

Board Summary

Zuffa, LLC dba Ultimate Fighting Championship

6650 S. Torrey Pines, Las Vegas, NV 89118
 Lawrence Epstein, Chief Operating Officer
 Sports Promotion and Production

Date: September 20, 2018
 Main Location: Carson City

Business Type: Expansion County: Clark County Development Authority Representative: Kylie Rowe - LVGEA

APPLICATION HIGHLIGHTS

- Zuffa, LLC dba Ultimate Fighting Championship (UFC) is exploring the option to expand operations and relocate its California production facility to southern Nevada.
- The proposed project would include construction of an events and production studio. The construction will encompass office space, editing suites, and studio, and control room build outs.

PROFILE

UFC is a premium global sports and media brand and the fastest growing sports organization in the world. The company started in 1993 as a professional mixed martial arts (MMA) organization. UFC has revolutionized the fight business, and today stands as the world's leading MMA promoter, offering the premier series of MMA sports events that have sold out some of the biggest arenas and stadiums across the globe. Owned and operated by Zuffa, LLC, headquartered in Las Vegas and with offices in London, Toronto and Singapore (among others), UFC produces more than 40 live events annually and is the largest Pay-Per-View event provider in the world. UFC events are broadcast in over 129 countries and territories, to nearly 800 million TV households worldwide, in 28 different languages. UFC is the only professional sports organization in the world where male and female athletes compete on equal ground, in all respects, including PayScale, rule set, playing field, and equipment. The company has a strong commitment to corporate social responsibility and recently announced a new national charitable partnership with Miracle Flights, the nation's leading nonprofit health and welfare flight organization providing free commercial air transportation to critically ill children in need of medical care far from home. UFC has also partnered with the Cleveland Clinic on the landmark Professional Fighters Brain Health Study. *Source: Zuffa, LLC dba Ultimate Fighting Championship*

SIGNIFICANCE OF ABATEMENTS IN THE COMPANY'S DECISION TO RELOCATE/EXPAND

The economic development incentives offered by the State of Nevada have been an integral factor in UFC's expansion strategy. The projected cost savings from the support of these incentives will allow UFC to hire a greater number of full-time employees, supporting the Governor's initiative for providing more Nevadan's with long-term work and career opportunities. Additionally, Nevada's pro-business climate provides UFC with a sustainable location for ongoing strategic growth. *Source: Zuffa, LLC dba Ultimate Fighting Championship*

| REQUIREMENTS | Statutory | Application | Sufficient | % Over / Under |
|----------------------------|-------------|-------------|-----------------------|----------------|
| Job Creation | 25 | 30 | | 20% |
| Average Wage | \$22.54 | \$37.12 | Company meets | 65% |
| Equipment Capex (SU & MBT) | \$3,829,106 | \$7,956,000 | abatement eligibility | 108% |
| Equipment Capex (PP) | \$3,829,106 | \$7,956,000 | requirements | 108% |

| INCENTIVES | Requested Terms | Estimated \$ Amount |
|-----------------------------|------------------|---------------------|
| Sales Tax Abmt. | 2% for 2 years | \$497,250 |
| Modified Business Tax Abmt. | 50% for 4 years | \$56,479 |
| Personal Property Tax Abmt. | 50% for 10 years | \$151,852 |
| Total | | \$705,581 |

NEVADA BUSINESS LICENSE

- Current Pending Will comply before receiving incentives

| JOB CREATION | Contracted | 24-Month Projection | 5-Year Projection |
|--------------|------------|---------------------|-------------------|
| | 25 | 30 | 45 |

| OTHER CAPITAL INVESTMENT | Land | Building Purchase | BTS / Building Improvements |
|--------------------------|------|-------------------|-----------------------------|
| | \$0 | \$0 | \$0 |

| ECONOMIC IMPACT ESTIMATES (10-Year Cumulative) | Total | Construction |
|--|---------------|--------------|
| Total Jobs Supported | 93 | 0 |
| Total Payroll Supported | \$46,590,564 | \$0 |
| Total Output Estimate | \$189,838,733 | \$0 |

Estimate includes jobs, payroll & output by the company assisted as well as the secondary impacts to other local businesses.

| NEW TAX REVENUE ESTIMATES (10-Year Cumulative) | Direct | Indirect | Total |
|--|------------------|--------------------|--------------------|
| Local Taxes | | | |
| Property | \$143,977 | \$1,422,143 | \$1,566,120 |
| Sales | \$0 | \$854,039 | \$854,039 |
| Lodging | \$0 | \$71,232 | \$71,232 |
| State Taxes | | | |
| Property | \$7,875 | \$82,214 | \$90,089 |
| Sales | \$159,120 | \$288,861 | \$447,981 |
| Modified Business | \$319,493 | \$221,951 | \$541,444 |
| Lodging | \$0 | \$24,977 | \$24,977 |
| Total | \$630,465 | \$2,965,417 | \$3,595,882 |

EMPLOYEE BENEFITS

- Percentage of health insurance covered by company: 72%.
- Health care package cost per employee - \$8,553 annually with options for dependents.
- Overtime, PTO/Sick/Vacation, Merit Increases, Retirement Plan / Profit Sharing / 401(k), Bonus.

NOTES

- Percentage of revenue generated by the new jobs contained in this application from outside Nevada: 98%.



August 9, 2018

Mr. Paul Anderson

Executive Director
Nevada Governor's Office of Economic Development
555 E. Washington Avenue, Suite 5400
Las Vegas, Nevada 89101

Dear Mr. Anderson,

Zuffa, LLC dba Ultimate Fighting Championship (UFC) is applying to the State of Nevada for the Sales and Use Tax, Modified Business Tax, and Personal Property Tax Abatements. We request their application be placed on the agenda for the September 2018 GOED Board Meeting.

UFC is exploring their options to expand operations and relocate their California production facility to Southern Nevada. UFC will expect to hire 30 employees over the next 24 months. These employees will make an average hourly wage of \$37.12 and be provided with a benefits package that includes 72% coverage of the employees' healthcare premium. UFC will make a capital equipment investment of \$7,956,000.

Our team has reviewed UFC's application and found it to comply with Nevada's statutory requirements for tax abatements. This application has the full support and endorsement of the Las Vegas Global Economic Alliance. We appreciate your consideration with this application.

Sincerely,

A handwritten signature in black ink that reads "Kylie Rowe". The signature is written in a cursive, flowing style.

Kylie Rowe
Vice President, Economic Development

Enclosure

702.791.0000
800.634.6858

6720 VIA AUSTI PARKWAY, SUITE 330
LAS VEGAS, NEVADA 89119

LVGEA.ORG



P.O. Box 26959
Las Vegas, Nevada
89126-0959

August 8, 2018

Mr. Paul Anderson
Executive Director
Nevada Governor's Office of Economic Development
555 E. Washington, Suite 5400
Las Vegas, NV 89101

Dear Mr. Anderson,

By way of this letter and the attached application, Zuffa, LLC dba Ultimate Fighting Championship (UFC) is requesting tax incentives to assist with our expansion efforts in the state of Nevada. Recent strategic planning has the company focused on creating a greater presence in Nevada. A significant part of this consideration is the economic incentives offered by the state. We are projecting to add 30 full-time employees with an average wage of \$37.12 over the next two years of operations.

As you may know, UFC is the fastest growing sports organization in the world. It started in 1993 as a professional mixed martial arts (MMA) organization. UFC has revolutionized the fight business, and today stands as the world's leading MMA promoter, offering the premier series of MMA sports events that have sold out some of the biggest arenas and stadiums across the globe. Owned and operated by Zuffa, LLC, headquartered in Las Vegas and with offices in London, Toronto and Singapore (among others), UFC produces more than 40 live events annually and is the largest Pay-Per-View event provider in the world, broadcast in over 129 countries and territories, to nearly 800 million TV households worldwide, in 28 different languages.

The economic development incentives offered by the State of Nevada have been an integral factor in our expansion strategy. The projected cost savings from the support of these incentives will allow UFC to hire a greater number of full time employees, supporting the Governor's initiative for providing more Nevadan's with long term work and career opportunities. Additionally, Nevada's pro-business climate provides UFC with a sustainable location for ongoing strategic growth.

We are looking to purchase a building located at [REDACTED]. We will be expanding from [REDACTED] within the next few months to accommodate



P.O. Box 26959
Las Vegas, Nevada
89126-0959

for our projected expansion. The anticipated cost of this building along with capital expenditures will be approximately [REDACTED] It is within this space that we are looking to produce live MMA events worldwide. Currently, this production activity is taking place in California.

Our experience with representatives from the Las Vegas Global Economic Alliance has been positive and we look forward to your approval in supporting our expansion efforts. We appreciate your time and consideration.

Sincerely,

Ike Lawrence Epstein

[Name]

Senior Executive Vice President & Chief Operating Officer

[Title]

8/8/18

Date

Enclosures



Lewis Roca Rothgerber Christie LLP
One East Liberty Street
Suite 300
Reno, NV 89501

775.823.2900 main
775.823.2929 fax
lrrc.com

Nicole Scott
Admitted in Nevada
775.321.3455 direct
775.823.2929 fax
nscott@lrrc.com

August 9, 2018

Our File Number: 302340.00002

Mr. Anderson
Executive Director
Nevada Governor's Office of Economic Development
808 West Nye Lane
Carson City, NV 89703

Re: REQUEST FOR CONFIDENTIALITY OF RECORDS AND DOCUMENTS

Dear Director Anderson:

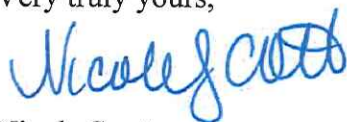
This firm represents Zuffa, LLC dba Ultimate Fighting Championship (UFC). On August 9, 2018, we submitted an application on behalf of UFC to you as the Executive Director of the State of Nevada Governor's Office of Economic Development ("GOED") requesting approval of economic incentives for their new operation in Nevada. The purpose of this letter is to request confidentiality pursuant to Section 4 of Assembly Bill No. 17 (2015 Regular Session) as codified in NRS 231.069.

Please be advised UFC specifically deems the following information proprietary and confidential, and to the extent possible, UFC requests confidentiality:

- 1) The detailed schedule of Employment List
- 2) The detailed schedule of Capital Equipment List

Thank you for your consideration. If you have any questions or require any further information, please do not hesitate to contact me.

Very truly yours,



Nicole Scott
Lewis Roca Rothgerber Christie LLP


NS

REQUEST FOR CONFIDENTIALITY DETERMINATION

Pursuant to NRS 231.069, and upon the request of applicant Zuffa, LLC dba Ultimate Fighting Championship (UFC), the Executive Director of the Office has determined the:

- (i) The detailed schedule of Capital Equipment List, 5(A)
- (ii) The detailed schedule of Employment List, 5(B)

are confidential proprietary information of the business, are not public records, and shall be redacted in its entirety from the copy of the application that is disclosed to the public.



Paul Anderson
Executive Director

8/17/2008

Date

ECONOMIC DEVELOPMENT

Incentive Application

Company Name: Zuffa LLC, dba Ultimate Fighting Championship
 Date of Application: August 8, 2018

Company is an / a: (check one)
 New location in Nevada
 Expansion of a Nevada company

Section 1 - Type of Incentives

Please check all that the company is applying for on this application:

- Sales & Use Tax Abatement
- Modified Business Tax Abatement
- Personal Property Tax Abatement
- Sales & Use Tax Deferral
- Recycling Real Property Tax Abatement
- Other: _____

Section 2 - Corporate Information

| | | | |
|---|--|---------------------------------------|---------------------|
| COMPANY NAME (Legal name under which business will be transacted in Nevada) <u>Zuffa, LLC dba Ultimate Fighting Championship (UFC)</u> | | FEDERAL TAX ID # <u>88-0482750</u> | |
| CORPORATE ADDRESS <u>6650 S. Torrey Pines</u> | CITY / TOWN <u>Las Vegas</u> | STATE / PROVINCE <u>NV</u> | ZIP <u>89118</u> |
| MAILING ADDRESS TO RECEIVE DOCUMENTS (If different from above) <u>P.O. Box 26959</u> | CITY / TOWN <u>Las Vegas</u> | STATE / PROVINCE <u>NV</u> | ZIP <u>89126</u> |
| TELEPHONE NUMBER <u>702-221-4780</u> | WEBSITE <u>www.ufc.com</u> | | |
| COMPANY CONTACT NAME <u>Lawrence Epstein</u> | COMPANY CONTACT TITLE <u>Chief Operating Officer</u> | | |
| E-MAIL ADDRESS <u>LEPSTEIN@UFC.COM</u> | PREFERRED PHONE NUMBER <u>702-588-5544</u> | | |

Has your company ever applied and been approved for incentives available by the Governor's Office of Economic Development? Yes No
 If Yes, list the program awarded, date of approval, and status of the accounts (attach separate sheet if necessary):

Section 3 - Program Requirements

Please check two of the boxes below; the company must meet at least two of the three program requirements:

- A capital investment of \$1,000,000 in eligible equipment in urban areas or \$250,000 in eligible equipment in rural areas are required. This criteria is businesses. In cases of expanding businesses, the capital investment must equal at least 20% of the value of the tangible property owned by the business.
- New businesses locating in urban areas require fifty (50) or more permanent, full-time employees on its payroll by the eighth calendar quarter quarter in which the abatement becomes effective. In rural areas, the requirement is ten (10) or more. For an expansion, the business must increase employees on its payroll by 10% more than its existing employees prior to expansion, or by 25 (urban) or 6 (rural) employees, whichever is greater.
- In urban areas, the average hourly wage that will be paid by the business to its new employees is at least 100% of the average statewide hourly in rural areas, the average hourly wage will equal or exceed the lesser of the county-wide average hourly wage or statewide average hourly wage.

Note: Criteria is different depending on whether the business is in a county whose population is 100,000 or more or a city whose population is 60,000 or more (i.e., "urban" area), or if the business is in a county whose population is less than 100,000 or a city whose population is less than 60,000 (i.e., "rural" area).

Section 4 - Nevada Facility

Type of Facility:

- Headquarters
- Technology
- Back Office Operations
- Research & Development / Intellectual Property
- Service Provider
- Distribution / Fulfillment
- Manufacturing
- Other: Production

| | |
|---|--|
| PERCENTAGE OF REVENUE GENERATED BY THE NEW JOBS CONTAINED IN THIS APPLICATION FROM OUTSIDE NEVADA <u>98.6% of US UFC fans are outside of Nevada; 99.8% globally</u> | EXPECTED DATE OF NEW / EXPANDED OPERATIONS (MONTH / YEAR) <u>Jun-2019</u> |
| NAICS CODE / SIC <u>711320</u> | INDUSTRY TYPE <u>Sports Promotion</u> |

DESCRIPTION OF COMPANY'S NEVADA OPERATIONS

Produce live MMA events worldwide

| | | | |
|---|---------------------------|----------------------|-------------------|
| PROPOSED / ACTUAL NEVADA FACILITY ADDRESS [REDACTED] | CITY / TOWN [REDACTED] | COUNTY [REDACTED] | ZIP [REDACTED] |
|---|---------------------------|----------------------|-------------------|

WHAT OTHER STATES / REGIONS / CITIES ARE BEING CONSIDERED FOR YOUR COMPANY'S RELOCATION / EXPANSION / STARTUP?
None

Section 5 - Complete Forms (see additional tabs at the bottom of this sheet for each form listed below)

Check the applicable box when form has been completed.

- 5 (A) Equipment List
- 5 (B) Employment Schedule
- 5 (C) Evaluation of Health Plan, with supporting documents to show the employer paid portion of plan meets the minimum of 65%.

Section 6 - Real Estate & Construction (Fill in either New Operations/Startup or Expansion, not both.)

| New Operations / Start Up - Plans Over the Next <u>Ten</u> Years | Expansions - Plans Over the Next <u>10</u> Years |
|---|---|
| <p>Part 1. Are you currently/planning on leasing space in Nevada? _____ If No, skip to Part 2. If Yes, continue below: What year(s)? _____ How much space (sq. ft.)? _____ Annual lease cost of space: _____ Do you plan on making building tenant improvements? _____ If No, skip to Part 2. If Yes *, continue below: When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently/planning on buying an owner occupied facility in Nevada? _____ If No, skip to Part 3. If Yes *, continue below: Purchase date, if buying (month, year): _____ How much space (sq. ft.)? _____ Do you plan on making building improvements? _____ If No, skip to Part 3. If Yes *, continue below: When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Are you currently/planning on building a build-to-suit facility in Nevada? _____ If Yes *, continue below: When to break ground, if building (month, year)? _____ Estimated completion date, if building (month, year): _____ How much space (sq. ft.)? _____</p> | <p>Part 1. Are you currently leasing space in Nevada? <u>Yes</u> If No, skip to Part 2. If Yes, continue below: What year(s)? <u>2005-2018</u> How much space (sq. ft.)? <u>19,683</u> Annual lease cost at current space: <u>\$165,337.20</u> Due to expansion, will you lease additional space? <u>No</u> If No, skip to Part 3. If Yes, continue below: Expanding at the current facility or a new facility? _____ What year(s)? _____ How much expanded space (sq. ft.)? _____ Annual lease cost of expanded space: _____ Do you plan on making building tenant improvements? _____ If No, skip to Part 3. If Yes *, continue below: When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently operating at an owner occupied building in Nevada? <u>Yes</u> If No, skip to Part 3. If Yes, continue below: How much space (sq. ft.)? <u>171,359</u> Current assessed value of real property? <u>\$12,308,307.00</u> Due to expansion, will you be making building improvements? <u>No</u> If No, skip to Part 3. If Yes *, continue below: When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Do you plan on building or buying a new facility in Nevada? <u>Yes</u> If Yes *, continue below: Purchase date, if buying (month, year): <u>TBD</u> When to break ground, if building (month, year)? <u>n/a</u> Estimated completion date, if building (month, year): <u>n/a</u> How much space (sq. ft.)? <u>TBD</u></p> |

* Please complete Section 7 - Capital Investment for New Operations / Startup.

* Please complete Section 7 - Capital Investment for Expansions below.

BRIEF DESCRIPTION OF CONSTRUCTION PROJECT AND ITS PROJECTED IMPACT ON THE LOCAL ECONOMY (Attach a separate sheet if necessary):

UFC plans to make capital investments to turn a space into an events and production studio. The capital investments will encompass both construction (e.g., offices, edit suites, studio and control room build outs) and production equipment. UFC is evaluating a building in Clark County. The proposed project requires approximately \$8 million capital equipment investment and expected to create 30 new jobs with an average wage of \$37.12.

Section 7 - Capital Investment (Fill in either New Operations/Startup or Expansion, not both.)

| New Operations / Start Up | Expansions |
|---|--|
| How much capital investment is planned? (Breakout below): | How much capital investment is planned? (Breakout below): |
| Building Purchase (if buying): _____ | Building Purchase (if buying): <u>TBD</u> |
| Building Costs (if building / making improvements): _____ | Building Costs (if building / making improvements): <u>TBD</u> |
| Land: _____ | Land: _____ |
| Equipment Cost: _____ | Equipment Cost: <u>\$7,956,000</u> |
| Total: _____ | Total: <u>\$7,956,000</u> |
| | Is the equipment purchase for replacement of existing equipment? <u>No</u> |
| | Current assessed value of personal property in NV: <u>\$6,700,936</u> |
| | (Must attach the most recent assessment from the County Assessor's Office.) |

Section 8 - Employment (Fill in either New Operations/Startup or Expansion, not both.)

| New Operations / Start Up | Expansions |
|---|--|
| How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of new operations?: _____ | How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of expanded operations?: <u>30</u> |
| Average hourly wage of these <u>new</u> employees: _____ | Average hourly wage of these <u>new</u> employees: <u>\$37.12</u> |
| | How many FTE employees prior to expansion?: <u>247</u> |
| | Average hourly wage of these <u>existing</u> employees: <u>\$46.91</u> |
| | Total number of employees after expansion: <u>277</u> |

* FTE represents a permanent employee who works an average of 30 hours per week or more, is eligible for health care coverage, and whose position is a "primary job" as set forth in NAC 360.474.

OTHER COMPENSATION (Check all that apply):

- Overtime
 Merit increases
 Tuition assistance
 Bonus
 PTO / Sick / Vacation
 COLA adjustments
 Retirement Plan / Profit Sharing / 401(k)
 Other: _____

BRIEF DESCRIPTION OF ADDITIONAL COMPENSATION PROGRAMS AND ELIGIBILITY REQUIREMENTS (Attach a separate sheet if necessary):

[See additional attached sheet.](#)

Section 9 - Employee Health Insurance Benefit Program

Is health insurance for employees and an option for dependents offered? Yes (**copy of benefit plan must be attached**) No

Package includes (check all that apply):

- Medical
 Vision
 Dental
 Other: Life, ADD< LTD, Short Term Disability, FSA

Qualified after (check one):

- Upon employment
 Three months after hire date
 Six months after hire date
 Other: 1st of the month following start date

| Health Insurance Costs: | Percentage of health insurance coverage by (min 65%): | |
|--|---|----------------------|
| Cost of health insurance for company (annual amount per employee): | <u>\$ 8,552.52</u> | Company: <u>72%</u> |
| Health Plan annual out-of-pocket maximum (individual): | <u>\$ 4,750.00</u> | Employee: <u>28%</u> |

[SIGNATURE PAGE FOLLOWS]

Section 10 - Certification

I, the undersigned, hereby grant to the Governor's Office of Economic Development access to all pertinent and relevant records and documents of the aforementioned company. I understand this requirement is necessary to qualify and to monitor for compliance of all statutory and regulatory provisions pertaining to this application.

Being owner, member, partner, officer or employee with signatory authorization for the company, I do hereby declare that the facts herein stated are true and that all licensing and permitting requirements will be met prior to the commencement of operations. In addition, I and /or the company's legal counsel have reviewed the terms of the GOED Tax Abatement and Incentives Agreement, the company recognizes this agreement is generally not subject to change, and any material revisions have been discussed with GOED in advance of board approval.

Lawrence Epstein

Name of person authorized for signature



Signature

Chief Operating Officer

Title

8/8/18

Date

Nevada Governor's Office of Economic Development

555 E. Washington Ave., Ste 5400 • Las Vegas, Nevada 89101 • 702.486.2700 • (Fax) 702.486.2701 • www.diversifynevada.com

Site Selection Factors

Company Name: Zuffa, LLC dba Ultimate Fighting Championship (UFC)

County: Clark County

Section I - Site Selection Ratings

Directions: Please rate the select factors by importance to the company's business (1 = very low; 5 = very high). Attach this form to the Incentives Application.

| | | | |
|--------------------------------------|----------|---|----------|
| Availability of qualified workforce: | <u>4</u> | Transportation infrastructure: | <u>2</u> |
| Labor costs: | <u>3</u> | Transportation costs: | <u>1</u> |
| Real estate availability: | <u>4</u> | State and local tax structure: | <u>3</u> |
| Real estate costs: | <u>3</u> | State and local incentives: | <u>5</u> |
| Utility infrastructure: | <u>2</u> | Business permitting & regulatory structure: | <u>3</u> |
| Utility costs: | <u>2</u> | Access to higher education resources: | <u>3</u> |

Please summarize the importance of the abatement program to your decision (please include at least a paragraph summary):

The economic development incentives offered by the State of Nevada have been an integral factor in UFC's expansion strategy. UFC is projecting that it will add 30 full time employees with an average wage of \$37.12 over the next two years of operations. The projected cost savings from the support of these incentives will allow UFC to hire a greater number of full-time employees, supporting the Governor's initiative for providing more Nevadan's with long-term work and career opportunities. Additionally, Nevada's pro-business climate provides UFC with a sustainable location for ongoing strategic growth.

Equipment Schedule, Detailed

The Office has determined the detailed equipment schedule as described in this application constitutes confidential proprietary information of Zuffa, LLC dba Ultimate Fighting Championship, and is not a public record.

Employment Schedule, Detailed

The Office has determined the detailed employment schedule as described in this application constitutes confidential proprietary information of Zuffa, LLC dba Ultimate Fighting Championship, and is not a public record.

5(C) Evaluation of Health Plans Offered by Companies

Company Name: Zuffa, LLC dba Ultimate Fighting Championship (UFC) County: Clark County

Total Number of Full-Time Employees: 30

Average Hourly Wage per Employee \$37.12
 Average Annual Wage per Employee (implied) \$77,209.60

Annual Cost of Health Insurance per Employee \$8,552.52
 Percentage of Cost Covered by:
 Company 72%
 Employee 28%

Health Plan Annual Out-of-Pocket Maximum \$4,750

Generalized Criteria for Essential Health Benefits (EHB)
[following requirements outlined in the Affordable Care Act and US Code, including 42 USC Section 18022]

| | | |
|--|---------|-----|
| Covered employee's premium not to exceed 9.5% of annual wage | 4.3% | MMQ |
| Annual Out-of-Pocket Maximum not to exceed \$7,150 (2017) | \$4,750 | MMQ |

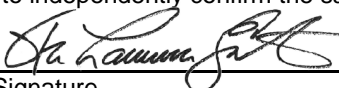
Minimum essential health benefits covered (Company offers PPO):

- (A) Ambulatory patient services
- (B) Emergency services
- (C) Hospitalization
- (D) Maternity and newborn care
- (E) Mental health/substance use disorder/behavioral health treatment
- (F) Prescription drugs
- (G) Rehabilitative and habilitative services and devices
- (H) Laboratory services
- (I) Preventive and wellness services and chronic disease management
- (J) Pediatric services, including oral and vision care

No Annual Limits on Essential Health Benefits

I, the undersigned, hereby declare to the Governor's Office of Economic Development that the facts herein stated are true, and that I have attached sufficient plan information highlighting where our plan reflects meeting the 65% minimum threshold for the employe paid portion of the plan for GOED to independently confirm the same.

Lawrence Epstein
 Name of person authorized for signature


 Signature

Chief Operating Officer
 Title

8/8/18
 Date

SECRETARY OF STATE



NEVADA STATE BUSINESS LICENSE

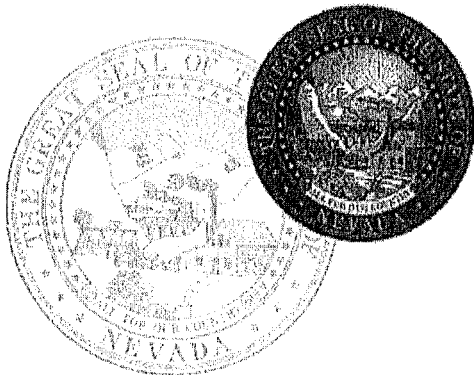
ZUFFA, LLC

Nevada Business Identification # NV20001117640

Expiration Date: December 31, 2018

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on November 22, 2017

Barbara K. Cegavske

Barbara K. Cegavske
Secretary of State

You may verify this license at www.nvsos.gov under the Nevada Business Search.

License must be cancelled on or before its expiration date if business activity ceases.
Failure to do so will result in late fees or penalties which by law cannot be waived.

UFC

UFC

UFC

UFC

ENDEAVOR

**A PREMIUM GLOBAL SPORTS
& MEDIA BRAND**

**WORLD LEADER IN COMBAT
SPORTS**

**THE LARGEST PAY-PER-VIEW
EVENT PROVIDER IN THE
WORLD**



MMA IS A GLOBAL SPORT COMPRISED OF VARIOUS COMBAT DISCIPLINES



BOXING



JIU-JITSU



JUDO



KARATE



MUAY THAI



TAEKWONDO



WRESTLING



HISTORY OF UFC



UFC FOUNDED
IN 1993



THE
ULTIMATE
FIGHTER



ENDEAVOR
INVESTMENT

INTERNATIONAL
EXPANSION



ENDEAVOR

25TH
ANNIVERSARY



"...and we're just getting started."

BRAND MAXIMS

01 WE PROMOTE PASSION AND DETERMINATION

02 WE ARE BIGGER THAN THE OCTAGON

03 BE WATER. ADAPT.

04 GREATNESS THROUGH DISCIPLINE

05 FANS DECIDE

06 BE FIRST

07 THERE'S NO VICTORY WITHOUT RESPECT

08 WE ARE ALL FIGHTERS

UFC BY THE NUMBERS



284M

WORLDWIDE
FANS

67M

FOLLOWERS ACROSS
SOCIAL PLATFORMS

446

TOTAL EVENTS AROUND
THE WORLD

1.1B

TV HOUSEHOLDS
REACHED WORLDWIDE

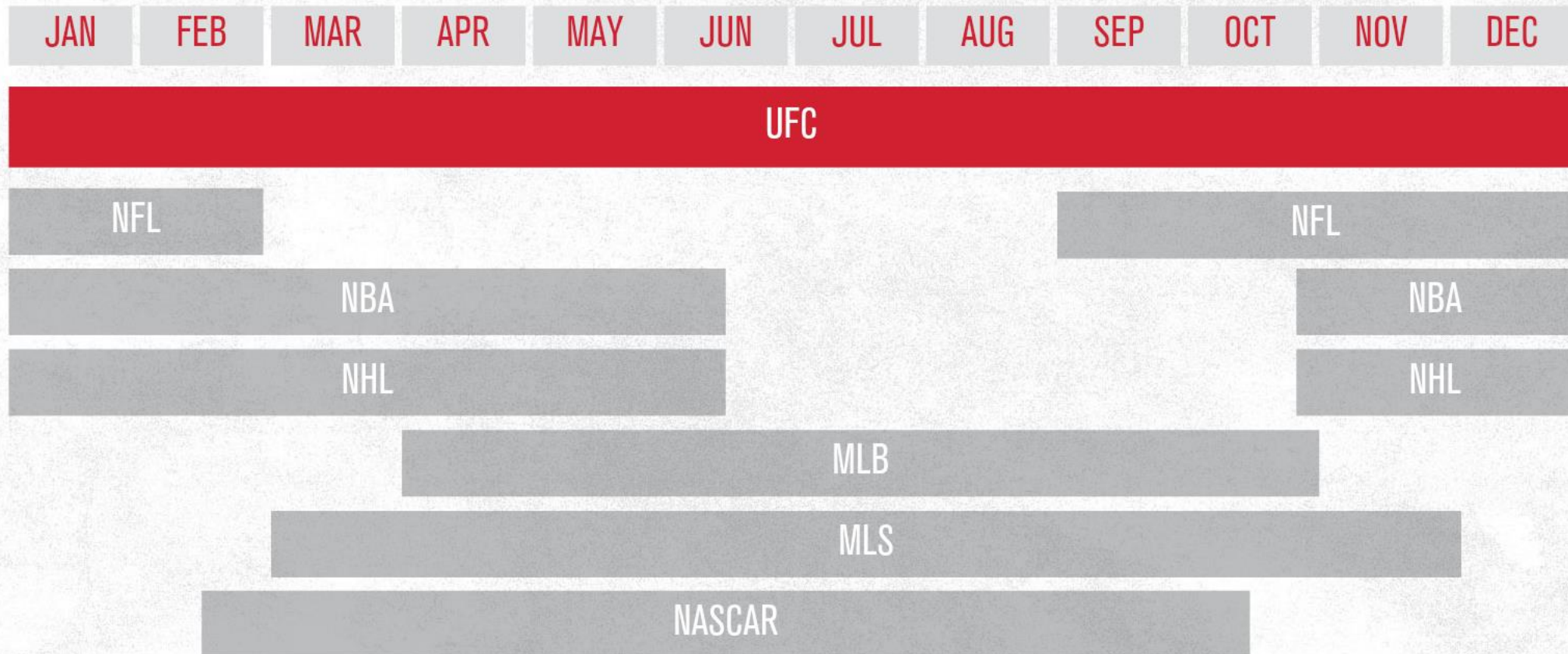
163

COUNTRIES IN WHICH
UFC EVENTS ARE
BROADCAST

35+

LANGUAGES THAT
UFC EVENTS ARE
BROADCAST

UNLIKE ANY OTHER MAJOR U.S. SPORT UFC DELIVERS A YEAR-ROUND COMPETITIVE SEASON



POWERED BY A GLOBAL ROSTER OF ATHLETES

NUMBER OF ATHLETES REPRESENTING REGION

| | |
|--------|-----|
| U.S. | 254 |
| EMEA | 131 |
| BRAZIL | 80 |
| ASIA | 33 |
| LATAM | 32 |
| CANADA | 21 |
| AUS/NZ | 16 |



560+ Current UFC Athletes

60 Countries represented by UFC Athletes

55% of current roster is from outside of U.S.

CONTENT DISTRIBUTED ON BROADCAST TV, PAY-PER-VIEW, AND DIGITAL PLATFORMS



BROADCAST TV

In partnership with FOX Broadcasting Company, UFC airs fights, coverage and additional content on FOX Sports, FS1, FS2, FX and FXX.

15%

OF FS1'S TOTAL PROGRAMMING MINUTES (HIGHEST OF ANY SPORT ON THE NETWORK)

43%

OF FS2'S TOTAL PROGRAMMING MINUTES



PAY-PER-VIEW

UFC is the No. 1 Pay-Per-View event provider in the world, outweighing boxing and WWE combined.

8.8

AVERAGE VIEWERS PER RESIDENTIAL PPV BUY

4.4K

BAR AND RESTAURANTS AIRING UFC PPV EVENTS



DIGITAL / OTT

UFC FIGHT PASS is a wholly owned digital subscription service and OTT network. Live UFC events, exclusive content, and 24-7 access to the world's biggest MMA library.

180

COUNTRIES + TERRITORIES



ESPN: UFC NEW HOME IN THE U.S.

- 5 year, \$1.5B deal
- 42 nights of live UFC events across ESPN platforms
- Greater reach / larger audience
- Promotional opportunities to grow brand & build stars more rapidly
- Growth of PPV business
- Sponsors & non-U.S. media rights

The ESPN logo in red, featuring the letters 'ESPN' in a bold, italicized, sans-serif font.The ESPN 2 logo in red, featuring the letters 'ESPN' followed by a large '2' in the same bold, italicized, sans-serif font.The ESPN+ logo, featuring the letters 'ESPN' in black and a yellow plus sign to the right.

BLUE CHIP PARTNERS



An aerial, high-angle view of a large arena filled with a dense crowd of spectators. In the center of the arena, a large, multi-sided jumbotron displays the UFC logo and some text. The arena's floor is visible, and the overall atmosphere is that of a major sporting event.

IMPACT OF UFC EVENTS

UFC 205: ECONOMIC IMPACT

UFC 205 | New York City, NY | Madison Square Garden | November 12, 2016



ECONOMIC
OUTPUT

\$37.4M

SALARIES &
WAGES PAID

\$18.3M

EMPLOYMENT

300

JOB

TOTAL TAXES
PAID BY UFC

\$1.6M

UFC 205: REACH & IMPRESSIONS

UFC 205 | New York City, NY | Madison Square Garden | November 12, 2016



VIEWERSHIP
AVERAGE

15.9M

OF STORIES

24.5K

VALUE - \$74.3M

YOUTUBE VIEWS

47M

DURING EVENT WEEK

SOCIAL MEDIA
ENGAGEMENTS

5.9M

DURING EVENT WEEK

ADVERTISING
EQUIVALENT VALUE

\$377M

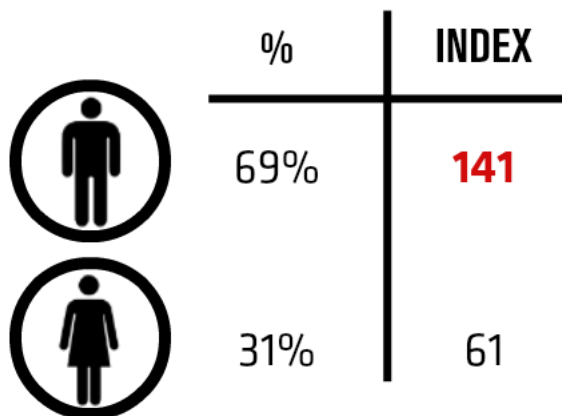
FOR BROADCAST-INTEGRATED
PARTNERS



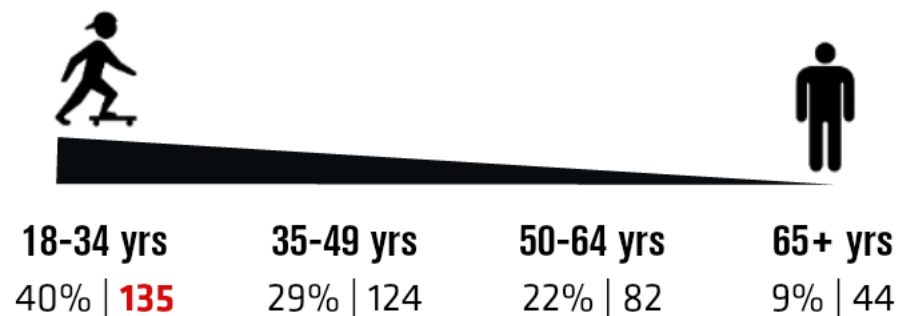
UFC FAN DEMOGRAPHICS

UFC FAN DEMOGRAPHICS

GENDER



AGE



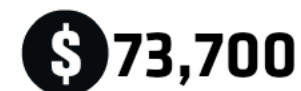
RACE



ORIGIN

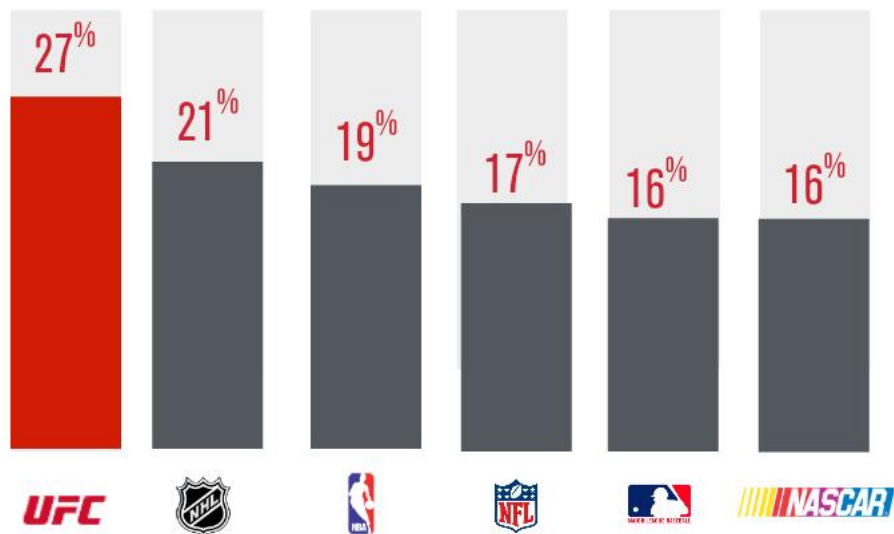


AVG. HHI

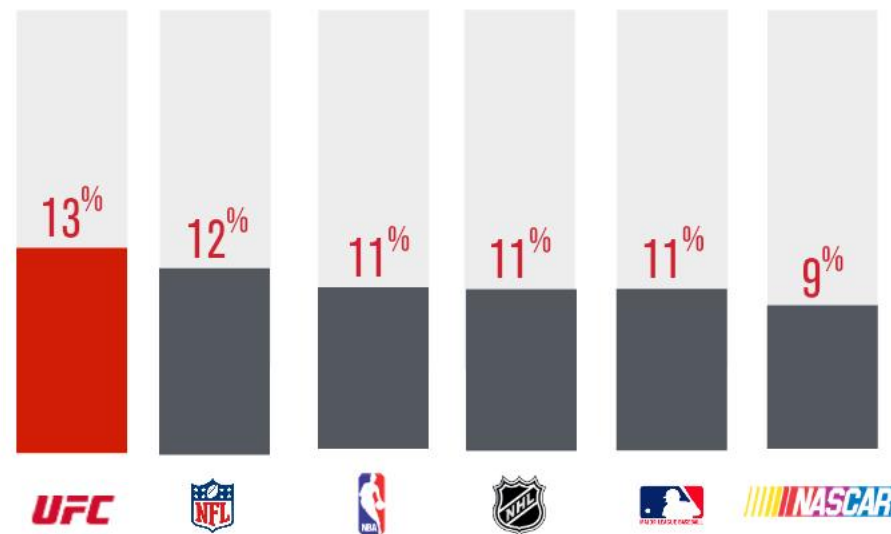


LEADING IN YOUNG ADULTS-- MALE AND FEMALE

% OF MEN 18-34



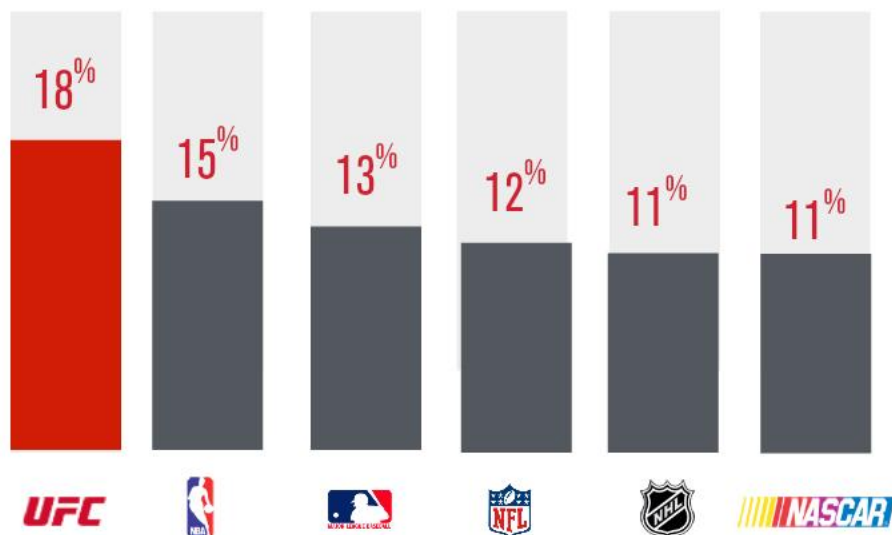
% OF WOMEN 18-34



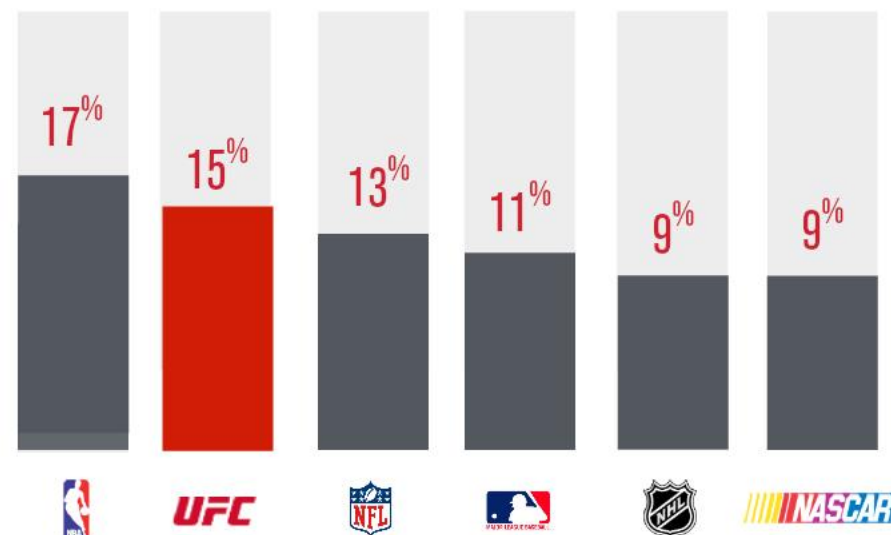
THE MOST DIVERSE FAN BASE

UFC is a leader in concentration of U.S. Hispanics and African Americans when compared to the other major U.S. sports properties.

% OF FANS U.S. HISPANIC



% OF FANS AFRICAN AMERICAN





INDUSTRY LEADERSHIP

A man in a dark suit and purple tie is speaking into a microphone with the UFC logo. He is bald and looking to the left. The background is dark and out of focus.

UFC ANTI-DOPING POLICY

Drug Testing Process & Protocol

The most comprehensive anti-doping policy in all of professional sports

Administered by an independent partner, the United States Anti-Doping Agency (USADA)

Unannounced testing 365 days a year, 24 hours a day for all substances and methods that are prohibited under the World Anti-Doping Agency (WADA) Code

All anti-doping violations are adjudicated by USADA



CLEVELAND CLINIC: LOU RUVO CENTER FOR BRAIN HEALTH

UFC is proud to partner with the Cleveland Clinic on the Professional Fighters Brain Health Study - a landmark study on how combat sports impact the brain. UFC will continue to invest financially in the study over the long term.

It is critical that we understand the impact of combat sports on brain health so that we can create safe environment for our athletes.

The study focuses on developing methods to detect the earliest and most subtle signs of brain injury in active and retired professional boxers and MMA athletes.

The study currently has 600 participants; approximately 500 active athletes, 60% MMA/40% boxing, 50 retired fighters and 50 controls who have not had head trauma.



UFC ***PERFORMANCE INSTITUTE***

- Performance Diagnostics
- Athlete Data
- Analysis Management
- Science Research



GENDER EQUALITY

UFC is the only professional sports organization in the world where male and female athletes compete on equal grounds in all respects

- Pay scale
- Rule set
- Playing field & equipment
- Anti-doping policy





THANK YOU
