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SALAMA PARTNERS WITH LEADING FRENCH BROKER APRIL INTERNATIONAL TO DELIVER INNOVATIVE GLOBAL HEALTH INSURANCE SOLUTIONS TO UAE CONSUMERS

The partnership, which marks APRIL International's expansion into the Middle East, will see the group build on SALAMA's decades of expertise to provide UAE citizens and expatriates with a seamless international health insurance experience.

December 12, 2022, Dubai, United Arab Emirates: Islamic Arab Insurance Company ("SALAMA"), the UAE's largest Shari'ah-compliant Takaful solutions provider, and APRIL Group, France's leading wholesale broker, have announced a new partnership to bring innovative international health insurance solutions to UAE consumers.

With this partnership, which marks APRIL International's expansion into the Middle East, the group will build on SALAMA's decades of expertise to provide seamless international health insurance to UAE citizens and expatriates. The collaboration complements SALAMA's digital offering and brings APRIL International's tools, including the award-winning Easyclaim application, third-party payment services and 24/7 customer assistance platforms to the UAE market. Distributed by SALAMA with the support of APRIL International's teams, these solutions will support SALAMA policyholders both in the UAE and during their stay abroad.

Fahim Al Shehhi, CEO of SALAMA said: "We are pleased to partner with APRIL International to offer more flexible and personalised international health insurance coverage to our clients. SALAMA is constantly striving to provide the most customer-centric digitalized takaful solutions in the region, and our collaboration with APRIL International is in line with our mission to provide access to reliable health insurance solutions anywhere in the world by partnering with global organisations that share our vision."

Romain di Meglio, CEO of APRIL International Asia and Middle East said: "We are delighted to partner with SALAMA, the leading Takaful player in the region and a name synonymous with trust. Through this partnership, we aim to bring new, fully compliant international health insurance solutions to UAE consumers."

The solutions developed with SALAMA rely on the full range of our recognised digital services direct billing access to one of the widest networks in the GCC and the full support from our medical experts."

APRIL has created and currently leads insurance wholesale brokering in France with a network of over 15,000 partner brokers. The collaboration comes as part of SALAMA's commitment to revolutionising Takaful solutions by further enhancing its offerings and meeting fast-evolving consumer preferences, providing even stronger international support for its customers with greater choice and accessibility.

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About SALAMA Islamic Arab Insurance Company:

SALAMA Islamic Arab Insurance Company is one of the world's largest and longest-established Shari'ah compliant Takaful solutions providers listed on the Dubai Financial Market, with paid-up capital of Dh1.21bn. SALAMA has been a pioneer in the Takaful industry from its incorporation in 1979 to the present day.

SALAMA's stability and success can be attributed to its customer-centric approach, keeping clients and partners at the heart of the business, and its commitment to its core values and principles. SALAMA continues to design and develop solutions that meet the ever-changing demand of customers. Today, SALAMA is recognized for providing the most competitive and diverse range of Takaful solutions in the region.

SALAMA serves individual customers and institutions in the UAE and, through its extensive network of subsidiaries and associates in Egypt and Algeria.

As the UAE's leading Takaful company, SALAMA offers a comprehensive range of family, motor, general and health Takaful solutions. Due to its reputation for high-quality products and services and implementation of Takaful best practice, SALAMA won the "Family Takaful Company of the Year" at Middle East Insurance Industry Awards 2015, "Best Family Takaful Operator ME" at Islamic Banking & Finance Awards 2016, "Best Takaful Operator" at Islamic Business and Finance Awards 2019, "Takaful Company of the Year" at Middle East Insurance Industry Awards 2020, "Takaful Company of the Year - UAE" at Global Business Outlook Awards 2021, "Best Takaful Service Provider" at Global Economics Awards 2021, "Decade of Excellence Takaful Provider - UAE" at Global Banking & Finance Awards 2021, "Takaful Specialist of the Year" at The Mena Insurance Awards 2022, and the recent "Leading Innovative Takaful Solution Provider" at Insuretek Middle East Insurance Industry Awards 2022.

SALAMA continues to be the preferred Takaful partner by its partners and customers, remaining committed to 'Securing our future – together.'

About APRIL International:

APRIL is the leading wholesale broker in France, with a network of 15,000 partner brokers. The group's 2,300 staff members aim to offer their customers and partners – individuals, professionals and companies – an outstanding experience, combining the best of human relationships and technology, for health and personal protection for individuals, professionals and VSEs; loan insurance; international health insurance; property and casualty niche insurance; and asset management. By 2023, APRIL aspires to become an agile, omnichannel, digital operator, a champion of customer experience and a leader in its markets, while committing to the social responsibility goals in its Oxygen programme. The APRIL Group operates in 17 countries and recorded turnover of €544m in 2021.