

PRESS RELEASE

SUKOON INSURANCE WINS SECOND CONSECUTIVE 'UAE INSURER' AWARD AT 2024 MENA IR

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Dubai, United Arab Emirates

Sukoos Insurance has emerged once again as the UAE's insurer of choice by winning the 'UAE Insurer' award at the prestigious MENA Insurance Review 2024 Awards ceremony held at Shangri-La, Dubai.

Among other considerations, Sukoos was recognised for investing heavily in innovative, value-driven solution, single-mind focus on service excellence, and delivering the peace of mind it promises at every step. Additionally, Sukoos's exemplary performance throughout the year, the recently acquired Takaful arm, and the new End of Service & Gratuity and Workplace Savings solutions were among notable achievements as well.

Jean-Louis Laurent Josi, the CEO of Sukoos, commented on the recognition, saying, "It humbles me to receive this award once again and, if anything, it reflects our strategic commitment to best serve the UAE's protection needs by investing in digital solutions and enhancing customer experience through value-driven initiatives. The award bears testament to the exemplary dedication shown by each and every Sukoos team member, continuous support extended by our partners, and above all, unwavering trust of our customers for nearly five decades."

He further added, "This coveted recognition yet again reaffirms our position as a reference in the region for customer excellence, financial prudence, and insurance expertise."

The MENA Insurance Awards ceremony is organised every year by MENA Insurance Review, a UK-based publication which covers the region's insurance industry and emerging trends. The event this year recognised and rewarded MENA-based insurers, reinsurers, and brokers that delivered exceptional customer service and innovative product development in 2023.

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About Sukoon Insurance

Established in 1975, Sukoon Insurance PJSC (“Sukoon”) – a public stock company – is among the leading insurance providers in the UAE. Sukoon provides a range of comprehensive insurance solutions for motor, life, health, and general (property, energy, engineering, aviation, marine, and liability) needs to over 830,000 individuals and commercial clients. Sukoon’s operations span across Oman and all Emirates in the UAE.

Sukoon is committed to providing outstanding insurance solutions which help create and protect wealth and wellbeing. The Dubai-based company stays true to its vision by serving businesses and individuals with a team of over 650 professionals through an intensive distribution network of branches, brokers, bancassurance partners, agencies, e-commerce platforms, and a dedicated call center.

In 2022, Sukoon registered gross written premiums (GWP) of AED 4.39 billion. With a solvency ratio peaking at 280 percent and exemplary ratings from AM Best (A-rated), Standard and Poor’s (A-rated) and Moody’s (A2-rated), it clearly demonstrates its financial soundness, robustness in risk management processes, effective governance, and ability to serve its clients effectively in the long run.

At its core, the company is customer-centric, with a devotion towards providing exceptional services. Its priority has always been to build long term client relationships, with complete customer satisfaction as the most important, non-negotiable objective.

Put simply, Sukoon wants to maintain and further improve its position as a reference for other insurers in the region for outstanding customer service.

To know more about Sukoon and how it continues to deliver on its promises, please visit: www.sukoon.com.

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