The First of its Kind in the Kingdom of Bahrain
Al Salam Bank – Bahrain Launches a Unique Loyalty Rewards Scheme

Manama, Bahrain , 08 February 2021: As part of its commitment towards delivering an excellent level of service to its customers, Al Salam Bank - Bahrain (Al Salam Bank), a leading regional Islamic bank and provider of a comprehensive range of innovative and unique Shari'a-compliant financial products and services, recently announced the launch of its exclusive Loyalty Rewards Scheme, the first of its kind in the Kingdom, which aims to reward all customer banking transactions.

The scheme is designed to reward customers for daily transactions, with loyalty points being earned on all banking services, namely, maintaining a monthly balance in an account, opening a Wakala account, availing new financing facilities, topping up financing facilities, as well as transactions on prepaid or credit cards. With the Loyalty Rewards Scheme, customers also have the potential to receive points using any of the Bank's online channels or by signing up for electronic statement or the various products and services offered by Al Salam Bank. Customers may then redeem their collected points in exchange for a wide range of rewards and benefits, including cash-back options, Gulf Air miles, hotel reservations, airline tickets, as well as car rental services worldwide. Customers will also be able to redeem points easily at the Bank's online store and benefit from preferential pricing on banking products and services.

Commenting on the launch of the Loyalty Rewards Scheme, Head of Retail Banking at Al Salam Bank - Bahrain, Mr. Mohammed Buhijji, said, "We are proud to be the first bank in the Kingdom of Bahrain to launch a loyalty scheme of this kind, strengthening our commitment to providing banking experiences tailored to the needs of individual clients. Our customers deserve the best rewards every day, and through this program we will provide increased opportunities for them to earn loyalty points by rewarding with every transaction they make with us. This initiative comes as a token of our great gratitude to our valued customers, as it is in line with our endeavors to enrich their experience beyond traditional service, and encourage our customers to register to avail the benefits. This scheme is a gamechanger compared to the existing loyalty programs in the banking sector in the Kingdom of Bahrain, where rewards have previously only been offered only against card transactions."

To commemorate the launch of the Loyalty Rewards Scheme, Al Salam Bank also introduced a special promotional campaign, giving customers who register and activate their rewards accounts before 1 April 2021 the chance to enter a draw to win additional bonus points totalling one million points.

"We would like to invite everyone to switch their banking transactions to Al Salam Bank-Bahrain, allowing them to collect points with the Loyalty Rewards Scheme, which will allocate a million points in an exclusive offer, for a limited period. We have also taken the initiative to create a special website dedicated to the loyalty scheme, in order for our valued customers to keep record of points, and redeem rewards easily," continued Mr. Buhijji.

The Al Salam Bank Loyalty Rewards Scheme is set to transform the banking sector in the Kingdom of Bahrain, with the Shari'a compliant financial institution setting a new precedent for banks in the region.

For more information on the Loyalty Rewards Program, please visit the website: rewards.alsalambahrain.com

-End-