



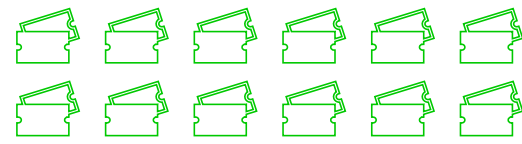
**INTRODUCING TKO GROUP HOLDINGS,  
A PREMIUM SPORTS AND ENTERTAINMENT  
COMPANY COMPRISING UFC AND WWE**

**TKO  
LISTED  
NYSE**

**TKO BY THE NUMBERS**

**UFC IS THE  
WORLD'S  
PREMIER MIXED  
MARTIAL ARTS  
ORGANIZATION**

**WWE IS AN  
INTEGRATED MEDIA  
ORGANIZATION AND  
THE RECOGNIZED  
GLOBAL LEADER  
IN SPORTS  
ENTERTAINMENT**

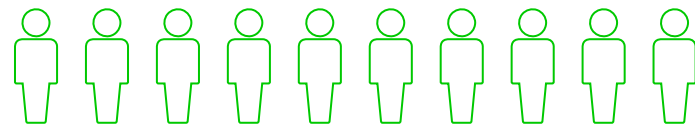


**350+** annual events

**1B+** TV households reached



**170+** countries



**1B+** global fans<sup>1</sup>

**1B+** social media followers<sup>2</sup>



**AVENUES FOR FUTURE GROWTH**



**MAXIMIZE MEDIA RIGHTS VALUE**

**ENHANCE LIVE EVENTS**

**EXPAND SPONSORSHIP OPPORTUNITIES**

**ACCELERATE BRAND AND TALENT PLACEMENT, PRODUCT LICENSING**

**DEVELOP NEW FORMS OF CONTENT**

**INTERNATIONAL EXPANSION**

**DISTRIBUTION, EVENTS & PARTNERSHIPS**

Select Distribution Channels and Partnerships

**MEDIA RIGHTS & CONTENT**



**LIVE EVENTS**

Marquee Events



**SPONSORSHIP**

Premier Sponsors



**CONSUMER PRODUCTS & LICENSING**

Select Partnerships



**LEADERSHIP & OWNERSHIP**

**LEADERSHIP**

**ARIEL EMANUEL**  
Chief Executive Officer\*

**VINCE MCMAHON**  
Executive Chairman of the Board

**MARK SHAPIRO**  
President and Chief Operating Officer\*

**DANA WHITE**  
Chief Executive Officer of UFC

**ANDREW SCHLEIMER**  
Chief Financial Officer

**SETH KRAUSS**  
Chief Legal Officer\*

**NICK KHAN**  
President of WWE

**LAWRENCE EPSTEIN**  
Senior Executive Vice President and Chief Operating Officer of UFC

\*Retaining existing Endeavor role

**OWNERSHIP<sup>3</sup>**

**ENDEAVOR**

- 51% voting interest
- 51% economic interest
- Financials consolidated and reported at EDR within Owned Sports Properties segment



**Former WWE Shareholders**

- 49% voting interest
- 49% economic interest

**TKO GROUP HOLDINGS  
(NYSE: TKO)**



Wholly Owned Subsidiary



Wholly Owned Subsidiary

1. Fans are derived from third-party survey data and are based on (i) adults age 18 and older who indicated a Top 2 Box score (i.e., chose one of the two most favorable response options) when surveyed regarding UFC and WWE, respectively, and (ii) internet users age 16-64 who indicated they "regularly follow" or "regularly watch" when surveyed regarding UFC and WWE, respectively.

2. Social media followers include the number of followers of UFC and WWE for each individual social media platform - Instagram, Facebook, X, etc. - as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms or across UFC and WWE and do not represent the number of 'unique' followers.

3. On a fully diluted basis.

**Cautionary Statement Regarding Forward-Looking Statements**  
This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We intend 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 presentation that do not relate to matters of historical fact should be considered forward-looking statements,

including, without limitation, expected avenues for future growth. 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 the important factors discussed in the section entitled "Risk Factors" in TKO's final prospectus on Form 424(b)(3) filed with the United States Securities and Exchange Commission (the "SEC") on August 22, 2023, as any such factors may be updated from time to time in TKO's other filings with the SEC, accessible on the SEC's website at www.sec.gov and TKO's investor relations site at 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.