

With a Strategic Vision Based on Growth, Integration, and Leadership, Ahli United Bank Announces Its New Identity as Kuwait Finance House

TDT | Manama

Ahli United Bank B.S.C. (c), a leading Islamic bank in Bahrain, has announced the start of a new chapter in its banking history under the name “Kuwait Finance House B.S.C. (c).” This follows the successful completion of the acquisition process by the parent group, marking a significant milestone in the bank’s 25-year journey of growth and excellence.

Under the new identity, Ahli United Bank, owned by Kuwait Finance House, will undergo a significant transformation of its brand identity, aligning with the Group’s structure. This will be achieved by officially adopting its new name, “Kuwait Finance House B.S.C. (c),” across all its operational channels in the Kingdom of Bahrain, including branches, digital platforms, and smartphone applications.

The new identity was announced during an official ceremony attended by His Excellency Sheikh Salman bin Khalifa Al Khalifa, Minister of Finance and National Economy and His Excellency Thamer Jabber Al-Ahmed Al-Sabah, Ambassador of the State of Kuwait to the Kingdom of Bahrain as well as several of Their Excellencies representing the government, the Central Bank of Bahrain, the bank’s strategic partners, major clients, and the bank’s Board of Directors and executive management team.

By launching its new identity under the Kuwait Finance House name, the bank aims to unify the group’s brand and elevate the integration of its Islamic banking operations and services. It will offer a comprehensive and interconnected banking experience that complies with the rules and principles of Shari’a and meets the needs of various customer segments, both through its branches across the Kingdom and its digital channels.

A Strategic Transformation... with an Ambitious Future Vision. On this occasion, Mr. Hamad Abdulmohsen Al Marzouq, Chairman of Kuwait Finance House, expressed his pride in launching the new identity in the Kingdom of Bahrain, stating, “I am delighted to be with you today in Kingdom of Bahrain to witness a new chapter in the journey of Kuwait Finance House with the launch of the new brand identity of Ahli United Bank – Bahrain, which, as of today, becomes Kuwait Finance House – Bahrain. This strategic step reinforces the bank’s position as an influential banking group with consolidated assets of USD 126 billion, underscoring our leading role in the Islamic banking sector.”

Bahrain is a Leading Financial Hub in the Region

Mr. Al Marzouq extended his highest thanks and appreciation to His Majesty King Hamad bin Isa Al Khalifa, King of the Kingdom of Bahrain, and His Royal Highness Prince Salman bin Hamad Al Khalifa, Crown Prince and Prime Minister, for their generous support and continued patronage of the Kingdom’s banking and economic sector, which strengthens Bahrain’s standing as a leading financial hub in the region.

Mr. Al Marzouq added: “Our presence in Bahrain today holds special significance, as the Kingdom has always been and remains a core center for our business and a pivotal launchpad within our

regional expansion strategy. It was here that the first steps of the historic merger between Kuwait Finance House Group and Ahli United Bank – Bahrain, marking the largest merger in the Kuwaiti banking sector and one of the biggest consolidation deals in the region.”

A Firm Position Among the World’s Top 100 Banks



We are committed to Providing Innovative Financial Solutions that support the Bahraini economy.

HAMAD ABDULMOHSEN AL MARZOUQ
CHAIRMAN, KUWAIT FINANCE HOUSE

Mr. Al Marzouq continued, “The new identity, unveiled under the slogan ‘Beyond Horizons’, is far more than a just a rename. It reflects an ambitious vision to realise our greater aspiration of ranking among the world’s top 100 banks within the next five years, while enhancing our ability to offer innovative products and services that meet the expectations of our customers and partners and keep pace with global developments in Islamic banking.”

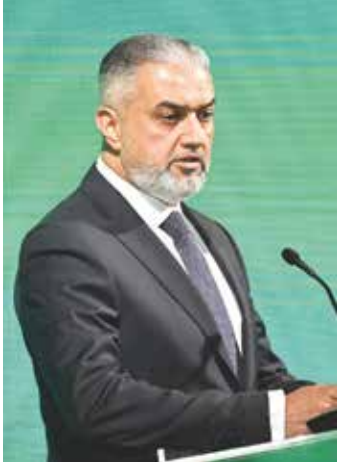
A New Phase of Integration and Excellence in Banking Services

Mr. Khaled Yousef Al Shamlan, Group Chief Executive Officer of Kuwait Finance House, voiced his pride in witnessing this historic occasion, saying: “I am honoured to be once again in the Kingdom of Bahrain to continue a series of successes in launching our new brand under the slogan ‘Beyond Horizons’, which began in Kuwait, then the United Kingdom, Egypt, and now the Kingdom of Bahrain, as part of our expansion and outreach strategy as a leading global Islamic banking group.”

Mr. Al Shamlan stressed that unveiling the new brand represents a transformation in concept and vision: “The new identity is a phase of integrated, high-quality banking services, underpinned by KFH’s commitment to sustainability, innovation and digital excellence.”

USD 45 billion Market Capitalisation for the Group

Mr. Al Shamlan further said: “We are proud of the major achievements and successes attained on every front, including our global standing, financial strength and wide geographic footprint spanning 10 countries through a vast international network of more than 600 branches, in addition to our diversified



financial services, sustainable profitability, digital excellence, strategic vision, talented workforce and all performance indicators that firmly establish Kuwait Finance House as the largest bank in Kuwait by market capitalisation, the largest privately-owned company listed on Boursa Kuwait and Bahrain Bourse with a value exceeding USD 45 billion, and the world’s second-largest Islamic bank.”

A New Identity... and a Unified Vision

For his part, Dr. Shadi Zahran, Group Chief Executive Officer of Kuwait Finance House - Bahrain, extended his highest thanks and gratitude to His Majesty King Hamad bin Isa Al Khalifa, the King of the Kingdom of Bahrain, and His Royal Highness Prince Salman bin Hamad Al Khalifa, the Crown Prince and Prime Minister, for their great attention and continuous support for the banking and economic sectors.

In his speech, Dr. Zahran said, “Today, we are at a pivotal moment in the Bank’s history, as we launch with a new identity under the umbrella of ‘Kuwait Finance House’, within a unified strategic vision based on strengthening our position as a leading Islamic financial institution in the Kingdom of Bahrain and the region, and achieving integration with the Group at all levels.”

He further added, “The past years have constituted a series of institutional achievements whose impact has extended beyond the Group’s borders, contributing to supporting the national economy, expanding the financing base, and cementing the confidence of customers and investors. Today, we affirm our commitment to continuing this prosperous journey, enhancing innovation in banking, developing our digital ecosystem,

and providing services that meet the aspirations of our valued customers, without any change to the distinguished banking experience we have always provided them.”

Moreover, Dr. Zahran confirmed that all customer accounts, services, and digital data will remain unchanged, explaining that branches will continue to operate regularly. He also affirmed continuous communication with customers regarding any future steps within the transformation plan and the new identity.

Empowering Local Talent is a Top Priority

Dr. Zahran also stressed the Bank’s commitment to supporting local Bahraini talent, saying, “Investing in the local talent has always been a cornerstone of our strategy. Bahrainisation is not just a goal for the Group, but a firm conviction that the people of Bahrain are the fundamental driving force behind our banking initiatives.”

“Bahrain’s Economic Vision 2030 is a constant source of inspiration for us, as we work to translate its goals by expanding the base of Islamic finance, promoting innovation, and contributing to consolidating the Kingdom of Bahrain’s position as an advanced financial and banking center in the region,” he explained.

Enhancing the Group’s Banking Presence Regionally and Internationally

The new transformation of Ahli United Bank Group’s identity comes within a unified plan for the Kuwait Finance House Group aimed at enhancing the Bank’s presence in regional and international markets and unifying the Group’s subsidiaries under a single corporate umbrella, thereby solidifying its position as a leading global brand in the



Islamic banking sector.

In this regard, Dr. Zahran affirmed that the Group’s new identity is not just a change of name, but a launch towards beyond horizons in exclusive banking, establishing a promising future for customers, employees, and shareholders within an Islamic banking system based on trust, innovation, and sustainability.

It’s worth noting that Ahli United Bank B.S.C. (c) was established in 2000 and today has a banking history spanning 25 years, during which it has bolstered its position as one of the most prominent financial institutions in the Kingdom of Bahrain and the region. In October 2022, Kuwait Finance House K.S.C.P. acquired a majority stake in the Bank in a strategic deal representing one of the largest banking acquisitions in the region, beginning a new phase of financial integration under the umbrella of Islamic banking.

The Bank underwent a fundamental transformation in December 2023, when it obtained an Islamic banking license from the Central Bank of Bahrain and officially converted to operate fully in accordance with the rules and principles of Shari’a. Today,

it offers an integrated package of banking services for individuals, companies, and institutions, with a firm commitment to the highest standards of quality and Shari’a compliance. The Bank has recently won several regional and international awards, including “Best Islamic Bank in Bahrain” and “Best Digital Bank for Large Corporates in Bahrain,” affirming its leadership and excellence in providing Shari’a compliant innovative financial solutions.

Kuwait Finance House K.S.C.P. was established in 1977 as the first Islamic bank in the State of Kuwait and is today considered one of the largest Islamic financial institutions in the world in terms of assets. KFH’s network extends to several key markets including Kuwait, Bahrain, Turkey, Germany, Malaysia, and others. KFH offers a comprehensive range of Shari’a compliant banking, investment, and financing services and is known for its leadership in financial innovation, its strategy of sustainable expansion and growth, and its firm commitment to ethical values and promoting financial inclusion in the communities it serves.