

SAIF AND SOUND



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PRESS KIT

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DJ —————
ARTIST
CELEBRITY —————
ENTREPRENEUR
————— HOST
ENTERTAINER —



SAIF AND SOUND ————— what's he about

Saif and Sound is one of the most established personalities in the Music & Entertainment industry in the UAE. Having taken part in some of the region's biggest events, having performed in the industry's biggest events alongside the biggest names.

Saif began his career as a record breaker. At 19, he was the youngest ever radio host in the UAE, starting off his career on Radio 1. Inspired and driven by his passion for the music industry, Saif then began "Drive Show" on 104.8FM Channel 4 FM, which was one of the most listened to radio shows in the country.

Saif's unique style on the radio waves has earned him a reputation as one of the region's favourite radio hosts, MC, DJ and media personality. He has interviewed the likes of Rita Ora, Sean Paul, French Montana, Craig David, Tiesto, Mark Ronson, and more!

971 REPRESENTIN'

Saif has become one of the most established names in the nightlife scene in the UAE. Brushing shoulders with A List celebrity as a result and playing at venues like White Yas Island, Vii, Armani, Billionaire Mansion, Movida, Gotha Club, People by Crystal, Saadi- yat Beach Club and many more.

Saif has also been invited to perform at elite clubs in Miami, London, Germany, Baku and more. His ability to connect with fans across the globe goes partly to his engaging social media activities. With over 40K followers, you can gain an insight into Saif's busy day to day life and all his endeavours. He has carried out social media campaigns with brands such as Nissan, Timberland, Sun and Sand Sports, Mall of the Emirates, Huawei, Sennheiser and more.



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@saifandsoundofficial



AVERAGE IMPRESSIONS

4M



NUMBER OF FOLLOWERS

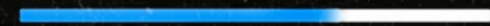
40K+

59.2%
Men



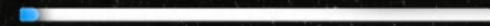
40.7%
Women

United Arab Emirates



67.5%

United Kingdom



3.5%

United States



2.6%

Jordan



2%

SOCIALS



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BOOKINGS



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