

## UFC and PMI Team Up for Unmatched Toy Collection, Launching Spring 2025

*Bring Home the Legends of the Octagon with a Bold New Collection*



**Tel Aviv, Israel** - (October 8<sup>th</sup>, 2024) In collaboration with the world's leading mixed martial arts organization, **UFC**, PMI is gearing up to unleash its first-ever UFC toy line! IMG Licensing, UFC's exclusive licensing agent, brokered the agreement. This collection captures the likeness of UFC legends like Conor McGregor, Max Holloway, Valentina Shevchenko, Amanda Nunes and more. Coming to retailers nationwide in Spring 2025, these toys will bring the Octagon's fiercest fighters straight into your hands. Get ready for the ultimate showdown.

UFC, with its unmatched global reach featuring over 700 million fans, including 283 million social media followers, has become one of the most popular sports in the world. PMI, a leader in high-quality toys, is set to capture the raw power, authenticity, and iconic image of UFC and its fighters. This collaboration promises to bring the energy of the Octagon to UFC fans and collectors everywhere.

Renowned for their figures and attention to detail for both toys and packaging, PMI enters the Octagon in the toy company's latest partnership with UFC. Bringing a brand-new roster of fighters in the form of 2.5-inch collectible figures, 3-inch articulated mini action figures, and high quality 4.5-inch action figures,

each product is crafted to match the likeness of UFC and their most decorated fighters. To add an extra dimension of detail to the collectible variety, deluxe sets and action figures in this product range come with accessories, unique to select fighters, that dedicated fans will appreciate.

“We are excited to partner with UFC, a global leader in mixed martial arts, to bring their iconic fighters to fans in a whole new way,” says Omer Dekel, CEO of PMI. “UFC is one of the fastest-growing sports, now forming part of the Big 5 in the USA. As demand continues to rise, we are eager to meet the needs of UFC fans and collectors. Our collaboration reflects our commitment to delivering exceptional quality and authenticity. Every figure and accessory in this collection has been crafted to perfectly capture UFC and its greatest fighters. We can’t wait for fans to experience the intensity and excitement of the Octagon in their own homes.”

From fierce collectibles to must-have accessories, this lineup has it all. Start your collection with the UFC Collectible Punching Bag Capsule, which includes 1 of 12 mini fighters. Each fighter comes with a connecting Octagon base, allowing you to build a complete Octagon. The collection also features accessories, stickers, and a mini poster. The action continues with UFC Action Figures, 4.5 inches, 1-Pack Window Box, where four figures come equipped with personalized accessories. This is a knockout collection you won’t want to miss for Spring 2025.

### **About UFC®**

UFC® is the world’s premier mixed martial arts organization (MMA), with more than 700 million fans and approximately 283 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 975 million 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://ufc.com) and follow UFC at [Facebook.com/UFC](https://facebook.com/UFC) and @UFC on X, Snapchat, Instagram, and TikTok: @UFC.

### **About PMI**

Established in 1995, PMI is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 170 countries. PMI gives licensed intellectual properties (IPs) a vibrant existence by creating high-quality, innovative, affordable toys and collectibles. We’re here to bring the mega children’s brands and the coolest lines to kids worldwide. Our lineup includes esteemed names like Sonic Prime, Stumble Guys, Pudgy Penguins, Brawl Stars, and many others. Rooted in our purpose is the aspiration to ensure that every child can partake in the delight of play, irrespective of their circumstances.

For more information on PMI, follow them on:

- Instagram: [@pmi\\_toys](https://www.instagram.com/pmi_toys)
- Facebook: [@pmiltltd](https://www.facebook.com/pmiltltd)
- Twitter: [@pmitoys](https://twitter.com/pmitoys)
- TikTok: [@pmi\\_toys](https://www.tiktok.com/@pmi_toys)

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