

Press Release

Mumtalakat Launches New Brand and Corporate Identity

Kingdom of Bahrain, 1st June 2010 – Bahrain Mumtalakat Holding Company (“Mumtalakat”), the investment company for the Kingdom of Bahrain, today launched its new brand and corporate identity.

- Mumtalakat’s new brand and logo has been designed following extensive market and design research to create a brand which reflects Mumtalakat’s six core values: Integrity, Transparency, Teamwork, Accountability, Shareholder Value and Corporate Responsibility. A new tagline for the business: “Investing for Bahrain”, emphasizes Mumtalakat’s vision, which is to grow the wealth of Bahrain over the long term. A new Mumtalakat website provides detailed information about Mumtalakat’s vision and mission, its people and its portfolio companies, offering greater transparency and insight to the company’s external stakeholders. Please visit www.bmhc.bh for more details.

Talal Al Zain, CEO of Mumtalakat, said, “We are building an institution that will serve the long term financial needs of Bahrain. Mumtalakat has changed a lot since its inception and our new brand and corporate identity reflect the development we’ve made in terms of establishing the institution. The new brand communicates to all of our stakeholders our vision and our core values. These elements are important because they help to create the right culture. Transparency is one of our core principles: our new web site will offer our external stakeholders a greater level of detail into the business and our operations, creating a greater understanding of our strategy, objectives and achievements.”

ABOUT BAHRAIN MUMTALAKAT HOLDING COMPANY

Mumtalakat is the investment company for the Kingdom of Bahrain and was established in June 2006 as an independent holding company for the Government of Bahrain’s non-oil and gas related assets. With over 35 investments within its portfolio, Mumtalakat’s investment strategy is to build a diversified portfolio across asset classes and geographies, targeting long term, sustainable financial returns. The investment company is chaired by His Excellency Shaikh Ahmed bin Mohammed Al Khalifa, Bahrain’s Minister of Finance and is led by CEO Talal Al Zain.