



OG/390/2021
25th November 2021

Chief Executive Officer

All Retail Banks
Manama
Kingdom of Bahrain

Dear Sir/ Madam,

Issuance of Final Amendments to the Requirements on Promotion of Financial Products and Services

With reference to the CBB's consultation, (OG/312/2021), dated 30th September 2021 on proposed amendments to the requirements on Promotion of Financial Products and Services under Chapter BC-1 in the Business and Market Conduct Module (Module BC) of the CBB Rulebook Volumes 1 and 2, and further to the industry feedback and comments received, the CBB would like to announce the issuance of the amended requirements on Promotions of Financial Products and Services.

All licensees, to whom this circular is addressed, must comply with the subject requirements by 1st January 2022. The final amendments to Module BC shall be available on the CBB website under the CBB Rulebook Volumes 1 and 2 (Ad-hoc Communications) and will also be included as part of the upcoming CBB Rulebook update.

Yours faithfully,

Rasheed M. Al-Maraj
Governor

Cc: Bahrain Association of Banks
External Audit Firms