

Al Salam Bank Unveils its Newly Formed Brand DNA

- A new brand promise is unveiled 'We nurture relationships by enriching experiences'
- The Bank unveils new values and guiding principles under a new Brand DNA
- The Bank's new CSR Platform 'Helping Hands' is announced

Manama, Bahrain - 12 September 2021: Al Salam Bank recently held an exclusive key-note event at the glittering Bahrain National Theatre, one of the largest theatres in the Arab world, which has emerged as an architectural landmark that embodies the artistic and cultural dynamism of the Kingdom. The event was held in celebration of the Bank's newly launched Brand DNA, in the presence of the Bank's Board of Directors and Executive Management, attended by the Bank's employees, which were seated socially distanced as an added precautionary measure.

Addressing the Bank's employees, Rafik Nayed, Group Chief Executive Officer (Group CEO) revealed, "With the introduction of our new Brand DNA, we are embarking on a new era and a new visionary journey. It's given rise to a more conscious brand, one that goes beyond purpose, which encapsulates the spirit of who we are At Al Salam Bank".

"Like human DNA, every company has its own Brand DNA, its own genetic make-up that makes it unique. Unlike human DNA, we get to choose what kind of DNA at Al Salam. It will ensure that all our clients' needs are met across every level and department in the bank and therein lies the heart of Al Salam's Brand DNA, underlining our collective purpose, lies our Brand Promise - We nurture relationships by enriching experiences." the Group CEO added.

The Bank's new DNA comprises of revived Brand Values that support the Bank's collaborative work culture, as well as the following Guiding Principles; We Enchant our Clients, We Inspire Our People. We are Digitally Native, We Do the Right Thing, and We Act with Empathy.

In line with its commitment to support the social and financial wellbeing of the community, and as part of the first chapter of its exciting new journey, the Bank also announced the launch of Al Salam's community-led platform 'Al Salam Helping Hands'.

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Al Salam Bank



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