

PRESS RELEASE

SUKOON INSURANCE UNVEILS CUTTING-EDGE MOBILE APP, REDEFINING DIGITAL VALUE PROPOSITION

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Dubai, United Arab Emirates (UAE)

Sukoon Insurance PJSC ("Sukoon") today announced the launch of its next-generation mySukoon mobile app, marking a major step forward in the insurer's ongoing digital transformation. Designed for end-to-end utility, the reimagined mySukoon app delivers comprehensive, zero-friction policy management by centralizing health, motor and workplace savings into a single, unified platform.

The app's robust existing functionalities that put customers in complete control of their insurance needs have been completely reimagined and redesigned from the ground up. Users can easily access the platform using secure, instant login methods such as UAE PASS or biometric authentication. Once logged in, customers can seamlessly submit and track claims in real-time, monitor pharmacy and preauthorization approvals, and instantly view, share, or download essential documents like digital health cards and the orange card for motorists. The platform now also offers instant pre-login utilities, allowing users to request 24/7 emergency roadside assistance, navigate to nearby network healthcare providers, and contact customer care without needing to sign in. Furthermore, the app streamlines account administration through 3-step registration, seamless dependent coverage management, fast-track IBAN updates for quicker settlements, and unified multi-vehicle management.

Building upon these strong foundational features, the upgraded app introduces a sleek, brand-aligned visual architecture alongside several futuristic technological enhancements aimed at eliminating user friction. A newly implemented advanced featured search with direct deep-linking allows users to bypass multi-layer menus entirely. By typing keywords such as "Health Card," "Claim," or "Roadside Assistance," users are instantly transported directly to the specific action or service in a single tap.

The app also features real-time in-app notifications, which provide customers with immediate, actionable updates regarding claim progress, network updates, and policy renewals directly within their dashboard.

"Our goal with the reimagined mySukoon app is to bring unmatched value right into the hands of our customers," said Hammad Khan, Interim CEO and CFO at Sukoon Insurance. "By enhancing our existing award-winning functionalities further, introducing instant feature navigation, intelligent OCR automation, and proactive real-time notifications, we are putting complete control and peace of mind directly into the hands of our customers, whenever and wherever they need it."

The new mySukoon experience is available for download and update on the Apple App Store and Google Play Store.

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About Sukoon

Established in 1975, Sukoon Insurance PJSC ("Sukoon") – a public stock company – is among the leading insurance providers in the UAE. Sukoon provides a range of comprehensive insurance solutions for motor, life, health, and general (property, energy, engineering, aviation, marine, and liability) needs to its 1.36 million insured members. Sukoon's operations span across Oman and all Emirates in the UAE.

Sukoon is committed to providing outstanding insurance solutions which help create and protect wealth and wellbeing. The Dubai-based company stays true to its vision by serving businesses and individuals with a team of over 700 professionals through an intensive distribution network of branches, brokers, bancassurance partners, agencies, e-commerce platforms, and a dedicated call centre.

In 2025, Sukoon registered gross written premiums (GWP) of AED 7 billion. With a solvency ratio of 275 percent and exemplary ratings from Standard and Poor's (A rated) and Moody's (A2 rated), it clearly demonstrates its financial soundness, robustness in risk management processes, effective governance, and ability to serve its clients effectively in the long run.

At its core, the Company is customer-centric, with a keen devotion towards providing exceptional services. Its priority has always been to build long-term relationships with its clients with their delight as its non-negotiable objective.

Put simply, Sukoon wants to continue reinforcing its position as a reference for other insurers in the region for exemplary customer service.

To learn more about Sukoon, please visit www.sukoon.com.

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