

PRESS RELEASE  
1 JULY 2025

## Ebury partners with Aston Villa to power global business operations

- Ebury becomes the Official FX Partner of Aston Villa
- Villa's financial tech will be powered by Ebury's global platform, growing the club's international business
- Partnership highlights Ebury's growth ambitions in the Midlands and Villa's continued prominence in global football

Aston Villa is pleased to announce Ebury as the club's Official FX Partner.

The financial technology firm's global platform will power Villa's financial tech, optimising operations and strategically growing international business.

Ebury's proprietary tech, sophisticated data models, and unparalleled money flow infrastructure create the one platform for businesses to grow globally. Their extensive experience and tailored solutions are invaluable for businesses looking to succeed across borders.

Adrian Filby, Chief Commercial Officer at Aston Villa, said: "We are delighted to be partnering with Ebury. Their unique blend of innovative financial technology and international trade experience gives us an edge as our talent and fanbase continue to cross borders. Their platform will be invaluable as we move towards the new season."

Peter Brooks, Global Head of Sports at Ebury, added: "Our partnership with Aston Villa is an exciting expansion for Ebury Sports in the UK market. We're thrilled for our capabilities and expertise to power the club's financial tech as they continue to succeed at home and abroad. We look forward to a prosperous relationship with one of England's most historic clubs as we deepen our presence in the Midlands."

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## Media enquiries

Templebar Advisory  
[ebury@templebaradvisory.com](mailto:ebury@templebaradvisory.com)

## About Ebury

Ebury is a global financial services firm that empowers businesses to trade and grow internationally. It offers a comprehensive suite of products including international payments and collections, business lending, and FX risk management.

Founded in 2009 by Juan Lobato and Salvador García, Ebury is one of the fastest-growing global fintechs, with over 1,700 employees and more than 40 offices in 25 countries. In FY 2023, Ebury increased global transaction volumes by 32% to over £25.5 billion.

Ebury is regulated by the Financial Conduct Authority in the UK and backed by top-tier investors, including a majority share ownership by Banco Santander.