Providing the Youth with an Integrated Banking Experience

Al Salam Bank Launches Youth-Centered Scheme

- The launch of a scheme catering to the youth segment featuring exclusive benefits
- Exclusive weekly prizes of 5g of gold for the Youth segment of the Danat Savings Scheme
- New clients between the age of 10 to below 18 years will be able to open their own Savings or Danat Savings account

Manama, Bahrain – 6 September 2022: Al Salam Bank announced the launch of its exclusive scheme catering to the youth aged between 10 to below 18 years old, enabling them to open a Savings or Danat Savings account and benefit from the various digital services provided through the Bank's mobile application including the Fils Challenge, Saving Goals feature, and sending Danat eGifts. To encourage them to save, accountholders will have the opportunity of winning weekly prizes of 5g of gold for every BD 5 invested in their Danat Savings account.

The youth-tailored scheme include a wide range of features and exclusive benefits such as receiving points as part of the Bank's Loyalty Rewards Program, setting up independent BenefitPay App accounts, eligibility to win weekly prizes as part of Danat scheme for every BD 5 saved, free standing order from the parent's account, and the ability to have independent access to Al Salam's mobile application. In addition to the above benefits, Youth Account holders will be able to participate in the multiple competitions and events that the Bank has planned for various age groups.

Commenting on the occasion, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said, "the youth are our future leaders; therefore, we must prepare them to be more responsible by introducing them to a culture of saving while also providing them with reasonable control over their bank accounts and finances. As such, we have decided to launch an exclusive scheme for the youth segment complemented with special benefits and prizes. This supports our ongoing efforts to meet our clients' needs and provide them with the best line-up of quality services. We urge parents to encourage their children to open a Savings or Danat Savings account with Al Salam Bank."

Earlier this year, Al Salam Bank launched a new edition of Danat Savings, under the title "Year of Gold". The campaign will be running until January 2023 and includes daily prizes of 10 grams of gold, monthly prizes of 0.5 kg and 1 kg of gold, as well as a grand prize of 10 kg of gold.

For more information, visit the Bank's website www.alsalambank.com, WhatsApp on 17005500, or book an appointment with Al Salam Bank's virtual branch via Skiplino.

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