

# Al Salam Bank launches 'New Financing Settlement Campaign' in celebration of 20th Anniversary

Enhanced "Financing Settlement Campaign" Runs Throughout 2026

● Monthly Prizes for Full Finance Settlement

● Monthly Prizes Covering Three Installments

● More than 50 Exclusive Prizes for Social Housing Clients to Settle Three Installments

● Extra Chances to Win Under the "Everyone is a Winner" Feature

Manama

In celebration of its 20th anniversary, Al Salam Bank has announced the

launch of the "New Financing Settlement Campaign," offering eligible clients monthly opportunities to win valuable prizes throughout 2026. The campaign builds on the significant success of the



Mr. Mohammed Buhijji, Chief Retail Banking Officer at Al Salam Bank

Bank's previous initiative launched in Q4 2025, which received strong engagement from clients.

Through the "New Financing Settlement Campaign," eligible clients will automatically enter a monthly draw for a chance to win a full settlement of their existing financing with the Bank, in line with the

prize cap specified in the terms and conditions. Additional prizes include the settlement of three-monthly installments for a number of winners, with a dedicated category for clients under Social Housing financing programs, also subject to the defined terms and conditions. As part of the Bank's commitment to offering equal opportunities to all, the campaign will feature an "Everyone is a Winner" concept. This feature offers clients who have not won additional chances in the draw to receive other prizes and benefits, which will be announced throughout the campaign period.

The launch of this campaign reaffirms Al Salam Bank's dedication to introducing meaningful initiatives that enhance the overall client experience and strengthen long-term relationships. Designed as a year-round program, the campaign

aligns with the diverse financial needs of clients, providing real opportunities to benefit from rewarding financing solutions that aim to ease their financial commitments.

To be eligible for the monthly draws, clients must have an active financing product with the Bank, whether personal, auto, or property finance, including those under Social Housing schemes. Clients must also hold an active Al Salam Bank credit card and maintain a minimum balance of BHD 50 in a Danat or Danat Plus account during the qualifying period for the Danat campaign.

Commenting on the launch, Mr. Mohammed Buhijji, Chief Retail Banking Officer at Al Salam Bank, said: "We are proud to introduce the "New Financing Settlement Campaign" in a milestone year as we celebrate 20 years of progress and ser-

vice. This campaign is more than a promotional offer; it is a meaningful opportunity to recognize and reward our clients while encouraging them to make the most of the financing solutions we provide. Running throughout 2026, the campaign is designed to motivate those considering financing with Al Salam Bank by offering tangible benefits. We believe that financing is more than a banking product, it is a tool to help clients achieve their real-life goals, whether purchasing a home, a car, or managing essential needs. Through this campaign, we are providing a unique opportunity to ease monthly commitments and even offer full settlement of financing, reflecting our continued commitment to delivering rewarding banking experiences based on a deep understanding of our clients' needs".

## BENEFIT and Safa partner to drive Bahrain's sustainability and climate action initiatives

Manama

BENEFIT, the Kingdom's innovator and leading company in Fintech and electronic financial transactions service, has announced a collaboration with Safa, a voluntary carbon offsetting platform and a portfolio company of Mumtalakat.

The partnership reflects BENEFIT's ongoing drive to advance sustainability through a balanced approach that supports institutional growth while strengthening environmental responsibility, in line with the Kingdom's national sustainability priorities.

Through this collaboration, the two parties will explore opportunities to embed responsible environmental practices



across BENEFIT's operations and strategic direction, while identifying areas of joint work that further reinforce the company's ESG agenda. The partnership will also support the integration of environmental and climate considerations into day-to-day activities, helping to reduce environmental impact and enhance efficiency in resource use.

BENEFIT aims to broaden its collaborations with national entities specialising in environmental action and sustainability, while drawing on innovative solutions that support the Kingdom's transition towards a greener economy. This initiative aligns with Bahrain's commitment to the Sustainable Development Goals, Bahrain Economic Vision 2030, and national efforts to achieve carbon

neutrality by 2060.

Commenting on the collaboration, Mr. Abdulwahed AlJanahi, Chief Executive of BENEFIT, said: "We are pleased to partner with Safa as part of our approach to placing sustainability at the centre of our business. This collaboration allows us to explore innovative solutions that can reduce the company's environmental footprint while strengthening its positive contribution to society and the environment. By leveraging Safa's specialised expertise in climate action and environmental sustainability, we seek to ensure our corporate strategies remain aligned with global best practices, while also nurturing a stronger culture of sustainability across the workplace, in line with the Kingdom's aspirations for a more sustaina-

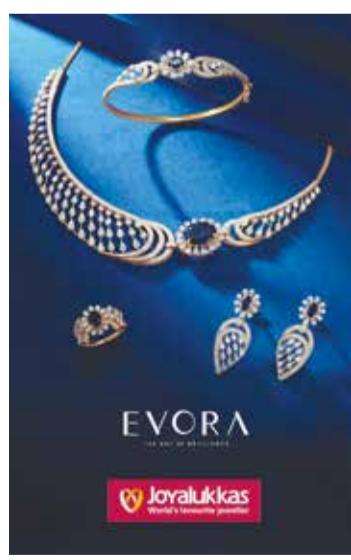
ble future." Mr. Talal Al Araifi, CEO of SAFA, commented: "We are proud to work alongside BENEFIT in a partnership that represents a significant step towards strengthening environmental and climate action across institutions. BENEFIT is recognised as one of Bahrain's leading organisations supporting sustainability and climate initiatives, and this collaboration highlights the importance of cross-sector partnerships in accelerating the adoption of impactful environmental solutions. It also enables institutions to progress towards their carbon offset goals and enhance their environmental responsibility, supporting the national economy and advancing the Sustainable Development Goals."

## A celebration of radiance: Joyalukkas launches Brilliance Diamond Jewellery show

Manama

Joyalukkas, the world's favourite jeweller with a legacy spanning over 70 years, recently unveiled the grand edition of its popular 'Brilliance Diamond Jewellery Show', marked by the launch of a distinctive new diamond collection from Pride Diamonds – Evora. The showcase was launched simultaneously across 11 countries including Bahrain, Kuwait, Qatar, Oman, UAE, Kingdom of Saudi Arabia, USA, UK, Australia, Singapore and Malaysia, reflecting Joyalukkas' global design vision and deep cultural resonance.

The exclusive showcase presents a stunning array of exquisitely crafted, naturally sourced diamond and gemstone jewellery, highlighting the brand's



in Bab Al Bahrain Joyalukkas showroom until 7 February.

A SPECTRUM OF SPARKLE: EVENT HIGHLIGHTS & OFFERS

The Joyalukkas Brilliance Diamond Jewellery Show is a celebration of fine craftsmanship and contemporary elegance, showcasing a stunning range of naturally sourced diamond and gemstone jewellery.

The event offers an immersive experience, allowing attendees to explore the newly launched Evora collection, celebrated for its fluid diamond movement and contemporary elegance. Customers across locations were actively engaged as part of the launch celebrations, making the showcase a shared moment of joy, tradition and modern expression.

Enhancing the experience were special offers designed to make acquisition seamless and rewarding. Customers enjoyed a cashback of BD 25 on all diamond jewellery purchases worth BD 600 and above, valid until 7 February 2026. Further adding value, Joyalukkas extended 100% value on diamond exchange and 0% deduction on 916 old gold exchange, reaffirming its commitment to trust, transparency and customer confidence.

AN EXCLUSIVE AFFAIR: VIP GUESTS & BRAND VISION

The launch events were graced by the presence of VIP guests, customers and dignitaries, who came together to celebrate the brilliance of the new collections. Attendees experienced the refined silhouettes

of Evora, engaging closely with masterfully crafted pieces in an atmosphere of luxury and sophistication.

Sharing his thoughts on the occasion, John Paul Alukkas, CEO, Joyalukkas Jewellery, International operation said,

"The Brilliance Diamond Jewellery Show reflects our enduring promise of bringing exceptional quality and timeless design to our patrons. With a collection like Evora, distinctive new diamond collection from Pride Diamonds, we celebrate contemporary individuality. More than a showcase, this was an invitation for our customers across the world to be part of a meaningful experience that celebrates life's most radiant moments."

A LEGACY OF TRUST & GLOBAL FOOTPRINT

The successful conclusion of the Brilliance Diamond Jewellery Show further reinforces Joyalukkas' position as a global leader in the jewellery retail space. With over 190 showrooms across 12 countries, the brand continues to be built on the core values of trust, artistry and excellence.

With its multi-country launch and strong customer participation, the Brilliance Diamond Jewellery Show stands as a celebration of modern elegance anchored in a seven-decade legacy – an expression of jewellery artistry where every creation tells a story of craftsmanship, culture and aspiration.