

FINANCE OPPORTUNITIES UNCAGED! EFC AND FIVEWEST ANNOUNCE MAJOR PARTNERSHIP

5 MARCH 2025



Johannesburg, South Africa - Africa's biggest combat sports promotion, EFC, are delighted to reveal their groundbreaking partnership with the most exciting fintech platform on the continent, FiveWest, in an agreement that will revolutionise how fighters and fans can take control of their money.

With operations in over 26 countries, no other authorised FSP and FIC-regulated business can provide such a dizzying array of services worth fighting for! With the ability to send, receive and invest across Africa and the World, FiveWest are going to change the way athletes are remunerated for the thrilling action they provide in the Hexagon by becoming the EFC's official payment partner.

This agreement will see increased visibility of the FiveWest brand not only on EFC television broadcasts but across its various content formats too. FiveWest branding will also be featured in post-event press conferences and media releases, particularly in relation to the eagerly-awaited announcements of the 'FiveWest Performance Bonuses' and the 'FiveWest Fight of the Night' following every event. The roster of EFC combat sports stars will be offered accounts with FiveWest through which to receive their performance bonuses and incentives allowing them to seamlessly and instantaneously send or reinvest throughout Africa!

EFC President Cairo Howarth - "We have been working with FiveWest for a couple of years now, and have always been extremely impressed with their professionalism, offering and the speed at which they get trades and transfers done. We are thrilled to be officially partnering to bring these same services to EFC athletes and fans"

FiveWest CEO Omer Iqbal - "Just as the EFC, and their athletes, continue to push their limits and redefine greatness, we at FiveWest have been pushing the boundaries of financial technology to develop a host of seamless international payment solutions. By working together, we are not only

supporting the sport but also opening doors for athletes and businesses worldwide, enabling them to transact, grow, and succeed without limits”

In its seventeenth year, 2025 is set to be the EFC’s biggest yet in terms of audience growth and broadcast footprint, so there has never been a better time for brands to seize partnership opportunities with the fastest-growing sport in the world. And now with EFC and FiveWest joining forces, this is a team ready to invest in fighters and deliver knock-out financial services to fans around the world.

About EFC® – The Extreme Fighting Championship®

Headquartered in Johannesburg, South Africa, EFC is a world leading mixed martial arts (MMA) organisation. EFC produces 10 live events annually. With over 200 athletes exclusively contracted to the organisation, EFC showcases the greatest warriors on the planet.

EFC events are broadcast in over 120 countries around the world on numerous television networks in multiple languages. EFC programming is available weekly in 600+ million TV households globally, making it one of the most recognisable MMA brands in the world.

For more information visit efcworldwide.com, or follow us on social media.

Facebook: facebook.com/EFCworldwide

Twitter: twitter.com/EFCworldwide

Instagram: Instagram.com/EFCWorldwide

About FiveWest®

Based in Cape Town, South Africa, we are building a platform to serve as the perfect hybrid between traditional banking and the modern world of fintech, facilitating a range of payment processing and international transfer solutions for private and institutional clients. FiveWest is an authorised FSP and regulated primary accountable institution with the FIC. We hold a mandate from the SARB to facilitate international payments.

For more information visit <https://fivewest.co.za/> or follow us on social media.

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