

Al Salam Bank Wins Best Islamic Banking Brand at the Global Islamic Finance Awards 2022

- **The award recognizes the Bank's success in launching its new brand identity as part of its rebranding campaign**
- **The award underlines the Bank's commitment to nurture relationships by enriching experiences**

Manama, Bahrain – 8 February 2023: Al Salam Bank was recently named as the Best Islamic Banking Brand at the 2022 Global Islamic Finance Awards (GIFA). The prestigious award is a testament to the Bank's successful rebranding journey in 2021, which set a new benchmark for branding campaigns. As part of its rebranding, Al Salam Bank debuted a new brand promise, 'We nurture relationships by enriching experiences', together with a refreshed logo to better represent the Bank's refreshed corporate values and DNA.

The rebranding campaign was the first-of-its-kind in the Kingdom of Bahrain. The Bank boldly engaged the public, communicating through traditional and social media channels, involving local talent in designing the logo, and hosting in-person activations throughout the campaign. The rebranding campaign was launched alongside the Bank's new Corporate Social Responsibility (CSR) platform 'Al Salam Helping Hands', which donated BD 10,000 to the Royal Humanitarian Foundation (RHF).

Commenting on the occasion, Rafik Nayed, Group CEO of Al Salam Bank, said: "We are honored to be recognized as the Best Islamic Banking Brand. Al Salam Bank's rebranding campaign, launched together with Al Salam Helping Hands, was community-led and focused on engaging our people, our clients, and the public. Our rebrand reflects our identity as one of the region's leading Islamic financial institutions, as well as our firm commitment to making a positive contribution to the community."

Mahmood Qannati, Head of Marketing and Communications at Al Salam Bank, said: "This award highlights the pivotal achievements we have made since the launch of our new brand identity in the final quarter of 2021 which received an incredibly positive reception. We are firm believers in living by our promise of nurturing deep-rooted relationships. As such, it was imperative to involve the Bahraini community in our rebranding exercise, from the logo creation through to the collaborations with local talent, all the way to the grand reveal."

The Global Islamic Finance Awards is one of the leading international awards publications in the Islamic banking industry. The publication recognizes governments, institutions and individuals that have positively contributed to the Islamic banking and finance industry across the world.

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