



Liva Group Reports Strong Q1 Results, Driven by Product Innovation and Strategic Market Expansion

- Insurance Revenue grew 21% year-on-year to OMR 94.1 million
- Insurance Service Result up 559%, reaching OMR 4.8 million
- Profit after Tax of OMR 4.2 million, led by strong contributions from UAE, Oman and KSA

Muscat, Oman – June 2025– Liva Group, a leading multi-line insurance group operating across the GCC, today announced its consolidated results for the three-month period ended 31 March 2025, highlighting strong year-on-year growth.

The Group delivered an insurance revenue of OMR 94.1 million in Q1 2025, up 21% from the same period in the previous year, reflecting sustained business momentum across the UAE, Oman, Saudi Arabia and the wider region. This growth was driven by the successful launch of innovative products, disciplined pricing, and the expansion of the Group's customer base and distribution channels.

The Group also reported a significant improvement in its insurance service result, which rose by 559% year-on-year to OMR 4.8 million. This performance was supported by improved technical outcomes and effective risk management. The Group's investment income increased 6% to OMR 3.5 million, benefitting from a rebalanced portfolio designed to enhance returns while maintaining a prudent risk profile.

Liva Group recorded a profit after tax of OMR 4.2 million for the quarter, an improvement of OMR 5.1 million compared to Q1 2024. The UAE contributed the largest share to the Group's bottom line, accounting for 62% of

total results, while Oman and KSA delivered strong revenue growth supported by improved operational efficiency and increased investment income.

Martin Rueegg, CEO of Liva Group, said: "Our first-quarter performance highlights the strength of our business fundamentals and the disciplined execution of our strategy across the region. The growth in revenue and insurance service results reflects the progress we've made in strengthening our technical performance, optimizing our portfolio, and expanding



into high-potential segments. This momentum speaks not only to the resilience and agility of our teams, but also to the enduring trust our customers place in us. Looking ahead, our focus remains on delivering sustainable, long-term value by deepening our capabilities and accelerating innovation across every market we serve."

Liva Group enters the remainder of 2025 with strong momentum and is focused on accelerating growth in profitable segments, enhancing technical capabilities, and pursuing market expansion across high-potential geographies. Ongoing efforts to drive innovation and digital transformation will continue to enhance customer experience and operational efficiency.

Recognition and Impact

In recognition of its commitment to excellence and trust, Liva Group was recently awarded "Most Trusted Brand" by the AIWA Awards and "Best Insurance – Oman" by Global Business and Finance Magazine. These accolades reflect the Group's ongoing dedication to transparency, service quality, and customer-first innovation.

The Group also continued to advance its ESG and CSR agenda in Q1. Highlights included the Beat Diabetes Walk which saw participation from over 16,500 individuals, Ramadan food drives across the UAE and KSA, and renewed partnerships with youth-focused organisations such as Injaz Oman. Additional initiatives spanned road safety campaigns with Royal Oman Police and Air Force, and health support for children in Bahrain.

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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 centered 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, Saudi Arabia, the United Arab Emirates, Kuwait, and Bahrain across motor, home travel, health, life, 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.