

WORLD SPORTS BETTING REINFORCES MARKET LEADERSHIP THROUGH RENEWED EFC PARTNERSHIP

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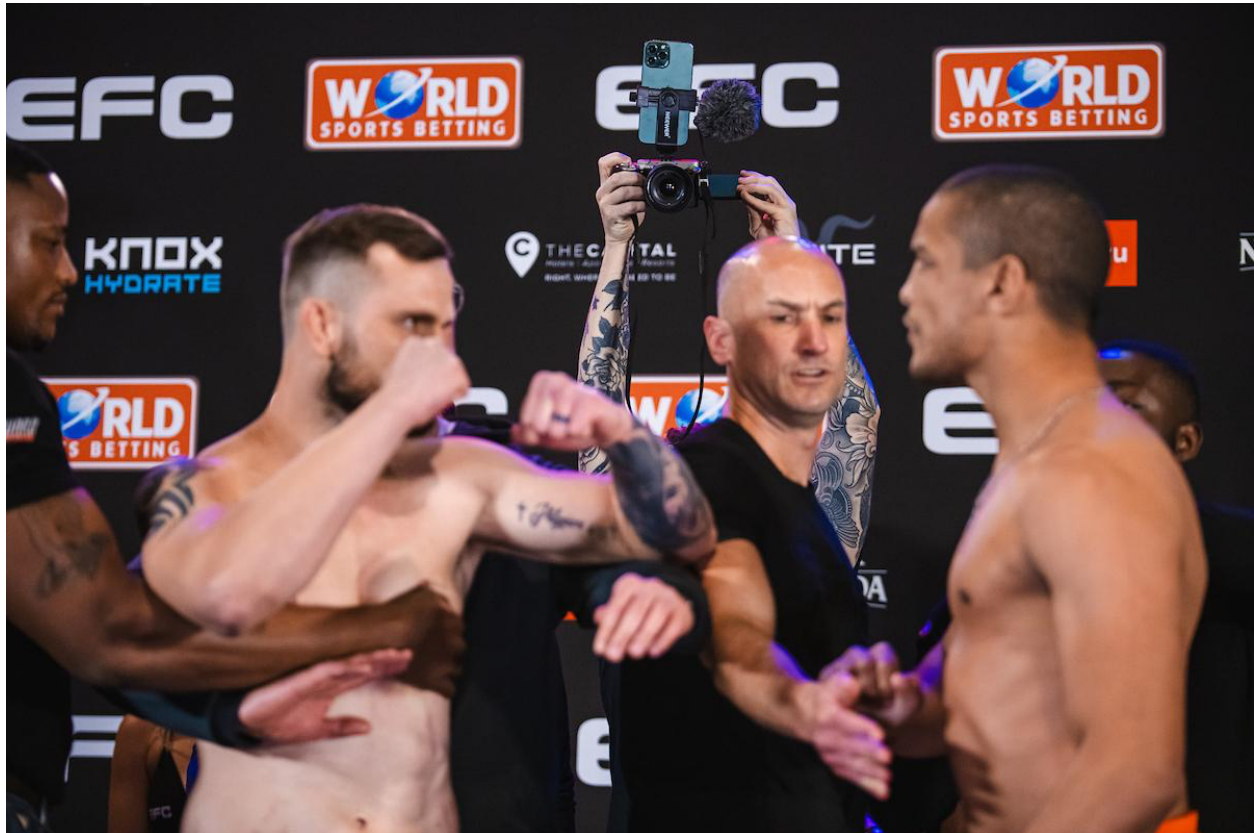


Cape Town, South Africa — EFC has confirmed that World Sports Betting has renewed its long-standing partnership with the organisation, continuing as Official Betting Partner of the inaugural KNOX Legacy Series and Headline Partner across all EFC events in 2026.

As part of the renewed agreement, World Sports Betting will retain naming rights to the WSB Arena, reinforcing its ongoing investment in the growth, visibility, and infrastructure of African MMA.

The renewal comes at a pivotal commercial moment for EFC, with the inaugural KNOX Legacy Series in Cape Town approaching capacity. The event is tracking toward one of the strongest live gates in recent EFC history, underscoring the rising commercial appeal of elite MMA on the continent.

World Sports Betting brand ambassador Luke Michael headlines the KNOX Legacy Series main event, defending the EFC middleweight championship against Diego Bandu in front of a maximum-capacity crowd at the GrandWest Grand Arena. The alignment places World Sports Betting at the centre of one of the most high-profile events on the 2026 calendar, integrating brand presence across broadcast, digital, and live event environments.



EFC continues to deliver measurable commercial value for its partners. As the most watched combat sports league in Africa, the organisation achieved record digital and social engagement figures in the past year, with reach measured in the hundreds of millions across platforms. With expanding international interest surrounding the KNOX Legacy Series and growing global visibility for African MMA talent, further audience growth is anticipated in 2026.

Nick Moyo, Sponsorship Manager at World Sports Betting, commented:

“Our renewal with EFC reflects our long-term belief in the commercial trajectory of African MMA. The growth in live attendance, digital engagement, and international attention demonstrates that the sport is entering a new era. As a brand, we are committed to aligning with premium sporting properties that deliver measurable impact and authentic fan connection. EFC represents exactly that — a world class platform that positions us at the centre of elite competition and an expanding audience.”

EFC President Cairo Howarth welcomed the renewed commitment. “World Sports Betting has been a consistent and strategic partner,” said Howarth. “Their decision to extend and deepen their involvement, including retaining naming rights to the WSB Arena, reflects confidence in our audience, our commercial model, and the direction of the organisation.”

The renewed agreement places WSB at the forefront of EFC’s 2026 calendar.

For media enquiries, please contact media@efcworldwide.com

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.

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About World Sports Betting - South Africa’s Premier Online Sports Book

Since our founding in 2002, World Sports Betting has been dedicated to providing a friendly, fast, and secure online sports betting experience.

Over the past two decades, we have been at the forefront of the South African sports betting industry, offering innovative markets tailored specifically for our clients.

With our commitment to excellence, World Sports Betting has become one of the most acclaimed names in the industry.

We continuously raise the bar, setting new standards for online sports betting in South Africa. Bet with the Best

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