



CANAL+ GROUP ACQUIRES UFC RIGHTS IN SUB-SAHARAN AFRICA, VIETNAM AND MYANMAR

Paris, 14th December 2021

The CANAL+ Group sealed its first partnership with UFC via a multi-territory deal covering more than 25 countries in Africa and Asia.

The CANAL+ Group signed a multi-year agreement with one of the world most popular sports properties, Ultimate Fighting Competition (UFC), the premier mixed martial arts (MMA) organization. For the first time, UFC's coverage will be available in French in Sub-Saharan Africa, in Vietnamese in Vietnam and Burmese in Myanmar.

UFC content will be available on CANAL+ Group's platforms across French speaking countries in Sub-Saharan Africa, in Mauritius, as well as in Vietnam and Myanmar. Programming includes all UFC numbered events and Fight Nights which will be broadcast live across these territories, as well as additional programming to enhance coverage for viewers.

"As a company, we want to bring UFC content to every corner of the world for our fans," commented David Shaw, UFC Senior Vice President of International and Content. "Our partnership with CANAL+ has allowed us to provide a more localized offering for French speaking Sub-Saharan Africa, Vietnam and Myanmar for the first time, and we are excited to work alongside CANAL+ to bring enhanced access for our fans in Africa and Asia."

Jacques du Puy, CEO of CANAL+ International: *"We are very pleased to become the new partner of UFC, and constantly offer our subscribers in Africa and Asia an ever richer and singular catalogue of sports rights."*

CANAL+, the leading French language pay-TV operator in Sub-Saharan Africa, will now offer UFC in its incomparable premium sports line-up, which features all the best-in-class international competitions (such as the UEFA Champions League, the Premier League, and the NBA among others). The CANAL+ Group also operates in Vietnam through the K+ platform, being notably the exclusive Premier League broadcaster in the country and launched its CANAL+ offers in Myanmar in 2018, partnering with major rightsholders such as the AFC, World Lethwei Championship, WRC and IndyCar.

The CANAL+ Group has more than 13 million subscribers out of France, throughout Europe, Africa, and Asia. This acquisition is a new step to reinforce the volume and diversity of high-quality sports content of CANAL+ out of mainland France and reach an increasing satisfaction among CANAL+'s subscribers internationally.

About CANAL+ Group

CANAL+ Group is a leading media company and pay-TV operator. It is also a leading player in free-to-air television with three national channels, C8, CSTAR and CNEWS, and an ads sales agency. CANAL+ Group has a wide international footprint with a presence in Europe, Africa, the Caribbean and Asia. CANAL+ Group has 21.8 million subscribers worldwide, including 8.7 million in mainland France. With STUDIOCANAL, CANAL+ Group is also a European leader in the production, acquisition and distribution of feature films and TV series. CANAL+ Group is wholly-owned by worldwide integrated content, media and communication group, Vivendi.

Contacts

Elvire Charbonnel - Groupe CANAL+ - Corporate Communication Department

elvire.charbonnel@canal-plus.com

Hala Saab - CANAL+ International - VP Communication

hala.saab@canal-plus.com

About UFC®

UFC® is the world's premier mixed martial arts organization (MMA), with more than 625 million fans and 178 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 nearly 900 million TV households across more than 170 countries. UFC's athlete roster features the world's best MMA athletes representing more than 75 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is owned by global sports and entertainment company Endeavor, and is headquartered in Las Vegas, Nevada. For more information, visit UFC.com and follow UFC at [Facebook.com/UFC](https://www.facebook.com/UFC), [Twitter](https://twitter.com/UFC), [Snapchat](https://www.snapchat.com/add/UFC), [Instagram](https://www.instagram.com/UFC) and [TikTok: @UFC](https://www.tiktok.com/@UFC)

Contacts

Victoria Coghlan - UFC

vcoghlan@ufc.com