



## UFC® INKS NEW PARTNERSHIP WITH ETORO® AHEAD OF UFC® 243: WHITTAKER vs. ADESANYA BOUT THIS WEEKEND

Sydney, Australia – UFC®, the world’s premier mixed martial arts organization, today announced a new partnership with eToro®, the global multi-asset investment platform. Under the terms of the six-month agreement, eToro will serve as the “Official Online Trading Partner of UFC” in Australia and New Zealand, beginning with UFC® 243: WHITTAKER vs. ADESANYA at Marvel Stadium in Melbourne this Sunday (6 October 2019). In return, eToro will have a branded presence inside the world-famous Octagon®, as well as stadium activations, social content and consumer promotions. “We are thrilled that eToro is joining us as UFC’s new Online Trading Partner in Australia and New Zealand,” UFC Vice President of Global Partnerships Nick Smith said. “A partnership in this space with a global company like eToro demonstrates the continued innovation and growth that UFC has developed in-market.” eToro has more than 11 million registered users globally, who all belong to eToro’s online trading and investment community where members readily share their knowledge and insights. Due to the simplicity and transparency of the eToro platform, users can easily buy, hold and sell assets, monitor their global portfolio in real time and transact whenever they want. Launched 12 years ago, eToro pioneered the first social trading and investment platform and now operates in more than 140 countries. Robert Francis, Managing Director of eToro Australia, said “We are excited to announce eToro as the Official Online Trading Partner of UFC. We partner with sports teams around the world in order to try and reach as many people as possible with the main aim of getting them interested in investing. The UFC has an incredibly devoted and passionate fan base, which is why we chose it as our first partnership in Australia. “eToro partners with football in the UK and Germany, motorcycle racing in the US and tennis in France, and we’re thrilled to add UFC in Australia.” From now until 10 November, fans have the chance to win a UFC VIP Experience, courtesy of eToro, to attend the 9th Annual UFC International Fight Week™ in July of 2020 that includes two round trip flights to Las Vegas, Nevada two tickets to the International Fight Week UFC PPV event, four nights’ accommodation, and a tour of the UFC Performance Institute. Second prize is a UFC Legacy Championship replica belt, and third prize is a pair of UFC official fight gloves. Go to <https://content.etoro.com/UFC/> to enter and see full terms and conditions. ### About UFC® UFC® is the world’s premier mixed martial arts organization (MMA), with more than 300 million fans and 70 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 nearly one billion TV households across more than 170 countries. UFC’s athlete roster features the world’s best MMA athletes representing more than 60 countries. The organization’s digital offerings include FIGHT PASS®, one of the world’s leading streaming services for combat sports. UFC was acquired in 2016 by global entertainment, sports and content company Endeavor, along with strategic investors Silver Lake Partners and KKR. UFC is headquartered in Las Vegas, Nevada. For more information, visit [UFC.com](http://UFC.com) and follow UFC at [Facebook.com/UFC](https://www.facebook.com/UFC), [Twitter](https://twitter.com/UFC), [Snapchat](https://www.snapchat.com/add/UFC) and [Instagram: @UFC](https://www.instagram.com/UFC). For more information, visit [UFC.com](http://UFC.com) and follow UFC at [Facebook.com/UFC](https://www.facebook.com/UFC), [Twitter](https://twitter.com/UFC), [Snapchat](https://www.snapchat.com/add/UFC) and [Instagram: @UFC](https://www.instagram.com/UFC). About eToro Australia eToro was founded in 2007 with the vision of opening up the global markets so that everyone can trade and invest in a simple and transparent way. The eToro platform enables people to invest in the assets they want, from stocks and commodities to cryptoassets. We are a global community of more than 11 million registered users who share their investment strategies; and anyone can follow the approaches of those who have been the most successful. Due to the simplicity of the platform users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want. eToro has pioneered value-added services such as CopyTrading™ and CopyPortfolios™, as well as the Popular Investor program, which allows eToro qualified members to earn an additional income directly from eToro when their investments are copied by another member and allows others to gain from their wisdom, experience and success. eToro is regulated in Europe by the Cyprus Securities and Exchange Commission, regulated by the Financial Conduct Authority in the UK, and by the Australian Securities and Investments Commission in Australia. Visit [www.etoro.com.au](http://www.etoro.com.au) for more information. Disclaimer eToro AUS Capital Pty Ltd, ABN 66 612 791 803 AFSL 491139. CFDs are highly leveraged and risky, and may not be suitable for all investors. Trading CFDs does not result in ownership of the underlying assets. You should obtain your own advice and refer to our FSG and PDS before deciding whether to trade with us.

### Contacts

Anastasia Jones  
0467315756  
mailto: