Al Salam Bank Partners with Visa | FIFA World Cup to Launch Exclusive FIFA World Cup 2022™ Fan Zone

- **Set to broadcast FIFA World Cup 2022 ™ matches for 28 days straight setting a new record for the Kingdom's largest Fan Zone, with plenty of F&B stalls and pop-up retail vendors**
- **Al Salam Bank and Ithmaar Bank Visa cardholders will benefit from free entry, BD 2 entry fee for the general public, free entry for all children below 10 years of age**
- **A guest appearance from the worldwide football legend Clarence Seedorf**
- **Fan Zone visitors have access to an endless list of football themed activities including e-FIFA tournaments and much more. Thanks to Visa**

Manama, Kingdom of Bahrain – 16 November 2022: Al Salam Bank recently partnered with Visa FIFA World Cup to host the first and largest World Cup Fan Zone in the Kingdom of Bahrain. The 'FIFA World Cup 2022™ Fan Zone' is set to broadcast all the FIFA matches for 28 days starting from November 20th until December 18th 2022 at The Avenues Park, located alongside The Avenues Mall – Bahrain, from 12 noon until midnight. Entry will be free of charge for all Al Salam Bank and Ithmaar Bank (consumer Banking owned and operated by Al Salam Bank) clients, as well as newly onboarded clients that open accounts through Al Salam Bank's mobile application. For the general public, entry will be at BHD 2 per person, entry will be free for children below 10 years of age.

The first-time event will boast an array of entertainment options for families and community groups of all ages. Football fans will enjoy both indoor and outdoor activities, in the likes of organized e-FIFA tournaments, table football games, in addition to mini-football matches featuring local Bahraini players. Alongside the small and medium sized retail shops and pop-up stalls, the Fan Zone will also have a collection of various food and beverage vendors, as well as restaurants with indoor and outdoor seating.. The Bank's clients are set to benefit from a VIP lounge experience - with a guest appearance from a worldwide football legend Clarence Seedorf. All attendees will have the opportunity to get autographs from the worldwide football legend.

Commenting on the occasion, Anwar Murad, Deputy Chief Executive Officer -Banking, at Al Salam Bank, said, "We are incredibly pleased to be the only bank in the Kingdom supporting this one-of-a-kind event, gathering families and football fans under one roof to enjoy the highly anticipated FIFA World Cup 2022™. We are committed to serving our clients and the local community at large by partnering with global entities to launch exclusive events to our clients. This initiative underscores the Bank's continuous support to elevate the Kingdom as a key tourist destination as part of the Kingdom's 2030 vision."

On his end, Mahmood Qannati, Head of Marketing and Communications at Al Salam Bank, said, "The FIFA World Cup 2022 ™ Fan Zone will create the biggest football hub in Bahrain, uniting loyal football supporters and families to enjoy a lineup of activities and entertainment options. As part of our promise to nurture relationships by offering transformative experiences to our clients, we take immense pride in delivering this transformative experience kicking off the start of this FIFA World Cup ™ season with style." Thanks to Visa

"As FIFA's exclusive payment services partner, Visa is thrilled to join our bank partner in creating exclusive experiences that will help make this FIFA World Cup™ the most memorable tournament for Visa cardholders in Bahrain," said **Malak AlSaffar, Visa's Country Manager for Bahrain**. "The fan zones are not only a great way to reward Visa cardholders but also to support the Bahraini government's cashless agenda and extend the benefits of digital commerce to more businesses in the Kingdom, a mission we're committed to supporting more than ever."

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