

September 17, 2025



Updated: Donald Trump Jr. Commences a 2 Year Strategic Advisor Appointment with MMA.INC

Highlights

- *Mr Donald Trump Jr. (through his associated entity) holds 1,500,000 securities in MMA.INC*
- *Mr. Donald Trump Jr. serves alongside Conor McGregor, MMA.INC's most prominent investor, as Strategic Advisor to MMA.INC for a 2 year term*
- *Mr Donald Trump Jr. brings invaluable technology and media expertise as Director of Trump Media and Technology Group and as Co-Founder of World Liberty Financial*

New York, NY, Sept. 17, 2025 (GLOBE NEWSWIRE) -- [Mixed Martial Arts Group Limited](#) (NYSE American: MMA) ("MMA" or the "Company" and doing business as MMA.INC).

As announced on September 9, 2025, MMA.INC has appointed Donald Trump Jr. as a Strategic Advisor. In this role, Mr. Trump Jr. will provide advice to the board and management, leveraging his expertise and experience in technology, media, and brand building to expand MMA.INC's global recognition and to accelerate commercialization of its combat sports technology platforms.

Mr Donald Trump Jr has commenced his role and joins Conor McGregor, MMA.INC's most prominent investor, as a Strategic Advisor, strengthening the Company's leadership as it continues to grow following partnerships such as its collaboration with UFC Gym Group.

In connection with the appointment, MMA.INC has entered a 24 month Strategic Advisor Agreement with Mr Donald Trump Jr. and pursuant to which he will provide advisory services. As consideration for the advisory services, MMA.INC issued 1,500,000 securities, each exercisable into one ordinary share to an entity affiliated with Mr Donald Trump Jr. No shares issued upon exercise may be sold, transferred, or otherwise disposed of for a period of 12 months from their date of issuance except with the prior written consent of MMA.INC.

About Mixed Martial Arts Group Limited

Mixed Martial Arts Group Limited (MMA.INC) is revolutionizing the combat sports industry by driving participation and engagement across fans, athletes, coaches, and gym owners. The company operates four core business units:

- TrainAlta: A platform that transforms MMA fans into active participants through structured training programs.
- Hype: A marketing platform helping gym owners, coaches, and athletes grow revenue from their audiences.
- MixedMartialArts.com: The go-to resource for MMA news, fighter data, fight schedules, and the legendary Underground forum.
- BJJLink: A leading gym management platform designed for BJJ academies, offering tools for payment processing, marketing, student engagement, and content monetization.

With over 5 million social media followers, 530,000 user profiles, 50,000 active students, 18,000 published gyms and 800 verified gyms across 16 countries, MMA continues to transform the martial arts landscape and deliver unparalleled value to its stakeholders.

For more information, visit www.mma.inc or follow us on social media:

- Facebook: [TrainAlta](#)
- Instagram: [@TrainAlta](#)
- X: [@AltaGlobalGroup](#)
- LinkedIn: [MMA.inc](#)

Forward-Looking Statements

This press release may include forward-looking statements. Any statements contained herein regarding our strategy, future operations, financial position, future revenues, projected costs, prospects, plans and objectives of management, other than statements of historical facts, are forward-looking statements. The forward-looking statements included herein include or may include, but are not limited to, statements that are predictive in nature, depend upon or refer to future events or conditions, or use or contain words, terms, phrases, or expressions such as “achieve,” “forecast,” “plan,” “propose,” “strategy,” “envision,” “hope,” “will,” “continue,” “potential,” “expect,” “believe,” “anticipate,” “project,” “estimate,” “predict,” “intend,” “should,” “could,” “may,” “might,” or similar words, terms, phrases, or expressions or the negative of any of these terms. Any statements contained in this press release that are not based upon historical fact are based on current expectations, estimates, projections, opinions and/or beliefs of the Company. Such statements are not facts and involve known and unknown risks, uncertainties, and other factors. Prospective investors should not rely on these statements as if they were facts. Actual revenue may vary to current sales due to factors such as participant churn, cancellations, and changes in payment schedules, membership terms or pricing changes. Any references to verified gyms, partner gyms, user profiles refer to a database profile that has been claimed or created across the MMA.inc platform, which includes TrainAlta.com, BJJ Link, Hype, MixedMartialArts.com and Steppen. Forward-looking statements involve a number of known and unknown risks and uncertainties, including, but not limited to, those discussed in the “Risk Factors” section of the Form 20-F for the fiscal year ended June 30, 2024 filed with the SEC. Given the risks and uncertainties, readers should not place undue reliance on any forward-looking statement and should recognize that the statements are predictions of future results which may not occur as anticipated. New risk factors emerge from time to time, and it is not

possible for management to predict all such risk factors, nor can it assess the impact of all such factors on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. You should carefully read the factors described in the "Risk Factors" section of the Form 20-F for the fiscal year ended June 30, 2024 filed with the SEC to better understand the risks and uncertainties inherent in our business and industry, and any underlying forward-looking statements. Except where required by law, the Company assumes no obligation to update, withdraw or revise any forward-looking statements to reflect actual results or changes in factors or assumptions affecting such forward-looking statements.

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