

# UFC Names Parimatch as Official Sportsbook and Betting Partner in Asia

Category: Business

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UFC, the world's premier mixed martial arts organization, and international iGaming brand Parimatch today announced a new marketing partnership that establishes Parimatch as UFC's Official Sportsbook and Betting Partner in Asia.



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Beginning with **UFC FIGHT NIGHT: EDWARDS vs. BRADY** on Saturday, March 22 live from The O2 in London, Parimatch will strategically activate its brand within a selection of UFC events, leveraging UFC's wide-reaching promotional assets. Highlighted integrations include Parimatch branding in the world-famous Octagon and collaborations with [UFC](#) to creatively engage fans through original content that will be distributed via UFC's popular digital and social channels in Asia that reach more than **17.5 million users**.

*“Parimatch has been a trusted partner and we are thrilled to extend this collaboration to Asia,” said **Kevin Chang, Senior Vice President and Head of Asia for UFC**. “Their support is instrumental in our efforts to give local athletes the opportunity to compete in the **Road to UFC** tournament and ultimately help them realize their dreams of making it to UFC. Together, we are driving the growth of our [sport and delivering world-class experiences](#) to fans across the region.*

*Today we start off a new era in the Parimatch partnership with UFC, built on the same strong values we share in serving UFC [fans worldwide and delivering unforgettable moments,” said Parimatch owner Sergei Portnov](#). “We’re excited to be back, ready to create even greater experiences for fans with the opportunities that lie ahead of us.”*

This new agreement builds upon an earlier relationship between UFC and Parimatch in which Parimatch [served as UFC’s Official Sportsbook Partner across several regions](#) worldwide.

## **About UFC**

UFC is the [world’s premier mixed martial arts organization](#) (MMA), with more than 700 million fans and approximately 300 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the [world while broadcasting to over 950 million households across](#) more than 170 countries. UFC’s athlete roster features the world’s best MMA athletes representing more than 70 countries. The organization’s digital offerings include UFC FIGHT PASS, one of the world’s leading streaming services for combat sports. UFC is part of TKO Group Holdings (NYSE: TKO) and is headquartered in Las Vegas, Nevada. For more information, visit [UFC.com](#) and follow UFC at [Facebook.com/UFC](#) and [@UFC](#) on X, Snapchat, Instagram, and TikTok: [@UFC](#).

