



## **Ardu Prime, Euroleague Basketball join forces in new marketing partnership**

- Ardu Prime becomes a Premium Partner until 2024

EuroLeague Basketball is pleased to welcome Ardu Prime, an award-winning financial institution, as its official Premium Partner. Founded in 1999, Ardu Prime provides CFD trading and investment services and has been steadily gaining ground in the industry. The agreement will last until 2024.

Becoming a Premium Partner of the two top Pan-European basketball club competitions, Turkish Airlines EuroLeague and 7DAYS EuroCup, offers Ardu Prime a perfect showcase with which to increase its footprint and presence in the European market.

With trust and innovation as its core values, Ardu Prime seeks to offer a new era of trading services to all its customers. Its devotion to establishing long-lasting, meaningful relationships with those customers is evidenced by Ardu Prime also becoming the presenting partner of EuroLeague Fantasy Challenge, where tens of thousands of fans compete every season to become the best fantasy managers on the continent.

"We are excited to welcome Ardu Prime to the EuroLeague Basketball family," Roser Queralto, Chief Business Officer of Euroleague Basketball said. "In such an innovative and dynamic industry as online trading, it was important for us to partner with a company that meets the highest standards of credibility and trust. We share Ardu Prime's aim to provide a new experience to its customers, just as EuroLeague Basketball does each new season."

Ardu Prime was honored at the prestigious 2022 Ultimate Fintech Awards as the "Most Trusted Broker - Europe" and recognized as the "Most Innovative Broker" with the "Best Trading Conditions" on a global basis.

Sotirios Probanas, Ardu Prime CEO, said: "It's a privilege to be partnering with two large-scale sporting properties such as the Turkish Airlines EuroLeague and 7DAYS EuroCup. As we expand, grow and embark on a new era, we believe this is just the

beginning of a successful cooperation that together will strengthen our brand and market footprint on a global scale."

## **ABOUT ARDU PRIME**

Ardu Prime is a market leader with an impressive history in the financial services arena. With more than 20 years of experience in the financial markets, it provides both retail and institutional clients with an unmatched trading environment and conditions. The award-winning trading and investment services provider utilizes a transparent approach and prides itself on delivering an exceptional customer experience.

## **ABOUT EUROLEAGUE BASKETBALL**

Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the 7DAYS EuroCup, as well as the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament.

The EB competitions bring the elite of European basketball to all five continents and to the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.

NAMING PARTNER



PREMIUM PARTNERS



OFFICIAL PARTNERS



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