

## Al Salam Bank Successfully Wraps Up its first 'Al Salam Helping Hands' Initiative

- **Beautifully weaving together all the participations of the community, the Bank unveiled an artistic mosaic piece on the face of its headquarters**
- **The Bank's CSR Platform, launched under the Bank's Guiding Pillar We Act With Empathy comes as part of Al Salam's Brand DNA**
- **Witnessing incredible participation from the Bank's employees, clients, and local community**
- **The final proceeds of the Al Salam Helping Hands initiative will be donated to the Royal Humanitarian Foundation**

**Manama, Bahrain - 17 October 2021:** Al Salam Bank successfully wrapped up the launch of its first community-led activation held under its Corporate Social Responsibility (CSR) platform, Al Salam Helping Hands. In collaboration with the local Bahraini artist, Abbas Al Mosawi, the Bank hosted several art pop-up events, which started with the Bank's employees at the Brand DNA launch and was then extended to the public at the Avenues – Bahrain, on the weekend of the 15<sup>th</sup> of September, followed by City Centre Bahrain the following weekend ending with Seef Mall for the last weekend of September. On Sunday, October 17, Al Salam Bank unveiled a stunning mosaic in the form of a painting, curated by Abbas Al Mosawi, which brought together of all the individual artworks of the participants on the face of its headquarters.

Al Salam Bank tied up with the Royal Humanitarian Foundation (RHF) for this initiative, wherein for every participation, the Bank will donate 1 BD (Bahraini Dinar) to RHF. Additional donations will be collected from future activations which will soon be announced.

Since its establishment, the RHF has consistently demonstrated unwavering commitment towards supporting pivotal social-relief initiatives to communities in need across the Kingdom of Bahrain, dedicated its support to various causes including orphan care, educational support, the purchase of medical equipment, cancer patient treatment, and overseas humanitarian crises, to name few.

Commenting on the partnership, Rafik Nayed, the Group Chief Executive Officer of Al Salam Bank revealed, "We are incredibly proud to tie-up with RHF for this activation, where the collective contributions of our employees, our clients, and the Bahraini community that participated in Al Salam Helping Hands will go a long way towards contributing to supporting the Foundation's enduring pipeline of initiatives and future ambitions, ushering in much-needed relief for those most in need."

On his end, Dr. Mustafa Al Sayed, the Secretary-General of the Royal Humanitarian Foundation (RHF), praised Al Salam Bank's community partnership and its drive towards supporting the Foundation's humanitarian projects. The Secretary-General went on to reiterate that this cooperation was a natural step, considering the Bank's proactiveness in launching philanthropic initiatives and constancy as a longstanding partner of the RHF in serving the Bahraini community; assisting in the provision of humanitarian relief and aid, in addition to the development projects offered by the Foundation to people and communities of fraternal and friendly nations.

As a good corporate citizen, Al Salam Bank has made numerable charitable donations and supported several cultural initiatives over the years. Al Salam Helping Hands was founded upon the Bank's ongoing commitment to supporting the social and financial wellbeing of the Kingdom's community and its ethos of giving back in order to make a notable difference on society at large. Earlier this year, the Bank launched Al Salam Box seeking to actively contribute to the community as part of an ongoing initiative, for every follower gained on the Bank's official Instagram account, the Bank donated 1 BD, wherein each time a different social cause was addressed.

The Bank's community-led CSR platform was launched in line with the Bank's final guiding principle 'We Act with Empathy', one of five guiding principles that were formulated to work in harmony with the Bank's newly unveiled Brand DNA. As part of the collaboration, Abbas Al Mosawi was also tasked with curating all of the canvases painted into a final art piece, which will celebrate the Bank's newly launched Brand DNA and future-ready vision.

Al Salam Bank's Brand DNA, which also comprises a new brand promise 'We Nurture Relationships by enriching experiences' alongside new brand values, were launched to further support the achievement of Bank's strategic vision and collaborative work culture.

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