Al Salam Bank Launches Exclusive Card Discount Program in Partnership with "Live Life" Covering Over 100 Local Merchants

Manama, Bahrain – 13 December 2024: Al Salam Bank has announced the launch of its exclusive cards discount program in partnership with "Live Life", offering discounts at more than 100 local merchants across various sectors. These include restaurants; coffee shops; children's entertainment outlets; health and fitness centers; hotel and resort bookings; and many more. This initiative is part of the Bank's efforts to enhance the use of its credit, prepaid, and youth debit cards.

The program provides exclusive discounts to Al Salam Bank cardholders, offering them added value on their daily purchases. This step aims to position Al Salam Bank's cards as the preferred payment option while helping clients maximize their banking experience.

Clients can easily take advantage of these exclusive discounts by visiting any participating merchants and paying with any Al Salam Bank credit, prepaid, or youth debit card. Upon making the payment, clients will instantly benefit from the discounts and special offers provided by the partners.

Commenting on the occasion, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "We are delighted to launch the card discount program in collaboration with 'Live Life,' which adds significant value for our clients through a wide range of partnerships with various local merchants. This program reflects our commitment to offering innovative banking solutions that enhance our clients' everyday experiences."

He added: "The launch of the discount program is part of Al Salam Bank's strategy to support all its clients, particularly those who have migrated from "ASB Financing" (formerly KFH Bahrain). Therefore, I am pleased to invite all migrated clients to replace their cards through our self-service kiosks, mobile app, or by visiting any of our branches to enjoy these exceptional offers. Clients can view the list of participating merchants and available offers on the Bank's official Instagram account or website."

For more information, clients can visit the Bank's website at www.alsalambank.com, contact via WhatsApp on 17005500, or book an appointment at the virtual branch through the Skiplino app.

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