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MMA.INC Updates on Revolutionary Crypto and Web3 Platform to Convert 700 Million Global MMA Fans to Participants

Highlights

- *MMA.INC's platform enables the community to 'Get Paid to Train' through tokenized rewards and cryptocurrency*
- *Expecting to release an MMA.INC utility token minted on the Solana Blockchain to facilitate payments and rewards on the MMA.INC platform*
- *Strategic partnership discussions underway including potential stablecoin integration*
- *Exploring the creation of a unique Digital Asset treasury (DAT) that diversifies assets and supports MMA.INC's platform and upcoming utility token*
- *Establishing a panel of crypto experts to advise on crypto initiatives*

New York, NY, Oct. 13, 2025 (GLOBE NEWSWIRE) -- [Mixed Martial Arts Group Limited](#) (NYSE American: MMA) ("MMA" or the "Company" and doing business as MMA.INC), a technology driven ecosystem at the forefront of the global combat sports industry, today announced progress on the development of its crypto initiatives and Web3.0 platform development, designed to drive fan engagement from 700M global combat sports enthusiasts into active participation on MMA.INC's platform.

Following the recent appointment of Donald Trump Jr as a Strategic Advisor to the Company alongside Conor McGregor, MMA.INC is in advanced talks with several prominent public figures and industry experts to create a Special Advisory Panel. This panel will provide the Company with industry expertise in cryptocurrency.

The Company aims to convert over 700 million global martial arts fans into MMA.INC platform participants by developing an MMA.INC Utility Token, to be used across MMA.INC's platform and is expected to be minted on the Solana blockchain. This token will enable the community to earn crypto currency rewards for training and engagement that could be used both on the platform and within our verified partner network. Additionally, the Company plans to collaborate with crypto projects that can create meaningful impact for platform participants and the broader MMA.INC ecosystem. This includes exploring integration of stablecoins, such as USD1 (World Liberty Financial) and RLUSD (Ripple), to enhance transactional efficiency, reduce volatility and provide users with seamless conversion between fiat and tokenized rewards.

MMA.INC is committed to designing its utility token with a clear focus on rewarding active

community participation, fostering long term engagement and increasing the “lifetime value of customer” for both the Company and its gym partners. While specific details of the tokenomics, including total supply, earning mechanisms, reward frequency and governance frameworks are still under development, MMA.INC aims to create a balanced and sustainable ecosystem. Token holders will likely benefit from multiple avenues of value, including rewards for training, community contributions and platform governance rights. As the project advances, the Company will provide updates and detailed disclosures to ensure the community and investors have a clear understanding of how the token facilitates the vision of ‘getting paid to train’ and drives platform growth.

The Company is also exploring a Digital Asset Treasury Framework that would complement its core business. This framework would aim to leverage staking yields as a sustainable income source that supports operational goals. MMA.INC believes this approach could differentiate the Company from traditional DAT models in traditional equity markets, which typically focus solely on buying and holding cryptocurrencies for potential capital appreciation.

The Company plans to release its Web3.0 platform in early 2026, building on a strong existing platform that already has hundreds of thousands of user profiles, millions of followers across social media, over 800 verified gym partners worldwide and more than 77,000 active monthly students paying their gym memberships via the BJJLink platform.

“Our goal extends beyond creating an app; it aims to establish a fully integrated, on-chain loyalty system that redefines martial arts, transforming energy, passion and participation into tangible currency,” said Nick Langton, Founder and CEO of MMA.INC.

About Mixed Martial Arts Group Limited

With over 5 million social media followers, 530,000 user profiles, over 77,000 active students, 18,000 published gyms and more than 800 verified gyms across 16 countries across its various assets, MMA.INC continues to transform the martial arts landscape and deliver unparalleled value to its stakeholders.

We are bringing together martial arts fans, fighters, gyms, and coaches in a single on chain ecosystem. Unlike other models that focus on digital collectibles or limited fan tokens, we're all about real participation and achievement.

- **From the Ground Up to Worldwide:** With over 800 verified gyms, 75,000+ active students already training across 16 countries, MMA.INC connects local gyms with global communities in a single, connected network of value.
- **Participation as Currency:** Engaging in training, streaming, coaching or simply supporting any activity, will earn Experience Points (XP), which is transparently logged on chain and can be redeemed for real rewards.
- **Merit over Speculation:** Rewards will be based on effort, passion and progress, allowing the economy to grow through genuine participation rather than financial gain.
- **One Unified Ecosystem:** With existing platform assets including BJJLink, TrainAlta, Hype and MixedMartialArts.com, MMA.INC provides a complete platform that covers training, community, content and fandom like no other.

For more information, visit www.mma.inc

Disclaimer

As we continue to develop our plans discussed above, they could change and there can be no assurance as to any final outcome.

The information provided in this press release is intended for informational purposes only and does not constitute investment advice, endorsement, analysis, or recommendations with respect to any financial instruments, investments, or issuers. Investment in cryptocurrency involves substantial risk, including the risk of complete loss. This press release does not take into account the investment objectives, financial situation, or specific needs of any particular person and each individual is urged to consult their legal and financial advisors before making any investment decisions.

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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