Al Salam Bank's Mobile App Brings a New Era of Payday with Salary Advance Launch

Manama, Bahrain – 13 February 2023: Al Salam Bank announced the launch of its latest app feature, "Advanced Salary", enabling clients who receive their salaries through the Bank 15 days in advance. New clients can also take advantage of this service when transferring their salaries to Al Salam Bank.

As part of Al Salam Bank's efforts to elevate its clients' banking experience and position itself as the preferred bank for monthly salary transfers, the new-launched initiative aims to further establish the Bank's leading position in the Kingdom's banking sector. The feature is available on the Bank's digital app for clients who have transferred their salaries over the past 3 months. Clients can receive an advanced salary of up to BD 2,000, in accordance with the terms and conditions, for a nominal service fee of only BD 11 including VAT.

The "Advanced Salary" service is part of a range of benefits provided by Al Salam Bank to its loyal clients delivered through a number of innovative programs and services, including the loyalty rewards program, offering loyalty points to clients for certain banking transactions, and the transactional memories feature, providing spend analysis services. The Bank also strives to continuously develop its digital services to enable clients to manage and monitor all their finances through artificial intelligence available in the Bank's digital application.

Commenting on the occasion, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "At Al Salam Bank, we are committed to building our relationship with our clients, continuously meeting their financial needs, and enhancing their banking experience with us. As such, we continue to launch initiatives and services that aim to streamline their banking transactions and facilitate their financial matters. We are pleased to announce the launch of our latest service, which enables clients to receive their monthly salaries in advance. Through this initiative, we hope to position ourselves as the bank of choice for clients to receive their salaries as we continue to deliver more innovative services that will enrich their banking experience through a range of products and services."

In line with its brand promise, "We nurture relationships by enriching experiences", Al Salam Bank is committed to enhancing its products and services, in addition to developing its relationships with its clients by providing innovative solutions that help them achieve their financial goals with ease.

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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