
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of **July 2024**

Commission File Number 001-41978

ALTA GLOBAL GROUP LIMITED

(Translation of registrant's name into English)

**Level 1, Suite 1, 29-33 The Corso
Manly, New South Wales 2095
+61 1800 151 865**
(Address of Principal Executive Offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

☒ Form 20-F ☐ Form 40-F

ALTA GLOBAL GROUP LIMITED

EXPLANATORY NOTE

Attached to this report on Form 6-K as Exhibit 99.1 is a copy of the press release of Alta Global Group Limited (the “Company”) dated July 31, 2024, titled “Alta Global Group Rolls Out Hype Marketing Platform Subscription Targeting 45,000 US Combat Sports Gyms + Coaches + and Athlete Influencers.”

Attached to this report on Form 6-K as Exhibit 99.2 is a copy of the presentation materials of Alta Global Group Limited (the “Company”) that management intends to use from time to time in presentations about the Company’s business and operations, which were posted to the Company’s website on July 31, 2024.

This report on Form 6-K (including the exhibits hereto) shall not be deemed to be “filed” for purposes of the Securities Exchange Act of 1934, as amended, and shall not be incorporated by reference into any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing.

Financial Statements and Exhibits.

The following exhibits are being filed herewith:

Exhibit

No.	Description
99.1	Press Release, dated July 31, 2024
99.2	Presentation Materials

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

ALTA GLOBAL GROUP LIMITED

Date: July 31, 2024

By: /s/ Nick Langton

Name: Nick Langton

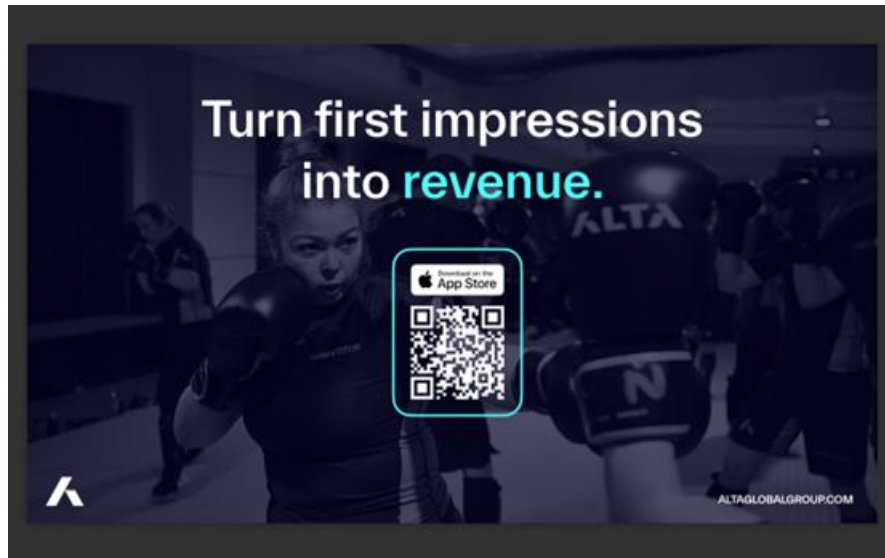
Title: Founder and Chief Executive Officer



Alta Global Group Rolls Out Hype Marketing Platform Subscription Targeting 45,000 US Combat Sports Gyms + Coaches + Athlete Influencers

Key Highlights

- **Growth Potential:** Alta to offer subscription plans that range from \$39 to \$299 per month to 45,000 potential gym partners, Coaches and Athlete Influencers across the US. Alta also collects a transaction fee of up to 5% across all transactions processed through the platform.
 - **Powerful Marketing Tool:** Hype is a subscription based mobile marketing platform designed to help gym owners, coaches and athlete influencers cultivate relationships with their fans and followers free from social media restrictions, to a platform with more freedom and tools to communicate and monetize.
 - **Mobile First:** Hype subscribers can build a website in minutes, earn revenue from subscriptions and tips, send text message blasts to followers and track key business analytics and insights — all from their phone.
 - **Enhanced Network Effect:** The intimate, community-oriented nature of combat sports gyms fosters strong relationships and referrals. This network effect could enhance the penetration of Hype among gym owners, coaches, and athlete influencers within each gym community.
 - **Comprehensive Features:**
 - Mobile Optimised Website Creation
 - Email and Text Marketing
 - Payment Collection and Management
 - NFC and QR Code Accessories for Marketing
 - **Target Markets:** Initial focus on California and Texas, with plans for nationwide expansion in 2024 & 2025.
-



(For the full presentation click here - https://d1io3yog0oux5.cloudfront.net/_2470e27532575ab4800a2bc525aec5c8/trainalta/db/2271/21496/pdf/HYPE+Slides+V8-X%5B50%5D.pdf)

Sydney, Australia, July 31st, 2024 /Accesswire/ – Alta Global Group (NYSE American: MMA) (“Alta” or the “Company”), a pioneering technology company dedicated to transforming martial arts and combat sports training, is excited to announce the nationwide roll-out of its newly acquired, all-in-one marketing platform, Hype, to combat sports gym partners across the United States. This innovative tool is set to revolutionize the way the combat sports industry monetizes its social followers and enhances member engagement. Moreover, Hype’s technology solution extends well beyond the martial arts and combat sports sector, with proven utility and established customers, unlocking further opportunities to target small businesses globally, as well as the potential application to other local and community sports.

Pricing and Roll-Out

Alta Global Group will initially target its gym partners in California and Texas, with plans to expand nationwide in 2024 & 2025. With over 500 active gym partners to date out of a footprint of more than 45,000 gyms across the US, this roll-out marks a significant milestone in Alta’s mission to support the combat industry with innovative marketing solutions. Hype’s subscription pricing ranges from \$39 to \$299 per month, with Alta also collecting a transaction fee of up to 5% across all transactions processed through the platform. Hype is currently generating approximately \$200,000 per annum in recurring revenue from subscriptions and transactions. Following the roll-out of Alta’s current and potential gym partners, recurring revenue for Hype is expected to increase.

“We are thrilled to bring Hype to our combat sports partners,” said Rich Chou, Alta North American VP. “This platform will not only help gym owners and coaches grow their memberships but also simplify their operations, making it easier to manage and scale their businesses.”

Alta’s Founder and CEO, Nick Langton, added, “We have a great opportunity here to help our gym partners, coaches, and athletes better monetize their infrastructure and content while Alta benefits from the subscription based monthly recurring revenue stream. With a potential footprint of tens of thousands of gyms across the US and annual revenues of up to \$3500 per gym, plus many more coaches and athlete influencers, the opportunity for Alta is substantial as we help bring more of the 640 million MMA fans into their local gyms for direct participation in their favorite sport.”

Enhancing Combat Sports Gyms with Hype

In the highly competitive martial arts and combat sports sector, it is crucial for gyms to attract new students and retain loyal members. Hype is designed to help gyms convert social media followers into dedicated gym prospects and members, reducing dependency on social media algorithms and potentially improving cost per acquisition.

Key Features of Hype

- **Optimized Website Creation:** Hype enables gyms to build attractive, optimized websites that collect emails and phone numbers from interested prospects. These websites can showcase class schedules, instructor bios, and success stories to engage and convert visitors.
- **Effective Communication Tools:** Gyms can send personalized emails and text messages to students, including class or private lesson reminders, event promotions, and training tips all from their mobile. Campaign blasts facilitate announcements of new classes, promotions, and updates to all contacts simultaneously.
- **Simplified Payment Collection:** Hype simplifies the collection of memberships, private lesson fees, and merchandise payments.
- **Create unique subscription products:** Gym owners or coaches can create multiple subscription products for both in-gym and online/at home training products, helping rationalize separate membership revenue channels into one simple solution for their customers.
- **Innovative Marketing Accessories:** Hype’s NFC and QR code accessories allow gyms to easily share information, class schedules, and promotional offers during events and demonstrations, bridging the gap between in-person interactions and digital marketing tools.

Competitive Edge

Hype combines features from multiple established SAAS (Software As A Service) brands into a comprehensive solution that can be tailored for combat sports gyms, reducing the need for multiple subscriptions. It competes with platforms like WordPress and Squarespace for website creation, offers robust mobile-first email and text marketing, and provides more flexible payment options.

Alta Ambassador integration

Alta has started leveraging Hype to assist ambassadors to promote their own products and services to their significant base of followers and help drive awareness of the platform including.

- **Daniel Cormier** - https://hype.co/@dc_mma
-

- **Gilbert Melendez** - <https://hype.co/@gilbertmelendez>
- **Jessica-Rose Clark** - <https://hype.co/@missjessyjess>

For more information on Hype visit www.hype.co

ABOUT ALTA GLOBAL GROUP LIMITED

Alta Global Group Limited is a technology company that is enabling the global martial arts and combat sports industry to maximize the monetization opportunities available to the sector by increasing consumer participation in the sport and building upon existing community offerings within the sector. While the Company believes martial arts and combat sport gyms have a superb in-gym product, they are ripe for transformation when it comes to building sales channels, enhancing customer onboarding, optimizing engagement and driving the growth and retention of members and membership revenues within their gym communities. For more information, please visit <https://www.altaglobalgroup.com>.

Any references to active gyms or partner gyms refer to a gym profile that has been claimed or created and has accepted the terms and conditions and/or a previous license agreement to run the Warrior Training Program. Any references to estimated or targeted revenue per active gym do not guarantee that the gym will generate the specified revenue or any revenue at all.

Forward Looking Statements

Statements in this press release about future expectations, plans, and prospects, as well as any other statements regarding matters that are not historical facts, may constitute “forward-looking statements.” These statements include, but are not limited to, statements relating to the Company’s operations and business strategy and the Company’s expected financial results. The words “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “target,” “will,” “would” and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. The forward-looking statements contained in this press release are based on management’s current expectations and are subject to substantial risks, uncertainty and changes in circumstances. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including the uncertainties related to market conditions and other discussed in the “Risk Factors” section set forth in the Company’s registration statement on Form F-1 filed with the SEC. Any forward-looking statements contained in this press release speak only as of the date hereof, and, except as required by federal securities laws, the Company specifically disclaims any obligation to update any forward-looking statements, whether as a result of new information, future events, or otherwise.

Investor Contact:

Dave Gentry
RedChip Companies, Inc.
C: 1-407-491-4498
T: 1-407-644-4256
E: MMA@redchip.com



HYPE

Powered by Alta

The marketing platform every combat sports gym needs.

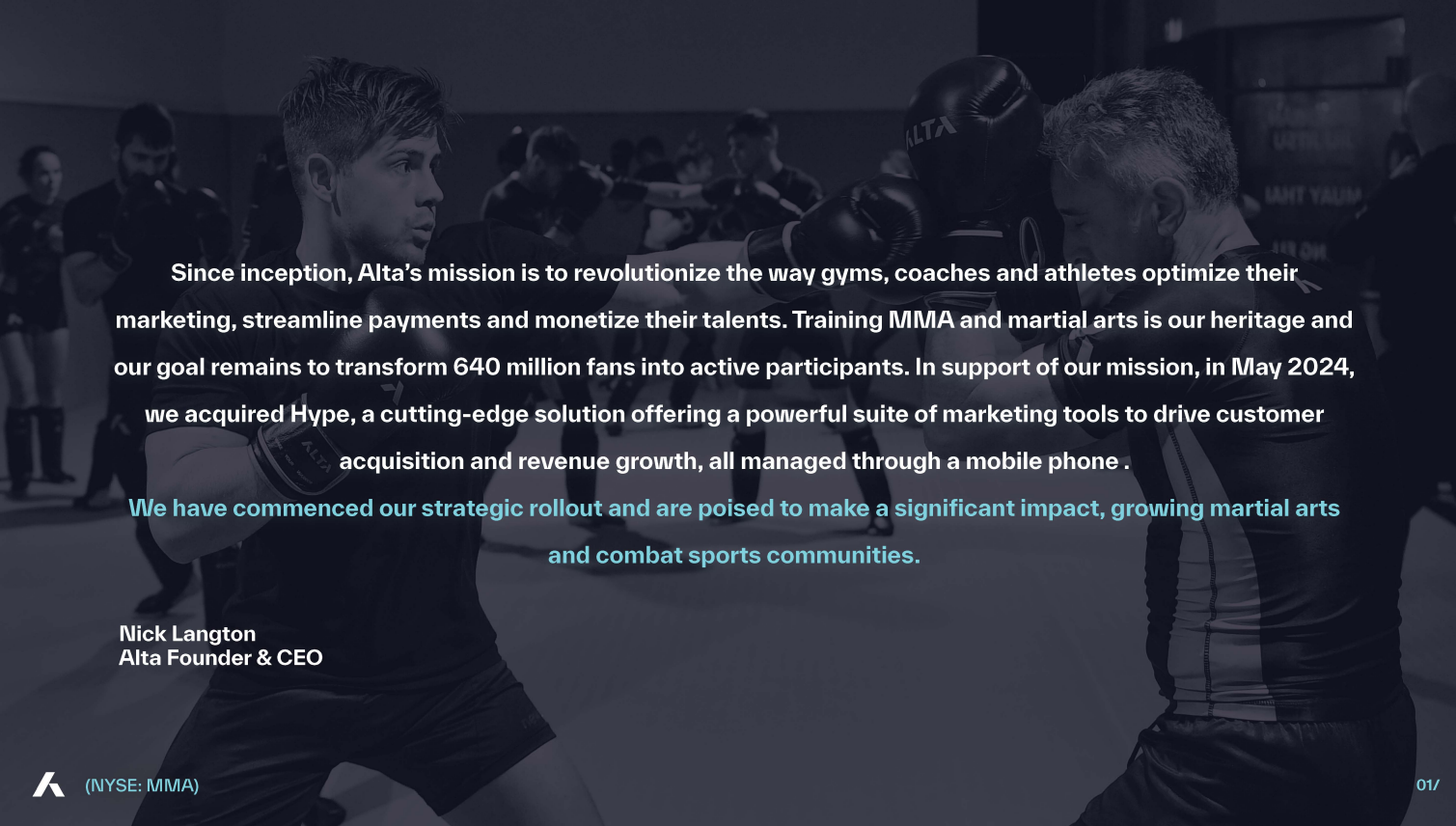
WEBSITE / EMAIL / SMS / PAYMENTS



Download on the
App Store



ALTAGLOBALGROUP.COM



Since inception, Alta's mission is to revolutionize the way gyms, coaches and athletes optimize their marketing, streamline payments and monetize their talents. Training MMA and martial arts is our heritage and our goal remains to transform 640 million fans into active participants. In support of our mission, in May 2024, we acquired Hype, a cutting-edge solution offering a powerful suite of marketing tools to drive customer acquisition and revenue growth, all managed through a mobile phone .

We have commenced our strategic rollout and are poised to make a significant impact, growing martial arts and combat sports communities.

Nick Langton
Alta Founder & CEO

Introducing Hype, the first super app for martial arts and combat sports gym partners, coaches and athletes

Website Builder

REPLACES

WordPress Squarespace linktree

CRM and Email Marketing

HubSpot mailchimp flodesk

SMS Blasts

SlickText attentive community

1:1 Direct Messaging

Instagram facebook messenger

One-Time Payments

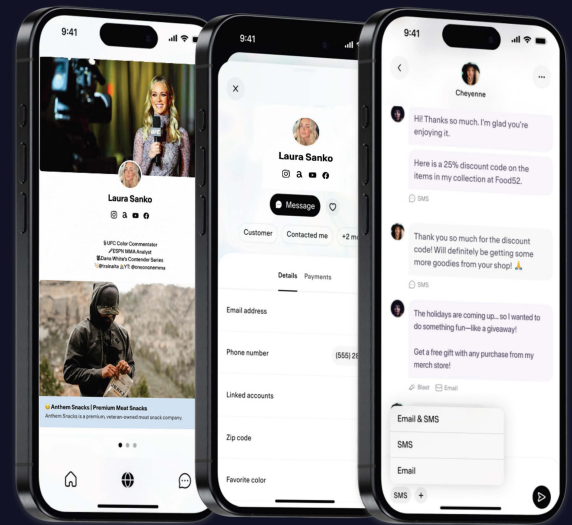
intuit quickbooks bill.com zelle venmo

Subscriptions

patreon substack OnlyFans

Analytics

Google Analytics



By driving revenue, reducing costs, and enhancing participant engagement
Alta can provide significant value to our Gym Partners, Coaches and Athletes



Convert Social Media Followers

Allows gym owners and coaches to transform digital engagement into dedicated students.



Improved return on spend

Enables owners to bypass social media algorithms to reach their audience directly.



Simplify Payment Collection

Easily manage fees, memberships and merchandise payments.



Connect with Members

Mobile CRM allows Gym owners to send personalized emails and texts for better engagement.



Comprehensive Solution

Hype combines features from multiple established SaaS brands into one.

Hype is the bridge between IRL and digital

1

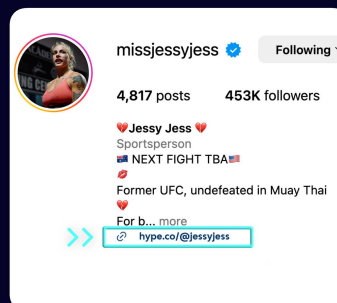
CALL TO ACTION

From IRL to FYP, Hype makes it east to convert interest into action.



Hype Accessories

NFC and QR code business cards and stickers for IRL interactions



Social Media

Follower engagement with link-in-bio and story links

Hype is a flexible microsite builder

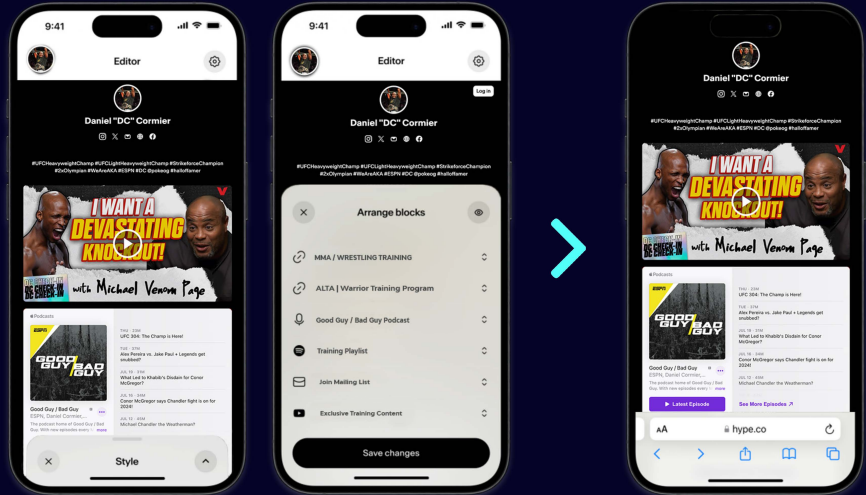
2 WEBSITE

Followers and new connections land on your customised Hype Site.

Mobile-first website editing

Share Links and contact info,
collect emails and phone
numbers, and sell memberships

Every Hype Site gets a custom
hype.co/@domain



Hype is a mobile-first CRM

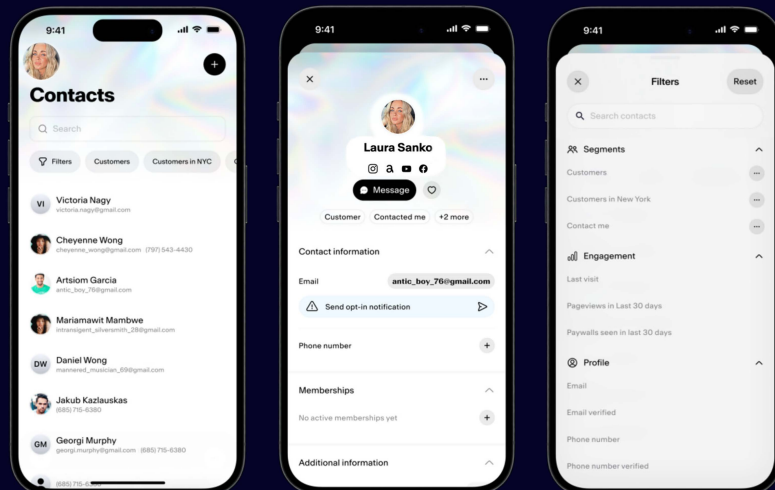
3 CRM

Browse business connections in one place with enterprise-grade contact management.

Custom fields

Advanced filters

Opt-in compliance



Hype is multi-channel messaging

4 Messaging

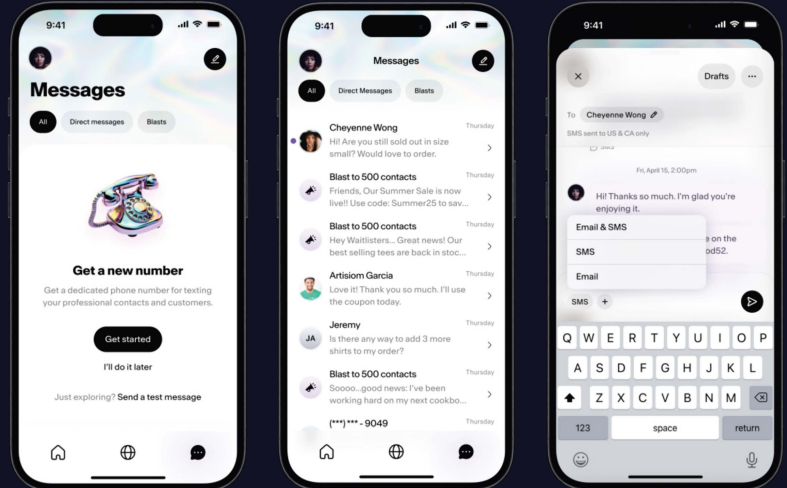
Send emails and text messages in 1:1 conversations or as campaign blasts to targeted segments.

Get a toll-free business phone number

Unlimited emails starting at \$9/month

View customer emails and texts in one place

Send via email and SMS at the same time



Hype is payment processing, made simple

5

Payments

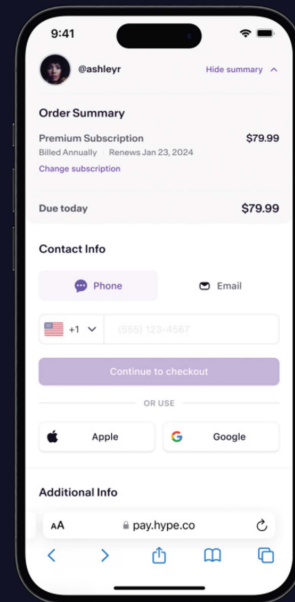
Direct payment links to collect subscriptions and tips.

Single-page checkout

Self-serve subscription management

Apple Pay and Google Pay support

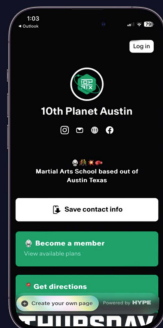
Customers can save payment methods to use with any business on Hype



With Hype, Alta can drive new subscription revenue by targeting Gyms, Coaches and Athlete Influencers

45,000 +

Combat Sports Gyms
in the US



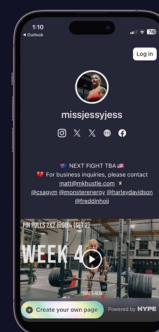
Coaches



+



Athlete Influencers



Delivered as a SaaS subscription priced up to \$299 USD per month, with up to 5% collected on all transactions, Hype delivers 'Earning' tools for gyms and coaches to monetize their online presence and grow their brand.

Source: Martial Arts Studios in the US - Market Size, Industry Analysis, Trends and Forecasts (2023-2028) IBISWorld.

With a range of subscription tiers to cater for varying gym sizes plus individual users across the combat sports industry

Free	Lite	Essentials	Community	Scale
Start your online journey with a versatile link-In-bio website. Finally the foundation for brand presence without any cost. Perfect for beginners!	Where effective brand communication begins. Lite provides the key tools for controlling your digital presence.	Essentials is how you enhance your digital footprint & start your community led growth & monetization strategy.	Harness the power of your community with our comprehensive digital suite. Unlock unique design features to drive incremental revenue growth and amplify your business success!	Never worry about scaling challenges again. Comprehensive tools for associations or franchises. Maximising consistent community led growth in multiple locations.
\$0 /Month	\$9 /Month	\$39 /Month	\$99 /Month	\$299 /Month

Alta also collects a transaction fee of up to 5% across all transactions processed through the platform.

Hype will also enhance customer acquisition and retention across Alta Global Group products and subscription tiers



Builds the Sales Funnel

Converts socially generated leads into Alta's sales funnel more effectively.



Strengthens Partnerships

Fosters deeper engagement between Alta, gym partners, and coaches.



Improved ROI

Enhances lead conversion rates and ROI.



Cross-sell Opportunities

Facilitates cross-selling of other products and services.



Maximise Social Reach

Leverages gym and coach social reach to drive Alta subscription sales.

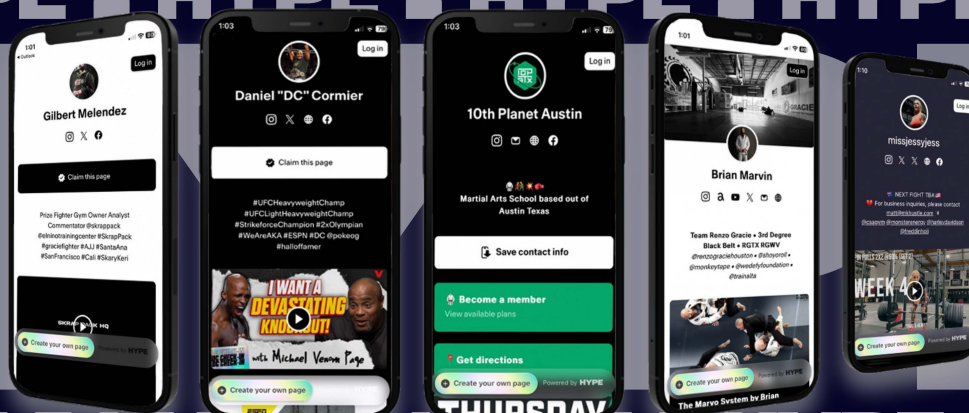


Transaction Fees

Generates transaction fees in addition to subscription revenues.

Hype delivers a more immediate monetization opportunity by providing tools for gym owners to monetize their online presence through their existing products, whilst scheduling high-value Alta program products.

We have commenced our rollout, focusing initially on California and Texas with positive traction to date



Turn first impressions into revenue.

Download on the
App Store



ALTAGLOBALGROUP.COM