

Remitly Bats for Belonging: New 3-Year ECB Sponsorship Champions Inclusion and Celebrates Cultural Connection Through Cricket

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Remitly is proud to announce a landmark multi-year partnership with the England and Wales Cricket Board (ECB), launching during the start of the India series – a big moment for cricket fans across the UK. This multi-year sponsorship signals Remitly's ongoing investment in the UK and its commitment to building trust, relevance and representation within the communities it serves.

Why the ECB and Cricket? Cricket is more than a sport – it's a cultural cornerstone for many across the millions of people who use Remitly to send money to loved ones. With 13 million cricket fans across the UK, the ECB provides an ideal platform to engage with some of our most loyal and passionate customers. The sport resonates with households across the UK, cutting across generations, cultures and communities. While it holds particular significance for the South Asian, African and Caribbean diaspora, it also connects with British families, reflecting the shared values and aspirations that cricket inspires.

"This partnership goes far beyond visibility – it's about showing up in spaces that truly matter to our customers," said **Rina Hahn, CMO at Remitly.** *"Cricket unites communities, crosses borders, and brings generations together. Just like our customers, it carries history, identity, and aspiration. We're honoured to play a role in building a more inclusive game and a more connected world. Through our*

support of both the England teams and the South Asian Cricket Academy, we're not just backing the sport — we're investing in the communities that surround and love it."

Connecting Through Culture and Community. This summer of cricket is shaping up to be one of thrilling and culturally resonant, as England hosts an eagerly anticipated Test series against India. These fixtures promise not only world-class action on the pitch but also powerful moments of connection for the UK's vibrant South Asian communities, for whom cricket is more than just a game – it's a deeply rooted tradition. From Harare to Hyderabad, Kingston to Cape Town, the summer schedule reflects the shared stories, rivalries, and aspirations that make cricket a unifying force across continents – echoing Remitly's own mission to connect people across borders with purpose and trust.

"The ECB is proud to partner with Remitly in our efforts to grow the game in an inclusive and equitable way," said ***Alex Perkins, Commercial Director at the ECB****. "Together, we are investing in programmes and pathways that ensure cricket is truly a game for everyone."*

Tom Brown, Co-Founder and Managing Director of SACA *added: "Support from partners like Remitly helps turn potential into progress. It's about making sure that young people from all backgrounds can see a future for themselves in cricket – and seize it."*

A Long-Term Commitment to Inclusion. Inclusion isn't just a moment — it's a long-term commitment. Our work with the ECB is part of our broader mission to champion community and cultural engagement across the UK. From being part of major sporting moments to sponsoring cultural celebrations— we're proud to invest in the spaces our customers care about most. We're especially excited to begin our support for the South Asian Cricket Academy (SACA), helping to unlock greater opportunities for South Asian talent and build a more representative future for the sport.

From Birmingham to Bengaluru, Cape Town to Cardiff, Remitly remains dedicated to building meaningful connections with diaspora communities – on and off the pitch.

Join the Journey. As cricket brings us together, so does the power of connection. Whether you're cheering from the stands or sending love across borders, Remitly is here to help you stay close to what matters most. Download the Remitly app and start sending money today.