Al Salam Bank Holds its Annual Town Hall Event

- **Celebrating the Bank's achievements despite challenges presented by the pandemic and revealing future plans**
- **The town hall was attended by over 300 bank employees with 60 recognized for exceptional performance across various departments**

Manama, Bahrain – 21 December 2021: Al Salam Bank recently hosted its annual townhall for its employees at the Ritz Carlton Hotel. The event aimed to highlight key milestones and successes of 2021, as well as usher in a new phase of the Bank's growth strategy launched earlier this year, coinciding with the reveal of its refreshed Brand DNA guided by a renewed set of principles, and the reveal of its new logo to reflect this new chapter.

Commenting on the occasion, Rafik Nayed, Al Salam Bank Group Chief Executive Officer, said "The past two years have posed a significant challenge to industries and communities around the world. Yet, by the same token, these circumstances have built a drive within us to be better, and stronger. Through perseverance, and the unwavering commitment of every Bank employee, we have made impressive progress in our growth strategy to expand core banking activities and consistently increase our market share."

He added, "At Al Salam Bank, we have always had a vision firmly set on driving transformative change across the sector and industry at large, setting the bar for financial excellence despite the ongoing pandemic, we have continued to consistently deliver on our roll out strategy, achieving countless pivotal milestones for the bank. This is a testament to both our unparalleled dedication as a team and the Bank's collaborative work culture.

The Group Chief Executive Officer concluded, "Our strategy for the coming year will be to continue to push forward on our ability to deliver state of the art financial solutions driven by the latest financial technology, whilst nurturing our customer relationships, for a truly hospitable banking experience unlike any other in the Kingdom of Bahrain. It is with our forward-thinking mindset that we have achieved these milestones, and it is with our continued commitment that we will continue to deliver on our promise, becoming the bank of choice in Bahrain."

The annual event was attended by over 300 of Al Salam Bank's employees, where 60 employees were recognized for exceptional performance across various departments.

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