

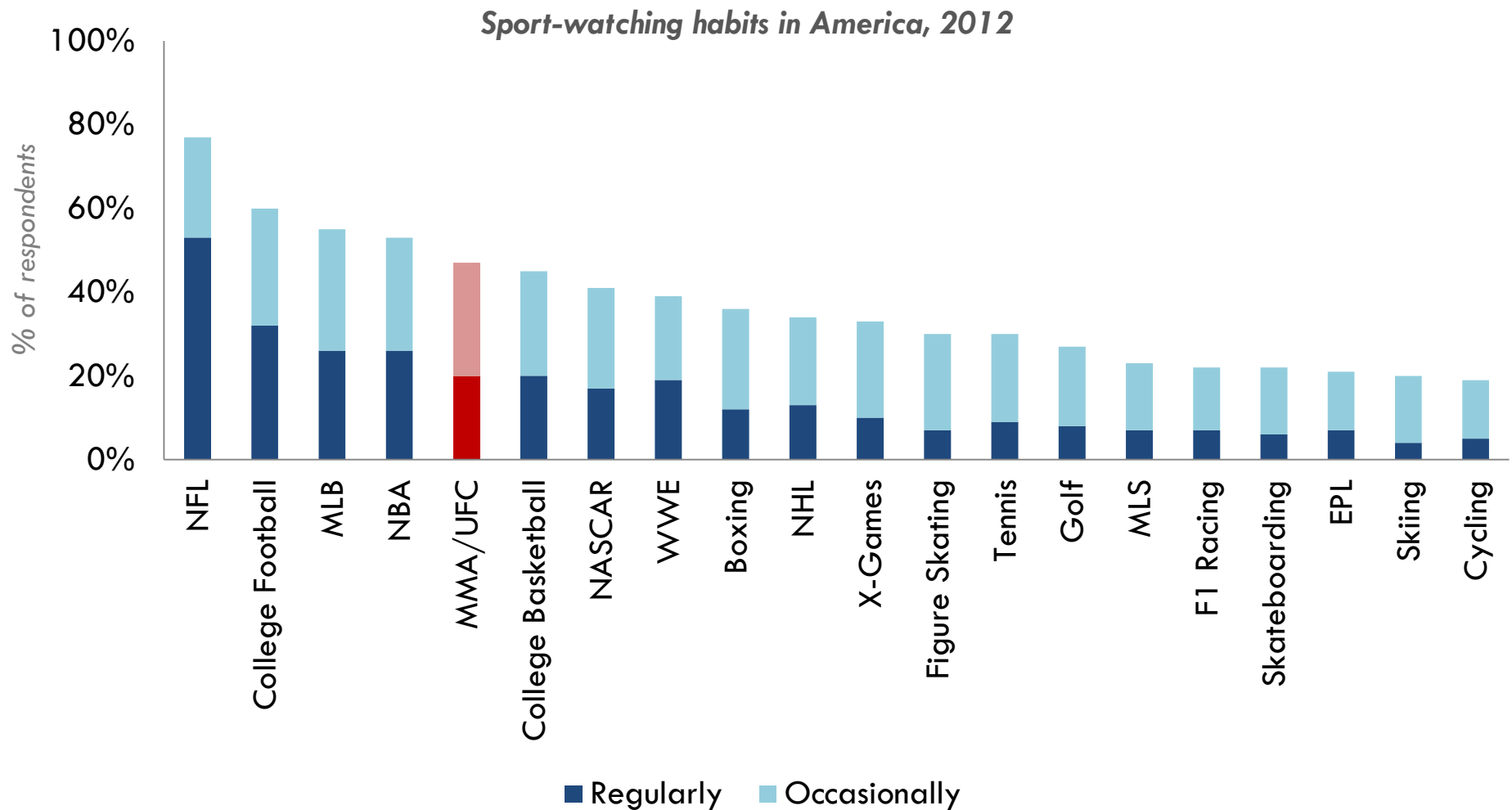


ECONOMIC IMPACT OF MIXED MARTIAL ARTS IN NEW YORK

Prepared for Zuffa, LLC, d.b.a. The Ultimate Fighting Championship

New York's decision on whether to allow MMA comes at a time when the sport's popularity is at an all-time high

50% of respondents report regularly or occasionally watching MMA events



Source: CROP, UFC USA RoM Study 2012



The expansion of UFC training centers will generate up to **\$67 million** in annual economic spending by 2017

35 clubs with 69,000 members

955 total employees

\$28M annual compensation

\$960,000 income taxes

Legalization of MMA would bring over **\$68 million**
in annual economic activity to New York from MMA
events

\$33 million of this annual activity
would be generated in **upstate cities**

MMA would support a range of events across the state



UFC events

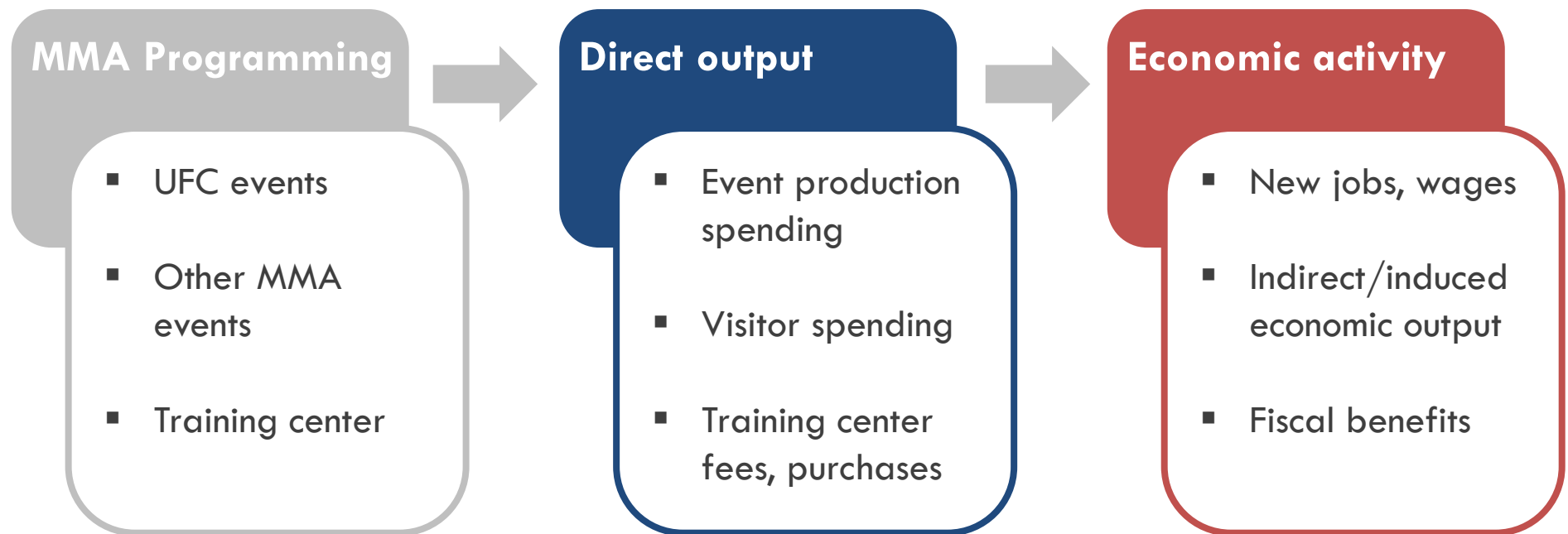
- **3 upstate events:** 16,000 attendees each, venues such as Buffalo, Syracuse, others
- **2 NYC events:** 17,000 attendees each, venues such as Madison Square Garden



Other MMA events

- Approximately **65 other MMA events:** Based on other states, promoters' feedback
- Small events with 1,500 avg. attendees and medium events with 8,000 avg. attendees

Allowing MMA will produce economic and fiscal impacts via event spending, visitor spending, and training center fees



MMA events would generate \$68 million in annual economic activity

UFC events

\$34M

3 upstate New York events

\$18M

2 downstate New York events

\$16M

Other MMA events

\$34M

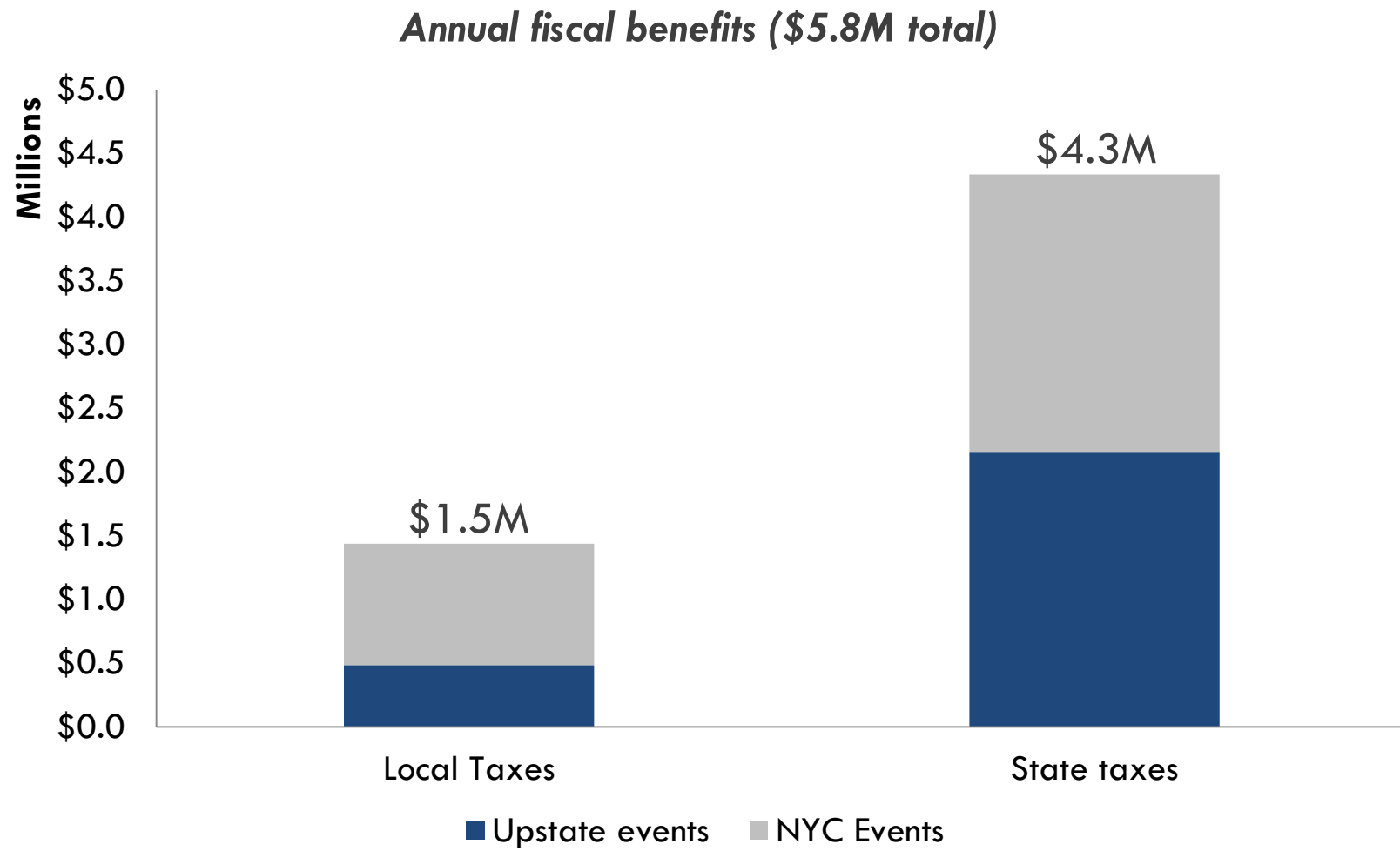
Training centers

\$67M

Total annual economic activity

\$135M

MMA events would also generate a substantial fiscal benefit for New York, equal to \$5.8M total per year



Events in New York are likely to generate a significant incremental increase in local and state economic activity




UFC 129, Toronto, ON

- 50,000 attendees
- Drew heavily from New York area fan base as well as Canadian fans
- \$35 million total economic impact



UFC 78, Newark, NJ

- 14,000 attendees
- Fans came largely from the tri-state area
- \$2.1 total gross ticket revenue

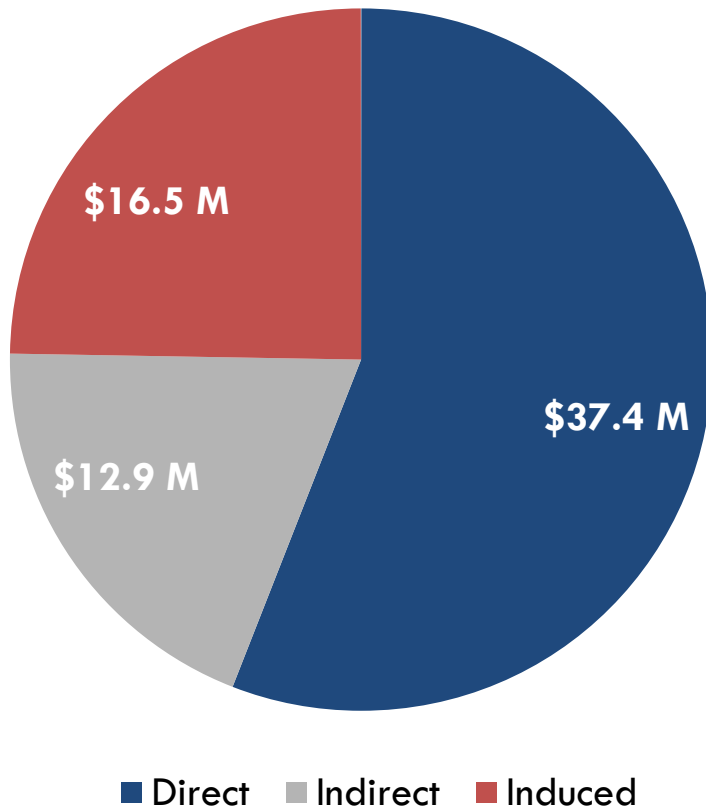


Events will boost market for merchandise sales, classes, and other revenue streams not accounted for in economic analysis.

Appendix: Detailed analysis

The training center would generate \$67 million in annual economic activity from operations

Statewide training center economic impact



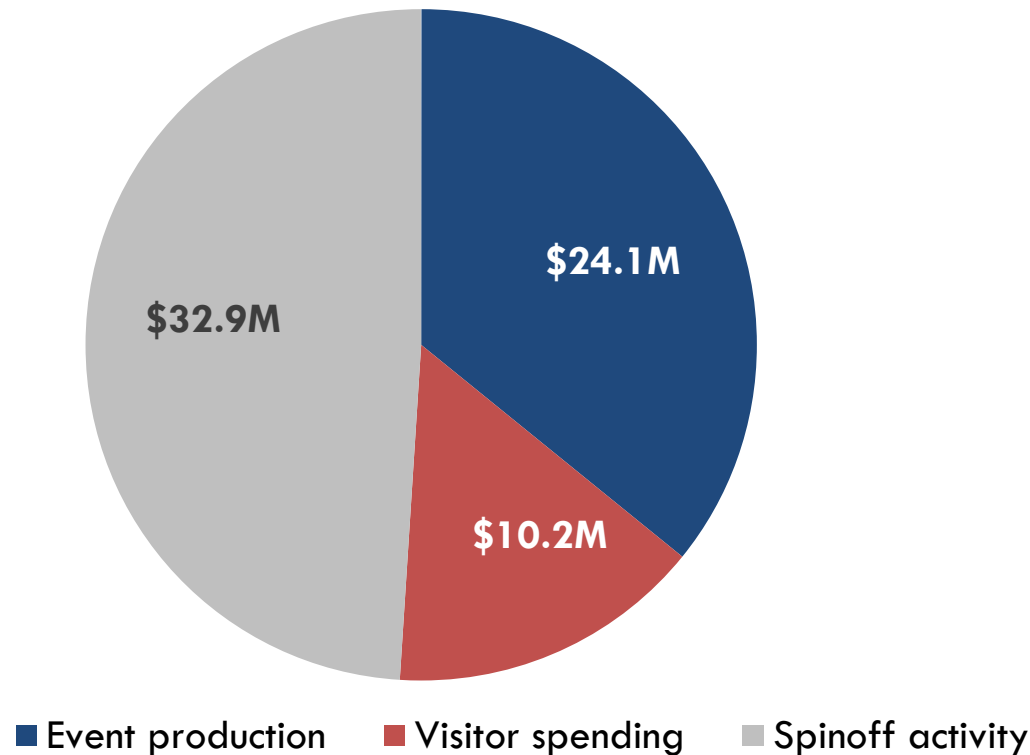
950
new jobs

\$29 M
annual compensation

\$67 M
total impact

MMA events would generate \$68M annually in addition to other benefits

Economic activity: **\$68M annually***



525
new jobs

\$28.4M
gross ticket sales

220,000
annual attendance

**Numbers may not add due to rounding*

3 UFC events in upstate New York cities would generate \$18 million in economic activity

Event Summary

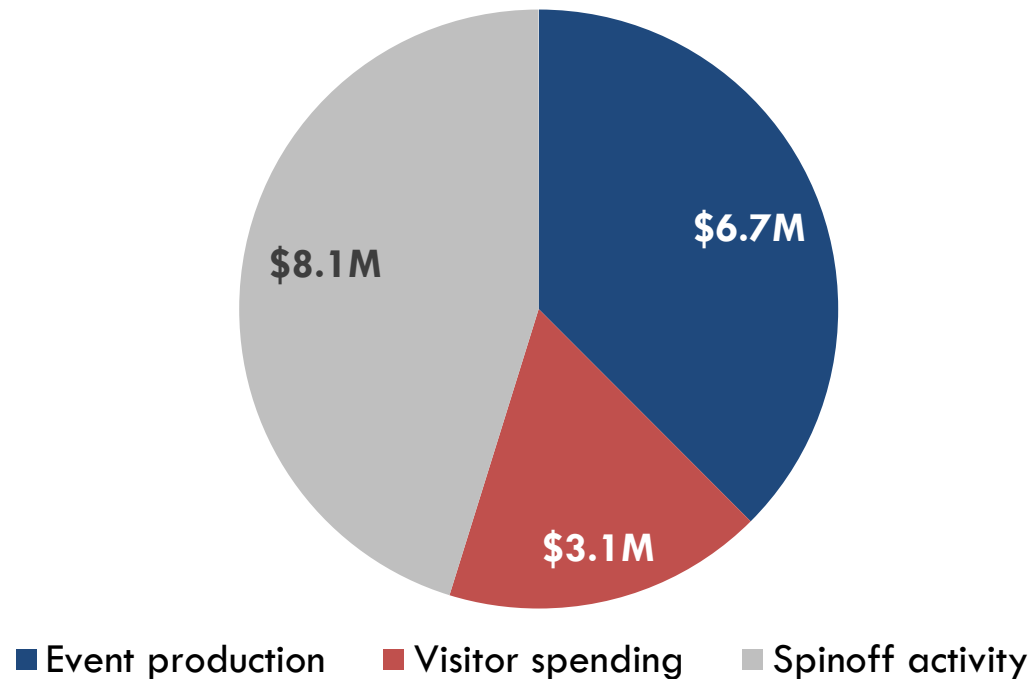
3 events per year
Attendance: 16,000/event
Gross ticket sales: \$1.7M/event



Impact Summary

170 jobs
\$6.5M in wages
\$18M in total impact

Upstate UFC economic impact



2 UFC events in New York City would generate \$16 million in economic activity

Event Summary

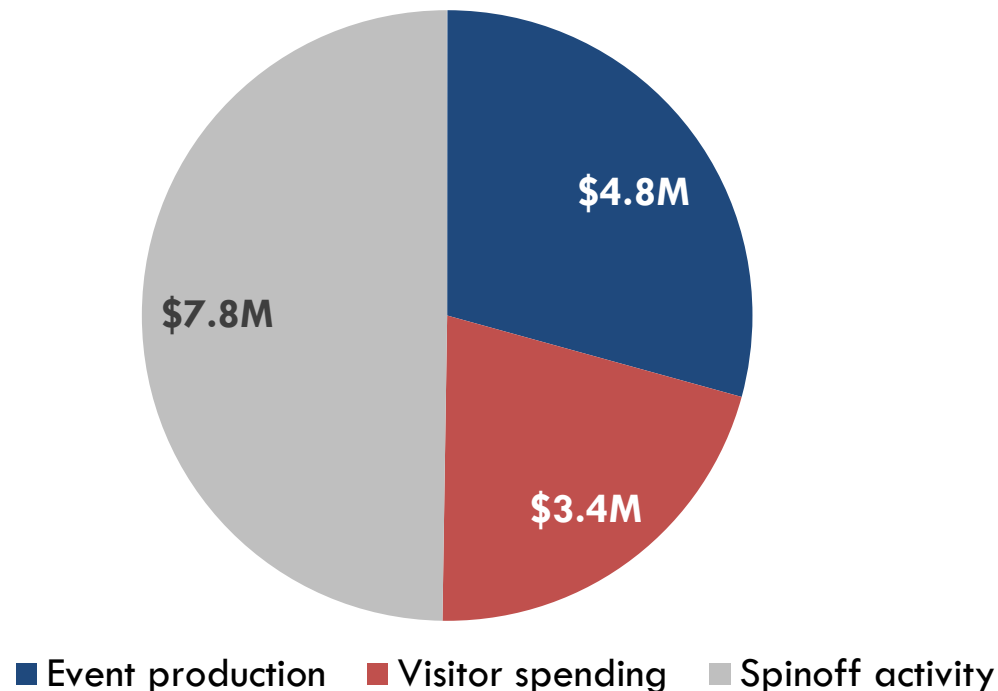
2 events per year
Attendance: 17,000/event
Gross ticket sales: \$12.2M/event



Impact Summary

115 jobs
\$5.3M in wages
\$16M in total impact

New York City UFC economic impact



3 mid-sized events in upstate New York organized by other promoters would generate \$6 million in economic activity

Event Summary

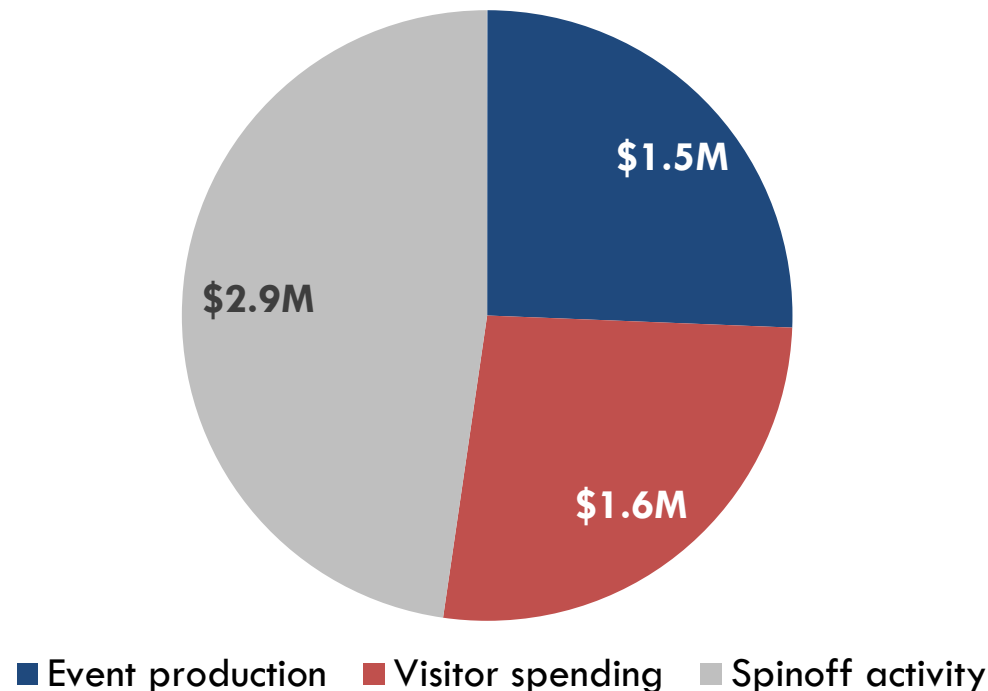
3 events per year
Attendance: 8,000/event
Gross ticket sales: \$1.2M/event



Impact Summary

50 jobs
\$2.0M in wages
\$6M in total impact

Upstate events organized by other promoters - economic impact



3 mid-sized events in New York City organized by other promoters would generate \$9 million in economic activity

Event Summary

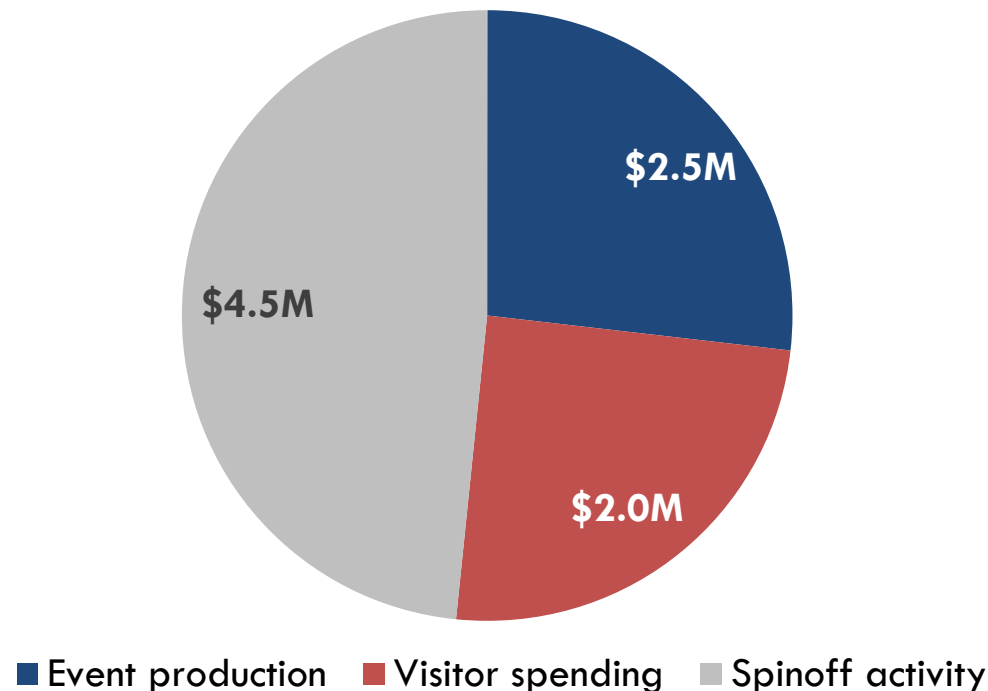
3 events per year
Attendance: 8,000/event
Gross ticket sales: \$1.2M/event



Impact Summary

50 jobs
\$3.2M in wages
\$9M in total impact

New York City events organized by other promoters - economic impact



60 small events throughout the state would generate \$19 million in economic activity

Event Summary

60 events per year
(majority in Upstate New York)
Attendance: 1,400/event
Gross ticket sales: \$63,000/event



Impact Summary

130 jobs
\$6.5M in wages
\$19M in total impact

Statewide small events economic impact

