

Al Salam Bank Wins 'Best Retail Bank in Bahrain'

- **Recognized for its innovative retail banking portfolio of transformative products, digital-first experiences, and customer-centric services**
- **Emphasizes the Bank's approach to humanizing the client journey through personalization and convenience**
- **Award stands testament to Al Salam Bank's collective commitment to service excellence**

Manama, Kingdom of Bahrain – 5 February 2023: Al Salam Bank has achieved a significant milestone with its recent award of 'Best Retail Bank in Bahrain' at the MEA Finance Awards - 2022. The Bank was recognized amongst the region's leading financing institutions, for its digital transformation achievements, particularly within its Retail Banking division.

The MEA Awards, honors banking and financial institutions who are at the forefront of digital transformation and have demonstrated exceptional accomplishments and inspirational leadership. The prestigious award stands testament to Al Salam Bank's continuous efforts in delivering innovative products and services, inspired by a digital-first mindset and a people-centric approach, in creating a refined, rewarding and transformative client experience.

With a solutions-oriented philosophy, Al Salam Bank has committed to humanizing the client journey and ensuring a refined client experience through seamless service delivery. The Bank has been dedicated to assisting clients in achieving their financial goals by providing personalization, convenience, and efficiency across all its touch points.

Commenting on the award, Mr. Anwar Murad, Deputy CEO - Banking at Al Salam Bank, stated: "We are extremely proud to have been recognized as The Best Retail Bank in Bahrain by an acclaimed awarding body such as MEA Finance. We have consistently focused our investments on elevating the client journey through curated financial solutions and personalized digital banking experiences. This award will accelerate our drive and I would like to dedicate it to my team for all their efforts and perseverance in pushing the Bank to new heights".

Through the use of data-backed insights and cutting-edge technology, the Bank has been able to deliver a diverse portfolio of innovative products and services, and tailored solutions, which are easily accessible through a variety of digital platforms including Al Salam Bank's mobile application, Virtual Branch, WhatsApp, and the Bank's online chatbot hosted on the website.

Mr. Mohamed Buhejji, Head of Retail Banking at Al Salam Bank, added: "Our clients are at the heart of everything we do. We stand firm in our promise to nurture relationships by enriching the client's experiences. We provide them with an unmatched offering that not only facilitates their banking needs but also simplifies their daily life. We have definitely built strong momentum over the years and this award is proof of our collective commitment to service excellence."

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