

# Arsenal welcomes WorldRemit as official online money transfer partner

Leading digital money transfer company WorldRemit and Arsenal partner to use the power of football to find a better way to connect communities.



New signing, (L-R), 1st XI defender, Sead Kolasinac; Arsenal Club Captain, Per Mertesacker; 1st XI midfielder and Arsenal Academy graduate, Jack Wilshere.

[WorldRemit](#) becomes the first official online money transfer partner of the Premier League club, Arsenal. The leading digital money transfer business, formed by a UK-based entrepreneur from Somaliland, has joined forces with Arsenal to accelerate the company's growth and help more people save money on international transfers.

The global partnership will provide WorldRemit with a range of rights and player access to support its expansion plans. The partnership agreement includes match day LED branding for every Premier League, League Cup and FA Cup match, along with TV interview backdrop presence for every home Premier League match along with global digital and social media rights across Arsenal's online and mobile platforms.

WorldRemit will work closely with Arsenal's first-team players to create unique content that will support new and existing community engagement initiatives around the world.

The partnership will also reward WorldRemit's customers and Arsenal supporters through exclusive events and experiences

using the power of football to inspire people. The company will launch the partnership with the first in a number of competitions to win travel to London and tickets to watch the team play at Emirates Stadium.

WorldRemit was founded by chief executive officer Ismail Ahmed, to offer a better way to send small sums of money more frequently, bringing family and friends closer together - wherever they are.

WorldRemit's service is available to senders in 50 countries and the company offers money transfers to more than 140 destinations across Europe, Asia, Africa, Australia and the Americas.

The company is a global leader in international transfers paid out as mobile money - where funds can be held on mobile telephone accounts. WorldRemit connects to over 130 million mobile money accounts, enabling money to be sent safely to friends and family even if the recipient doesn't have access to a bank account.

The partnership will support WorldRemit's growth ambitions by helping them reach Arsenal's 74 million followers on their official social media channels and 185 supporters' clubs worldwide.

Vinai Venkatesham, Arsenal's chief commercial officer, said: "This is an exciting new partnership with WorldRemit who under their inspirational CEO are looking to transform the way people can transfer money to family and friends around the world. We share mutual values and look forward to working together to build their global presence through our broadcast, social and digital channels which reach millions around the world. We look forward to a long and successful partnership."

Said Ahmed: "Football is a language that everyone understands. Growing up in Somaliland, you would always see kids playing football - even during the war. It's a passion which connects people all over the world and we are proud to sponsor a club whose values are so closely aligned to our own and those of our customers. This partnership with Arsenal creates opportunities for us to thank and reward our loyal customers and to connect with new audiences around the world. We look forward to using the power of football to support and inspire young people to fulfil their potential and to the opportunities which we can create together."

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