



ONE App, Powered by Al Salam Bank, Launches New Digital Personal Finance Service up to BD 40,000

Manama, Kingdom of Bahrain – 2 June 2025: ONE App, powered by Al Salam Bank, has announced the launch of its new personal finance service, enabling Bahraini employees to digitally apply for personal finance of up to BD 40,000, with a repayment tenor of up to 7 years and Annual Percentage Rate (APR) starting from 4.99%. The new service, which requires salary assignment, complements the instant finance service already available on the app since its launch, which allows employees to obtain financing, thereby enhancing the user experience by offering flexible and fast financing options that meet various financial needs.

The new service allows users to complete their application fully through digital channels without the need to visit any branch, with instant and seamless approval, enhancing the user experience by saving time and simplifying procedures. This initiative reflects the app's commitment to providing flexible and swift financing solutions through a trusted and user-friendly digital platform that meets the aspirations of the digital generation and offers an efficient alternative to traditional services.

Commenting on this occasion, Mr. Haitham Al Haddad, General Manager of ONE App, said: "We are delighted to launch a new digital financing product that embodies our vision of providing innovative banking services aligned with the aspirations of the digital generation. Through this product, we offer users the opportunity to obtain personal financing of up to BD 40,000 with instant approval and simple procedures through the ONE App, without the need to visit any branch. Our aim is to deliver a flexible and secure financing experience with convenient repayment periods, granting users greater freedom in managing their financial needs. At ONE, we reaffirm our commitment to continuously developing our services to enhance digital financial inclusion and provide smart solutions that align with our clients' lifestyles and meet their needs with efficiency and reliability."

It is worth noting that ONE App, powered by Al Salam Bank, is a comprehensive digital platform that enables users to access a wide range of banking and financing products and services, featuring an easy-to-use interface and advanced features.