



## **Barwa Bank first financial institution elected on MEF EMEA Board**

**Doha, April 30, 2012**—The Barwa Bank Group, Qatar's fastest growing Shari'ah compliant banking group, is the first financial institution to become an EMEA board member of MEF, the global community for mobile content and commerce.

Diane Alphonse, Acting Head of Marketing, Communications & PR, Barwa Bank, along with other board members, was elected during the 10<sup>th</sup> AGM at MEF Connects 2012, attended by 600 industry leaders, during the Mobile World Congress in Barcelona.

On her election as MEF EMEA Board Director, Ms. Alphonse, commented; "I'm honoured to be elected into the global community for mobile content and commerce which reflects MEF's strength in key growth markets as well as its representation of the total mobile ecosystem. As the first financial institution on the EMEA board this engagement with MEF is a demonstration of Barwa Bank's commitment to driving knowledge exchange opportunities across the region.

Rimma Perelmuter, MEF Global Executive Director said; "The EMEA region and its growth markets are a strong focus for MEF and I am very excited to work with the new Board to drive forward MEF activities across Europe, the Middle East and Africa and help shape, connect and monetise the mobile content and commerce industry."

Colin Yeh of QTel Group will lead the MEF EMEA Board along with other Board members including Aspiro, RIM, Mira Networks, Nokia and Telefonica as well as incumbent board directors from Buongiorno, Inmobi, MTN Group and Vodafone Group.

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