

OVERVIEW

- Strategic Review
- Operational Review
- Financial Review
- Sustainability Review
- Corporate Governance Report
- Financial Statements
- Appendix

BUSINESS MODEL

ENABLERS

Human Capital

Drives service quality and efficiency through skilled drivers, focused training, and performance incentives.

Physical Assets

Delivers reliable service through a modern, diversified, and increasingly electric fleet supported by advanced facilities.

Financial Capital

Supports investment in fleet growth, digital transformation, and sustainability to enable long-term value.

Customers

Tailor and enhance services through feedback and satisfaction insights that enhance safety and convenience.

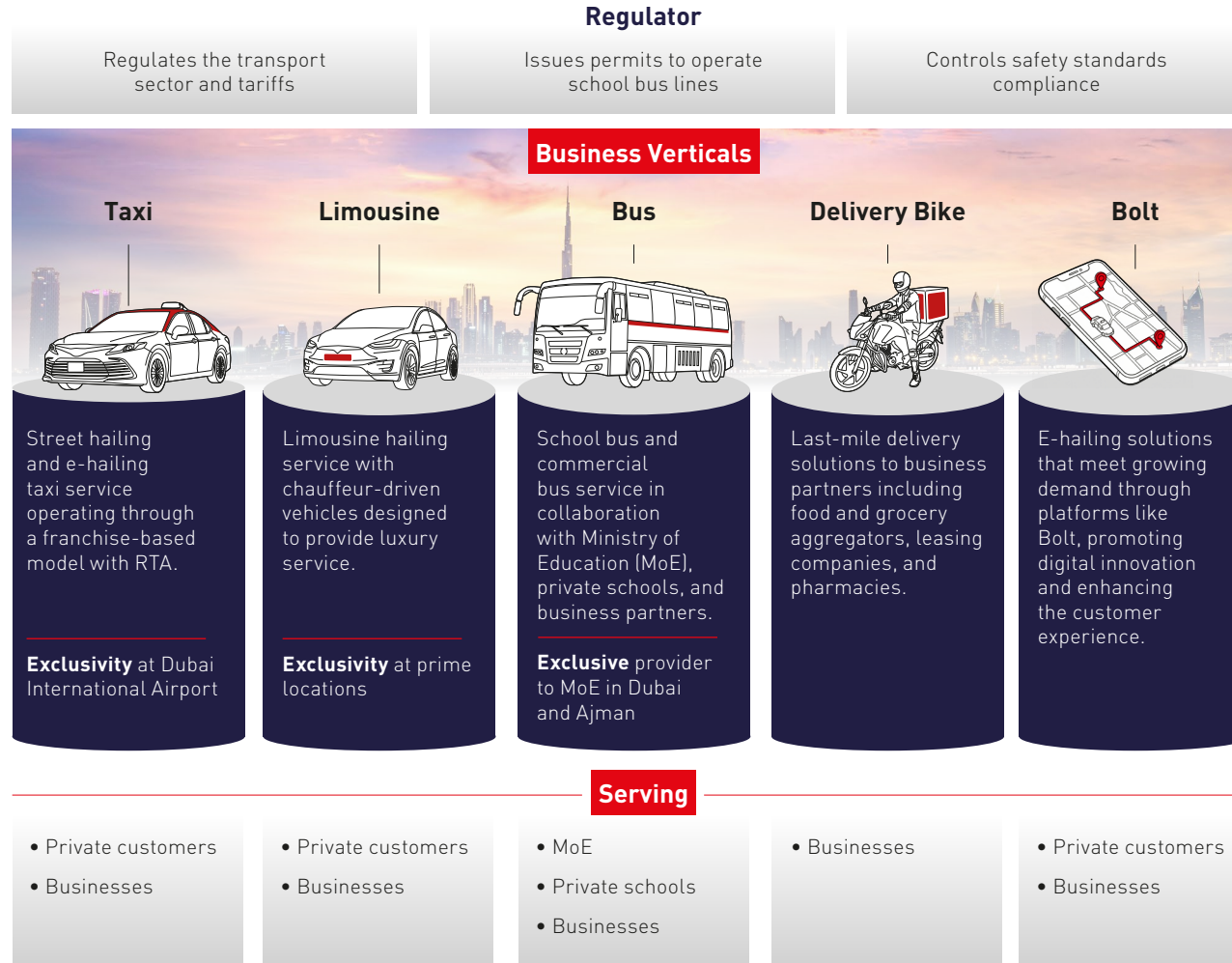
Partnerships

Advance innovation and sustainability through strategic collaborations with RTA, DEWA, and other key partners.

Technology

Enables smart mobility through AI-powered fleet management, real-time systems, and customer apps.

OPERATING MODEL



VALUE CREATION

Shareholders and Investors

85% net profit as dividend payouts

Customers

86% customer satisfaction score

Community

35,000 students using bus services

People

85% employee happiness score
79% driver happiness score