

## **gig Voted as Superbrand in Kuwait**

*First Kuwaiti insurance company to claim the “Superbrand” status after passing the selection criteria for the fourth consecutive year*

**KUWAIT CITY –16 November, 2015** – Gulf Insurance Group., the leading insurance provider in Kuwait and Middle East announced that it had been voted a Superbrand by the Superbrand council in Kuwait after passing the selection criteria developed by the Council of brands, and announced by the Superbrand Organization for the fourth year in a row.

The Corporate Communication & Investor Relations Department Manager Mr. Khalid Al-Sanousi said, ”Obtaining this certificate confirms that gig is one of the strongest brands in Kuwait. The selection process, which included an extensive range of companies, was conducted by an independent council of industry experts in the fields of business, marketing, and media, whom were assigned the task of assessing the acquired brands according to customer loyalty as well as the quality of the products and the services that are on offer.”

Gulf Insurance Group brand success is attributed to its successful track record, and significant achievements throughout the years. The company’s brand has further evolved across the local and regional markets alongside the most prominent regional and international brands.

Al-Sanousi further noted that after receiving the Superbrand status, gig recent achievement will be included on the Superbrand website, [www.superbrands.com](http://www.superbrands.com)

Moreover, Al-Sanousi added, gig benefits from a reputable history, and is considered one of the first Kuwaiti Insurance companies that has a strong local and presence. Over the years, gig has grown from being a leading personal and commercial insurer in Kuwait into becoming a regional insurance solutions provider in Kuwait, and throughout the region through its subsidiaries. In Kuwait, the company continues to provide innovative insurance policies to its wide customer base throughout its extensive network of branches that cover the country’s main districts.

Al-Sanousi concluded that gig benefits from its growing five decade insurance expertise along with its accurate information systems, its superiority in providing electronic insurance services, its unique insurance products and services, its strong performance and sound management approach, robust financial structure and positive cash flow and its high competitive ability.

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***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.

**For further information, please contact:**

Corporate Communications & Investor Relations Department

Tel: +965 22961825 Fax: +965 22961825

Gulf Insurance Group

Ahmed Al Jaber Street, Sharq

P.O. Box 1040, Safat 13011, Kuwait

Tel: +965 1802080; 22961999 Fax: +965 22961998

Email: [contacts@gig.com.kw](mailto:contacts@gig.com.kw)

Websites: [www.gulfinsgroup.com.](http://www.gulfinsgroup.com.); [www.clickgic.com](http://www.clickgic.com)