

2022-23 COMMUNITY IMPACT REPORT





UFC and the UFC Foundation are dedicated to making a positive and sustainable impact by advocating for youth, public service, equality, and those who fight to overcome critical and life-threatening illnesses.

Thank you for being a part of our charitable program and helping to make a positive impact on the community.

Through our corporate social responsibility program, #UFCInTheCommunity, we strategically collaborate with partners, sponsors, and athletes to develop charitable programs to make a positive impact on the communities where we host events and athletes reside.

Lawrence Epstein

LAWRENCE EPSTEIN, PRESIDENT

UFC FOUNDATION

2



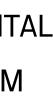
2204





- 2022 UFC CSR IMPACT 4
- UFC FOUNDATION MISSION FOCUS 5
- UFC VISITS NICKLAUS CHILDREN'S HOSPITAL 6
- UFC SPECIALTY LICENSE PLATE PROGRAM 7
- UFC FOUNDATION BENEFICIARIES 8
- **UFC & MAKE-A-WISH SOUTHERN NEVADA** 9
- 2023 CORPORATE PARTNERSHIPS 10
- **2023 FUNDRAISING PLATFORMS** 11
- **2023 FUNDRAISING CAMPAIGNS** 12
- UFC IN THE COMMUNITY PROGRAM 13
- LOOK AHEAD: 2024 CAMPAIGNS 14
- **UFC FOUNDATION BOARD MEMBERS** 15 AND OFFICERS







UFC CSR IMPACT

In 2022, UFC and the UFC Foundation produced a series of fundraising campaigns throughout the year. During the year, over 80 non-profit organizations in five countries around the world (U.S., U.K, Canada, China and France) received gifts and direct donations to help further their respective mission and goals.











UFC FOUNDATION MISSION FOCUS



Public Service

Military Veterans, Active Service Men & Women, and First Responders

Youth Advocacy

world

Equality Gender & Cultural Equality

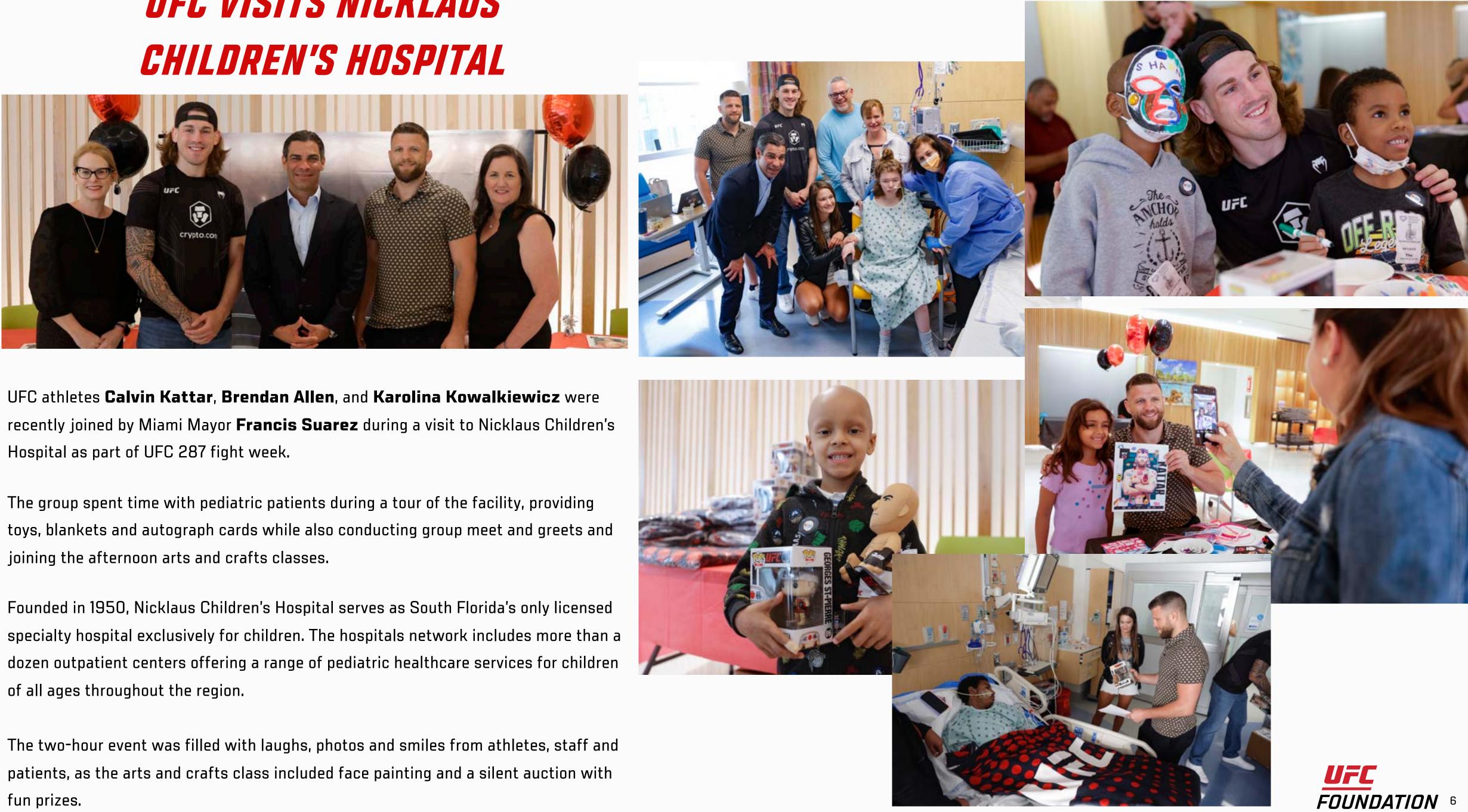
Establish Youth Mentoring Programs around the

Overcoming Adversity (We Are All Fighters)

Fighting for those who are striving to overcome critical and life-threatening illnesses



UFC VISITS NICKLAUS



FIRST 13 MONTHS Fans have registered more than 3,200 specialty license plates.

REGISTRATIONS & RENEWALS

UFC specialty license plate registrations and renewals have grossed more than \$86,000 in revenue for the UFC Foundation.



UFC SPECIALTY LICENSE PLATE PROGRAM

UFC launched its specialty license plate program on June 1, 2022. Per Nevada DMV guidelines, UFC needs to maintain a minimum of 3,000 registrations to keep plates in production on an annual basis.

> We are on pace to surpass our original estimate of \$150,000 in revenue during its first three years in production.







2022 UFC FOUNDATION BENEFICIARIES



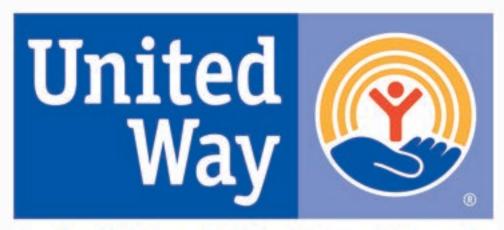


V E G A S S METROPOLITAN **POLICE DEPARTMENT** FOUNDATION









United Way of Southern Nevada





jost 1230p livin FOUNDATION







UFC & MAKE-A-WISH **OF SOUTHERN NEVADA**



UFC recently partnered with Make-A-Wish of Southern Nevada to provide a VIP wish experience for **Jayson Gholson-Clark** and his family as part of UFC 285 fight week.

Jayson, 14, recently received a heart transplant from an MMA athlete and his wish was to attend UFC 285 and take a tour of UFC HQ.

UFC Hall of Famer **Forrest Griffin** gave Jayson a full tour of the facilities where he met athletes, including former bantamweight champion **Peter Yan**, former flyweight and bantamweight champion **Henry Cejudo**, and current bantamweight champion Aljamain Sterling.

Jayson also met **Dana White**, former heavyweight champion **Stipe Miocic**, and heavyweight champion **Jon Jones** backstage during the UFC 285 ceremonial weighins. The partnership between UFC and Make-A-Wish of Southern Nevada aims to inspire the local community through charitable programs and funding sources.











LOGAN PAUL AND KSI

Join the UFC Foundation. As part of its partnership as UFC's official sports drink, PRIME Hydration has also become the UFC Foundation's first presenting sponsor.

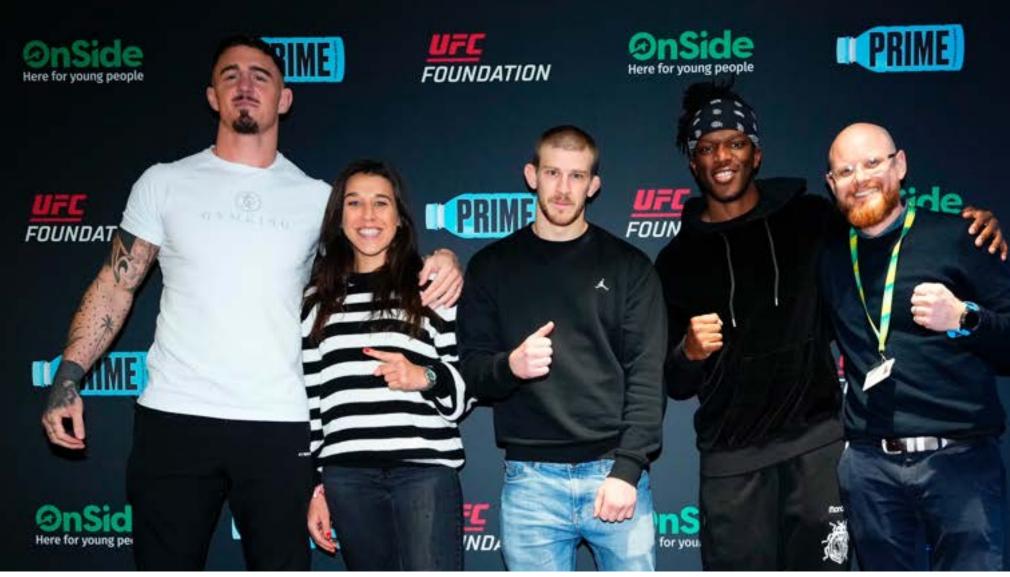
As part of this charitable partnership, PRIME Hydration will make an annual financial commitment to assist the UFC Foundation in establishing Youth Mentoring Programs around the world.

XXX

2023 CORPORATE PARTNERSHIPS

In March, KSI joined UFC athletes Tom Aspinall, Arnold Allen and former UFC strawweight champion Joanna Jedrzejczyk during a surprise visit to students who are members of the UFC x OnSide Youth Mentoring Program in South London.

During the event, the UFC Foundation presented the Croydon Legacy Youth Zone with a **\$25,000** donation.







FOUNL FOUND





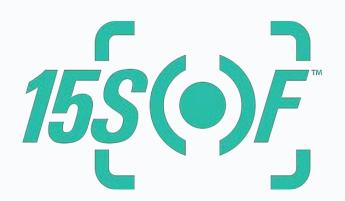


UFC Foundation produces four 50/50 raffles annually, as part of each Pay-Per-View | Fight Night event hosted at T-Mobile Arena in Las Vegas.





UFC Foundation partners with Charity Buzz and AllTroo to auction off seats in UFC President Dana White's VIP section during select events.



UFC Foundation recently partnered with 15 Seconds of Fame to launch its first CSR sweepstakes. The winner and a guest won a VIP trip to IFW to attend UFC 290.

2023 FUNDRAISING PLATFORMS



UFC Foundation is the charitable beneficiary of all tickets sales associated with the UFC Hall of Fame Induction Ceremony.



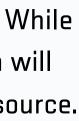
UFC Foundation has partnered with UFC Collectibles to serve as a host for VIP ticket auctions and sweepstakes to select events. While fundraising for the foundation, this platform will allow UFC to collect fan data from another source.



UFC will continue to promote its specialty license plates to motorists living in the state of Nevada. UFC Foundation will receive quarterly payments based on new registrations and renewals.











The UFC Foundation has committed to raising and contributing funds for the following charitable campaigns in 2023: •



Partnered with UFC GYM to launch a youth fitness pilot program at three locations across the U.S. (Las Vegas, Miami, Los Angeles) in conjunction with local youth charities.



We're collaborating with the Bob & Rita Marley Foundation to raise funds to renovate and purchase new equipment for Jubilee Children's Hospital in Kingston, Jamaica. UFC welterweight champion Leon Edwards is an ambassador of the foundation and was born at the hospital.



Coordinating efforts with Cure 4 The Kids Foundation to purchase and install new gym equipment for pediatric patients to use for training at the UFC youth training center while they are undergoing treatment. Cure 4 The Kids Foundation is Nevada's only pediatric cancer treatment facility.



Working with the Boys & Girls Club of Hawaii to launch a youth mentoring and fitness program for at risk youth of Oahu. Former UFC featherweight champion Max Holloway is an ambassador of the foundation and will teach fitness classes two times per week.

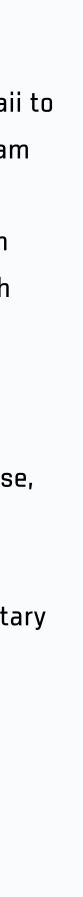


We've joined forces with Nellis Air Force Base, Dyaco and Timex to purchase and install branded equipment. UFC will build the organization's first-ever MMA gym on a military base.



Producing a year-long charitable t-shirt program with the American Cancer Society and select UFC athletes. 100% of profits from sales of the pilot program will benefit the UFC Foundation and American Cancer Society.





#UFCINTHECOMMUNITY PROGRAM

• the community. UFC also helps athletes connect and partner with non-profit organizations in their local community.



Michael Chandler spending time with youth from Specialized Alternatives for Families & Youth



Leon Edwards joined 2023 SoccerAid to raise funds and awareness for UNICEF UK



Calvin Kattar spending time with pediatric patients at Nicklaus Children's Hospital



Puna Soriano and Cody Stamann join the LVMPD for Sants Cops Xmas shopping

UFC's corporate responsibility program, #UFCInTheCommunity, strategically collaborates with partners, sponsors, and athletes to develop charitable programs designed to make a positive impact on



Brandon Moreno, Justin Gaethje, Brendan Allen, and Jalin Turner spend time with pediatric patients at Primary Children's Hospital in Salt Lake City



Randy Brown teaching boxing fundamentals at IronBound Boxing Academy







13



UFC and the UFC Foundation have committed to continually raising funds and awareness for global campaigns in 2024: •



As part of UFC's recent multi-year partnership with New South Wales, we are proposing the launch of a youth fitness/mentoring program in conjunction with PCYC law enforcement. This program, in collaboration with PCYC's boxing programs, will align with the organization's mission to young people active in life and off the streets.



The UFC Foundation will partner with Sick Kids Canada on a national fundraising sweepstakes with the winners securing an all-expenses paid trip to UFC's January PPV in Toronto. All net funds raised will benefit Sick Kids, Canada's largest center dedicated to improving children's health.



UFC and the UFC Foundation will continue to expand its partnership with OnSide Youth Zone in 2024. After launching youth mentoring programs in London and Birmingham in 2021 and 2022, we are targeting expansion into Manchester in 2024, with a new program led by UFC heavyweight Tom Aspinall.



UFC and the UFC Foundation will potentially launch a charitable campaign in conjunction with 4ocean, a global cleanup organization dedicated to ending the ocean plastic crisis.







BOARD MEMBERS

Lawrence Epstein Chief Operating Officer, UFC

Andrew Schleimer Chief Financial Officer, UFC

Hunter Campbell Chief Business Officer, UFC

Riché McKnight General Counsel, UFC

Deni Batchvarova SVP, Strategy, UFC

Tracey Bleczinski SVP, Global Consumer Products, UFC

Heidi Noland SVP, Global Brand Creative, UFC

Lenee Breckenridge SVP, Communications, UFC

Romola Ratnam SVP, Social Impact, Endeavor

Chris Bellitti VP, Corporate Communications, UFC **OFFICERS**

President Lawrence Epstein

Treasurer David Avery

Secretary Dmetri Culkar

Director **Brian Smith**





