

## Al Salam Bank Launches an Instant Rewards and Cashback Campaign for Credit Cards Issued Digitally via the App

**Manama, Bahrain – 3 November 2024:** Al Salam Bank has announced the launch of its latest promotional campaign for credit cards issued digitally through its app. The campaign, running from 3 November to 31 December 2024, reinforces the Bank's commitment to delivering innovative banking solutions that utilize advanced technology to provide a seamless and efficient client experience.

During this campaign, the first 900 clients who issue a new credit card through the app will be eligible for an instant reward of BD 20, redeemable once during the campaign period. Additionally, clients using their digitally issued credit cards throughout the campaign period will receive 10% cashback on their transactions, capped at BD 30 as per the campaign's T&Cs.

This campaign aims to enhance the digital experience for clients, offering innovative and convenient banking services directly through the mobile application. As part of Al Salam Bank's commitment to high-efficiency digital services, technology remains central to the Bank's strategy of providing tailored solutions that precisely meet clients' needs.

Commenting on the campaign, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "We are delighted to launch this campaign, which underscores our commitment to providing innovative banking solutions powered by digital technology, making banking services easily accessible for our clients. This campaign offers clients the opportunity to benefit from substantial rewards upon issuing and using their credit cards through the Al Salam Bank app, greatly enhancing their banking experience. We strive to offer a distinctive banking experience centered on client satisfaction, where building lasting relationships through personalized services and rewarding offers remains integral to our commitment to achieving the highest levels of client satisfaction."

The new campaign exemplifies Al Salam Bank's dedication to developing innovative banking services that meet clients' evolving needs, further integrating digital technology to simplify banking processes and elevate the client experience.

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

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