

**UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY**

ERIC SHAPIRO, Individually and on Behalf of
All Others Similarly Situated,

Plaintiff,

vs.

ALLIANCE MMA, INC., PAUL K. DANNER,
III, and JOHN PRICE

Defendants.

Case No.: 1:17-cv-02583-RBK-AMD

Hon. Robert B. Kugler

**NOTICE OF PENDENCY AND
SETTLEMENT OF CLASS ACTION**

If you purchased the common stock of Alliance MMA, Inc. (“Alliance” or the “Company”) in Alliance’s Initial Public Offering (“IPO”), or purchased Alliance common stock pursuant and/or traceable to Alliance’s registration statement and prospectus issued in connection with Alliance’s IPO during the period from October 6, 2016 through and including April 12, 2017 (the “Class Period”), you could get a payment from a class action settlement (the “Settlement”).¹

Under law, a federal court has authorized this notice.

- If approved by the Court, the settlement will provide \$1,550,000, plus any interest earned thereon (the “Settlement Amount”), to pay claims of investors who purchased Alliance common stock during the Class Period.
- The Settlement represents an average recovery of \$0.70 per share for the 2,222,308 Alliance shares issued in the IPO. This is not an estimate of the actual recovery per share you should expect. Your actual recovery will depend on the aggregate Claims of all Class Members, the date(s) you purchased and sold Alliance common stock and the total number and amount of claims filed.
- Attorneys for the Lead Plaintiffs (“Class Counsel” or “Lead Counsel”) intend to ask the Court to award them fees of up to \$516,666.66, or one-third (33 1/3%) of the Settlement Amount, reimbursement of litigation expenses of no more than \$25,000 and an award to the Lead Plaintiffs not to exceed \$15,000. Collectively, the attorneys’ fees and expenses are estimated to average \$0.25 per Alliance IPO share. If approved by the Court, these amounts will be paid from the Settlement Fund.
- The approximate recovery, after deduction of attorneys’ fees and expenses approved by the Court, is an average of \$0.45 per Alliance IPO share. This estimate is based on the assumptions set forth in the preceding paragraph. Your actual recovery, if any, will vary depending on your purchase price and sales price, and the number and amount of claims filed.
- The Settlement resolves the lawsuit concerning whether Alliance’s registration statement and prospectus issued in connection with its IPO contained false statements, and whether those alleged false statements were material to investors. Defendants deny all allegations of misconduct.

¹ Capitalized terms not otherwise defined herein have the meanings as set forth and defined in the Stipulation and Agreement of Settlement, dated March 26, 2018 (the “Stipulation”), which is available on the Internet at www.strategicclaims.net, or through the mail upon request to the Claims Administrator.

- Your legal rights will be affected whether you act or do not act. If you do not act, you may permanently forfeit your right to recover on this claim. Therefore, you should read this notice carefully.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT

SUBMIT A CLAIM FORM NO LATER THAN SEPTEMBER 11, 2018	The only way to get a payment.
EXCLUDE YOURSELF NO LATER THAN SEPTEMBER 15, 2018	Get no payment. This is the only option that allows you to be part of any other lawsuit against the Defendants about the legal claims in this case.
OBJECT NO LATER THAN SEPTEMBER 25, 2018	Write to the Court about why you do not like the settlement.
GO TO A HEARING ON OCTOBER 15, 2018	Speak in Court about the fairness of the settlement.
DO NOTHING	Get no payment. Give up rights.

INQUIRIES

Please do not contact the Court regarding this notice. All inquiries concerning this Notice, the Proof of Claim and Release form, or any other questions by Class Members should be directed to:

Alliance MMA, Inc. Litigation c/o Strategic Claims Services 600 N. Jackson St., Ste. 205 Media, PA 19063 Tel.: 866-274-4004 Fax: 610-565-7985 info@strategicclaims.net	OR	THE ROSEN LAW FIRM, P.A. 609 W. South Orange Ave., Suite 2P South Orange, NJ 07079 Tel.: 973-313-1887 Fax: 973-833-0399 info@rosenlegal.com
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**COMMON QUESTIONS AND ANSWERS
CONCERNING THE SETTLEMENT**

- Why did I get this Notice?**
You or someone in your family may have acquired Alliance common stock during the Class Period.
- What is this lawsuit about?**
The case is known as *Shapiro v. Alliance MMA, Inc., et al.*, Case No. 1:17-cv-02583-RBK-AMD (the “Class Action” or “Litigation”), and the Court in charge of the case is the United States District Court for the District of New Jersey. The Defendants are Alliance, Paul K. Danners, III, John Price, and Network 1 Financial Securities, Inc.
The Class Action is about whether the Defendants violated the federal securities laws because of allegedly false and misleading statements to the investing public as set out in the Amended Complaint filed in the Class Action. Specifically, the Amended Complaint alleges that Alliance’s registration statement and prospectus, issued in connection with Alliance’s IPO, contained materially false statements regarding the Company’s financial results. The Settlement resolves all of the claims in the Class Action against the Defendants.
- Why is this a class action?**
In a class action, one or more persons and/or entities, called lead plaintiffs, sue on behalf of all persons and/or entities who have similar claims. All of these persons and/or entities are referred to collectively as a class, and these individual persons and/or entities are known as class

members. One court resolves all of the issues for all class members, except for those class members who exclude themselves from the class.

4. Why is there a Settlement?

Lead Plaintiffs and Defendants do not agree about the merits of Lead Plaintiffs' allegations with respect to liability or the average amount of damages per Alliance share that would be recoverable if Lead Plaintiffs were to prevail at trial on each claim. The issues on which the Lead Plaintiffs and Defendants disagree include: (a) whether Alliance's registration statement and prospectus contained material false statements; and (b) the amount of damages, if any, suffered by the Class Members.

This matter has not gone to trial, and the Court has not decided in favor of either Lead Plaintiffs or Defendants. Instead, Lead Plaintiffs and Defendants have agreed to settle the Class Action. The Lead Plaintiffs and Class Counsel believe the settlement is best for all Class Members because of the risks associated with continued litigation and the nature of the defenses raised by Defendants. Even if Plaintiffs were to win at trial, and also withstand Defendants' inevitable challenge on appeal, Plaintiffs might not be able to collect some, or all, of the judgment.

5. How do I know if I am part of the Class?

To be a Class Member, you must have purchased or otherwise acquired Alliance common stock in its IPO, or purchased Alliance common stock pursuant and/or traceable to Alliance's registration statement and prospectus issued in connection with Alliance's IPO during the period from October 6, 2016 through and including April 12, 2017.

6. Are there exceptions to being included?

Yes. Excluded from the Class are Defendants, all current and former directors of Alliance, and any family member, trust, entity, or affiliate controlled or owned by any of the excluded persons or entities referenced above. Also, if you exclude yourself from the Class, as described below, you are not a part of the Class. You are also excluded from the Class if you have a net profit in purchases and sales of Alliance common stock or otherwise suffered no compensable damages during the Class Period.

7. What does the Settlement provide?

a. What is the Settlement Fund?

The proposed Settlement calls for Defendants to create a Settlement Fund (the "Settlement Fund") in the amount of \$1,550,000. The Settlement is subject to Court approval. Also, subject to the Court's approval, a portion of the Settlement Fund will be used to pay Lead Plaintiffs' attorneys' fees and reasonable litigation expenses and any award to Lead Plaintiffs. A portion of the Settlement Fund also will be used to pay taxes due on interest earned by the Settlement Fund, if necessary, and any notice and claims administration expenses permitted by the Court. After the foregoing deductions from the Settlement Fund have been made, the amount remaining (the "Net Settlement Fund") will be distributed to Class Members who submit valid claims.

b. What can you expect to receive under the proposed Settlement?

Your share of the Net Settlement Fund will or may depend on: (i) the number of claims filed; (ii) the dates you purchased and sold Alliance common stock; (iii) the prices of your purchases and sales; (iv) the amount of administrative costs, including the costs of notice; and (v) the amount awarded by the Court to Lead Plaintiffs and Class Counsel for attorneys' fees, costs, and expenses.

The compensable Claim per share ("Recognized Claim") of each claimant submitting a valid claim for payment ("Authorized Claimant") shall be calculated according to the following plan of allocation:

PLAN OF ALLOCATION OF THE NET SETTLEMENT FUND

The Plan of Allocation is a matter separate and apart from the proposed Settlement, and any decision by the Court concerning the Plan of Allocation shall not affect the validity or finality of the proposed Settlement. The Court may approve the Plan of Allocation with or without modifications

agreed to among the Parties, or another plan of allocation, without further notice to Settlement Class Members. Any orders regarding a modification of the Plan of Allocation will be posted to the Claims Administrator's website, www.strategicclaims.net.

The Claims Administrator shall determine each Authorized Claimant's *pro rata* share of the Net Settlement Fund based upon each Authorized Claimant's Recognized Claim. **Please Note:** The Recognized Claim formula, set forth below, is not intended to be an estimate of the amount of what a Settlement Class Member might have been able to recover after a trial, nor is it an estimate of the amount that will be paid to Authorized Claimants pursuant to the Settlement. The Recognized Claim formula is the basis upon which the Net Settlement Fund will be proportionately allocated to the Authorized Claimants. To the extent there are sufficient funds in the Net Settlement Fund, each Authorized Claimant will receive an amount equal to the Authorized Claimant's Recognized Claim. If, however, the amount in the Net Settlement Fund is not sufficient to permit payment of the total Recognized Claim of each Authorized Claimant, then each Authorized Claimant shall be paid the percentage of the Net Settlement Fund that each Authorized Claimant's Recognized Claim bears to the total Recognized Claims of all Authorized Claimants (*i.e.*, "*pro rata* share"). Payment in this manner shall be deemed conclusive against all Authorized Claimants. No distribution will be made on a claim where the potential distribution amount is less than ten dollars (\$10.00) in cash.

If any funds remain in the Net Settlement Fund by reason of uncashed checks, or otherwise, after the Claims Administrator has made reasonable and diligent efforts to have Authorized Claimants who are entitled to participate in the distribution of the Net Settlement Fund cash their distribution checks, then any balance remaining in the Net Settlement Fund one (1) year after the initial distribution of such funds shall be used: (i) first, to pay any amounts mistakenly omitted from the initial distribution; (ii) second, to pay any additional Notice and Administration Expenses incurred in administering the Settlement; and (iii) finally, to make a second distribution to Authorized Claimants who cashed their checks from the initial distribution and who would receive at least \$10.00 from such second distribution, after payment of the estimated costs or fees to be incurred in administering the Net Settlement Fund and in making this second distribution, if such second distribution is economically feasible. If six (6) months after such second distribution, if undertaken, or if such second distribution is not undertaken, any funds shall remain in the Net Settlement Fund after the Claims Administrator has made reasonable and diligent efforts to have Authorized Claimants who are entitled to participate in this Settlement cash their checks, any funds remaining in the Net Settlement Fund shall be donated to a non-profit charitable organization(s) selected by Lead Counsel.

THE BASIS FOR CALCULATING YOUR RECOGNIZED CLAIM:

Each Authorized Claimant shall be allocated a *pro rata* share of the Net Settlement Fund based on his, her or its Recognized Claim as compared to the total Recognized Claims of all Authorized Claimants. Recognized Claims will be calculated as follows:

For shares of Alliance common stock purchased during the Class Period pursuant and/or traceable to the IPO on or about October 6, 2016, the Recognized Claim shall be calculated as follows:

- A. For each share of Alliance common stock sold on or before the close of trading on April 12, 2017, the Recognized Claim per share is the difference between the purchase price per share, not to exceed the IPO price of \$4.50 per share, and the sales price per share for each share sold.
- B. For each share of Alliance common stock held as of the close of trading on April 12, 2017, the Recognized Claim per share is the difference between the purchase price per share, not to exceed the IPO price of \$4.50 per share, and \$2.16 per share.²

To the extent a claimant had a trading gain or "broke even" from his, her or its overall transactions in Alliance common stock during the Class Period, the value of the Recognized Claim will be zero and the claimant will not be entitled to a share of the Net Settlement Fund. To the extent that a claimant suffered a trading loss on his, her or its overall transactions in common stock during the Class Period, but that trading loss was less than the Recognized Claim calculated above, then the Recognized Claim shall be limited to the amount of the claimant's actual trading loss.

² This represents the closing price per share of Alliance's common stock on April 17, 2017, the date the initial suit was filed.

For purposes of calculating your Recognized Claim, the date of purchase, acquisition or sale is the “contract” or “trade” date and not the “settlement” or “payment” date. The receipt or grant by gift, inheritance or operation of law of Alliance common stock shall not be deemed a purchase, acquisition or sale of Alliance common stock for the calculation of an Authorized Claimant’s Recognized Claim. The covering purchase of a short sale is not an eligible purchase.

For purposes of calculating your Recognized Claim, all purchases, acquisitions and sales shall be matched on a First In First Out (“FIFO”) basis in chronological order. Therefore, on the Proof of Claim enclosed with this Notice, you must provide all of your purchases, acquisitions and sales of Alliance common stock during the time period from October 6, 2016 through and including April 12, 2017.

Payment pursuant to the Plan of Allocation approved by the Court shall be conclusive against all Authorized Claimants. No person shall have any claim against Defendants, Defendants’ Counsel, Lead Plaintiffs, Lead Counsel or the Claims Administrator or other agent designated by Lead Counsel based on the distributions made substantially in accordance with the Stipulation and the Settlement contained therein, the Plan of Allocation, or further orders of the Court. Each claimant shall be deemed to have submitted to the jurisdiction of the Court with respect to the claimant’s Proof of Claim and Release form. All persons involved in the review, verification, calculation, tabulation, or any other aspect of the processing of the claims submitted in connection with the Settlement, or otherwise involved in the administration or taxation of the Settlement Fund or the Net Settlement Fund shall be released and discharged from any and all claims arising out of such involvement, and all Settlement Class Members, whether or not they are to receive payment from the Net Settlement Fund, will be barred from making any further claim against the Net Settlement Fund beyond the amount allocated to them as provided in any distribution orders entered by the Court.

8. How can I get a payment?

To qualify for a payment, you must send in a form entitled “Proof of Claim and Release,” which is attached to this Notice. You may also obtain a claim form on the Internet at www.strategicclaims.net. Read the instructions carefully, fill out the form, sign it in the location indicated, and mail the claim form, together with all documentation requested in the form, postmarked no later than September 11, 2018, to the Claims Administrator:

Alliance MMA, Inc. Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 205
Media, PA 19063
Tel.: 866-274-4004
Fax: 610-565-7985
info@strategicclaims.net

The Claims Administrator will process your claim and determine whether you are an “Authorized Claimant.”

9. What am I giving up to get a payment or stay in the Class?

Unless you exclude yourself, you will remain in the Class. That means that if the Settlement is approved, you and all Class Members will release (agreeing never to sue, continue to sue, or be part of any other lawsuit) all claims against the Defendants and each of them and for each and all of the Defendants, the Defendants’ current, former, or future parents, subsidiaries, affiliates, partners, joint ventures, officers, directors, principals, shareholders, members, agents (acting in their capacity as agents), employees, attorneys, trustees, insurers (including Defendants’ insurers and their respective businesses, affiliates, subsidiaries, parents and affiliated corporations, divisions, predecessors, shareholders, partners, joint ventures, principals, insurers, reinsurers, successors and assigns, and their respective past, present and future employees, officers, directors, attorneys, accountants, auditors, agents and representatives), reinsurers, advisors, associates, and/or any other individual or entity in which any Defendant has or had a controlling interest or which is or was related to or affiliated with any Defendant, and the current, former, and future legal representatives, heirs, successors-in-interest, or assigns of any Defendant, in connection with your acquisition of Alliance common stock during the Class Period, except that you do not release the Released Parties from any claim or action to enforce the Settlement. It also means that all of the Court’s orders will apply to you and legally bind you. If you sign the claim form, you are agreeing to a “Release of Claims,” which will bar you

from ever filing a lawsuit against any Released Party to recover Claims from the acquisition or sale of Alliance common stock during the Class Period, except to enforce the Settlement. That means you will accept a share in the Net Settlement Fund as sole compensation for any Claims you have suffered in the acquisition and sale of Alliance common stock during the Class Period. The full text of the Release is included in the Stipulation.

10. How do I get out of the Settlement?

If you do not want to receive a payment from this Settlement, and you want to keep any right you may have to sue or continue to sue any of the Defendants on your own based on the legal claims raised in this Class Action, then you must take steps to get out of the Settlement. This is called excluding yourself from – or “opting out” of – the Settlement. To exclude yourself from the Settlement, you must mail a letter stating you want to be excluded as a Class Member from *Shapiro v. Alliance MMA, Inc., et al.*, Case No. 1:17-cv-02583-RBK-AMD. To be valid, your request must include your name, address, telephone number and your signature, along with an accurate list of all of your purchases and sales of Alliance common stock during the Class Period (including the date, number of shares, and the amount of each purchase and sale). You must mail your exclusion request, so that it is received no later than September 15, 2018, to:

Alliance MMA, Inc. Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 205
Media, PA 19063

You cannot exclude yourself by telephone or by e-mail. If you ask to be excluded, you will not receive a settlement payment, and you cannot object to the Settlement. If you ask to be excluded, you will not be legally bound by anything that happens in this Class Action.

11. If I do not exclude myself, can I sue the Defendants for the same thing later?

No. Unless you exclude yourself, you give up any right to sue any of the Defendants for the claims that this Settlement resolves. If you have a pending lawsuit, speak to your lawyer in that case immediately, since you may have to exclude yourself from this Class to continue your own lawsuit.

12. Do I have a lawyer in this case?

The Court appointed The Rosen Law Firm, P.A. as Class Counsel, also referred to as Lead Counsel, to represent you and the Class Members. If you want to be represented by your own lawyer, you may hire one at your own expense. Contact information for The Rosen Law Firm, P.A. is provided below.

13. How will the lawyers be paid?

Class Counsel has expended considerable time litigating this action on a contingent fee basis, and has paid for the expenses of the litigation themselves and has not been paid attorneys’ fees in advance of this Settlement. Class Counsel has done so with the expectation that if they are successful in recovering money for the Class, they will receive attorneys’ fees and be reimbursed for their litigation expenses from the Settlement Fund, as is customary in this type of litigation. Class Counsel will not receive attorneys’ fees or be reimbursed for their litigation expenses except from the Settlement Fund. Therefore, Class Counsel will file a motion asking the Court at the Settlement Hearing to make an award of attorneys’ fees in an amount not to exceed \$516,666.66, or one-third (33 1/3%) of the Settlement Amount, reimbursement of litigation expenses of no more than \$25,000, and an award to the Lead Plaintiffs not to exceed \$15,000. The Court may award less than these amounts. Any amounts awarded by the Court will come out of the Settlement Fund.

14. How do I tell the Court if I do not like the Settlement?

You can tell the Court you do not agree with the Settlement, any part of the Settlement, or Class Counsel’s motion for attorneys’ fees, and that you think the Court should not approve the Settlement, by mailing a letter stating that you object to the Settlement in the matter of *Shapiro v. Alliance MMA, Inc., et al.*, Case No. 1:17-cv-02583-RBK-AMD. Be sure to include your name, address, telephone number, your signature, a list of your purchases and sales of Alliance common stock in order to show your membership in the Class, and all of the reasons

you object to the Settlement. Be sure to mail the objections to the three different places listed below, to be received no later than September 25, 2018, so the Court will consider your views:

<p>Clerk of the Court United States District Court District of New Jersey Mitchell H. Cohen & U.S. Courthouse 4th & Cooper Streets Room 1050 Camden, NJ 08101</p>	<p>THE ROSEN LAW FIRM, P.A. Laurence M. Rosen, Esq. 609 W. South Orange Avenue Suite 2P South Orange, NJ 07079 Telephone: (973) 313-1887 Class Counsel</p>	<p>KING & SPALDING LLP Israel Dahan 1185 Avenue of the Americas New York, NY 10036 Telephone: (212) 556-2100 <i>Counsel for Alliance MMA, Inc., Paul K. Danner III, and John Price</i></p> <p>GORDON & REES SCULLY MANSUKHANI LLP Peter G. Siachos 18 Columbia Turnpike Suite 220 Florham Park, NJ 07932 Telephone: (973) 549-2532 <i>Counsel for Network 1 Financial Securities, Inc.</i></p>
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15. What is the difference between objecting and requesting exclusion?

Objecting is simply telling the Court you do not like something about the Settlement. You can object only if you stay in the Class. Requesting exclusion is telling the Court you do not want to be part of the Class and Settlement. If you exclude yourself, you cannot object to the Settlement because it no longer concerns you. If you stay in the Class and object, but your objection is overruled, you will not be allowed a second opportunity to exclude yourself.

16. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Settlement Hearing on October 15, 2018, at 9:30 a.m., in the United States District Court for the District of New Jersey, Mitchell H. Cohen Building & U.S. Courthouse, 4th & Cooper Streets, Courtroom 4D, Camden, NJ 08101. At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate and whether to approve the Settlement. If there are objections, the Court will consider them, and the Court will listen to people who have asked to speak at the hearing. The Court may also decide how much to pay Class Counsel for attorneys' fees and expenses.

17. Do I have to come to the hearing?

No. Class Counsel will answer any questions the Court may have. However, you are welcome to attend at your own expense. If you send an objection, you do not have to come to Court to talk about it. As long as you mail your written objection on time, the Court will consider it.

18. What happens if I do nothing at all?

If you do nothing, you will not receive a payment from the Settlement. However, unless you exclude yourself, you will not be able to start a lawsuit, continue with a lawsuit, or be part of any other lawsuit against Defendants about the claims made in this case ever again.

DATED: JUNE 28, 2018.

BY ORDER OF THE UNITED STATES
DISTRICT COURT FOR THE
DISTRICT OF NEW JERSEY

PROOF OF CLAIM AND RELEASE

Deadline for Submission: September 11, 2018

IF YOU PURCHASED THE COMMON STOCK OF ALLIANCE MMA, INC. (“ALLIANCE” OR THE “COMPANY”) IN ALLIANCE’S INITIAL PUBLIC OFFERING (“IPO”), OR PURCHASED ALLIANCE COMMON STOCK PURSUANT AND/OR TRACEABLE TO ALLIANCE’S REGISTRATION STATEMENT AND PROSPECTUS ISSUED IN CONNECTION WITH ALLIANCE’S IPO DURING THE PERIOD FROM OCTOBER 6, 2016 THROUGH AND INCLUDING APRIL 12, 2017, YOU ARE A “CLASS MEMBER” AND YOU MAY BE ENTITLED TO SHARE IN THE SETTLEMENT PROCEEDS.

IF YOU ARE A CLASS MEMBER, YOU MUST COMPLETE AND SUBMIT THIS FORM IN ORDER TO BE ELIGIBLE FOR ANY SETTLEMENT BENEFITS.

YOU MUST COMPLETE AND SIGN THIS PROOF OF CLAIM AND RELEASE (“PROOF OF CLAIM”) AND MAIL IT BY FIRST CLASS MAIL, POSTMARKED NO LATER THAN SEPTEMBER 11, 2018 TO STRATEGIC CLAIMS SERVICES, THE CLAIMS ADMINISTRATOR, AT THE FOLLOWING ADDRESS:

Alliance MMA, Inc. Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 205
Media, PA 19063
Tel.: 866-274-4004
Fax: 610-565-7985
info@strategicclaims.net

YOUR FAILURE TO SUBMIT YOUR CLAIM BY SEPTEMBER 11, 2018 WILL SUBJECT YOUR CLAIM TO REJECTION AND PRECLUDE YOUR RECEIVING ANY MONEY IN CONNECTION WITH THE SETTLEMENT OF THIS ACTION. DO NOT MAIL OR DELIVER YOUR CLAIM TO THE COURT OR TO ANY OF THE PARTIES OR THEIR COUNSEL AS ANY SUCH CLAIM WILL BE DEEMED NOT TO HAVE BEEN SUBMITTED. SUBMIT YOUR CLAIM ONLY TO THE CLAIMS ADMINISTRATOR.

CLAIMANT’S STATEMENT

1. I (we) purchased the common stock of Alliance MMA, Inc. (“Alliance”) and was (were) damaged thereby. (Do not submit this Proof of Claim if you did not purchase Alliance common stock during the designated Class Period).
2. By submitting this Proof of Claim, I (we) state that I (we) believe in good faith that I am (we are) a Class Member(s) as defined above and in the Notice of Pendency and Settlement of Class Action (the “Notice”), or am (are) acting for such person(s); that I am (we are) not a Defendant in the Action or anyone excluded from the Class; that I (we) have read and understand the Notice; that I (we) believe that I am (we are) entitled to receive a share of the Net Settlement Fund, as defined in the Notice; that I (we) elect to participate in the proposed Settlement described in the Notice; and that I (we) have not filed a request for exclusion. (If you are acting in a representative capacity on behalf of a Class Member [e.g., as an executor, administrator, trustee, or other representative], you must submit evidence of your current authority to act on behalf of that Class Member. Such evidence would include, for example, letters testamentary, letters of administration, or a copy of the trust documents.)

3. I (we) consent to the jurisdiction of the Court with respect to all questions concerning the validity of this Proof of Claim. I (we) understand and agree that my (our) claim may be subject to investigation and discovery under the Federal Rules of Civil Procedure, provided that such investigation and discovery shall be limited to my (our) status as a Class Member(s) and the validity and amount of my (our) claim. No discovery shall be allowed on the merits of the Litigation (as defined in the Notice) or Settlement in connection with processing of the Proof of Claim.
4. I (we) have set forth where requested below all relevant information with respect to each purchase of Alliance common stock during the Class Period, and each sale, if any, of such securities. I (we) agree to furnish additional information to the Claims Administrator (as defined in the Notice) to support this claim if requested to do so.
5. I (we) have enclosed photocopies of the stockbroker's confirmation slips, stockbroker's statements, or other documents evidencing each purchase, sale or retention of Alliance common stock listed below in support of my (our) claim. (IF ANY SUCH DOCUMENTS ARE NOT IN YOUR POSSESSION, PLEASE OBTAIN A COPY OR EQUIVALENT DOCUMENTS FROM YOUR BROKER BECAUSE THESE DOCUMENTS ARE NECESSARY TO PROVE AND PROCESS YOUR CLAIM.)
6. I (we) understand that the information contained in this Proof of Claim is subject to such verification as the Claims Administrator may request or as the Court may direct, and I (we) agree to cooperate in any such verification. (The information requested herein is designed to provide the minimum amount of information necessary to process most simple claims. The Claims Administrator may request additional information as required to efficiently and reliably calculate your Recognized Claim. In some cases, the Claims Administrator may condition acceptance of the claim based upon the production of additional information, including, where applicable, information concerning transactions in any derivatives securities such as options.)
7. Upon the occurrence of the Court's approval of the Settlement, as detailed in the Notice, I (we) agree and acknowledge that my (our) signature(s) hereto shall effect and constitute a full and complete release, remise and discharge by me (us) and my (our) heirs, joint tenants, tenants in common, beneficiaries, executors, administrators, predecessors, successors, attorneys, insurers and assigns (or, if I am (we are) submitting this Proof of Claim on behalf of a corporation, a partnership, estate or one or more other persons, by it, him, her or them, and by its, his, her or their heirs, executors, administrators, predecessors, successors, and assigns) of each of the "Released Parties" of all "Settled Claims," as defined in the Stipulation and Agreement of Settlement, dated March 26, 2018.
8. NOTICE REGARDING ELECTRONIC FILES: Certain claimants with large numbers of transactions may request, or may be requested, to submit information regarding their transactions in electronic files. All Claimants MUST submit a manually signed paper Proof of Claim form listing all their transactions whether or not they also submit electronic copies. If you wish to file your claim electronically, you must contact the Claims Administrator at 1-866-274-4004 or visit their website at www.strategicclaims.net to obtain the required file layout. No electronic files will be considered to have been properly submitted unless the Claims Administrator issues to the Claimant a written acknowledgment of receipt and acceptance of electronically submitted data.

I. CLAIMANT INFORMATION

Name		
Address		
City	State	ZIP
Foreign Provenance	Foreign Country	
Day Phone	Evening Phone	
Email		
Social Security Number (for individuals):	OR	Taxpayer Identification Number (for estates, trusts, corporations, etc.)

II. SCHEDULE OF TRANSACTIONS IN ALLIANCE COMMON STOCK

Purchases:

- A. Separately list each and every open market purchase of Alliance common stock in Alliance's IPO, or during the period from October 6, 2016 through April 12, 2017, inclusive, and provide the following information (*must be documented*):

Trade Date (List Chronologically) (Month/Day/Year)	Number of Shares Purchased	Price per Share	Total Cost (Excluding Commissions, Taxes, and Fees)

Sales:

- B. Separately list each and every sale of Alliance common stock during the period from October 6, 2016 through April 12, 2017, inclusive, and provide the following information (*must be documented*):

Trade Date (List Chronologically) (Month/Day/Year)	Number of Shares Sold	Price per Share	Amount Received (Excluding Commissions, Taxes, and Fees)

Ending Holdings:

- C. State the total number of shares of Alliance common stock owned at the close of trading on April 12, 2017, long or short (*must be documented*).

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If additional space is needed, attach separate, numbered sheets, giving all required information, substantially in the same format, and print your name and Social Security or Taxpayer Identification number at the top of each sheet.

III. SUBSTITUTE FORM W-9

Request for Taxpayer Identification Number:

Enter taxpayer identification number below for the Beneficial Owner(s). For most individuals, this is your Social Security Number. The Internal Revenue Service (“I.R.S.”) requires such taxpayer identification number. If you fail to provide this information, your claim may be rejected.

Social Security Number (for individuals)	or	Taxpayer Identification Number (for estates, trusts, corporations, etc.)
_____		_____

IV. CERTIFICATION

I (We) certify that I am (we are) NOT subject to backup withholding under the provisions of Section 3406 (a)(1)(c) of the Internal Revenue Code because: (a) I am (We are) exempt from backup withholding, or (b) I (We) have not been notified by the I.R.S. that I am (we are) subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the I.R.S. has notified me (us) that I am (we are) no longer subject to backup withholding.

NOTE: If you have been notified by the I.R.S. that you are subject to backup withholding, please strike out the language that you are not subject to backup withholding in the certification above.

UNDER THE PENALTIES OF PERJURY UNDER THE LAWS OF THE UNITED STATES, I (WE) CERTIFY THAT ALL OF THE INFORMATION I (WE) PROVIDED ON THIS PROOF OF CLAIM AND RELEASE FORM IS TRUE, CORRECT AND COMPLETE.

Signature of Claimant (If this claim is being made on behalf of joint Claimants, then each must sign):

(Signature)

(Signature)

(Capacity of person(s) signing, e.g. beneficial purchaser(s), executor, administrator, trustee, etc.)

Check here if proof of authority to file is enclosed.
(See Item 2 under Claimant’s Statement)

Date: _____

THIS PROOF OF CLAIM MUST BE POSTMARKED NO LATER THAN SEPTEMBER 11, 2018 AND MUST BE MAILED TO:

Alliance MMA, Inc. Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 205
Media, PA 19063
Tel.: 866-274-4004
Fax: 610-565-7985
info@strategicclaims.net

A Proof of Claim received by the Claims Administrator shall be deemed to have been submitted when posted, if mailed by September 11, 2018 and if a postmark is indicated on the envelope and it is mailed first class and addressed in accordance with the above instructions. In all other cases, a Proof of Claim shall be deemed to have been submitted when actually received by the Claims Administrator.

You should be aware that it will take a significant amount of time to process fully all of the Proofs of Claim and to administer the Settlement. This work will be completed as promptly as time permits, given the need to investigate and tabulate each Proof of Claim. Please notify the Claims Administrator of any change of address.

REMINDER CHECKLIST

- Please be sure to sign this Proof of Claim on page 11. If this Proof of Claim is submitted on behalf of joint claimants, then both claimants must sign.
- Please remember to attach supporting documents. Do NOT send any stock certificates. Keep copies of everything you submit.
- Do NOT use highlighter on the Proof of Claim or any supporting documents.
- If you move after submitting this Proof of Claim, please notify the Claims Administrator of the change in your address.

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Alliance MMA, Inc. Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 205
Media, PA 19063

IMPORTANT LEGAL DOCUMENT – PLEASE FORWARD