Takaful Emarat launches new brand to reflect major digital transformation

- **Moves to state of the art offices on Sheikh Zayed Road**
- **Launches a New Medical Product "Personal Health +"**

Dubai, 14th May 2018 – Takaful Emarat ("the Company"), the DFM-listed Shariah-compliant Life and Health Takaful provider, is pleased to announce that it has introduced a bold new corporate identity to reflect its growing business and digital transformation.

The Company has launched the 'tlife' brand for its life and health business. The general insurance business, post completion of the acquisition of Al Hilal Takaful, will be rebranded as 'tinsure'. Full details are available at Takaful Emarat's new website at www.takafulemarat.com.

The new brand launch, which coincides with Takaful Emarat's 10-year anniversary, reflects both the growth and digital transformation of the Company following its announcement on the acquisition of Al Hilal Takaful in December 2017 and subsequent entry into the general insurance market. Following this transaction, the Takaful Emarat business has been transformed into the largest Takaful insurer in the UAE.

This new brand launch is supported with a move to a new state of the art office which has 2 floors and is spread across 12,000 square feet. The office is strategically located on Sheikh Zayed Road in Umm Al Sheif near the FAB metro station and is open-plan with no private offices to ensure effective communication across teams. All employees will be provided with access to a large cafeteria in the building and will be provided with ergonomic fully automatic, motorised tables and Herman Miller chairs for maximum workstation comfort and agility. To ensure optimal group performance, large LED screens throughout the building will display company performance metrics relevant to each department.

With an ongoing focus on customer service, there will be a dedicated high-tech Customer Service centre for walk-in customers on the ground floor. The Customer Service centre has world-class amenities that will enable Takaful Emarat to service clients better and faster.

Also announced is the launch of a new enhanced individual medical plan “Personal Health +”. Under this new plan, starting from just AED 6,000 – 7,000 per year, an individual can opt for healthcare coverage of up to AED 1 million. Key elements of this policy include; no restrictions on pre-existing conditions and higher pharmacy prescription coverage; access to a wider range of hospitals for outpatient treatment; physio therapy up to a maximum of 20 sessions, dental coverage and optical coverage in addition a broad range of additional premium services as per the poliy terms and conditions.

Mr. Mohammad Al Hawari, Executive Board member and Managing Director of Takaful Emarat, commented:

“Under Fadi, our new CEO, who has significant international digital transformation and strategy planning experience in addition to the UAE government experience in smart technology and innovation, we have dramatically changed the way we do business. Today, our digital strategy has made our business smarter, more efficient and delivers the type of user friendly experience that people expect from the likes of Apple, Google and other true innovators. Our new strapline ‘Tap Tap Done’ summarises how technology and digitalisation has streamlined our business and made the process of buying insurance so much easier. Our corporate culture has also been rebooted to become more agile and ‘future focused’ on accelerating the growth of our brand. These are truly very exciting times as we become a ‘NewGen’ company and I look forward to communicating further changes throughout the year ahead”.

Mr. Fadi Hindi, Takaful Emarat’s CEO added:

"As we celebrate our 10-year anniversary, there has never been a more exciting time than now to be a part of Takaful Emarat. Our business has been totally transformed from top to bottom by investing in both digital and new technologies to provide our customers with the type of modern and user-friendly services that are available 24/7 across multiple platforms”.

He added, “We have expanded into new markets and continue to extend our product and service portfolio, which are now all digitally enabled as we transform how insurance is perceived across the region. We will provide a ‘true north’ for our industry as we continue to evolve, innovate and accelerate our growth.”

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About Takaful Emarat

Takaful Emarat Insurance PSC, established in 2008, is the largest Shariah-compliant Life, Health and General Takaful Insurance Provider in the UAE. Takaful Emarat markets a wide range of individual and corporate life and health Takaful products including protection, savings and investment plans through variety of distribution channels. Takaful Emarat is also a participating insurer providing basic mandatory health insurance in the Emirate of Dubai. In December 2017 the Company announced the acquisition of Al Hilal Takaful, which provides general Takaful products and services to individuals and corporates to become the largest Takaful group in the UAE.

Full details can be found at www.takafulemarat.com

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Notes to editors

As part of its transformation, Takaful Emarat required a new brand identity, which communicated to their consumers the extent of its change. It now has a refreshed focus on delivering innovative digital led products and services with an enhanced customer centric support. From the colour palette to the logo, the new brand is agile, provocative and refreshing. Ultimately transforming a traditional insurance provider into an industry disruptor at the forefront of innovation, which happens to provide insurance.