

# Beyon expands regional brand presence with the launch of **Umniah by Beyon**



## Manama

Beyon announced the launch of Umniah by Beyon in Jordan, marking a bold new chapter in the Group's ongoing evolution as a leading international technology powerhouse. The launch reflects Beyon's strategic vision to unify its telecommunications brands under one dynamic identity, while reinforcing the group's strength across the company's global footprint, cementing its position as a diversified group driving technology, connectivity, and digital innovation.

The new identity 'Umniah by Beyon' was announced during an event held in Amman, attended by members of the royal family, ministers, diplomats, senior officials, and media. The event was hosted by Shaikh Abdullah bin Khalifa Al Khalifa, Chairman of Beyon Group, and celebrated two decades of successful investment in Jordan.

The launch of Umniah by Beyon represents a natural continuity of Beyon's strategy to cement its presence as a technology-focused global Group with investments spanning 17 markets across three continents. As part of this strategic direction, Shaikh Abdullah bin Khalifa Al Khalifa announced



new investments of approximately JOD 300 million to be deployed in Jordan over the next five years, reaffirming Beyon's long-term commitment to supporting the Kingdom's economic growth and accelerating its digital transformation.

Commenting on the occasion, Shaikh Abdullah bin Khalifa Al Khalifa, Chairman of Beyon Group, said "The launch of Umniah by Beyon marks a significant milestone in our ongoing strategy to create a unified brand that reflects our scale,

ambition, and leadership in digital innovation. Rooted in Bahrain and driven by global ambitions, Beyon continues to evolve as a technology group expanding its impact through purposeful investment and collaboration. The JOD 300 million we have committed to Jordan, via Umniah by Beyon, reflects our confidence in the region's digital future and our determination to drive sustainable growth through innovation and partnership. This is a moment that defines how we move forward



as one Group, with one vision, and one brand connecting our businesses, people, and purpose across every market we serve."

Andrew Kvalseth, Chief Executive Officer of Beyon Group, added, "This milestone marks another step in Beyon's journey to scale our international portfolio with strategic intent and financial discipline. By aligning our brands, we strengthen operational consistency and unlock sustainable value across our portfolio. Our investment

discipline is guided by clear metrics for long-term growth, capital efficiency, and leadership in digital services. As we continue to diversify, our priority remains unchanged; to grow profitably, innovate sustainably, and build enduring value for our shareholders and the communities we serve."

Under its new identity, Umniah by Beyon will continue to leverage the Group's international expertise to accelerate digital development in Jordan. The company's upcoming pro-

jects include the establishment of a state-of-the-art data center, the expansion of 5G infrastructure, the introduction of Wi-Fi 7 technology, and the rollout of new fiber networks across Amman, Balqa, and Zarqa, with a focus on Wadi Araba.

With this milestone, Beyon continues to shape its next phase of growth, expanding its footprint, and reinforcing its position as a technology leader with a global outlook.

## *Hundreds of seeds and Plants Distributed to Public to Encourage Agriculture*

Seef Properties Participates in "Tree Week" by Organising an Awareness Event at "Al Liwan"



## Manama

As part of Bahrain's 'Tree Week' celebrations this October, Seef Properties, the Kingdom's leading real estate developer, hosted an awareness event at Al Liwan in Hamala

This participation aligns with

the national initiative directed by HRH Prince Salman bin Hamad Al Khalifa, the Crown Prince and Prime Minister, which embodies the vision of HM King Hamad bin Isa Al Khalifa to foster sustainable development and protect the nation's environment and natural resources.



The event featured a variety of activities, including a dedicated corner for free consultations and the distribution of seeds and plants to the public to promote agriculture. An educational platform for children was also on-site, offering engaging workshops on the fundamen-

tals and importance of farming. Furthermore, the event saw the planting of several areas within "Al Liwan" to expand its green spaces.

Seef Properties purposefully held the event at "Al Liwan," one of its key projects, which exemplifies sustainability standards



and serves as a prime example of an eco-friendly development. The project underscores the company's commitment to the government's efforts for a greener environment. It boasts vast green spaces, water features, and solar panels

to promote clean energy and reduce emissions. Furthermore, its smart architectural design maximizes natural shade and airflow, forging an integrated ecosystem where urban aesthetics and environmental sustainability coexist.