

Swissquote and UEFA enter partnership

## **Swissquote becomes official sponsor of UEFA Europa League and UEFA Europa Conference League**

**The two partners have agreed on a comprehensive sponsorship package over a period of several years. For the Swiss market leader in online banking, the aim is to increase brand recognition in Europe and build on the momentum of its dynamic growth in recent years.**

Swissquote is the first online bank to enter an exclusive partnership with the UEFA. Among other things, the agreement covers perimeter advertising and hospitality at all 282 games of the UEFA Europa League and the newly founded UEFA Europa Conference League seasons, along with close collaboration in the social media and online marketing areas. Swissquote will also benefit from the huge media presence of the two leagues.

Swissquote CEO Marc Bürki: "We are delighted to enter this partnership, and are convinced that the strengthening of our brand in Europe will fuel our growth. The UEFA Europa League and UEFA Europa Conference League are all about aspiring teams and players giving their all to make it to the very top – very much like Swissquote. We are the innovative challenger bank, working tirelessly to become the preferred bank for ambitious traders and investors. We are also proud to now belong to the exclusive club of the few global brands that will be shaping European club football as UEFA partners over the coming years."

"Today we are happy to have been able to welcome Swissquote into the UEFA sponsor family and celebrate the beginning of a new partnership, one full of opportunity" said Guy-Laurent Epstein, UEFA Marketing Director.

The agreement came into effect at the start of the 2021/22 season, and runs for three years.

Image material can be found by clicking on the following link: [Image material](#)

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#### **Swissquote – the Swiss leader in online banking**

As a leading provider of online financial services, Swissquote offers innovative solutions and analysis tools to meet the wide range of demands and needs of its clients. The user-friendly platform also delivers forex, robo-advisory, leasing and mortgage solutions, as well as various online trading services. In addition to a low-cost service for private clients, Swissquote also offers specialized services for independent asset managers and corporate clients. Swissquote Bank AG is subject to the oversight of the Swiss Financial Market Supervisory Authority (FINMA), holds a banking license from the same authority, and is a member of the Swiss Bankers Association. The parent company, Swissquote Group Holding AG, is listed on SIX Swiss Exchange (symbol: SQN).