

“ONE OF THE TOP PERSONALITIES  
IN THE REGION.”

– Voted By The Public (AHLAN  
People’s Choice Awards)

“MOST HIGH PROFILE DJ”

– Time Out Magazine

2019

SAIFAN  
SOUND



Press Kit



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, Saif's ability to perform at the highest level comes as second nature. As a result, he has performed in the industry's biggest events alongside the biggest names.

Saif began as a record breaker. At 19 he was the youngest ever radio host in the UAE. Inspired and driven by his passion for the music industry, Saif now hosts the **"Drive Show"** on **104.8FM Channel 4**, 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, consistently providing the best music and most interesting current topics of discussion and entertainment. He has interviewed the likes of **Rita Ora, Sean Paul, French Montana, Craig David, Tiesto, Mark Ronson, and more!**

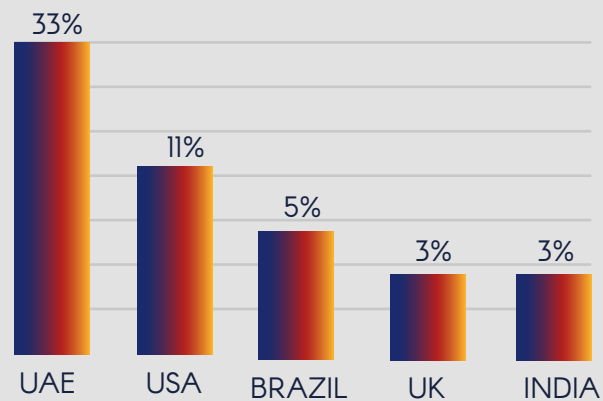


Away from the Radio, Saif has performed in the region's biggest events such as the **2017 & 2018 FIFA Club World Cup, 2019 AFC Asian Cup, Abu Dhabi FI Grand Prix, Dubai Cares Walk for Education 2019 and 3 Editions of Beats on the Beach** alongside **J. Cole, Travis Scott, Jason Derulo and more!** Saif's stellar reputation is well known among industry greats, with legendary Hip Hop Artist **Juicy J** specifically requesting for Saif to open and warm up the crowd of 30,000 for him. This reputation has led Saif to open for the world's biggest names in **Coldplay, Katy Perry, Nicki Minaj, Cheb Khalid, Sam Smith and more!** His ability and passion for entertaining a crowd has led him to host brilliant events such as **Sole DXB, Yasalam Emerging Talent Competition, NEO Run, Red Bull Air Race and the ITU World Triathlon**, to name a few.

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 **Mad Yas Island, Billionaire Mansion, Movida, Gotha Club, People by Crystal, Saadiyat Beach Club and many more.** Saif has also been invited to perform at elite clubs in **Miami, London, Germany, Baku** and more.

Saif's ability to connect with fans across the globe goes partly in thanks 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 **Nissan, Timberland, Sun and Sand Sports, Mall of the Emirates, Huawei, Sennheiser and more.**

## TOP LOCATIONS

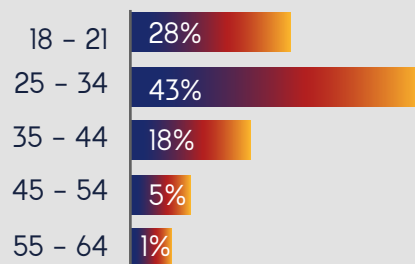


63 % MEN



37% WOMEN

## AGE RANGE



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SaifandSoundOfficial



SaifandSound



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