

IMMAF 

**OCTOBER 2021 —
OCTOBER 2022**

AMNUAT REPORT





HONORARY PRESIDENT'S FOREWORD

I have been impressed by how the IMMAF staff and leadership has been keeping the speed up through the pandemic. The federation has managed to navigate through an increasingly more complicated world and we have seen several international events during 2022. It has been a privilege to take part in such development during the federations first ten years and I look forward to attending the coming IMMAF World Championship in Belgrade!



August Wallen
Honorary President

CONTENTS

1	Honorary President's Foreword by Honorary President August Wallen	03
2	President's Foreword by President Kerrith Brown	04

GOVERNANCE & STRATEGY

3	CEO Report by CEO Densign White	07
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MEMBERSHIP

4	Membership Report by Gosha Malik, Director of Member Services	13
5	Member Development Report by Jorden Curran, Member Development Consultant	15
6	Regional Development: Africa by Raymond Phillips, Board Director for Africa	17
7	Regional Development: Asia by Wissam Abi Nader, Board Director for Asia	18
8	Regional Development: Europe by Gosha Malik, Director of Member Services	20
9	Regional Development: Pan America by Gosha Malik, Director of Member Services	25
10	Regional Development: Oceania	26

SPORT DEVELOPMENT

11	Coaching & Progression by Andrew Moshanov, Director of Development	29
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EVENTS: OPERATIONS & REGULATION

12	Events Report by Alistair Pettitt, Director of International Events	32
13	Regulatory Affairs Report by Marc Goddard, Head of Regulatory Affairs	47
14	Medical Report by Dr. Randa Basharon, IMMAF Medical Committee	48
15	Anti-Doping Report by Michele Verroken (Sporting Integrity), IMMAF Anti-Doping Consultant	49

COMMUNICATIONS & DIGITAL

16	IT by Mikhail Mazur, Chief Technology Officer	51
17	Brand & Communications Report by Izzy Carnwath, Director of Brand & Communications	53
18	Social Media Report by Andreas Georgiou (Uni4m), Social Media Manager	56
19	Broadcast Report by Izzy Carnwath, Director of Brand & Communications	59



PRESIDENT'S FOREWORD

DEAR MEMBERS,

I feel proud to reflect on another successful period for IMMAF in its 10th anniversary year, despite our ongoing battle for sport recognition and the build-back from the pandemic. Despite the odds, we can applaud significant achievements in 2022 and celebrate continued progress towards our Olympic vision.

CHAMPIONSHIPS

Starting the year in a climate of uncertainty, with many events not yet confirmed and persisting restrictions on movement due to the pandemic, we have nonetheless achieved a full calendar of eight events this year.

The belated **2021 IMMAF World Championships** in Abu Dhabi in January proved a fantastic event despite the tight turnaround, with the UAE MMA Federation having stepped in at late notice at the end of October to rescue the Championships. The tournament was a credit to all teams, staff, volunteers and participants and enabled to us to kickstart the year, following a period that had been blighted by COVID-19. Due to ongoing travel and medical restrictions at the time, tournament participation was unfortunately limited but we still managed to achieve a five-cage, tier 1 event against all adversity.

In March, the **MMA Super Cup** in Bahrain presented a first event of its kind adding a new format to the world amateur MMA calendar. The new eight-team tournament showcased top-ranking teams and rising stars, providing further competitive and promotional opportunities as well as a wealth of content

2022 saw the first **Youth World Championships** also take place in the UAE as the first in a three-year hosting rights deal for the event.

IMMAF achieved its full continental series in 2022 with the **Africa Championships** taking place at the EFC Performance Centre in South Africa; an **Oceania Championships** in Australia; the **Pan American Championships** in Mexico; the **European Championships** in Italy and the year culminating in the **Asian MMA Championships** in Tajikistan.

All these tournaments have demonstrated progress in the right direction in terms of growth and development. Overall, I believe we have collectively performed a phenomenal job to get back on track, while maintaining our exceptionally high standards.

At the time of writing, I am working to confirm the host city and dates for the **2022 World Championships**, which is projected for early 2023.

RECOGNITION

Recognition by WADA has completed IMMAF's eligibility for sport recognition and thus given a huge boost to our status in our application to GAISF. However, our application has stalled as GAISF is set to be dissolved and the entire recognition process within the Olympic movement restructured. It is immensely frustrating that our progress here has stalled but is unfortunately the inevitable fallout of the IOC's push for the recognition process to become more transparent. So naturally we support the move, despite being put in limbo for a further 12 months.

We were fortunate to welcome Donato Milano who came as a GAISF representative to our General Assembly in Abu Dhabi, marking a step change

in our relationship with the organisation. We are confident in new direction for GAISF and in the fact that it will enable our application to be assessed on merit rather than political agendas. We have also fostered a good relationship and better alignment with the World Association of Kickboxing Organisations (WAKO) through its President Roy Baker and much appreciate their endorsement of mutual collaboration between our federations at a National Level and help with key introductions. And so, for now, we remain patient, confident in our merit and progress and in the reformation in progress at GAISF. Considering the circumstances, I believe we have attained a good position and have done as much as we can do to advance our application.

YOUTH DEVELOPMENT

Key cornerstones to IMMAF's development strategy are to increase the participation of women and youth in MMA, and we have been contributing to the work of National Federations to accelerate their progress in these areas, which are on the agendas of many governments globally. This year's Youth Championships and the three-year deal with the UAE will help bolster growth in this department, providing a platform to further develop our safeguarding processes which already set a gold standard in sport.

NATIONAL FEDERATIONS AND CONTINENTAL STRUCTURES

Our membership continues to grow on every continent and in 2022 we launched the continental structures, through which National Federations can collaborate at regional level and better leverage mutual resources for group gains to accelerate expansion. The move also grants national federations under their continental structures a greater role in IMMAF.

At the Asian Championships, the AMMAF was formally launched. The confederation has vast potential and we have counselled it is critical that its members align themselves with the Olympic Council of Asia, which recently established its own MMA arm. I met with the Vice-president of the OCA in July to outline IMMAF's and its National Federations achievements in Asia over the past years.

Our federations continue to face challenges with funding worldwide while the sport remains unrecognised, and continental mobilisation should enable greater funding opportunities as well as mutual support in kind thus furthering our collective progress towards our vision.

GOVERNANCE AND FUNDING

The IMMAF board has remained active through 2022 in making recommendations to develop the sport globally during a time of financial challenge and in a difficult global landscape. I would like to thank the Board of Directors for the time they have given. We have been fortunate throughout to have a loyal sponsor in UFC but must continue to steer towards self-sufficiency.

Only certain countries and continents are currently in a position to host our tier 1 and 2 championships.

It has become increasingly competitive to secure hosting rights and funding, as well as government support, against all the other recognised, core martial arts and those also pushing for Olympic inclusion.

However, based on our track record the future looks bright. More than fifty per cent of our National Federations have National Olympic Committee or National Sports Authority recognition, while others are engaged either in process or dialogue with theirs. For many, it will be the international recognition of IMMAF that will provide the final jigsaw piece to enable their recognition at national level.

I would like to wholeheartedly thank our sponsors and partners who have continued to support us in a volatile, ever-changing landscape in which this sport continues to evolve on a day-to-day basis. I would also like to thank our National Federations for their loyalty, and IMMAF staff, volunteers and officials for their dedication. It is this support and commitment that has allowed us to achieve our successes to date and stay on track in our pursuit of our vision for MMA to become an Olympic Sport.



Kerrith Brown, OLY
IMMAF President



GOVERNANCE & STRATEGY



CEO ANNUAL REPORT 2022

DEAR MEMBERS,

WADA

The highlight of the last year was IMMAF's success in becoming a signatory of the WADA code on 23 December 2021.

This is a massive step change for our organisation and sets us on the right path to recognition. It was interesting that the application was equally as focused on good governance as on compliance to the WADA code.

The membership should be applauded for supporting many of the changes proposed at the General Assembly to make our Federation more transparent, accountable, and equitable.

I would like to thank Sport Integrity led by Michele Verroken for the dedication to our cause over many years. Thanks also to you the athletes, coaches and federations that are committed to ensuring that



Densign White
MBE OLY
IMMAF Chief Executive Officer



MMA remains a clean safe sport and a level playing field for all.

In April, myself and the President Kerrith Brown travelled to Warsaw to meet with the WADA President Mr. Witold Banka and his leadership team. The meeting was very constructive and resulted in an agreement in critical strategic areas for IMMAF.

We also used this opportunity to visit the Polish Olympic Committee President with Martin Lewandowski, President of the Polish MMA federation (MMA Polska), who is planning to host the IMMAF European Championships in 2023.

In May, Michele Verroken and myself attended the WADA annual summit in Lausanne Switzerland. This provided a very good networking opportunity, as well as the opportunity to learn about changes that are planned for the WADA code and educational tools that are in development.

EVENTS AND 2021 WORLD CHAMPIONSHIPS

In January from 24th to 30th, the IMMAF Senior and Junior World Championships were hosted by the UAE MMA Federation in Abu Dhabi. This was the championship that could not take place in 2021 because of the pandemic and so was pushed back.

We are grateful to the UAE federation for taking on this huge responsibility at such short notice enabling us to still produce arguably the best IMMAF World Championship to date, a fitting birthday present for the IMMAF entering its 10th year.

On the rest day of the championships, on Friday 28 January, the Annual General Assembly was very well attended by member delegates from all corners of the world. The meeting accepted the annual activity report, minutes of the previous General Assembly meeting and the audited accounts for 2020 and 2021.

There was a celebratory vibe in the room due to IMMAF's becoming a WADA code signatory just a month before, and we enjoyed the presence of Mr. Donato Milano as an observer for the new GAISF President Mr. Ivo Ferriani.

With the COVID pandemic in the rear-view mirror, we were able to push ahead with a full calendar of championships including the Africa continental in Johannesburg, the first World Team Championships in Bahrain with prize money for winning teams, the Pan American Championships in Mexico, European Championships in Lignano Sabbiadoro, Italy and the Youth World Championships in Abu Dhabi, which was bigger than ever. We are grateful to the UAE MMA federation and President Mr. Mohammed Al Hosani for signing a hosting rights deal that secures this championship for three years in Abu Dhabi.

At the time of writing, we are in the planning stages of the Asia championships in Tajikistan. By any measure this has been an incredibly successful year for the events team and congratulations to everyone who has contributed in whatever capacity. For more details and medal results, please do read the report of the Director of Events, Alistair Pettit.

SUSPENSION OF RUSSIA AND BELARUS

Due to the conflict in Ukraine, the guidance from the IOC was that national teams from Russia and Belarus should not compete in international competition. The IMMAF board on 1 March decided to follow the direction of the IOC and suspend the participation of Russia and Belarus until further notice.

GOVERNANCE: FINANCIAL AUDIT COMMISSION

The Financial Audit Committee met its key priorities which primarily are to provide independent oversight on all financial procedures and policies and to ensure that adequate financial controls are in place.

This work was underpinned by the development of the IMMAF Financial Policies and Procedures Manual signed off by the Board of Directors.

BOARD EVALUATIONS

One of the last items on the IMMAF governance tracker put in place after the Geoff Wilson governance audit was the need to carry out board member evaluations. We outsourced this to the organisation, Boardclic, and the method used was a 360-peer review. The results are analysed by the President who then is required to have one-to-one interviews with the directors to discuss their individual performance. It is our intention to do this annually and to roll out more appraisals for senior executive staff.

FRANCE FFB DELEGATION

Work has continued throughout the year to consolidate the relationship with the French Boxing Federation (FFB) who have the sports ministry delegation to manage MMA in France. We, with the UFC, attended meetings in Paris on 15 March with the ministry, TV authorities and the Paris Deputy Mayor at City Hall. In addition, we had meetings with the French National Olympic Committee. These meetings were very productive and in September the UFC had their first ever event in Paris which was a sell out and broke all media records. Subsequent to these meetings FFB's delegation to manage MMA has been renewed.

USA FEDERATION

Following the expulsion of the former member federation for USA, IMMAF accepted a membership request from USFL, which is already closely involved with IMMAF at the Youth level.

After being recognised as the IMMAF member and sole representative for amateur MMA in the USA, USFL has started developing structures to ensure support to the senior side of the sport.

The priority was to ensure that US senior teams were able to participate in IMMAF competitions. This was successfully achieved when USFL fielded a senior team at the IMMAF Pan-Am Championships in Monterrey, Mexico from 22 to 24 June. For its first outing, the US team performed credibly winning five medals across the 16 finals.



Until USFL is able to host qualifying championships to select a national team, a selection panel that includes UFC Hall of Famer Forrest Griffin has been tasked with selecting national representatives (which is a system also used in the past by “start-up” national federations including those in France and England).

USFL continues to manage a very successful Youth system with US athletes again competing with distinction at the IMMAF World Youth Championships in Abu-Dhabi, and 2019 World Youth champion Raul Rosa Jr becoming the youngest athlete in history to sign with the UFC. In order to continue focusing on the youth programme, Jon Frank has appointed Jim Nightingale to manage their senior programmes across the USA.

IMMAF continues to support USFL with regular communication – with Gosha Malik and Izzy Carnwath supporting Member Service and PR development with IMMAF input – as well as Task Force Zoom calls. IMMAF is continuing to support USFL as the growth of MMA in the USA is a strategic priority for IMMAF. We are currently in positive discussions with the Nevada State Athletic Commission about IMMAF being able to become a sanctioning body in that state to permit the organisation of senior and youth events – with the latter being branded as Pankration.

STRATEGIC PLAN

IMMAF's Strategic Team continues to monitor progress of the strategic plan and to make any adjustments to timings. The aim is to monitor and

assist each functional area to ensure IMMAF stays on track with its strategic goals, and an updated tracker will be introduced in 2023 to allow the user to easily organise the strategic spreadsheet based on their preference (Target Quarters, Department, Progress etc.)

COMMITTEES AND COMMISSIONS

The Administration continues to be strongly supported in its work by the IMMAF committees (elected) and commissions (appointed). All members are volunteers with different backgrounds, nationalities and skill sets. With the current mandate for commissions coming to an end, work is ongoing to manage the election process for renewal of the committees from 2023, according to the IMMAF Statutes.

CONTINENTAL STRUCTURES.

Building financial sustainability for the organisation is the main plank in our strategic planning. IMMAF needs to have reserves of 12 months operational cost. We have been fortunate over the last 10 years to have had such a great sponsor as the UFC, but this support cannot be relied upon indefinitely and is at the top of our risk register.

The pandemic has focused our minds on cutting our cloth and living within our means. We have needed to rationalise and focus on what we can do best as the IMMAF team and what can be shared out to the membership/regions.

That is why we have now embarked on the development of continental structures so that

we are less centralised and responsibilities for workforce development and organisation of regional championships can be managed and financed by regional boards elected by their members. This should not be a difficult transition because of the depth of work that the IMMAF has carried out over the past ten years which provides the blueprint for regions to follow.

So far Asia and Africa have taken up the challenge and interim boards are already in place until elections can be held within one year.

GAISF RECOGNITION

Our efforts for recognition are gaining us steady progress. For the first time, we are receiving communications from the GAISF leadership. In November there will be a General Assembly of GAISF where the members are being asked to dissolve the organisation and form a new recognition body. We cannot be certain of the outcome of this meeting. However, we are confident GAISF's ways of working will change for the better. The promise is that the recognition process will become a transparent one and applications will be judged on their merits rather than political considerations. This is welcome news for the IMMAF now seven years into the existing membership application process. Recognition is critical to helping IMMAF and you the members to receive local recognition and to be able to regulate the sport all over the world in the IMMAF way, following our standards, rules and regulations. This cannot happen soon enough, and I hope that we will have some positive news on this front in the coming weeks.

In concluding my report, I would like to thank the IMMAF staff, commissions and volunteers who work tirelessly throughout the year to ensure that we can deliver a world-class service to you the members.

Our Board of Directors and the President are also working hard for the federation in a voluntary capacity for the most part and without their support it would be impossible for myself and the senior management team to achieve our goals, and so I would like to thank them also.

Finally, I would like to thank our sponsors Green Hill, who provide all the equipment for our World Championships, and the UFC who has funded this federation from its inception and without whose support we could not have achieved all that we have over the past ten years. Thank you so much for making the difference to the lives of our young athletes and making their dreams a possibility.

Densign White, MBE OLY
IMMAF Chief Executive Officer





MEMBERSHIP

MEMBERSHIP REPORT

It's been a busy year in the Members Services corner. This year, ten new member federations were approved by the IMMAF Board of Directors, many of whom are recognised by their government.

It is not a surprise anymore to learn that MMA in these countries is at a very high level, with national teams following a development pathway to reach a high level of athletic performance. The interest in supporting top athletes at the final stage of their amateur career to successfully transition to the professional level is a goal for coaches, attracting interest to the federations.

The push for MMA to be recognised as a sport started a decade ago with IMMAF's emergence. Some sports have taken generations to build their grassroots structures, while IMMAF has managed to implement one in just ten years. There is no time to celebrate success, as there is a long way to go to prove to parents, schools, governments and the Olympic committees that MMA is here to stay.

Our federations in India, Bulgaria, Ukraine, UAE and Bahrain make the front page of their country's news. With each year IMMAF members are stronger and prouder of their achievements and history-making efforts. The journeys of our members are a pleasure to watch alongside that of IMMAF, completing its first decade now with WADA recognition, 44 member federations recognised by their government and 16 by their National Olympic Committees among a total of 130 national



Gosha Malik
Member Services Director

federations. With more members joining, the next decade will bring yet more achievements, I am sure.

This year started unusually with the belated 2021 Annual General Meeting taking place in January due to the pandemic. Members could witness IMMAF's activity through pages of reports from each IMMAF department, continent, and commission. Twenty observational members were awarded full IMMAF membership after delivering on their good governance tasks. The Zambia MMA Federation collected the "Federation of the Year" award for their achievements in receiving Sports Council recognition in the first year of their membership activities under IMMAF.

It is the main priority for countries to talk to their governments and educate them about IMMAF and what we do within the sport of MMA, with coaching education, judges and referees' education, and progression for athletes and youth. Societies are struggling with young people's issues and combat sports help to bring discipline and respect and teach hard work to achieve goals. Olympic values are observed by IMMAF members and we are spreading this message.

Last year WADA recognition bolstered awareness of MMA and IMMAF's place within the sport. As a result, IMMAF was publicly confirmed as the only international federation responsible for antidoping in MMA. The process was thorough and ten IMMAF member federations were screened for good governance. The WADA administration checked the federations' online presence, statutes, yearly activity reports and national championship record. The checks passed thanks to our representatives in Panama, New Zealand, Italy, Spain, Bulgaria, Colombia, Finland, the Czech Republic, Saudi Arabia and Ukraine. Their governance processes provide leading examples.

IMMAF's Cutmen Courses, since launching last year with a new teaching program, have seen the participation of 72 individuals, men and women from across Abu Dhabi, Kuwait, Ukraine, Romania, Italy, France and Croatia. Robert Plant, the course leader, developed a special opportunity for people wanting to contribute to the sport. Now, more highly skilled individuals view MMA as an opportunity for personal development and new jobs. For more information regarding the course please email info.members@immaf.org

National Federations are finding ways to gain the attention of their countries' administrations while files are being opened on ministry desks and national championships are demonstrating activity. The Panhellenic MMA Federation in Greece organised an MMA festival and invited European teams to challenge local athletes. Teams from Hungary, Cyprus, Italy and Lithuania accepted an invitation to join a day of events. It was a great opportunity for the IMMAF President Kerrith Brown to visit the Olympic Capital and meet President Dimitris Dimitriou and his team.

The work of the National Federations is visible through the recognition they are receiving from national administrations. After months of lobbying

the government and building its grassroots, the Mixed Martial Arts Federation Mauritius secured government approval and support, fulfilling its 5-year strategic plan.

The Slovakian MMA Association's Marek Herda, during a first year of cooperation with IMMAF, shifted a dormant federation into one boasting a medal-winning team with most notable success at the Youth World Championships and European Championships. Mr. Herda has gathered together the best coaches in the country and introduced domestic cutmen and officials to the IMMAF certification course.

MMA Sowarzystwie Polska commenced a series of amateur championships with CEO Martin Lewandowski and Director Bartosz Mamrot completing the organisation's 5th Championships in October 2022, with 400 athletes and more than 300 bouts, plus a high number of staff and volunteers working on the events. Once again, Poland's Rising Stars gained medals at each IMMAF event.

The English MMA Association headed by President Marc Goddard has not wasted time in uniting MMA in the country, with CEO Paul Reed and coach Paul Kelly building a team for the future. EMMAA successfully completed an open day to attract more interest and share its message attached to an informative Annual General Meeting in November. In addition, the newly renamed Welsh MMA Association is going from strength to strength in establishing its vision for domestic governance, and in the meantime, both youth and senior teams participated in IMMAF's 2022 Championships.

New members in Canada and US are busy in preparation to carry out full activities among the MMA community, despite the make-up of different US states and Canadian regions not making it easy either for Jon Frank, USFL founder (USA) or President Muzammal Nawaz in Canada.

Finally, the ISR Mixed Martial Arts Federation Israel has impressed with advancement towards the recognition of MMA as a sport. President Ido Pariente is bringing the team to each Championship with success beyond all expectations. The team is consistently returning home with medals that prove a significant level of MMA development.



MEMBER DEVELOPMENT REPORT

This year the wider ambition of Member Development has been to delve deeper into the day-to-day functions of IMMAF's affiliated national bodies, and most importantly to understand the internal hurdles that slow or even prohibit national progress and share knowledge to overcome them.

In March, I was introduced to quantitative research specialist, Narisha Khan, from the University of West Indies. Together, we have developed an IMMAF census that aims to retrieve data from all IMMAF nations, requiring an official count and demographic breakdown of all individual members within IMMAF's member federations/associations. Significantly, this study will highlight how well MMA's claim to being "the world's fastest growing sport" is reflected in grass roots engagement and how effectively IMMAF members are managing to achieve national unity and diversity. 10 nations were selected to take part in the pilot study, completing as many data sections as possible, and we are currently in the stage of inputting and reviewing the results. Importantly, our findings will not contribute to a judgement of performance, but rather a qualitative opportunity to learn about each nation's progress building a membership base, to better learn and share in the knowledge of how IMMAF members aim to integrate at a national level and to mark a starting point for identifying the best-suited objectives to support national development.

When it comes to delivering direct support to a member nation, I believe that an immersive understanding is required in order to bring about effective holistic change. Myself and Member Services Director Gosha Malik identified Wales as a nation with all the tools for success, yet it had become stagnant in its organisational development. We reached out and an approach was agreed that would see myself closely work

with the Welsh Association over a number of months, learning about their current situation and providing some directional input towards objectives, communication and cohesion, all important habits for smooth function in the long term. Before long we had outlined roles for key persons and welcomed new additions to the core team, including an accountant and youth safeguarding officer, who has been a valuable addition to the Welsh Board of Directors. The organisation is now a registered non-profit organisation. Most significantly, we secured full membership with the prestigious and influential Welsh Sport Association, which has opened up Welsh MMA to vast support from the Welsh sport scene, altogether creating a strong appetite for recognition and progress. The completion of a new website is imminent, and I am highly excited for the online relaunch of the Welsh MMA Association. The ongoing experience with the WMAA group has been insightful and valuable, enabling IMMAF to truly understand, and hopefully solve, some of the day-to-day struggles that nations encounter. I look forward to collaborating with others at the same immersive level.

Amateur MMA and how we see it is yet to be fully refined, worldwide. IMMAF remains committed to a stringent eligibility policy of no professional combat sport experience in competition, and IMMAF's vision for a unified amateur aesthetic is a common goal for all members to share. With that said, it would be unfair to expect equal levels of progress across all nations. While IMMAF values of safety and competitive longevity are reflected through the use of larger gloves and shin guards, and most prominently sanctioned in countries such as Italy and Sweden, not all federations have the authority to enforce the ideal standards of equipment on athletes and regional promoters, not without

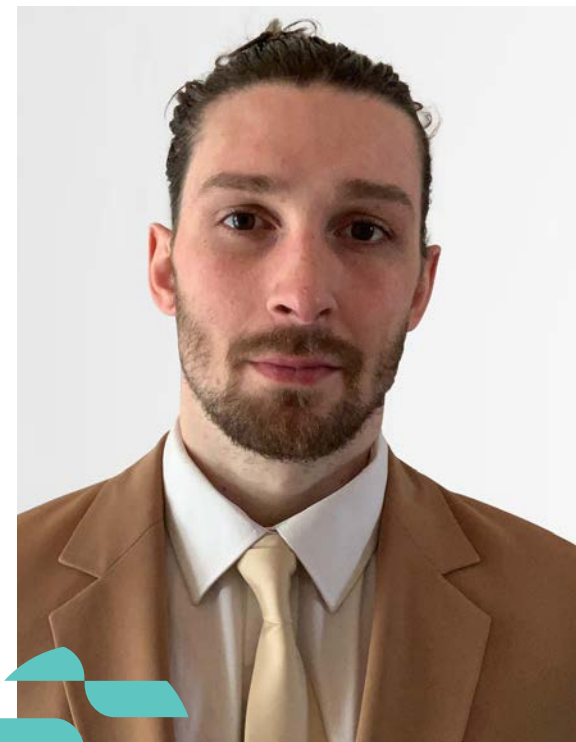


potentially alienating a generation of legitimate talent and local platforms. We must remember that, while IMMAF level competition is visually defined by its Green Hill fight gear, amateur MMA itself is still open to varied use of smaller gloves and no shin guards. For those nations playing catchup, I believe a level of tolerance and acknowledgment for what is nonetheless amateur competition is required and nothing short of support can enable the ushering in of even greater global unity, in time. An encouraging example could be seen this year in Pakistan, after national (unregulated) amateur platforms tested the limits of acceptable amateur standards. Once highlighted and discussed, the Pakistan MMA Association were quick to develop a process for delivering education about IMMAF rules and for sanctioning partnerships with regional event organisers, which met with a promising response from the national community.

This year the IMMAF competition platform warmly welcomed a rejuvenated Team Brazil, thanks to an arranged agreement with IMMAF member body, CABMMA, agreeing to delegate team responsibility to CBMMAD, the confederation headed by Brazil's legendary Nogueira brothers. The largest Brazilian team to date found notable success at the 2021 World Championships and 2022 Pan Ams, and continued the nation's reputation for producing incredible female prospects, with Ana Vitoria Diniz and Josiane Oliveira earning World Championships bronze medals in addition to continental gold at the Pan Ams. The team was most notably championed by new pound-for-pound standout, Giulliany Perea, the 7-1 kneebar specialist who earned World Championships silver after a hard-fought final battle, ahead of storming through the Pan American Championships to claim gold. Also, the IMMAF Regulatory Affairs Committee welcomed a new member in CABMMA Director, Cristiano Sampaio, while an official MOU to welcome CBMMAD into an official membership position is in the works.

Finally, the September IMMAF board meeting saw the approval of new rules for passport and

citizenship requirements for athletes to represent a nation on the IMMAF platform. After a number of approved applications from non-passport holders who possessed satisfactory citizenship, often due to family immigration during the athlete's childhood, the new rules are here to enable easier representation, or a one-time nationality change, for athletes with a birth or biological link to a specific nation, or 5-year history of permanent residence. Furthermore, the rules now work to preserve any nation's ability to retain its own talent pathway with a more stringent process introduced for athletes who do not meet representation criteria yet wish to claim a new nationality. As always, we're on hand to support all nations with guidance.



Jorden Curran
Member Development Consultant

REGIONAL DEVELOPMENT: AFRICA

I am proud of Africa's achievements in 2021 – 22. The Africa Championships were a great success, showcasing significant growth and sport development on the continent. The increase in the number of regional teams participating in our first closed event provides just one illustration of this, as the event delivered a platform for new rising stars and medallists from Angola, the Democratic Republic of Congo, Mauritius, Namibia, South Africa, Zambia and Zimbabwe. Taking place in partnership with the EFC Performance Institute and broadcast on immaf.tv globally, the Championship gained impressive traction on Facebook for a Tier 3 event of 470,323 and a media coverage reach of 73.3 million across 12 countries.

We are looking forward to repeating the Africa Championships at the EFC Performance Institute in 2023 in April, with yet more African nations anticipated to take part. Out of our 19 African members, we hope to see 12 to 14 countries represented.

The launch of the new confederation under IMMAF, the Africa MMA Federation, brings further impetus to the development of MMA regionally, unifying local members for the sharing and leveraging resources for mutual benefit and growth. Among other initiatives, more tournaments are planned across Africa to aid talent development. We are also looking to hold open events and partnering with IMMAF federations in affordable countries, such as Mexico and India, to give Africa athletes competitive experience abroad. We will also essentially be working to bring down the cost of entry to IMMAF Africa tournaments for athletes to enable greater participation. I am proud to add that MMA South

Africa CEO Jason Brown has been appointed as General Secretary of the confederation.

Another significant event for Africa this year has been MMASA's hosting of IMMAF's Coaching Course in South Africa led by Andrew Moshanov, with delegates from several countries in attendance. Further to that, the Mongolian Mixed Martial Arts Federation is sending athletes to participate in the level 1 practical youth course taking place in the Cape province. With MMA South Africa more established than federations in some neighbouring countries, the national federation is assisting such counterparts with coaching and officiating (e.g. in Namibia and Zambia).

Lastly, the Associação Provincial de MMA de Luanda (of Angola) has invited me to visit them in November. The idea is to meet with their Minister of Sport as well as sports bodies from Namibia regarding the development of MMA at a national level.



Raymond Phillips
Board Director for Africa





REGIONAL DEVELOPMENT: ASIA

I am really happy to see how much the continent of Asia is contributing to the evolution of MMA as a sport worldwide. IMMAF itself has seen great activity in the region this past year, including:

- The International Mixed Martial Arts Federation's 2021 Senior and Junior World Championship tournaments, which took place at the Jiu Jitsu Arena over five days in UAE, hosted by the UAE Mixed Martial Arts Federation in January.
- The formation an Asian MMA Federation announced officially and launched in Dushanbe, Tajikistan in October.
- IMMAF was also pleased to welcome new members from Korea, Palestine, Iran and Mongolia.
- The 2022 Asian Championship held in Dushanbe broke records for the event with 14 countries and over 200 athletes participating and showcasing new skill levels in the Asian world.
- Abu Dhabi in UAE became the world capital of MMA after UFC hosted three huge events in Yas Island Fight Week sanctioned by the UAEMMAF, while the country secured the rights for the IMMAF Youth World Championships for three years, with the first taking place in August.
- The first nation vs nation, amateur teams event, the MMA Super Cup, was held in Bahrain in March.

The potential that Asia has to offer the sport is huge and it is s great to see Asian heroes propelled onto the world stage and topping the IMMAF rankings. Two countries from Asia are represented among the top three senior national teams in the 2022 IMMAF World Amateur MMA Rankings - Bahrain and Kazakhstan. While Kazakhstan, Bahrain and Tajikistan all place among the top five junior national teams.



Wissam Abi Nader
Board Director for Asia





REGIONAL DEVELOPMENT: EUROPE

Europe is the continent that covers most of the countries under the IMMAF umbrella. The interest in sport is high and so is participation. The National Federations' responsibility in developing the sport is taken very seriously.

The fact that countries like France moved from banning the sport to allowing elite promotions like UFC to bring MMA to the country makes a huge difference. The French amateur team is currently taking part in IMMAF Championships exemplifying an active MMA community.

It is all down to the awareness conveyed to governments on the importance of developing MMA as a sport.

The Panhellenic MMA Federation keeps close contact with Greek ministries and Dimitris Dimitriou successfully united MMA groups in the country.

Slovakian MMA Association President, Marek Herda, works together with the government to provide employability resources to youth.

The German Mixed Martial Arts Federation with President Clemens Werner has concentrated on building a strong officials base having trained 20 IMMAF-certified cut people under their banner in September. Their officials support amateur and professional MMA entities around Europe.

The Finnish MMA Federation has a new leader, Aleksi Kainulainen, who continues the work started by his predecessors.

Ludovic Boulvin of the Belgium MMA Federation has brought about significant changes to the MMA landscape, while Luka Nikolic attracted everyone's eyes to the Serbian MMA Federation through the national team's successful winning of medals at the 2022 European Championships.

National Championships selecting the top best athletes to participate in Continental or World Championships are regularly occurring events across European member nations: The English MMA association under head coach Paul Kelly has been building a future of MMA in the country. Stowarzyszenie MMA Polska after the pandemic delay started a series of National Championships with the number of participants growing to 400 over five editions. Chairman Martin Lewandowski has been building the platform at a steady pace to enable young amateurs to test their skills. The Estonian Mixed Martial Arts Federation meanwhile divided responsibility between Ott Tõnissaar, who took youth development under his wings, while Vallo Hannus has been working with Juniors and Seniors.

Most of the federations are engaging with their members now through General Assemblies, with IMMAF delegates joining via Zoom.

A measure of success of the work of IMMAF's European members lies in the changing perception

of the sport. There are no longer questions about what IMMAF and amateur MMA are. It is clear that MMA is here to stay.



Bertrand Amoussou
Board Director for Europe



ENGLISH MIXED MARTIAL ARTS ASSOCIATION (EMMAA)

Continued growth and development remains a priority for our fledgling association in England. New board appointments, sponsorships, media coverage and growth have resulted in positive incremental gains that sees our popularity and presence grow.

A very successful Four Nations event in July this year at the Liverpool Fit-Expo gained a lot of traction and media attention for the participating countries. Open days, squad training and educational seminars have seen a real growth

in member base and inclusion for all involved. Growth in team members, athletes and coaches culminated in the most successful medal tally at the Youth Worlds and European Championships in the history of any UK nation.

EMMAA had also secured and embarked on a successful developmental partnership with both the UFC and the PFL for publicised shadow sanctioning agreements. The cooperation allowed the association the necessary behind-the-scenes access to back-of-house operational procedures as well as raising our profile and credibility to bolster our Sport England application.

The proactive advancement of the affiliate show and promotion programme sees the EMMAA share with, promote and secure a set of minimum standards/guidelines to ensure that a baseline threshold of safety and regulatory requirements are met and adhered to for local and regional shows and promotions. This is a very important step in the country, which still does not formally recognise MMA as a sport and as such leaves practices, standards and safety measures in many cases far adrift of where they need to be. Cooperation on, inclusion and development continues.



Marc Goddard
Director of Regulatory Affairs
and EMMAA President





REGIONAL DEVELOPMENT: PAN AMERICA

North America holds one of the most significant MMA markets globally. As it relates to IMMAF, North America saw considerable change in post-pandemic times. IMMAF strengthened its position with the USFL, headed by a pioneer of youth MMA development in the States, Jon Frank. It took Jon twenty years to build grassroots progression for youth athletes. Each state's different approach to MMA has made for hard ground to work on as it makes it difficult to establish a uniform approach and pathway for Youth MMA. The USFL youth program was built as an organic model for children as young as 12 years old and has provided equal opportunities, attracting girls and boys alike. IMMAF empowered these youngsters to progress further with through the international Junior Championships platform, and a rejuvenated team of US seniors participated in a long-awaited Pan American Championship in Mexico. There is a hunger for young athletes to test their skills against other those of other nationalities and live the famous American sports tradition of representing the nation. A new flame has been ignited for the grassroots of US MMA.

USFL membership with IMMAF will concentrate on two branches: Jon Frank leading the youth and Jim Nightingale heading up the junior and senior teams, with UFC Hall of Famer Forrest Griffin serving as head of the selection committee. The adult teams, supported by Jim, have shown phenomenal skills and brought medals back to the USA in the opening endeavour of a long-term vision. Jim's project starts with building sponsors' interest and social media awareness. The road to success is clear.

Our partners in Canada also did not wish to waste time in seeing the MMA community recover. Similar difficulties are faced in Canada with different regulations pertaining to each state. IMMAF looked to the well-established kickboxing federation and its President, Muzammal Nawaz. Muzammal, who built kickboxing as a sport in Canada with true sporting values, education, and national championships, mirroring the core nature of IMMAF. Our cooperation there is based on an MOU, whereby the MMA commission, under the umbrella of kickboxing, will work independently on developing the sport. A strategic plan was implemented for 2022-2024 to roll out IMMAF resources and structure. We look forward to seeing Team Canada return to IMMAF Championships in 2023.

Pan America as a whole is a stronghold of MMA. The number of national members doubled in the past two years and each new partner brings government recognition. Latin American federations collectively are learning about the deeper concepts of sports development and bringing new talent through. National body



presidents from twelve countries met with Kerrith Brown in Monterrey, Mexico, and listened to the latest updates on IMMAF's work, while member delegates shared plans for their respective futures. President Ubaldo Marroquin of FAMM (IMMAF's Mexican federation), which hosted the 2022 Pan American Championships carried out an excellent job in placing a stake in the ground for other Pan-American members to follow.

Ubaldo has connected with most of his country's regions, resulting in a National Championship with 800 participants and provides a leading example of a federation that has successfully introduced IMMAF resources to its membership base.

From the Dominican Republic, President Manuel Pagan and Juan Jansen travelled to Mexico to make contact with other federations and share updates on their domestic MMA achievements, further highlighting how the Pan American Championships and all continental events can serve members, new and old, the opportunity to exchange experiences and for mutual collaboration. Uruguay and Trinidad & Tobago experienced IMMAF competitions for the first time.

Most significantly, WADA recognition opened the door to much-needed greater awareness and appreciation of IMMAF's work. While not only raising the legitimacy of IMMAF's governance and anti-doping commitments, this landmark moment in our federation's history demonstrated the way to deal with long-term challenges towards sport recognition. MMA is a sport practised by many and will continue to gain more participants, activists and supporters.



Tom Madsen
Board Director for Pan America





REGIONAL DEVELOPMENT: OCEANIA

The Oceania region can celebrate many achievements in 2022, particularly in the arena of athlete development and attainments.

July 2022 saw IMMAF Australia (IMMAFA) host the IMMAF Oceania Championships in Logan City, Queensland. Although the event was stripped of its hosting rights due to compliance failures leading to an internal review, the rebranded 'IMMAFA South Pacific Championships' was still broadcast on UFC Fight Pass and athletes were permitted to retain their IMMAF ranking points. Participating nations were Australia, New Zealand and French Polynesia.

IMMAFA subsequently reinstated President Joe Minehan who was voted in as acting President until the organisation's AGM to be held on 9 November 2022. IMMAFA has been working to establish an experienced and diverse core board to ensure the propriety and greater advancement of the sport and its members

On the international competition platform, Australia was proud to see Brodie Mayocchi claim Australia's first gold medal at the IMMAF Youth World Championships in UAE, to which IMMAFA fielded a team of four athletes, two of whom medalled (Gold & Bronze). Meanwhile, Team New Zealand saw middleweight Fergus Jenkins secure a gold medal at the 2021 World Championships in Abu Dhabi.

A combined Oceania Team was formed in March to replace Team Ukraine in the MMA Super Cup organised by BRAVE as part of its International Combat Week in Bahrain.

The year-end saw Team New Zealand sitting at #5 in the Senior World Amateur MMA Rankings and Australia at #6.

In Polynesia, the Polynesian Federation of Wrestling & Associated Disciplines (FPLAJDA) hosted its first national MMA championships in July. The federation went on to host a Youth Championships and qualifiers later in the year for 10 – 17-year-olds. Meanwhile, the federation maintained an good relationship with the sports ministry and continued the technical training of coaches.



Stewart Brain
Board Director for Oceania





SPORT DEVELOPMENT

COACHING & PROGRESSION

As this year IMMAF returned to full operations, developmental programs moved into the fast lane. All the technical policies formulated and approved by the Board in 2021 started to produce tangible results.

A few national federations successfully applied for online (distant) grading, while the 15 minutes minimum recovery time between bouts at the Youth World Championships allowed participants to perform at their best and demonstrate more technical and content-rich displays.

The minimum technical standard of the yellow grade was first applied as part of mandatory IMMAF policy at the 2021 Youth World Championships in Sofia, Bulgaria. This year 2022 in Abu Dhabi, these standards saw the step-up to Orange for A and B age bands.

IMMAF continues to demonstrate to the sports world that grading is the instrument for recognising athletes' progress in both competitive and non-competitive recreational sport, which is unarguable proof of the educational values which the sport of mixed martial arts is promoting.

I want to take this opportunity and express my appreciation to the Coaching and Youth Development commissions. Jointly we produced a few extremely important policies, which will make our sport more safe, spectacular and the bouts more dynamic and content-rich. However, the given three-year term has come to an end and new coaches and experts will be invited to join and contribute their expertise and experience to the work of the respective commissions.

IMMAF COACH EDUCATION AND CERTIFICATION PROGRAM

Year-round, national federations continued to encourage their coaches to join the IMMAF Coach Education and Certification Program. It is remarkable that representatives from new countries – Costa Rica, Mongolia, Mauritius, Malta, Armenia, Iran, Angola and Uruguay – added almost 150 new coaches to the pool of the IMMAF-certified taskforce this year.

The online format of the coaching course will remain as an alternative option and is recommended to national federations that are self-funded or operating on a limited budget. However, there is no substitute for real face-to-face interactions with a course tutor, and experiencing hand-on coaching yourself. Therefore, we will be organising coaches certification courses in conjunction with all Continental and World Championships from the next year. We believe that this will allow more coaches to become involved on the back of their trip to one of these events.

Massive congratulations to Mexican MMA Federation (FAMM) on the relaunch of the national grading scheme, which was made possible with





the training of the pool of the national examiners to the IMMAF standards. Now they are taking the lead in each state of the country. This is the model we would like to be explored by the other countries.

YOUTH MMA COACH

The introduction of the Long-term Athlete Development concept (LTAD) during the IMMAF Technical Conference (online) in 2021 was hugely welcomed by coaches and resulted in its practical implementation later on. After a successful pilot in 2021, the next level of coaching qualification was launched - Youth MMA Coach, with Saudi Arabia, UAE, Romania, South Africa hosting the first series of courses.

Special thanks is due to the young athletes of Trojan Fighters club (Gloucester) and head coach Paul Sutherland who made it possible to re-film the first half of the technical progression. It received a youth-friendly upgrade and has been very well received worldwide. Data shows this technical video guide to hit on an average 10,000 views per month through the grading App. It is more than a lucky coincidence that one of the young athletes involved in the re-filming of the youth syllabus took Bronze at the Youth World Championships. What an encouraging achievement for other viewers!

IMMAF PROGRESSION SCHEME

The IMMAF Progression Scheme received a number of updates to the first half of the grades from White-Yellow to Green. Further updates to the higher grades are to be implemented.

The App (mobile phone application) will continue to be the principal hub for all grading matters and needs of IMMAF coaches. There is growing interest in this state-of-the-art product, especially with the new youth-friendly video-guide on techniques. Currently we have 13,500 users from 94 countries actively using the App compared with 10,000 users in 2021.

Data shows that the number of gradings and app users almost doubled compared with the previous year (as of October 1, 2022):

- The total number of gradings (from yellow to brown) managed through the App is 3,500 compared with 2,500 in 2021,
- There are 9,700 white belts registered on the App, compared with 6,900 in the previous year, showing an almost 30% growth.

As a reminder to all, grading schemes work with many national federations and in most of other combat sports. So let me encourage you to look at the Grading scheme from a few perspectives:

THE IMMAF APP USERS AND GRADING STATISTICS (2019–2021)				
	2019	2020	2021	2022
Registered users	3,600	5,000	10,000	13,500
National federations with registered users	64	77	94	100
Total number of gradings from yellow to brown	430	958	2,500	3,500
Number of registered white belts	2,400	3,800	6,900	9,700

- It is a powerful tool for retention of recreational members
- It could be made a source of revenue for the clubs and the national federation.

I see it as vital for the prosperity of our sport.

IMMAF CERTIFIED COACHES (by continents)

There are hundreds of coaches working in countries all over the world. However, we at IMMAF insist on their mandatory certification. In short, we want the same high level of coaching competency across all our member countries. Taking into account the real diversity of national standards, laws and even attitudes towards the matters of development of physical education and sport in the various countries, we are keen to level them up, so as to make sure all our coaches are on the same page, assimilated with IMMAF's long-term vision and strategy and fully adopting the new ethos of the sport of mixed martial arts. When it comes to the development of youth, we are even more concerned about the coach certification, and meeting all the legal aspects of working in youth sport.

CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD) and REVALIDATION OF THE COACHING LICENCES

Our sport continues to evolve and our certified coaches will need to upskill themselves regularly. The term of the IMMAF coach license was initially set as two years. However we extended its validity to three years due to the pandemic. We recommend that all coaches who received their IMMAF qualification three or more years ago should

NATIONAL FEDERATIONS WITH THE BIGGEST NUMBERS OF CERTIFIED COACHES (AT THE END OF 2022)	
Europe	France, Greece, Russia, Romania, Belgium, Cyprus, Germany, Wales
Asia	Saudi Arabia, India, United Arab Emirates, Tajikistan, Lebanon
Africa:	South Africa, Algeria, Cameroon
Pan-America:	Colombia, Dominican Republic, Mexico
Oceania:	Australia, New Zealand, French Polynesia



consider participation in one of the revalidation events which we will be offering from 2023 in various formats: short online refresher course, or special workshop on Anti-Doping or concussion awareness, or seminar, or masterclass or international training camp, which we are keen to organise.

During the 2022 European Championships, we offered to performance coaches a workshop on microstretch delivered by Dr. Nikos Apostolopoulos (Canada), which was well received and will definitely count towards such upskilling.

Thank you to all the coaches and sports enthusiasts for your dedication and passion, without which it would not be possible to elevate the sport of mixed martial arts to where it stands now. I am looking forward to working with everyone next year to develop the sport further.



Dr. Andrew Moshanov
IMMAF Director of Development





2021 IMMAF CHAMPIONSHIPS REPORT

2022 OVERVIEW

Recommendations were made in 2020 to focus only on delivering three events in 2021 where risk could be managed strategically with regards to financials, medical and athlete participation in relation to IMMAF Championships returning to in the post-pandemic landscape. A similar strategically cautious approach for 2022 was needed as the COVID-19 pandemic restrictions began to ease globally.

For continental championship events from 2022 onwards the IMMAF board passed a motion that all events would from now be closed to members of each respective continent.

In 2022, IMMAF held seven Championship events.



Alistair Pettitt
Director of International Events

EVENTS: OPERATIONS & REGULATION





JANUARY 2022

2021 IMMAF SENIOR AND JUNIOR WORLD CHAMPIONSHIPS

Hosted by the UAE Jiu-Jitsu and MMA Federation, with backing from the Abu Dhabi Sports Council and in partnership with Palms Sports, IMMAF's annual flagship tournament took place at the Jiu-Jitsu Arena in Zayed Sports City, near UFC Fight Island (Yas Island).

JUNIOR WORLD CHAMPIONSHIPS STATISTICS

FIGHTERS	
FEMALES	21
MALES	129
TOTAL	150
FEMALES/MALES	14%

DIVISIONS			
f105	2	m115	10
f115	3	m125	15
f125	6	m135	19
f135	4	m145	20
f145	4	m155	25
f155	2	m170	13
TOTAL	21	m185	11
		m205	7
		m265	5
		m265+	4
		TOTAL	129



COUNTRY	GOLD	SILVER	BRONZE	TOTAL
RUSSIA	13	1	6	20
KAZAKHSTAN	2	4	7	13
TAJIKISTAN	1	2	2	5
UKRAINE		3	1	4
BAHRAIN		2	2	4
MEXICO		1	1	2
IRELAND		1	1	2
AUSTRALIA		1		1
SPAIN		1		1
KYRGYZSTAN			2	2
BRAZIL			2	2
UZBEKISTAN			2	2
FINLAND			1	1
LITHUANIA			1	1
TOTAL	16	16	28	60

SENIOR WORLD CHAMPIONSHIPS STATISTICS

FIGHTERS	
FEMALES	60
MALES	211
TOTAL	271
FEMALES/MALES	22%

DIVISIONS			
f105	9	m115	14
f115	11	m125	17
f125	13	m135	29
f135	14	m145	29
f145	8	m155	24
f155	5	m170	29
TOTAL	60	m185	22
		m205	17
		m265	21
		m265+	9
		TOTAL	211



COUNTRY	GOLD	SILVER	BRONZE	TOTAL
BAHRAIN	6	1	3	10
RUSSIA	5	4	9	18
KAZAKHSTAN	2	3	5	10
SWEDEN	1	3	1	5
NEW ZEALAND	1		2	3
IRELAND	1		1	2
BRAZIL		1	1	2
FINLAND		1	1	2
SPAIN		1	1	2
TAJIKISTAN		1	1	2
NORWAY		1		1
GERMANY			1	1
INDIA			1	1
ISRAEL			1	1
PAKISTAN			1	1
POLAND			1	1
UKRAINE			1	1
UZBEKISTAN			1	1
TOTAL	16	16	32	64



MARCH 2022

IMMAF WORLD TEAMS CUP

In March, the country of Bahrain piloted a world teams' competition where top-ranked teams and a mix of amalgamated teams from regions were pitted against each other in a new, teams format. The MMA Super Cup was jointly organised by the IMMAF, KHK Sports, the Bahrain MMA Federation and BRAVE Combat Federation. The host federation came out on top, winning the team super cup. The pilot was a success and in 2023 the aim is to add this team format event to the official IMMAF calendar.

APRIL 2022

2022 IMMAF AFRICA CHAMPIONSHIPS

March saw IMMAF return to Johannesburg, South Africa where the IMMAF Africa Championships were held. The event was hosted by Mixed Martial Arts South Africa (MMASA) and for the first time in this region in partnership with the EFC Performance Institute, the home of Africa's leading professional MMA promotion, EFC.

FIGHTERS	
FEMALES	9
MALES	38
TOTAL	47
FEMALES/MALES	19%



DIVISIONS			
f105		m115	
f115		m125	3
f125	4	m135	7
f135	3	m145	6
f145		m155	7
f155	2	m170	6
TOTAL	9	m185	4
		m205	3
		m265	2
		m265+	
		TOTAL	38

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
SOUTH AFRICA	5	7	5	17
ANGOLA	4	2	7	13
NAMIBIA	1		2	3
ZIMBABWE	1			1
DR CONGO		1		1
ZAMBIA		1		1
MAURITIUS			1	1
NIGERIA				0
TOTAL	11	11	15	37

JUNE 2022

2022 IMMAF PAN-AMERICAN CHAMPIONSHIPS

The 2022 IMMAF Pan American Championships took place in Monterrey, Mexico from 22 – 24 June. Hosted by FAMMEJL (the Mexican Federation of Mixed Martial Arts) at the Gimnasio Nuevo León Independiente, the nation's Continental Championships provided an opportunity for Pan American athletes to experience international-level competition close to home soil. The event was IMMAF's first Pan American tournament since before the pandemic, back in 2019.

FIGHTERS	
FEMALES	19
MALES	49
TOTAL	68
FEMALES/MALES	28%



DIVISIONS			
f105	2	m115	4
f115	5	m125	6
f125	2	m135	5
f135	4	m145	7
f145	3	m155	5
f155	3	m170	7
TOTAL	19	m185	5
		m205	4
		m265	4
		m265+	2
		TOTAL	49

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
MEXICO	6	6	11	23
UNITED STATES	5	1	3	9
BRAZIL	4			4
TRINIDAD & TOBAGO	1	1	2	4
COLOMBIA		3	3	6
GUYANA		2		2
PUERTO RICO		1	2	3
URUGUAY		1	1	2
ARUBA		1		1
JAMAICA			1	1
DOMINICAN				0
GRENADA				0
TOTAL	16	16	23	55



AUGUST 2022

2022 IMMAF YOUTH WORLD CHAMPIONSHIPS

The 3rd IMMAF Youth World Championships and the first in a 3-year hosting rights agreement with the UAE Jiu-Jitsu and MMA Federation for the event was staged in the city of Abu Dhabi at the Jiu Jitsu Arena. The tournament took place between 17th and 20th August for 12-to 17-year-olds.

WORLD YOUTH C CHAMPIONSHIPS STATISTICS

FIGHTERS	
FEMALES	25
MALES	196
TOTAL	221
FEMALES/MALES	11%



DIVISIONS			
f68		m68	6
f75		m75	8
f82	3	m82	8
f88	4	m88	14
f97	7	m97	13
f105	4	m105	14
f115	7	m115	115
f125		m125	9
f135		m135	9
TOTAL	25	TOTAL	196

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
UKRAINE	3	6	2	11
TAJIKISTAN	3	1	3	7
IRELAND	3		1	4
ENGLAND	2		1	3
UNITED STATES	1	3	5	9
LEBANON	1		1	2
SAUDI ARABIA	1			1
ARMENIA		2	2	4
UZBEKISTAN		1	3	4
BAHRAIN		1		1
PHILIPPINES		1		1
INDIA			3	3
UNITED ARAB EMIRATES			2	2
ITALY			1	1
SOUTH AFRICA			1	1
WALES			1	1
ANGOLA				0
IRAQ				0
ISRAEL				0
JAPAN				0
JORDAN				0
MEXICO				0
NETHERLANDS				0
ROMANIA				0
SLOVAKIA				0
TOTAL	14	15	26	55

WORLD YOUTH B CHAMPIONSHIPS STATISTICS

FIGHTERS	
FEMALES	23
MALES	132
TOTAL	155
FEMALES/MALES	15%



DIVISIONS			
f88		m88	12
f97	3	m97	8
f106	4	m106	15
f115	4	m115	23
f126	6	m126	17
f137	3	m137	22
f148	3	m148	17
f159		m159	8
f170		m170	10
TOTAL	23	TOTAL	132

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
UNITED STATES	5	2	5	12
TAJIKISTAN	3	2	3	8
UZBEKISTAN	2	1	2	5
UKRAINE	1	5	3	9
ROMANIA	1	1		2
UNITED ARAB EMIRATES	1	1		2
ENGLAND	1		1	2
SOUTH AFRICA	1		1	2
FINLAND	1			1
IRELAND		1	1	2
ISRAEL		1	1	2
KAZAKHSTAN		1	1	2
MEXICO		1		1
WALES			3	3
ESTONIA			2	2
LEBANON			2	2
AUSTRALIA			1	1
INDIA			1	1
ITALY			1	1
SAUDI ARABIA			1	1
ARMENIA				0
BAHRAIN				0
BELGIUM				0
BULGARIA				0
CZECH REPUBLIC				0
IRAQ				0
JORDAN				0
MONGOLIA				0
NORTHERN IRELAND				0
SERBIA				0
SLOVAKIA				0
TURKMENISTAN				0
TOTAL	16	16	29	61





WORLD YOUTH A CHAMPIONSHIPS STATISTICS

FIGHTERS		DIVISIONS			
FEMALES	28	f105	6	m115	16
MALES	177	f115	6	m125	28
TOTAL	205	f125	4	m135	28
FEMALES/MALES	14%	f135	7	m145	30
		f145	3	m155	26
		f155	2	m170	26
		f170		m185	12
				m205	6
				m265	5
TOTAL	28	TOTAL	177		

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
UKRAINE	4	3	4	11
UZBEKISTAN	3		1	4
UNITED STATES	2	1	3	6
KAZAKHSTAN	1	3	2	6
TAJIKISTAN	1	2	3	6
IRELAND	1	1	2	4
CZECH REPUBLIC	1		1	2
FINLAND	1		1	2
AUSTRALIA	1			1
MEXICO		1	2	3
BULGARIA		1	1	2
BELGIUM		1		1
INDIA		1		1
SOUTH AFRICA		1		1
ENGLAND			3	3
ESTONIA			1	1
ISRAEL			1	1
SAUDI ARABIA			1	1
TURKEY			1	1
ANGOLA				0
ARMENIA				0
BAHRAIN				0
CYPRUS				0
EGYPT				0
ITALY				0
JORDAN				0
LATVIA				0
LEBANON				0
LITHUANIA				0
NEW ZEALAND				0
NORTHERN IRELAND				0
ROMANIA				0
SERBIA				0
SLOVAKIA				0
UNITED ARAB EMIRATES				0
WALES				0
TOTAL	15	15	27	57

SEPTEMBER 2022

2022 IMMAF EUROPEAN CHAMPIONSHIPS

The 2022 IMMAF European Championships was hosted by the Italian Mixed Martial Arts Federation (FIGMMA), which hosted both the European Championships and inaugural Youth World Championships in 2019, and FEDERKOMBAT, the Italian Federation of Combat Sports under the National Olympic Committee. The Championships took place from Bella Italia Efa Village in Lignano Sabbiadoro (Italy) from 27 September and 1 October 2022.

2022 EUROPEAN CHAMPIONSHIPS STATISTICS

FIGHTERS		DIVISIONS			
FEMALES	37	f105	2	m115	2
MALES	137	f115	8	m125	9
TOTAL	174	f125	9	m135	15
FEMALES/MALES	21%	f135	8	m145	18
		f145	4	m155	24
		f155	6	m170	28
		TOTAL	37	m185	18
				m205	12
				m265	8
				m265+	3
				TOTAL	137



COUNTRY	GOLD	SILVER	BRONZE	TOTAL
UKRAINE	3	5	2	10
FRANCE	3		2	5
ENGLAND	2	2	3	7
POLAND	1	1	2	4
BELGIUM	1	1	1	3
ROMANIA	1	1		2
SWEDEN	1		3	4
IRELAND	1		2	3
SPAIN	1		1	2
WALES	1		1	2
NORWAY	1			1
ISRAEL		2	1	3
ITALY		1	3	4
ESTONIA		1	2	3
GERMANY		1	1	2
SLOVENIA		1		1
BULGARIA			1	1
SERBIA			1	1
AUSTRIA			1	1
TOTAL	16	16	27	59





2022 JUNIOR EUROPEAN CHAMPIONSHIPS STATISTICS

FIGHTERS	
FEMALES	8
MALES	82
TOTAL	90
FEMALES/MALES	9%



DIVISIONS			
f105		m115	
f115		m125	7
f125	4	m135	15
f135	4	m145	16
f145		m155	16
f155		m170	15
TOTAL	8	m185	9
		m205	4
		m265	
		m265+	
		TOTAL	82

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
UKRAINE	5		4	9
CZECH REPUBLIC	2			2
POLAND	1	1		2
FINLAND	1			1
ROMANIA		1	2	3
SWEDEN		1	1	2
LITHUANIA		1	1	2
AUSTRIA		1	1	2
ITALY		1	1	2
BELGIUM		1		1
SERBIA		1		1
FRANCE		1		1
SPAIN			3	3
BULGARIA			2	2
ARMENIA			1	1
IRELAND			1	1
ENGLAND			1	1
TOTAL	9	9	18	36



OCTOBER 2022

2022 IMMAF ASIAN CHAMPIONSHIPS

The 2022 IMMAF Asian Championships took place from 27 to 30 October. Hosted by the Tajikistan MMA Federation, the International Mixed Martial Arts Federation's nations, amateur MMA competition played out in the city of Dushanbe in Tajikistan.

2022 ASIAN CHAMPIONSHIPS STATISTICS

FIGHTERS	
FEMALES	15
MALES	80
TOTAL	95
FEMALES/MALES	16%



DIVISIONS			
f105	3	m115	10
f115	5	m125	8
f125	5	m135	9
f135		m145	10
f145	2	m155	7
f155		m170	8
TOTAL	15	m185	12
		m205	7
		m265	5
		m265+	4
		TOTAL	80

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
BAHRAIN	6	1	1	8
KAZAKHSTAN	4	6	4	14
TAJIKISTAN	4	5	9	18
UZBEKISTAN		1	6	7
JORDAN		1		1
INDIA			3	3
LEBANON			1	1
PAKISTAN			1	1
MONGOLIA				0
TOTAL:	14	14	25	53

2022 JUNIOR ASIAN CHAMPIONSHIPS STATISTICS

FIGHTERS	
FEMALES	9
MALES	61
TOTAL	70
FEMALES/MALES	13%



DIVISIONS			
f105	2	m115	8
f115		m125	9
f125		m135	5
f135	4	m145	10
f145		m155	5
f155	3	m170	10
TOTAL	9	m185	5
		m205	5
		m265	4
		m265+	
TOTAL		61	



COUNTRY	GOLD	SILVER	BRONZE	TOTAL
TAJIKISTAN	5	3	9	17
KAZAKHSTAN	3	2	6	11
UZBEKISTAN	2	5	4	11
BAHRAIN	1		1	2
LEBANON	1			1
INDIA		1		1
MONGOLIA		1		1
JORDAN			1	1
TOTAL	12	12	21	45

EVENT STAFF CHANGES

After a successful internship in the events department, Sophie Mueller moved over to the Anti-Doping department to support IMMAF's application to become a WADA signatory.

After six years with IMMAF in which she implemented processes and managed logistics for IMMAF athlete kit, Jaine Shah left IMMAF to take on operational management roles for events within other sports.

IMMAF was joined this year by a new Medical Manager for events, Lubov Lopatukhina.





REGULATORY AFFAIRS REPORT

After a busy return to the competition schedule in 2021 with three events in three different countries (in as many months), we began 2022 in the same vein with the World Championships in Abu Dhabi. During a trying and logistically difficult tournament in dealing with COVID protocols and procedures, the Regulatory Affairs department fielded a team of 55 licensed officials.

We also fielded a strong internationally represented team for the Youth World Championships and the European Championships held once again in Abu Dhabi and Italy respectively. Outside of the major International tournaments, regionally the African & Pan Americans were also held. This gave a good chance for more local officials to gain experience under the IMMAF tournament banner.

With the Asian Championships in Tajikistan set to close out the remaining dates for 2022 we look forward to a fixed and robust tournament schedule in 2023 and beyond.

OFFICIALS TRAINING & CERTIFICATION

The ongoing need and necessity for officials' training, development and certification globally has seen the IMMAF register of qualified referees and judges expand. With certification courses to close out 2021 in Dubai and Czech Republic along with a full referees and judges certification course taking place in both in Mumbai, India, and Birmingham, England, the pool of certified IMMAF officials is now in well excess of 100.

Regionally, internal country-specific courses have been developed and carried out in order to raise the awareness, education level and competency of the specific "in country" officials register. Germany, Czech Republic, India, Poland, South Africa and Mexico are among some of the IMMAF member federations administering their own evaluation and certification programmes.

A further IMMAF judge-only certification course has been booked for October in Dubai and additional course enquiries for the UK, France, UAE & Mexico shall see the ongoing development of competent officials adding to the very necessary global pool.

IMMAF CERTIFIED FIGHTING AREAS (MMA RINGS)

After its first "in competition" unveiling and use in Bulgaria last year the IMMAF fighting area was successfully used and very warmly received in the World, Youth and European Championships this year.

Modifications, updates and continued educational and promotional drives through our member federations sees enquiries continue to rise. The safety area is available in any specified size, can be fully customised and whilst the speed, ease and unique design features see this as a "best in class" product for amateur mixed martial arts. We can see trickle-down effect the fighting area has had on highlighting the absolute basic necessity for the safest possible enclosures for today's young athletes to compete in.

CONTINUED DEVELOPMENT & PATHWAY FOR IMMAF LICENSED OFFICIALS

Again the development of IMMAF trained referees and judges provides testament to the work we carry out in ensuring the highest quality training, development and opportunities for our officials. The continued development, experience and graduation from the amateur ranks to the professional stage is apparent.

The unparalleled experience that IMMAF tournaments can both provide and give in conjunction with our robust certified officials' programme is seeing the regional and much further afield opportunities for our certified members to move on to and flourish.

Lastly, I am so happy that the hard work, dedication and qualities required to be an official have been recognised by UFC and opportunities granted. IMMAF-certified officials have all worked diligently, taking advantage of all the opportunities presented to them over a number of years on the IMMAF circuit. I am proud to see their journey of some of these officials along IMMAF's educational pathway culminate on the world's biggest MMA stage.



Marc Goddard
Head of Regulatory Affairs



MEDICAL REPORT

The role of the Medical Commission is to advise IMMAF Board of Directors on matters related to Amateur Mixed Martial Arts from the medical perspective. This includes: advising the Board on IMMAF medical policies; making recommendations to maintain safe medical standards; and advising the Board on the latest outcomes from medical research and developments in sports medical practice related to mixed martial arts.

2022 PRIORITIES:

- Focus on medical operations and safety at IMMAF competitions through the lens of scalability and ongoing improvement of medical protocols.
- Develop educational programs and materials aimed at improving medical safety in the sport of amateur MMA.

IMMAF have just completed a trial using health-tech innovator Certific to deliver the world's first independently validated, remotely delivered concussion training - created with the help of Dr David Wang, IMMAF Medical Commission doctor & concussion expert. The athlete takes their training at a place and time of their choosing whilst being video recorded, after which their participation

and success is assured through a review of the recording. This means that the important message (how to recognize a concussion and what then to do) cannot be ignored.

Participating athletes provided comprehensive feedback, and the results provided strong support in favour of this novel solution to a significant safety challenge that hinges on education. Consideration is now being given to making this training a mandatory requirement pre-competition.

- Provide constructive data informatics from the medical statistics which are collected and reported at end of each IMMAF Competition for research purposes.
- Consult and liaise with medical professionals, bodies and other entities within mixed martial arts and from other sports, including other Medical Commissions regarding contemporary issues such as transgender inclusion in the sport of MMA, and issues related to COVID-19



Dr. Randa Basharon
IMMAF Medical Committee



ANTI-DOPING REPORT

SUMMARY

Building on preparatory work initiated on 2020, IMMAF continued working towards WADA Code Signatory status as soon as our application was approved, and IMMAF received the WADA Code Compliance questionnaire in June 2021. IMMAF is the first International Federation work towards compliance using the new WADA Compliance Questionnaire. Code compliance work was combined with the implementation of a new World Anti-Doping Code from January 2021 and the mandatory International Standards for Testing and Investigations, Results Management (new for 2021), Education (new for 2021), Therapeutic Use Exemptions, Laboratories, Protection of Privacy and Personal Information, Code Compliance (new for 2021) and Prohibited List.

The detailed compliance questionnaire (which consisted of 6 sections, over 50 questions and sub-sections) involved the Anti-Doping department engaging all IMMAF departments to ensure comprehensive implementation of the operational aspects of the WADA Standards.

As an important part of this compliance requires that IMMAF national member federations also align their activities with the Code obligations, further work was undertaken to inform and advise member federations about achieving WADA Standards and procedures in conjunction with Member Services.

Code compliance requires IMMAF to progress its own governance infrastructure and this continues to be helpful in improving governance across IMMAF departments and among member federations. Significant revisions have also been made to the IMMAF Anti-Doping Committee and Anti-Doping Disciplinary Committee. Given the overlap with other integrity issues, the governance of anti-doping connects to many regulatory elements of IMMAF, medical services and competitions, coaching and refereeing, discipline and arbitration to ensure organisational accountability as well as individual accountability for fair and clean MMA. This approach will further strengthen and improve IMMAF's ability to deliver good governance, fairness and integrity in all its activities.

IMMAF Board approved the following plans to streamline Anti-Doping Policies with Safeguarding and transgender athletes' participation, as well as specific policies and projects for 2022/2023:

- NF Compliance Project
- IMMAF Event Registration Policy
- IMMAF Nationality Policy
- IMMAF Amateur Status Policy
- IMMAF Code of Conduct

- IMMAF Penalty Points System
- IMMAF Event Hosting Policy
- IMMAF Whistleblowing Policy
- IMMAF Support Personnel Policies (Coach Education & Medical Support Standards, Needle Policy for Events)

With the support and contribution of the IMMAF Anti-Doping Taskforce comprising Dr. Michele Verroken, Nadia Silk (independent legal expert/USADA), Alison Burchell (independent governance expert) and IMMAF colleagues Prem Kumar and Sophie Muller, with further input from Andrew Moshanov, (Director of Coaching) and Densign White MBE (IMMAF CEO and ex-Olympic judo champion), IMMAF achieved Code Signatory status on 22nd December 2021.

IMMAF Code Compliance Timeline:

- 18th December 2020: IMMAF submits formal application to WADA
- 18th June 2021: IMMAF receives confirmation that WADA Signatory Expert Group has confirmed initial assessment of IMMAF's anti-doping governance.
- 28th June 2021: IMMAF receives invitation to complete the WADA Code Compliance Questionnaire and participate in the compliance review process. Period of intense work on the Compliance Code Questionnaire to deliver evidence of compliance and to present IMMAF anti-doping procedures and policies.
- 22nd December 2021: IMMAF receives confirmation that Code Signatory Status has been achieved.
- IMMAF launched a new area of its website containing all aspects of the Anti-Doping Policies and programmes.



Michele Verroken
(Sporting Integrity)
IMMAF Anti-Doping Consultant



COMMUNICATIONS AND DIGITAL

IT REPORT COMMUNICATIONS AND DIGITAL

2022 continued to be highly impacted by the COVID-19 pandemic. However, lifting restrictions throughout the world led to IMMAF being able to get back on track and hold its 2021 World Championships in January of 2022. Subsequently, a full calendar of continental championships and World Youth Championships was held. The IT department was responsible for the online event creation, guiding of all participating federations, athletes and representatives, control of entries and tournament check-in procedure, ensuring necessary registration paperwork was submitted by participants in a timely manner. Close cooperation with other IMMAF departments like Events, Medical, Anti-Doping, Media and Social led to colleagues being able to use the provided information for their respective needs. During each event, the IT team was responsible for the creation of brackets, distribution of bouts, officials' assignments, providing the bout order for each upcoming day, controlling & entering results into the tournament platform, providing every department with updates and changes to the predefined bout list / order. Upon conclusion of each competition day statistics were distributed, too. Upon conclusion of each event, a medal table was processed as well as aggregated statistics for the whole event.

TURNING POINT

The IMMAF Youth World Championships is a relatively new Championship platform in IMMAF, having launched in 2019, and also taking place in 2021 and 2022. The 2022 Youth World Championships, which were hosted by the United Arab Emirates MMA Federation served as the ultimate proving ground for the next generation of talented, young mixed martial artists. The integration of IT was critical to the event's success and showed a marked improvement from solutions at previous Youth events. A new IT model was incorporated at this event, called SmoothComp, which for the first time allowed participants in the warm-up area to see a live running order of the matches, which subsequently allowed them to better prepare for their matches without worry or confusion. With 479 athletes participating in Abu Dhabi; the highest to date, it was critical to have an IT solution in place which would allow for more accurate bout timing, recording of results, and in the general, a smoother experience. Upon the success of the event, the SmoothComp software was adopted for further use in IMMAF Championships, including the European and Asian Championships. It will continue to be used in 2023. It is vital for the IT solution to be utilised by various departments, with different requirements from each area. This, therefore, requires a complex but adaptable solution such as SmoothComp, which the CTO and IT Team feel is the optimal solution. Currently, the new platform provides



stellar results when it comes to the core activities (event creation, drawing ceremony, brackets creation, bout population, timekeeping). However, numerous modules require deep improvements and/or adaptations to the needs of IMMAF ranging from reporting modules to bout result types and certificates for participants. The ranking system will be managed semi-manually for the time being. A roadmap and step-by-step plan is being prepared by CTO in conjunction with other key departments.

ATHLETE DATABASE

SmoothComp platform providers on how to adapt the platform and increase its capacity as per IMMAF's requirements. Plenty of work lies ahead but the shift provides a highly promising and rewarding opportunity to capitalise on accumulated knowledge. The database has been updated with all Junior and Senior events and now contains profiles of 2,844 athletes.

LIVE PLATFORM LAUNCH

A module on immaf.org was launched which enabled pundits and casual fans to more easily access information about IMMAF's future, current and past championships. The LIVE platform was launched this year. The key elements of the platform include an events calendar where fans can follow IMMAF's future, current (live) and past events, and extensive information available on a specific championships and weight categories, statistics for each event and individual athletes.

There is the option to watch live bout videos – either subscription-based or free of charge through integration with immaf.tv.

GDPR

Company-wide analysis was conducted to ensure that IMMAF and its staff comply with the EU regulations concerning General Data Protection. GDPR tells what a company can and cannot do with personal information of its customers and how to prevent breaches.

DIGITAL TRANSFORMATION

An ongoing project to get rid of paper during the tournaments continues. By the end of the first half of 2022 the targets were achieved. However, due to the change in the tournament platforms, the workflow will have to be adapted until the new developments fully answer IMMAF's needs.



Mikhail Mazur
Chief Technology Officer



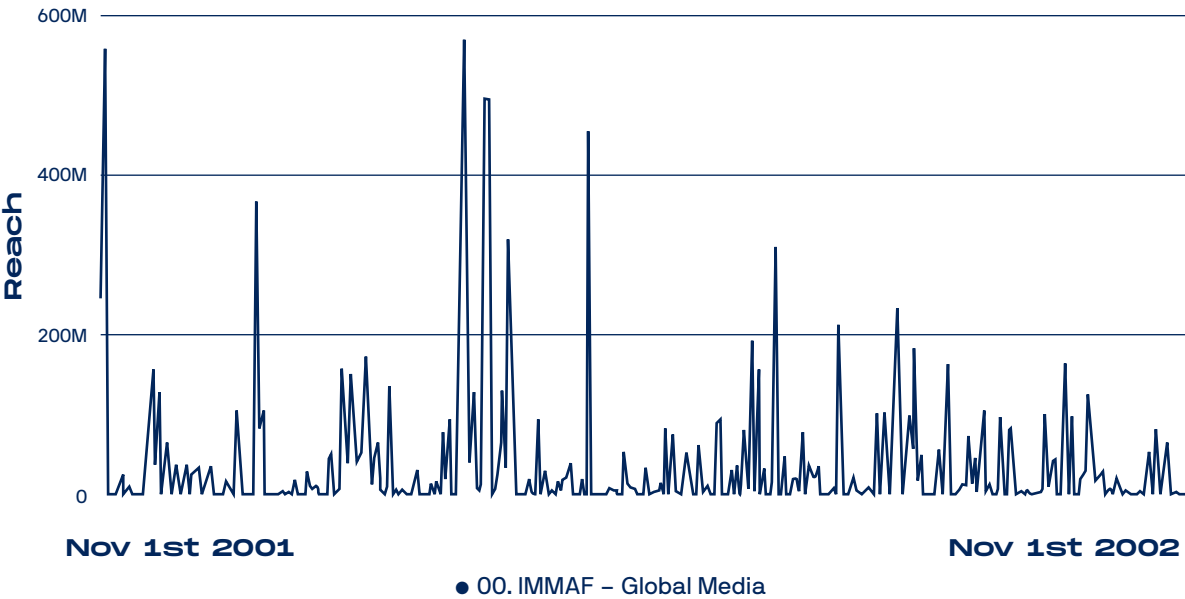
BRAND & COMMUNICATIONS REPORT

MEDIA COVERAGE

- Media coverage reach (November 2021 – November 2022): 13,922,794, 283
- Increase on previous reporting period: 100%



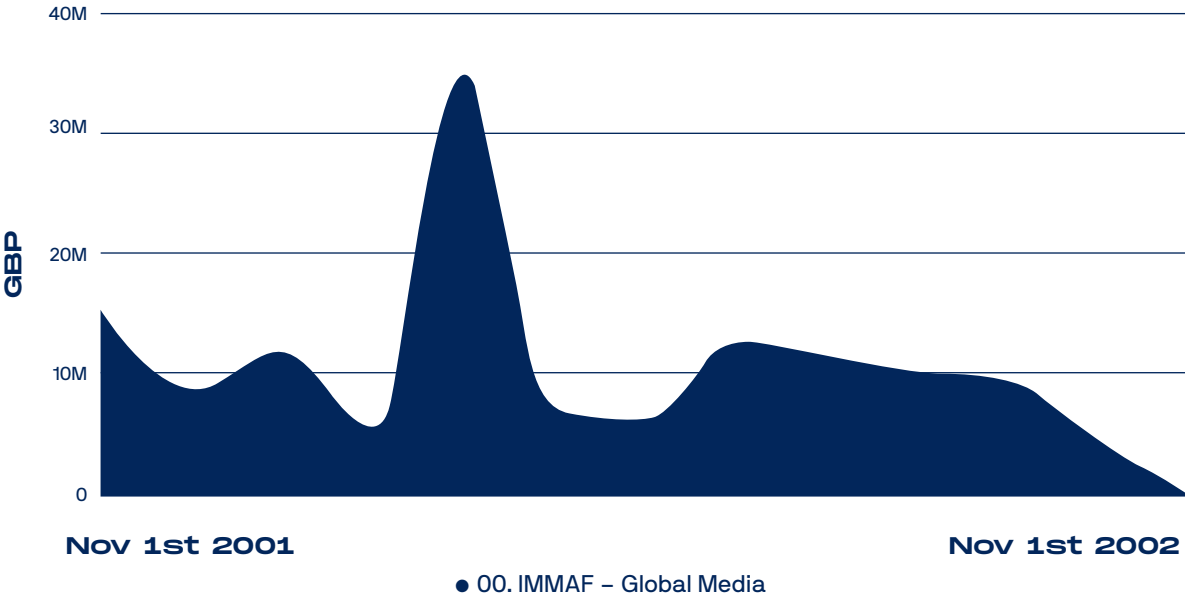
Potential Reach



- Equivalent advertising value: £128 million GBP



AVE



March saw the highest peak in audience reach to an equivalent advertising value of £32 million GBP just over the period of the MMA SuperCup, which in part shows the potential of the format and platform. The spike was heavily aided by the head-kick to referee Scott Manhardt going viral on social media to a 1 billion audience reach across platforms and picked up worldwide by mainstream news platforms, alongside a couple of other key stories listed below.

Surges in coverage occur around Championships in general, but other significant spikes in reach were brought about by the following top stories:

- CEO Densign White commenting on the inter-sex MMA bout in Poland (November 2021)
- IMMAF attains WADA recognition (December 2021)
- Suspension of Russian participation under IMMAF (March 2022)
- Head-kick to referee Scott Manhardt (March 2022)
- Mohammad Mokaev fights in UFC London (March 2022)
- Conor McGregor sponsors Irish youth competitors for Youth Worlds (July 2022)
- President Brown nominated for Fighters Only Awards (July 2022)

The popularity of these stories follows previous year trends whereby corporate stories of more general interest in sport and relevant UFC-related news gain the most traction.

Continued partnerships with insidethegames.biz and the Middle East and North Africa News Network continued to bolster coverage throughout.

BRAND & COMMUNICATIONS TEAM

IMMAF continued to benefit from an expanded and now well-integrated Comms Team in 2022:

- Juliana Daguano increased media outreach for IMMAF, pitching to mainstream publications and MMA media to help gain more traction and awareness for IMMAF
- IMMAF hired journalist Caoilte de Barra as Website Editor and lead writer for immaf.org, increasing the quality of sports coverage as well as a higher output for member relations and sport development activities.

- Uni4m headed by Andreas Georgiou continued to provide Social Media Management services (see Social Media Report below)
- Agency Shoot the Moon continued to provide Brand & Creative services to IMMAF, notably creating the 10 Years logo and anniversary artwork
- Rav Rayet of Say Nothing Studio continued to provide webmaster services.

The core events team for Tier 1 -2 events expands each time to additionally allow for:

- Head Sports Photographer (Marc Moggridge), working with local cage photographers
- Board and reportage photographer (local)
- Social media photographer and videographers (Uni4m)
- Additional writers (freelance)

At events, the Comms team works closely with the Production Team headed by David Green to plan and produce multi-platform content covering television, immaf.tv, IMMAF social media channels and for media distribution. David Green's team were responsible this year for producing the IMMAF 10- Year Anniversary video series.

BUDGETS

In most other areas, the Brand & Communications department budget was cut during an unpredictable and challenging financial year as we continued to build back from the pandemic.

All marketing budgets were stripped and various projects were frozen, including the planned content and photography management systems, while insidethegames.biz provided for our only paid-for-content.



Isobel Carnwath
Director of Brand & Communications





SOCIAL MEDIA REPORT

UNI4M

OVERVIEW

Uni4m Media is the contractual partner of the International Mixed Martial Arts Federation (IMMAF), providing social media management and content creation services since July 2019.

Lead by Andreas Georgiou, the agency employs a team of creatives which include strategists, designers, videographers and photographers.

Over the last 12 months, Uni4m Media has reformed the overall digital content strategy for IMMAF to ensure the most effective outreach for a diverse and dynamic global audience.

The main areas which have been better strategised include:

- Greater focus on athletes with significant long-term value as an IMMAF returner or professional prospects; focusing on achievements at both Amateur and Professional level.

- Increased level of production output to create high-quality graphic design and video edits in line with other international sport federations.
- Tighter briefs and content planning for more diverse live event coverage.
- Engaging with national federations and athletes for collaborative content to widen IMMAF's digital reach.
- Diversifying IMMAF's digital outreach to engage new and untapped demographics e.g., TikTok.
- Incorporating digital campaigns such as IMMAF 10 and Flashback Week to keep content fresh outside of live events.
- Greater support for sport development and member relations departments through social media coverage.

GROWTH

With a more refined social media strategy, Uni4m has been able to achieve significant year-on-year growth in followers for the key IMMAF social media platforms.



October 4th 2021 – November 7th 2022.

Instagram: 55% (41%*)

Facebook: 34% (21%*)

Twitter 7% (2%*)

*Previous % growth shown in brackets.

This growth was achieved without any paid advertising spend, which had been used in previous years; further indicating the importance of consistent strategy and high-quality content production.

REFORMED ON-SITE COVERAGE

2022 served as the first year post-COVID where IMMAF has had a full calendar of events. Lessons learned from the previous year; alongside a more experienced team, allowed Uni4m to implement a more strategic approach to live event coverage.

This was achieved through greater pre-event planning and briefing, to better strategise key

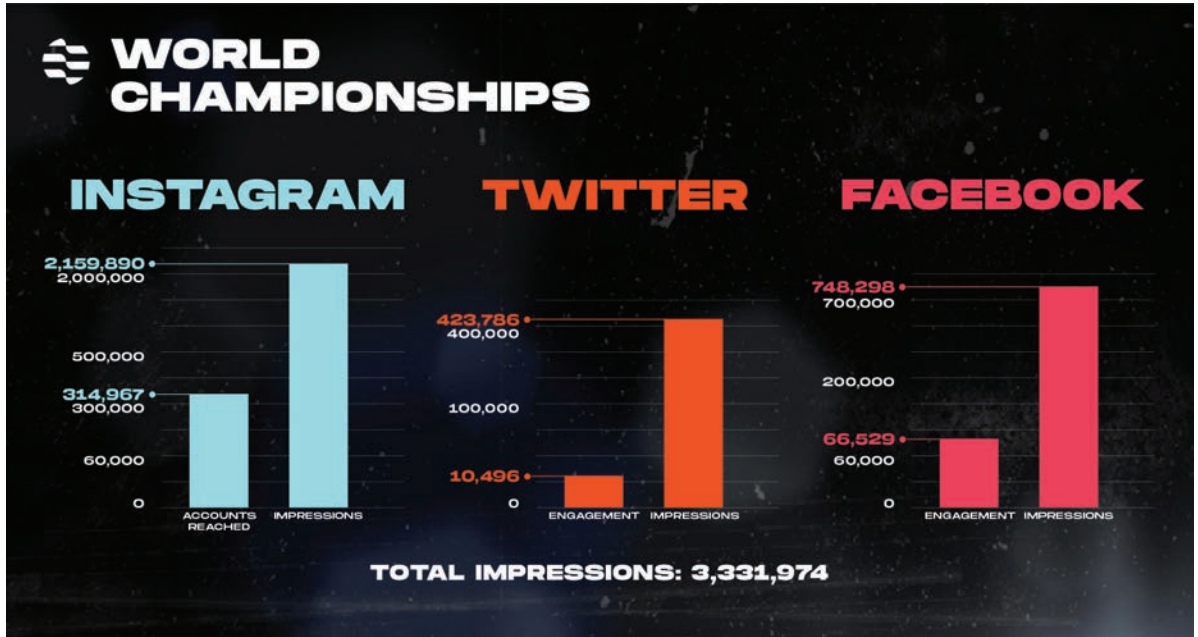
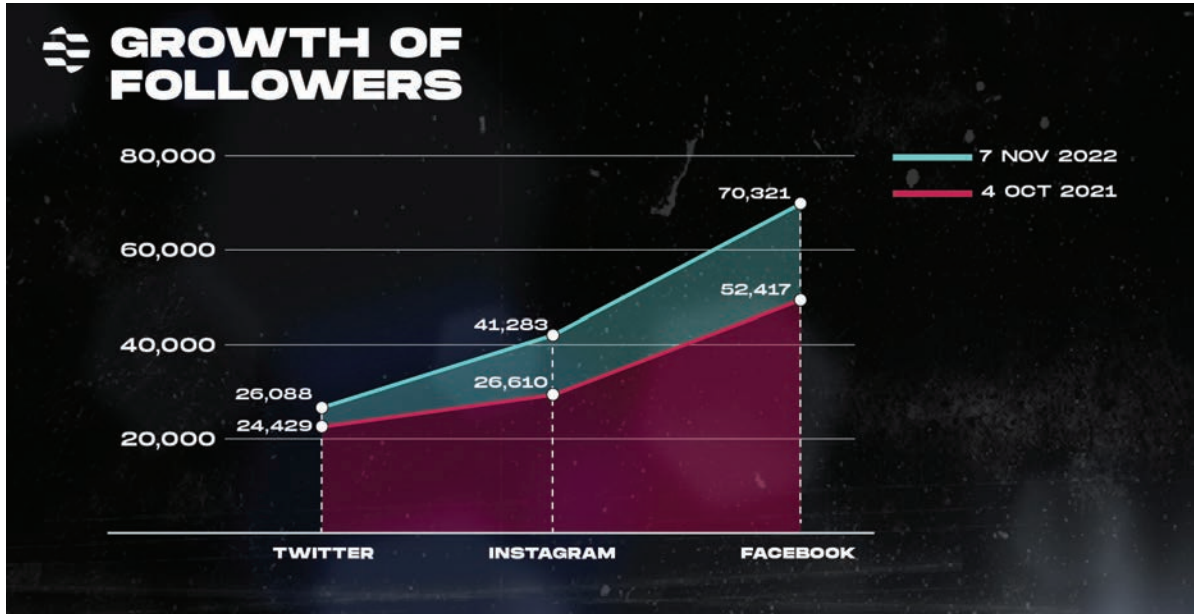
targets and storylines. This gave the entire IMMAF Comms team a more refined direction during Championships, and allowed all areas of the team; social, web and PR, to align efforts for greater overall media traction.

In addition to more dynamic video and photo production, the new strategy also included the creation of bespoke graphics; something which had not been done in previous years. Graphic design ranging from athlete statistics, how to watch the live stream, bouts of the day and bespoke promotional designs were leveraged to help the IMMAF social media channels reach unprecedented audience levels.

EVENTS RANKED BY IMPRESSIONS

Impressions are the number of times your content is displayed on someone's feed.

1. European Championships (4,410,590)





2. World Championships (3,331,974)
3. Asian Championships* (1,621,778)
4. Youth World Championships (1,161,638)
5. Africa Championships* (1,000,803)
6. MMA SuperCup (974,761)
7. Pan American Championships* (310,066)

*Events where Uni4m were not contracted as the on-site content creation team.

REVITALISED CONTENT

Over the course of the past year, Uni4m has adopted a video first approach for the IMMAF social media channels, meaning the production and publication of video content has been the number one priority to grow the brand. This is in line with industry trends; especially on Instagram, where the use of video content is integral for accelerated growth.

The two platforms where this is the most important are Facebook and Instagram. On the IMMAF Facebook channel, IMMAF achieved 5,549,117 minutes viewed compared to 590,826 in the previous period: a monumental increase. This also totalled 3,086,184, 3-second video views. Meanwhile, on the Instagram platform, now focused completely on the vertical video format known as Reels, IMMAF was able to achieve 2,818,658 video plays. IMMAF fully leaning into the production of vertical videos, which includes specifically editing into that format during live-event video clipping, has played a big part in the organisation's growth on the platform.

COLLABORATION

One of the key implementations for the IMMAF social media platforms for the last 12 months has been increased collaboration and content sharing with the national federations and athletes.

The new Instagram collaboration tool allows content to be displayed on multiple user profiles when approved. This has allowed relevant content to be shared on national federation and athlete accounts, giving IMMAF stakeholders access to high-quality produced content and helping IMMAF to benefit directly from the expanded audience of these stakeholders. This method has been used both in and out of competition but has been especially effective during Championship periods. Being able to collaborate with the athletes themselves or national federations has led to a noticeable increase in viewership, reach and impressions on Instagram, helping the account become the highest grower for IMMAF over the last year.

During the European Championships, the collaboration with the French MMA Federation of a video showing the victory of Mathilde Aschenbrenner helped IMMAF to achieve its highest post reach of the past year; reaching 716% more people (69,690 people) than the median post (8,536

people) on Instagram. Likewise, a collaboration with Belgium athlete Patrick Habirora of his 9-second knockout, saw IMMAF collect 3,859 post likes, the most that year.

YOUTH WORLDS CAMPAIGN

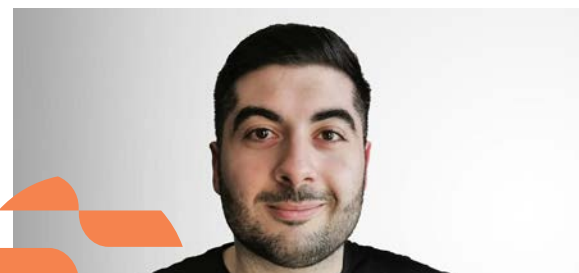
One of the key promotional campaigns of the year was the activation of IMMAF alumni and popular professional MMA figures to share support with athletes ahead of the Youth MMA World Championships. Athletes such as 2x IMMAF World Champion, Jose Torres, UFC's Amanda Ribas and Bellator MMA World Champion, Cris Cyborg all sent in video messages giving words of encouragement to the under-18 competitors.

IMMAF 10 YEARS

Coinciding with the IMMAF 10 Years PR campaign, Uni4m has focused on creating celebratory and nostalgic content for the IMMAF social platforms. This includes the publication of the best bout highlights and victories from IMMAF history, alongside the creation of bespoke graphic content such as photo flashbacks of events and graphics showcasing athletes from IMMAF who have gone on to join the UFC. This also includes the digital optimisation of the IMMAF 10 video series, which has been published on the IMMAF Facebook and YouTube channels.

OTHER KEY IMPLEMENTATIONS

- Story strategy created for covering major events towards the end of the year.
- Almost doubling subscribership on the IMMAF YouTube platform.
- Launching IMMAF TikTok as a method of engaging a younger demographic.
- Developed new method for sharing event photos with athletes and federations.
- Increased fan activation with the increased use of polls.
- Creation of tracking mechanism for more streamlined approach to ensure all federations receive appropriate promotion.
- Better comms with national federations to ensure their content is also shared across the IMMAF platforms.



Andreas Georgiou
Content Strategy Director

BROADCAST

In 2021 immaf.tv moved providers from Sportradar to Sportsrecs, and platform manager Danny Green continued to develop the platform in 2022 with a planned integration into the holistic IMMAF Live website.

Site improvements to user experience included: improved links for immaf.org website; clearer click-through and site separation; fights schedule added to each cage stream; more comprehensive descriptions added to each product; promo videos created for every tournament; upload of each match day's fights under individual thumbnails during events; and full monitoring of 'in-play' live chat features in all languages for a more immersive viewing experience.

Marketing initiatives included the continuation of newsletters for existing and previous customers; discount codes for the individual federations; press releases and promotions; access codes, video embeds and highlights clips syndicated to press; the production of daily highlights shorts; and heavy promotion on social media, which is the largest driver of traffic. We did not pay for any advertising in 2022 relying purely on organic reach.

Access codes were supplied to officials so they could review their performances and immaf.tv was used for the replay of fights in case of a dispute during competition.

IMMAF streamed all its eight events live and on-demand in 2022, with tier 1 and 2 events available as PPV and subscription packages and tier 3 events as free-to-view. From January to October, immaf.tv attracted 952,000 visitors.

The 2021 World Championships broadcast live too on Abu Dhabi TV and OKKO (Russia), while the Oceania Championships showed on UFC Fight Pass. Highlights of the Africa Championships went out on Super Sport and the Asian Championships broadcast on national television in Tajikistan.

The BRAVE Super Cup went out to BRAVE's broadcasters in Russia, MENA, Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Serbia, Slovenia, Czech Republic, Slovakia, Germany, Austria, Switzerland, Romania, Armenia, Azerbaijan, Belarus, Georgia, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Uzbekistan, Ukraine, Kazakhstan and Bulgaria. This meant that the live stream, also showing on the BRAVE website, needed to be geo-blocked to restricted territories at immaf.tv and was therefore made available there to subscribers only as bonus content

Our broadcast sales agreement with Fighting Spirit ended. We maintained dialogues and offered 24-minutes highlights programmes to IMMAF's existing and previous television broadcasters on a per-event basis and also a regional basis with continental competitions now closed to outside competitors. Significant new and renewed dialogues that I had with broadcasters included



those with the BBC, ITN, Pragasport and Eurosport. We continued to be approached by OTT media platforms interested in buying licensing rights, and provided content in response to media requests from broadcasters and production houses worldwide. We also engaged with the Sports Rights Owners Coalition (SROC).

Overall, without a competition calendar in advance and solid lead times, it was challenging to secure broadcast deals and to fully promote pay-per-view programming. Inconsistent quality where production was completely outsourced led to a loss of subscribers and revenue due to PPV refunds. With Head of Production David Green now mandated to lead on TV sales, IMMAF possesses a strong hand of broadcast relationships. These can be effectively leveraged as the annual calendar solidifies and when production budgets and plans can be confirmed in a timely way to ensure quality control and therefore the confidence to sell.



Isobel Carnwath
Director of Brand & Communications





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