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SALAMA strengthens UAE presence with new Abu Dhabi office

- The launch reflects SALAMA's commitment to better serve its customers' insurance needs in the rapidly evolving emirate
- The progressive office design aims to foster innovation, positive customer experiences and employee productivity

Dubai, May 13, 2024: Islamic Arab Insurance Company (DFM listing: "SALAMA"), UAE's largest Takaful solutions provider, has strengthened its regional position with the opening of its contemporary Abu Dhabi office.

The new office is a milestone for SALAMA, furthering its commitment to fulfilling the protection and insurance needs of the dynamic Abu Dhabi community. As the company continues its phase of strategic growth, the office complements its efforts in creating long-term value for partners and customers.

Designed to foster innovation and enhance operational efficiencies, the Abu Dhabi office is equipped with state-of-the-art facilities and a progressive work environment, enabling personalised support and extensive networking opportunities for SALAMA's customers and partners, while promoting employee wellbeing and efficiency.

Walter Jopp, Chief Executive Officer, SALAMA, said: "We are delighted to achieve a key milestone with the opening of the new Abu Dhabi office, which presents significant potential to bolster our local and regional presence. As we prepare for our next phase of growth, the modern office space aims to cultivate an innovative and progressive culture for our people, empowering us to fully respond to the evolving protection needs of our customers in the fast-emerging Abu Dhabi region, solidifying our 45-year heritage of offering quality-driven Takaful solutions with the highest standards of service."

SALAMA continues to build on its core objective of providing peace of mind to customers through its range of insurance solutions. The company remains resilient, backed by a solid Takaful foundation, while prioritising growth through strategic objectives. The Takaful provider has won various industry awards, reflecting SALAMA's commitment to customers and unwavering support to partners.

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SECURING OUR FUTURE. together.

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Notes to editor:

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 Dh 939 million. 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. In 2023 SALAMA won Takaful Specialist at the MENA Insurance Awards 2023 and Takaful Solution Provider" at Insuretek Middle East Insurance Industry Awards 2023. SALAMA continues to be the preferred Takaful partner by its partners and customers, remaining committed to 'Securing our future – together.'

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