

## PRESS RELEASE

# SUKOON INSURANCE LAUNCHES INNOVATIVE DIGITAL ACCIDENT AND HEALTH INSURANCE

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Dubai, United Arab Emirates (UAE)

Sukoos Insurance, formerly Oman Insurance Company, today announced the launch of its new digital Accident and Health Insurance products, offering customers comprehensive and flexible coverage options directly through the Sukoos website. Powered by Democrance, a renowned InsureTech platform, the new plans can be purchased end-to-end within minutes.

This launch comes amidst a growing need for accessible and affordable insurance solutions. Recent surveys indicate increased awareness of the importance of financial protection against accidents, disabilities, health issues, and loss of income, particularly given global economic uncertainties.

Sukoos's digital Accident & Health Insurance plans cater to individual needs and budgets. Customers can easily buy their policies online, enjoying a seamless and efficient experience from purchase to claims.

We are thrilled to introduce our new digital Accident and Health Insurance solutions powered by Democrance, empowering customers to take control of their financial protection with just a few clicks," said Emmanuel Deschamps, Executive Vice President – Head of Individual Life and Workplace Savings at Sukoos Insurance. "This launch underscores our commitment to providing accessible, affordable, and innovative insurance solutions that meet the evolving needs of our customers."

This product launch reinforces Sukoos's position as a leading composite insurer in the UAE, dedicated to providing innovative and customer-centric insurance solutions.

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## 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 its 1.36 million insured members. 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 2024, Sukoon registered gross written premiums (GWP) of AED 5.84 billion. With a solvency ratio exceeding 270 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](http://www.sukoon.com).

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