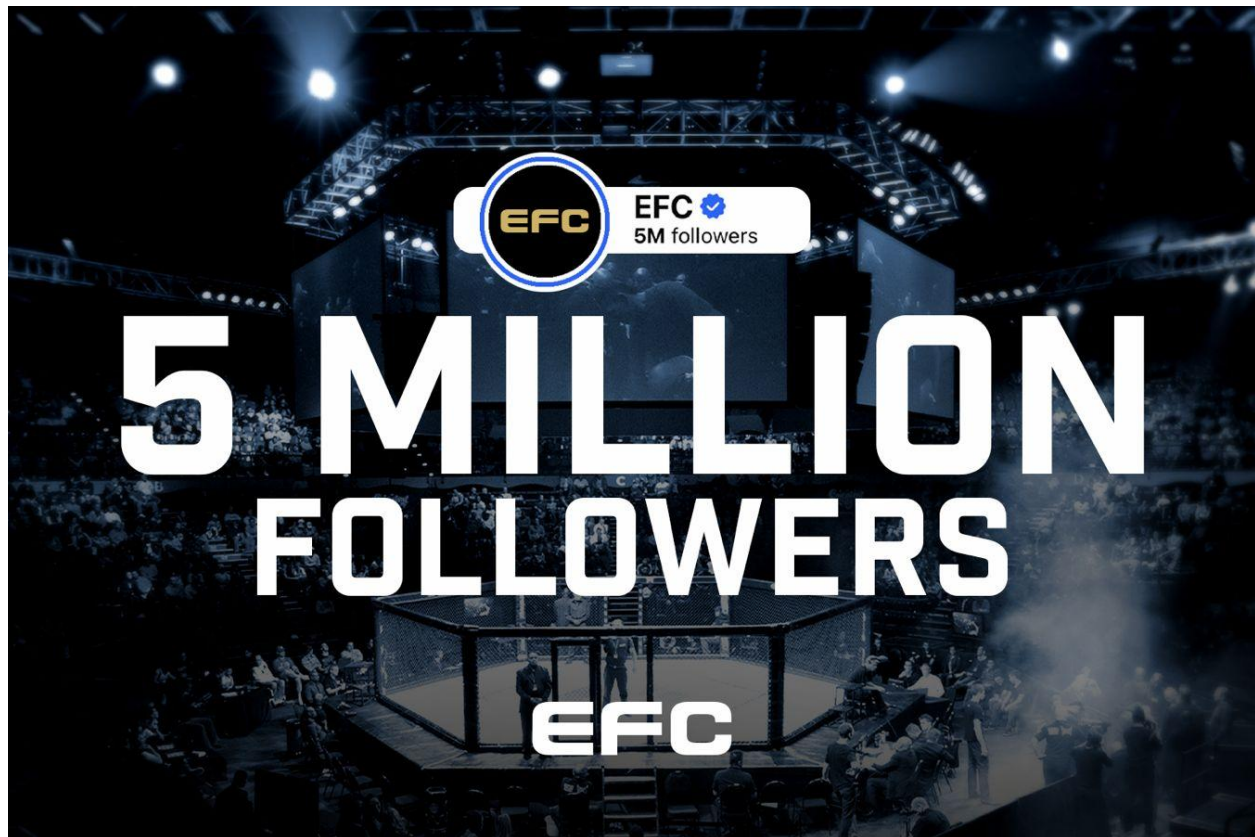


5 MILLION STRONG: EFC REACHES A NEW DIGITAL MILESTONE

Five million Facebook followers puts EFC alongside some of African sport's biggest digital communities, while its most watched content reaches audiences in the hundreds of millions.



Johannesburg, South Africa - 26 August 2026

EFC has officially surpassed five million followers on Facebook, marking another major milestone in the growth of African MMA and the global audience following it.

In the context of African sport, five million is significant.

A 2026 ranking of African football clubs by Facebook following placed Orlando Pirates at approximately **5 million** followers, Wydad Casablanca at 3.9 million and Mamelodi Sundowns at 3.1 million.

On a continent where football dominates the sporting landscape, EFC has built a Facebook community comparable in size to some of African football's most recognisable institutions.

But followers only tell part of the story.

5 MILLION FOLLOWERS. HUNDREDS OF MILLIONS OF VIEWS.

EFC videos regularly surpass one million views. Breakout content can exceed 100 million views, while the organisation's biggest performing videos have reached into the region of half a billion views.

Great fight content travels.

A spectacular knockout in Johannesburg can reach audiences around the world within hours. And unlike the event itself, the content has no final bell.

A fight might last a few minutes. The moment it creates can be watched tonight, shared tomorrow, rediscovered next year and replayed a decade later.

For the brands that partner with EFC, they travel with it.

Their presence around the Hex, on the canvas, alongside the athletes and throughout the event becomes part of the content itself, continuing to reach new audiences long after fight night.

BUILT TOGETHER

Five million followers represents years of athletes, championships, rivalries and unforgettable moments, made possible by the fans, broadcasters and commercial partners who have backed African MMA.

But perhaps the most exciting part of the story is what comes next.

Over the years, athletes have walked into the EFC Hex at the beginning of their professional journeys and gone on to compete at the highest levels of combat sports around the world. Among them are fighters who became international contenders, global stars and, ultimately, a UFC world champion.

That pathway matters.

Across Africa today, another generation of young athletes is training with the same ambition. For some, EFC will provide the first major stage on which the world gets to see what they can become.

Somewhere among them could be Africa's next world champion.

EFC provides the platform. The athletes provide the dream. And every fan, broadcaster and partner who stands behind African MMA helps give them the opportunity to pursue it.

Five million people are already watching.

The next great African sporting story may only just be beginning.

About EFC® - The Extreme Fighting Championship®

Headquartered in Johannesburg, South Africa, EFC is a world leading mixed martial arts organisation. EFC produces 10 live events annually at sold out arenas. With over 200 athletes exclusively contracted to the organisation, EFC showcases the greatest warriors on the planet. EFC events are broadcast in over 120 countries around the world on numerous television networks in multiple languages. EFC programming is available weekly in more than 600 million television households globally, making it one of the most recognisable MMA brands in the world.

For more information visit efcworldwide.com or follow:

[Facebook](#) | [X](#) | [Instagram](#)