

Al Salam Bank Announces Strategic Partnership with Live Life and Al Rashid Group to Offer Exclusive Discounts of Up to 20% for Cardholders

Manama, Bahrain – 29 June 2025: As part of its continued efforts to deliver added value to its clients, Al Salam Bank has announced a new partnership with Live Life to launch exclusive offers in collaboration with Al Rashid Group across all its outlets in the Kingdom of Bahrain. Through this partnership, holders of Al Salam Bank credit, prepaid, and youth cards will benefit from instant discounts of up to 20% when using their cards at select leading brands under the Al Rashid Group umbrella, including Home Centre, Home Box, Max, Mothercare, Centrepont, Lifestyle, Shoemart, and Splash.

Al Salam Bank is the first bank in Bahrain to establish such a comprehensive partnership with Al Rashid Group across all its branches—reflecting the Bank's commitment to delivering exclusive offers and competitive benefits that enhance the client experience. This initiative aligns with the Bank's broader strategy to form high-value partnerships that complement clients' diverse lifestyles, offering added value that goes beyond traditional banking services. The partnership introduces an innovative set of offers spanning various sectors including fashion, furniture, and family and home essentials—designed to meet clients' evolving needs.

Commenting on the announcement, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, stated: "We are pleased to announce this partnership with Live Life and Al Rashid Group, which will contribute to offering exclusive discounts to our valued clients and elevate the value of carrying an Al Salam Bank card. We strongly believe in strategic collaborations that expand access to meaningful benefits and respond to the aspirations of our clients. We look forward to introducing more initiatives of this kind in the near future. This step further reflects our commitment to providing integrated banking experiences that extend into everyday life—from shopping and leisure to family needs—reaffirming our vision of Al Salam Bank cards as a practical gateway to a richer and more diverse lifestyle."

For his part, Mr. Khalid Abdulla Hashem, CEO of Live Life, commented: "We are delighted to join forces with Al Salam Bank and Al Rashid Group to launch this exclusive campaign designed to deliver exceptional value to Al Salam Bank's cardholders. This initiative forms part of our long-term vision to develop strategic partnerships that enhance lifestyle experiences. We believe that uniting with banking and commercial institutions presents a unique opportunity to broaden the scope of value and create integrated service ecosystems."

Additionally, Mr. Sandeep Narain, Country Head at Al Rashid Group, added: "We take great pride in being part of this distinguished initiative that combines retail excellence with banking innovation. Our collaboration with Al Salam Bank and Live Life is a continuation of our commitment to delivering a rewarding shopping experience supported by exclusive benefits. We remain dedicated to offering a comprehensive retail environment that meets the needs of all segments of society and enriches their experience across our outlets in Bahrain."

In accordance with the terms and conditions, the offers include a variety of discounts such as 20% off at Mothercare, 15% off at Max with a minimum spend of BHD 15, 20% off at Home Centre on home accessories with a minimum spend of BHD 50 and on furniture with a minimum spend of BHD 200, and 10% off at Home Box. Additional discounts are available at Lifestyle, Shoemart, Splash, and other outlets. To benefit from these offers, clients must complete their purchases using eligible Al Salam Bank cards directly at participating stores. In addition to these promotions, Al Salam Bank offers more than 100 exclusive discounts at a wide range of retail, dining, and commercial partners across the Kingdom of Bahrain—further enhancing the value proposition for its cardholders.

For the full list of offers and participating outlets, please visit the Bank's website at www.alsalambank.com or follow the Bank's official Instagram account.