

UFC® AND ANHEUSER-BUSCH ANNOUNCE MULTIYEAR PARTNERSHIP

Bud Light Returns as the Official Beer of UFC in the U.S. Partnership Extends Worldwide as AB InBev Becomes “Official Global Beer Partner of UFC”

LAS VEGAS, NV AND NEW YORK, NY – October 24, 2023 – UFC®, the world’s premier mixed martial arts organization and part of TKO Group Holdings (NYSE: TKO), together with Anheuser-Busch, one of America's most iconic companies and the undisputed leader of the U.S. beer industry, today announced a new multiyear marketing partnership. Effective January 1, 2024, the brewer will become the exclusive “Official Beer Partner of UFC.” With this sponsorship, in the U.S., Bud Light will bring easy enjoyment to 21+ fans with 360-degree programming, including custom social and digital content, broadcast integration, on-site presence, and more.

UFC CEO Dana White said, “Anheuser-Busch and Bud Light were UFC’s original beer sponsors more than fifteen years ago. I’m proud to announce we are back in business together. There are many reasons why I chose to go with Anheuser-Busch and Bud Light, most importantly because I feel we are very aligned when it comes to our core values and what the UFC brand stands for. I’m looking forward to all of the incredible things we will do in the years ahead.”

Brendan Whitworth, CEO, Anheuser-Busch, said, “Anheuser-Busch and Bud Light have always been on the cutting edge of iconic sporting moments that fans remember forever, and reuniting with UFC is a continuation of this industry leading legacy. As one of the largest and longest standing sport sponsors, we are excited to work with UFC to celebrate our passionate fans while always making a positive impact in communities across America.”

Marcel Marcondes, Global Chief Marketing Officer, AB InBev, said, “As leaders of our category, we are focused on new opportunities to connect with consumers in new occasions. UFC has become an undeniable force in the sports industry, and that’s why we’re so excited to partner with them and continue to amplify this sport around the world. We will be creating new and exciting brand experiences for UFC fans.”

BRANDED INTEGRATIONS AND ENTITLEMENTS

AB InBev, the world's leading brewer and global parent company of Anheuser-Busch, will be UFC's Official Global Beer Partner and will receive a deep level of integration into key UFC assets, ranging from live events, including broadcast features and in-arena promotion, to original content distributed through UFC's popular digital and social channels. Through UFC's far-reaching global footprint, AB InBev will have meaningful brand visibility before more than 700 million fans in 170 countries, as well as an estimated 900 million TV households that receive UFC's broadcasts.

Among the more notable integrations, in the U.S. Bud Light will receive prominent branding inside the most recognizable setting in all of sports, the world-famous Octagon[®], at every UFC event including all Pay-Per-Views and Fight Nights, **DANA WHITE'S CONTENDER SERIES**, **THE ULTIMATE FIGHTER** reality series, and **ROAD TO UFC**, a win-and-advance tournament for Asia's top MMA prospects.

Bud Light will also be integrated into custom broadcast features in all U.S. UFC Pay-Per-Views, with their popular "Easy to Enjoy" and "Easy to Celebrate" fan campaigns highlighted in the segments.

In addition, UFC and Bud Light will collaborate on original content that will be distributed through UFC's popular digital and social channels, which reach more than 243 million users worldwide. Bud Light will also have a highly visible presence at popular UFC fight week activities, including press conferences and weigh-ins, that help build anticipation for the main events.

The partnership will be truly global for UFC fans all across the world. In international markets, Budweiser and select local AB InBev brands will activate the sponsorship across events and marketing.

To learn more about Bud Light's partnership with the UFC, follow Bud Light on Facebook at [Facebook.com/BudLight](https://www.facebook.com/BudLight), on Twitter at [@BudLight](https://twitter.com/BudLight), and on Instagram at [@BudLight](https://www.instagram.com/BudLight).

About UFC®

UFC® is the world's premier mixed martial arts organization (MMA), with more than 700 million fans and 243 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world while broadcasting to over 900 million TV households across more than 170 countries. UFC's athlete roster features the world's best MMA athletes representing more than 80 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is part of TKO Group Holdings (NYSE: TKO) and is headquartered in Las Vegas, Nevada. For more information, visit [UFC.com](https://www.ufc.com) and follow UFC at [Facebook.com/UFC](https://www.facebook.com/UFC) and @UFC on X, Snapchat, Instagram, and TikTok: @UFC.

About Anheuser-Busch

At Anheuser-Busch, our purpose is to create a future with more cheers. We are always looking to serve up new ways to meet life's moments, dream big to move our industry forward, and make a meaningful impact in the world. We hope to build a future that everyone can celebrate, and everyone can share. For more than 160 years, Anheuser-Busch has carried on a legacy of brewing great-tasting, high-quality beers that have satisfied beer drinkers for generations. Today, we own and operate more than 120 facilities, including breweries, wholesaler distribution centers, agricultural facilities and packaging plants, and have more than 19,000 colleagues across the United States. We are home to several of America's most loved beer brands, including Budweiser, Bud Light, and Michelob ULTRA, as well as a number of regional brands that provide beer drinkers with a choice of the best-tasting craft beers in the industry. From responsible drinking programs and emergency drinking water donations to industry-leading sustainability efforts, we are guided by our unwavering commitment to supporting the communities we call home.

For more information, visit www.anheuser-busch.com or follow Anheuser-Busch on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

About AB InBev

Anheuser-Busch InBev (AB InBev) is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). As a company, we dream big to create a future with more cheers. We are always looking to serve up new ways to meet life's moments, move our industry forward and make a meaningful impact in the world. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest ingredients. Our diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck's®, Hoegaarden®, Leffe® and Michelob ULTRA®; and local champions such as Aguila®, Antarctica®, Bud Light®, Brahma®, Cass®, Castle®, Castle Lite®, Cristal®, Harbin®, Jupiler®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 167,000 colleagues based in nearly 50 countries worldwide. For 2022, AB InBev's reported revenue was 57.8 billion USD (excluding JVs and associates).

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