

As a response to client demands..

## Al Salam Bank Settles Clients' Financings Under Its New Financing Prizes Campaign

**Manama, Bahrain – 23 September 2025:** Al Salam Bank has announced the launch of its new campaign covering various types of financing. The campaign will run until 31 December 2025, and eligible clients will be automatically entered into monthly draws over the course of three months. While the rewards will be announced at a later date, the Bank has revealed that the prize for October will offer clients the chance to have their outstanding finance with the Bank settled (subject to a cap in accordance with the terms and conditions)—a reflection of Al Salam Bank's commitment to offering generous rewards that align with clients' needs and expectations.

The campaign, which comes in response to client's requests, aims to recognize individual clients who hold Personal, Auto, or Property Finance, including those under Social Housing programs, and who meet the eligibility criteria. These include maintaining an active credit card and holding a balance of at least BHD 50 in a Danat or Danat Plus account during the eligibility period, in accordance with the campaign's terms and conditions.

Commenting on the campaign, Mr. Mohammed Buhijji, Chief Retail Banking Officer at Al Salam Bank, stated: "Through this campaign, we aim to express our appreciation to the clients who trust us and continue to choose our financing solutions, and in response to their requests for innovative rewards and incentives. The reward concept was inspired by the needs voiced by our clients, further strengthening their sense of belonging and recognition. We also seek to encourage both existing and prospective clients to benefit from our competitive offerings in a simple and transparent manner. We believe that a client who demonstrates financial commitment and loyalty deserves to be recognized and rewarded. This campaign provides our clients with a valuable opportunity to win generous rewards that help ease financial burdens and promote greater financial stability for them and their families".

For more information, please visit the Bank's website at [www.alsalambank.com](http://www.alsalambank.com), contact us via WhatsApp at 17005500, or book an appointment through our Virtual Branch via the Skiplino app.

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