

# IL LATOPURIA



# ILIA TOPURIA



**I**lia Topuria is **the current double world champion in the featherweight and lightweight divisions of the Ultimate Fighting Championship** (UFC, the world's most prestigious promoter).

At 29 years old, the Spanish-Georgian fighter **has made history by becoming the first undefeated double champion in UFC history and is currently ranked number one in the UFC's pound-for-pound rankings.**

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All of this has led him to become **a global star**, and in the United States, the birthplace of the UFC, he is considered its greatest asset.

The nickname **"EL MATADOR"**, as Ilia is known in the field of Mixed Martial Arts, is a testament to his **competitiveness and his ability to overcome** any obstacle in his professional career.

**DOUBLE  
UNDEFEATED  
CHAMPION**



**17-0**

\* 11 OF THOSE 17 WINS HAVE COME IN THE FIRST ROUND.



# SPORT OF THE FUTURE

  
**364M**  
MMA FANS IN 12  
SELECTED COUNTRIES\*.

  
**58%**  
AGE UFC FANS  
UNDER 40 YEARS OLD

**UFC**  
**298M**  
UFC FANS IN  
12 SELECTED\* MARKETS

  
**+31%**  
INCREASED FAN RECEPTIVENESS  
TO UFC SPONSORSHIP BRANDS

## MMA MIXED MARTIAL ARTS

**They are the fastest growing and most popular sport of the last decade.**

A balanced combination of original techniques from different martial arts and combat sports that have given rise to a dynamic, attractive and impactful sporting spectacle and that, for rhythm and variety, are perfect to enjoy in a society that increasingly values immediacy.

**Mixed Martial Arts have gained notoriety with Ilia Topuria as Spanish ambassador and that is why the UFC will hold an event on Spanish territory according to its president, Dana White.**

## UFC ULTIMATE FIGHTING CHAMPIONSHIP

It is the world's leading promoter and organiser of MMA fights. It produces more than 40 live events a year and is **the world's largest provider of pay-per-view events**, with programming that is **broadcast in more than 160 countries, reaching more than 1.1 billion households worldwide.**

Today, **the UFC is worth \$4 billion and receives \$15.8 million for every event it holds.**

**The UFC is worth more than all the teams in the NBA, and even more than the five most valuable football teams in the world combined.**

# SOCIAL MEDIA



13,3 M  
followers.



2,2 M  
followers.



855 K  
followers.



540 K  
followers.



553,9 K  
followers.

**I**lia Topuria is a reality, with his successful career in UFC he is **considered one of the standards of the sport in our country** and an example for **millions of people** who admire his way of life. In social networks his impact is growing and he has superstar numbers.



**+14,8M**

CUMULATIVE FOLLOWER BASE  
OF ILIA TOPURIA'S OWN  
ACCOUNTS ON IG, X, TK, FB & YT



**#1**

ATHLETE IN TERMS OF  
ENGAGEMENT AND GROWTH  
OF FOLLOWERS ON  
INSTAGRAM

**UFC**

**+408%**

INCREASE IN INSTAGRAM  
FOLLOWER BASE IN  
2024



**+9,4M**

NEW INSTAGRAM FOLLOWERS  
IN 2024



UFC @UFC UFC @UFC UFC

(CLICK TO ACCESS THE DIFFERENT NEWS AND VIDEOS)

# PRESS INTERNATIONAL A GLOBAL BRAND

## NATIONAL



  
**+120K**

NEWS MENTIONING ILIA TOPURIA GLOBALLY, ONLY IN 2025

  
**+110**

COUNTRIES HAVE PUBLISHED AT LEAST ONE ARTICLE ONLINE MENTIONING ILIA TOPURIA

  
**+301%**

INCREASE IN ONLINE COVERAGE FROM 2022, GLOBALLY

  
**+119M**

EARN MEDIA VALUE (EMV) Y +232K TWITTER MENTIONS (X), ONLY IN 2024

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BRANDS WANT TOPURIA

# BRAND AMBASSADOR

**I**lia Topuria is **synonymous with success**, with the ability to capture the public, to generate interest in everything it does and says, and, of course, **to boost sales**.

Hundreds of brands want Topuria in their campaigns, to associate their products with Ilija to combine their strategies and generate thousands of impacts with values of **respect, sportsmanship and success**.

**Dolce & Gabbana, Disney, PricewaterhouseCoopers (PWC), Venum, Movistar Plus or Sony** are just some of the brands that have worked with Ilija.





# TOPURIA MATADOR



**A**fter its premiere last September, the feature film has been **seen by more than 350,000 spectators and is available in more than 300 cinemas throughout Spain and in four other countries.**

## THE MOST WATCHED DOCUMENTARY FILM OF THE YEAR IN SPAIN

This film tells and follows Topuria's preparation before defeating Josh Emmett in Florida to move into the top five of the world's most powerful UFC league and how he managed to take the title from the previously undefeated Alexander 'The Great' Volkanovsky. **It is also the story of Ilia's personal overcoming, from his war-torn native Georgia and his arrival in Spain, to catapulting himself to world champion.**

Proof that everything Ilia touches makes headlines, **inside and outside the octagon.**

# THE BRAND

ILIA - MUCH MORE THAN MMA - TOPURIA

# TOPURIA

**I**lia Topuria is a fighter and an unbeatable ambassador of MMA in our country. But also the promoter of a brand and an associated style that enhances the diffusion of his personality and his achievements in the media.

Topuria is MMA. But it is also **ATTITUDE. RESPECT. LIFESTYLE.** A fact that is evident in a growing line of merchandising linked to Ilia and his way of understanding life and sport.



# BE PART OF THE TEAM.



