



WAKO General Assembly 25th Nov 2019

World Association of Kickboxing Organisations

Agenda

- ▶ Agenda Insert





Presidents Activity Report



We must stay grounded to our roots

- Why we do what we do



Some of you may or may not be aware, I continue to teach and train in the sport of KickBoxing as a coach. Five days a week.

I have 461 students in my 8 Clubs and enjoy learning and developing with them. Teaching is one of the most rewarding parts of my day and it keeps me grounded to what I do and why I do it, we must always remember to put the Athlete first. **NO MATTER WHAT**



IOC recognition gives us massive opportunities



To start a new active year with IOC recognition only gives us so many possibilities. We know it will be more hard work, but the achievement inspires us to continue to improve and achieve bigger goals for our athletes all around the world. It is up to us to exploit the situation and the only way going forward is to act as **ONE** team embrace the WAKO family.

We will in the coming months have meetings with the IOC in order to outline future activities and improvements. I am confident that we all, as a team, will reach our future goals.

I also encourage all our members to exploit the maximum support the federation may grant as a direct consequence of our new international recognition.



MISSION ACCOMPLISHED



If everyone is moving forward **together**, then success will take care of itself



WAKO Presidential Election 2nd February 2019

Thank You

Meeting EOC President



Thank you to Tomaz Barada and Istvan Kiraly for attending with me as the WAKO team to meet with the President of the European Olympic Committees, Dr. Janez Kocijancic. The main topic was the possibility of inclusion of Kickboxing in the next European Games in 2023. It was a positive and progressive meeting and the future looks bright for our sport.

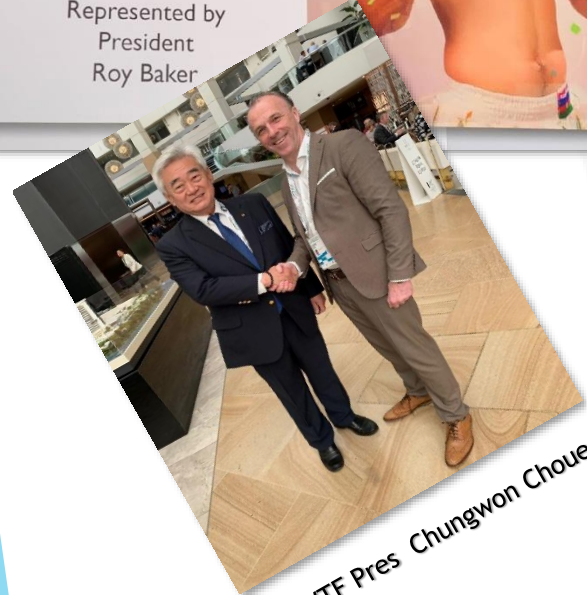
SportAccord Convention Gold Coast Australia

GAISF President mentioned especially WAKO and our approach and our willingness to share and to engage with other sports. We feel very humbled.

Ofan Sanzade was awarded by IWGA President MR. Jose Perurena as a result of our athletes 3 place as Athlete of the Year.



It was a great pleasure formally meeting the IOC president that officially welcomed WAKO in the IOC family. Thank you Espen Lund for your great work and commitment to our sport.



WTF Pres Chungwon Choue



VP GAISF - Stefan Fox

SportAccord Convention



Mr. Steve Mistrot Vice President,
IWG org Committee Sport



Former Secretary General UN
Ban Ki-moon, Korea.



President of ARISF-
Raffaele Chiulli

SportAccord Convention Schedule

- a **VERY** Busy week for President Roy Baker and VP Espen Lund.

	Sunday 5	Monday 6	Tuesday 7	Wednesday 8	Thursday 9	Friday 10
08:00						
08:30			Opening Conference		IWGA Assembly	
09:00			United through sport	Protocol Sports Marketing		GAISF Assembly
09:30				WKF - Antonio	Kickboxing Combat Zone	
10:00	IOC meeting (Meeting room 1, Ground floor)	Nenad Lalovic Wrestling President		Francois Carrard	9:30 - 10:30	
10:30		Birmingham, Steve M	Francis - Planning Combat Zone			
11:00		Booth	At Hotel	N.Majali - Jordan + Joel Bouzou		
11:30			11:45 - Thomas Bach			
12:00	GAISF meeting (President office)		IOC - Andrew	Marsh - insurance		
12:30				Various: Sport Data and Event/Niclas - Budapest - Masterships	IWGA Cocktail Reception	Kickboxing Combat Zone
13:00						12-12-50
13:30		ARISF Assembly 13:30 - 17:30	Hans Natorp, <small>dir</small> Sport Event Denmark			
14:00		AIMS Assembly 14:00 - 16:00	Pierre Geremau, <small>GAISF</small> Booth .sport	IOC - ARISF Workshop	Kickboxing Combat Zone	
14:30			flexible time.	conf room 2 Arena 18	12:30 - 14:30	Kickboxing Combat Zone
15:00			FICS meeting		Sports-Pro Paul Guest	14:30 17:00
15:30			At booth			United through sport
16:00					WADA - Laetita	Closing Confrence
16:30			Olympic Channel - Palfrey or Farber	SportAccord Assembly		
17:00						
17:30					Judo - Larissa	
18:00		AIMS - ARISF reception		Sports Festival Open	Combat Games meeting - Room nr 5	
18:30						
19:00			SportAccord Opening Ceremony		SportAccord	
19:30				VIP Dining Oceanfront	Closing Event	
20:00				Queensland Governm.		
20:30						
21:00						Roy Depart
21:30				Hats Off - AIMS		
22:00						

Opening of the New IOC headquarters

I had the pleasure of being invited to the opening ceremony of the new IOC headquarters alongside all the IOC recognized sports presidents by Mr Bach, it was a great honor for WAKO to receive this official invitation.



IOC President Mr Bach receiving a sustainability award for the new IOC Headquarters. Congratulations to our President



Nadia Comăneci 10 times Olympic Champion. I can remember watching her incredible performance as a boy with my family a great honour to meet her



The NEW IOC Headquarters one of the most sustainable buildings in the world today.



Internal staircases mimics the five ring design

Be PROUD

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a dynamic, modern aesthetic. The text 'Be PROUD' is centered in the white space on the left.

BE PROUD = Development of the Za'atary project

- Mrs Nesrin Ahmad Mjarish will be our new resource

It is a pleasure and pride for me to introduce our new hero in the Za'tary refugee camp in Jordan, Mrs Nesrin Ahmad Mjarish. In June she will start the woman self-defence programme after a thorough guidance from our former world champion Emanuele Bozzolani assisted by Tirill Nanett Bjørnstad Næss. Emanuele is a specialist also in self-defence programmes and have coached Nesrin and other female coaches.

Nesrin will indeed make a difference to give our fellow Syrian friends hope in a situation difficult for others to understand. WAKO will follow up Nesrins daily development and we wish her good luck as our new hero.

Already implemented and well developed is the aggression management programme under the leadership of Ali Hussein Alkhaldi.

Thank you to our partner Peace and Sport that make us able to be a part of what matters – Live together programme

#BecauseWeCare



"LIVE TOGETHER" PROGRAM

Z'AATARI REFUGEE CAMP JORDAN



This program aims to address the educational, social and developmental **needs of refugees** of all ages **through sport**.

The UNHCR, NGOs, the Jordan Olympic Committee and International Federations are involved.



Boys learning to manage aggressiveness through kickboxing

WAKO cooperates with Peace and Sport to foster the **self-esteem** and **confidence** of refugees through the practice of kickboxing.

25 Syrians have been trained to become Kickboxing **instructors**.

Hundreds of children will benefit from the **positive values** transmitted by **kickboxing**.



Women and girls training on self-defence



BE Proud Australia receive Government Recognition in November

- Thank you WAKO Australia

Great activity during the Sports Festival at the Gold Coast, where WAKO Australia organized both demonstration and also some very entertaining K-1 fights for the audience in the park. Congratulations to an amazing winner Khudadad Haidiri, a future star in WAKO.

May I as President also congratulate WAKO Australia and President Francis McArdle for a massive development in the region. You inspire us Francis.



Be Proud: 1st Spanish Championship for disabilities

- It is all about inclusion

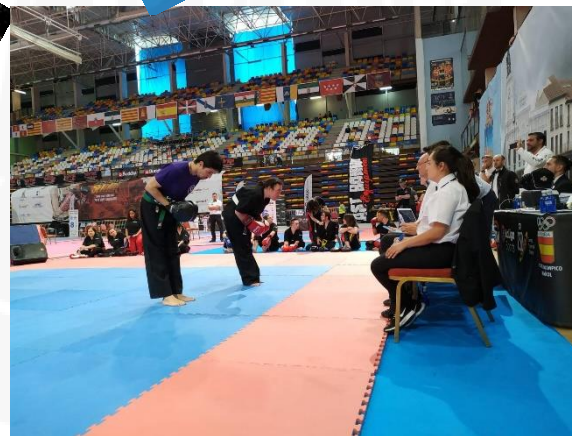
It is with great pleasure to announce that during the Spanish Championship 3-5 May the first competition for disabilities was organized and with 16 participants.

We congratulate the federation for the initiatives and for being in front to develop such important activities.

As a consequence of this WAKO will during its next Athlete Corner invite for a presentation in order to learn a share of this experience and to ensure other NFs follow in the same pathway.

It is all about respect and inclusion, simply because we care and to have the guts to actually do it.

Congratulations to Spain!



Be Proud: WAKO Kickboxing Included in 2019, 30th Sea Games



All 11 members of Southeast Asian Games Federation are expected to take part in the 2019 SEA Games. Below is a list of all the participating NOCs.

- Brunei
- Cambodia
- Indonesia
- Laos
- Malaysia
- Myanmar
- Philippines
- Singapore
- Thailand
- East Timor
- Vietnam



Be Proud. WAKO Asia Activity

- Great development in Palestine

WAKO activities in Asia are mobilizing and developing



Tamer Baker WAKO IF A class referee, was honoured to receive an Excellence in Sports award presented by the Palestinian Olympic committee's president, Jibreel Rjoub

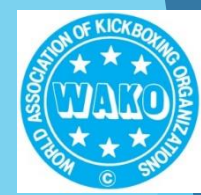


WAKO Arabian Federation Leadership



WAKO Korea Activity

Be Proud: WAKO represented in the arabic community and leading the way in gender equality/Asia



The President



A great achievement by President of Arab Federation of Kickboxing Sport Basel Al-Shaer. The congratulations of WAKO IF. Dr. Basel Al-Shaer, President of the Arab Federation of Kickboxing and Advisor to the Union of Arab National Committees, was appointed as a member of the Executive Office of the Union of Arab Sports Federations, chaired by His Royal Highness Prince Talal bin Bader bin Saud bin Abdul Aziz, Chairman of the Arab Sports Council.



We are pleased of informing that on Sunday, December 9th, 2018, in Dubai (United Arab Emirates) Mr. Driss EL HILALI, WAKO Board member, was appointed as a member of the Executive Office of the Union of Arab Sports Federations, chaired by His Royal Highness Prince Talal bin Bader bin Saud bin Abdul Aziz, Chairman of the Arab Sports Council.



Arab Leaders, congratulating the New President of WAKO at the EGA in February

Under Direction of Arabian National Olympic Committee, The Arabian Kickboxing federation appointed its first Female board member and in honour appointed her VP. Congratulations Mrs Suzanne Mustafa



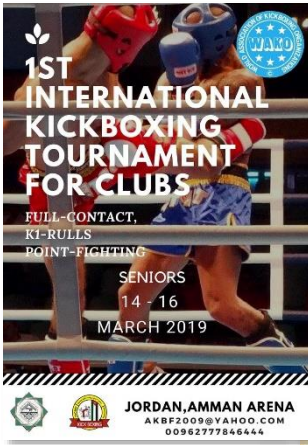
Be Proud: Great inspiration in Amman, Jordan 14-17 March

Tournament – Friendship –
Learn and Share –
Understanding – Peace –
Harmony – Development –
Publicity

This was the result of a weekend packed with activities.



- Number of participating clubs - 412
- Number of fighter's - 320
- Countries - 16
- participating referees - 36
- referees from countries - 10
- Participants in coach seminar - 32



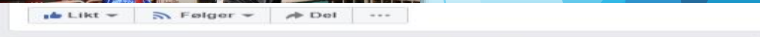
“وجه الدولي رئيس اللجنة العربية العالمية وباسم اتحاد اللجان الوطنية العربية العالمية الذي هو من قمة العرب العالمين، ونحن في احدى صوره الدولي رئيس الاتحاد العالمي الذي يمثلنا جميعا مع فعاليات هذه منظمة عالمية والتي تضم الكشافة العربية وتطوير الحركة الوطنية العربية والعالم الى الامام و الذي يمثل هذه منظمة عالمية وراء العلم والبريد والبريد على البنية التحتية في العالم العربي من اجل تطويره وسنعمل على الحفاظ والتطوير على هذه منظمة العالمية التي يمثلها العرب العالمين جميعا.”



Jordan Olympic Committee
اللجنة الأولمبية الأردنية
@JordanOlympicCommitt

- Startside
- Innlegg
- Videoer
- Bilder
- Anmeldelser
- Om
- Twitter
- Samfunn
- Informasjon og annonser

Opprett en side



Jordan Olympic Committee اللجنة الأولمبية الأردنية
17. mars kl. 09:29 · G
الجمعية العمومية للاتحاد العربي لللكيك بوكسينج تعقد اجتماعها في عمان بحضور رئيس الاتحاد الدولي اهدى الفخامسيون : www.joc.jo/ar/news/2757
196 الاردن 196 الرياضة_الأردنية



Be Proud: Peace and Sport White Card 2019

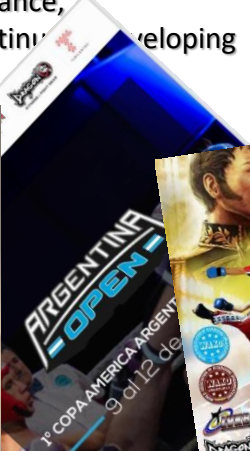


Be Proud Pan Am Is Growing every day.

Pan America continues to increase its activities and relevance, congratulations Pan America for continually growing continually developing you are on the right path.



President of Pan AM Mr Paulo Zorello & Carlos



Congratulations: New Acting President in WAKO Europe

- WAKO know the organization is in good hands with Istvan Kiraly

Statement From Mr. Kiraly

Anyone who worked or has been working in kickboxing for the past 35 years has heard my name. You all know me, and know that I have always been aiming for the maximum. Every time I had set an objective for myself, I tried to achieve it fully and maximally. I always work in a team. I believe that carrying out a huge task is only possible if the best possible team is behind it. Now that I can lead WAKO Europe, my goal is to create a team like that.

Therefore I am asking all of you to aid my work in this. Let us create a team where we, the coaches and leaders can effectively help the work of the athletes, coaches and of course, the work of the referees.

Just like in a company, those who start from the bottom can truly become good executives, maybe starting by writing mails and then working their way up to the position of executive officer. I feel something similar regarding my position in the sport of kickboxing. Naturally, I have experience in leadership, as I manage my several companies in Hungary, so the leadership itself not exactly new to me. However, in sports, I think I started out where anyone who strives to become a good leader does. Some started at the ring, some at the tatami. I began my career at the tatami and I enjoyed it very much. I experienced everything that makes kickboxing a sport. I experienced every joy and sadness that helps in shaping the soul and personality. I think I can make great use of these experiences in leading the European Federation.

In the last 33 years, since I started to coach, I had discussions and tried to make progress with many of you, luckily with great success. I encourage you all to keep up with this work friendship, this experience-based, forward-looking and always effective communication. Let us work together on keeping European kickboxing on the same high level of quality it has kept for years. Let us achieve the level in which the athletes, coaches, referees and the Board of WAKO Europe communicate through the same channel.

I have made it my objective to help the problems and unresolved tasks of the athletes, coaches and referees reach the Board and its decision-making body more effectively. This way we can sit at the table with those who created and who sustain and improve this sport: the athletes, the coaches and the referees.

I, as a leader, must always strive with cooperation to sustain this healthy symbiosis which must be present between the management and the elements that make up the sport itself just like you do. This is based on humility and service, just as a leader treats the sport as well as the people, organisations and units within it with humility and service.

Please, do not think that you cannot turn to the European leader with smaller issues. I am asking you to open up your mind and soul and to not hesitate to come to me with your problems and complaints either as an athlete, referee, coach or a leader. I believe that solving our problems and conflicts is the way to progress. When everything is clear and we are all looking in the same direction regarding the future of WAKO Europe, we will fight as one for the development of our sport, and when we fight as one for inclusion at the Olympic Games, these small issues can affect the outcome. I truly trust our cooperation will be fruitful, that my strength will last and that I can count on you in this work.



Be Proud Nigeria

- Nigeria is very active in Africa

WAKO Nigeria NG organized Referees, Coaches and Judges seminar. Pictures from the recently National Kickboxing Technical Courses for Coaches Referees and Judges holding at the indoor Hall of Samuel Ogbemudia Stadium Benin City, Edo State.

The National Federations Presidents, Secretary Generals and Technical Directors Meetings with the Sports Minister of FMYS. MYS - Federal Ministry of Youth and Sports. Anti Doping Seminar was organised for All National Sports Federations to be WADA Current Compliance. It is also important to mention the splendid relationship with the Ivory Coast.



BE Proud WAKO Africa Region 5

- Solid event again in South Africa

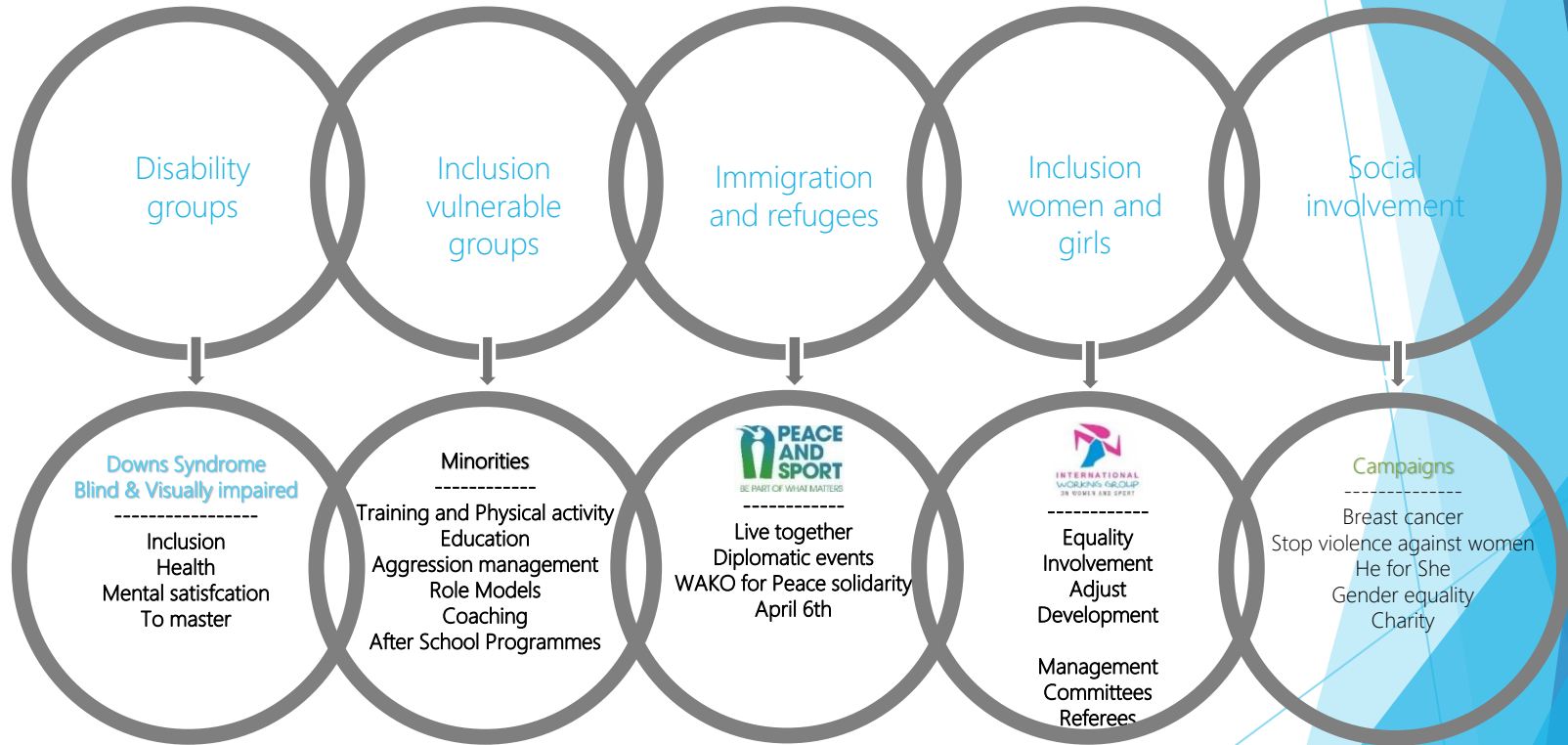
WAKO Africa Region 5 Kickboxing Confederation hosted its International Ring Event in Low Kicks between Angola AO, Mauritius MU and South Africa ZA held at the Sandton Convention Centre/ Arnold Classics Africa on the 18th of May 2019. The Athletes gave a phenomenal performance creating a great interest in Kickboxing at this event. The crowd cheered these athletes on from start to finish creating a great ambiance as the athletes put on a professional performance. Special Thanks to WAKO Angola President Mr Carlos Ramjanali, WAKO Mauritius MU President Ms Isabelle Jeannot, WAKO South Africa ZA President Mr Patrick Carney and Mr Aslam Mahomed for creating great opportunities for our African Kickboxers. The event was a huge success showing true African Kickboxing Spirit. Well done to All the African Athletes that competed and all those that made the event a huge success. Arnold Schwarzenegger came to the ring to visit the Kickboxing athletes, Referees and Organizers. It was a very special moment as everyone gathered around to meet the "Terminator" and take photos with him.



FOCUS

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The kickboxing focus



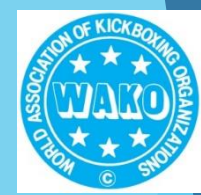
Equality & Hope



Referee Camps

- Great development in Italy

Referees are a big part of WAKO's development and success. It is therefore a pleasure to see the seminars held in Cesenatico in Italy. Thank you Italy, you inspire us and Bulgaria great job



The President



Coming up is the Referee Academy 18th to 22nd of July in Bansko, Bulgaria.

International Kickboxing Day

Saturday 30th November

We ask All Presidents to

- Initiate your members and clubs in this very special day annually
- Use the branding material we send you (This week)
- Activate on Social media
- Focus on the Athlete
- Focus on fair play
- Focus on Kickboxing



Point Fighting • Light Contact • Kick Light • Full Contact • Low Kick • K-1 • Musical Forms

WORLD ASSOCIATION OF KICKBOXING ORGANIZATIONS
WAKO

INTERNATIONAL KICKBOXING DAY
NOVEMBER 30TH 2019 DAY

Point Fighting • Light Contact • Kick Light • Full Contact • Low Kick • K-1 • Musical Forms

#ONEWAKO #ONECHAMPION

LOW KICK / K-1 RULES / FULL CONTACT / POINT FIGHTING / LIGHT CONTACT / KICK LIGHT / MUSICAL FORMS

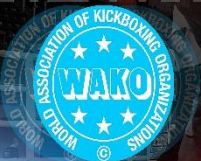
NOVEMBER NOVEMBER 30TH 2019

INTERNATIONAL KICKBOXING DAY

LOW KICK * K-1 RULES * FULL CONTACT * POINT FIGHTING * LIGHT CONTACT * KICK LIGHT * MUSICAL FORMS

KICKBOXING

#ONEWAKO



#ONECHAMPION



KICKBOXING

#ONEWAKO



#ONECHAMPION



KICKBOXING

#ONEWAKO

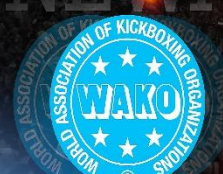


#ONECHAMPION



KICKBOXING

#ONEWAKO



#ONECHAMPION



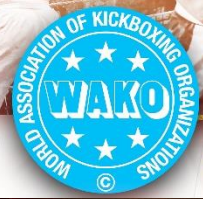
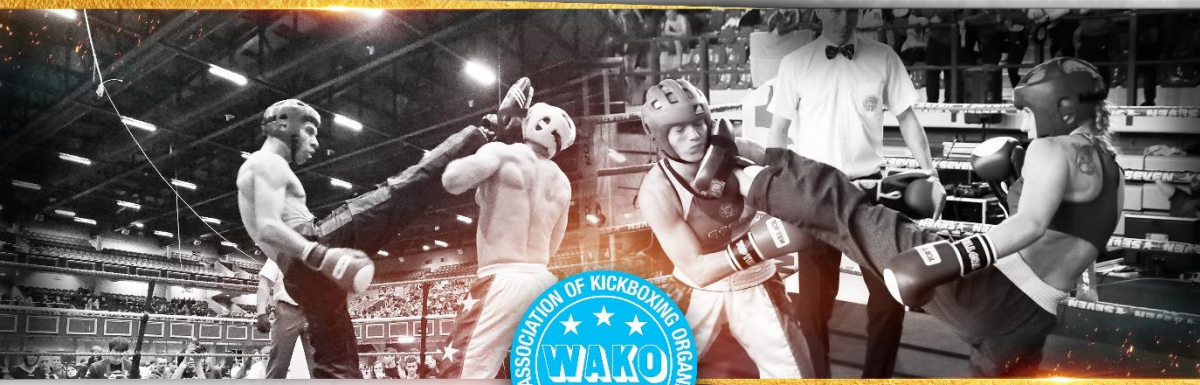
Focus on Discipline Growth/Development



Focus on Athlete Empowerment



FULL CONTACT FULL CONTACT



#ONEWAKO

#ONECHAMPION



WWW.WAKOWEB.COM

ACHIEVE GREATNESS

WWW.WAKOWEB.COM

WAKO



Achieve Greatness



Focus on Achieving Greatness for our sport



We are Growing

Represented in 5 Continents

137 affiliated federations, still growing

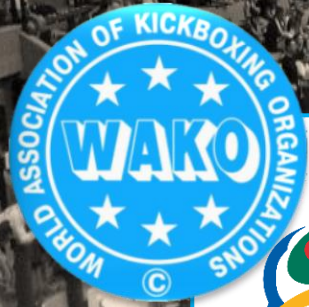
3 + Million Members

100 + federations nationally recognised by Ministry or NOC

Approx 187 international events yearly

Extensive participation of women

Extensive participation of youths



RECOGNISED BY AND MEMBER OF: ➡



Member of:



INTERNATIONAL OLYMPIC COMMITTEE

WE ARE ON THE RIGHT WAY ➡

**Next Steps – European Games - Asian Games – African Games – Pan America Games – Oceania Games
University Games – Youth Olympic Games – Summer Olympic Games – Mediterianian Games –
Commonwealth Games – Sea Games** ➡

BUT WE HAVE ISSUES

- 1: Continental Activity
- 2: Discipline development
- 3: Gender participation (Asia)
- 4: Doping Education
- 5: Rules understanding and adherence
- 6: Consistency in **standards** at championships (Hotels/Transport)

Focus

Discipline/Referee Development Seminar Australia (June)
Discipline/Referee Development Seminar South Africa (March)
National Governing Body weekend workshop (Sharing best practice)

Removal of Non active/Payment - Non Responsive countries (Ghost)

The following countries have not paid their fees in the last four years and have not responded to numerous requests from the Administration office of WAKO

Africa Congo Egypt MAURITANIA ZIMBABWE	Asia AFGHANISTN BARHAIN LAO PDR MONGOLIA OMAN	Europe LUXEMBOURG MALTA	Oceania SAMOA	DOMINICAN REPUBLIC GUYANA PARAGUAY URUGUAY
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WAKO Championship 2020 - 2023

2020 WAKO World Championships Belgrade Serbia Junior/Cadet

2020 WAKO EC, Antalya, Turkey. All Disciplines October 3rd - October

2020 WAKO Asian Championships, ?, Korea,

2020 WAKO Pan American Championships, Brazil.

2020 WAKO African Championships, Cameroun,

2020 WAKO Oceania Championships , Senior/Junior/Cadet, Australia

2020 WAKO Europe . Antalya. Turkey.

2020 WAKO IF Cadets and Junior Championships, Belgrade, Serbia,

2021 WAKO EC, Seniors / Vetrans Hungary.

2021 WAKO WC , Senior, Moscow Russia

2022 WAKO World Championship Cadet and Junior championships, Hungary.

2022 WAKO EC, Junior Cadet Hungary.

2023 WAKO Senior WC, Dublin Ireland

2023 WAKO Junior/Cadet EC, Ishmir, Turkey (TBC)

2016 -2019 Statistics

WAKO World Championships 2016 -2019 Inclusive

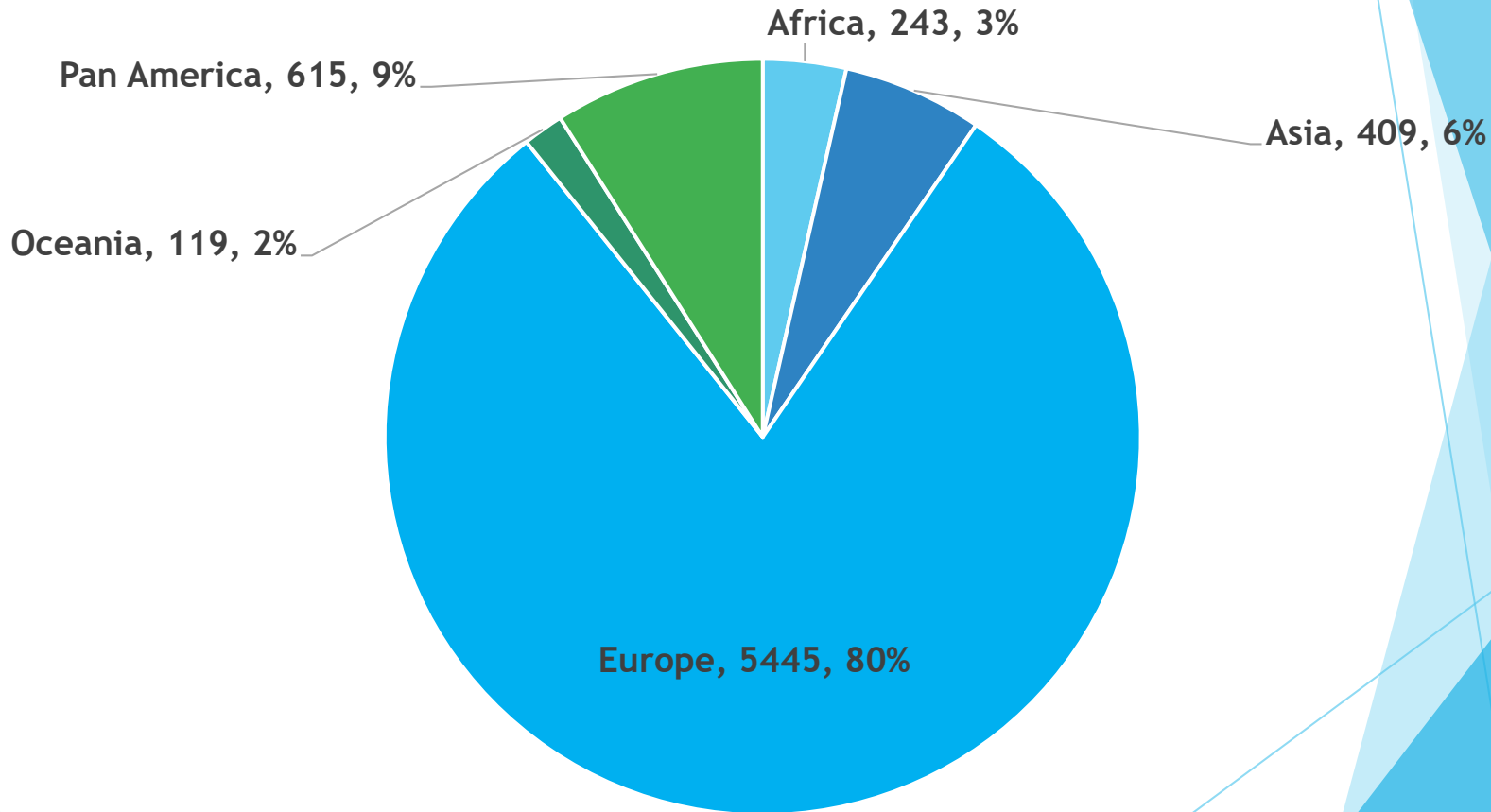




CONTINENTAL PARTICIPATION

Participation

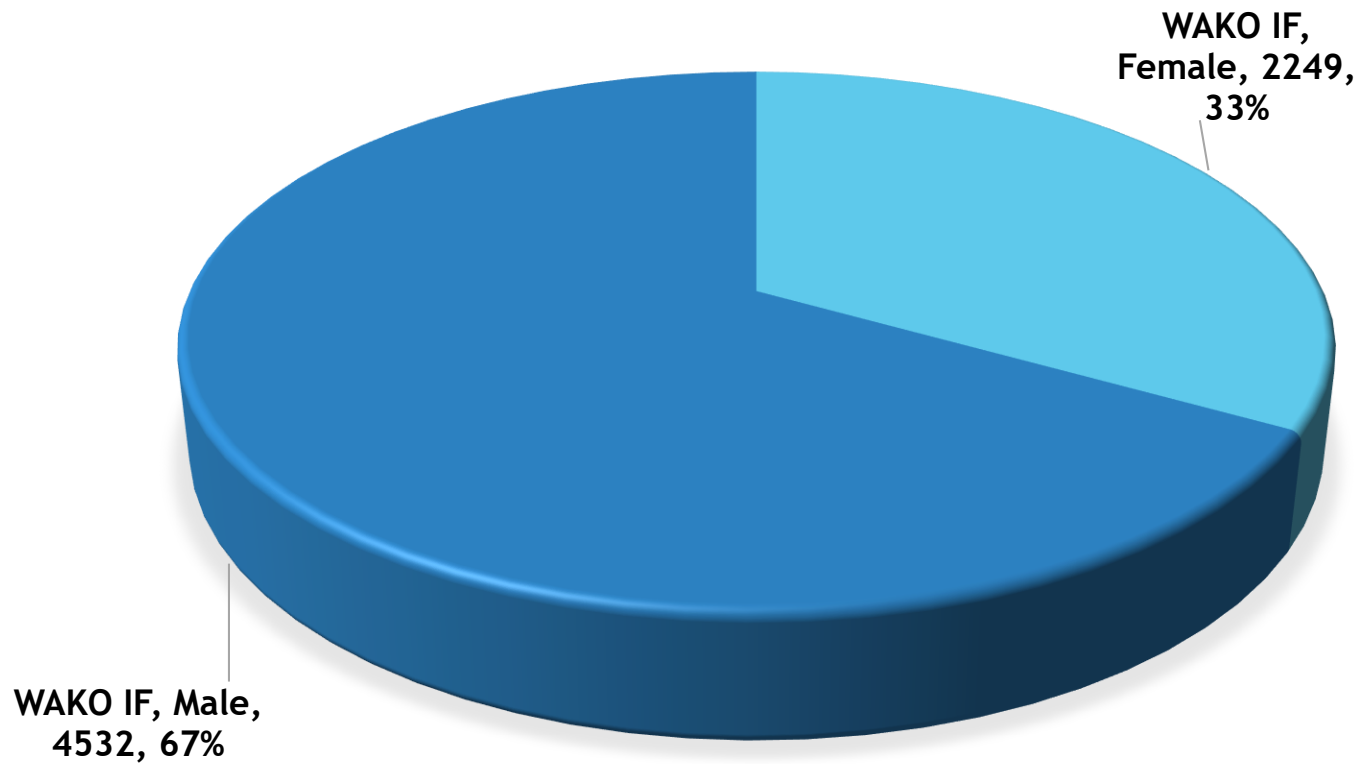
Continental Participation 2016-19





Gender Balance

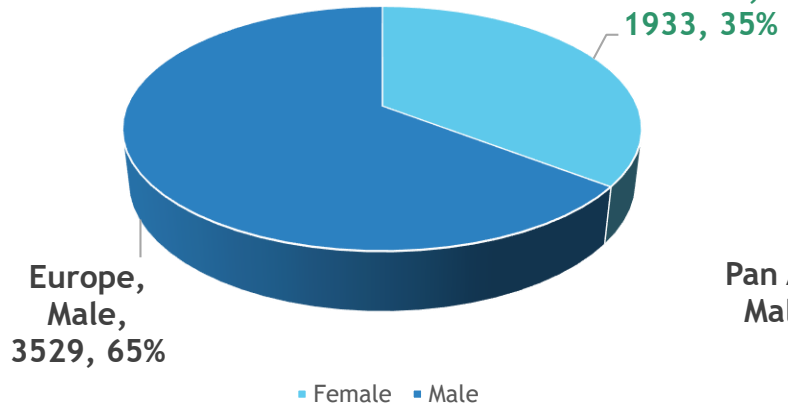
WAKO IF Gender Balance 2016-2019



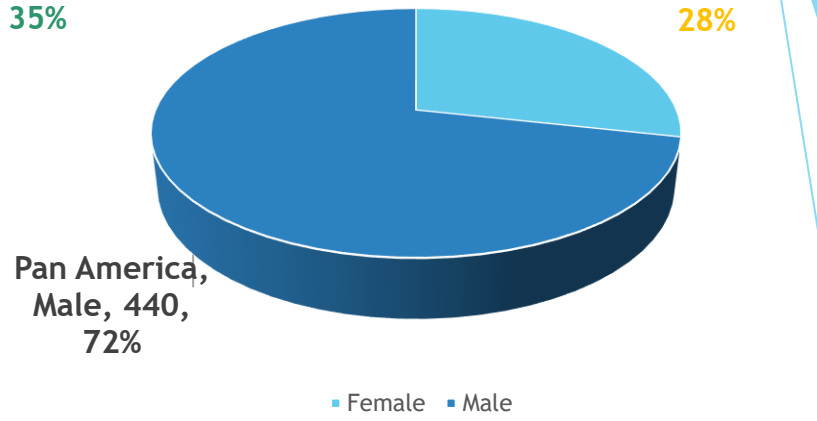
Continental Gender Balance 2016-2019



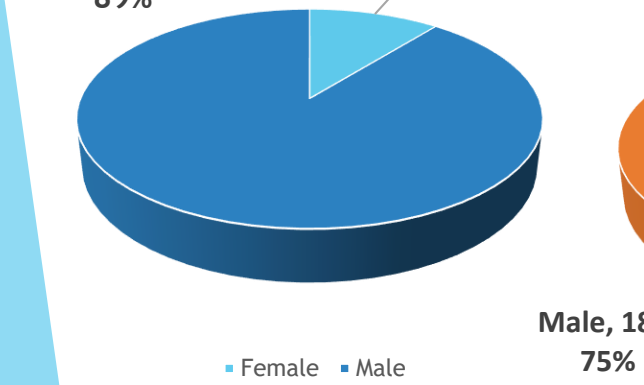
Europe



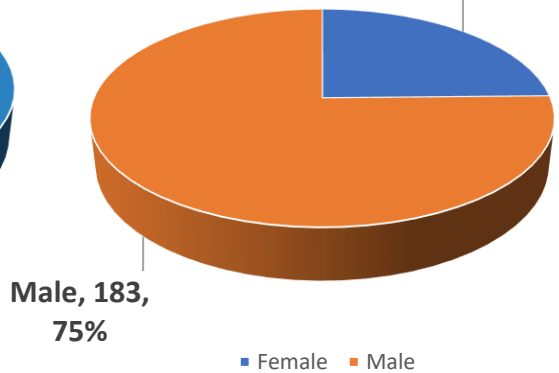
Pan America



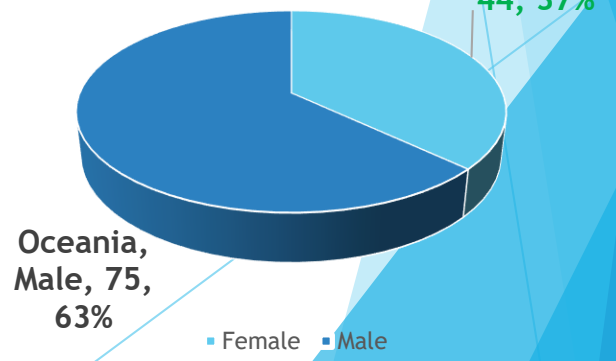
Asia



Africa



Oceania





KICKBOXING

TATAMI

RING

**POINT
FIGHTING**

**LIGHT
CONTACT**

**KICK
LIGHT**

**MUSICAL
FORMS**

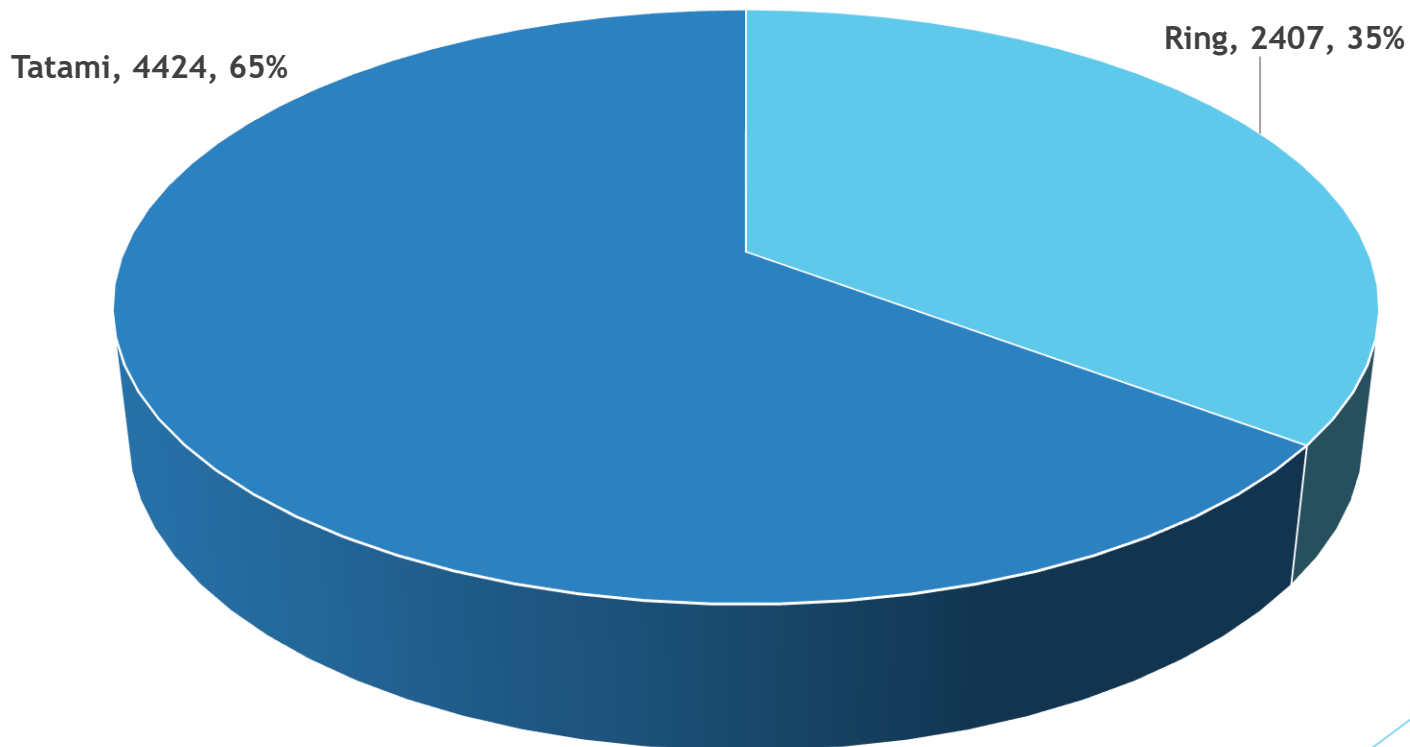
**FULL
CONTACT**

LOW KICK

K 1

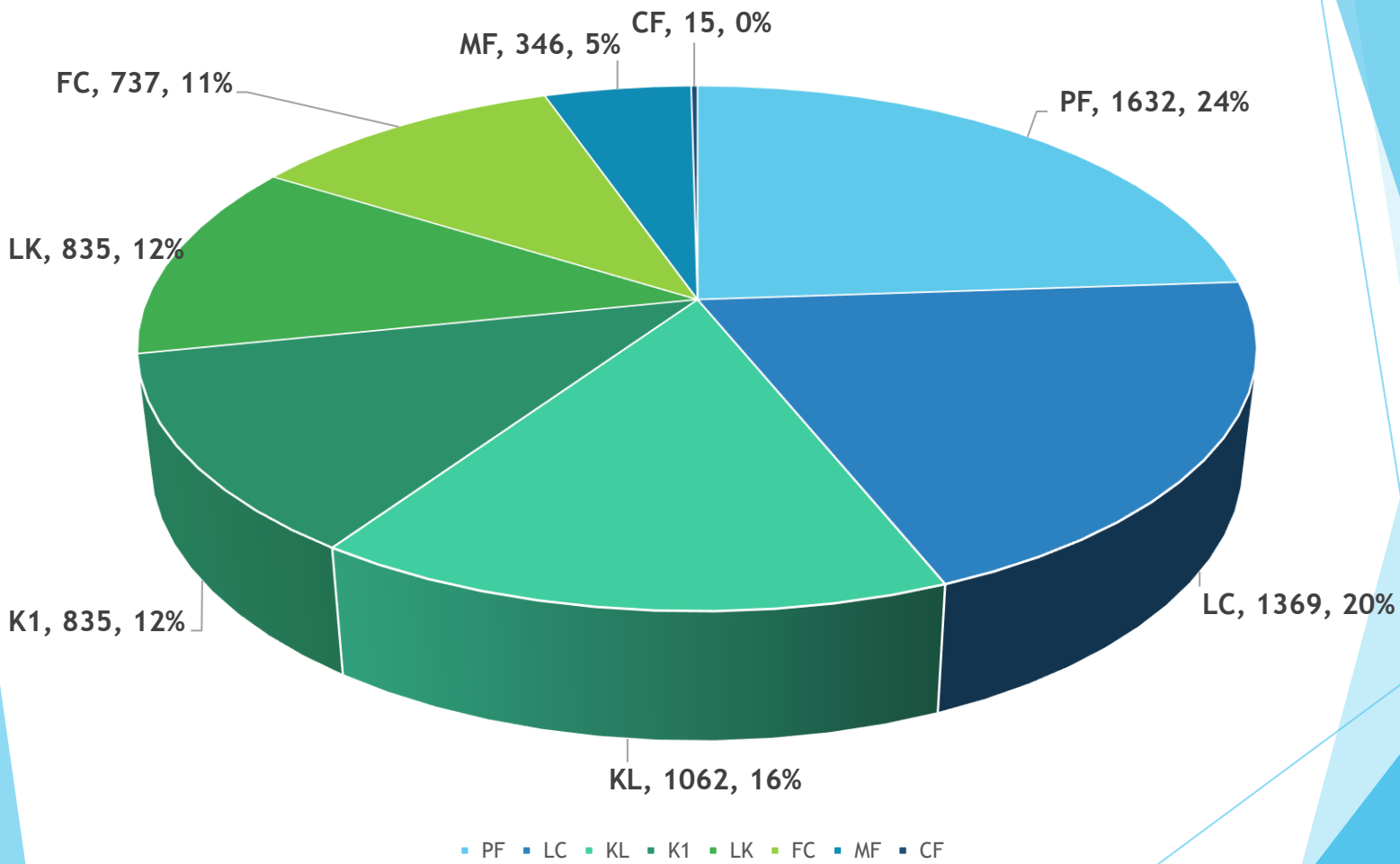
DISCIPLINES OVERVIEW

Ring/Tatami Split 2016-2019

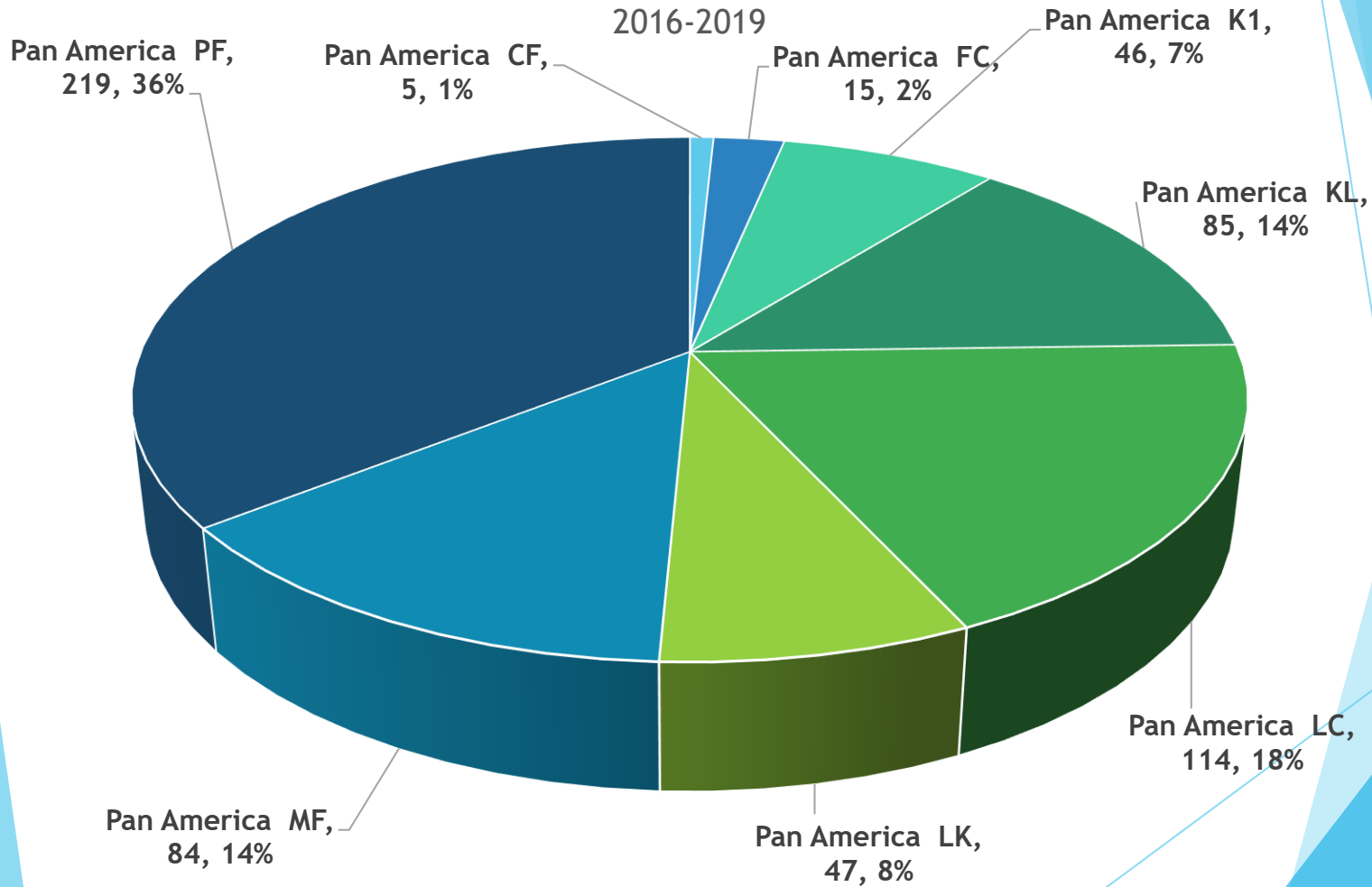


■ Ring ■ Tatami

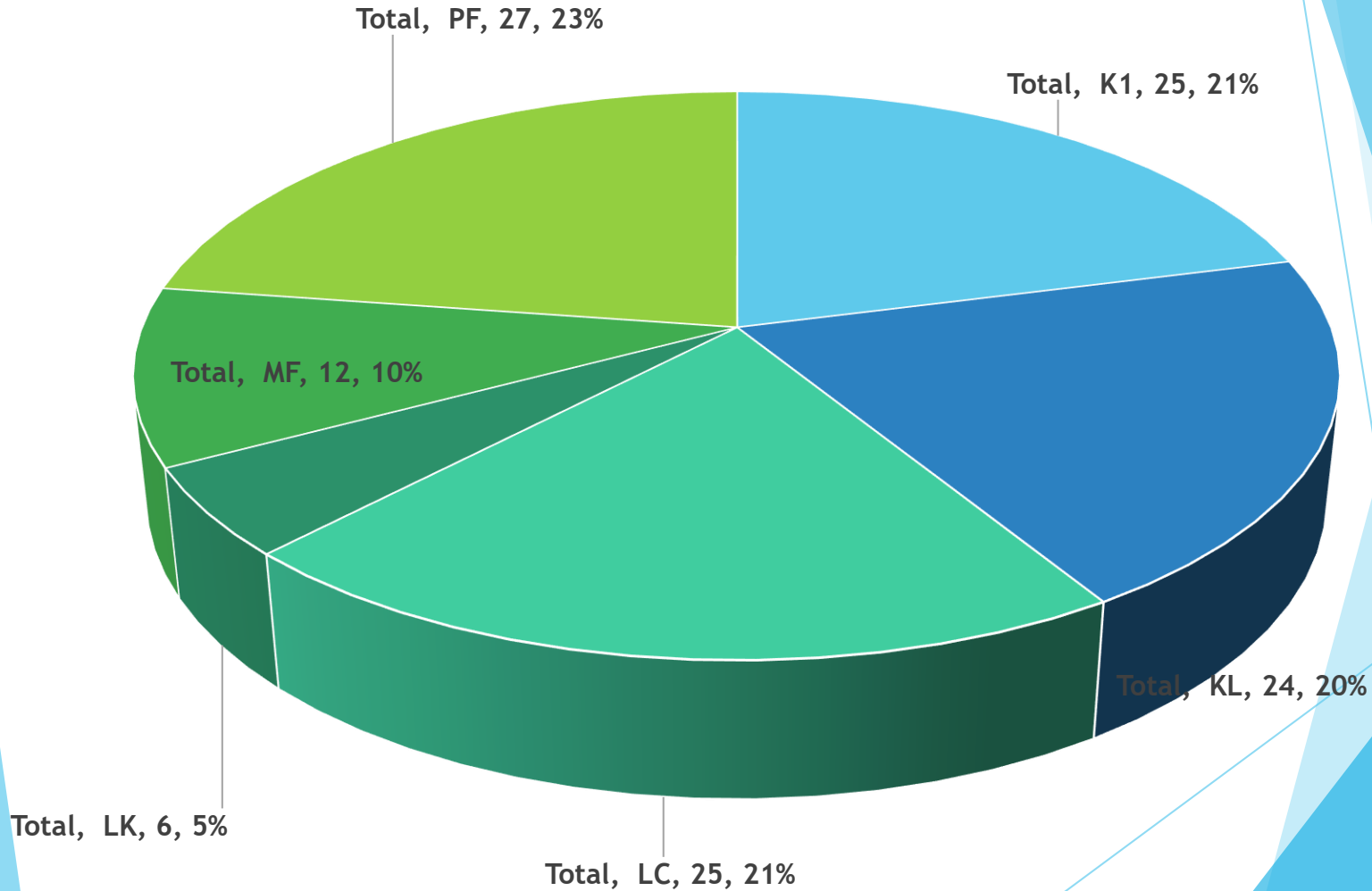
WAKO IF Discipline Registrations 2016-2019



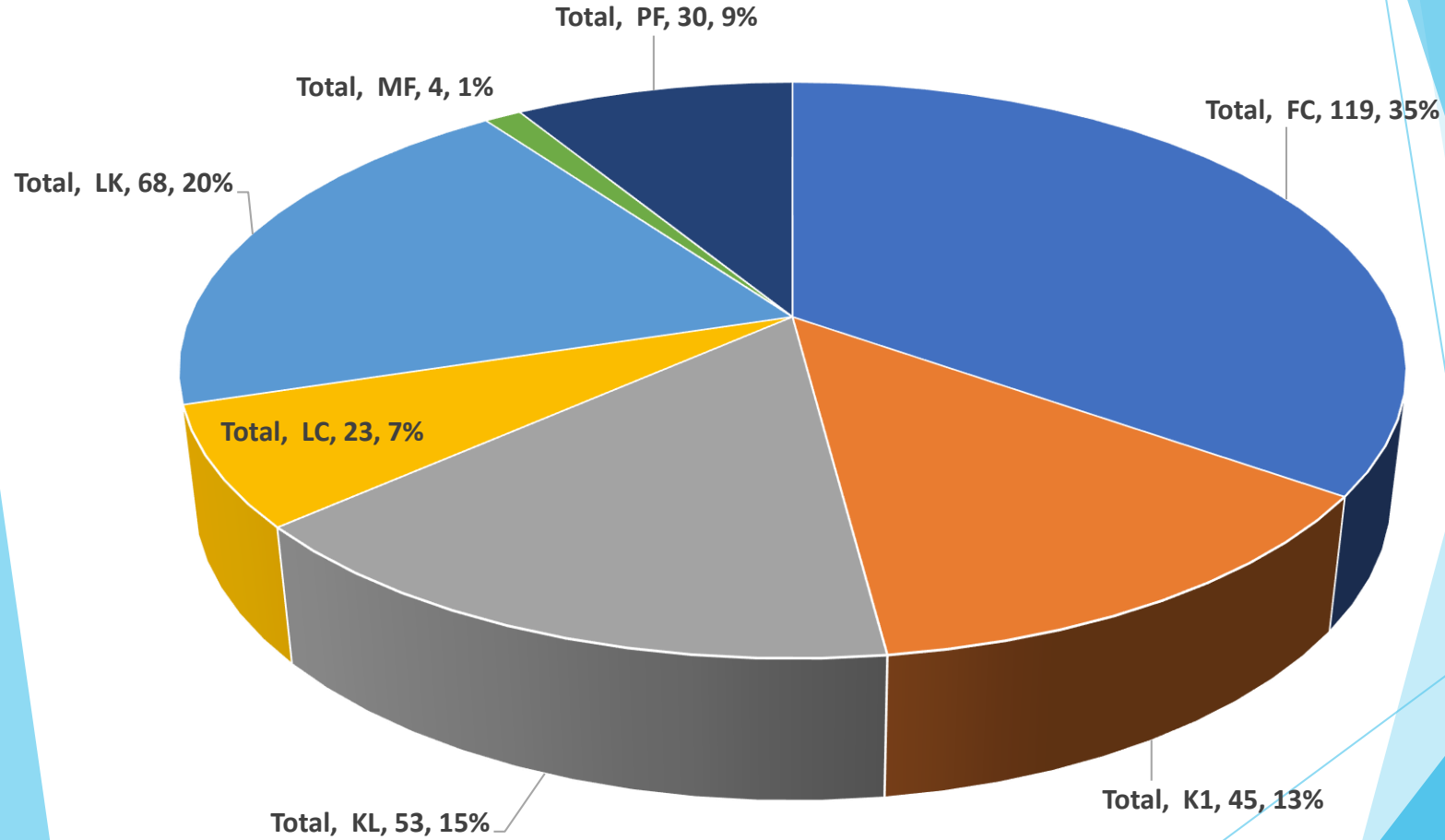
Pan America Discipline Breakdown



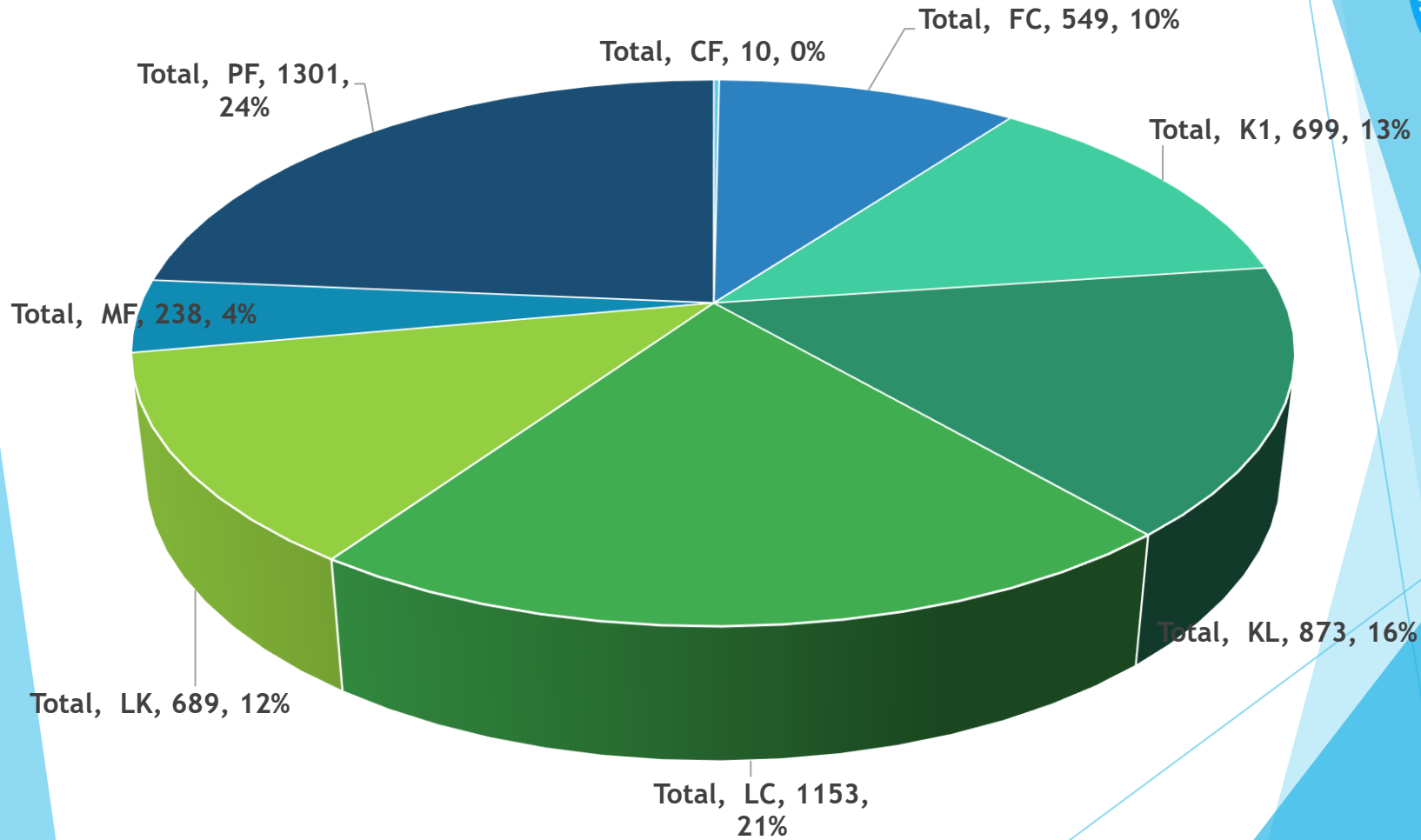
Oceania Discipline Breakdown 2016-2019



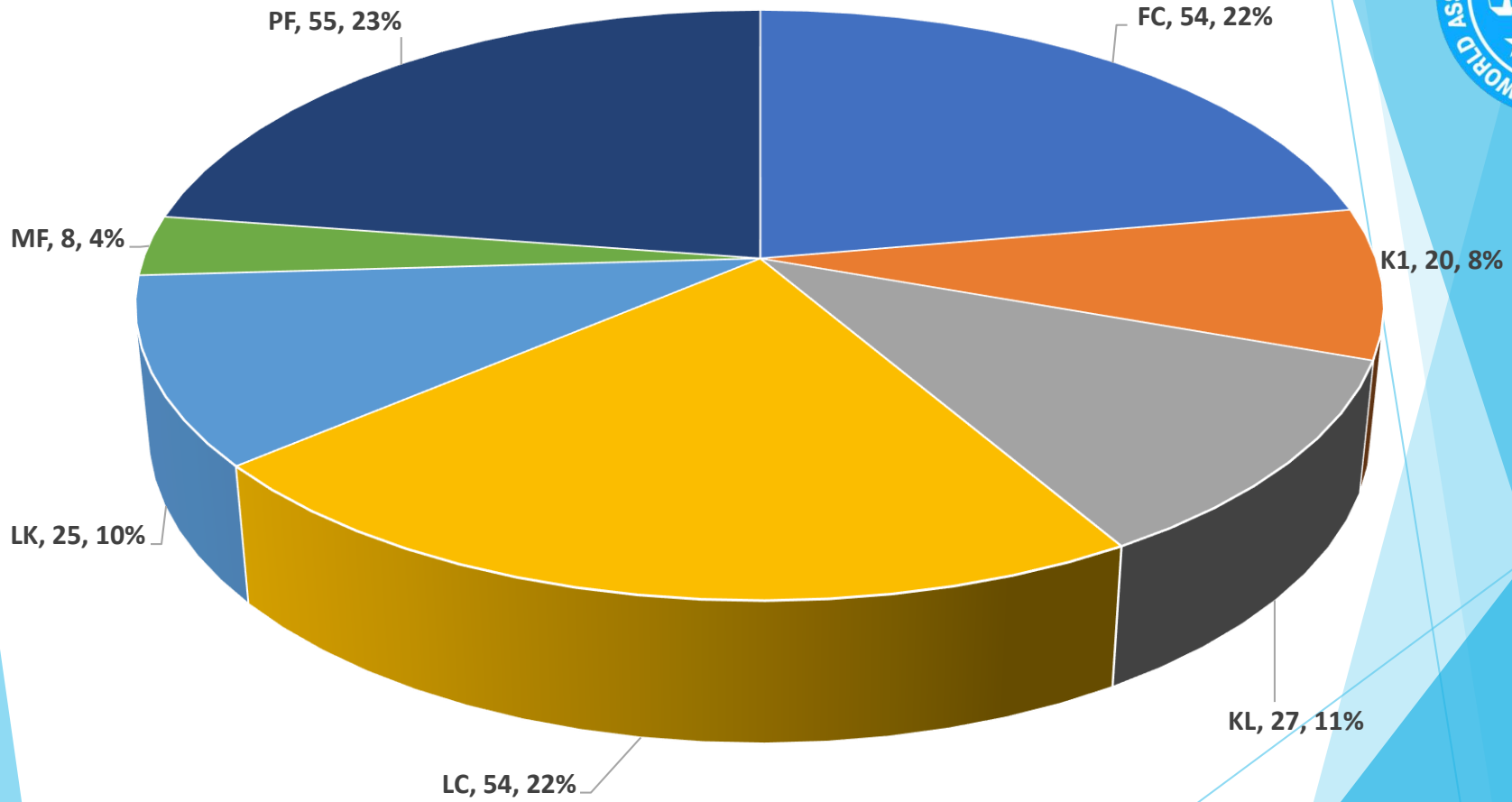
Asia Discipline Breakdown 2016-2019



Europe Discipline Breakdown 2016-2019



Africa Discipline Breakdown 2016-2019



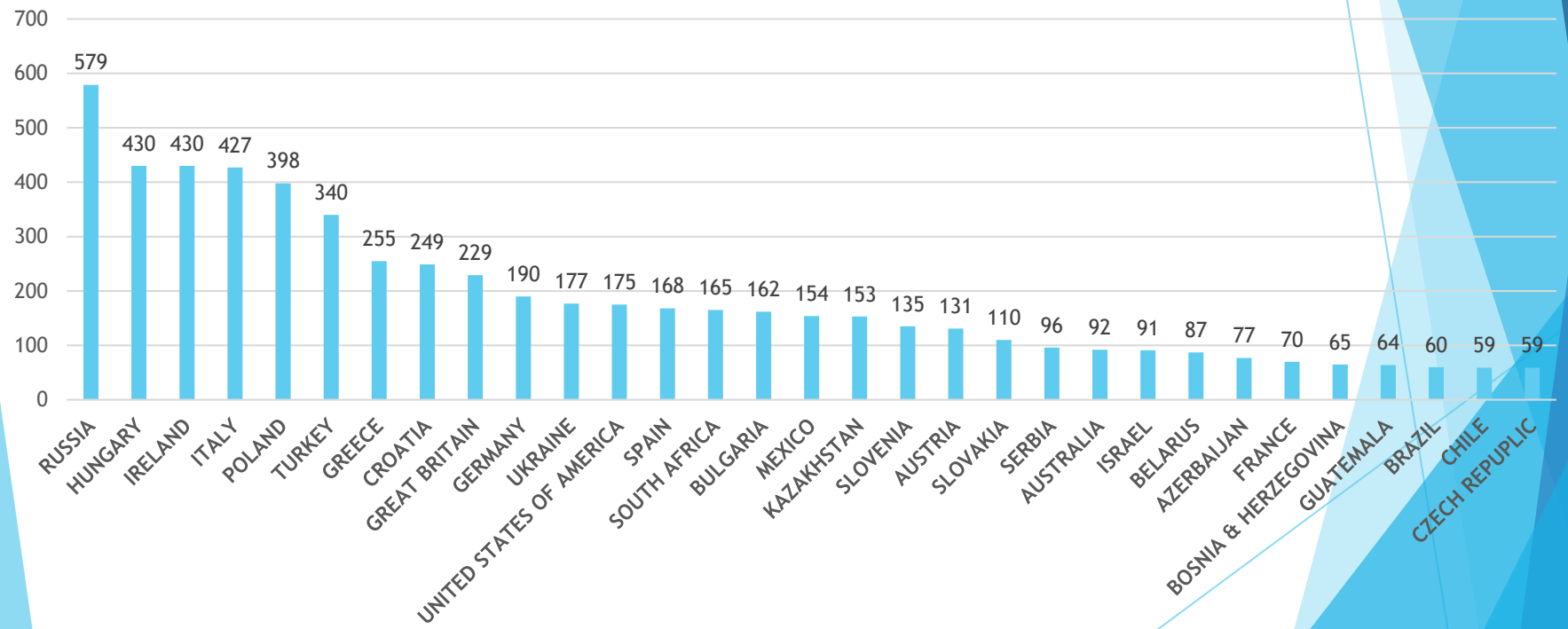


PARTICIPATION COUNTRY OVERVIEW

1 - 31 Participation WAKO WC 2016-2019



Top 31 Countries Participation



WAKO Athlete Corner



Ownership



IOC Athlete Career Programme

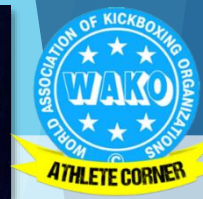
In cooperation with The Adecco Group



Tonje Hinze, ACP manager of Norway NOC and a member of the IOC ACP coordinator group was present in Budapest. She guided the athletes and coaches, got signatories at the athletes hub, used the IOC Apps, card games and brochures. We anticipate several hundreds visitors.



Fair Play is essential



During the Championship week WAKO had a Fair Play campaign continuously influencing athletes, referees, officials and coaches. Hundreds of pictures was taken and information handed out continuously focusing on Fair Play, attitude and respect



Ownership

Agression Management
Self Defence for Women



Live Together Program
Za'atary Refugee Camp





Ring 1
Paulsbyen (NOR) v Olcucu (TUR)
Full Contact Finals



WAKO World Championships 2015
Team Event

WAKO STREAMING

Mandatory at all Championships and World Cups



Ownership



Streaming concepts
(mandatory)

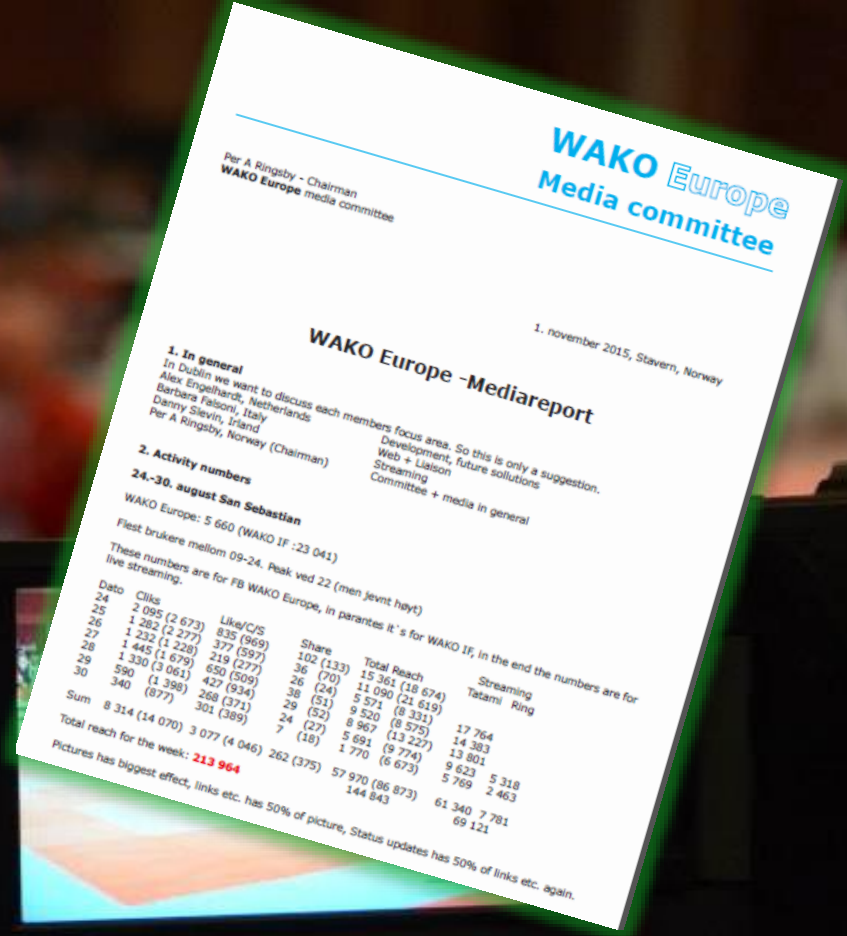
National media
(normally represented in Championships)

International media
(present in some events)

Social media



Media tracker agreement; Meltwater
(newsletter, tracking, distribution system)



WAKO Europe
Media committee

Per A Ringsby - Chairman
WAKO Europe media committee

1. november 2015, Stavern, Norway

WAKO Europe -Mediareport

1. In general
In Dublin we want to discuss each members focus area. So this is only a suggestion.
Alex Engelhardt, Netherlands Development, future solutions
Barbara Falsoni, Italy Web + Liaison
Danny Slevin, Irland Streaming
Per A Ringsby, Norway (Chairman) Committee + media in general

2. Activity numbers
24.-30. august San Sebastian
WAKO Europe: 5 660 (WAKO IF :23 041)
Flest brukere mellom 09-24. Peak ved 22 (men jevnt høyt)

These numbers are for FB WAKO Europe, in parantes it's for WAKO IF, in the end the numbers are for live streaming.

Dato	Clicks	Like/C/S	Share	Total Reach	Streaming
24	2 095 (2 673)	835 (969)	102 (133)	15 361 (18 674)	Tatami Ring
25	1 282 (2 277)	377 (597)	36 (70)	11 090 (21 619)	
26	1 232 (1 228)	219 (277)	26 (24)	5 571 (8 331)	17 764
27	1 445 (1 679)	650 (509)	38 (51)	9 820 (8 575)	14 383
28	1 330 (3 061)	427 (934)	29 (52)	8 467 (13 227)	13 801
29	590 (1 398)	268 (371)	24 (27)	5 691 (9 774)	9 623
30	340 (877)	301 (389)	7 (18)	1 770 (6 673)	5 769
Sum	8 314 (14 070)	3 077 (4 046)	262 (375)	57 970 (86 973)	61 340 7 781
Total reach for the week: 213 964					69 121

Pictures has biggest effect, links etc. has 50% of picture, Status updates has 50% of links etc. again.

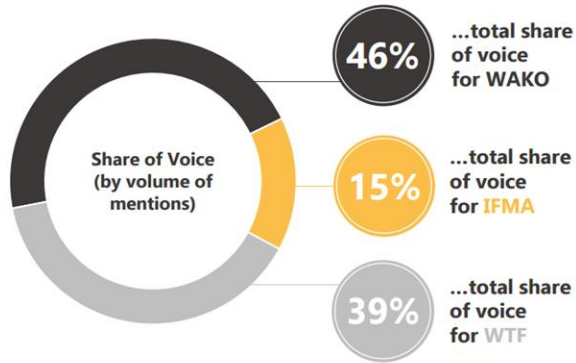
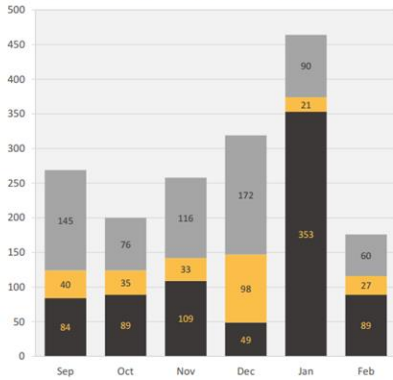
Ownership



Share of Voice (1 Sep 2016 – 22 Feb 2017)

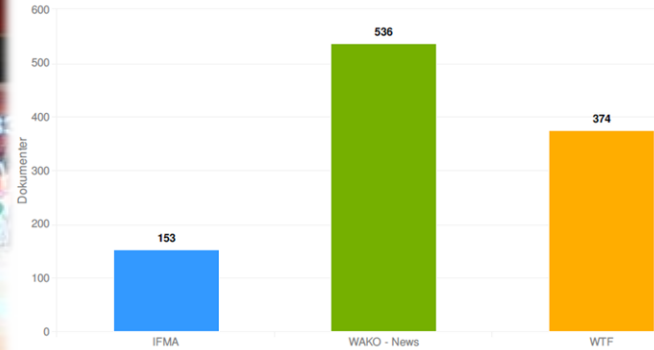
WAKO vs WTF & IFMA

Editorial Media Exposure by Month



WAKO vs IFMA vs WTF
Nov 10, 2016 - Feb 8, 2017

Media Exposure
Nov 10, 2016 - Feb 8, 2017



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MEDIA COVERAGE. JUST AS AN EXAMPLE OF TARGETTED MEDIA APPROACH



European Championships – San Sebastian, Spain 2016

- 2,3 m streaming views

World Championships – Belgrade, Serbia 2016

- 1.8M streaming views
- National Media

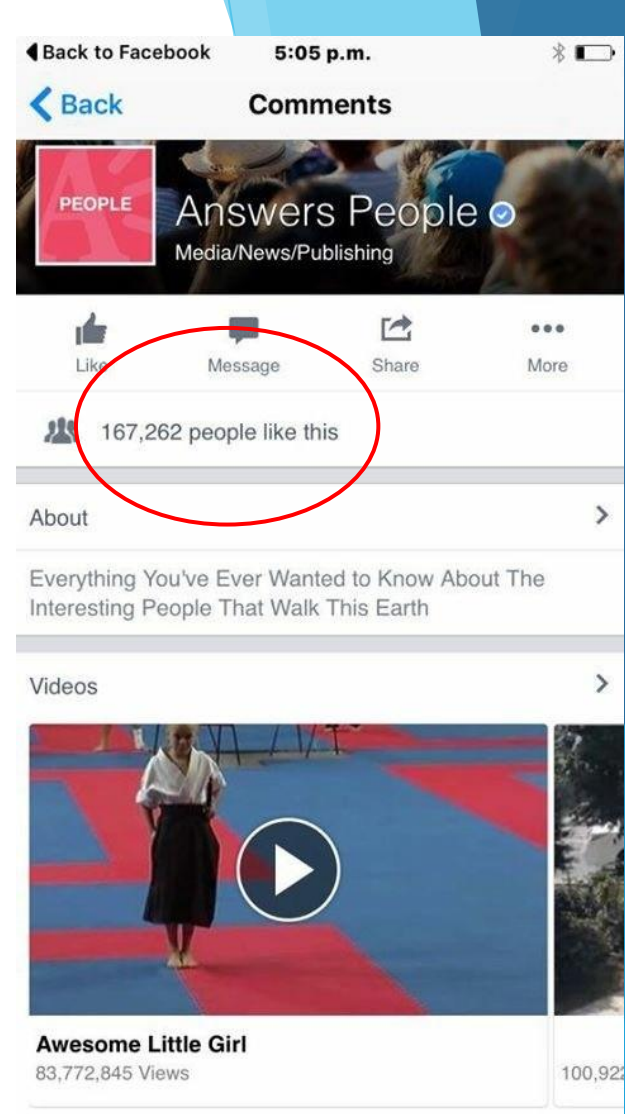
World Championships – Dublin, Ireland 2015

- 6,7 M streaming views
- 74% male viewers to 26% female with the majority of viewers aged from 25-34

World Champonships 2018

Channel	Numbers in 6 days
WAKO YouTube	2, 156.672
Italian Sport100 YouTube	183.050
Total	2,339.722
Total watch on www.wakolive.com	775.298






Social Media Power - Jesse Jane McPharland, WAKO Cadets World Champ 650 M



WAKO Kickboxing with Jesse Jane McParland at Citywest Hotel, Dublin.
Published by Per Andreas Ringsby [?] · September 2 ·

The Kickboxing princess JJ Mc Parland (IRL) is WAKO World Champion! #wako



53,991 People Reached

2,835 Reactions, Comments & Shares

2,414 Like	1,184 On Post	1,230 On Shares
114 Love	35 On Post	79 On Shares
3 Haha	0 On Post	3 On Shares
28 Wow	6 On Post	22 On Shares
1 Sad	0 On Post	1 On Shares
175 Comments	43 On Post	132 On Shares
103 Shares	101 On Post	2 On Shares

3,408 Post Clicks

1,135 Photo Views	5 Link Clicks	2,268 Other Clicks
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NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Get More Likes, Comments and Shares
Boost this post for kr 170 to reach up to 6,900 people.

53,991 people reached [Boost Post](#)

WAKO Kickboxing
Published by Roy Baker [?] · August 30 ·



158,983 People Reached

46,294 Video Views

4,538 Reactions, Comments & Shares

3,842 Like	1,002 On Post	2,840 On Shares
85 Love	26 On Post	59 On Shares
1 Haha	1 On Post	0 On Shares
34 Wow	7 On Post	27 On Shares
4 Sad	0 On Post	4 On Shares
2 Angry	0 On Post	2 On Shares
102 Comments	18 On Post	84 On Shares
467 Shares	457 On Post	10 On Shares

11,862 Post Clicks

3,529 Clicks to Play	6 Link Clicks	8,327 Other Clicks
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Get More Likes, Comments and Shares
Boost this post for kr 170 to reach up to 6,900 people.

158,983 people reached [Boost Post](#)

1K Reactions (Like, Love, Haha, Wow, Sad, Angry)
16 Comments 457 Shares

Like Comment Share

MEDIA COVERAGE

KICKBOXING MEANS ACTION & POWER



BERGENSAISEN



KICKBOXING MEANS ENTERTAINMENT & EXCITEMENT



BERGENSAISEN

KICKBOXING MEANS VERSATILE & DIVERSITY

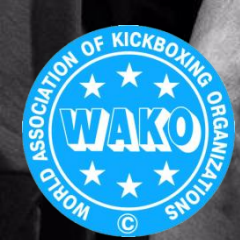


KICKBOXIG MEANS INTENSITY





KICKBOXING IS SPECTACULAR



© Raimondi Matteo

KICKBOXING MEANS FUTURE



KICKBOXIGN MEANS FAIR PLAY



...AND WITH THE RIGHT FOCUS, KICKBOXING CAN MAKE YOU A CHAMPION



WAKO FAMILY





WAKKO FAMILY