

## In Celebration of Its 20<sup>th</sup> Anniversary... Al Salam Bank Launches an Exclusive Campaign for Clients Turning 20

**Manama, Bahrain – 17 February 2026:** As part of its 20<sup>th</sup> anniversary celebrations, Al Salam Bank has launched a special campaign targeting individuals born in 2006 who will be turning 20 this year. This initiative reflects the Bank's continued commitment to building strong relationships with the next generation of clients, through interactive campaigns tied to key life milestones and aligned with their aspirations for financial independence and digital empowerment.

The campaign further reinforces the Bank's vision to be a trusted financial partner across all life stages, offering products and services that adapt to evolving needs in a rapidly changing banking environment. eligible clients will be able to win instant prizes through an engaging digital game, including cash rewards, physical prizes such as laptops, Apple Watches, and iPhone 17 Pro, along with exclusive discount vouchers, all offered in a gamified setting that supports smart financial decision-making via the Al Salam Bank app.

The campaign is designed to achieve several strategic objectives, most notably promoting a culture of savings and financial independence among youth, and encouraging early adoption of digital banking channels such as the Bank's mobile application and self-service platforms, helping young clients develop their financial habits early on. It also aims to establish long-term relationships with this segment by offering tailored financial solutions and products that support them in their future life stages, including personal financing, car financing, and investment and savings plans as they gradually enter the workforce.

Commenting on the launch, Mr. Mohammed Buhijji, Chief Retail Banking Officer at Al Salam Bank, said: "This year is a special one for both the Bank and our clients. Twenty years of achievements would not have been possible without the trust and support of our community. Today, we celebrate the future generation by giving back. Through this campaign, we are not only marking their 20<sup>th</sup> birthday, we're helping them start their financial journey on the right foot. We believe this phase represents a major life milestone, and being present at this stage reinforces our role as a trusted guide and long-term partner. At Al Salam Bank, we are committed to delivering modern banking experiences that resonate with the youth and their digital-first lifestyle. We look forward to launching more purposeful initiatives that reflect our commitment to financial awareness and expanding access to smart, tailored banking solutions".

The campaign will run throughout 2026 and feature a variety of exciting surprises and exclusive offers specifically tailored to this age group. Eligible youth can participate via the Bank's mobile application.

For more information on the campaign and eligibility criteria, please visit [www.alsalambank.com](http://www.alsalambank.com), contact the Bank via WhatsApp on 17005500, or book an appointment with Al Salam Bank's virtual branch through the Skiplino app.