Al Salam Bank Launches "Back to School" Campaign for "Al Salam Life Planning" Account

- **Qualification of new account holders during the period between August 25 and October 31, 2021**
- **Chances of winning one year tuition fees for one child**
- **Al Salam Life Planning Account provides 3 packages over two specified periods and competitive profit rates with added benefit of accompanying insurance (Takaful)**

Manama, Bahrain - 26 August 2021: Al Salam Bank announced the launch of a new promotional campaign entitled "Back to School" for its "Al Salam Life Planning" account, which offers the ideal option to save for future education expenses, giving one winner the opportunity to win tuition fees for one year.

When opening an "Al Salam Life Planning" account between August 25 and October 31, 2021, which can be accomplished instantly from the Bank's mobile application or visit any of our branches, customers will be eligible to enter the draw to win the value of one-year tuition fees for one of their children.

Commenting on the launch of the campaign, Head of Retail Banking, Mr. Mohammed Buhiji stated, "We are pleased to announce the launch of our latest campaign, through which we seek to encourage customers to start saving and reward them for choosing Al Salam Bank by giving them a chance to win one-year tuition fees when they open a new "Al Salam Life Planning" account. We look forward to continuing to provide such campaigns and launching banking products and services that not only meet the needs of our customers, but also exceeds their expectations."

The Life Planning Account and its flexible tier packages (starting from monthly contributions of BD30, BD80, BD150, and above), with saving plan periods of 3 or 5 years, is designed to assist clients in effectively meeting their saving goals, enabling them to secure a stronger financial future of choice, be it saving for their children's education, planning for retirement, or saving for a property down payment. In addition, the account offers clients competitive profit rates on minimal investments for short term savings, with the added benefit of accompanying insurance (Takaful) which includes Children's Education, Life, and Covid-19 coverage.

For more information on the Al Salam Life Planning account, visit www.alsalambahrain.com, WhatsApp 17005500, or book an appointment with Al Salam's virtual branch via the Skiplino App.

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