

Global Brands names Gulf Insurance the Best Insurance Brand in Kuwait 2014.



Kuwait City, 27 MAY 2014 - Gulf Insurance, the leading insurance services provider in Kuwait and the Middle East, announced that it won the 'Best Insurance Brand' award from Global Brands Magazine. The award recognizes Gulf Insurance's superior brand across the insurance sector since its establishment in 1962, and ongoing brand development efforts.

The Gulf Insurance brand aims to create more desirability across the insurance industry sector, with a primary focus on building long-lasting premium quality relationships that are rewarding and based on mutual respect.

Winners were selected from a competitive group of candidates, all of whom possess unique and superior qualities in the evolving insurance sector.

Gulf Insurance's recognition comes in line for its exceptional commitment to quality, branding activities, customer service & performance and providing a robust insurance system.

Corporate Communication and Investor Relations Manager Mr Khaled Al Sanousi said, "We are pleased to gain international recognition for what we believe to be a world-class brand and will continue to exceed expectations and excel in our industry."

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A brief overview of Gulf Insurance Group:

Gulf Insurance Group is the largest insurance company 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, Iraq and Bahrain, Emirates and Kuwait. Its reported consolidated assets stand at US\$ 1.2 billion as at 31 March, 2014.

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

Gulf Insurance holds a Financial Strength Rating of "A-" with Stable Outlook from Standard & Poor's. A.M. Best Europe – Rating Services Limited has also assigned a financial strength rating of A- (Excellent) and issuer credit rating of "a-" to Gulf Insurance with a Stable Outlook.

For further information, please contact:

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