

Celebrating Our Communities: Remitly’s Year of Engaging Events

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At Remitly, we believe that community is at the heart of everything we do. In 2024, we took this belief to new heights, participating in and supporting events that bring people together, celebrate culture, and foster unity. This year marked a monumental expansion of our community engagement efforts, deepening customer trust and strengthening our role as a committed partner to communities globally.

A Year of Global Connection. In 2024, Remitly proudly engaged with communities across four major regions: the UK, Australia, Germany, and Spain, where we;

- Brought communities together with **40 exciting events**, reaching a remarkable **360,700+ attendees**.
- Built meaningful connections through **111,700+ personal interactions** with our customers.
- Celebrated the power of connection by distributing **110,000 branded giveaways** at the events, in hopes of leaving a lasting, positive impression of Remitly.



Cultural and Community Highlights

- **Diwali Celebrations**: In 2024 we sponsored five flagship Diwali events across the UK, Australia, and Germany. We highlighted the cultural significance of this festival, engaging with over **100,000** attendees at London's iconic *Diwali on the Square* alone. With over **36,000** direct interactions in our tent, attendees expressed heartfelt appreciation for Remitly's thoughtful participation.
- **Ramadan Initiatives**: We organised 16 Ramadan-themed events, including bespoke Iftar dinners at local mosques and participation in five *Ramadan Tent Project* locations across the UK and Australia. These efforts fostered connections with diverse communities and reinforced our commitment to being a trusted partner during the holy month.
- **Water Park Event**: In Spain, we organised a bespoke four-day family event at a local water park, marking its opening and closing days. This family-centric initiative strengthened community ties and trust.
- **Indian Film Festival Melbourne**: As a flagship sponsor of the dance competition at this 10-day festival—the largest Indian film festival outside of India—we celebrated the rich cultural heritage of Melbourne's Indian community, elevating our brand visibility and connection with this vibrant audience.



Deepening Community Bonds in the UK. In the UK, we partnered with the English Cricket Board to sponsor *Taste of Cricket* events at local cricket clubs across the UK. Each event celebrated diversity and resonated deeply with communities for whom cricket is more than a game—it's a bridge to home and heritage.

Similarly, at Zimfest, one of the largest celebrations of Zimbabwean culture outside of Zimbabwe, we immersed ourselves in the music, food, and connections that make this event so special. Remitly's presence was a testament to our dedication to the Zimbabwean community.

In Birmingham, a city celebrated for its cultural diversity, we participated in multiple local events throughout the year, bringing people together through sports, festivals, and cultural gatherings. These engagements reflect our ongoing efforts to not only address financial needs but also to support the passions and traditions that matter most to our customers.



These events not only strengthened our relationships but also aligned with our mission of transforming lives through trusted financial services. From the crack of a cricket bat on a summer afternoon to the vibrant colours of a Diwali celebration, Remitly is proud to stand in togetherness with our communities and celebrate what makes them unique.

A Vision for the Future. As we look ahead, we are committed to deepening these connections, investing in meaningful initiatives, and celebrating the diversity that makes our global community so vibrant. Because at Remitly, we know that when communities thrive, we all do.

About Remitly

Remitly is a trusted provider of digital financial services that transcend borders. With a global footprint spanning more than 170 countries, Remitly's digitally native, cross-border payments app delights customers with a fast, reliable, and transparent money movement experience. Building on its strong foundation, Remitly is expanding its suite of products to further its vision and transform lives around the world.

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