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# Football and P2P

JULY  
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**MICHAEL LLOYD** | [INDUSTRY NEWS](#) | [NEWS](#) | [UEFA EURO 2021](#)

England face Denmark in their fourth semi-final at a major tournament tonight, not counting the Nations League, eyeing their first final in the Euros and the team's first international final since 1966.

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In honour of the importance of UEFA Euro 2020 and the well-known fact it's coming home, *Peer2Peer Finance News* have summarised the top ways in which the peer-to-peer lending sector has supported local football and therefore deserves to claim a portion of the glory from an England victory.

## Ablrate

In December, the **P2P business lending platform became an associated partner of its local club, Reading FC.**

Ablrate has LED adverts of its logo on two sides of the club's ground, the Madejski Stadium. Reading FC hosts networking events for local small businesses, which the platform can now attend.

## Kuflink

Kuflink is now well-known in Southampton, since becoming the Southampton Football Club's P2P lending partner.

In February, **the platform released a marketing video** in which defender Maya Yoshida, and midfielders Nathan Redmond and Stuart Armstrong showcased how much they know about P2P.

England left back Luke Shaw learned his trade at the club, coming up through the academy and breaking out as a young star in the first team before his £27m switch to Manchester United in 2014.

The club also boasts caps from England legends Peter Shilton and Kevin Keegan as well as current England player James Ward-Prowse who narrowly missed on making the Euros squad.

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An advertisement for Assetz Capital on a dark blue background. At the top left is the Assetz Capital logo, which consists of a white square containing a stylized white tree-like symbol, followed by the text 'assetz capital' in white. Below the logo, the text 'Earn up to 4.1% p.a. target interest.' is displayed in a large, bold, white font. Underneath this, in a smaller white font, is the text 'Invest in peer-to-peer loan via crowdfunding platform regulated by the FCA and IFISA to earn tax-free interest'. At the bottom of the advertisement, the phrase 'Capital at Risk' is written in a large, bold, white font.

Kuflink also sponsors **Ebbsfleet United Football Club** having signed a five-year deal with the club in 2017.

## **Basset & Gold**

In July 2018, Basset & Gold, which was a P2P platform at the time but has since **entered into administration**, announced it would **become West Ham's official investment partner for the 2018/19 football season** and sponsor the team's shirt sleeves.

As well as current England midfielder Declan Rice playing for the Hammers, the club has seen an array of England legends.

Two standout stars include Bobby Moore and Geoff Hurst, the former of which captained England to the nation's historic 1966 World Cup win with the latter scoring a hatrick to seal the 4-2 victory over West Germany.

## **MoneyThing**

The platform, which **entered into administration in December**, had previously offered a loan to a League One football club.

**4thWay revealed in 2017** that lenders were able to earn 12 per cent in interest by funding the 750,850 loan.

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