



## Oman Insurance Company Rebrands itself as Sukoon

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Dubai, United Arab Emirates

Oman Insurance, a leading insurer in the UAE and GCC, has rebranded itself as Sukoon. The company unveiled the new corporate logo at the iconic Burj Khalifa on October 6, 2022. The grand reveal happened at an event attended by the company's Chairman, board members, partners and members of the press.

Expressing his opinion on the unique milestone, His Excellency Abdul-Aziz Abdulla Al Ghurair, Chairman of Oman Insurance Company now referred to as "Sukoon", said "With a vision to develop local expertise and a solution to protect people, my father Abdullah Al Ghurair launched Oman Insurance in 1975, almost half a century ago. A lot has been achieved and much impressive progress has been made in all these years to prepare ourselves for the future of insurance. Today, the company is amongst the best, strongest and most customer-centric insurers in the region. It is the right time for us to reflect these changes and our values in a new brand."

Sukoon means peace of mind in Arabic, Urdu and Hindi - the 3 most widely spoken languages in the region. The brandmark represents two human hands coming together, vividly depicting a sense of security and protection for customers, reflecting again peace of mind with the brand.

Explaining the journey of the company from Oman Insurance to Sukoon, Jean-Louis Laurent Josi, CEO of Sukoon said, "In the last 3 years, we carried out extensive market research and brought together some of the world's best-in-class rebranding experts to guide and advise us. We have gone through several focus groups, interviews, and surveys. We have tested dozens of names, logos and colours to finally select Sukoon. This rebranding represents a new, exciting chapter for us following our successful transformation in the past years, centered around building a rock-solid company and delivering an unrivalled quality of service to our 800,000+ clients."

Jean-Louis further commented, "Sukoon is a new starting point where leveraging our foundations, we will develop an exceptional insurance platform with the objective of providing an unmatched customer experience and unrivalled insurance expertise in the region. We will achieve this by investing massively in our transformation with dozens of projects in the pipeline focused on digital, partnerships and international development, notably with our Lloyd's syndicate."

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## About Sukoon

Established in 1975, Oman Insurance Company P.S.C. ("Sukoon") is one of the leading insurance providers in the UAE. They provide a wide range of comprehensive insurance solutions to more than 800,000 individuals and commercial clients in motor, life, healthcare and general (property, energy, engineering, aviation, marine and liability) insurance. Sukoon has operations across all Emirates in the UAE as well as in Oman.

Sukoon is committed to providing outstanding insurance solutions that help create and protect wealth and wellbeing. The Dubai-based company achieves this mission by serving businesses and individuals with a team of 650 professionals through an intensive distribution network of branches, brokers, bancassurance partners, agencies, an e-commerce platform and a dedicated call centre.

Sukoon recorded gross written premiums (GWP) of AED 3.54 billion in 2021. A public stock company, it is listed on the Dubai Financial Market stock exchange. A financially sound company, Sukoon is A rated by AM Best, A by Standard & Poor's and A2 by Moody's.

At our core, the company is a customer-centric organization, with a single-minded focus on service. Their priority has always been to build long term client relationships, with complete customer satisfaction as most important, non-negotiable objective. Put simply, Sukoon wants to become a reference in the region for excellent customer service.

To know more, please visit [www.sukoon.com](http://www.sukoon.com).

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