



INTERNATIONAL MIXED MARTIAL ARTS FEDERATION 2018-19 ACTIVITY REPORT



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The schedule over the past year has been gruelling for all concerned, as we continue our crusade for recognition, tackling regulatory bodies, political authorities, and most recently the emergence of pop up federations who claim international status.

We must not allow these delaying and diversion tactics to distract us: More than ever we must focus on the job in hand, whilst embracing these obstacles and using them as a learning opportunity to improve ourselves.

GOVERNANCE

This year we welcome Denitza Batchvarova (USA) to the Board as Non-Executive Director. Deni serves as Senior Vice President of Strategy for UFC, overseeing corporate development, research and analytics and data management. Deni also works

PRESIDENT'S REPORT 2018-19

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WE CONTINUE ON OUR QUEST FOR RECOGNITION ON A GLOBAL SCALE. ALL MEMBER FEDERATIONS ARE SEEKING SUPPORT FROM THEIR LOCAL SPORTS MINISTERS AND NATIONAL OLYMPIC COMMITTEES, AND SOME ARE SUCCEEDING.

alongside the company's most senior executives to develop growth strategies for key areas of the business, including live events, programming, consumer products, and global sponsorships.

At the same time, we say goodbye to Non-Executive Directors, Colonel Khalid Abdulaziz Al Khayat, who recently also stepped down from his role as President of the Bahrain Mixed Martial Arts Federation and Courtney Braun of Endeavour. We would like to thank them for their hard work and support during their time with IMMAF and wish them all the best for the future.

BOARD MERGER

The merger with WMMAA General Assembly has increased our operational efficiency,



expanded our geographical reach, increased our membership base and created a balance of power.

Vadim's robust management of WMMAA has achieved a vast membership base throughout the Eastern Europe, whose commitment to fulfil criteria and meet standards has achieved many recognition by regional sports ministers.

The unification for the common good will fortify our quest for recognition and regulation via governing bodies such as WADA and GAISF.

As a united Board we will continue in our pursuit of good governance, working with partners the Sport Integrity Global Alliance to ensure we remain on track to achieve, in the near future, the SIGA Silver Standard for Sport Integrity and Good Governance.

MEMBERS

The majority of Member Federations have stayed strong and supportive during the transition period of the merge whilst other are still in the process of mediation and merging. The National Federation Health Check has identified some federations that are not fulfilling the criteria outlined in the IMMAF Statutes and these federations have been put into Special Measures. With the assistance of IMMAF, they are working towards meeting our standards in order to be reinstated.

REGULATION AND RECOGNITION

We continue on our quest for recognition on a global scale. All member federations are seeking support from their local sports ministers and National Olympic Committees, and some are succeeding.

Our federations in France and Ireland have been lobbying extensively over the past 12 months to achieve recognition and sport regulation in their regions.

WADA / GAISF

Another year on, and we are still caught in the application process with the two international bodies. After recent discussions with both, we have been asked by the World Anti-doping Agency (WADA) to delay legal action to give them time to address their own processes and policies. We have decided to comply with the request and work with them to hopefully resolve outstanding issues and move forward positively in January 2020. We have resubmitted our application to the Global Association of International Sport Federations (GAISF) and are optimistic: If GAISF grants us Observer Status then it is a given that WADA will recognise us.

DEVELOPMENT

The team leading on the Progression Pathway and Youth Development has achieved some outstanding success as we, this year, welcome the next generation to the MMA Family. Our first Youth World Championships for 12 to 17-year olds laid a milestone in our journey. Extensive technical and medical research was carried out as part of our duty of care to protect the health and safety of and provide a well-regulated environment for these young athletes in their debut. The introduction of under-18s tournaments provides IMMAF's competition pathway with a definitive entry point for athletes embarking on their MMA journey.

EVENTS CALENDAR

2018 culminated with the first IMMAF | WMMAA Unified World Championships, which included our first Junior World Championships as part of our youth development scheme. Although we battled against adverse weather conditions and political restraints the prestigious event was a resounding success.

In 2019, IMMAF has proudly delivered a complete events calendar offering the opportunity for amateur MMA athletes to compete in Championships across five continents (Africa, America, Oceania, Asia and Europe) and in all age groups from the age of 12 upwards, with the debut of the Youth World Championships. The year's schedule of events also takes in the annual technical conference and concludes again with the Senior & Junior World Championships in Bahrain. Fight week will include the IMMAF | WMMAA Amateur MMA Awards dinner, by which we celebrate our participants' achievements, accomplishments and contributions of the last 12 months.

All Championships in 2019 have been successful and have seen an increase in participation. Unfortunately, some National Federations are still failing to engage. We continue to encourage them to communicate with IMMAF about the causes of their non-engagement so that we can work together to facilitate their participation. Of course, even successful events do not come without issues, some of which will be addressed at the Technical Seminar Weekend in October, where you the members will have the opportunity to voice your concerns on all aspects. This in turn helps us, the International Federation, to reach a better understanding of your challenges and to work with you to address them.

SPONSORSHIP

We maintain a productive and rewarding relationship with funding partner, the UFC/Endeavour, as well as with sponsors, Green Hill, My Next Match, Safe MMA and SAFE JAWZ. I would like to thank all our partners for their unfaltering confidence in the IMMAF vision.

FINANCE

We continue to strive for financial independence and to attract new investors to empower us in the attainment of our vision and in our work to secure the future of the MMA community globally.

STRUCTURE AND STRATEGY

A strategic Board restructure is underway with the aim of increasing the commitment of its Directors through facilitating their personal development within their individual roles. This will raise our level of success by galvanising increased Board productivity moving forward.

IMMAF is to introduce an expert advisory "Business Development Committee" tasked with researching and informing the President and CEO of shifting trends and potential competition in the marketplace. A function of the advisory committee will be "outside-the-box" thinking, identifying external influences and assessing their impact, developing ideas and embracing problems proactively. It is important as an organisation that we are able to keep an eye on the bigger picture and always be one step ahead in planning, whilst maintaining our focus on the job at hand.

We must work in synergy towards achieving our goals without losing sight of our values, in order to protect our investment thus far in MMA and to secure its future.

COMMUNICATION

We appeal to all member federations to communicate openly with us to enable mutual tackling and resolution of issues.

CONCLUSION

Once again, I am proud to be President of an International Federation which maintains its values whilst continuing its drive towards the attainment of its vision in the face of adversity. On behalf of IMMAF I would like to thank our member federations for their continued support, and our volunteers, the unsung heroes behind-the-scenes, for their loyalty and hard work. I would like to thank the Board and IMMAF team for assisting me to stand firm in the pledges I have made, and I give a special thanks to CEO Densign White, who continues to be my greatest advocate and loyal friend. May we together continue our journey in the best interests of our members and our sport, MMA.



Dear Members,

2019 has been an incredibly busy year and has seen enormous growth across all areas of the Federation's activity.

Much of the detail can be found in the reports of IMMAF's department heads but the highlight for me was the first Youth World Championships in Rome during the month of August. This was cutting edge for IMMAF as we ventured into uncharted territory, but there is no doubt it did pay off. The no head-shot rules for under-18s sets MMA apart from all other combat sports and cements our Safe MMA credentials.

Financial year-end numbers for 2018 are very healthy in comparison with the deficit reported in the audited accounts for 2017 of – £2, 942. In this financial year, IMMAF has made a profit of £87,807.

Championships in 2019 have all seen growth in athlete and

CEO'S REPORT 2018-19

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WE HAVE BEEN INCREDIBLY FORTUNATE TO HAVE THE UFC AND OUR EQUIPMENT PROVIDERS GREEN HILL AS SPONSORS. WE COULD NOT HAVE COME AS FAR AS WE HAVE WITHOUT THEIR SUPPORT, AND ON BEHALF OF THE IMMAF I WOULD LIKE TO SAY A BIG THANK YOU.

nation participation. The number of women participating has also seen a marked increase on 2018. This has been the first year in which IMMAF has held Continental Championships in all its five regions.

We continue to carry out anti-doping test procedures at all of our events. Unfortunately, there has been a small number of adverse doping rule violations. The plan in 2020 is to continue to increase the number of in-and out-of-competition tests and to provide more education for athletes and coaches.

Our fight for recognition by the World Anti-Doping Agency (WADA) and the Global Association of International Sport Federations (GAISF) continues. Our GAISF 'observation status' application was refused in February. Dialogue is ongoing to try to remove the blockages to



our progress. Our case against WADA was postponed in August after productive meetings with them: They committed to a change of policy by early 2020 which will allow them to make independent decisions based on the technical merits of signatory applicants rather than political recommendations. We of course welcome this move and remain optimistic that our recognition will come very soon.

The IMMAF core staff team has grown in 2019. Director of Sport Development, Andrew Moshanov, who heads up education and training has extended his position to a full-time one. Marc Goddard took on a role within the administration team as Head of Regulatory Affairs in February. Our Public Relations have been bolstered in 2019 with the addition of

Nick Davies and Ian Munzberger. Nick has worked for a number of international federations and has a vast experience within that political landscape with a strong network of media contacts. Ian specialises in sponsorship and is working to raise our profile within the MMA community where we have struggled to gain traction before.

We moved our office to London from Birmingham, which has saved cost through shared office space and reduced travel and accommodation expenses.

A number of governance policies were signed off by the IMMAF board during its meeting in Lebanon during the month of February as detailed in the Governance Policies Report. IMMAF is a member of the Sport Integrity Global Alliance (SIGA) and I was proud to be elected as a SIGA Council Member last year. IMMAF is an early adopter of the SIGA

Standards and is working towards attaining SIGA's Bronze Standard in Good Governance, Integrity and Betting Integrity through external auditing.



The collaboration and integration of the IMMAF and WMMAA members has been a huge success and our members can be proud of what they have achieved.

At the Extraordinary General Meeting in Bahrain 2018, changes were made to the IMMAF Statutes to allow for changes in the Board's composition and allow for Non-Executive Directors to vote. Another EGM took place during June 2019 in Rome and this meeting facilitated an agreement to make further changes to the statutes allowing the newly elected board to serve a term of eight years to 2027.

During this year, Courtney Braun, a Vice-president at Endeavour, who had been our serving Non-Executive Director stepped down and was replaced by a UFC Vice-president, Denitza Batchvarova. I would like to take this opportunity to thank Courtney for all the work and support that she has given to IMMAF during her time and we welcome Denitza whose contribution in a short time has been significant.

We have been incredibly fortunate to have the UFC and our equipment providers Green Hill as sponsors. We could not have come as far as we have without their support, and on behalf of the IMMAF I would like to say a big thank you.

In conclusion, I would like to thank the IMMAF Board of Directors, our staff and volunteers for their support throughout the year and, in particular, our president Kerrith Brown who works tirelessly to make IMMAF a world class federation.

Densign White

Densign White
IMMAF CEO



This year has not only been about ensuring the comfortable transition of all members as part of the IMMAF / WMMAA merger process, but also about continuing to pave the road towards our ultimate goal as an International Federation – Olympic recognition.

I am happy to say that after a year of working as a united body it remains clear that those of us from WMMAA share the same vision as President Brown for the future development of the governing body for MMA and its integration into the global sports community.

WMMAA staff have also successfully completed their transition over to IMMAF and are now members of one team. This can only result in a more efficient administrative team.

One of the important goals set this year is to ensure IMMAF | WMMAA's presence at the World Combat Games in 2021 in Kazakhstan. This includes working closely with Kazakhstani authorities with the help of our national federation, as well as continued dialogue with the Global Association of International Sport Federations (GAISF).

A lot of thought is being given to the transitioning of our athletes from amateur to professional. Several ideas are being developed in order to establish a smooth pathway for our amateurs. This includes but is not limited to holding separate events, cups and working with professional promotions to make sure that IMMAF | WMMAA alumni are well prepared for their professional careers.

I feel assured that we are on the right track, that the merger has been successful and that we have consolidated our position as the only governing body for MMA that complies with the Olympic charter and shares its values.

Vadim Finkelchtein
WMMAA President

WMMAA PRESIDENT'S REPORT 2018-19

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WE HAVE CONSOLIDATED OUR POSITION AS THE ONLY GOVERNING BODY FOR MMA THAT COMPLIES WITH THE OLYMPIC CHARTER AND SHARES ITS VALUES.



President: Kerrith Brown



Vice President: George Sallfeldt



Honorary President: August Wallen

BOARD OF DIRECTORS



Denitza Batchvarova
(USA)



Bertrand Amoussou
(France)



Wissam Abi Nader
(Lebanon)



Raymond Phillips
(South Africa)



Stewart Brain
(Australia)



Tom Madsen
(Germany)



Frank Babcock
(Germany)



Col. Khalid Al Khayyat
(Bahrain)

THE IMMAF BOARD 2018-19



Chief Executive Office:
Densign White



Director Brand, Communications & Commerce:
Isobel Carnwath



Director of Championships:
Alistair Pettitt



Member Services & Administration Manager:
Gosha Malik



Director of Regulatory Affairs:
Marc Goddard



Anti-Doping Consultant:
Michele Verroken



Director of Sport Development:
Andrew Moshanov



Director of Athlete Safety:
Yoni Gottlieb



Journalist & Athlete Records Manager:
Jorden Curran



Member Relations Director:
Tatiana Klimenko



Member Communications & Athlete Records Manager:
Mikhail Makur



Athlete Equipment Manager (R&D):
Jaine Shah



Public Relations Consultant:
Nick Davies

THE IMMAF ADMINISTRATION TEAM

GOVERNANCE POLICIES REPORT

By IMMAF Anti-doping and Integrity Consultant, Michele Verroken

IMMAF continues to consolidate and progress governance policies in a number of key areas.

Policies for a number of important governance arrangements and standards were approved by the IMMAF Board in February 2019 including:

- Anti-corruption and betting regulations
- Award of commercial contracts associated with major sporting events
- Conflict of interest policy
- Distribution of development funds
- Ethics policy
- Detection and prevention of money laundering
- Detection and prevention of bribery
- Money laundering policy
- Procurement policy
- Whistleblowing policy

Implementation of these policies is ongoing with supporting procedures for investigation and discipline (including steps to progress formal establishment of Arbitration/Disciplinary and Ethics Committees). In addition, there are improved standards now for youth participation (specifically safeguarding policies) and eligibility criteria. With new youth competitions introduced in 2019, IMMAF will take this opportunity to expand on safeguarding requirements throughout the sport. A new Youth Photography and Restricted Areas Policy was introduced for the Youth World Championships in August 2019 which also saw the implementation of new rules regarding safety for youth participation (in particular Head Shots).

ANTI-DOPING – TESTING

IMMAF's Anti-Doping Policy and procedures were further developed in line with WADA Code and Standards to improve education and testing. IMMAF is delighted to work with its member federations in the implementation of testing at regional championships and

to monitor testing on medallists, including comparative Endocrine Steroid Profiling and follow up IRMS testing.

In 2018, medallists at three Championships (European, All African and World) were targeted for testing. Testing plans increased in 2019 to deliver the most extensive testing programme in IMMAF's history, including Asian and Pan American Championships in addition to European (Junior & Senior) and All African Championships. Testing was delivered in conjunction with the National Anti-Doping Organisations of Thailand, Bahamas, South Africa and Italy. The support of these organisations to help IMMAF deliver WADA Code compliant testing is gratefully appreciated. Testing will also take place at the World Championships in 2019 for Juniors and Seniors. Selection for testing is targeted and intelligence driven as well as random.

Procedures are being reinforced to ensure that appropriate safeguarding procedures are in place for anti-doping procedures involving youth athletes and to ensure coaches are fully aware of their responsibilities for athletes in their care.

| YEAR | EVENTS | TOTAL NO. OF TESTS | SANCTIONS |
|----------------|--------|--------------------|-----------|
| 2015 | 2 | 52 | 1 case |
| 2016 | 3 | 44 | 4 cases |
| 2017 | 4 | 42 | 2 cases |
| 2018 | 3 | 40 | 1 case |
| 2019 (to date) | 5 | tbc | tbc |

ANTI-DOPING – SANCTIONS

As required by the IMMAF Anti-Doping Policy, adverse findings are investigated and independently scrutinised. Where appropriate, adverse findings are taken through fair independent disciplinary hearings to confirm the relevant sanction. Athletes have the right to

appeal the decision of IMMAF and the Independent Hearing Panel to the Court of Arbitration for Sport. Every effort is made to achieve a fair resolution in advance of a CAS Appeal as IMMAF is mindful of the costs involved for all parties and the possibility that costs may be awarded to the party not succeeding in the Appeal Procedure. This is a clear reminder that an Anti-Doping Rule Violation (ADRV) is a 'strict liability' offence and that the presence of a prohibited substance is one of 10 possible ADRVs)

ANTI-DOPING – EDUCATION

In support of the testing programme, IMMAF continues to step up its education programme directly to coaches and technical officials. Information sessions have been delivered to Coaches at the 2017 European Championships, to Technical Officials attending the 2018 Conference and to Coaches of Youth Athletes attending the European Youth Championships.

Discussions are progressing for more comprehensive education and information resources for coaches, officials and national members to be available to strengthen IMMAF's zero tolerance approach and to ensure athletes and coaches are better prepared to adhere to IMMAF's Anti-Doping Policy.

ANTI-DOPING – COMPLIANCE

In preparation for WADA Code signatory status, IMMAF is developing support tools and resources for national federations to develop national programmes for education and testing, investigation and discipline in accordance with WADA Code Standards and IMMAF's policy. In addition, IMMAF is continuing to review its data privacy procedures to adhere to GDPR legislation.

ANTI-DOPING – MEDICAL

For those athletes requiring permission to use a prohibited substance for a medically justified reason, where no permitted alternative exists, IMMAF has in place a Therapeutic Use Exemption system, which begins with national level recognition and oversight of applications and TUE review available at Championships.



The interest in joining IMMAF is growing year on year. The development of a regimented continental Championships schedule can be attributed as a factor for this, with IMMAF now building relations with federations, clubs, promoters and private sector businesses in many key regions around the globe.

There is a distinct desire from MMA practitioners who are looking for opportunities to test and develop their skills on an international level and this is where the role of the National Federation is vital in helping to build an environment suitable for grassroots growth with a viable pathway to international competition.

Good governance is a crucial for national federations to become successful members of IMMAF. To do this, National Federations must build a board of directors whom are not only dedicated to MMA but also bring relevant and necessary skills to

of a stable and growing organisation.

The 2019 Observation Status Membership was granted to 10 new Federations, including the Nigeria Mixed Martial Arts Federation. Elsewhere, in Switzerland, in as little as ten days, President Luigi Perilla united the country's French, Italian, German regions into one Federation, Switzerland Mixed Martial Arts. In the interests of stability, the President of IMMAF's former Swiss federation, Patrick Drees, was included and together all parties are building a solid plan for 2020.

In June 2019, MMA Stowarzyszenie Polska replaced the old Polska MMA Federation, which had seriously struggled over the last few years. President Martin Lewandowski, with a strong board behind him, is building a structure with a heavy emphasis on coaching to support star athletes like Erick Walecki and Magda Czaban, who won the gold medal at the 2018 European Championships. The new organisation is concentrating on

to GAISF and IOC recognition in time for the 2028 Olympic Games in Los Angeles.

Previously the United Kingdom Mixed Martial Arts Federation stood as the unified body for England, Scotland and Wales, with Northern Ireland a separate entity under IMMAF. However, great developments in 2019 saw Wales establish its own federation, MMA Cymru, under President Chris Rees, while the English Mixed Martial Arts Association (EMMAA) was formed by internationally recognised figure, Marc Goddard, and is expected to become a major federation moving forward. Scotland also entered an online application for IMMAF membership in August 2019.

With Continental Championships now established in Oceania, Asia, Europe, South Africa and Pan America, we are seeing growing interest from federations who are interested in competing at these events. A greater number of South American federations are applying for, with successful approaches welcomed from Paraguay and Ecuador.

Overall, the number of open applications to join IMMAF varies, but on average there are around 20-25 new applications in process at any one time.

The biggest IMMAF achievement this year is the possibility of gaining sport recognition under GAISF.

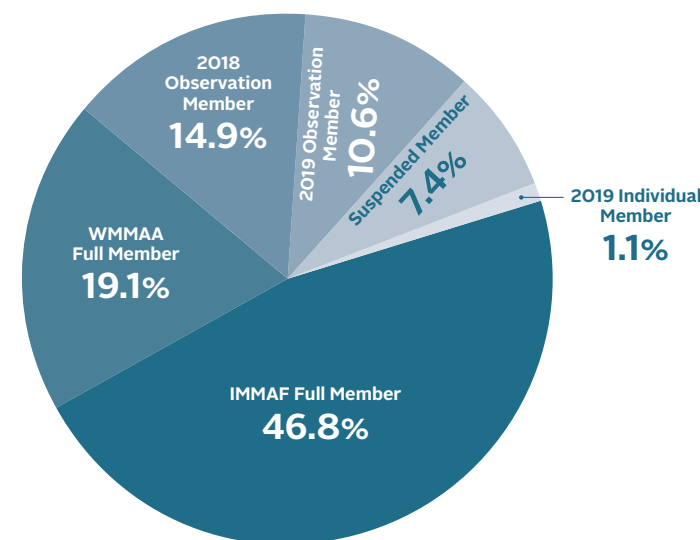
The number of Federations with

Government, Ministry of Youth and Sport or National Olympic Committee recognition has increased significantly over last year. Norway is the latest European country to achieve National Olympic Committee recognition for MMA, following in the footsteps of Portugal and Finland.

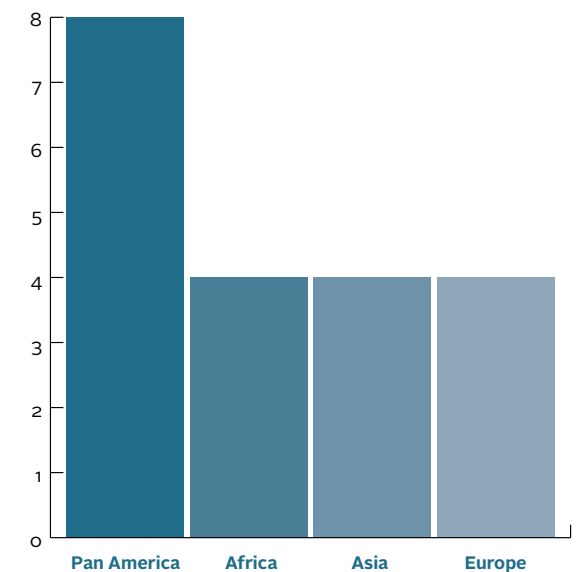
It is everyone's responsibility to build good governance practices and it is clear that National Federations are building a bright future for MMA.

To apply for IMMAF membership, please contact Member Services Manager, Gosha Malik, at malik@immaf.org or apply directly online at apply.immaf.org/

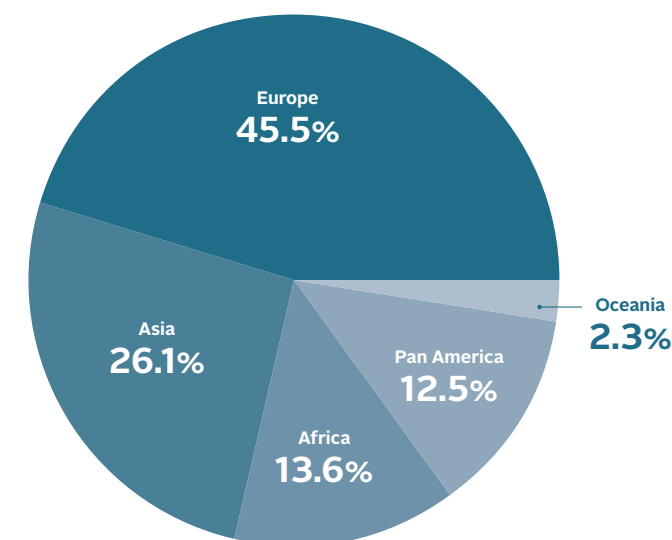
IMMAF – WMMAA MEMBERSHIP STATUS SEPTEMBER 2019



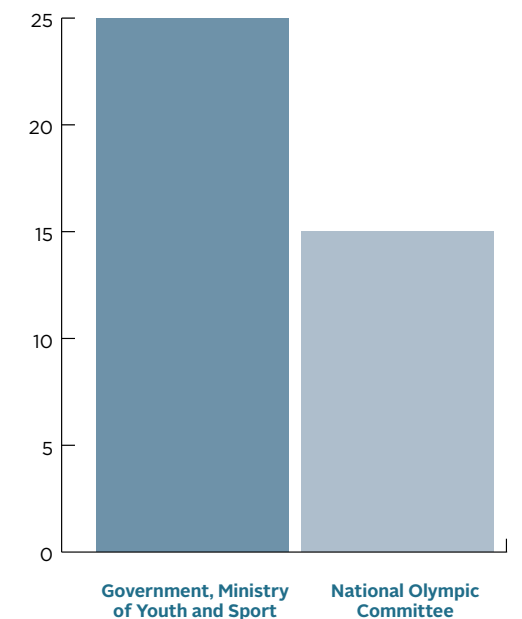
IMMAF – WMMAA MEMBERSHIP APPLICATION 2019 PER CONTINENT



NATIONAL FEDERATION vs CONTINENT



RECOGNITION



MEMBERS UPDATE

By Member Services and Administration Manager, Gosha Malik



IT IS EVERYONE'S RESPONSIBILITY TO BUILD GOOD GOVERNANCE PRACTICES AND IT IS CLEAR THAT NATIONAL FEDERATIONS ARE BUILDING A BRIGHT FUTURE FOR MMA.

areas outside sport development.

Every new federation in IMMAF is guided carefully towards best practices in order to achieve the highest standards and follow the road to sport recognition.

The board of a National Federation must consist of a financial or legal adviser and a well-established coach or Sports Development person. Also, best practice is to appoint a doctor who will lead a Medical Committee to implement the IMMAF (and Safe MMA) medical safety guidelines. These main figures are key to long-term success in facilitating the establishment of good working practice and a strong operational structure.

Over the last year, IMMAF has recorded its highest growth in the number of new federations:

Individual membership was granted to New Guinea, which allows the new body to participate in Championship events and lays a cornerstone in the construction

education and development.

North Africa is a leading region in IMMAF member growth. The Fédération Royal Marocaine du Sport de Combat Libre et Mixte achieved government recognition, giving a positive indication of what is to come.

The Algerian Federation of Kick Boxing, M.M.A. and Similar Sports held a Coaching Course in the first month of its affiliation with IMMAF and has put a plan in place for an upcoming championship. President Kerrith Brown is supporting their efforts in organising a meeting with the Ministry of Sport.

The merger with WMMAA in 2018 brought a total number of 18 more federations into the IMMAF family. Not only that, but it also reunited divided countries, whilst strengthening participation in the Championships. A significant number of those countries brought national government or Olympic Committee recognition, which is much needed to bring MMA closer



The year 2018 was remarkable in the area of Sport Development, as three big projects materialised from pilots to full-scale operations. These were the Coach Education and Certification Program, the Progression Scheme and Youth Development. In fact, all three programs are interrelated and are based on coaching competency, a key element in the long-term development of the sport.

COACH EDUCATION AND CERTIFICATION PROGRAM:

This started with two pilots in Dublin and Belfast in 2017 and 2018, then took its current shape this year. Up to date, more than 400 coaches from 20 countries have been trained and certified to the international standards. They are actively working in Albania, Australia, Austria, Columbia, Cyprus, England, France, Greece, Japan, Kosovo, Lebanon, Mauritius, Mexico,

Montenegro, New Zealand, Northern Ireland, Panama, Philippines, Portugal, Republic of Ireland and South Africa. By the end of this year the program will also have come to Germany, Algeria and Kazakhstan.

The IMMAF certified taskforce demonstrates depth and an interesting spread in education, age, coaching experience and sporting background. The National Federations of Mexico (49), Australia (38), Ireland (33) are leading in their numbers of certified coaches. New Zealand successfully ran an on-line Level 1 Coach Education pilot, which will be reviewed and incorporated into the mainstream IMMAF education structure.

The Progression scheme has been introduced simultaneously to the certification of coaches, has been well received and is regarded by many coaches and parents as a powerful tool in the retention of recreational athletes. The National Federations of Lebanon (241)

and Cyprus (164) are leading in the numbers of their students promoted to junior grades, while other nations are slowly gaining momentum too.

Youth development: Several countries successfully utilise the great educational values of mixed martial arts as a new sport of the XXI century, run various youth events and have been offering special youth programs to their members already for several years.

Our federation in Northern Ireland sets an example of great cooperation with local educational authorities, while those in Russia and Kazakhstan are developing youth programs approved by their Ministries of Sport. Our Malaysian member is tirelessly working on the inclusion of mixed martial arts into schools' physical education programs, while our federation in Mexico runs the world's biggest national youth event with 1000+ participants; and the US Youth Fight League has thousands of members across United States and is showing the real lead.

Following a most successful first World Youth MMA Championships, we have started to develop the specialised qualification of "Youth MMA Coach".

The future looks brighter than ever, with such large numbers of well-educated, trained and qualified coaches. With their enthusiasm and passion for sport we will surely be able to fulfil our goals and take our sport one step closer to the 2028 dream.

IMMAF TALENT DEVELOPMENT

By IMMAF Head Journalist and Athlete Records Manager,

In 2019, research was initiated by President Kerrith Brown into identifying an official foundation pathway for athletes from youth to senior level, with a view to

supporting athletic development and the relevance of athletes through marketing, talent relations and athlete performance tracking.

The pathway is to eventually see standout athletes guided towards a prominent professional tenure off the back of their amateur success. The project is headed by Jorden Curran with Mikhail Mazur.



SPORT DEVELOPMENT, EDUCATION, COACHING

By Director of Sport Development, Andrew Moshanov

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IT IS EVERYONE'S RESPONSIBILITY TO BUILD GOOD GOVERNANCE PRACTICES AND IT IS CLEAR THAT NATIONAL FEDERATIONS ARE BUILDING A BRIGHT FUTURE FOR MMA.



IMMAF CERTIFIED COACHES SURVEY (SEPTEMBER 2019)

| IMMAF certified coaches average age | 38, 2 years |
|---|-------------|
| Their average coaching experience | 10, 7 years |
| Male coaches | 91% |
| Female coaches | 9% |
| IMMAF certified coaches' educational level | |
| Secondary | 44% |
| College | 34% |
| University graduates | 35% |
| (Ratio of sports and non-sports higher education) | 50/50 |

| IMMAF certified coaches' martial arts/combat sports background | |
|---|-----|
| Started sport solely in MMA | 3% |
| Striking combat sports (Muay Thai, K1, taekwondo, boxing) | 63% |
| Grappling combat sports (judo, BJJ, sambo, wrestling) | 34% |
| IMMAF certified coaches deliver MMA at | |
| Owned premises | 67% |
| Rented premises, or classes | 33% |
| IMMAF certified coaches delivering/ planning to deliver Youth MMA classes | 65% |



OFFICIALS TRAINING & CERTIFICATION

Further to the previous referee & judge certification programs held globally, Columbia hosted a seminar in November of 2018, Russia in April 2019, South Africa a judges only certification day in May, and London and Copenhagen are hosting judging certification seminars in September 2019. There is also a combined referee & judges certification seminar booked for Warsaw, Poland in November.

We have received enquiries for combined referee & judge certification courses in Germany, Ireland, UAE, India, Australia, USA and the Far East reaching into 2020. To date, IMMAF has carried out officials training for over 170 delegates globally.

To target growth in licensed officials globally, a two-tier system of qualification and pre-qualification courses is

THIRD PARTY SANCTIONING OF EVENTS

Ongoing relationship and development meetings and discussions are in process with several established promotions as to the possibility of an IMMAF subsidiary being the official sanctioning body of their events. Current structure and financial constraints sadly hamper the project at this time, but it will continue to be developed and explored and I believe it's a matter of when and not if.

ANNUAL ABC CONFERENCE

I attended the 2019 Association of Boxing Commissions (USA) Annual Conference in Phoenix, Arizona. It is the goal, long term, that the ABC recognise the IMMAF method of training and certifying officials globally. The landscape here



REGULATORY DEVELOPMENT 2018-19

By Director of Regulatory Affairs, Marc Goddard

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WE HAVE RECEIVED ENQUIRIES FOR COMBINED REFEREE & JUDGE CERTIFICATION COURSES IN GERMANY, IRELAND, UAE, INDIA, AUSTRALIA, USA AND THE FAR EAST REACHING INTO 2020.

being formulated. This will give countries that lack funding or experienced officials the chance to offer a practical-only, one-day information seminar from which delegates may continue to gain experience before applying for an IMMAF referee and/or judge license. An online method of accreditation for judges (only) is also being explored.

Continued Professional Development (CPD) as both a method of ensuring the knowledge base of and up-skilling currently registered and certified IMMAF officials is also being developed. This may serve as an additional revenue source for IMMAF in the shape of annual license fee paid upon completion of an on-line evaluation test.

requires a strategic approach due to the country being composed of member states each with their own athletic commissions. It will take time to bring about change but we are making good progress and inroads.

FORMATION & DEVELOPMENT OF THE ENGLISH MIXED MARTIAL ARTS ASSOCIATION (EMMAA)

The new English Mixed Martial Arts Association (EMMAA) launched in June 2019. Along with the continuous education, training and safeguarding of participants (including) young people, competitors and coaches, the core principals and objectives of the association shall be:

- To develop the amateur sport with the long-term goal of seeing MMA in the Olympic Games.
- To harness the benefits MMA has to offer wider society.
- To represent English MMA internationally with the development of a national team via domestic competition.
- The installation of a national rankings system.
- To promote a positive image of mixed martial arts.

The group has held several key meetings since its inception and has an Annual General Meeting slated for October. 2020 will see a National Championship for the selection of young athletes to the national team. We are looking to recruit a part time administrator to ensure EMMAA keeps on track with

its objective of attaining Sport England recognition.

There is also a discussion underway about EMMAA sanctioning long-standing, British MMA promotion Cage Warriors (in England). This is an initiative undertaken entirely on a voluntary basis by the promotion, and again, will take time to establish.

FORMATION AND INITIATION OF THE MIXED MARTIAL ARTS FEDERATION SCOTLAND (MMAFS)

I recently met with some respected and influential members of the

MMA community in Glasgow, Scotland, and tasked James Doolan to head the formation of a Scottish federation up until its first Annual General Meeting. I outlined the core principals of the EMMAA, and that Scotland could closely align with it, sharing policies and administration, but acting autonomously at Board level and in applying to Sport Scotland for recognition. A start-up group of nine board members has been formed.



In 2019, IMMAF has held five continental championship events in Europe (Italy), Asia (Thailand), South Africa (Johannesburg), Oceania (New Zealand) and Pan America (Bahamas). The Pan American event marked IMMAF's inaugural Pan American Open and its first event on the continent which wasn't a World Championship.

2019 is the first year in which Open Championships were staged on every continent. This now means that national teams may accumulate ranking points across the year in order to

qualify for seeded positions in the World Championships.

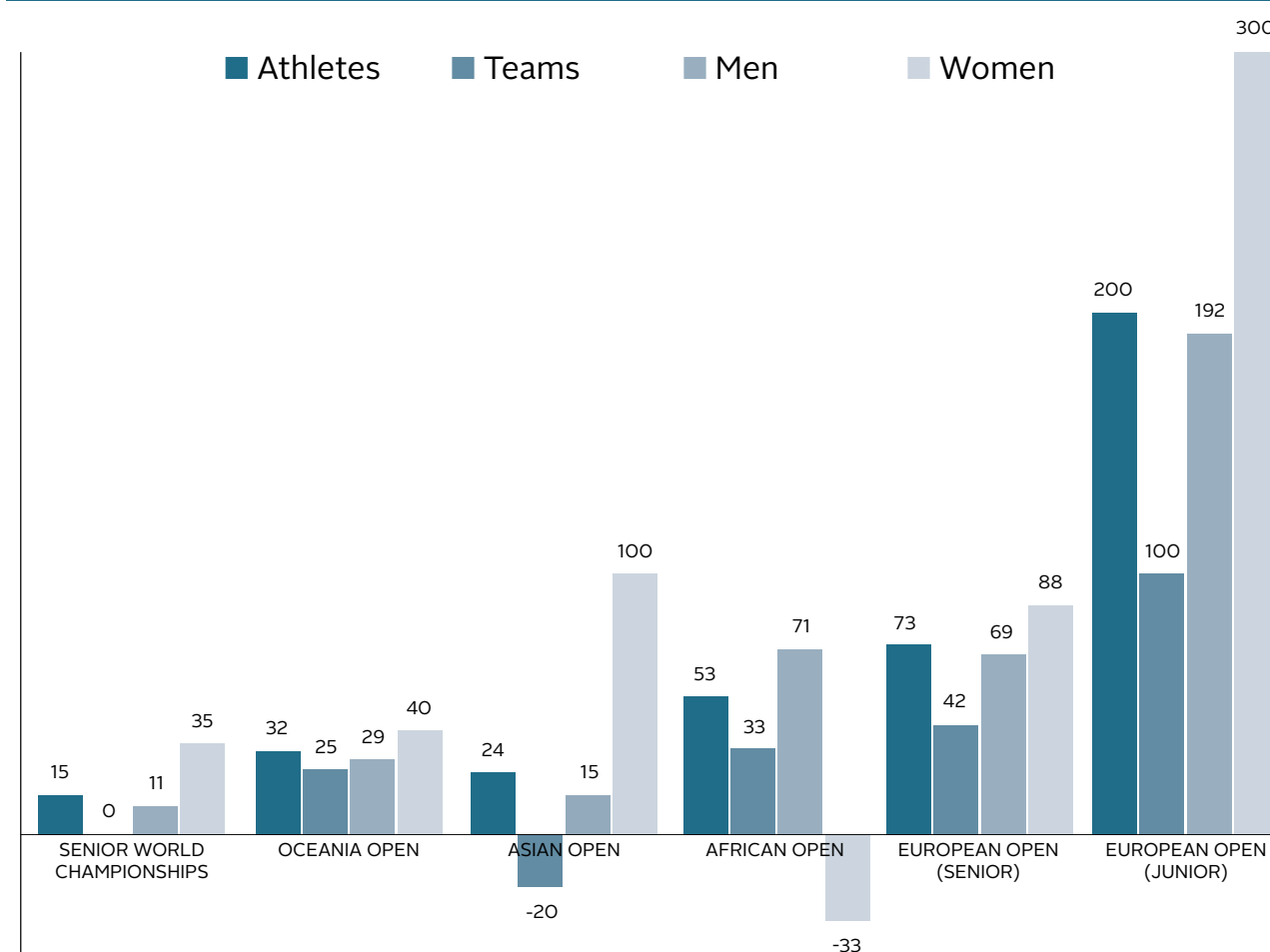
The 2019 World Championships sees IMMAF's flagship event return to the Kingdom of Bahrain for the third time. Again, Bahrain will play host to not only the Senior World Championships, but also the Junior World Championships.

Italy hosted the second ever European Junior Championships and also – a few weeks later – the inaugural Youth (U18) World Championships for 12-17-year olds.

CHAMPIONSHIPS EVENTS REPORT

By Championships Manager, Alistair Pettitt

OVERALL CHANGES IN PARTICIPATION AT IMMAF – WMMAA EVENTS (%)



2019 IMMAF - WMMAA UNIFIED ASIAN OPEN CHAMPIONSHIPS AMATEUR MMA BANGKOK • THAILAND



WATCH AT IMMAF.TV

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21 - 24 MARCH 2019

BANGKOK





2019 IMMAF - WMMAA UNIFIED
OCEANIA OPEN CHAMPIONSHIPS
AMATEUR MMA
 AUCKLAND • NEW ZEALAND



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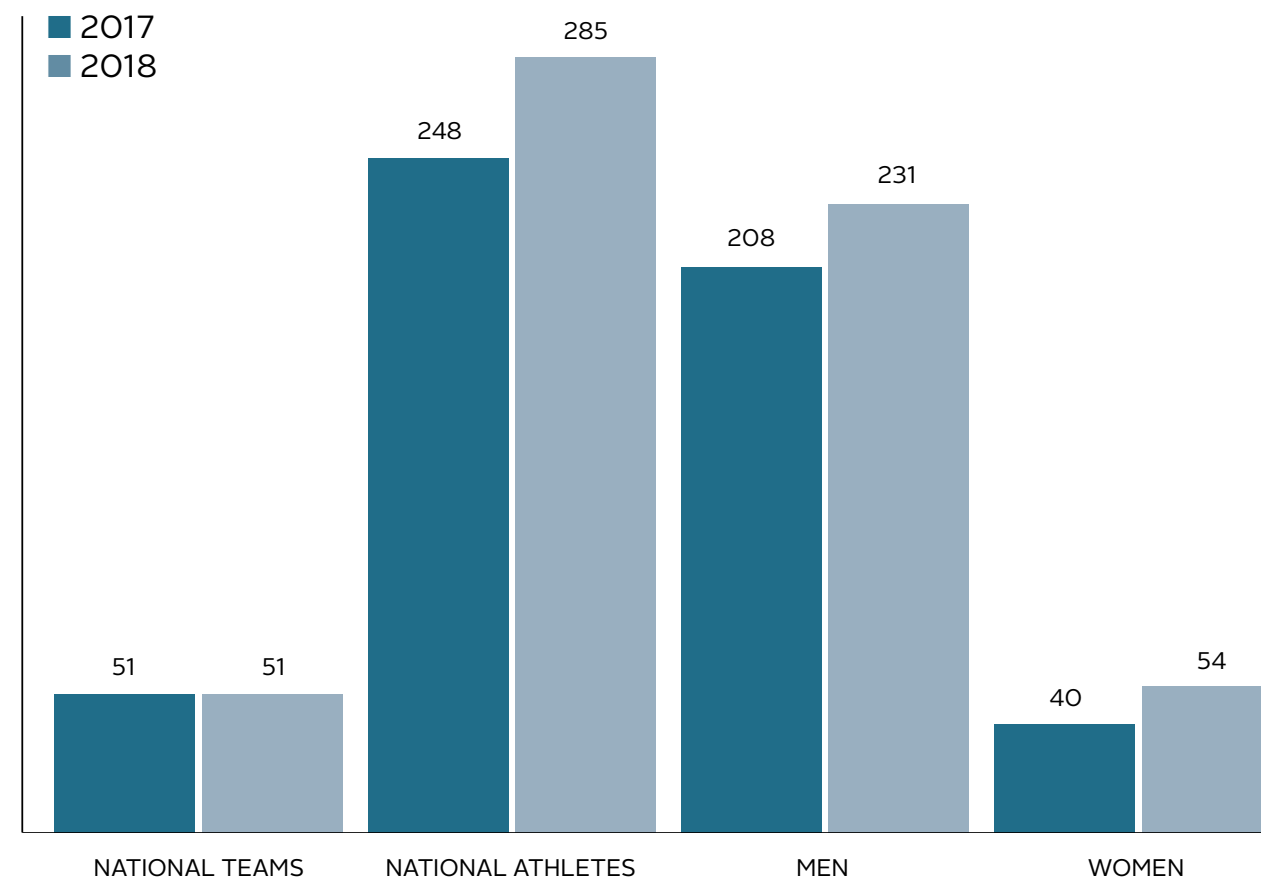
13 - 14 APRIL 2019

EVENTFINDA STADIUM



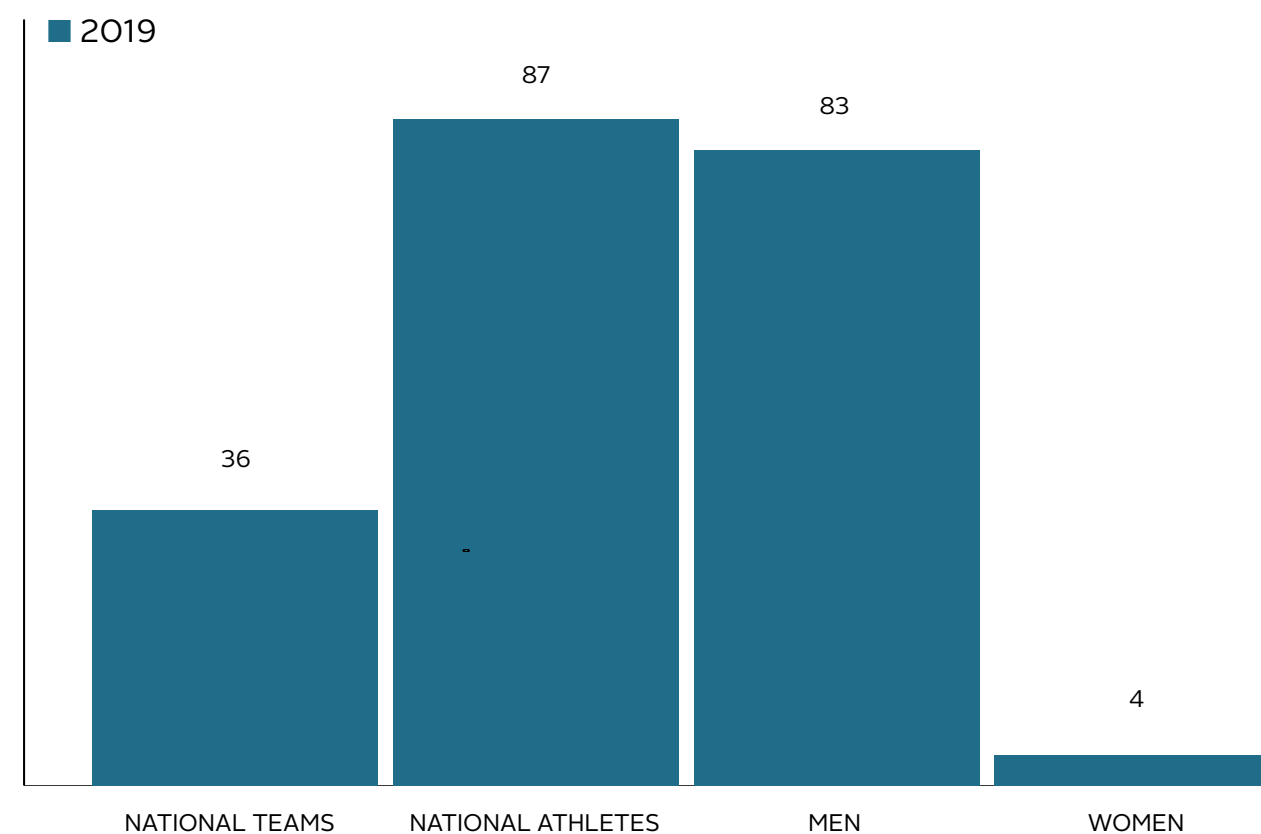
2018 IMMAF – WMMAA UNIFIED WORLD CHAMPIONSHIPS OF AMATEUR MMA

Location: Manama, Bahrain. Date: 11-18 November 2018



2018 IMMAF – WMMAA JUNIOR WORLD CHAMPIONSHIPS OF AMATEUR MMA

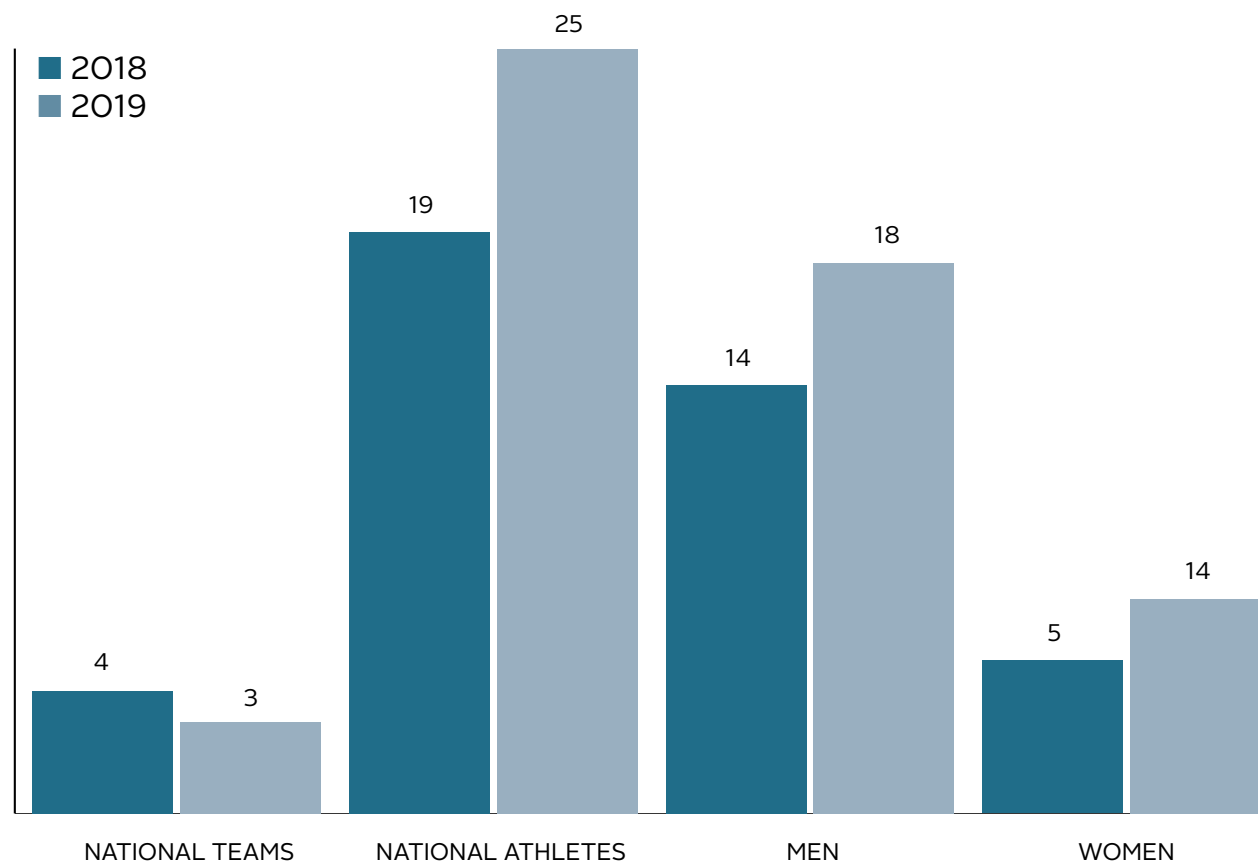
Location: Manama, Bahrain. Date: 11-18 November 2018





2019 IMMAF – WMMAA OCEANIA OPEN CHAMPIONSHIPS

Location: Auckland, New Zealand. Date: 13-14 April 2019



2019 IMMAF - WMMAA UNIFIED PAN AMERICAN OPEN CHAMPIONSHIPS AMATEUR MMA



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15 – 18 MAY 2019

BAHAMAS





2019 IMMAF - WMMAA
YOUTH MMA WORLD CHAMPIONSHIPS (U18s)
 ROME • ITALY



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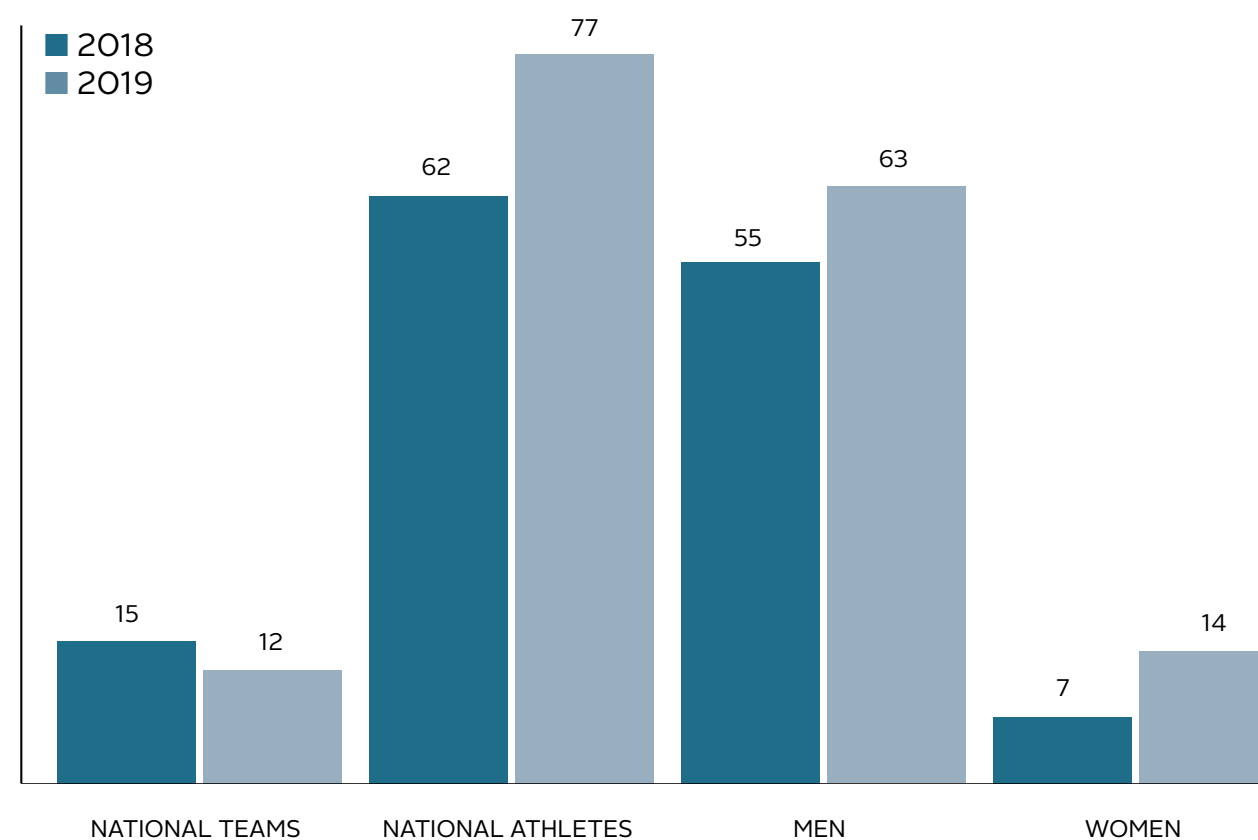
3 - 4 AUGUST 2019

AT THE PALAPELLICONE



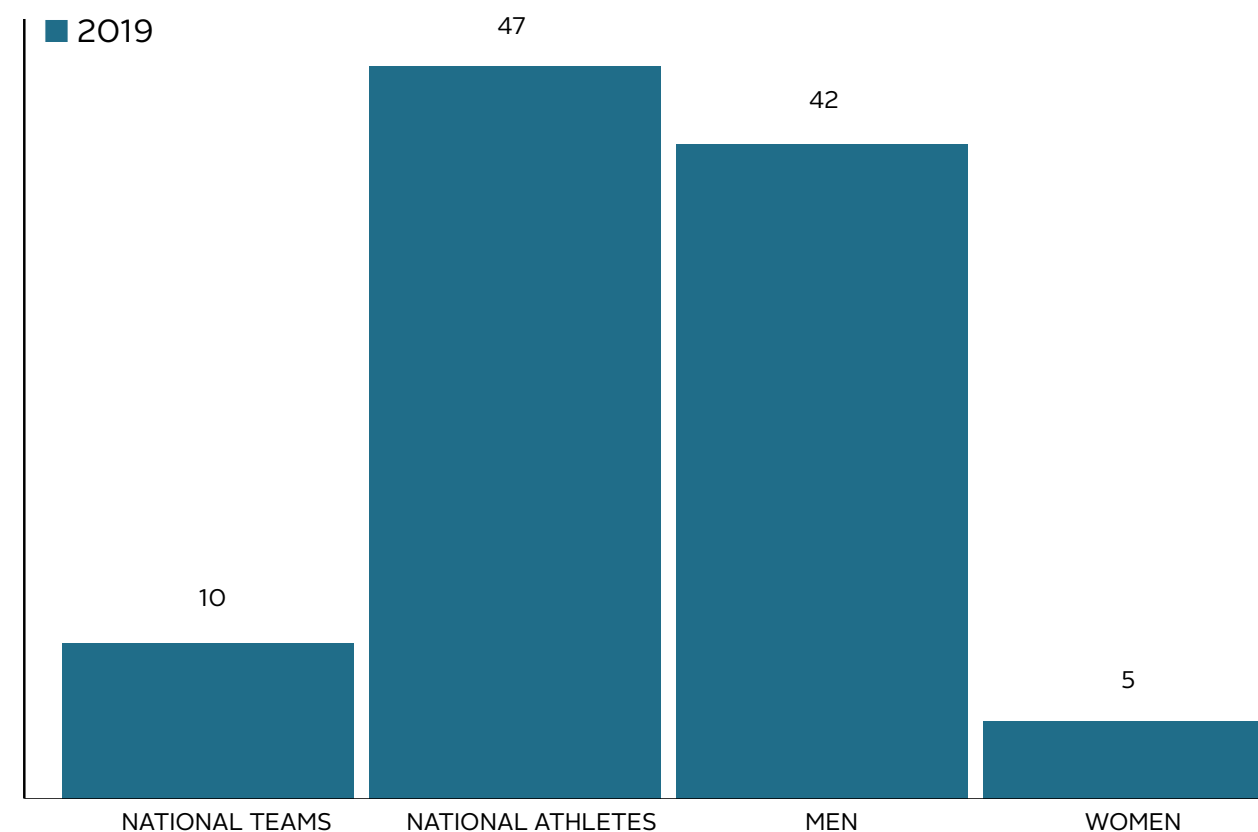
2019 IMMAF – WMMAA ASIAN OPEN CHAMPIONSHIPS

Location: Bangkok, Thailand. Date: 1-4 May 2019



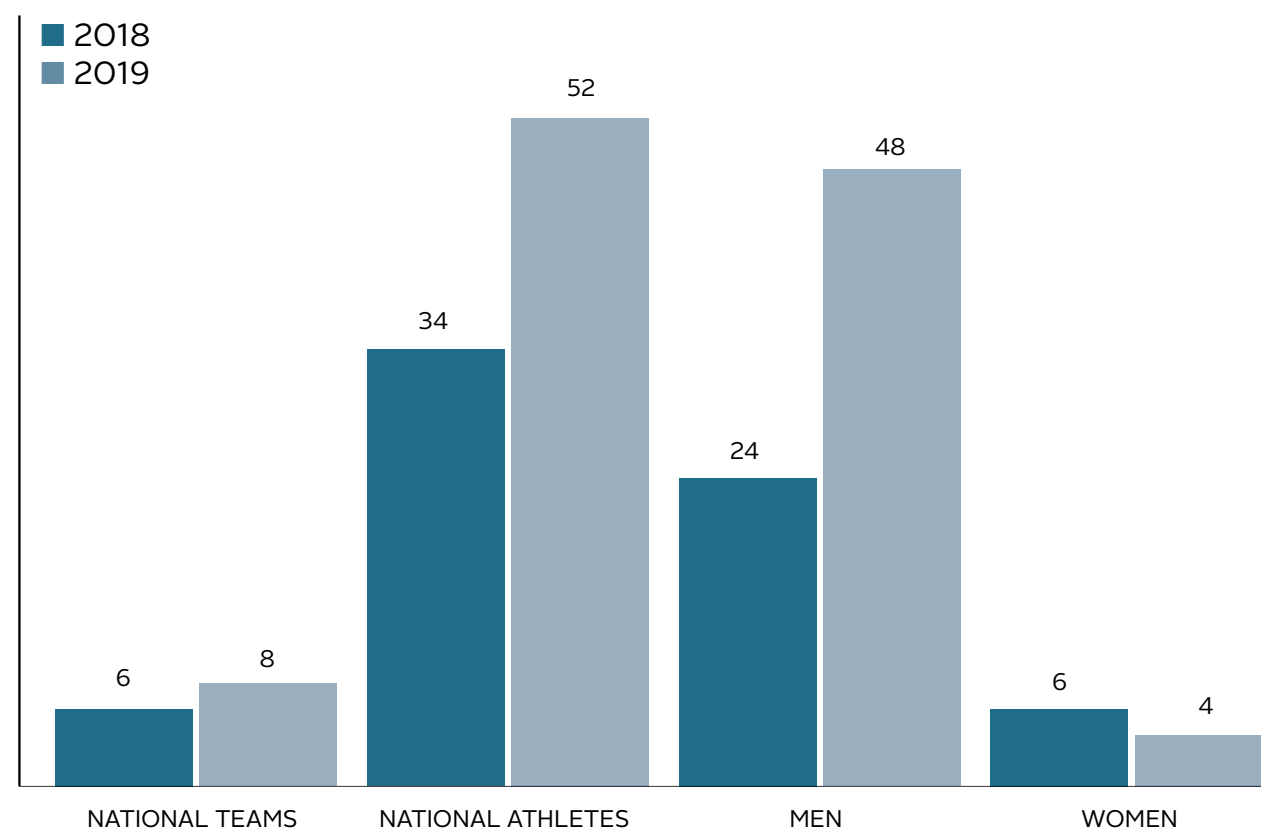
2019 IMMAF – WMMAA PAN AMERICAN OPEN CHAMPIONSHIPS

Location: Nassau, Bahamas. Date: 15-18 May 2019



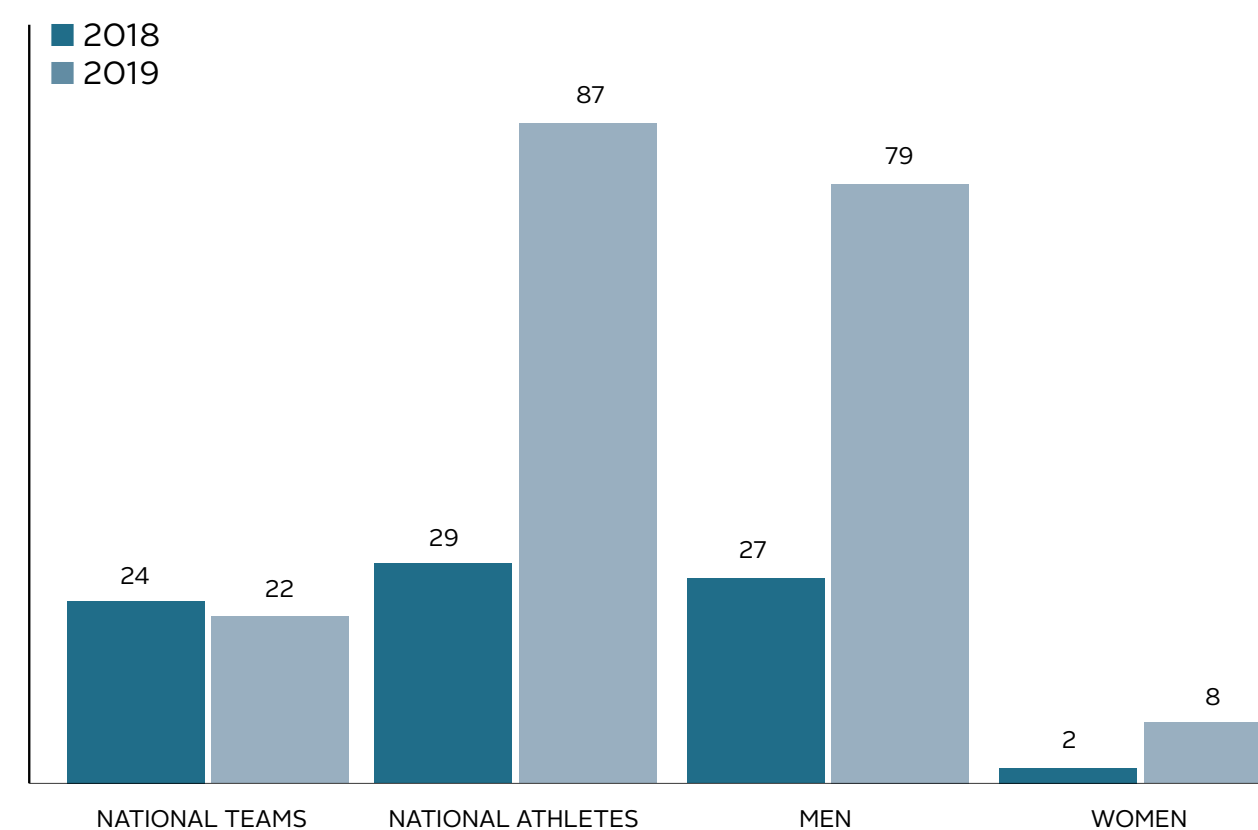
2019 IMMAF – WMMA AFRICA OPEN CHAMPIONSHIPS

Location: Johannesburg, South Africa. Date: 22-25 May 2019



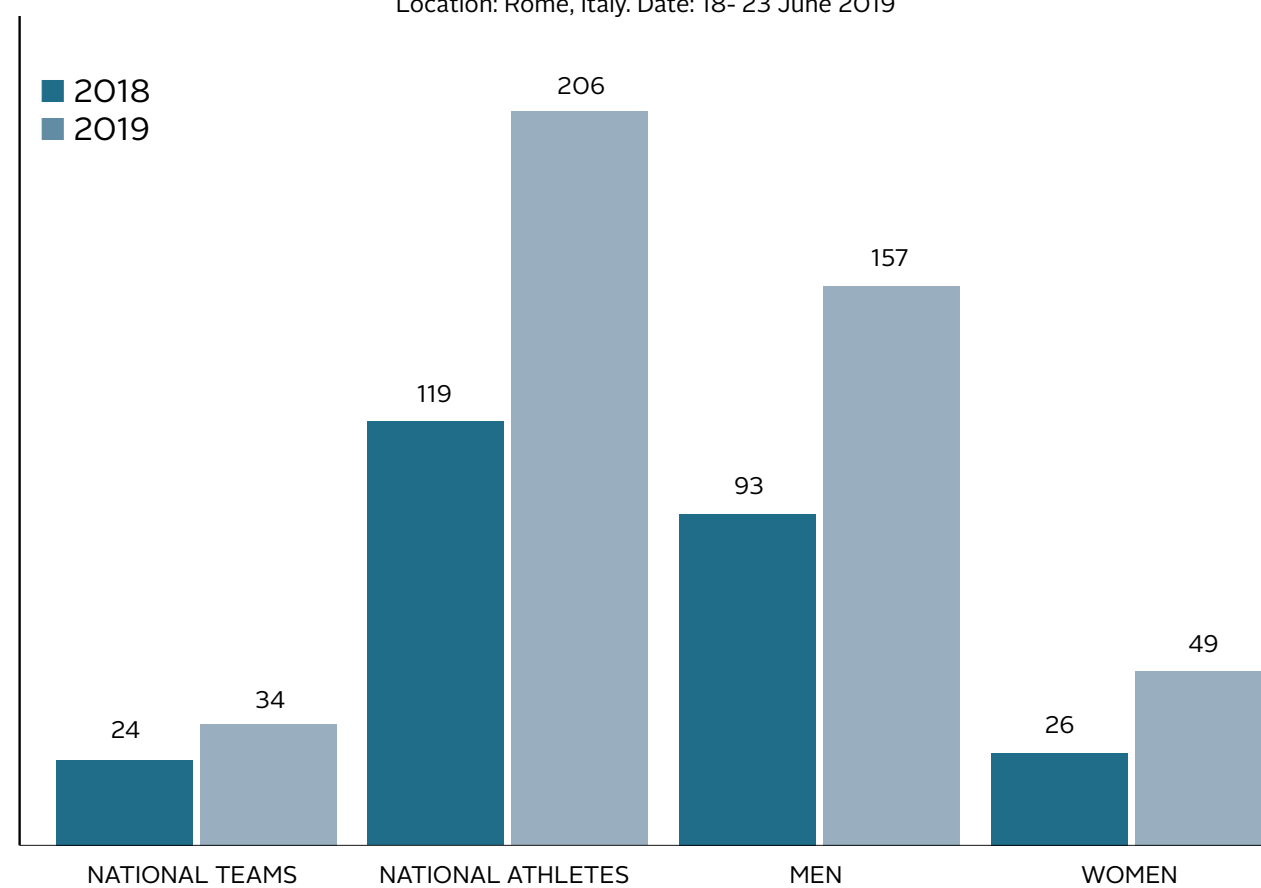
2019 IMMAF – WMMA EUROPEAN JUNIOR OPEN CHAMPIONSHIPS

Location: Rome, Italy. Date: 18-23 June 2019



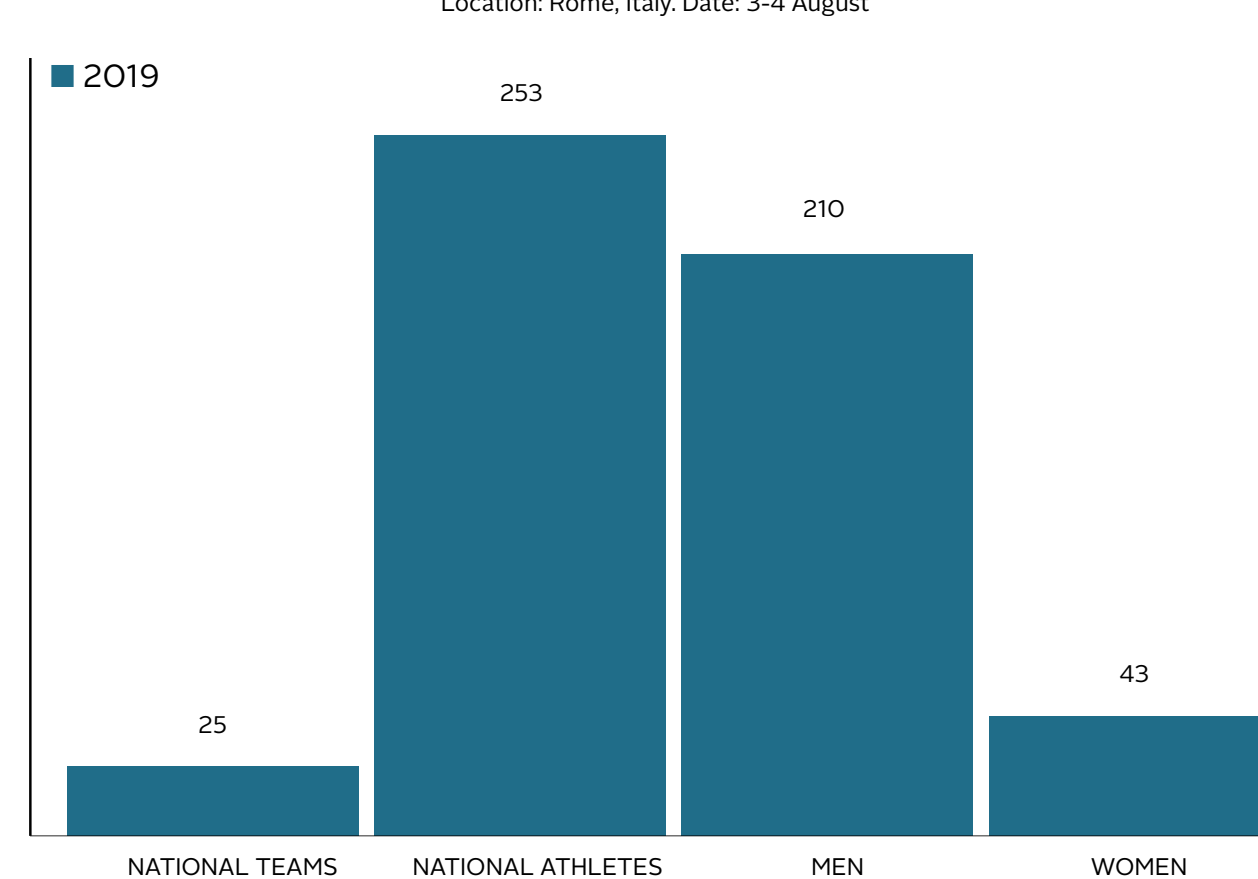
2019 IMMAF – WMMA EUROPEAN OPEN CHAMPIONSHIPS

Location: Rome, Italy. Date: 18- 23 June 2019



2019 IMMAF – WMMA YOUTH WORLD CHAMPIONSHIPS

Location: Rome, Italy. Date: 3-4 August





Having dedicated its early years to organisational and sport development, in 2019 IMMAF has been able to increase its investment in broadcast, marketing and communications. These elements are critical to commercialising IMMAF assets, whether through the sales of broadcast, sponsorship and hosting rights or product sales.

BROADCAST

In 2018-19 IMMAF secured broadcast deals across the following television platforms: Extreme Sports Channel (EMEA), Bahrain TV, Abu Dhabi TV, BT Sport (UK), Combate (Brazil), Fight Network (Canada), Sky Sports (New Zealand), Setanta / Eir Sport (Ireland), Freesports (UK), Fox Sports Asia, SFR (France), Telesport Ru (Romania), M-1 Global TV channel (Russia), Eleven Sport (Europe) and POLSAT (Poland)

However, the decision whether to film Championships continued

The European Championships Highlight Package notably saw a revival of IMMAF's relationship with BT Sport and saw IMMAF aired on POLSAT (home of KSW) for the first time. Meanwhile, the inaugural Youth World Championships was filmed and broadcast by Italian television channel, MediaSport.

Notably it has been the syndication of matches highlights videos that has seen IMMAF stories break on the leading MMA fan news platforms in the United States, illustrating how fundamental video content must be to our consumer media strategy.

Moving into 2020, the IMMAF CEO has pledged to invest in filming and production at all IMMAF Championships to enable live streaming and the packaging of television content. Demand to watch this year's inaugural Youth Championships has convinced us to live stream the under 18s tournament in 2020. Guaranteed, regular content will empower

already have their own dedicated pages on the site.

Lastly, we are currently in advanced discussions with new UK channel, Sport Channel Network, and are working to develop further online content partnerships with media distributors. While over the past year, IMMAF has benefitted from informal broadcast sales support from partner IMG, we are exploring the hire of a commercial consultancy in 2020 to advance our content strategy and generate remunerative sales.

CONTENT & SOCIAL MEDIA

IMMAF has increased its investment into staff resources for Social Media in 2019:

- IMMAF hired a dedicated Social Media Manager for the first time in June, Andreas Georgiou, under his new agency Uni4RM Media
- For the first time, IMMAF is hiring professional photographers to cover its Championships to improve the look of IMMAF content
- IMMAF has invested in expanding its broadcast production team, as well as dedicated videographers for the creation of video content

for social media during events. Video creators have included Head of Production David Green with Gary Donald, Scarlet Bovingdon, Tom Newman and Aaron Zaccardelli, as well as Nathan Davies (Tanabi) and Dan Hardy's Raptor Crew.

- In this short period, IMMAF has organically increased its social media traction by twofold according to some metrics, whilst modest advertising spend boosted audience reach of the Youth Championships highlights promo video to 200,000+ views, around 20 times IMMAF's previous average for similar content. The same video obtained over 1.3 million impressions across all social media channels. Audience increase has been most prominent on (our newest platform) Instagram, with followers growing from around 6k earlier in the year to 11.3k in September 2019.
- The Communications team has mapped out its out-of-event content plan for the coming months as part of its Communication Strategy
- Our latest Communications Strategy will see the team take an athlete focussed approach in Championships campaigns

moving into 2020, in alignment with IMMAF's development of a talent development programme for supporting top-ranking talent from amateur to professional

- Our Social Media Manager is carrying out an audit of Member Social Media platforms to produce aggregate reach figures, which we will shortly share with Member Federations to support your sponsorship efforts

PUBLIC RELATIONS

IMMAF's public relations focus during its early years has been in the Business to Business and Olympic news space in order to speak to the international sports movement. This has formed one arm of IMMAF's lobbying for sport recognition. We have made our voices heard across outlets such as SportCal, Sport Business (online and print), Sport Pro (online and print), Around the Rings, Franc Jeux and Law in Sport. IMMAF has had a presence at the annual SportAccord Convention, and the CEO and President have continued their direct lobbying of decision makers and members, in conjunction with applying legal pressure.

The engagement of Public Relations Consultant, Nick Davies, formerly Communications

BRAND, COMMUNICATIONS AND COMMERCIAL

By Director of Brand, Communications & Commerce, Isobel (Izzy) Carnwath



WE ARE CURRENTLY IN ADVANCED DISCUSSIONS WITH NEW UK CHANNEL, SPORT CHANNEL NETWORK, AND ARE WORKING TO DEVELOP FURTHER ONLINE CONTENT PARTNERSHIPS WITH MEDIA DISTRIBUTORS.

to be made on a per event basis, based on revenue available at close of participant registration. This has hampered the continuity needed to secure deals and maintain relationships with broadcasters. Lack of live coverage has limited our media coverage and rendered the IMMAF Championships invisible to fans. Both outcomes have limited our ability to build brand appeal, grow an audience and attract sponsors.

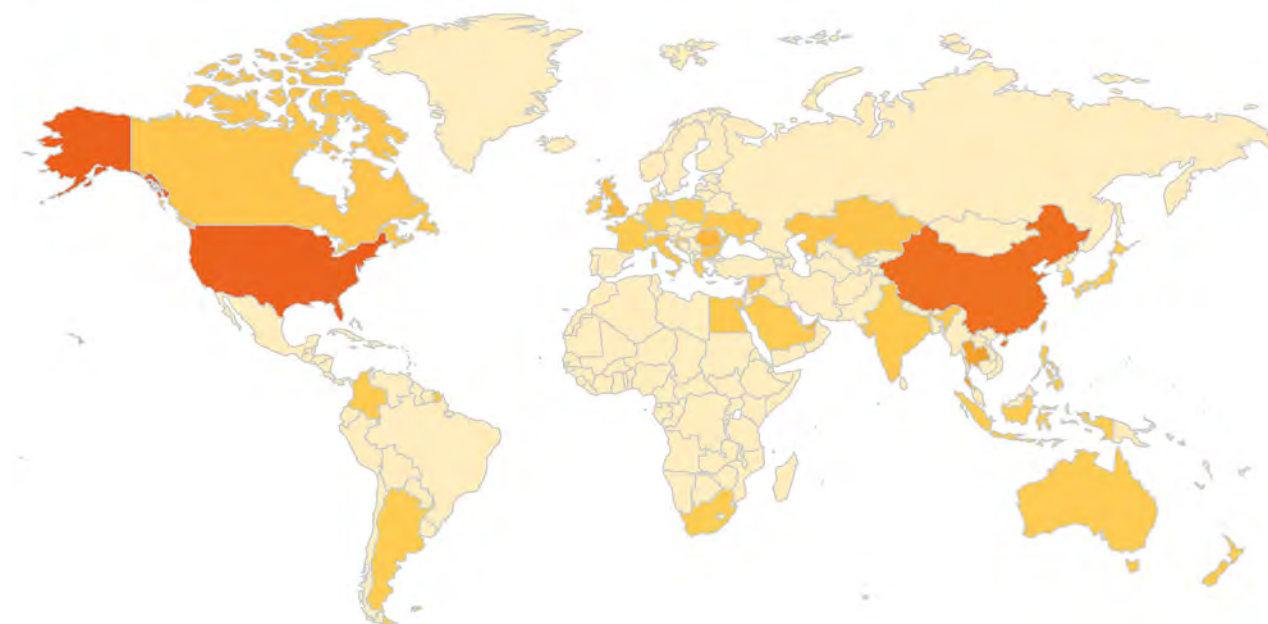
And so, in 2018 IMMAF launched its own OTT platform, IMMAF.tv in partnership with Sportradar. The platform has seen the live streaming of four events to date, the 2018 Africa Open and World Championships, and the 2018 and 2019 European Championships. Pay-per-view has brought in sufficient income to demonstrate demand, and as viewer numbers increase so will advertising revenue through the platform.

us to progress negotiations with broadcasters for across-the-year partnerships, for which we will negotiate cross-promotional agreements, as well as aiding the development of the IMMAF.TV platform. We continue to offer content license deals to National Federations at extremely modest rates.

IMMAF plans to recruit a digital platforms manager for IMMAF TV and the website in 2020 to improve the look, user experience, functionality and optimisation of both platforms. He will also oversee the migration of all outstanding matches from past Championships to the channel.

The offer remains for National Federations to publish and stream their content at IMMAF.tv, with the opportunity to earn from advertising or PPV. Our members, Russian Union, OCAMM (Colombia) and the MMA League of Ukraine

2018 EUROPEAN CHAMPIONSHIPS GLOBAL HEAT MAP



Global heat map during 2018 European Championships, where Jenni Kivioja's Award Winning headkick secured unrivalled media coverage for IMMAF

| MEDIA REACH DURING 2018 WORLD CHAMPIONSHIPS | |
|---|----------------------|
| Date | IMMAF Global Media |
| Nov 1-4 2019 | 40.9M |
| Nov 5 2018 | 88.2M |
| Nov 12 2018 | 119M |
| Nov 19 2018 | 31.4M |
| Nov 26-30 2018 | 29.2M |
| Total | 309M |

Director and Chief of Staff for the International Association of Athletics Federations, in June 2019, has augmented our progress in the political realm. Nick has taken lead on the political PR, advising on strategy and drawing on his rich network of connections.

In tandem with its broadcast and content strategies, IMMAF has now extended its attention to consumer PR to grow our MMA fanbase. This is enabled by the recent visibility of IMMAF Championships through live streaming and video content on social media.

The chart above shows IMMAF’s media coverage reach at peak in 2018 during the live-streamed World Championships, where we obtained a maximum worldwide

audience of 119 million. The 2019 European Championships garnered a respectable 80 million in reach, with heaviest impact in Russia and Poland via the Russian Union and MMA Polska. It was the 2018 European Championships, however, that saw IMMAF’s largest media reach for a single story and a breakthrough into leading MMA news sites through the social media promotion of fight highlights. Total reach on Google News Ranked media platforms for Jenni Kivioja’s award-winning head kick surpassed 10 million, with eyeballs on U.S. MMA coverage alone totalling 8,656,840. This illustrates why content strategy is integral to our consumer PR strategy.

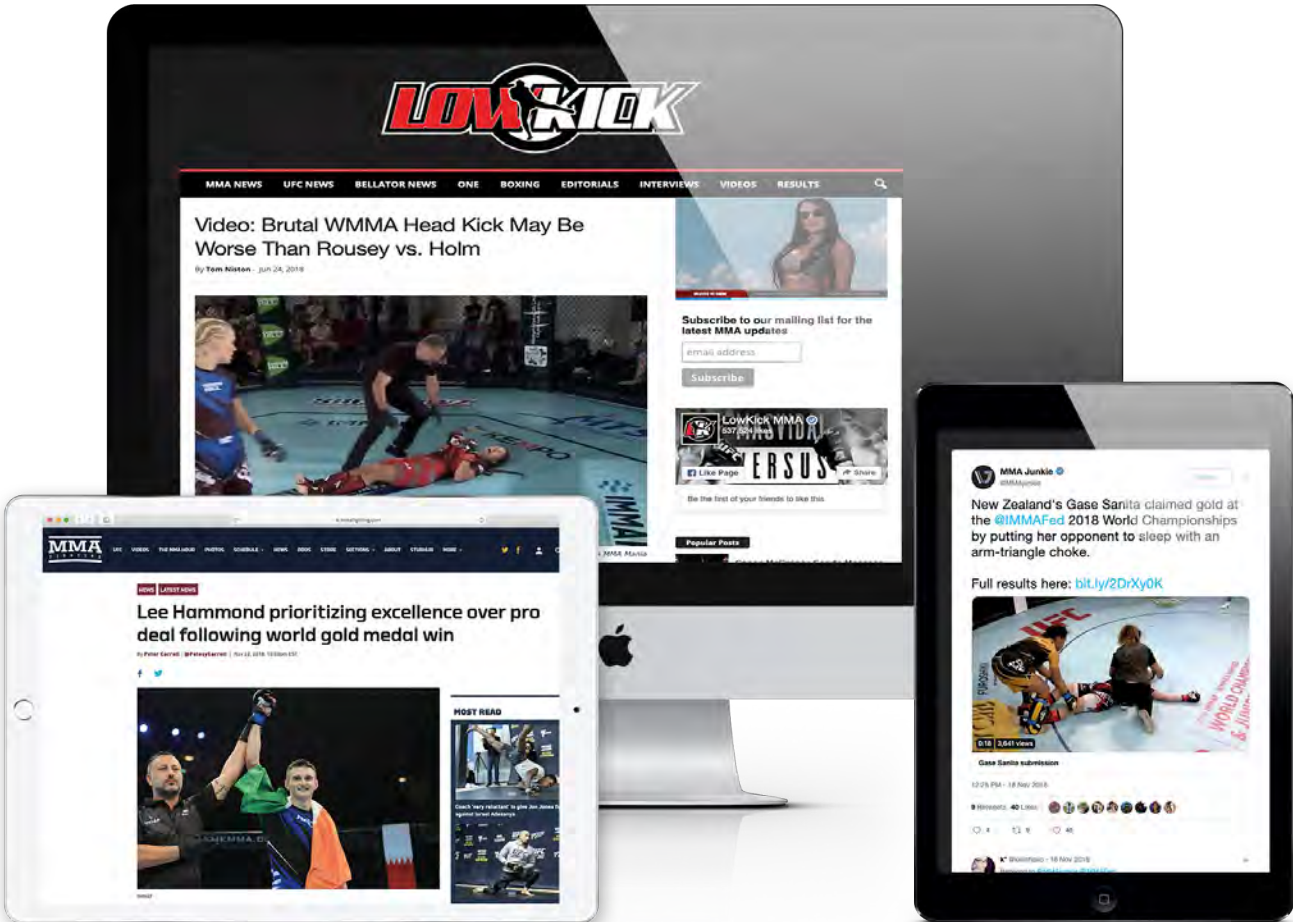
Highlight external media coverage in 2019 has included

that on RTÉ Drivetime radio, in Forbes, Sport Pro magazine and Fighters Only magazine, while we have seen our news covered across influencer sites, such as MMA Fighting, SB Nation, Fight Nation, Full Contact Fighter (although not to the extent and with the regularity we would wish). We have seen coverage from significant Olympic movement influencer, Inside the Games, previously opposed to IMMAF, while global expansion through the WMMAA merger has seen coverage in new regions. Nick Davies and I are currently working up relationships with various mainstream news outlets which can significantly boost IMMAF’s profile, and we hope to share the fruits of this soon: The restructure and strengthening of national federations in key markets has helped to facilitate this.

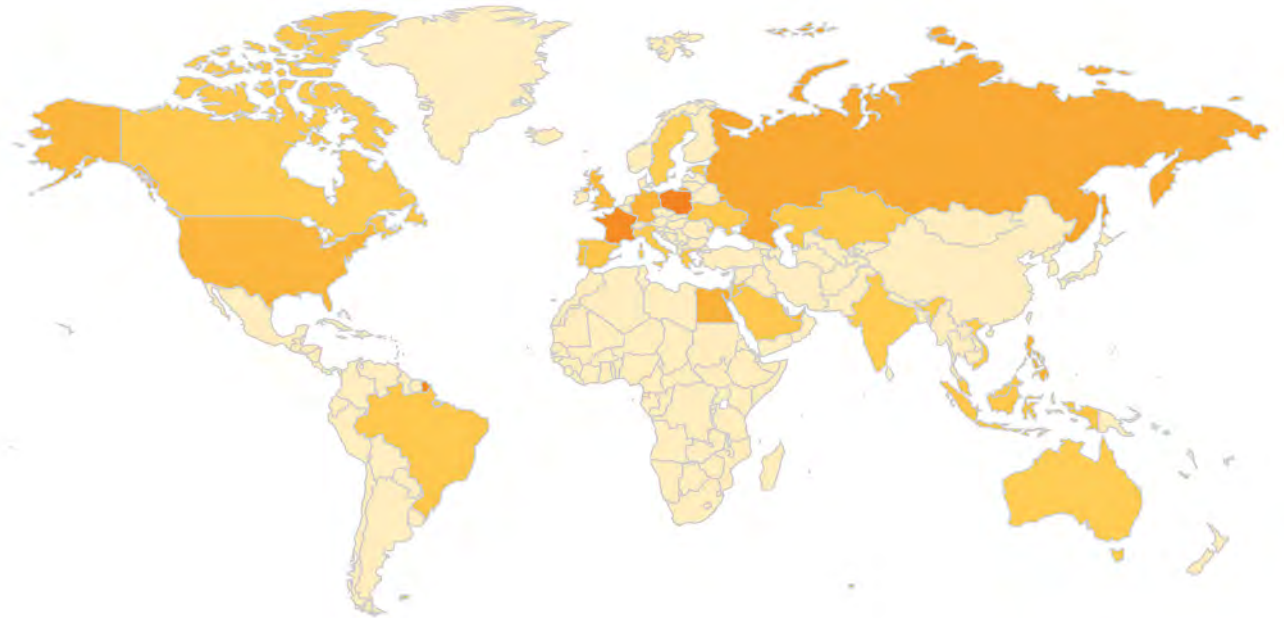
Finally, we are excited to introduce a new Communications Committee in 2020 that will enhance our strategic planning capabilities and network.

BRAND & MESSAGING

As we work to improve our commercial appeal to the global MMA fanbase, we are initiating a brand refresh with our creative agency Shoot the Moon at the end of 2019. We are no longer anxious about amateur MMA being confused with professional in our brand appearance. We



THE 2019 EUROPEAN CHAMPIONSHIPS SAW SIGNIFICANT EXPANSION OF MEDIA COVERAGE INTO RUSSIA AND POLAND



believe having established the amateur platform, we should capitalise on the positive elements of professional MMA promotion and become more appealing to its global audience.

While the values of safe, clean amateur MMA underpin our messaging, we will also aim to be:

- Entertaining / fun
- To legitimise amateur MMA (to the professional MMA fanbase)
- Athlete personality driven (focusing on a selected handful of IMMAF talent per season and developing stars)

COMMERCIAL

While newcomers to the Board and IMMAF’s bolstered committees are anticipated to advance our

commercial proposition in 2020, IMMAF will also be engaging The Sports Consultancy, a specialist agency in sponsorship, broadcast and hosting licensing rights.

IT

In 2019 IMMAF contracted IT consultancy, Nemysis, to carry out an independent audit of our IT platforms, internal and external – including the website, IMMAF TV, MyNextMatch and the IMMAF App. Part of their remit has been to advise on how we can improve our online ecosystem to create an appealing, accessible and seamless user experience.

OTHER AIMS 2020

- **Direct Marketing:**
We will be writing a Direct

Marketing Strategy for implementation in 2020, for the promotion of IMMAF membership, the progression scheme and courses.

- **Engagement of Influencers:**
We are looking at cross-departmental approach to the engagement of influencers.
- **Venue Audiences:**
Championships Budgets in 2020 will factor in the hire of professional, local marketing services to attract audiences to IMMAF events.
- **Expansion and Investment:**
There will need to be an incremental expansion in staff and resource in Broadcast, Marketing and Communications 2020 in order to effectively support IMMAF’s commercial goals.



FOCUS ON FRANCE

By IMMAF Board Director,
Bertrand Amoussou (France)

This year has been extremely busy and eventful for the CFMMA. Our greatest success will be the legalisation of MMA in France scheduled for 1 January 2020.

HIGHLIGHTS

The first quarter was dedicated to coordination between different MMA organisations and stakeholders in France (e.g. FFKMDA, Judo league, Atch Academy, Cyril Diabate etc.). We expanded and consolidated our team at CFMMA, and we organised our French national team selections for the European Senior and Junior Championships.

The second quarter allowed us to consolidate our position amongst MMA's leaders in France and to show our legitimacy and credibility to political leaders, such as Roxana Maracineau, our French Sports Minister. We had the opportunity to demonstrate our position and good will in the legalisation process in France and are grateful for the support of the IMMAF in doing so.

This led to a successful collaboration through the formation

of the MMA French Comity, which brings together France's main MMA stakeholders.

On 25 June, the French Ministry of Sports communicated on its official website and by letters to the main delegates, their purpose of granting responsibility for the governance of MMA in France to an existing combat sports federation.

On 24 July, we attended technical meetings with the Official Sports department for questions and answers regarding the potential candidates. It was decided that the deadline for applications would be 27 July.

At time of writing, the next key dates will be:

- 30 September-11 October: Evaluation of the applications
- 14-18 October: Meetings of the Jury
- 18 October: Notification of the prior choice
- 22 November: Security and Safety Rules to be agreed and filed – CNOSF notification on the delegation request
- 31 December: Security and Safety Rules validation – Official decision on the delegation hosting the Mixed Martial Arts delegation



REGIONAL DIRECTOR'S REPORT: EUROPE

By IMMAF Board Director, Bertrand Amoussou (France)

“

IT WAS THE BREAKTHROUGH OF A LIFETIME FOR NORWAY'S MMA COMMUNITY BACK IN APRIL, WHEN THE NORWEGIAN MMA FEDERATION (NMMAF) CONFIRMED RECOGNITION FOR AMATEUR MMA UNDER THE NORWEGIAN SPORTS FEDERATION.



FOCUS ON NORWAY

Report via NMMAF Vice-president,
Thomas Rye Eriksen, written by
Jorden Curran

While the French Sports Minister's plans to legalise MMA this year has been watched with keen interest, France is not the only country in which the sport's ban is being overturned.

It was the breakthrough of a lifetime for Norway's MMA community back in April, when the Norwegian MMA Federation (NMMAF) confirmed recognition for Amateur MMA under the Norwegian Sports Federation.

For years, Norway remained a universal holdout on the legalisation of popular combat

sport. MMA itself was not a targeted victim, there having been a blanket "knockout law" for all combat sports for four decades, as well as the outright prohibition of professional boxing.

After a campaign fronted by undefeated pro boxing world champion and Norwegian sports icon, Cecilia Brækhus, Norway's restrictive knockout law can now be lifted on a case-by-case basis, as of 2016 by the "knockout committee," who may grant dispensation of the KO law.

With potential acceptance of MMA events on the horizon, the NMMAF attended parliamentary

hearings that saw welcome changes to legislation that paved the way for boxing. However, the parliamentary process showed less consideration to MMA. Instead, NMMAF turned to the National Sports Federation and overcame the umbrella body's scepticism by laying out the clear divide between professional and amateur MMA.

"We focused on MMA as a recreational and amateur sport, and that NMMAF primarily represented the vast majority of recreational athletes and amateurs," NMMAF vice-president, Thomas Rye Eriksen explained. "This hit a better note for the sports federation

which primarily was opposed to the commercialisation and “demoralisation” of MMA and did not think this was compatible with Norwegian sports values.”

The strategy was successful; NMMAF had taken amateur MMA to official recognition and is now entitled to apply for a KO law dispensation. Sports which have already secured exemption include karate, sanshou, taekwondo, and boxing, pro boxing and kickboxing. NMMAF is set to apply on behalf of sanctioned amateur

MMA once standards can be agreed that are in line with the international IMMAF unified amateur rule set.

Today, a considerable job remains if Norway is to green light the sport of MMA at the professional level, as fight restrictions are in effect that prevent bouts taking place under standard professional rules. This includes the maximum length of a round being set at no more than 3 minutes, and while this poses no hindrance to boxing or amateur MMA, the widely used

standard for a professional MMA round is 5 minutes. Knee and elbow strikes have also been prohibited for other sports, and so further parliamentary discussion is required leaving professional MMA still in the dark.

However, Eriksen explains that like professional boxer Brækhus, surging UFC contender Jack Hermansson may unwittingly find himself as the face that captures the attention of Norway’s government:

“As Jack Hermansson, among others, are climbing the ranks in the UFC, professional MMA has received renewed attention in the media and in the last six months we have been contacted by several politicians who want to front the legalisation of professional MMA. It seems like the political landscape has changed over the few last years and



it is conceivable that we may see politicians call for full the regulation of MMA in Norway.”

“We would welcome MMA as part of the political agenda,” Eriksen added. “We see the Swedish model of regulation as a pioneering model of how regulation should work. It is important that the NMMAF does not turn into a voice for the professional sport. Although we are here to facilitate amateur sport and recreational development for the vast majority, at the same time we strongly feel that potential future regulation of pro MMA should not be carried outside the sports federation, but within.”

FOCUS ON IRELAND

By Director of Brand, Communications and Commerce, Isobel Carnwath

MMA is politically contentious in Ireland, a renowned talent hotbed and key market for the sport. IMMAF has worked closely with the Irish Mixed Martial Arts Association in 2018-19, engaging specialist consultants, Denis Rowan and Karl Dunne, to help the national federation establish good governance structures to meet international standards and in the writing of a Five Year Strategic Plan as part of its application for Sport

Ireland recognition. The consultants have also helped with financial planning, and Denis Rowan has stayed on in a voluntary capacity, now sitting on IMMAA’s Financial Audit Committee. With a solid infrastructure in place, IMMAA is to hire a dedicated Administrator, alongside PR support, to carry out its day-to-day work and drive the organisation forward. We can expect IMMAA, under President John Kavanagh, to become noisy again very soon!



NEW ZEALAND

By New Zealand MMA Federation President, Terry Hill

Over the last 12 months, the NZMMAF has continued to expand and develop Amateur MMA here in New Zealand. With the hosting of the second IMMAF Oceania Open Championships at the beginning of 2019 we have been fortunate to have connected with and worked well with our Trans-Tasman neighbours. The event itself was highly successful and set a yard stick by which future Oceania events will be measured.

With the huge success of professional UFC fighter Israel Adesanya, the profile of MMA in New Zealand has continued to grow exponentially and with our huge unparalleled success on the World Amateur stage, New Zealand's continued development for MMA is assured: to date, Team New Zealand has produced three World Champions in Gase Sanita (twice), Byron Chivers and Brayden Graham, and a number of Silver and

Bronze medallists as we continue to punch well above our weight in all international competitions.

From March 2018, when we had around 13 affiliated clubs and around 100 to 150 members (mainly uncompetitive), we have expanded in 2019 to around 23 member clubs and around 200 to 250 participants. The promotion of events in New Zealand is still largely carried out by two outstanding organisations, Shuriken in Auckland and Hammerhead in Dunedin. We are continually looking at expanding on the event promotion front. Unfortunately obtaining and transporting a suitable cage is beyond most national MMA promoters' budgets, and MMA matches continue to take place elsewhere as part of local Kick-boxing events where they are fought in a ring. We are addressing this problem at this time and are trying to find a workable solution. The New Zealand MMA Federation continues to move forward in a positive direction, as a government recognised sports federation.

AUSTRALIA

By IMMAF Australia President, Richie Cranny

Over the past 9 months I've been focusing on building as much value for IMMAFA members and coaches as I can while also working on our new website. I've also managed to attract some key businesses to align with our federation which in turn are offering member discounts for their services and equipment.

Most of the new members listed in 2019 have come through my Wimp 2 Warrior program with every person taking part around Australia becoming a member. In turn W2W donates \$21 AUD to IMMAFA and \$3 USD to IMMAF per participant. It's expected that around 1,000 men and women will go through the program in Australia in the next 12 months creating a great revenue stream for both the National and International

Federations, as well as building a strong membership base.

IMMAFA COACHES

A key element to my plan for 2019 has been to build a solid base of coaches under the IMMAF banner by bringing IMMAF Director of Development, Andrew Moshanov, over to run the first coaching accreditation course in Sydney earlier in the year, and then running the subsequent courses in other states.

My goal is to have 50 Australian IMMAF licensed coaches by the end of 2019, which we are well on track for. The aim is that once we have the coaches on board their students will follow.

IMMAFA NATIONAL TEAM

Another great indication to IMMAFA's growth is the size of the team that will be attending the 2019 worlds. In 2018 Australia

had four athletes attend the worlds, in 2019 we have a team of 15 athletes we hope to take to Bahrain. This increase can be attributed to our focus on two areas; building awareness through "Talent Scouting" sessions in multiple states and boosting the national coaching team with some key figures in the sport such as Brian Ebersol, Dan Kelly and Simon Carson, as well as cementing Ed Bavelock as our national head coach.

Once the World Championships are out the way, my main focus will be on putting on an amazing IMMAF Oceania Open Championships event in March 2020 on the Gold Coast. My aim will be to host the biggest MMA event in Australian history with a team of around sixty Australian athletes.

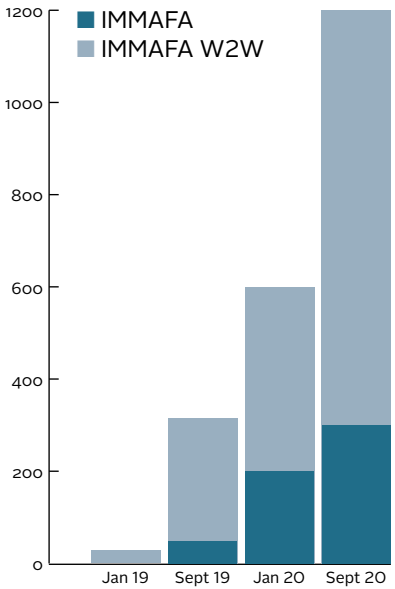
REGIONAL DIRECTOR'S REPORT: OCEANIA

Provided by IMMAF Director for Oceania, Stewart Brain

“
TO DATE, TEAM NEW ZEALAND HAS PRODUCED THREE WORLD CHAMPIONS IN GASE SANITA (TWICE), BYRON CHIVERS AND BRAYDEN GRAHAM, AND A NUMBER OF SILVER AND BRONZE MEDALLISTS.

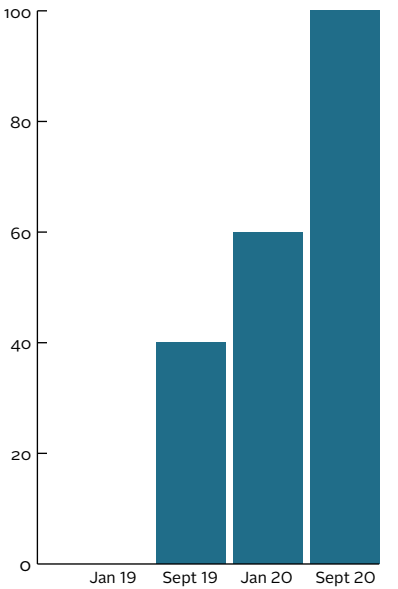


IMMAFA MEMBERSHIPS



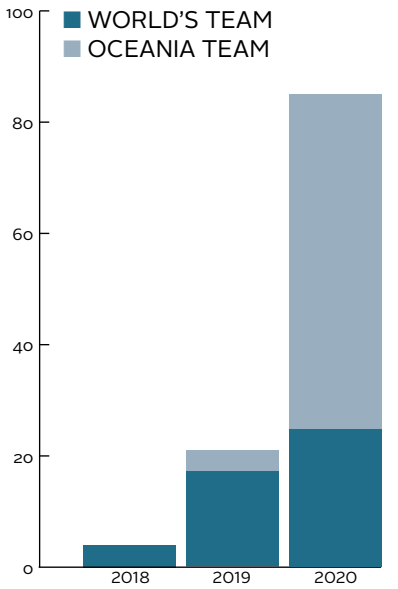
| | JAN 19 | SEPT 19 | JAN 20 | SEPT 20 |
|------------|--------|---------|--------|---------|
| IMMAFA | 28 | 44 | 200 | 300 |
| IMMAFA W2W | 0 | 272 | 400 | 900 |

IMMAFA COACHES



| | JAN 19 | SEPT 19 | JAN 20 | SEPT 20 |
|--------|--------|---------|--------|---------|
| IMMAFA | 0 | 40 | 60 | 100 |

IMMAFA NATIONAL TEAM



| | 2018 | 2019 | 2020 |
|---------|------|------|------|
| WORLD'S | 4 | 15 | 25 |
| OCEANIA | ? | 6 | 60 |



Africa hosted its 4th annual IMMAF | WMMAA Africa Open Championships in Johannesburg, South Africa this year. We have seen tremendous growth especially in the last two years of hosting this event. In its first year we started off with only three nations and this year we would have had ten Nations but, unfortunately due to two Africa Nations receiving their visa documents too late, we ended up with eight. There is a new awakening on the Africa Continent for Amateur MMA and the Africa Open showed a growth of 80%.

The South Africa federation, MMASA, also hosted the first IMMAF Coaches Education Course presented by IMMAF Director of Development, Dr Andrew Moshanov. We were joined by the Mauritius Federation and the course was very successful and we are already planning to host the next course in October this year.

Mr Marc Goddard hosted his second International Judges course in South Africa after the Africa Open with Cameroon participating. Again, finances being an issue we only had ten applicants.

In South Africa we are holding National Judges and Referee

courses and we hope that other African countries will follow. Obviously, we will have to develop a means to help them as we did with Mauritius.

This year Africa was represented by South Africa at the first IMMAF | WMMAA Youth World Championships in Rome, Italy.

South Africa will be hosting its first Official Youth development competition at the end of September 2019 using the new IMMAF youth rules.

We are hoping to see more Africa countries at the World Championships in Bahrain November 2019.

Although Africa has many obstacles, with poverty being one major factor that prevents Africa athletes from being able to compete even on local ground (due to cost of travel between provinces), I see the hunger and the anticipation of these very underestimated athletes who are doing everything within their ability to try to compete.

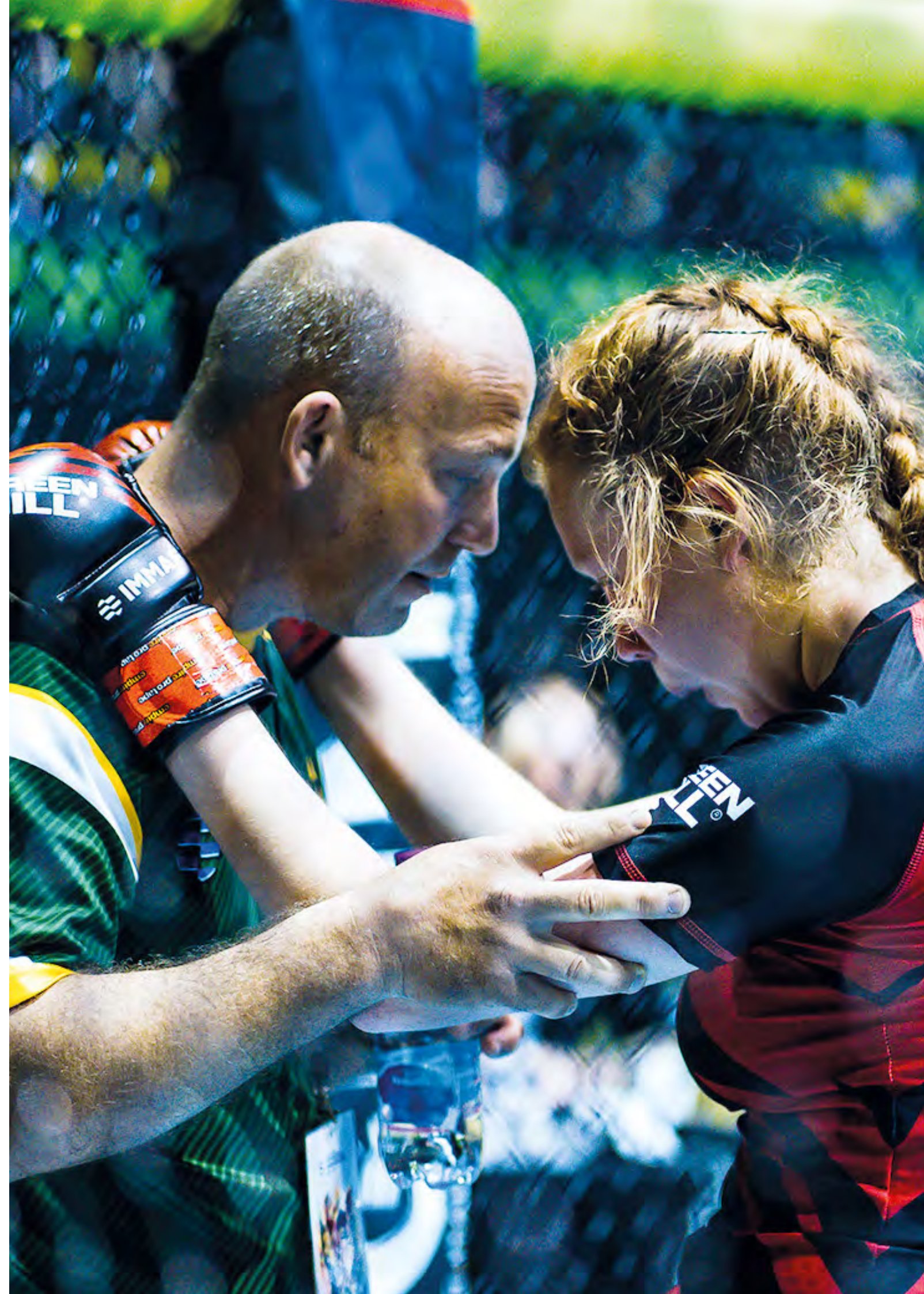
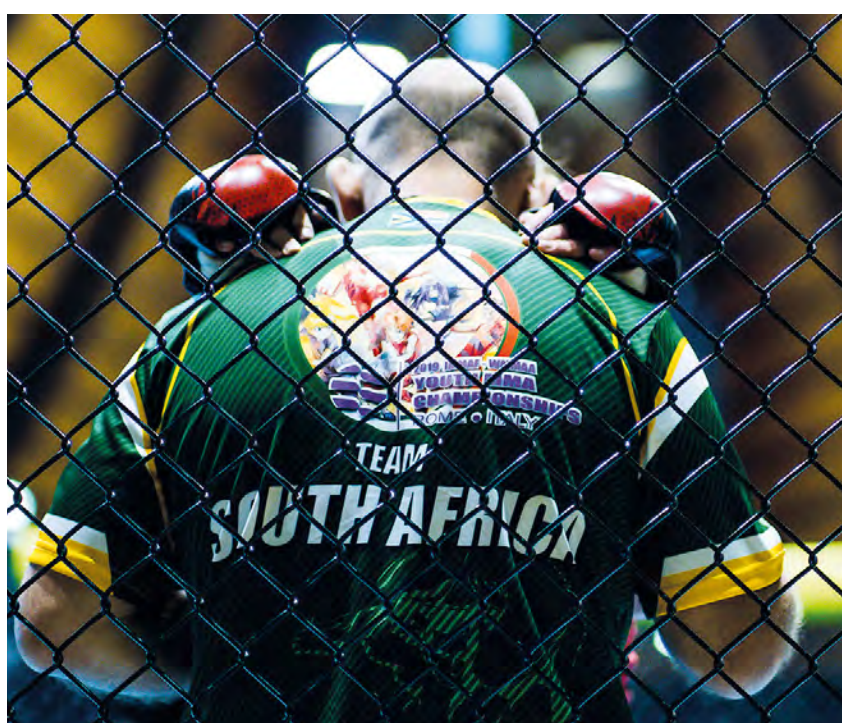
Although educating the Africa Federations is a slow process, I still trust and believe we can make a great impact with the right resources.

REGIONAL DIRECTOR'S REPORT: AFRICA

By IMMAF Director for Africa, Raymond Phillips

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SOUTH AFRICA WILL BE HOSTING ITS FIRST OFFICIAL YOUTH DEVELOPMENT COMPETITION AT THE END OF SEPTEMBER 2019 USING THE NEW IMMAF YOUTH RULES.





The Asian Continent has been active this year, hosting the second Asian Open Championships which took place from 1-4 May in Bangkok, Thailand.

Amateur athletes from 12 countries across Asia and around the world participated in the event. Its success has attracted the interest of a number of member countries in hosting the 2020 Asian Open Championships.

The 2019 World Championships will also be hosted in Asia by the Bahrain Mixed Martial Arts Federation (BMMAF) in Manama at Khalifa Sports City Arena from 10-16 November, as part of Brave International Combat Week. The tournament is expected to be IMMAF's biggest yet, drawing close to 500 competitors.

IMMAF's MMA Coaching Pathways and Progression Scheme

was successfully introduced in Japan this year by the Japan Mixed Martial Arts Federation (JMMAF) following the visit of IMMAF Director of Sport Development, Andrew Moshanov.

The sport is growing really fast here with the UFC opening its biggest performance centre in China. This September 1st a historical event took place as Zhand Weili became the first Chinese person to win a UFC belt.

"The market is way big enough out here for everyone. I think it's great to see Asian heroes on the world stage. Asians are among the best in the world at martial arts.

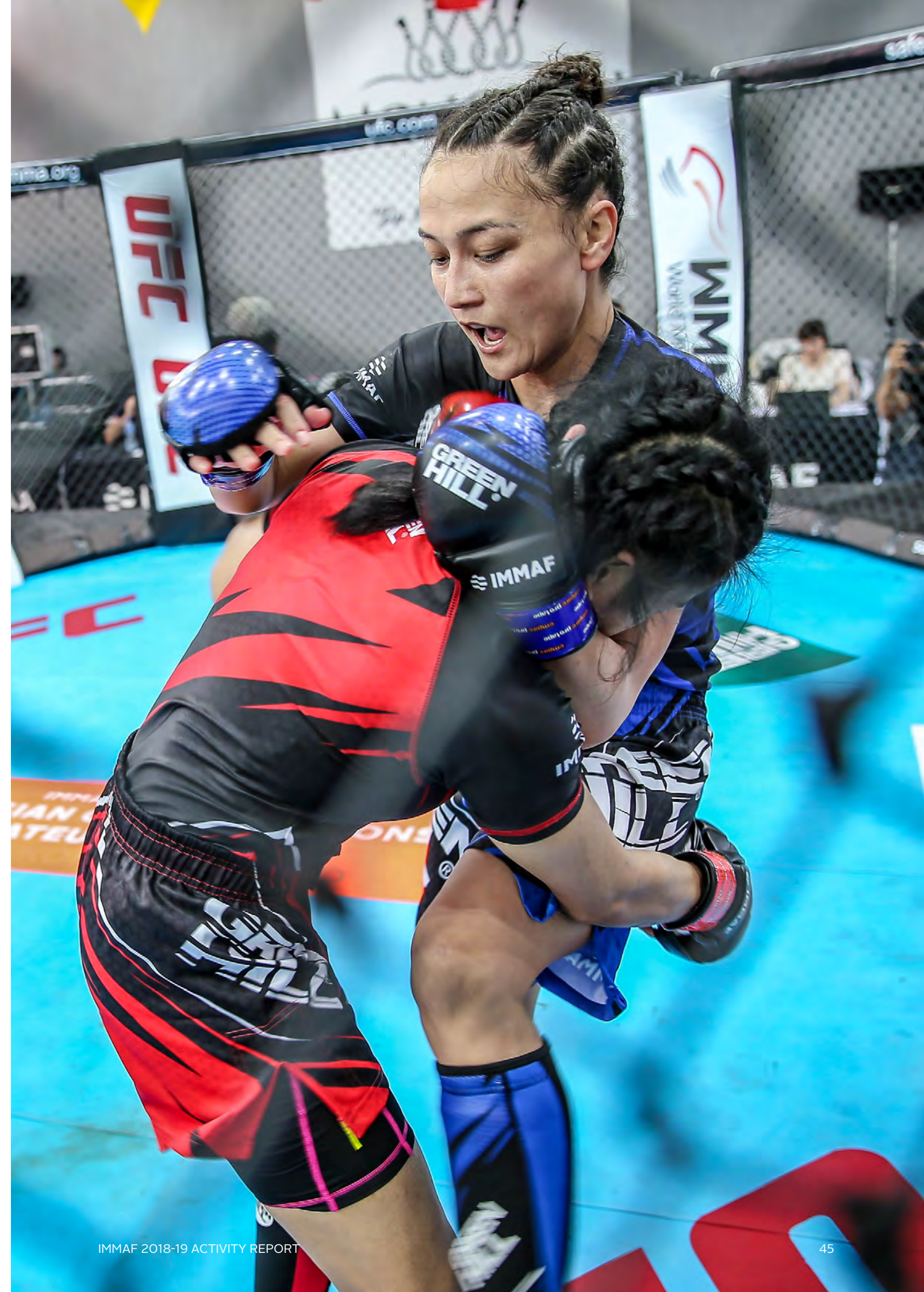
Two Asian nations are ranked in the top three of the IMMAF World Amateur MMA National Team Rankings: This year Bahrain took #1 spot and Kazakhstan #3, demonstrating the potential this region has to offer to the sport.

REGIONAL DIRECTOR'S REPORT: ASIA

By IMMAF Director for Asia, Wissam Abi Nader

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THE SPORT IS GROWING REALLY FAST HERE WITH THE UFC OPENING ITS BIGGEST PERFORMANCE CENTRE IN CHINA.







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