

## Renowned Boxing Production and Logistics Expert Thorsten Meier Signs on as Triller Fight Club's Chief Operating Officer

New York City / Los Angeles (July 20, 2021) **Triller Fight Club**, the disruptive entertainment and tech platform which has been transforming the norms of entertainment and combat sports, today announced it has brought aboard well-known production-and-logistics expert **Thorsten Meier** as Fight Club's new Chief Operating Officer.

"I am thrilled to be joining this team of innovators who, like me, are committed to changing the way boxing and entertainment are presented in the third millennium," said Thorsten Meier. Triller's **Ryan Kavanaugh** shares my goal of bringing a different experience to boxing by combining it with other exciting forms of entertainment, and I think it's very smart. Boxing is one of the most exciting sports in the world and it's time we start to act like it, so that new, younger fans have reason to get excited again."

Already an established industry trendsetter as the Founder & CEO of Life in Motion Group, one of the world's premier full-service concierge, travel- and event-management agencies with offices in NYC, London, Frankfurt and Scandinavia, Meier brings to the position decades of experience as a 360° Fulfillment Specialist to several well-known promotional firms, athletes, corporations and high-net-worth individuals.

After beginning his career in hospitality at luxury five-star hotels, Meier quickly ascended to Global Managing Director of Leading Group Sales/The Leading Hotels of the World. Sensing an industry need for capable professionals in several untapped niche markets, Meier left to form his groundbreaking Life in Motion Group in October 2009 and set about becoming a distinguished expert at providing tailor-made solutions to the needs of his ever-growing dossier of clientele.

Fluent in five languages and with an irreplaceable network of worldwide contacts, Meier came to be involved with boxing through the Klitschko's, a pair of Ukrainian co-heavyweight champion brothers, who asked him to handle the comprehensive logistics for their mega-fights around the world. Meier later brought his talents to Kazakhstani middleweight superstar Gennadiy "GGG" Golovkin, even leading him to the DAZN network, who signed the star fighter to a blockbuster six-fight deal in 2018.

It was during the advent of the pandemic where Meier again confirmed his reputation as a mastermind by devising and implementing the "Covid Bubble," a top-to-bottom set of protocols for preventing viral transmission that allowed Al Haymon's Premier Boxing Champions to resume staging large-scale "fan free" boxing events while confidently maintaining medically safe conditions for all involved.

The Covid Bubble and Meier's system for keeping the virus at bay have become standard operating procedure for fighters and promoters, worldwide.

One of the first initiatives Meier will oversee as COO is the launch and execution of the "TrillerVerz", a series of monthly, Tuesday night, entertainment shows at the Hulu Theater in Madison Square Garden and streamed live on the Triller app as well as Fite TV, beginning Tuesday, August 3.

TrillerVerz will offer a revolutionarily livelier presentation of boxing's traditional "club show," modernized to include contemporary forms of entertainment such as "rap battles" and other entertainment bonuses to be announced in the future.

"The UFC was able to create their own distinctive brand – that is what is missing right now in boxing," continued Meier. "You have all these different promoters and shows and sanctioning bodies. The average fan has little confidence in the matchmaking and the presentation often feels rather stale. I am committed to Triller becoming a recognized institution that brings people to boxing who are not yet fans by changing what to expect at a Triller event."

Triller Fight Club is a partnership between Triller and Snoop Dogg spearheaded by Hollywood super producer Ryan Kavanaugh with a four-quadrant business model that consists of influencers, legends, music artists and contemporary fighters. Its record-setting 2020 pay-per-view debut, pitting ring legends Mike Tyson vs. Roy Jones in an exhibition fight for the ages, shattered all digital fight PPV records and became the eighth most successful fight PPV in history.

The second highly successful event, on April 17 at Mercedes-Benz Stadium in Atlanta, saw social influencer Jake Paul level former Bellator and ONE Championship champion Ben Askren in less than a round. The event also featured performances by music superstars Justin Bieber, The Black Keys, Doja Cat, Saweetie, Diplo, Major Lazer, and the exclusive world premiere of the hip hop supergroup Mt. Westmore (Snoop Dogg, Ice Cube, Too \$hort and E-40) performing for their first time ever together.

“Thorsten is a consummate professional with years of unmatched production and logistics expertise,” said Kavanaugh. “He will help bring Triller Fight Club events to another level. I’m excited to work with Thorsten and the superb team we are putting together to take boxing into the future.”

Effective immediately, Meier will be stepping aside at Life in Motion Group but will continue to retain a majority share in his company.

“It’s going to be about bringing new audiences together,” said Meier. “You won’t be going to just a boxing show or just a concert. Triller Fight Club fans can expect a full evening of entertainment. The sport is changing big time and someone has to start getting it right. This is big. In my opinion, it’s the opportunity of a lifetime to get younger people excited about boxing again.”

Photo / Thorsten Meier

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