Following the success of its "Inspired to Grow" Campaign

Al Salam Bank Wins "Best Marketing Initiative of the Year – Bahrain 2023"

Manama, Bahrain – 28 December 2023: Al Salam Bank has won the "Best Marketing Initiative of the Year – Bahrain 2023" Award from the International Business Magazine Awards 2023. This achievement reflects the success of the Bank's "Inspired to Grow" campaign which aims to increase green areas in Bahrain, in line with the strategies of the Supreme Council for Environment and the Sustainable Development Goals. The initiative took place across a six-month period from November 2022 to April 2023.

The "Inspired to Grow" campaign aimed to contribute to reducing the Bank's carbon footprint and mitigating the risks of climate change in line with national objectives to make Bahrain greener. As part of its Environmental, Social, and Governance (ESG) principles, the Bank strives to leave a positive impact on the community in which it operates.

The campaign achieved wide success with the distribution and planting of over 20,000 trees across various areas in Bahrain. The platform included interactive segments and experiences inspired by the Bank's pillars, values, and leading banking history, as well as its achievements and sustainable growth journey, including a planting corner, in which a seedling was planted in Bahrain for every visitor to the campaign's platform at City Centre Mall.

Commenting on the accomplishment, Mr. Mahmood Qannati, Head of Marketing and Communications and ESG Officer at Al Salam Bank, said: "We are proud to have received this esteemed award which reflects our strategic endeavors to enhance sustainable development in the Kingdom of Bahrain and reduce our environmental impact in line with our social responsibility commitment and the Kingdom's directives. At Al Salam Bank, we strive to launch innovative campaigns that align with our forward-thinking digital approach focused on enriching the experience of our valued clients. This award is a testament to our leadership in the ESG realm and remains a prominent element of our brand identity. Through our environmental conservation initiatives, we hope to be a source of inspiration for other organizations across all business sectors".

Al Salam Bank is a prime example of a unique and simplified Islamic digital banking experience that continues to strengthen its role in the community and contribute to national aspirations. The Bank plans to launch future initiatives that will support the Kingdom's goals to double tree coverage by 2035 and achieve net zero by 2060, which will play a role in meeting the UN Sustainable Development Goal (SDG) 15 – 'Life on Land'.

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