**Press Release**

**QNB signs landmark agreement with Turkey’s Trabzonspor**

**Doha, Qatar – 14 July 2016**: QNB, a leading financial institution in the Middle East and Africa, and Trabzonspor, one of Turkey’s most popular football clubs, have announced the signing of an agreement by which QNB has become the main sponsor of the important Turkish team.

The agreement, which was signed in the Raffles Istanbul Hotel by Trabzonspor club president Muharrem Usta and QNB Group Communications General Manager Yousef Darwish, grants the Bank access to jersey sponsorship for 3 years, as well as access to advertising rights, public relations cooperation, social media and digital rights.

QNB’s sponsorship of the Turkish football club comes because of its great successes since its creation in 1967, with a long list of accomplishments, many times championships, titles and trophies and participations in the UEFA Champions League and the UEFA Europa League.

Commenting on the agreement, Trabzonspor club president Muharrem Usta said: “Trabzonspor is endeavoring to reach in new heights with its freshly selected board-members, professional managers, renovated technical team and a talented pool of players. We are honored and happy to be going forward with an esteemed partner such as QNB.” He added: We are celebrating our 50th anniversary this year, and our first and foremost target is to become the champions of The Turkish League. I would like to thank QNB for sharing this vision and excitement with us.”

On his part, Yousef Darwish, GM – QNB Group Communications, said: “The Group considers the sports field as one of the main pillars of its Corporate Social Responsibility and one of the preferred channels for its brand strategy, and has

thus chosen this as an optimal time for this sponsorship following its entrance into the Turkish market through Finansbank’s acquisition.” He added: “Trabzonspor is considered one of the deepest rooted Turkish clubs with a rich legacy, great future ambitions, and a wide support base, and that is why we chose to support this distinguished club. The move is not new for QNB Group, as it was one of the main sponsors of French football club Paris Saint-Germain, the Indonesian League, in addition to many other international tournaments.”

QNB Group’s presence in the Turkish market is considered an important step for the Group on its path toward global expansion due to the country’s significant market size, population, growth track record, strong economic and banking sector and strategic location as a gateway between Europe, Asia and Africa. The Group will work to consolidate its relationship with its customers in this important market, including the wide Trabzonspor fan base, by providing them with the best, world-class financial solutions and services, including many global banking solutions through its expansive international network.

* You can download the Press Release, all photos and the logos below link.

<http://www.trabzonspor.org.tr/en/qnb>