Al Salam Bank launches Al Salam Zone to ensure smooth transition for Ithmaar clients

- **Ithmaar Bank's retail clients have the opportunity to inquire about their transfer to Al Salam Bank.**
- **Al Salam Zone will feature interactive stations for visitors of all ages, including a Social Zone, an integration hub, Self-Service Banking Kiosks, VR experiences, a tree planting station, and a café with robot servers**
- **Free-to-enter Al Salam Zone runs until 28 February 2023 at City Centre Bahrain**

Manama, Kingdom of Bahrain. 13 December, 2022 – Al Salam Bank recently launched "Al Salam Zone" at City Centre Bahrain, offering Ithmaar Bank retail clients, the opportunity to ask questions and learn more about Al Salam Bank's integration roadmap. Located on the mall's first floor until 28 February 2023, the Zone will feature an Integration Hub to help ensure a seamless transition for Ithmaar's retail clients migrating to Al Salam Bank. It will also provide visitors with free entry to inspirational experiences associated with the Bank's "Inspired to Grow" campaign.

The opening ceremony was held in the presence of the Central Bank of Bahrain (CBB) representative, Mrs. Khawla Ahmed Hasan Ebrahim, Acting Director – Islamic Financial Institutions Supervision Directorate in addition to the Bank's Board of Directors and Executive Management.

Earlier this year, Al Salam Bank acquired Ithmaar Bank's consumer banking business, creating Bahrain's largest Islamic bank. To ensure the seamless transition and prevent client disruption, Al Salam Bank has implemented a detailed integration roadmap so clients can continue to use products and services as normal until the transition is completed. Al Salam Zone is an important part of this roadmap, providing a space where clients can familiarize themselves with the brand as well as the bank's growth and digitalization journey.

Rafik Nayed, Group Chief Executive Officer of Al Salam Bank, said: "We are pleased to invite the public to experience this innovative, interactive space and immerse themselves in the Al Salam Bank brand. Al Salam Zone will provide Ithmaar Bank retail clients with peace-of-mind about the integration and demonstrate how they will benefit from a combined workforce and an expanded network of branches and ATMs following the acquisition. The zone will showcase how our journey to becoming the Kingdom's largest Islamic bank has been guided by a visionary roadmap that accelerates growth. Our recent transaction fuses two major Islamic financial forces and will unlock significant stakeholders' value through new synergies, improved operations, and enhanced efficiencies."

Anwar Murad, Deputy Chief Executive Officer of Banking at Al Salam Bank, commented: "We are forever fueled by our passion for excellence and desire to exceed the expectations of our clients. Al Salam Zone seeks to immerse the public in our brand and engage members of the community, acting as a symbol of the bank's journey of growth and reflecting our collaborative spirit and harmonious culture."

He added: "The Integration Hub at the Zone is part of our pledge of ensuring a seamless transition enabling Ithmaar Bank retail clients to openly enquire and ask questions about the migration, or simply complete routine procedures such as issuing a card."

The futuristic Zone reflects Al Salam Bank's 'Inspired to Grow' campaign and features a myriad of engaging experiences. The space's design is inspired by a tree, embodying the bank's sturdy roots, history of achievements, and sustained growth trajectory.

The Zone's spaces include Monty Café, where coffee is served by robots and a virtual reality (VR) simulator taking visitors on virtual adventures. Additionally, a Live Sketch area enables visitors to draw on tablets where they can see their pictures come to life on a digital LED screen.

The space also features a Plantation Corner in which visitors can participate in the Inspired to Grow planting drive. On behalf of each participant, one tree will be planted in Bahrain starting in 2023. This is in line with the bank's ongoing efforts to embed Environmental, Social, and Governance (ESG) awareness within the community and its commitment to contributing to doubling tree coverage around the Kingdom by 2035.

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