In line with its efforts to enhance its digital transformation journey

Al Salam Bank Launches Exclusive Digital Onboarding Campaign

Manama, Bahrain, 6 March 2023: Al Salam Bank announced the launch of its exclusive digital onboarding campaign for clients who open a new bank account using the Bank's mobile app or new self-service kiosks. The campaign is in line with the Bank's expansion following its acquisition of Ithmaar Bank's consumer banking division, and is a vital initiative that aims to facilitate the client migration process.

Throughout the campaign, the Bank will reward its clients who onboard digitally with an opportunity to enter the monthly draws for a chance to win a cash prize of BHD 250. The campaign will begin this month and end in December 2023.

Commenting on the occasion, Mr. Muhammad Buhijji, Head of Retail Banking at Al Salam Bank, said: "At Al Salam Bank we proudly implement a digital-first mindset, enabling us to elevate our client's experiences with innovative, smart, and efficient banking services. As such, we have launched our recent campaign with the aim of encouraging clients to adopt digital services and make use of their range of benefits and 24/7 availability, offering users a guaranteed convenient and seamless banking journey. We encourage everyone to join Al Salam Bank through our various digital services for an exceptional digital journey, the chance to win cash prizes of BHD 250, and benefit from a number of features and exclusive rewards."

Al Salam Bank strives to integrate the latest digital technologies to offer clients with an unparalleled banking experience. Due to its adoption of information-supported insights and highly advanced technology, the Bank has been able to launch a wide range of innovative digital products and services across its various platforms, including: the mobile app, the virtual branch, Whatsapp, the online chat box, and self-service kiosk.

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