



## **TAKAFUL EMARAT STRENGTHENS ITS OFFERING WITH THE LAUNCH OF INDIVIDUAL LIFE SAVING PLANS**

**Dubai, U.A.E., 8<sup>TH</sup> May 2011-** Takaful Emarat, the UAE's first dedicated life and health takaful provider, has strengthened its offering with the launch of a suite of individual life saving Plans. The personalised protection and saving Plans offer customers flexible terms of protection as well as access to a wide range of Shariah compliant investment funds managed by renowned global fund managers.

The introduction of individual life saving Plans endorses Takaful Emarat's intent to grow its market share in the UAE and contribute in the accelerated growth of Takaful Industry in the region.

Ghassan Marrouche, General Manager Takaful Emarat while briefing the plans said that 'Takaful Emarat's three new life saving Plans cover child(ren) education, general savings and wealth management. The 'Education Plan' enables customers to achieve their objectives towards higher education of their children through takaful protection and focused saving; the 'Whole Life Plan' is designed to provide protection & long term saving opportunities to individuals; the 'Wealth Plan' is developed to serve both the short and long term financial needs of High Net Worth Individuals, it also allows customers to participate in a wide range of Shariah Compliant funds in addition to Takaful protection.'

'The new suite of Plans can be personalised to meet customer's individual requirements and also offer additional takaful protection benefits enabling Takaful Emarat customers

to take advantage of holistic, custom-made takaful solutions at any stage of their life.’  
said Mr Marrouche.

Dr. Khalid Saqer Khalfan Al Marri, Chairman, Takaful Emarat, said, “The launch of our individual life saving Plans is in line with Takaful Emarat’s strategy to play a leading role in the UAE’s takaful market. The UAE’s takaful industry has seen sustained growth driven by an increased demand for responsible, innovative Shariah- compliant protection and saving solutions. Through the introduction of our suite of new saving Plans, Takaful Emarat is perfectly positioned to tap into this growth and offer its customers unique, best in class, takaful Plans supported by unparalleled customer service and infrastructure as well as comprehensive distribution channels.”

Dr. Kostantin Klien, CEO, UNIQA Group Austria, said, “We are confident that the introduction of new life saving Plans marks the beginning of a focused expansion into the market by Takaful Emarat. Encompassing education, wealth management and general savings, the Plans will appeal to the varied needs of the diverse UAE population from expatriate families to local entrepreneurs. Also to offer its customers a wide ranges of saving options, Takaful Emarat has already partnered with specialized global fund managers to offer its customers investment opportunities in reputed, international, Shariah- compliant investment funds.”

“As one of Central Europe’s most trusted insurance brands, we are extremely pleased at the prospect of increasing our footprint in the Middle East region through Takaful Emarat and supporting the company as it grows from strength to strength,” added Dr. Klien.

Takaful Emarat formed through a joint venture between Al-Buhaira National Insurance Co. and UNIQA Group Austria, was set up as the UAE’s first dedicated life and health takaful provider.

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**About Takaful Emarat:**

Takaful Emarat was established in May 2008 as a dedicated Life & Health Islamic Insurance company, through a joint venture between ‘Al-Buhaira National Insurance Co.’ the UAE’s leading insurance company, and UNIQA Group Austria, one of Central Europe’s most trusted insurance brands.

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