



THE FORCES OF MMA IN MALAYSIA

Kuala Lumpur, 28th January 2016 - It all began with a spark that ignited the fire of the Mixed Martial Arts scene in Malaysia. The sport was relatively new in the region with a good number of ardent followers, demanding more MMA action close to home. Two giants on their own turf, merged with a goal of dominating the industry with innovative content and initiatives that will bring world class MMA to all the fans of the fastest growing sport in the world. Tune Talk is now synonymous with MMA following the monumental partnership with ONE Championship (ONE) three years ago and also by becoming the driving force behind the Malaysian Invasion Mixed Martial Arts (MIMMA), the biggest amateur mixed martial arts fighting championship in Asia, if not the world. Now, the fire is burning brighter, hotter than ever, with more innovative ideas in the pipeline.

MIMMA initially started with the aim of nurturing and growing local talents from the MMA scene by preparing a platform for amateurs to contend and put their highly honed skills and countless hours of dedicated training to the test. During its first season, MIMMA has managed to become the central entity for all MMA hopefuls, opening the eyes of the public about the limitless potential of the sport. Records were broken and benchmarks were forged in its second season, and in its third season history was made when MIMMA introduced two new categories to further enhance the development of the sport in the country, sealing its stature as the gold standard of amateur MMA in the world today. 2016 will see a continuation of hard work put into improving MIMMA as a proper platform for amateur MMA hopefuls to start their journey as well as injecting new innovation to ensure the local MMA scene stays vibrant and ever-expanding.

MIMMA has always been using its digital platform to reach the masses. From its social networking sites to its seamless livestreams, all MIMMA related materials are easily accessible and in 2016, MIMMA will be shifting most of its operations online, fully utilizing its presence, beginning with a fully digital registration process for all amateur MMA hopefuls in order to ease the flow during the day of the tryouts. It has been foreseen that in season 4, more and more talents at the grassroots level will step up to the challenge with the goal of becoming the next MIMMA champion and possibly move on to fight professionally. Several talented alumni are already fighting at the professional level. Keanu Subba and Agilan Thani are among the previous MIMMA champions who have graduated and now fighting in ONE Championship.

Victor Cui, CEO of ONE Championship stated, “The heart and soul of professional mixed martial arts lies in the grassroots. To be able to position the sport as a mainstream form of entertainment, athletes have to connect with the audience and there is no better way to achieve this than to build-up our home grown Asian MMA heroes. MIMMA has done a fantastic job at discovering new Malaysian MMA talent and we are very proud of the success we have reached over the few years we have been working together. The best part of it all is that we are just barely scratching the surface. The future does indeed look bright for MMA in Malaysia.”

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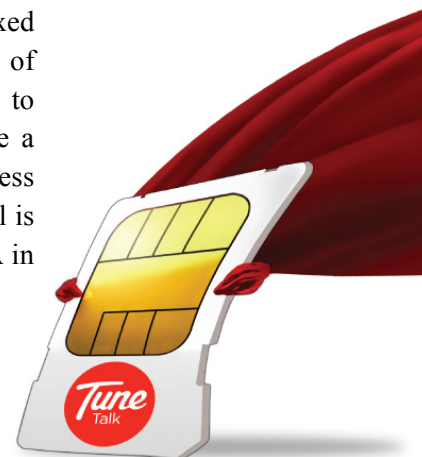
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Jason Lo, CEO of Tune Talk stated, “Initially, we wanted to adopt a sport with which we could truly associate with and we felt that MMA was it for us. It is a sport that demands discipline, dedication and passion. This aligns with Tune Talk as we are also fighters in our own right, going up against the big telcos in Malaysia. Early on, we created this great relationship with ONE Championship to ensure MMA became well known in Malaysia, but that’s not enough for us because there is a lot of MMA potential here. With the guidance of ONE Championship, we created the Malaysian Invasion Mixed Martial Arts.”

“It is 2016 and we now have 2 MIMMA Champions fighting and making a huge impact in ONE Championship. This is just the start as we expect more champions to make the transition into fighting professionally soon. Tune Talk is now the frontrunner in both the amateur and professional MMA scene in Malaysia and this will continue as it will take the Malaysian MMA scene to the next level, ensuring our goal of making Malaysia the MMA hub of the region completely materialize in the near future,” he added.

Numerous innovative ideas are already in progress which will materialize in the future and will definitely accelerate the aim of making MMA one of the main sports in Malaysia as well the new powerhouse for Asian MMA. More and more Malaysians are becoming fans of the sport with the presence of MIMMA at the grassroots level and ONE Championship at the professional level. The symbiotic relationship has proven to be beneficial to both brands and also for mixed martial arts in the region.

A strong standing cooperation, together with innovative ideas is the best recipe that will ensure the longevity of the sport in the region. 2016 marks another year of anticipated success while blazing a trail for more talented fighters to step up and prove their worth. This is the year that the action will be hot, the fights will be enormous and fighters will be ready to step in the cage to showcase their various skills. Four years ago, MIMMA ignited the fire of passion in all MMA hopefuls and now the flame is burning brightly. Who will become the next household name of Malaysian MMA?

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