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SALAMA's 'Kind Beings of Dubai' Campaign Concludes with Record Engagement Across Social Media Platforms

- UAE residents shared approximately 600 kindness stories throughout the 22-day campaign.
- SALAMA awarded shortlisted participants with AED 1000 each day for the entire duration of the campaign.

Dubai, United Arab Emirates, 12 October 2022,: Islamic Arab Insurance Company ("SALAMA"), the UAE's largest Shari'ah-compliant Takaful solutions provider, has concluded its 22-day social media campaign titled 'Kind Beings of Dubai.'

Running from September 19 until October 10, 'Kind Beings of Dubai' called on the emirates' residents and visitors to share stories of extraordinary acts of kindness. The unique campaign received nearly 600 submissions, with SALAMA selecting the most transformative to win a AED 1000 voucher each day. Stories demonstrated how kindness can have a great impact on society, touching hearts and even saving and transforming lives.

Launched following the 'Care is Easy' campaign, which paved the way for a dialogue on the importance of kindness towards support staff, domestic workers and dependents, 'Kind Beings of Dubai' was launched to acknowledge and reward the notion of inclusivity that remains at the core of the emirate's community spirit. Complementing the Dubai-wide initiative, SALAMA has recently launched the Essential Benefit Plan – A DHA-licensed offering tailored to meet the needs of employees with dependents who earn less than AED 4000 per month.

'Kind Beings of Dubai' has successfully generated one million plus impressions, and a 300,000% plus increase in Instagram account reach, leveraging the power of social media to promote positive behaviours for the wellbeing of communities across Dubai.

Commenting on the success of the campaign, Sadia Noori, Head of Marketing at SALAMA, said: "We are immensely proud to have successfully executed this campaign, which was inspired by acts of kindness hidden in our daily lives, especially in a city like Dubai. Our aim was to highlight kindness in everyday routines, encouraging individuals across the city to reflect on what it meant to them, and how they have experienced it here. At SALAMA, we wanted to reward the unsung heroes

and celebrate them in hopes of motivating more people to do good, as we believe that "caring is easy" when you approach it with kindness."

SALAMA has recently launched specialised WhatsApp service 800SALAMA and now offers end-to-end pet and medical insurance plans to customers through the platform.

To learn more about the SALAMA 'Kind Beings of Dubai' campaign's winning stories, click [here](#).

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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.'