

Our Vision, Mission & Values

👁️ Vision

We're shaping a valuable insurance ecosystem for the MENA region.

🎯 Mission

We're invested in providing rewarding experiences to customers, building loyalty with employees, creating value for stakeholders, and serving the community as a committed citizen.

❤️ Values

Respect

The client is our most valuable asset.

- Therefore, we respect this relationship.
- We serve in ways that serve this relationship best.
- We act out of client centricity.

Lasting

We have long-term perspective on the value of our clients. Whereby the lifetime of a client relationship is seen as much greater value than the cost associated with any single transaction with client.

- We are focused on the long-term interest of the relationship we have with someone.
- We act with a long-term perspective in every situation.
- We act in ways that make relationships with people last.

Rewarding

We are prepared to invest in value-adding services, at a sustainable cost, in the interest of improving client loyalty and growing market share.

- We do things that make people happy to be in relationship with us.
- We look for ways that add value to people.
- We work to make the relationship people have with us rewarding.