

World's Largest Golf Tour and Yesim Unite to Accelerate International Growth

World Players Super League and Yesim announce landmark multi-year partnership connecting more than 7.5 million golfers and travellers worldwide.

(WPSL) and international travel eSIM provider Yesim have today announced a landmark multi-year global partnership, bringing together two rapidly expanding international organisations with a combined community of more than 7.5 million golfers and travellers worldwide.

The agreement appoints Yesim as the Official Global eSIM Partner of WPSL, providing golfers with seamless mobile connectivity as they travel to tournaments, golf holidays and business destinations across the globe.

The partnership combines one of the world's fastest-growing travel technology businesses with the world's largest golf tour. Yesim today serves more than 3.5 million customers across over 200 destinations, while WPSL has built a global tournament network of more than 1,800 tournaments annually in over 50 countries, connecting more than 4 million past and present golfers through a new single worldwide league system.

As international golf travel continues to grow, the partnership helps golfers stay connected wherever they play, while giving Yesim access to one of the world's largest and most internationally active golfing communities.

"At Yesim, we believe connectivity should simply work, wherever life takes you. Whether people travel for sport, business or leisure, they expect to be online from the moment they arrive. We see our partnership with WPSL as an opportunity not only to support one of the world's most active travelling communities, but also to introduce the Yesim brand to a highly international audience and continue building our position as a trusted connectivity partner for people who regularly cross borders."

Dmitri Verbovski, CEO and Co-Founder of Yesim

Feisal Nahaboo, Founder and Chief Executive of the World Players Super League, said:

"We are delighted to welcome Yesim as one of our first major global commercial partners. This partnership demonstrates the calibre of international organisations now choosing to work with WPSL as our platform continues to expand across the world.

Our vision is to continue to rapidly build what had become the world's largest golfing community, connecting players, business leaders, celebrities and commercial partners across more than 50 countries and 7 continents. We want our partners to become part of that journey and grow alongside us as we continue expanding internationally.

Yesim provides a product that delivers genuine everyday value to our members. Our players will remain connected wherever they are while avoiding unnecessary roaming costs and losing business deals. As importantly, our players need connectivity to remain close to family no matter how far they've travelled.

We're also going to make this partnership fun. Throughout the year our members will enjoy exclusive promotions, competitions, prizes, complimentary eSIM packages and travel rewards as part of their WPSL experience.

This is only the beginning. We are working with leading global businesses across numerous sectors as we continue to build one of the strongest commercial partnership programmes in amateur sport. Every new agreement strengthens our platform, creates additional value for our members and generates new investment that can be reinvested into tournaments, prizes, member benefits and the future growth of the league.

We would like to extend our sincere thanks to Sporting Group International for their professionalism, expertise, and support in brokering this deal. Their guidance throughout the process was invaluable, and their commitment to achieving a positive outcome for all parties helped bring this transaction to a successful conclusion. We appreciate their partnership and look forward to seeing the opportunities this agreement creates."

WPSL has also attracted an impressive line-up of sporting and entertainment personalities who have participated in its Super League events. Premier League legends including Robbie Fowler, Teddy Sheringham, Andy Cole, Lee Sharpe, Jason McAteer, Steve Staunton, Ronnie Whelan, Steve McMahon, Bruce Grobbelaar, Andy Cousins, Matt Le Tissier, Alan McNally, and Phil Babb have all competed, alongside music stars Brian McFadden formerly of Westlife and Keith Duffy of Boyzone. The league has also welcomed former Formula One World Champion Damon Hill, reflecting WPSL's growing appeal as a platform that brings together elite athletes, celebrities, business leaders and amateur golfers through the game of golf.

Financial terms of the agreement remain confidential, although the partnership represents a multi-six-figure commercial investment. The partnership was introduced and negotiated by Sporting Group International (SGI), WPSL's exclusive global commercial sponsorship agency.

About World Players Super League (WPSL)

WPSL has created the world's largest global golf community by bringing together golfers of all abilities, celebrities, business leaders, former Ryder Cup players,

European Tour winners and amateur champions to compete on the same platform. Built on the principles of collaboration, diversity and inclusion, WPSL creates unique competitions where players from different backgrounds, generations, professions and countries compete together in an environment that celebrates golf's ability to unite people.

Through strategic partnerships, acquisitions and organic growth, WPSL has rapidly expanded to encompass more than 1,800 tournaments annually across 50+ countries, bringing together a community of over 4 million past and present golfers. As the platform continues to grow, WPSL is creating new opportunities for players, destinations and global brands while building a connected international golf community unlike any seen before.

For more information, visit

For media enquiries, please contact the WPSL press office at

About Yesim

Founded in 2019 and headquartered in Zug, Switzerland, Yesim is a pioneering provider of global eSIM connectivity and travel-tech innovations. With coverage in more than 200 destinations, Yesim empowers individuals and businesses to stay connected without physical SIM cards, offering wireless mobile internet with flexible data plans, virtual numbers and a secure self-service platform. The company's mission is to make secure, seamless connectivity accessible to everyone, whether at home or abroad. Yesim serves millions of users globally, helping them stay connected to enjoy life's meaningful moments.

For more information, visit <https://yesim.app/>

For media inquiries, please contact the Yesim press office at marketing@yesim.app

Contact details

Anton Belkov

anton.belkov@yesim.app

Media requests

media@yesim.app

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