Al Salam Bank Rolls Out its Innovative Service "Saving Goals"

- **Enriching clients with a rewarding banking experience and valuable prizes**
- **In line with the Bank's ongoing effort to support clients in achieving their saving goals and increase their financial acumen**
- **Offering a seamless experience through Al Salam Bank's mobile application**

Manama, Bahrain – 6 November 2022: Al Salam Bank recently launched a promotional retail campaign for its innovative service Saving Goals, providing clients with a curated and seamless user experience. Facilitated by the Bank's mobile app, the service is a fully customizable digital savings system, which provides the requisite structure to enable clients to easily meet targeted financial goals.

The Saving Goals service offers several activation, suspension, or alteration options where clients can set their desired target as well as determine the amount and end date of each goal; alongside the added flexibility of topping up balances with any amount at any given time. Additionally featuring a recurring payments option, which enables weekly or monthly deductions to be made automatically from the account up until the specific target amount is met. As for the 'AlKhardah' payment option, this allows for the remaining balance to be deducted daily according to the category of choice (to the nearest BHD 10, BHD 1 or 100 fils).

As part of the campaign, which aims to provide a rewarding experience by offering valuable cash prizes, there will be a raffle draw held on the second week of January, 2023, where five winners will be selected. Each winner will earn the value of the financial goal set, provided that the amount does not exceed the maximum value allocated for each prize. Clients are eligible to enter the draw once they set their target and begin saving in their accounts via the Bank's mobile app.

Commenting on the occasion, Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said, "We are incredibly pleased to launch this one-of-a-kind campaign where through this new Savings Goals service, we aim to provide our clients with a system that supports them in reaching their personal financial goals. As a completely free service with no minimum balance required, clients can now seamlessly increase their target or withdrawal balance at their leisure, as well as return the total amount saved without any additional charges. This service reiterates our ongoing efforts to embed a culture of saving within our clients, and we actively encourage all of our clients to make use of this opportunity and utilize the various benefits the campaign has to offer directly through our mobile application."

For more information, contact Al Salam Bank through the chat service on the Bank's website www.alsalambank.com, WhatsApp 17005500, or book an appointment at Al Salam Bank's virtual branch via the Skiplino App.

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