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AFRICA'S BUSINESS LEADERS JOIN FORCES WITH EFC IN MAJOR ANNOUNCEMENT



FLTR: Bronwyn Knight, Greg Pearson and Joseph Aidoo Jnr (members of the private equity consortium) with Garreth "Soldierboy" McLellan, former EFC Champion and UFC athlete and now athlete and fan representative on the Board of Directors of EFC.

Johannesburg, South Africa - Having launched in 2009, EFC has become one of the longest running and most established mixed martial arts (MMA) promotions in the world. It has also served as the proving ground for some of the planet's greatest athletes, including former two-time EFC and current UFC Middleweight Champion, Dricus du Plessis.

Du Plessis previously shared the following on his growth through the EFC:

"It's incredible to witness - every event you see the fights get better and the fighters getting better. So many people are finally getting the recognition and can go out and become world champions."

"I've never missed an EFC show since I was 16, and at 19 made my debut in the EFC, where I eventually became a double division champion. At the end of the day, without the EFC, I wouldn't be where I am today."

EFC's success is evident not only in its stellar roster but also in its impressive footprint, thanks to its early adoption of streaming platforms and social media distribution. This has made it the most-watched sports league on the African continent and an attractive target for global investors. After 16 years in the top flight, EFC is delighted to announce a series of major developments.

In an unprecedented equity agreement, a Private Equity Consortium comprising some of Africa's most influential and successful business entrepreneurs has acquired a significant shareholding in EFC, positioning the organisation for groundbreaking growth and paving the way for a series of global firsts in combat sports.

The transaction follows an influx of high-profile Private Equity investments into sport recently, including in rugby teams as well as the English Premier football series.

There are several reasons why Private Equity has seen value unlocking opportunities in sport, such as the rising value of sports media rights, sponsorship and merchandise deals as well as broadcast revenue from streaming services. At the same time, the nature of Private Equity provides investee companies with finance and negotiation expertise, supporting growth over and above the normal capital injection.

The major announcements include:

1. A Strategic Investment Partnership

This multi-million dollar Private Equity partnership sets the stage for EFC's continued global expansion, opening up exciting opportunities for the promotion.

2. Key Private Equity Consortium Members Joining the EFC Board

- Joseph Aidoo Jnr, co-founder and Executive Director of the Devtraco Group, brings his vision and experience to help elevate EFC's impact.
- African real estate pioneer, Bronwyn Knight, (2019 EY Entrepreneur of the Year Southern Africa (Exceptional category) joins the board with a focus on promoting the athletes to greatness.
- Greg Pearson, real estate entrepreneur and developer will provide his capital and Africa markets expertise in growth and development to propel EFC's expansion.
- Garreth 'Soldierboy' McLellan, legendary former EFC Champion and UFC athlete, joins the board to represent athletes and fans, ensuring the growth of EFC goes hand-in-hand with the development of its fighters.

3. Empowering Athletes Through Equity

EFC has a longstanding commitment to its athletes, demonstrated through innovative equity initiatives. Previously, EFC raised funds by offering shares via Stack Assets, a peer-to-peer investment platform. This allowed athletes and supporters to own a stake in the organisation, fostering a sense of ownership and alignment with EFC's success. Over 90% of the EFC Invested shares are owned by EFC athletes. This new equity deal ensures that these athletes, along with other shareholders, receive value for their shares.

4. Introduction of Comprehensive Private Medical Aid for Athletes

EFC is proud to introduce a comprehensive private medical aid program for all its athletes, marking a pioneering move in African and global combat sports. This initiative highlights EFC's longstanding commitment to the health and well-being of its athletes, ensuring they receive top-tier medical care. EFC was the first MMA organisation in the world to follow the World Anti-Doping Agency (WADA) code and adopt a concussion management program, in line with the best practices seen in major sports like rugby, and the organisation is proud to continue breaking ground with athlete health and safety at the forefront.

5. Expansion and Growth Plans

EFC is set to continue expanding in both existing and new markets across Africa, with a particular focus on its domestic continent. This expansion is being driven by EFC President, Cairo Howarth, who has led the company since its inception in 2009.

Quotes from the Key Private Equity Consortium Members

- **Joseph Aidoo Jnr**, co-founder of the Devtraco Group:

"I've been following EFC's rise, and I've always been impressed, but this is history in the making. The growth, the vision, the sheer potential of EFC is undeniable. This partnership isn't just about investment; it's about making an impact. I'm excited to bring my experience into this, to help build something that changes the landscape of combat sports in Africa and I couldn't be prouder to be part of it."

- **Bronwyn Knight**, Africa real estate pioneer

"For me, this is about shattering glass ceilings, especially as a woman. At EFC shows, I always see a large number of female fighters and supporters, and MMA is about equality for all. If I can bring that aspect to this investment, these unbelievable athletes are going to achieve true greatness!"

- **Greg Pearson**, real estate entrepreneur and developer

"What EFC has built is nothing short of incredible. But the potential? That's the most exciting part. Africa is a powerhouse of talent, and with this partnership, we're creating a platform that will elevate the sport and the EFC organisation like never before. I'm excited to bring my experience, my network, and my passion to EFC, and I can't wait to see what we achieve together."

- **Garreth McLellan**, former EFC Champion and UFC athlete:

"This is a huge moment for EFC and for me personally. I've fought in that Hexagon, I've held championship gold, and I've seen first-hand how EFC changes lives. Now, stepping onto the board, it's about making sure that as EFC grows, the athletes grow with it."

Expansion Vision from EFC President, Cairo Howarth:

"I am beyond excited to announce this ground-breaking partnership that will propel EFC into a new era of unprecedented growth. We have the ideal equity partners investing in and joining the business. This

deal strengthens our position like never before, allowing us to expand exponentially across the continent.”

EFC is primed for continued success as a result of this unprecedented investment, coupled with the new governance structure that will open up countless opportunities for the most exciting sport on the planet. Stay tuned for more exciting announcements throughout 2025 as EFC brings the world to Africa, and Africa to the world.

To watch and download (for free usage) content of Aidoo Jnr, Corbett, Pearson, McLellan and Howarth discussing this venture, click here:

<https://youtu.be/6JxYG1NV2IA>

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About EFC® – The Extreme Fighting Championship®

Headquartered in Johannesburg, South Africa, EFC is a world leading mixed martial arts (MMA) organisation. EFC produces 10 live events annually. 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 600+ million TV households globally, making it one of the most recognisable MMA brands in the world.

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