



ONE App Wins “Best Project for Digital Transformation” Award at the 2025 eGovernment Excellence Awards

Manama, Kingdom of Bahrain – 25 November 2025: ONE App, powered by Al Salam Bank, has been awarded the “Best Project for Digital Transformation” award at the 2025 eGovernment Excellence Awards, in recognition of its pioneering role in accelerating and expanding the digital transformation landscape within Bahrain’s financial sector.

This prestigious recognition affirms the distinguished position ONE App has carved since its launch as an integrated digital banking platform that redefines money management through a smart, flexible, and holistic approach. Within a short period, the app successfully unified banking services, financial planning, investments, and lifestyle features into a seamless interface, powered by an advanced architecture built on artificial intelligence and cloud computing, without requiring clients to switch their primary bank.

By leveraging over 400 internal and external APIs and integrating open banking technologies through strategic partnerships with digital infrastructure providers, ONE App delivers a hyper-personalized, real-time financial experience tailored to client behaviors and preferences. In just the first five months, the app exceeded 50,000 downloads and processed over 100,000 digital financing applications.

Commenting on the occasion, Mr. Haitham Al Haddad, General Manager of ONE App, stated: “This achievement marks a significant milestone in our digital journey and reflects our commitment to redefining the delivery of financial services through cutting-edge technology. ONE App is not just a digital channel; it is a comprehensive initiative that reshapes the relationship between individuals and their financial needs. We are proud to receive this esteemed award, which is a testament to the collective efforts of our teams in turning vision into reality within a record time of just 12 months. We will continue to evolve ONE App as an innovative and inclusive platform that supports our clients' ambitions and adapts to market advancements.”

ONE App’s recognition with this award underscores Al Salam Bank’s leadership in financial innovation and reinforces its strategic vision of being at the forefront of sustainable digital transformation within the local and regional banking landscape.