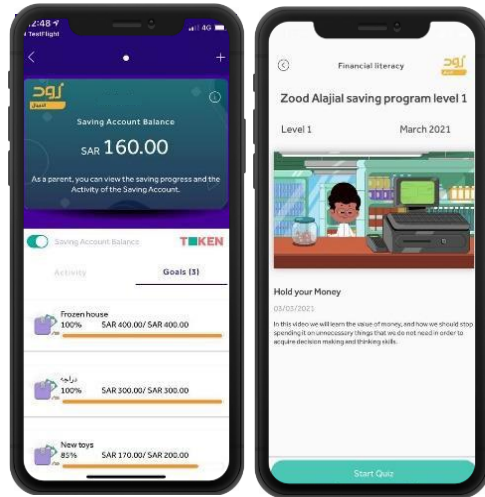


Savings Program is a bank independent proposition by design to encourage savings and financial literacy amongst **Saudi children** Launched in April 2021 leveraging fintech best practices



Providing financial inclusion for Young Saudi population (<18) from an early age and encouraging them to save and achieve their goals by providing attractive incentives and rewards.

Scheme

- Monthly savings are collected from parents' contributions
- No mandatory monthly saving, amount is also flexible
- Saving goals are to be set up or selected by kids
- The program last for 3 years

Key features

- A digital '*Hasalah*'
- Multiple optional saving goals
- Financial educational materials
- Parental supervision and engagement
- Financial and non-financial incentives

Incentives

- Monthly cash incentives for regular savings - 1 -15 SAR
- Monthly and Quarterly prizes, 100 SAR - 300 SAR

Partners

بنك الرياض
riyadh bank

العربي
anb

مصرف الإنماء
alinma bank

مصرف الراجحي
alrajhi bank

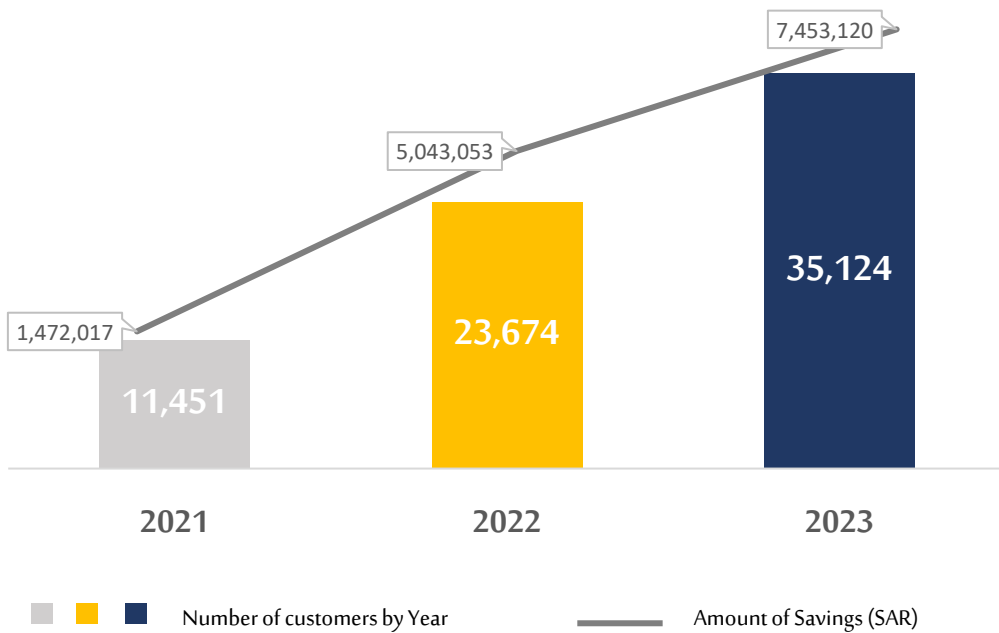
35,124 subscribers

50-50% male-female

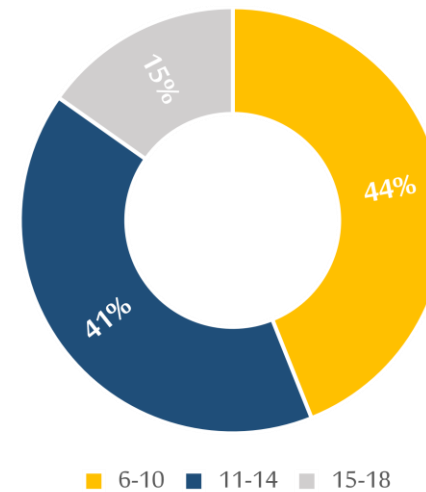
7,5 Million Total Savings



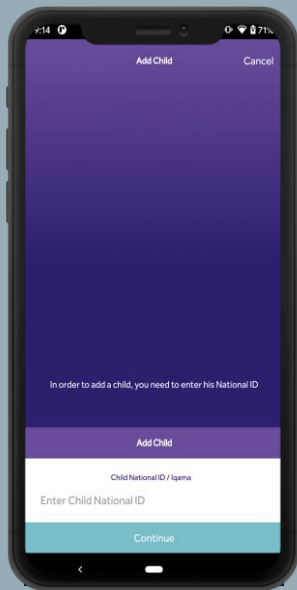
Growth of number of customers and savings



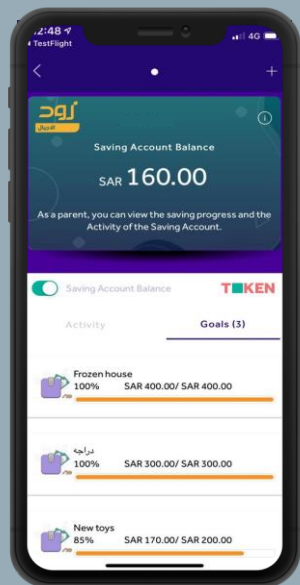
Customers by Age



Parents Side

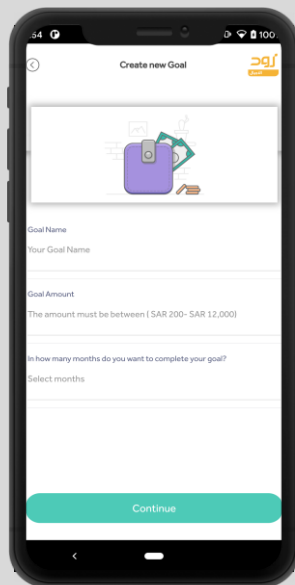


Online registration in 2 minutes

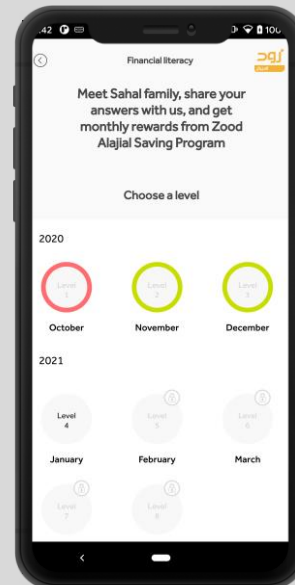


Parental supervision

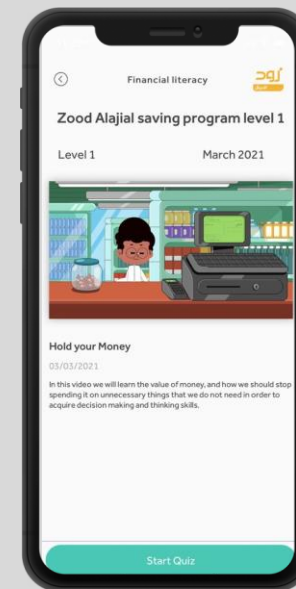
Child Side



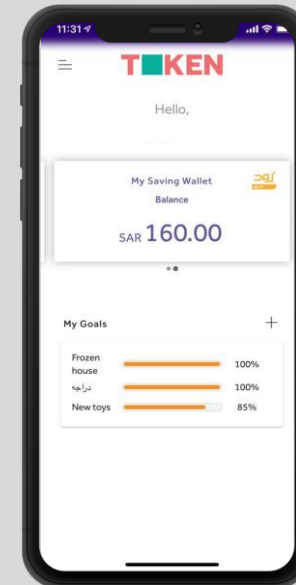
Creating multiple goals



36 educational materials during the program



Interaction with educational materials



A digital "Hasalah"

