ONE App Launches Digital Marketplace for Instant Access to Digital Vouchers and Gift Cards at Competitive Prices

Manama, Kingdom of Bahrain – 17 April 2025: ONE App, powered by Al Salam Bank, has announced the launch of its latest feature, the "Digital Marketplace", offering users instant and seamless access to a wide selection of digital vouchers and gift cards from a variety of local and international merchants and service providers—all at competitive prices.

The new Digital Marketplace aims to provide a flexible and secure shopping experience, allowing users to easily browse available options, select their preferred voucher or gift card, and complete their purchase in just a few clicks. Vouchers and gift cards are activated instantly upon purchase, ensuring convenient and immediate access for users.

The Marketplace features a wide variety of options including retail stores, delivery apps, , digital subscriptions, telecom services, and more—giving users flexible choices to suit their needs and preferences.

Commenting on the launch, Haitham Al-Haddad, General Manager of ONE App, said: "The launch of our new Digital Marketplace reflects our ongoing commitment to delivering innovative digital solutions that cater to the evolving needs of our users. We have carefully designed a streamlined and secure purchasing journey—from easy browsing to instant access—providing a user-friendly experience that puts flexibility and peace of mind at the forefront. We believe in continuously introducing forward-thinking services that enrich our users' digital lifestyles."

The new Digital Marketplace is a significant addition to the growing range of services offered through ONE App. It builds on the app's mission to provide smart financial solutions that empower users to manage their salaries and expenses more efficiently and with greater ease. This latest feature further underscores the app's role in promoting financial independence and enabling users to take greater control of their personal budgets.

-END-