In Collaboration with Canadian School Bahrain

Al Salam Bank Launches its Youth-oriented Educational Program 'Al Salam Juniors Banking Diploma'

- **Aiming to the develop increased financial literary and vital life skills for students enrolled in the program**
- **In line with the Banks' Guiding Principle 'Inspire our People' which has been extended to the greater community**

Manama, Bahrain, February 23 2022: Al Salam Bank recently launched an educational program in collaboration with the Kingdom's Canadian School, entitled Al Salam Juniors Banking Diploma. Aimed at developing the financial literacy skills of students from a young age, the Program works towards setting a solid foundation for a brighter future for students, by embedding a heightened awareness of financial responsibility, and equipping students with core life skills in the likes of the basics of money management and healthy saving habits.

The program in partnership with Canadian School will kick off on the 22nd of February 2022, and seeks to maximize the number of graduates by tailoring the program across several academic levels. While the inaugural program is being dedicated to primary school students, grades 4 to 6, in the future, the program will expand to include middle and high school students.

Essentially, a make-shift branch of Al Salam Bank will be set up at the Canadian School, educating primary school students with all the basic tasks of the employees that work at branch of any given bank, in the likes of client service representatives, branch managers, bank tellers and CEO. Each student will then be assigned a specific task, and taught the basics of the role, in the likes of operating their own branch and taking deposits from their classmates. At the end of the program, each student will be awarded a certificate of participation from Al Salam Bank, setting them on the course for a career ahead in a rewarding experience, having learnt essential life skills, in the likes of learning how to save, at a young age.

Commenting on the partnership, Mahmood Qannati, Head of Marketing and Communication at Al Salam Bank revealed, "We chose to collaborate with Canadian School Bahrain for this initiative in light of its certified, internationally renowned British Columbia - Canada curriculum, dedicated to developing students who are confident in their culture, empowering them to achieve academic excellence through nurturing moral values of integrity, responsibility, respect and courage in an inclusive, supportive and welcoming atmosphere. By registering in this program, students will benefit from a hands-on learning experience and gain real-life skills, where for each task the students will receive guidance from an Al Salam Bank representative

that will support the students' learning journey, teaching them the basics on how to achieve each goal."

"The idea was to inspire the youth to develop valuable life and leadership skills at a young, impressionable age, enabling them to learn basic financial skills, as they navigate the ins-and-outs of running a bank in a fun and safe environment. Ultimately, this sets the groundwork for them to improve basic mathematics, learn real life skills, and most importantly, gain a sense of self-confidence and independence. At the end of the program, students will be taken to one of Al Salam Bank's branches where they will have the exclusive opportunity to see real-time transactions and support Bank representatives in certain tasks." Mahmood Qannati added.

This initiative comes in line with the Bank's Brand DNA Guiding Pillar, 'Inspire our People', which is driven by the Bank's human desire to make a difference in the lives of its people and the greater community. In light of the ethos of the aforementioned Principle, which underlines how Al Salam Bank prioritizes the wellbeing of its people by fostering a highly energetic and supportive work environment with distinct culture of collaboration, founded on the principles of teamwork, transparency and mutual respect, enabling them with tools, resources and opportunities to succeed; the Bank aimed to reflect this ethos outwards for the benefit of the community at large, with a specific focus on the youth, thereby inspiring the generations of tomorrow.

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