

Gulf Insurance Group won “Brand of the Year, 2015”

Kuwait City, 2015 - Gulf Insurance Group, the leading insurance services provider in Kuwait and the Middle East, has added another milestone to its achievements in being awarded “Brand of the Year 2015” in the insurance sector from World Branding Awards, London.

The World Branding Awards is the premier awards of the World Branding Forum. The awards recognizes the world’s best brands for their work and achievements.

Gulf Insurance Group is the only company to be selected for this prestigious award from the insurance sector in Kuwait.

Corporate Communications & Investor Relations Manager, Khaled Al Sanousi said, “This comes after strenuous branding developments in the past years to evolve the group name. Being the only company selected from our industry shows how far our efforts have taken us.”

Winners of the World Branding Awards are selected based on three criteria- Brand Valuation, Consumer Market Research and Public Online Voting.

GIG was thoroughly researched based on its financial valuation, online public research, and one-on-one telephone interviews to make sure it is truly the superior brand in the country.

The award ceremony, which took place September 24th at Kensington Palace, recognized GIG for its achievements and work in the region.



Gulf Insurance Group:

Gulf Insurance Group is the largest insurance Group in Kuwait in terms of written and retained premiums, with operations in both life and non-life insurance. Gulf Insurance has become one of the largest insurance networks in the Middle East and North Africa with companies in Saudi Arabia, Jordan, Lebanon, Syria, Egypt, Algeria, Iraq, Bahrain, Emirates and Kuwait. Its reported consolidated assets stand at US\$ 1.26 billion as at 30 September, 2015.

KIPCO – Kuwait Projects Company – is Gulf Insurance Group’s largest shareholder, followed by the Canadian-based Fairfax Financial Holding Ltd.

Gulf Insurance Group holds a Financial Strength Rating of A- (Excellent) and issuer credit rating of a- with positive outlook from A. M. Best Europe – Rating Services Limited. Standard & Poor’s has also assigned its Financial Strength Rating of BBB+ with stable outlook.

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