Competitions</div></div>	<div>6+ ESA Products</div> <div>£160</div> <div>Every month</div> <div>Full ESA+ Access with Monthly Payments</div> <div>START NOW</div> <div><div>→ ESA Data Hub with Unlimited Users</div><div>→ ESA Controller Application</div><div>→ Access to the ESA+ Online Portal</div><div>→ Access to ESA Coach and Custom Session Plans</div><div>→ Quarterly Updates with the Latest and Exclusive Developments</div><div>→ Entry into ESA Competitions</div></div>	<div>BEST VALUE</div> <div>6+ ESA Products</div> <div>£1,800</div> <div>Every year</div> <div>Full ESA+ Access with Yearly Payments</div> <div>START NOW</div> <div><div>→ ESA Data Hub with Unlimited Users</div><div>→ ESA Controller Application</div><div>→ Access to the ESA+ Online Portal</div><div>→ Access to ESA Coach and Custom Session Plans</div><div>→ Quarterly Updates with the Latest and Exclusive Developments</div><div>→ Entry into ESA Competitions</div></div>
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SIGN UP

- + Contact Us
- + Visit eliteskillsarena.com/plus



ESA+ is designed to provide an array of exclusive benefits to our valued product owners. By becoming a member, you will gain access to affordable features and content that are currently unavailable to our users. **Unlock new and exclusive content by joining the ESA+ program today.**

