



## **Former President Barack Obama joins NBA Africa as strategic partner**

28<sup>th</sup> July 2021

In May, we announced that Helios Fairfax Partners led the formation investment round in a newly formed entity called NBA Africa, in partnership with the National Basketball Association (the “NBA”). We are pleased to inform you that former US President Barack Obama is joining NBA Africa as a strategic partner.

President Obama will help advance the league’s social responsibility efforts across the continent, including programs and partnerships that support greater gender equality and economic inclusion. In this capacity, President Obama will have a minority equity stake in the new venture, which over time he intends to use to fund Obama Foundation youth and leadership programs across Africa.

The NBA has a decades-long history in Africa and opened its African headquarters in Johannesburg in 2010. NBA Africa will continue to support the growth of the Basketball Africa League (“BAL”), expand the NBA’s presence in priority African markets and Africa’s basketball ecosystem, and deepen the league’s engagement with players and fans through the launch of additional NBA Academies and social responsibility initiatives that aim to improve the livelihoods of African youth and their families.

Read [NBA press release](#)

Watch [President Obama’s video](#)