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‘Kuflink not cufflinks!’ How do Southampton footballers score when it comes to P2P?

MARC SHOFFMAN | **INDUSTRY NEWS, NEWS** | **KUFLINK, MAYA YOSHIDA, NATHAN REDMOND, SOUTHAMPTON FC, STUART ARMSTRONG**

Forget the offside rule, Kuflink has investigated how three footballers score when it comes to their knowledge of peer-to-peer lending.

The bridging lender, which is Southampton football club’s P2P lending partner, has released a marketing video demonstrating how much defender Maya Yoshida, and midfielders Nathan Redmond and Stuart Armstrong, know about P2P.

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Yoshida, who joined Italian club Sampdoria on loan last month, enters wearing a tuxedo stating he has arrived for the “cufflink shoot” before a director corrects him to say the video is about Kuflink.

Redmond then enters while putting on a vest and announcing he was coming to “in-vest,” leaving the director looking aghast.

Read more: [Opinion split on best P2P marketing techniques](#)

Both players look confused until Armstrong arrives dressed in a Southampton tracksuit asking if he is in the right place for the Kuflink shoot.

He then describes Kuflink as the “investment platform where you can get fast affordable finance” to develop your business or invest in exciting projects for as little as £100.”

The happy director asks Yoshida and Redmond to leave as the video ends with the strapline “P2P investing made simple, not cufflinks or vests.”

Kuflink, which also sponsors [Ebbsfleet United Football Club](#), reached [£50m of lending last year](#).



Peer to Peer Investments made simple - Southampton & Kuflink

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