



## **AXA Green Crescent announces name change to HAYAH**

*HAYAH, meaning life in Arabic, aims to be the leading life insurer in the UAE.*

Date: 17 February 2022

AXA Green Crescent Insurance Company P.J.S.C. announced today that it has changed its name to HAYAH Insurance Company P.J.S.C. following approval from local regulators. The change follows AXA's exit from the Middle East in September 2021.

Since 2014, AXA Green Crescent has offered life and medical plans to individuals and corporates in the UAE and GCC. The new name, HAYAH, reflects the invigorating new direction of the life insurer and will be accompanied by a striking new visual identity to complement the company's innovative digital solutions. There are no other changes to the Abu Dhabi listed insurer, with no impact on existing customers, products, partners or employees.

**Mohamed Seghir, Chief Executive Officer of HAYAH, commented:** "We are extremely excited about this change that supports our strategic focus on product and digital proposition innovation in life, savings and medical. Being locally embedded with strong technical expertise and leaders of digital innovations, we are the UAE specialists in these segments and in bringing solutions closer to our customers. HAYAH will continue to deliver the same exceptional products and services whilst adding to our product portfolio with groundbreaking new developments across all lines of business."

HAYAH Insurance Company P.J.S.C. is headquartered in Abu Dhabi and listed on ADX. The rebranding of AXA Green Crescent to HAYAH will take place over the next few weeks.

**Ends**

For further information, please contact:

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## **Notes to Editors**

### **About HAYAH Insurance Company P.J.S.C.**

HAYAH Insurance Company P.J.S.C., previously AXA Green Crescent Insurance Company P.J.S.C., is regulated by the UAE Central Bank and is a licensed provider of life insurance, medical and savings products in the United Arab Emirates.

With a single-minded aim to put customers first, we focus on making life insurance more accessible and transparent with innovative products and services.

HAYAH Insurance Company P.J.S.C. is headquartered in Abu Dhabi and listed on the Abu Dhabi Stock Exchange.

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