Al Salam Bank-Bahrain launches new card offer, urging the public to shop online and use the contactless card feature

- ***Chance to win BD 500 when using Al Salam Bank cards***
- ***Customers urged to shop online and use contactless card feature***
- ***Offer valid from 19 April to 30 May***

19 April 2020, Manama, Bahrain: Al Salam Bank-Bahrain, the pioneering Shari'a-compliant Bank in the Kingdom, launched a debit, credit and prepaid card promotion offering a cash prize based on local spending while highlighting important safety practices. The Bank continues to urge its customers to conduct their purchasing online and to utilize the contactless feature on the cards at POS (Point of Sale) terminals for physical purchases. The cardholder with the highest number of transactions, irrespective of the transaction value, will win BD 500.

Al Salam Bank-Bahrain Head of Retail Banking, Mohammed Buhijji said: "This promotion has always been among our most popular because it considers the number of transactions rather than the total value, widening the pool of eligible customers. It covers all local and online transactions, helping to spread our safety message to as many people as possible during these challenging times."

He added: "We want our customers to be able to continue to maintain their lifestyles while still taking sensible health precautions. Combating the spread of the coronavirus (COVID-19) is a national and global effort which requires the cooperation of all, including individuals and corporates. For physical purchases, we urge our customers to use the 'tap and go' contactless feature on their card which is the safest payment method available. Alternatively and preferably, customers should capitalize on the comfort of shopping online."

The promotion will run from 19 April to 30 May. For further information, visit alsalambahrain.com or contact the customer care center on 17005500.

– Ends –

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About Al Salam Bank-Bahrain

Al Salam Bank-Bahrain B.S.C (ASBB) is an Islamic bank headquartered in the Kingdom of Bahrain, and licensed and regulated by the Central Bank of Bahrain.

ASBB was established on 19 January 2006 in the Kingdom of Bahrain with paid-up capital of BD 120 million (US$ 318 million) and commenced commercial operations on 17 April 2006. The Bank was listed on Bahrain Bourse on 27 April 2006 and subsequently on the Dubai Financial Market (DFM) on 26 March 2008.

ASBB completed its merger with the Bahraini Saudi Bank (BSB) on 22 December 2011. On 2 February 2014, Al Salam Bank-Bahrain and BMI Bank B.S.C. (c) confirmed the conclusion of a business combination between the two institutions after obtaining the approval of their shareholders at their respective extraordinary general assembly meetings, and of 30 March 2014 BMI Bank became a wholly owned subsidiary of ASBB.

ASBB offers its customers a comprehensive range of innovative and unique Shari'a-compliant financial products and services through an extended network of branches and ATMs, utilizing the state-of-art technologies to meet various banking requirements. In addition to its retail banking services, the Bank also offers Corporate Banking, Private Banking, Investment and Treasury services. The Bank's high-calibre management team is comprised of highly qualified and internationally experienced professionals with proven expertise in key areas of banking, finance, and related fields.