



Batelco Ties up with "Shop Bahrain" as Official Strategic Partner

Manama, 16 January 2017: Batelco Bahrain has announced its strategic partnership with the third edition of Bahrain Shopping Festival 'Shop Bahrain'.

The event, set to be the biggest nationwide Festival with a unique line-up of events and entertainment along with a fantastic shopping experience and numerous prizes, will run for 30-days from 19th January until the 18th February 2017.

The Festival, co-organized by the Bahrain Tourism and Exhibitions Authority (BTEA) and Tamkeen, is held in cooperation with the partners from the public and private sectors such as Gulf Air, Batelco and YK Al Moayyed & Sons.

"Batelco is proud to tie up with Shop Bahrain and support the initiatives developed by BETA and Tamkeen. Shop Bahrain has become an integral part of the Kingdom's events calendar and an initiative that has spurred the growth of the national economy and overall tourism growth. This partnership is in line with our commitment to support initiatives that further leverage our positioning as the leading telecommunications provider in the Kingdom," said Batelco's Senior Manager Corporate Affairs, Osama Al Saad.

"Our strategy stems from supporting national projects that further develop the economy at large and we are keen to support cultural and entertainment events that are of interest to our customers. During the event we plan on introducing innovative products and services to visitors

and our customers who are attending the festival including roaming services, the nationwide Bahraini WIFI network along with other services,” he added.

“Also, as a part of our strategic partnership during the 30-day event, we will be providing 25,000 prizes for the raffle draw,” added Mr. Alsaad.

Further commenting on the partnership, Mr. Yousef Mohamed Al Khan, Shop Bahrain Director said, “We would like to thank Batelco for supporting the third-edition of the Festival. The caliber of sponsors that are supporting the Festival this year will pave the way for the success of this nationwide event.”

Shop Bahrain will feature a ‘Festival City’ located at the Bahrain Bay which will host a variety of activities for all age groups. Other highlights include the return of the ‘Taste Tour’ which aims to showcase the mouth-watering restaurants in addition to raffle draws offering visitors and residents the opportunity to win big and amazing prizes.

Shop Bahrain will mirror the Kingdom’s position as an accessible family destination, renowned for its close proximity to the Gulf countries with easy access through the King Fahad Causeway and the Bahrain International Airport. The Festival will offer an incredibly diverse range of retail experiences. Shoppers will be enrolled in the Festival’s loyalty system when purchasing directly from any participating outlet and partner allowing them to win a wide range of prizes.

Shoppers and visitors can learn more about "Shop Bahrain" through the website: www.shopbahrain.com or through the account @shopbahrain on the social networking channels Facebook, Twitter, Instagram and YouTube. The Festival organizers have also launched a dedicated whatsapp channel on 38999111.

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About "Shop Bahrain":

"Shop Bahrain" is the third edition of the Bahrain Shopping Festival, launched initially under the name "Bahrain Noor Al Ain." The initiative is aimed to strengthen the partnership between the public and private sectors to stimulate the retail and tourism sectors in the Kingdom. It features "Bahrain Festival City," a number of events and activities and seeks to attract shoppers from the Kingdom and neighboring countries to take advantage of offers and excellent shopping and enjoy the unique experience of family fun.

About Batelco:

Batelco Group is headquartered in the Kingdom of Bahrain and listed on the Bahrain Bourse. Batelco has played a pivotal role in the country's development as a major communications hub and today is the leading integrated communications' provider, continuing to lead and shape the local consumer market and the enterprise ICT market. Batelco has been growing overseas via investing in other market-leading fixed and wireless operators.

Batelco Group has evolved from being a regional Middle Eastern operation to become a major communications company with direct and indirect investments across 14 geographies, namely Bahrain, Jordan, Kuwait, Saudi Arabia, Yemen, Egypt, Guernsey, Jersey, Isle of Man, Maldives, Diego Garcia, St. Helena, Ascension Island and the Falkland Islands.

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