

Burgan Bank: Strategic Sponsor of the 8th Flare Festival

In continued efforts to develop Kuwait's sports culture and invest in its aspiring talents



*Ms. Hessa Hussain Al-Najadah,
Senior Manager - Corporate and CSR
Communications at Burgan Bank*



*Mr. Yousef Al Shaya, CEO of
Flare Fitness*

Kuwait, 6 November 2023

Building on its vast social responsibility program, Burgan Bank announced its strategic sponsorship of the 8th Flare Festival, one of Kuwait's biggest fitness challenges; in a new effort to foster the country's sports culture and promote a healthier lifestyle for its community.

The festival, scheduled to take place between November 9 and 11 at Marina Crescent, expects the participation of 3,000 competitors of both genders aged five and above, in addition to more than 7,500 visitors and up to 200 volunteers and judges. This sponsorship also comes in line with Burgan's commitment to the environment, sustainability, and governance (ESG) practices, reflected in its efforts to invest in the social sustainability of the Kuwaiti community.

Commenting on the sponsorship, Ms. Hessa Hussain Al-Najadah, Senior Manager - Corporate and CSR Communications at Burgan Bank, said: "We are proud to be the strategic sponsors of a mega sporting event like Flare Festival. Considering that the sports field is a vital pillar of our social responsibility program, we continue to support sporting events and initiatives that contribute to improving the lifestyle of members of the local community. Over a three-day period, visitors will have an opportunity to enjoy a wide variety of activities that suit all ages and skill levels. We call

on everyone, from children and adults to amateur and professional athletes, to visit the festival and take part in the competitions.”

On his part, Mr. Yousef Al Shaya, CEO of Flare Fitness, stated: “We are delighted to see Burgan Bank sponsor and support this year’s edition of Flare Festival. This partnership is a testament to the Bank’s interest in focusing on sports, especially in terms of encouraging athletes to take on a series of challenges over three days to showcase their strength, flexibility, and endurance. In addition to raising the spirit of positive competition among participants, Flare Festival – the largest sports gathering of its kind – aims to spread health and physical awareness while attracting many community members to participate in its modern sporting activities. To this end, the festival will include diverse sports challenges and social events suitable for both children and adults. On its sidelines, an exhibition will also be held for Kuwaiti youth entrepreneurs.”

To ensure that all visitors enjoy a memorable experience at Flare Festival, Burgan representatives will be available on-ground at the Bank’s designated booth, where multiple activations and competitions will take place with numerous promised gifts for the winners. In addition, the festival will serve as an opportunity to spread financial literacy in support of the “Let’s Be Aware” (Diraya) awareness campaign, which was launched by the Central Bank of Kuwait (CBK) and the Kuwait Banking Association (KBA) in cooperation with Kuwaiti banks.

It serves to note that Burgan Bank’s strategic sponsorship of Flare Festival follows a series of similar efforts to bolster the sports culture in Kuwait, in addition to supporting a number of Kuwaiti Olympians and internationally acclaimed athletes.

About Burgan Bank

Established in 1977, Burgan Bank is a Kuwait-based conventional bank with a significant focus on the corporate and financial institution sectors. From its earliest days, the Bank has significantly sought to diversify its offering to cater to its growing retail and private banking customer base.

Burgan Bank has majority-owned subsidiaries, collectively known as the “Burgan Bank Group”, in the MENAT region. This Group is supported by one of the largest branch networks across the region and includes: Gulf Bank Algeria – AGB (Algeria), Tunis International Bank – TIB (Tunisia), and the fully owned Burgan Bank Turkey. Furthermore, Burgan Bank has a presence in the UAE through its corporate office, Burgan Financial Services Limited.

The Bank has continuously improved its performance over the years, through an expanded revenue structure, diversified funding sources, and a strong capital base. The adoption of state-of-the-art services and technology has positioned it as a trendsetter in the domestic market and within the MENA region. Moreover, Burgan Bank’s brand has been built on a foundation of real values – trust, commitment, excellence, and progression – which serve as a reminder of the high standards to which the Bank always aspires. In fact, the Bank’s core philosophy of ‘Driven by You’ is the foundation on which its products and services are continuously developed.

The Bank obtained the ISO/IEC 27001: 2013 Information Security Management Systems certificate (ISMS) and was re-certified with the prestigious ISO 9001:2015, making it one of the few banks in the GCC and Kuwait to receive such certification for five consecutive times. The Bank also has the distinction of being the only Bank in Kuwait to have won the JP Morgan Chase Quality Recognition Award for twenty consecutive years. Moreover, in a testament to its



dedication to the development of its human capital, Burgan Bank is the first bank in Kuwait to be certified as a Great Place to Work®, earning the distinct honor in 2023.

Burgan Bank is a majority-owned subsidiary of KIPCO (Kuwait Projects Company), one of the largest holding companies in the MENA region.