

OMPAY Concludes Region's First Fintech-Led FIFA World Cup 2026™ Campaign, Courtesy of Visa



Masqat, Oman Apr 26, 2026 ([Issuewire.com](https://www.issuewire.com)) - OMPAY has concluded the region's first fintech led FIFA World Cup 2026™ campaign, courtesy of Visa, celebrating its grand prize winner — who received an all inclusive FIFA World Cup 2026™ Round of 16 experience for two, courtesy of Visa — alongside nine top OMPAY Visa cardholders whose engagement and loyalty positioned them at the forefront of this landmark activation. The campaign transformed everyday digital payments into a gateway to global football excitement, showcasing how secure, app driven technology can deliver real lifestyle value.

As a next generation digital wallet and payments app, OMPAY continues to work with leading regional and global partners to deliver a seamless, instant, and secure financial experience. With fast onboarding, immediate card activation, and lifestyle driven features, the OMPAY Visa Card is becoming the preferred everyday companion for shopping, dining, travel, entertainment, and daily essentials. This campaign served as a powerful incentive, rewarding users for embracing modern, cashless living through the OMPAY app.

To mark the campaign's conclusion, OMPAY hosted a special event recognizing the grand prize winner and the nine runner up top OMPAY Visa cardholders. The evening featured a special appearance by Omani football legend Ali Al Habsi, whose presence added a sense of national pride and sporting spirit

to the celebration. Guests enjoyed an engaging experience that reflected the strong community created through digital adoption and shared moments.

Sami Elloumi, CEO of OMPAY, said:

“Concluding the region’s first fintech led FIFA World Cup 2026™ campaign, courtesy of Visa, is a proud moment for OMPAY. This initiative demonstrated how digital payments — powered through the OMPAY app — can unlock meaningful lifestyle experiences for our customers. We are delighted to celebrate our grand prize winner and the nine runners up whose engagement reflects the growing trust in OMPAY’s secure, instant, and modern financial ecosystem.”

The campaign reinforces OMPAY’s role as an Oman based fintech powered by strong regional and global partnerships. By combining local market expertise with advanced digital capabilities, OMPAY continues to accelerate digital payment adoption, enhance financial inclusion, and support the growth of Oman’s digital economy.

About OMPAY

OMPAY, backed by Omantel and regulated by the Central Bank of Oman, is a fast growing fintech driving the Sultanate’s digital payments ecosystem. Through its e wallet, virtual cards, remittance services, and merchant solutions, OMPAY enables individuals and businesses to transact securely and seamlessly. OMPAY operates under Global Financial Technology LLC.



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