



## Alba Announces the Launch of its New Website

Aluminium Bahrain B.S.C. (Alba), the world's largest smelter ex-China, launches its new website to offer an up-close and user-friendly experience after unveiling its new Vision, Mission and Values in January 2021 during the CEO's Annual Majlis.

Alba's custom-made website translates the Company's brand image and reflects what it stands for in line with its new Vision, Mission and Values.

Commenting on the new website's launch, Alba's Chief Executive Officer, Ali Al Baqali said:

"Gone is the time when websites were just a source of information; today, it is more than an experience - it is a journey. We wanted to have a dynamic website that reflects our Vision for growth and expansion while at the same time defines who we are.

We are also pleased to have teamed-up with Boxon Brand Visionaries, a Bahraini branding design & consultancy, for redesigning our website, which underlines our Sustainable Procurement Policy that focuses on partnering with local companies."

Alba's new website has a modern look, an easy-to-navigate design, improved on-site navigation system, a range of new content and greater emphasis on visuals, videos and infographics. The website can be accessed via <http://www.albasmelter.com>