

GIG AXA Rebranding

General FAQ

In November 2020, the AXA Group entered into an agreement with Gulf Insurance Group (GIG Group) to acquire AXA's operations in the Gulf (UAE, Oman, Bahrain, Qatar), AXA Cooperative Insurance (KSA) and AXA Green Crescent Insurance Company (UAE). In September 2021, the transaction completed and in June 2022, the rebranding of AXA Gulf to GIG Gulf completed.

Can you tell me more about GIG, its strategy, and capabilities?

GIG is a top 5 MENA Insurer present in 13 countries, with leading positions in Kuwait, Jordan, Bahrain and Egypt. GIG is backed by 2 strong Shareholders who are leading many success stories in the insurance industry: Fairfax, a financial holding organisation owning insurance companies in over 40 countries and headquartered in Toronto, Canada, and KIPCO, one of the biggest diversified holding companies in MENA and backed by the ruling family of Kuwait.

As GIG, this transaction makes us one of the top 3 players in the GCC and the #1 composite regional insurer, present in 13 markets, allowing us to deliver the same strategic focus and build on our strong AXA equity. Additionally, GIG's strategic objectives and guiding principles are very aligned with AXA's, both of which are focused on Regional Growth, Customer Experience and Digital Transformation.

As GIG, we remain fully committed to supporting our new and existing customers across a full range of insurance products and services.

Is GIG a responsible and committed company?

As an organisation, we have been committed to running our operations in a responsible, sustainable way, creating a diverse and inclusive working environment and culture, and having a positive impact on communities and protecting the environment. Previously as AXA Gulf, we have built trusted relationships and developed key, Corporate Responsibility (CR) initiatives that protect what matters, all whilst working towards building a better, more socially responsible world. Now, as GIG Gulf, you can expect the same level of commitment and dedication that you have come to expect from AXA with the same organisation and people.

Will GIG offer the same products as AXA?

Under GIG Gulf, you can expect to receive the same quality products that you have come to expect from AXA Gulf. We will continue to operate as usual, with our people, products and

services all remaining the same, but with a new brand identity. The legal integrity, operating model, people and leadership teams has been fully maintained as well as our representation of AXA's interests in the region.

Will I be able to purchase products and services at the same price?

There are currently no plans to change our pricing model under GIG Gulf.

Can I still buy, renew and make a claim?

The processes for buying, renewing and reimbursing claims will remain exactly the same as before. As GIG Gulf, we will continue to operate as usual with a change in name and branding only. Our people, products and services all remain the same.

Will I still have the same benefits and service?

There are no intended changes to our policies. Your policy will still include the same benefits, and you will still have access to the same services. Under GIG Gulf, you can expect to receive the same quality benefits and service that you have come to expect from AXA.

Will there be any changes to call centre lines and contacts?

Our customer service call centre details will remain the same with only a small change in email addresses, as we have recently updated our domain name from @axa-gulf.com to @gig-gulf.com. Should you email us at the AXA domain, your email will automatically be redirected until August 2022.

Will turnaround times change?

The rebranding will not impact the turnaround times for you. Our operating models will continue to function as they do today, and all turn-around-times and SLAs will remain as is.

Are the contracts/policies we have in place still valid? If so, for how long?

Our contracts and policies will not change as a result of our rebranding to GIG Gulf. Currently issued policies remain valid without changes. Upon renewing your policy, it will most likely be branded GIG. Even if your policy was/is issued under the AXA brand, it remains valid until it expires or is terminated, in accordance with the standard policy terms and conditions.

Will this impact network coverage locally and/or internationally?

There will be no changes to our network coverage locally or internationally; we will continue to

provide the same insurance services empowered by our wide proprietary networks and global partnerships.

Will you be operating in any new markets as GIG Gulf?

There will be no changes to our market operations or coverage. As GIG Gulf, we will continue to provide the same quality products and service to our customers and partners across the region, including UAE, Bahrain, Oman and Qatar markets.

When will the new company's name be changed?

As part of our rebranding efforts, the GIG Gulf name and logo are now officially being used across various marketing and communication channels, including our systems, websites, social media handles, documents, shops, etc., with the full rebranding to be completed across the region by end of August 2022. With that said, some material may continue to use the AXA Gulf name and logo temporarily for an extended period of time.

We want to reassure you that our commitment and continuity of services are unaffected. We will continue to serve our customers and partners with the same products, services, and people, alongside the same standards, integrity, and leadership.

Why are signboards in branches and shops still showing the AXA Gulf name and logo and not the GIG Gulf name and logo?

As part of our rebranding efforts, the GIG Gulf name and logo are now officially being used across various marketing and communication channels, including our systems, websites, social media handles, documents, shops, etc., with the full rebranding to be completed across the region by end of August 2022.

With that said, some material, including signboards in branches and shops, may continue to use the AXA Gulf name and logo temporarily for an extended period of time.

Why in English and Arabic does the company's new GIG Gulf legal name say "closed"?

As part of our rebranding efforts, the GIG Gulf legal name has been registered across our 4 markets for regulatory and licensing purposes.

In some of our markets, GIG Gulf is considered a branch of a foreign company, which takes the shape of a “Joint-Stock Company closed” (SAOC).

To indicate the company's type, the symbol “(c)” is used in the name, which means closed. The meaning of the company's name was literally translated into English and Arabic, resulting in the English and Arabic legal names with the inclusion of this word (closed) in written form. The letter “(c)” does not mean that we are closing the company, but rather that it is a legally mandated requirement to show the type of company according to the law.

Will there be any change to existing payment methods and bank information?

As GIG Gulf, our bank accounts now carry our new legal name, Gulf Insurance Group (Gulf) B.S.C. (c). The updated name should be used to make payments to the Company. All other details of the bank account, including the bank account number and IBAN, remain unchanged. Any payments made by customers or to customers, under the AXA Gulf entity name, AXA Insurance (Gulf) B.S.C. (c), will be duly accepted / honoured by the bank for an interim transition period until 31 October 2022.

Will I be able to pay premiums or other amounts using existing payment modes and methods?

You can continue to make payments to the Company using existing payment modes and methods. As GIG Gulf, our new legal name, Gulf Insurance Group (Gulf) B.S.C. (c), will now reflect in the documents currently bearing the bank details. You should start using the new legal name at the time of making payments to the Company through cheque or bank transfer. That said, there is a transition period agreed with the banks until 31 October 2022, whereby payments in the name of AXA or GIG will both be accepted.

Will I be able to receive claims, benefits or pay-outs through existing methods?

For our customers/partners, there won't be any impact. You will continue to receive payments using existing modes and methods.

Will there be any change in the Value added Tax (VAT) registration details of the Company?

As GIG Gulf, our VAT registration details will be updated with our new legal name, Gulf Insurance Group (Gulf) B.S.C. (c). The VAT registration number will continue to be the same. The updated VAT registration certificate will be duly shared with our customers and partners, upon request.

Where will the new Headquarters be based?

As GIG Gulf, there won't be any change. The head office will remain in Bahrain.

Will my information be protected and secure?

We remain committed to maintaining the privacy of data obtained during business activities and complying with applicable laws and regulations regarding the processing of Personal and Sensitive Personal Data.

For more information, please visit our new website:

UAE: www.giggulf.ae or call 800 292

BHN: www.giggulf.bh or call 8000 1060

OMN: www.giggulf.om or call 800 70 292

QTR: www.giggulf.qa or call 800 2921