

# Al Salam Bank Announces Lamine Yamal Collaboration with Visa Ahead of FIFA World Cup 2026

● **Introducing the Limited-Edition Lamine Yamal Visa Multi-Currency Debit Card**

● **Launch of Special Card Campaign until 31 August offering clients a chance to meet Lamine Yamal in Barcelona**

● **Launching Fan Zone at Marassi Galleria from 10 June to 8 October 2026**

● **Watch Party experiences featuring selected Fifa World Cup matches screenings Rent reduction or contract termination may be possible**

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Al Salam Bank announced its collaboration with Visa to launch a football-inspired campaign featuring global football star Lamine Yamal, introducing a Limited Edition Visa Multi-Currency Debit



Card, an interactive Fan Zone experience, and a special card usage campaign designed to bring together everyday spending, football engagement, and rewarding client experiences.

As part of the campaign, clients can apply through the Al Salam Bank App and instantly receive the Limited-Edition Visa Multi-Currency Debit Card, featuring Lamine Yamal's image and signature. The card is designed to offer clients a distinctive payment experience inspired by the excitement and global appeal of football, while combining the convenience of digital banking with lifestyle-driven rewards.

Clients will also have the opportunity to increase their chances of winning a fully paid trip to meet Lamine Yamal in Barcelona, thanks to Visa in addition to monthly cash prizes of up to BD 5,000, when using their eligible Al Salam Bank

Card, Visa Credit Cards, Visa Pre-paid Cards, or Visa Multi-Currency Debit Cards for online, local, and international purchases throughout the campaign period until 31 August 2026, subject to the card campaign's terms and conditions. The campaign will also feature the Al Salam Bank Fan

Zone at Marassi Galleria from 10 June to 8 October 2026, offering football fans and families an interactive destination with football-themed activities, games, challenges, and campaign-related prize opportunities. The Fan Zone will also offer Fifa World Cup watch party experiences, where visitors can enjoy selected matches in an engaging football-inspired atmosphere.



Commenting on the occasion, Rafik Nayad, Group Chief Executive Officer of Al Salam Bank, said: "Through our collaboration with Visa, we are pleased to introduce a campaign that combines the convenience of digital payments with the passion of football through engaging and rewarding experiences for our clients. The launch of the Limited-Edition Lamine Yamal Visa Multi-Currency Debit

Card, alongside the Fan Zone experience and special card usage campaign, reflects our continued focus on delivering innovative, lifestyle-driven banking propositions that create meaningful engagement with our clients and communities."

Commenting on the launch, Ahmed ElKaffass, Visa's Country Manager for Bahrain, said: "Football unites generations, transcends borders, and turns ordinary moments into lasting memories. At Visa, our commitment to the sport runs deep, built over years of bringing fans closer to the game they love. Our collaboration with Al Salam Bank is a natural extension of that journey, connecting the trust and seamlessness of Visa payments with the passion of football to create something that truly matters to people."

The campaign reinforces Al Salam Bank's commitment to delivering innovative and client-centric banking experiences by combining instant digital card issuance, everyday Visa card usage, lifestyle-led rewards, and interactive football experiences across digital and



Rafik Nayad, Group Chief Executive Officer of Al Salam Bank

Ahmed ElKaffass, Visa's Country Manager for Bahrain

physical touchpoints.

Clients can participate by applying for the Limited-Edition Visa Multi-Currency Debit Card through the Al Salam Bank App and using eligible Al Salam Bank Visa cards throughout the card campaign period.

Through this campaign, Al Salam Bank reinforces its support for the "Project Dream" initiative, a youth football development program designed to contribute to national efforts aimed at identifying and nurturing young football talent. Implemented in collaboration with OLE Football Academy and Tumooah Sport Management, the initiative helps develop participants' skills and prepares them for potential opportunities to join Bahrain's national football teams, supporting the Kingdom's aspirations for the FIFA World Cup 2030 and 2034.

## BRAVE CF 106 reaffirms undisputed dominance across Balkan European MMA

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BRAVE CF 106, held last Saturday, June 6, at Hala Tivoli in Ljubljana, Slovenia, delivered a night that extended beyond competition and into confirmation of regional leadership.

The premium live event stood as another chapter in the steady rise of BRAVE Combat Federation within Balkan European mixed martial arts, where its presence has grown from occasional visits into a defining competitive standard.

The 10-bout card carried a sense of purpose from the opening contest to the final bell. With two World Title bout at its core, the lineup reflected a promotion that continues to blend elite international stakes with a deeply rooted regional platform.

In the main event, Pavel "The Experiment" Dailidko reaffirmed his dominance by successfully defending his BRAVE CF Heavyweight World Championship against Slovenia's Miha Frlic by way of first-round technical knockout.

The co-main event unfolded in contrasting fashion as Mohamed "L'Ambiance" Said Maalem overturned expectations when he defeated Erko "The Bounty Hunter" Jun in their rematch to capture the BRAVE CF Light Heavyweight World Championship via fourth-round stoppage.

Across the rest of the card, regional representation held strong. Domen "Armbat Hulk" Drnovšek, Amil Tutic, Edin



Ramededovic, and Maja Drnovšek each contributed to a broader showcase of Balkan European talent, reinforcing the depth of athletes continuing to rise through the system.

BRAVE CF President Mohammed Shahid reflected on the night with admiration for all involved.

"BRAVE CF 106 was an incredible experience from start to finish. The fighters delivered at the highest level, the atmosphere inside the arena was electric, and Slovenia once again showed why it is such an important part of our journey," he shared.

"Every time we return to this region, we see growth not only in the athletes but also in the passion of the fans and the strength of the local scene. That is what makes Balkan Europe so special for us."

The recently concluded extravaganza marked the organi-

zation's seventh trip to Slovenia since 2020, reinforcing a consistent and evolving relationship with the country's fight community.

That continuity has helped establish Slovenia as one of the key anchors of BRAVE CF's European expansion.

Beyond Slovenia, the promotion's footprint across the region continues to widen.

BRAVE CF has staged three shows in Serbia, three in Romania, and two in Bulgaria, building a sustained presence that has elevated Balkan Europe's visibility in global MMA discussions.

That expansion is set to continue with BRAVE CF 107 scheduled for August 1 at Arena Burgas in Bulgaria, followed by a historic debut in Croatia on September 5 at the Pula Arena, one of the region's most iconic sporting and cultural venues.

BRAVE CF's long-term influence is also reflected through athletes who have emerged from the region, including BRAVE CF Bantamweight World Champion Borislav "Zombee" Nikolic, Jun, and Frlic, each representing different chapters of its competitive development pipeline.

For Shahid, the message coming out of Ljubljana is increasingly clear.

"Our focus remains on building a strong foundation for fighters from this region. We are committed to giving them the platform, exposure, and opportunities they need to reach their full potential," he stated.

"Balkan Europe has become an important part of our global identity. The talent is real, the audience is passionate, and the growth is undeniable. We are here for the long term."

## BRAVE Hearts and Bankers Capital forge partnership to advance community prosperity



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BRAVE Combat Federation™ (BRAVE CF), the world's fastest-growing and most global mixed martial arts organization, proudly announces a significant new partnership between BRAVE Hearts and Bankers Capital, marking a shared commitment to fostering stronger, more financially empowered communities.

The agreement was officially formalized during a recent signing ceremony attended by BRAVE Hearts Director Jabran Zakariya and Bankers Capital Co-founder Faisal Rehman.

The collaboration brings together the humanitarian vision of BRAVE Hearts and the financial acumen of Bankers Capital to create meaningful opportunities for individuals and communities seeking long-term economic advancement.

At the core of the partnership is a collective ambition to introduce practical and accessible initiatives that equip people with the resources, knowledge, and support need-

ed to achieve greater financial independence.

Through innovative programs and sustainable development strategies, both organizations aim to help communities strengthen their foundations and unlock new pathways toward prosperity.

By aligning social empowerment efforts with strategic financial guidance, BRAVE Hearts and Bankers Capital seek to generate tangible outcomes that extend beyond short-term assistance.

The initiative is designed to encourage resilience, promote self-sufficiency, and create lasting value for those facing economic challenges.

BRAVE Hearts is dedicated to building resilient societies through collaborative action and impactful partnerships.

By working alongside organizations across various sectors, the initiative delivers forward-thinking social and economic solutions that create meaningful and enduring improvements in people's lives.