

Liva Group X Sohar International Bank

Liva Group Agrees Refinancing Package with Sohar International Bank to Support Long-Term Growth

Muscat, Oman



Martin Rueegg, Chief Executive Officer of Liva Group, and Abdulwahid Al Murshidi, Chief Executive Officer of Sohar International Bank

- **Liva Group agrees a consolidated OMR 63 million loan facility with Sohar International Bank**
- **Streamlined structure reduces borrowing costs, improves cash flow, and increases flexibility in capital allocation across the Group**
- **Agreement lays the groundwork for broader collaboration and reinforces Liva's ability to scale sustainably across its core markets**

Liva Group, a leading multi-line insurance group operating across the GCC, today announced a strategic partnership with Sohar International Bank through the establishment of a consolidated OMR 63 million loan facility. The agreement marks a decisive step in the Group's long-term financial and regional growth strategy.

A signing ceremony was held at Sohar International Bank's CEO Office in Waterfront, attended by Martin Rueegg, Chief Executive Officer of Liva Group, and Abdulwahid Al Murshidi, Chief Executive Officer of Sohar International Bank.

The agreement consolidates Liva's existing borrowings into a single, streamlined facility. The new structure unlocks significant advantages, including lower borrowing costs, improved cash flow management, and greater flexibility in how capital is allocated across the Group. It also simplifies financial oversight and strengthens Liva's ability to scale with agility and confidence.

Martin Rueegg, Group CEO of Liva Group, said: "This agreement is about more than refinancing. It reflects our forward-looking approach to financial management. By aligning with a partner like Sohar International Bank, we are enhancing our capital efficiency and creating the financial flexibility needed to support sustainable growth across our core markets. We see strong alignment in values, particularly around innovation, regional integration, and customer-centric digital services, foundations that will enable deeper collaboration in the future."

Sohar International Bank was selected following a competitive process for its strong alignment with Liva's priorities—offering favourable pricing, structural flexibility, and an OMR-denominated facility that matches the Group's operating currency. The Bank's regional expansion strategy, including the recent opening of its Saudi Arabia branch, complements Liva's ambitions in KSA and across the wider GCC. The partnership also lays the foundation for broader collaboration, including advanced banking solutions that will support Liva's evolving regional operations.

Abdulwahid Al Murshidi, Chief Executive Officer of Sohar International Bank, said: "At Sohar International, we are focused on fostering strategic partnerships that create long-term value. Our agreement with Liva Group is a testament to our commitment to supporting ambitious, high-performing organisations with customised financial solutions that drive sustainable growth. This facility not only enhances Liva's financial flexibility but also reflects our shared commitment for regional progress, innovation, and long-term value creation. We are proud to partner with Liva on its journey to scale, diversify, and lead with purpose."

The agreement reflects Liva's proactive approach to building long-term value. As the Group continues to scale and diversify, the partnership ensures a robust, scalable financial foundation, enabling Liva to remain agile, resilient, and ready for the opportunities ahead.

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About Liva Group

Liva is an insurance group operating across the GCC, founded on the belief that insurance is a pillar that supports both personal and professional lives. As one of the pioneering insurance players in the region, Liva's team of 1,200 employees is dedicated to offering products and services centred on customer needs, empowering individuals, businesses, and communities to thrive. Serving more than 1.5 million customers, Liva has a strong and growing presence in Oman, the United Arab Emirates, Saudi Arabia, Kuwait, and Bahrain across motor, health, life, home, travel, and commercial insurance, as well owning subsidiaries such as NSSPL (India) and Inayah TPA (UAE), supporting its long-term strategy to scale and diversify the business. The word "Liva" signifies "protection" or "life", reflecting the Group's commitment to protecting what matters most to its people, its partners, and, most of all, its customers.

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