

## Al Salam Bank Launches "New Financing Settlement Campaign" in Celebration of its 20th Anniversary

**Manama, Kingdom of Bahrain – 1 February 2026:** In celebration of its 20th anniversary, Al Salam Bank has announced the launch of the "New Financing Settlement Campaign," offering eligible clients monthly opportunities to win valuable prizes throughout 2026. The campaign builds on the significant success of the Bank's previous initiative launched in Q4 2025, which received strong engagement from clients.

Through the "New Financing Settlement Campaign," eligible clients will automatically enter a monthly draw for a chance to win a full settlement of their existing financing with the Bank, in line with the prize cap specified in the terms and conditions. Additional prizes include the settlement of three-monthly installments for a number of winners, with a dedicated category for clients under Social Housing financing programs, also subject to the defined terms and conditions. As part of the Bank's commitment to offering equal opportunities to all, the campaign will feature an "Everyone is a Winner" concept. This feature offers clients who have not won additional chances in the draw to receive other prizes and benefits, which will be announced throughout the campaign period.

The launch of this campaign reaffirms Al Salam Bank's dedication to introducing meaningful initiatives that enhance the overall client experience and strengthen long-term relationships. Designed as a year-round program, the campaign aligns with the diverse financial needs of clients, providing real opportunities to benefit from rewarding financing solutions that aim to ease their financial commitments.

To be eligible for the monthly draws, clients must have an active financing product with the Bank, whether personal, auto, or property finance, including those under Social Housing schemes. Clients must also hold an active Al Salam Bank credit card and maintain a minimum balance of BHD 50 in a Danat or Danat Plus account during the qualifying period for the Danat campaign.

Commenting on the launch, Mr. Mohammed Buhijji, Chief Retail Banking Officer at Al Salam Bank, said: "We are proud to introduce the "New Financing Settlement Campaign" in a milestone year as we celebrate 20 years of progress and service. This campaign is more than a promotional offer; it is a meaningful opportunity to recognize and reward our clients while encouraging them to make the most of the financing solutions we provide. Running throughout 2026, the campaign is designed to motivate those considering financing with Al Salam Bank by offering tangible benefits. We believe that financing is more than a banking product, it is a tool to help clients achieve their real-life goals, whether purchasing a home, a car, or managing essential needs. Through this campaign, we are providing a unique opportunity to ease monthly commitments and even offer full settlement of financing, reflecting our continued commitment to delivering rewarding banking experiences based on a deep understanding of our clients' needs".

For more information about the "New Financing Settlement Campaign", clients can visit the Bank's website at [www.alsalambank.com](http://www.alsalambank.com), contact the Bank via WhatsApp on 17005500, or book an appointment through the virtual branch on the Skiplino app.