

UFC

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ENDEAVOR

**A PREMIUM GLOBAL SPORTS
& MEDIA BRAND**

**WORLD LEADER IN COMBAT
SPORTS**

**THE LARGEST PAY-PER-VIEW
EVENT PROVIDER IN THE
WORLD**



HISTORY OF UFC



UFC FOUNDED
IN 1993



THE
ULTIMATE
FIGHTER



ENDEAVOR
INVESTMENT

INTERNATIONAL
EXPANSION



ENDEAVOR

25TH
ANNIVERSARY



"...and we're just getting started."

ENDEAVOR



WME is a leading global entertainment agency



IMG is a global leader in sports, events, media and fashion



The world's premier professional mixed martial arts (MMA) organization



America's original extreme sport hosting more than 300 annual events and reaching half a billion television viewers in 50 countries

MISS+UNIVERSE

Global organization founded by women for women, distributed in more than 190 countries and seen by a half billion people annually

frieze

A leading arts media and events company

art+commerce

Pioneering agency representing sought-after image makers working in photography, film, set design, illustration, styling and more



Leading collegiate trademark licensing company with nearly 200 institutions served

dixon talent, inc.

A preeminent representative of comedic artists and personalities



Creative powerhouse named *Ad Age* and *Creativity's* 2016 Agency of the Year



First-of-its-kind televised eSports league created by Endeavor and Turner



Joint venture partner dedicated to creating a groundbreaking platform for the development of European basketball



Leading experiential marketing agency with large scale production capabilities that leverage experiential events, social and digital activations



Leading experiential marketing agency specializing in creating memorable brand experiences for its clients' sports, entertainment and lifestyle sponsorships



Creatively-driven agency bringing together brands and talent in the core areas of digital services, personal representation, brand marketing and communications



Leading artist management and consulting agency representing hairstylists, makeup artists, fashion stylists and the like



Subsidiary formed through an initial investment by Sequoia Capital China, Tencent, FountainVest Partners and Focus Media to expand Endeavor's presence in China

UFC BY THE NUMBERS

284M

WORLDWIDE
FANS

67M

FOLLOWERS ACROSS
SOCIAL PLATFORMS

450

TOTAL EVENTS AROUND
THE WORLD

1.1B

TV HOUSEHOLDS
REACHED WORLDWIDE

163

COUNTRIES IN WHICH
UFC EVENTS ARE
BROADCAST

35+

LANGUAGES THAT
UFC EVENTS ARE
BROADCAST

UFC IN LAS VEGAS

- 570K UFC fans in Las Vegas DMA
- 260+ employees
- New corporate campus 2017
- UFC Performance Institute





An aerial, high-angle view of a large arena filled with a dense crowd of spectators. In the center of the arena, a large, multi-sided jumbotron displays the UFC logo and some text. The arena floor is visible, and the overall atmosphere is dark with some blue lighting accents.

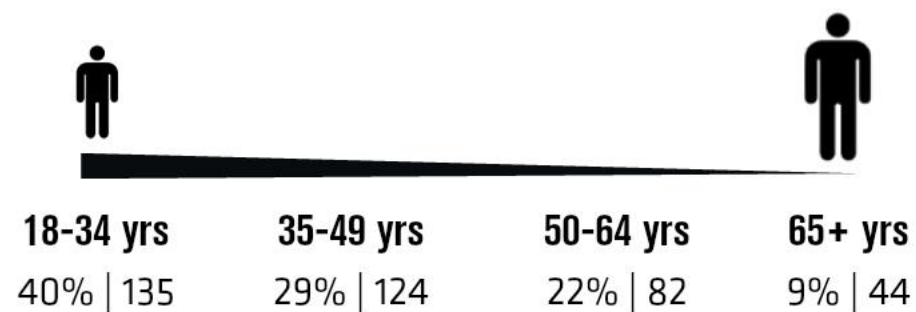
UFC FAN DEMOGRAPHICS

UFC FAN DEMOGRAPHICS

GENDER

	%	INDEX
	69%	141
	31%	61

AGE



RACE

WHITE	BLACK/AFRICAN AM	ASIAN	OTHER
74% 95	15% 119	3% 97	8% 127

ORIGIN

SPANISH/HISPANIC
18% 119

AVG. HHI

 **73,700**

An aerial, high-angle view of a large arena filled with a dense crowd of spectators. In the center of the arena is the octagonal fighting cage. Above the cage, a large, illuminated sign displays the UFC logo and the text "MERCURY VS. PANTY". The arena is dimly lit, with the crowd and the central cage area being the primary sources of light. The overall atmosphere is that of a major sporting event.

UFC EVENTS

UFC EVENTS IN LAS VEGAS

- 117 UFC events in Las Vegas since 2001
- 6 UFC events in 2018
- Numerous ancillary events surrounding the in-arena “main event”
- International Fight Week annually



EXAMPLE UFC FIGHT WEEK

MON	TUES	WED	THURS	FRI	SAT	SUN
■ Arrivals (athletes, etc.)	■ Arrivals (athletes, etc.)	■ Open Workouts	■ Media Day	■ Ceremonial Weigh-ins	■ UFC Event @ T-Mobile Arena	■ Departures
					■ Post-Event Presser	



UFC INTERNATIONAL FIGHT WEEK 2018

JUL 2 MON	JUL 3 TUES	JUL 4 WED	JUL 5 THURS	JUL 6 FRI	JUL 7 SAT	JUL 8 SUN
<ul style="list-style-type: none">■ Community Day @ PI Wrestle Like A Girl 9a-12p	<ul style="list-style-type: none">■ Community Day Ronald McDonald House Sunrise Hospital■ Primus Concert @ DLV 8p <p><i>*DLV event, UFC to promote</i></p>	<ul style="list-style-type: none">■ UFC 226/TUF Open Workouts @ MGM Casino Floor 1-3p■ Pool Party @ HRH 2-4p	<ul style="list-style-type: none">■ UFC 226 Press Conference @ Palms 3-3:30p■ TUF Finale Weigh-in @ Palms 4-4:30p■ Hall Of Fame Ceremony @ Palms Doors/Red Carpet 6:30p Start 7p	<ul style="list-style-type: none">■ Fan Experience @ DLV 12-8p■ Autograph Sessions @ DLV 12:30-7p■ Unfiltered Live @DLV 2:30-4p■ UFC 226 Weigh-in @ T-Mobile 3-3:30p■ TUF Finale @ Palms 4p■ UFC M&G w/ Chuck Liddell @ D&B 8-9:30p	<ul style="list-style-type: none">■ Fan Experience @ DLV 9a-5p■ Autograph Sessions @ DLV 9:30a-4p■ UFC Meet & Greet w/ Curtis Blaydes @ Toshiba Plaza 3-4p■ UFC 226 @ T-Mobile 3:30p■ After Party @ Ling Ling 11p	<ul style="list-style-type: none">■ Pool Party @ HRH 11a-2p

An aerial, high-angle view of a large arena filled with a dense crowd of spectators. In the center of the arena, a large, multi-sided jumbotron displays the UFC logo and some text. The arena floor is visible, and the overall atmosphere is that of a major sporting event.

IMPACT OF UFC EVENTS

ECONOMIC IMPACT STUDY

Mayweather vs McGregor | Las Vegas, NV | T-Mobile Arena | August 26, 2017

ECONOMIC
OUTPUT

\$151M

SALARIES &
WAGES PAID

\$19.4M

EMPLOYMENT

467

JOB

TOTAL TAXES
PAID BY UFC

\$4.4M

OF STORIES

168K

VALUE - \$739M

UFC 200 & IFW: ECONOMIC IMPACT

UFC 200 | Las Vegas, NV | T-Mobile Arena | July 5-10, 2016



UFC 200 & IFW: VISITOR PREMIUM

UFC 200 | Las Vegas, NV | T-Mobile Arena | July 5-10, 2016



UFC EVENTS: PROMOTERS OF LAS VEGAS

- Earned media / Editorial coverage
- Paid media
- Owned media
- Social media



MMA Mania, UFC news, results, videos, rumors, fights

FANPOSTS STUBHUB MORE

UFC 226 LATEST NEWS UFC NEWS

Video! Brock Lesnar shows up at UFC 226 in Las Vegas

MMA JUNKIE

Trending: Breaking • Valentina Shevchenko • Colby Covington • UFC 228 • Tyron Woodley • UFC 230 • Alexander Gustafsson • Robbie Lawler

Want to go to UFC 226 and TUF 27 Finale on back-to-back nights in Las Vegas? Here's ticket info

MMA JUNKIE

SOCIAL IMPACT

- Ronald McDonald House of Greater Las Vegas
- Three Square Foodbank
- Opportunity Village
- Make A Wish Foundation of Southern Nevada
- Miracle Flights
- Boys Town Nevada
- The Animal Foundation
- The Gay & Lesbian Center of Southern Nevada
- The Shade Tree of Las Vegas
- Grant A Gift Autism Foundation
- Red Cross of Southern Nevada
- Aid for AIDS of Nevada



An aerial, high-angle view of a large arena filled with spectators. In the center is a large octagonal fighting cage. Above the cage, a large jumbotron displays the UFC logo and the words "MIRAGE VENUE". The arena is dimly lit, with the crowd appearing as a dense sea of small lights.

LAS VEGAS IMPACT ON UFC



THANK YOU
