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WHAT SETS DTC APART: INVESTMENT CASE

Dubai Taxi Company offers a strong investment proposition built on market leadership, technological innovation, and a clear commitment to sustainable mobility that supports Dubai’s long-term vision for the future of transport.

Operating in a flourishing market

Dubai’s population is projected to grow significantly over the next two decades, driven by government initiatives like new visa schemes, and social reforms, as well as efforts to attract talent and foreign investment. This growth is further reinforced by the Emirate’s ambition to position itself among the world’s leading tourist destinations. While the RTA continues to enhance Dubai’s public transport network, the development of new urban centres is expected to drive rising demand for flexible mobility solutions such as taxis.

- The [Dubai Economic Agenda D33](#) aims to double the size of Dubai’s economy over the next decade.
- The [Dubai 2040 Urban Master Plan](#) presumes a 134% increase in space for hospitality and tourism by 2040.
- The [UAE Tourism Strategy 2031](#) includes 25 separate initiatives and policies to support the UAE tourism sector.

➔ Learn more about the [market and trends](#)



+5.8 million
population growth
by 2040¹

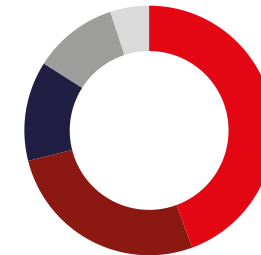
+5%
increase in tourist
visitors in 2025

Being Dubai's largest taxi operator

With nearly three decades of experience, DTC’s scale and operational reach deliver strong economies of scale and substantial negotiating power with vehicle suppliers, fuel providers, and other key vendors. The Company’s market leadership is further reinforced by a series of exclusive commercial contracts, including:

- Exclusive taxi franchise operating at Dubai Airports
- Exclusive limousine services at airports and for pick-ups from prominent landmarks in the city
- Exclusive provider of taxi and limousine services at Port Rashid, the Middle East’s leading cruise tourist destination

Taxi market share in Dubai



No. 1
taxi operator in Dubai

45%
dominant market share²

¹ Under the Dubai 2040 Urban Master Plan.
² Segment market share is based on the number of taxis owned by franchise as total of the number of taxis in Dubai market.

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Benefitting from favourable regulations

Unlike many other markets where e-hailing apps introduce new competitors, Dubai's taxi and limousine industry is regulated by the RTA, which oversees franchise agreements and controls the issuance of new licence plates through an auction system. The fixed-tariff model, reviewed every two months to reflect fuel price changes, helps protect operators from excessive competition and cost volatility.

- High barriers to entry for new competitors
- Transparent, unified tariff system with periodic inflation adjustments

Serving multiple market segments

DTC provides a comprehensive range of transportation services beyond its taxi franchise. Since 2012, it has operated in the luxury mobility market with its VIP limousine services. The bus division has experienced substantial growth, securing contracts with private and public entities, including the UAE Ministry of Education. In addition, DTC operates in the fast-growing last-mile delivery market with a dedicated fleet of delivery bikes and drivers to meet rising demand from e-commerce and logistics partners.

- Operations across four market segments
- Diversified business model that ensures resilience against market volatility

✖ Learn more about our [Business Model](#)

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Experienced management team

DTC’s experienced management team brings extensive industry expertise and a proven track record of strong execution, ensuring efficient operations and strategic alignment with Dubai’s mobility goals. Their ability to navigate market dynamics and drive innovation enhances the Company’s stability and growth potential, making it a compelling choice for investors seeking long-term value.

- Experienced C-level executives and senior management with diverse backgrounds and solid domain expertise
- Strong governance structures for management promoting valuable oversight and an efficient delegation of authority

➔ Learn more about our [Governance Structures](#)

Leveraging technology solutions

At the heart of DTC’s operations is a strong emphasis on technology, which enables enhanced efficiency, service quality, and innovation. DTC’s advanced Operating Control Centre (OCC) tracks operations, optimises fleet management, and integrates innovative solutions like RTA’s TEAMS system. DTC further benefits from the growing e-hailing market through its applications and collaborations, culminating with the partnership with Bolt.

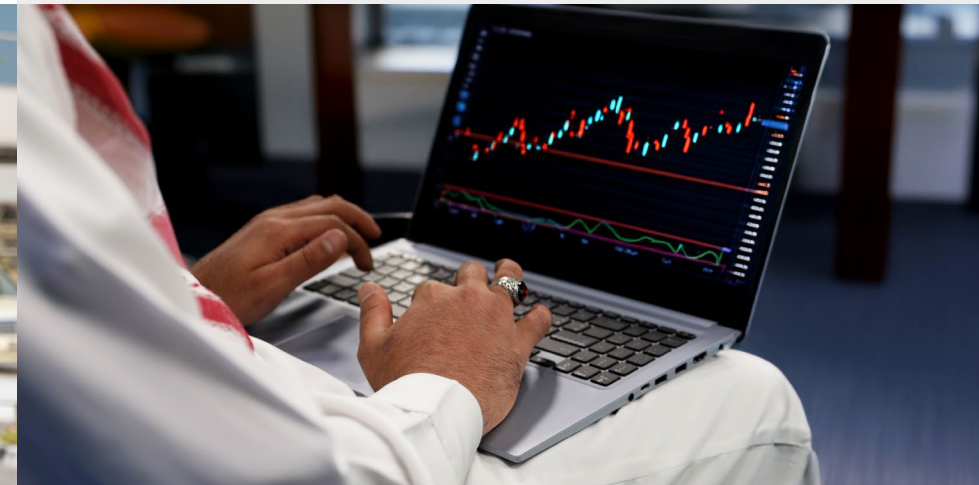
- Investing in AI, automation, and big data
- Integrating into Dubai’s smart-city initiatives

- Bolt e-hailing partnership
- Proprietary mobile apps
- Operating Control Centre

➔ Learn more about our [Digitalisation Approach](#)

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Advancing sustainable mobility

DTC's mobility vision prioritises urban sustainability, aligning with Dubai and the UAE's goals for a sustainable future. Since introducing its hybrid car programme in 2007, the Company has been at the forefront of green mobility, aligning with the UAE's Net Zero 2050 Strategy. The full conversion of DTC's fleet to hybrid and electric vehicles will significantly lower fuel consumption and emissions while enhancing long-term profitability.

Beyond environmental progress, DTC promotes social inclusion through services tailored for all passengers, including People of Determination, and by supporting community-focused initiatives that foster accessibility and wellbeing.

- Targeting a 100% hybrid and electric fleet well ahead of the RTA's 2027 deadline
- Aiming for 100% full EV taxi fleet by 2040
- Providing inclusive and accessible transport for all customer groups
- Contributing to community wellbeing through safe, reliable mobility solutions

91%
environmentally-friendly fleet

24%
of women as part of total employees

✦ [Learn more about diversity and inclusivity at DTC](#)

Demonstrating high capital returns

DTC's robust financial model demonstrated strong results in 2025, with a 13% revenue growth and 12% EBITDA growth. Despite increased capital expenditure, DTC maintains a robust free cash flow. The Company operates a highly cash-generative business with ample opportunities to fund stable returns to investors.

80%
ROE

1.0x
net debt to EBITDA ratio

- Attractive dividend policy
- Low net debt to EBITDA ratio
- High return on capital employed