

## ADIR Insurance celebrates *“25 Years of Insuring Tomorrow* - Press Conference

02/07/08: On the occasion of its 25<sup>th</sup> Anniversary, ADIR Insurance held a press conference at Le Royal Hotel, Dbayeh, on the 2<sup>nd</sup> of July, 2008 in the presence of ADIR Insurance CEO and member of the board, Assistant general manager and member of the board, in addition to Byblos Bank representatives and key people in the media sector.

According to Mr. René Klat, CEO and member of the Board, ADIR Insurance Lebanon managed to pursue its mission and sustain its progress despite the difficult circumstances the country has suffered, achieving thus a remarkable progress in the field of insurance. Its turnover until the end of 2007 has reached around 3 million USD and its assets under Management have exceeded 56 millions USD. As for its portfolio, it currently counts around 60 thousand customers, while the insurance policies In Force have exceeded 100,000.

Moreover, Mr. Klat added: "Our belief in this country led us to support the Lebanese economy, through providing at an early stage coverage for the Bank Consumer loans, which helped to accelerate the economic activity.

It is worth mentioning that 2001 was a strategic turning point for ADIR Insurance. Indeed, Natixis Assurances, a pioneer Bancassurance group in France, and an affiliate of Natixis Bank has acquired 34% of the company's shares.

After strengthening itself on the Lebanese market and increased its human resources and developed their skills, ADIR Insurance sought to expand its activities in the MENA region. Its main objective is to go into new strategic partnerships in the region's countries, particularly in those where Byblos Bank is present, by establishing new companies or cooperating with existing local ones.

Thanks to the efforts deployed at this level, ADIR Insurance established in 2007 a new company in Damascus "ADIR Insurance Syria".

Last but not least, ADIR offers a wide range of insurance services meeting the different needs of its clients, be they individuals, professionals or companies.