Powered by its digital strategy and forward-thinking approach

Al Salam Bank's Mobile App Wins Two Prestigious International Awards

Manama, Bahrain – 18 October 2023: Al Salam Bank has recently been awarded two prestigious accolades for its mobile banking application, recognized for "Best Mobile Banking Services Bahrain 2023" by the International Business Magazine Awards 2023 and "Most Innovative Mobile Application - Banking - Bahrain 2023" by the International Finance Awards 2023. These awards reflect the Bank's comprehensive digital strategy and forward-thinking approach.

This notable achievement reaffirms Al Salam Bank's ongoing efforts to be "Digitally Native," a Guiding Principle that has enabled the Bank to keep up with the latest developments in an evolving FinTech landscape by relying on digitization to facilitate various transactions and banking services. As part of its brand promise to "Nurture relationships by enriching experiences," Al Salam Bank strives to revolutionize the banking experience by providing clients with innovative services through its mobile banking application.

Commenting on the achievement, Mr. Anwar Murad, Deputy CEO - Banking at Al Salam Bank, said: "We are proud of this esteemed accomplishment, which comes in recognition of our digital banking services. Digital transformation remains one of Al Salam Bank's key pillars, and this international recognition will further motivate us to offer an elevated banking experience to our clients. With a commitment to facilitating seamless banking transactions, we strive to continuously develop our digital services as the ideal option for more clients, thereby positioning us at the forefront of the Fintech banking sector."

On this ocassion, Mr. Mohammed Al Shehabi, Head of Innovation at Al Salam Bank, said: "Al Salam Bank has been able to cement its position as the fastest growing bank in the Kingdom and has become a local and regional powerhouse in the Islamic banking industry. We are proud that the mobile application has been fully designed and developed in-house by our talented Bahraini team, reaffirming the Bank's goals and objectives towards adopting a digital and flexible growth strategy built on innovation. In addition to offering various digital financial solutions to meet the needs of clients and provide them with a modern, digital banking experience. Equipped with a digital mindset, the necessary resources, and exceptional initiatives. We look forward to accomplishing further successes and achievements, as well as overcoming any obstacles throughout our digital transformation journey."

Al Salam Bank's mobile application is the highest-rated banking application in Bahrain, as per the ratings on Apple Store, Google Play, and Huawei AppGallery. The application also offers a number of exclusive banking services that can be completed quickly and seamlessly, including: Buy Now Pay Later, Salary Advance, Goals, Salary Transfer, Danat eGifts, Al Salam Invest, the Fils Challenge, and more.

The Bank's mobile application includes a wide range of features that enable clients to easily save and manage family accounts, open new accounts, update their personal information, track their financing, and manage their cards. In addition to enabling personal account management through a fully personalized banking experience, the application also gives clients the chance to receive loyalty points for transactions, which can be exchanged for a variety of valuable rewards, including cashback, air miles, travel bookings, and more. Through these features, the Bank aims to cement its position in the FinTech industry. To promote environmental sustainability, Al Salam Bank continues to actively contribute to reducing carbon emissions caused by traditional banking transactions.

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