Al Salam Bank partners with talabat to offer its cardholders valuable cash prizes

- Al Salam Bank cardholders will get a chance to win sizeable daily and grand cash prizes when using talabat.
- The more the cards are used to make purchases on talabat, the higher the chances of winning prizes ranging from BD 200 to BD 1,500.
- The special promotion is part of the Bank's broader strategy to reward its customers via partnerships with select merchants including talabat and LuLu Hypermarket.

Manama, 1 November 2020: Al Salam Bank-Bahrain (Al Salam Bank) is collaborating with talabat, the region's leading food and grocery delivery app, to offer holders of its debit, credit and prepaid cards the chance to win sizeable daily and grand cash prizes. Throughout the special promotion period, which will run from 1 November to 30 November 2020, each time a customer makes a purchase with their card on talabat, their chances of winning go up. Prizes include daily winners to win BD 200, as well as three grand prizes valued at up to BD 1,500 of talabat credit.

The special promotion is part of Al Salam Bank's ongoing strategy to reward its customers via innovative prize schemes and partnerships with select merchants. The Bank is also running a similar card promotion in collaboration with LuLu Hypermarket from 13 October to 31 December 2020, where every purchase made with an Al Salam Bank credit or prepaid card is a chance to win one of 12 prizes of BD 100. Both the talabat and LuLu Hypermarket promotions are running alongside a broader campaign to reward customers – granting a combined US$ 30,000 and half a kilogram of gold in prizes.

Commenting on the special promotion with talabat, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank-Bahrain said: "Throughout the entire region, consumers are increasingly turning away from cash and towards digital and contactless card transactions, even for smaller purchases such as a takeaway meals or a bag of groceries. At Al Salam Bank, we like to stay one step ahead of our customers' needs. Accordingly, we have partnered with a range of reputed merchants to provide our customers with special offers and generous cash prizes, even for smaller card spends. This promotion is designed so that the more you use your Al Salam Bank card, the higher your chances of winning one of the cash prizes. It is now easier than ever, both to become an Al Salam Bank customer, and to top up or pay any outstanding amount on your Al Salam Bank cards via our new mobile banking App."

Mr. Hesham Al Saati, Managing Director at talabat Bahrain said: "We're delighted to be collaborating with Al Salam Bank, who have similarly taken a leading role in the digitisation of banking in the region, to jointly reward our mutual customers. At talabat, our priority is our customers safety, security, comfort and convenience. Our partnership with Al Salam Bank allows customers to reap the rewards whether they

are purchasing food, groceries, flowers or electronics through the talabat platform in addition to using secure and convenient payment methods."

For more information on Al Salam Bank's range of options for credit and prepaid cards, please click the link below: https://www.alsalambahrain.com/credit-cards/jiwan-credit-cards/

- **ENDS** -

About Al Salam Bank-Bahrain:

Al Salam Bank-Bahrain is a pioneering Shari'a-compliant Bank in Bahrain. It offers a comprehensive range of innovative and unique financial products and services through its extended network of branches and ATMs, which employ state-of-art technologies to meet its clients' various banking needs. In addition to its Retail Banking services, the Bank offers Corporate Banking, Private Banking, Asset Management, International Transaction Banking as well as Treasury Services. The Bank's high-caliber management team comprises of a highly qualified and internationally experienced professionals with proven expertise in key areas of banking, finance and related fields.

The Bank has received multiple awards, including:

- "Best Islamic Retail Bank in Bahrain for the year 2019 and 2018", "Best Shari'a Compliant Product in Bahrain for 2019" and "Most Innovative Shari'a Compliant Products in Bahrain for 2018" awarded by Global Business Outlook,
- The Enterprise Excellence award in the field of training and national manpower development at the 34th annual ceremony organized by the Ministry of Labour and Social Development.
- The "Critics' Choice award – The Best Islamic Retail Bank in Bahrain for 2017" by Cambridge IFA– a UK-based Islamic finance intelligence provider specialising in strategic advice in the field of financial services and professional academic research for financial institutions.