



GIG receives ‘Insurance Brand of the Year’ award by the World Branding Forum

Kuwait, 08 November 2022: Gulf Insurance Group, one of the leading insurance service providers in the Middle East and North Africa region, was named ‘Insurance Brand of the Year’ by the World Branding Forum, a global nonprofit organization based in London. The winners were announced at the prestigious 2022-2023 World Branding Awards ceremony, at Kensington Palace, London.

Receiving the award, **Mr. Khalid Al Sanousi, Group Executive Manager at GIG** said:

“We are pleased to win this international accolade in recognition of our continuous efforts to ensure excellence for our customers, partners and shareholders alike. By elevating our brand value, we seek to achieve our goal to be the number one choice for our customers in all the markets we operate in. The year has unfolded with many positive turns for the Group, especially the introduction of an evolved brand identity, confirming the tireless efforts of the Group and its subsidiaries to reflect the quality and excellence of our services through constant and focused innovation.”

The World Branding Forum aims to advance the standards, skills and education of the branding community for the good of the industry and consumers. Winners of this award are judged on three criteria: brand valuation, consumer market research and public online voting, where the Group excelled in all criteria and was selected as the best brand in the National Tier category.

As a regional insurance powerhouse, the brand aims to create greater desirability across the insurance industry, with a primary focus on building long lasting, premium quality relationships that are rewarding and based on mutual respect. It's worth to mention that GIG continues to enjoy triple 'A' level ratings from S&P (A), A.M.BEST (A) and Moody's (A3)

With an elevated vision of 'shaping a valuable insurance ecosystem in the MENA region', GIG is delivering consistent and exceptional commitment to Innovation, Quality, Brand Maturity, Customer Service, Digital Transformation, Market Dominance and Sustainable Growth in the MENA region.

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About GIG:

GIG is the largest insurance Group in Kuwait in terms of written and retained premiums, with operations in life and non-life as well as Takaful insurance. GIG has become one of the largest insurance networks in the Middle East and North Africa with companies in Kuwait, Bahrain, Jordan, Egypt, Turkey, Algeria, UAE, KSA, Oman, Qatar, Syria, Iraq and Lebanon. Its reported consolidated assets stand at US\$ 4.4 billion as at 30 June 2022.

KIPCO – Kuwait Projects Company – is Gulf Insurance Group's largest shareholder, followed by the Canadian-based Fairfax Financial Holdings Ltd.

Gulf Insurance Group enjoys the privilege of being the first triple-rated insurance Group in Kuwait. The Group holds a Financial Strength Rating of 'A' (Excellent) and issuer credit rating of 'a' with Stable outlook from A.M. Best Europe – Rating Services Limited, a Financial Strength Rating of "A" with Stable outlook from Standard & Poor's and an Insurance Financial Strength Rating (IFSR) of 'A3' from Moody's Investors Service carrying a Positive outlook.

Further information:

Khalid Al Sanousi

Group Executive Manager

Corporate Comm. & IR

T: +965 2296 1825

khalids@gig.com.kw