



NEWS RELEASE

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ATP TOUR & BITPANDA ANNOUNCE MULTI-YEAR GLOBAL PARTNERSHIP

LONDON: Bitpanda, Europe's leading crypto platform, has signed a multi-year partnership with the ATP Tour, becoming an Official Partner. Bitpanda also becomes the Official Partner of ATP 500 and ATP 250 tournaments in Munich, Hamburg, Basel, Halle, Stuttgart, Kitzbühel, Mallorca, and Geneva, from 2025.

With over a decade of experience building Europe's most trusted investment platform, Bitpanda has consistently worked with leading teams and institutions in the sports industry. The partnership marks a major milestone in Bitpanda's efforts to expand their presence across some of the biggest sporting stages, providing the brand visibility to the millions of fans who follow the ATP Tour worldwide.



Daniele Sanó, ATP Chief Business Officer, said: "We're thrilled to team up with Bitpanda. The digital asset trading space is becoming more and more relevant, and it's an area we've been actively exploring. This partnership builds on Bitpanda's strong support for tennis – across both players and events – and brings fresh energy and ideas for how we engage with fans."

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Eric Demuth, CEO and Co-Founder of Bitpanda commented: "We already partner with few of the most accomplished tennis stars such as [Alexander Zverev](#), [Dominic Thiem](#) and [Stan Wawrinka](#). Now, working together with the ATP to leverage tennis's global popularity as one of the world's most widely followed and respected sports organisations is the next step for Bitpanda. The ATP Tour audience aligns perfectly with our target group, making this partnership a natural fit.

"Even if that doesn't play a role in deals like this, of course: I've been playing tennis since I was seven. Teenage Eric Demuth would probably think what we're doing here is pretty cool. That's definitely not a benchmark that matters – but I still find it kind of nice.

"Tennis has a worldwide appeal, attracting millions of fans across the globe. With its broad reach and strong viewership, the ATP Tour offers Bitpanda a unique opportunity to increase brand visibility among an audience that closely aligns with its target group."

Bitpanda users will gain access to exclusive benefits throughout the season, including ticket giveaways, player meet & greets, and special content linked to the tournaments.

The partnership will officially be launched with a joint event during the [BMW Open](#) by Bitpanda in Munich on 15 April.

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About The ATP

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Bitpanda

Bitpanda was founded in Vienna in 2014 and is the leading European crypto platform. With a selection of over 3,200 digital assets, including more than 600 crypto assets and numerous stocks*, ETFs*, precious metals and commodities, the Austrian fintech unicorn offers one of the most comprehensive ranges of digital assets available in Europe. Already trusted by over 6.5 million users, and dozens of institutional partners, Bitpanda holds licences in several countries, and has a proven track record of working with local regulators to keep assets safe and secure. This makes Bitpanda one of the safest and most strictly regulated trading platforms in the industry. In addition to its headquarters in Vienna, Bitpanda has offices in Amsterdam, Barcelona, Berlin and Bucharest.

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