

# Superbrands

## Media Coverage

Country	Date	Publication
Kuwait	2013	Press Clippings

GIC Voted as Superbrand in Kuwait First Kuwaiti insurance company to claim the “Superbrand” status after passing the selection criteria for the third consecutive year Photo Caption: The British Ambassador with GIC representatives KUWAIT CITY –October 28, 2013 – Gulf Insurance Co., 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 third year in a row. The Corporate Communication & Investor Relations Department Manager Mr. Khalid Al-Sanousi said, “Obtaining this certificate confirms that GIC 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 Company’s 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, GIC’s recent achievement will be included on the Superbrand website, [www.superbrands.com](http://www.superbrands.com) Moreover, Al-Sanousi added, “GIC 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, GIC 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 GIC 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. \_ END \_

About Gulf Insurance Co: Gulf Insurance Company 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\$ 1.04 billion as at 30th June, 2013 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.

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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. Gulf Insurance, a subsidiary of Kuwait Projects Company (KIPCO), one of the most prominent insurance companies in the region.

<http://www.gulfinsgroup.com/news/articlefiles/65-Gulf%20Insurance%20Voted%20as%20Superbrand%20in%20Kuwait%20-%20Eng.pdf>

## Wataniya Telecom is awarded the title of the “Best Telecom Brand in Kuwait” by Superbrands for the year of 2013

Marc McIlhone October 30, 2013



Wataniya Telecom continues to provide its customers in Kuwait with the best services and the latest in communications technology. On Sunday, 27<sup>th</sup> of October, Wataniya was awarded the title of the best brand in the telecommunications sector in Kuwait for the year 2013, by the Board of “Superbrands” at a ceremony in the JW Marriott Hotel. This honor was provided in the presence of Assistant Undersecretary for Foreign Commerce and Industry, Sheikh Nimr Al-Malik Al-Sabah and His Excellency, the Ambassador of the United Kingdom in Kuwait, Mr. Frank Baker and the former Undersecretary of the Ministry of Information of Tourism, Ms. Nabila Al-Anjari and members of the Board of Superbrands.

Superbrands is a globally recognized institution renowned for its independent evaluation of brands. Wataniya Telecom was awarded the title by Superbrands for being a distinguished organization which nurtures a close relationship with its customers. Wataniya Telecom feels privileged in joining the Annual

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Superbrands record for the current year of 2013 along with a group of other brands that have been selected from Kuwait.

In a speech on behalf of the company during the ceremony held on this occasion, Wataniya's Public Relations Manager, Fatemah Dashti expressed her thanks for this recognition in obtaining the award and said, "This award is an honor for Wataniya as we have always been seeking to provide better services and products to our customers. We have always strived to offer the best experience and will always continue to do that even in the future. This year witnessed challenges and achievements of which the most important were the expansion of our branches network to 32 stores in residential and commercial areas and the investment in the network infrastructure which was developed to accommodate the latest technological innovations. To ensure customers are always satisfied, Wataniya enhanced network efficiency in all areas of Kuwait recently".

Wataniya Telecom thanks and appreciates all its customers, partners and shareholders and promises them to continue to provide the best in the market.

<https://arabbrains.com/2013/10/30/wataniya-telecom-awarded-title-best-telecom-brand-kuwait-superbrands-year-2013/>