Following its official sponsorship of Informa Markets exhibitions…

Al Salam Bank Rewards Autumn Fair Visitors with Exclusive Offers and Valuable Cash Prizes

Manama, Bahrain – 23 December 2023: Al Salam Bank has announced the launch of its exclusive campaign for all visitors of this year's Autumn Fair taking place from 21 to 29 December 2023. In line with the Bank's vision to enrich its client's banking experience, the announcement comes as part of the Bank's official and exclusive sponsorship of Informa Markets exhibitions.Visitors will be able to open a new account and issue a card instantly when visiting Al Salam Bank's booth at the Autumn Fair to make use of the various exclusive offers available. The Bank is also offering lucrative cash prizes for purchases made using its credit cards, Visa Signature debit cards, and prepaid cards giving 10 clients the opportunity to win 100% cashback (capped at 100 BD). Cardholders will qualify for entry into the draw for every BD 20 spent at the exhibition, with more purchases increasing their chance to win.

Through this campaign, the Bank will provide visitors with exclusive offers and seamless banking solutions through its Self-Service Kiosk, ATMs, and Cash Deposit Machines, in addition to offering an on-site 'pop-up' branch at the event. Al Salam Bank has also partnered with Arab Financial Services (AFS) to offer digital platforms that reduce the use of cash, as part of its efforts to promote a sustainable environment. The Bank is also giving priority access to Al Salam Bank credit, debit, and prepaid cardholders who present their cards at its dedicated entrance in the Autumn Fair exhibition.

Commenting on the occasion, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "We are pleased to be taking part in the Autumn Fair 2023 to deliver promotional offers that aim to enhance the visitor experience and give them the chance to win valuable prizes, in addition to facilitating their transactions through Al Salam Bank's various banking solutions. Through the presence of our on-site branch, we hope to offer support and assistance to all new clients by opening new accounts and issuing cards instantly, enabling them to benefit from all the offers during the exhibition."Al Salam Bank has recently announced its strategic partnership with Informa Markets to sponsor the Autumn Fair 2023, Jewellery Arabia 2024, and Scent Arabia 2024. Through the agreement, Al Salam Bank is the official sponsor and banking and finance institution at all Informa Markets events for 3 years, in addition to the Point of Sale (POS) provider.

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This press release has been issued by TRACCS Bahrain.

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About Al Salam Bank

Al Salam Bank is a leading regional Islamic bank headquartered in the Kingdom of Bahrain and is licensed and regulated by the Central Bank of Bahrain. It offers a comprehensive range of innovative and unique Shari'a-compliant financial products and services through its extended network of branches and ATMs utilizing the state-of-art technology to meet various banking requirements. In addition to its retail banking services, the Bank also offers corporate banking, private banking, and investment as well as treasury services.