

PRESS RELEASE

SUKOON INSURANCE INTRODUCES GROUNDBREAKING ENHANCEMENT TO LIFE INSURANCE SERVICES

September 2, 2024
Dubai, United Arab Emirates

Sukoon Insurance, a leading provider of comprehensive insurance solutions in the UAE, is now introducing innovative videoconferencing feature for Life insurance customers. The applicant will now be able to complete their life insurance application without going through extensive in person medical examinations. In line with Company's customer-centric strategy, the integration of videoconferencing will make the process more accessible, convenient, and inclusive.

"We are proud to be the first in the UAE to introduce videoconferencing for Life Insurance underwriting. It is a strategic decision aimed at simplifying the application process and broadening the accessibility. We are committed to providing our clients with the best possible insurance solutions, and these changes reflect our dedication to meeting their evolving needs." Emmanuel Deschamps, Executive Vice President Head of Individual Life and Workplace Saving.

This contemporary feature is available for a certain age bracket with predefined premium limits.

Dr. Faiza Zulfiqar, Head of Individual Life Underwriting at Sukoon, said "We're integrating videoconferencing into our underwriting process, for greater flexibility and convenience. This initiative not only enhances the client experience but also ensures that our underwriting process remains efficient and effective."

At Sukoon Insurance, exceptional service and convenience is considered crucial and integral. The introduction of videoconferencing is just an example of how Sukoon is continuously evolving to meet and exceed its clients' expectations.

<END>



About Sukoon

Established in 1975, Sukoon Insurance PJSC ("Sukoon") – a public stock company – is among the leading insurance providers in the UAE. Sukoon provides a range of comprehensive insurance solutions for motor, life, health, and general (property, energy, engineering, aviation, marine, and liability) needs to over 830,000 individuals and commercial clients. Sukoon's operations span across Oman and all Emirates in the UAE.

Sukoon is committed to providing outstanding insurance solutions which help create and protect wealth and wellbeing. The Dubai-based company stays true to its vision by serving businesses and individuals with a team of over 700 professionals through an intensive distribution network of branches, brokers, bancassurance partners, agencies, e-commerce platforms, and a dedicated call centre.

In 2023, Sukoon registered gross written premiums (GWP) of AED 4.64 billion. With a solvency ratio exceeding 272 percent and exemplary ratings from Standard and Poor's (A-rated) and Moody's (A2-rated), it clearly demonstrates its financial soundness, robustness in risk management processes, effective governance, and ability to serve its clients effectively in the long run.

At its core, the Company is customer-centric, with a keen devotion towards providing exceptional services. Its priority has always been to build long-term relationships with its clients with their delight as its non-negotiable objective.

Put simply, Sukoon wants to continue reinforcing its position as a reference for other insurers in the region for exemplary customer service.

To learn more about Sukoon and how it continues to deliver on its promises and exceed expectations, please visit www.sukoon.com.

For more information please contact:

Ahsan Khan

Head of Marketing,
Sukoon Insurance PJSC
Tel: +971 4 233 7018
Email: ahsan.khan@sukoon.com

Nitika Midha

Senior Marketing Manager,
Sukoon Insurance PJSC
Tel: +971 4 233 7701
Email: nitika.midha@sukoon.com