# PIE and LuLu Exchange Bahrain Announce Strategic Partnership to Support Digital Innovation


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Payment International Enterprise (PIE), a Bahrain based fintech company licensed by the Central Bank of Bahrain, and LuLu International Exchange Bahrain, one of the Kingdom's leading exchange and financial services providers, are pleased to announce a strategic partnership aimed at strengthening collaboration in support of Bahrain's growing digital financial ecosystem.

The partnership reflects a shared commitment by both organisations to explore innovative opportunities that enhance customer experience, encourage digital transformation, and contribute to the continued development of secure and efficient financial services in the Kingdom.

By bringing together PIE's expertise in financial technology and LuLu International Exchange Bahrain's trusted presence in the financial services sector, the collaboration represents an important step towards delivering greater value to customers while supporting Bahrain's vision of a more connected and digitally enabled economy.

Shabbir Modi, Managing Director of PIE, commented:

"We are delighted to partner with LuLu Exchange Bahrain, a respected and well-established financial institution in the Kingdom. This collaboration reflects our shared vision of driving innovation and delivering greater value to customers through trusted partnerships. We look forward to working closely together to support the continued evolution of Bahrain's digital financial landscape."

Edison Fernandez, General Manager of Lulu International Exchange, commented:

"Our partnership with PIE reflects our strategic commitment to advancing digital financial services through meaningful collaboration. By combining our respective capabilities, we aim to enhance service accessibility, strengthen operational efficiency, and contribute to the continued development of Bahrain's digital financial ecosystem, while delivering sustainable value to our customers."

The collaboration highlights the commitment of both organisations to building long-term partnerships that support innovation, operational excellence, and the ongoing advancement of Bahrain's financial services sector.

# IMTIAZ Partners with Reel Cinemas to Reward Cardholders This Summer


Mr. Mazen Sater, Chief Consumer Finance Officer at Bahrain Commercial Facilities Company

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IMTIAZ, the commercial brand under Bahrain Commercial Facilities Company (BCFC), announced its partnership with Reel Cinemas to provide summer benefits on movie tickets to IMTIAZ Mastercard cardholders. This partnership allows IMTIAZ cardholders to enjoy Shukran rewards through IMTIAZ's loyalty program on the 'Sahel' application.

IMTIAZ Mastercard cardholders can purchase one cinema ticket at Reel Cinemas and receive a second ticket free of charge, making a night at the movies a more rewarding experience for cardholders and their families. Located at Marassi Galleria, Reel Cinemas offers a premium movie-going experience with state-of-the-art screens, including IMAX with Laser and Platinum screens, for audiences across Bahrain.

Mr. Mazen Sater, Chief Consumer Finance Officer at Bahrain Commercial Facilities Company, said: "At BCFC, we are always looking for ways to bring our cardholders more than everyday value. Our summer entertainment offers, from a 'Buy One, Get One Free' deal at Reel Cinemas to exclusive discounts at Adventure Park and Marassi Aquarium, are designed to reward our customers with memorable experiences they can enjoy with the people who matter most. This reflects our ongoing commitment to enhancing the customer experience and offering lifestyle benefits that go beyond everyday financing."

The Reel Cinemas partnership is part of a wider line-up of summer entertainment offers curated for IMTIAZ Mastercard cardholders. Alongside the cinema offer, cardholders can also enjoy 20% off regular admission (Full Day Pass) at Adventure Park, and 20% off regular admission (Gold Pass) at Marassi Aquarium and Underwater Zoo, giving families and friends more ways to make the most of the summer at some of Bahrain's most popular entertainment destinations.

The partnership reinforces IMTIAZ Mastercard's focus on delivering exclusive lifestyle and entertainment privileges to its cardholders, and reflects BCFC's wider commitment to building a rewarding, customer-centric financial experience for communities across the Kingdom.