



## **HE Turki Alalshikh and TKO Announce Launch of New Boxing Promotion in Partnership with Sela**

**New York, Riyadh – March 5, 2025:** HE Turki Alalshikh, together with TKO Group Holdings, Inc. (TKO) (NYSE: TKO), a global leader in sports and entertainment, and Sela, a leading entertainment conglomerate, have today announced a multi-year partnership to establish a new boxing promotion that will provide a premier platform for both leading boxers and prospects in the sport.

Speaking on this significant milestone, **HE Turki Alalshikh** said:

“This landmark partnership between industry powerhouses sets the stage for an unparalleled experience for boxers and fans. Together, we are developing the next generation of talent and delivering world-class events at a time when the sport is primed for further disruption.”

**Mark Shapiro, President and Chief Operating Officer, TKO** added:

“This is a strategic opportunity to reimagine the sport of boxing globally. TKO has the deep expertise, promotional prowess, and longstanding relationships. HE Turki Alalshikh and Sela share our passion and vision for evolving the current model. Together, we can bring the sweet science back to its rightful place in the forefront of the global sports ecosystem.”

TKO will serve as managing partner, providing day-to-day operational expertise, management, and oversight of the promotion, with executive leadership anchored by **UFC President and CEO Dana White** and **WWE President and TKO Board Member Nick Khan**.

Sela has played a pivotal role in promoting and delivering some of the biggest international boxing events in recent years, including Terence Crawford vs. Israil Madrimov in Los Angeles, and Anthony Joshua vs. Daniel Dubois at Wembley Stadium, which set a new UK attendance record. A Public Investment Fund (PIF) company, Sela is also the lead sponsor of Newcastle

United Football Club and has delivered projects such as Riyadh Winter Wonderland, Formula E, and the Italian Super Cup.

**Dr. Rakan Alharthy, Managing Director and CEO of Sela,** added:

“This partnership between HE Turki Alalshikh, Sela, and TKO will turn the page on a new chapter in boxing history. Together, we will elevate the sport to new heights and redefine the fan experience for a worldwide audience. The promotion will create a sustainable future for boxing and reinforce Sela’s position as a powerhouse in global sports and entertainment.”

**The new promotion will feature:**

- A highly structured system to develop new talent from around the world, including athlete combines and academies.
- Access for all boxers to the UFC Performance Institute, the world’s leading combat sports performance training, research, rehabilitation, and nutrition center, featuring locations in Las Vegas, Mexico City, and Shanghai.
- TKO’s production, media, and promotional expertise, to deliver both in-arena experiences and top-tier, state-of-the-art broadcasts to fans around the world.

Further details about the new boxing promotion, including fighter signings, fight schedules, venues, and host locations, will be revealed in the coming months.

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**Notes to Editors:**

#### **About TKO**

TKO Group Holdings, Inc. (NYSE: TKO) is a premium sports and entertainment company. TKO owns iconic properties including UFC, the world’s premier mixed martial arts organization; WWE, the global leader in sports entertainment; and PBR, the world’s premier bull riding organization. Together, these properties reach 210 countries and territories and organize more than 500 live events year-round, attracting more than three million fans. TKO also services and partners with major sports rights holders through IMG, an industry-leading global sports marketing agency; and On Location, a global leader in premium experiential hospitality.

#### **About Sela**

Founded in 1997, Sela is a Saudi Arabian company specialising in creating, constructing, and operating unique destinations and recreational experiences across sports, entertainment,

culture, and hospitality sectors. Initially recognized as Saudi Arabia's first FIFA-recognized athletes' representation company, Sela expanded into sports marketing and has since diversified into broader recreational industries.

Over the years, Sela has been instrumental in delivering large-scale events and developing iconic destinations. Notable projects include the Boulevard Riyadh City and Boulevard World entertainment venues, the luxury VIA Riyadh complex, the state-of-the-art Jeddah Superdome, and the Jeddah Yacht Club and Marina.

In 2023, Sela became the primary front-of-shirt partner for Newcastle United Football Club, marking a significant step in its global expansion efforts. Sela is led by a team of experienced professionals, including Dr. Rakan AlHarthy, who serves as the Managing Director and CEO.

And in 2024, Sela delivered two of the biggest international boxing events in recent times with Terence Crawford vs. Israil Madrimov, staged in front of a sell out crowd at the BMO Stadium in Los Angeles and Anthony Joshua vs. Daniel Dubois, which set a new UK attendance record with 98,128 packing Wembley Stadium in what was hailed as “the biggest night in British boxing history”.

### **About Ring Magazine**

Widely known as 'The Bible of Boxing', Ring Magazine is the oldest existing sports publication in the United States having been founded in 1922 by future international Boxing Hall of Famer Nat Fleischer.

In November 2024, His Excellency Turki Alalshikh, Chairman of the Saudi General Entertainment Authority, purchased the publication and immediately revived its print edition.

Through its magazine, as well as its newly transformed website, social media channels and podcast series, Ring aims to take its audience into the minds of the key protagonists in boxing through its extensive access, offering a complete picture of all the main talking points from the sport around the world.

### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. TKO intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including statements regarding the expected structure, planned strategy and expansion and potential

benefits of the new boxing promotion. The words “believe,” “may,” “will,” “estimate,” “potential,” “continue,” “anticipate,” “intend,” “expect,” “could,” “would,” “project,” “plan,” “target,” and similar expressions are intended to identify forward-looking statements, though not all forward-looking statements use these words or expressions. These forward-looking statements are based on management’s current expectations. These statements are neither promises nor guarantees and involve known and unknown risks, uncertainties and other important factors that may cause actual results, performance or achievements to be materially different from what is expressed or implied by the forward-looking statements, including, but not limited to those factors discussed in Part I, Item 1A “Risk Factors” in TKO’s Annual Report on Form 10-K for the fiscal year ended December 31, 2024, as any such factors may be updated from time to time in the Company’s other filings with the SEC, which are accessible on the SEC’s website at [www.sec.gov](http://www.sec.gov) and TKO’s Investor Relations site at [investor.tkogrp.com](http://investor.tkogrp.com). Forward-looking statements speak only as of the date they are made and, except as may be required under applicable law, TKO undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.