



Lingerie Fighting Championships, Inc. (OTC: BOTY)

Shareholder Update

8-1-2016

I wanted to take a few minutes to update shareholders and the investment community on the remarkable progress of our business. I also want clearly lay out the path of growth for the Company for the remainder of 2016 and into 2017.

First, it is very important for our Company to create a strong brand and large followings across online communities. On social Media, we have accumulated 11,162 subscribers on our YouTube channel, and an incredible 93,590 Likes on our Facebook page.

We were featured in Playboy Magazine in March of this year. In that issue, we have pictorials with our stars Karmen Moon and Chloe Cameron.

Aside from Playboy Magazine, we have received numerous media mentions across the world. Some of those mentions have included The New York Post, The Daily Star (UK), Belfast Telegraph, SB Nation, The SUN, Houston Chronicle and the Seattle Post Intelligencer.



We are very interested in bringing Ronda Rousey aboard LFC...

More

recently, we announced that we are going to pursue Ronda Rousey, should she decide to retire from the UFC. [The Mirror out of the UK](#) picked up the news regarding our interest in bringing Ronda Rousey aboard. So clearly, we have made quite an impression with our business despite its young age.

Our most recent event, LFC21 Naughty and Nice held on 18 June was a huge success. In fact, it was so successful that we were able to announce an additional four events on 28 June.

These four events include LFC22, a Costume Brawl whereby the fighters will compete in sexy Halloween costumes. Other events include our first European tour; we will have three shows on November 10th through the 12th in Bratislava, Slovakia, Ostrava, Czech Republic and Vienna, Austria.



This is a key development for the Company. LFC21 also garnered a great deal more media attention than our previous events have which has enabled us to ramp up the number of events throughout this year and going into 2017.

On another front, we have the reality series going on with TUFF TV. We announced this on April 4th of this year.

Additional accomplishments included signing a deal with AbemaTV to broadcast LFC events in Japan.

Altogether, over 1000 cable TV networks carry LFC action.

In summary, as far as what we have accomplished so far, I am very pleased and can say that we are well ahead of schedule.

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Company Growth

Brand Building and Marketing

With respect to building our brand and marketing efforts, which will ultimately enable us to grow significantly, we will concentrate in the following areas:

- Social Media
- Online Media Sources
- Advertising
- Event Promotion
- International Growth
- Online Marketing

Additional growth initiatives:

Revenues through Ticket Sales and Syndication

Therefore, going forward, here is how we are going to grow the Company through the rest of the year and beyond:



Being that our events are getting more popular, and we are putting more and more resources into marketing of the events, we are looking at increasing revenues from ticket sales at live events. We are also looking to step up our revenue from syndicated events through cable TV outlets as well as through the Internet.

More Events

While we have four more events scheduled in 2016, we are expecting to increase the number of events on an annual basis. Again, through our marketing and branding efforts, the growth in events will add additional revenues to the Company's bottom line.

Sponsorships

As the popularity of the brand grows and the number of events increases, we expect to be presented with more sponsorship opportunities. Having sponsorship of our events, decreases our costs of putting the events on. This will obviously improve the Company's bottom line finances going forward.

PPV and TV

In the same vein of the rest of our growth initiatives, we expect to be able to obtain more deals with Cable TV and Pay Per View Events going forward. This is a result of our growth so far and the branding and marketing initiatives we have in place.

Summary

I have stated that our progress is well ahead of schedule. However, we are going to aggressively build our business going forward using any and all means. Additionally, we will be making announcements more frequently going forward.

Thank you.

Shaun Donnelly
CEO, Lingerie Fighting Championships