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SALAMA to offer Corporate Insurance services on ADDED's 'Investor Journey' portal

UAE, 26 October 2022: Islamic Arab Insurance Company, listed as "SALAMA" on DFM, announced today that it has signed an agreement with the Abu Dhabi Department of Economic Development (ADDED) to provide its services on 'Investor Journey' portal. SALAMA will join leading UAE public and private institutions in this initiative, which enables entrepreneurs and investors to apply for a wide range of services, including business insurance, directly through the ADDED's 'Investor Journey' portal.

Launched by ADDED in 2021, the 'Investor Journey' portal offers investors and entrepreneurs a fully digitized experience, while enhancing the ease of doing business and streamlining communication with government entities. SALAMA will integrate its services into this advanced ecosystem that powers new business ideas and startups.

Fahim Al Shehhi, CEO of SALAMA, said: "We look forward to a highly collaborative partnership with ADDED, as we renew our commitment to developing and promoting the entrepreneurial ecosystem. As the largest Takaful provider in the UAE, we are proud to increasingly become a preferred insurance partner for local brands and entrepreneurs, supporting small and medium enterprises with quality, tailored insurance packages that help improve business performance, create a competitive advantage, and accelerate scalable growth."

ADDED has unveiled Phase 2 of 'Investor Journey', which features more services and business setup tools, at GITEX Technology Week 2022. The portal also comprises an informative simulator to guide investors through their journey to setting up a business. 'Investor Journey' also provides business owners with the opportunity to apply for bank accounts, telecommunications services, business operational support, and more.

SALAMA stands as the largest sharia'h compliant Takaful operator with 'AAA' level capital adequacy as per S&P. SALAMA remains committed to serving partners and customers while enhancing shareholder returns in 2021 and beyond.

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Notes to editor:

About SALAMA Islamic Arab Insurance Company

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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.'