

# STRATEGY IN ACTION

Throughout 2025, Dubai Taxi Company translated its strategic priorities into tangible actions across operations, partnerships, and people initiatives. From advancing digital and AI-enabled mobility to expanding sustainable transport infrastructure and strengthening driver and community support, these initiatives demonstrate how DTC's strategy is actively shaping day-to-day decision-making.

## Contribution to Strategic Objectives

- Sustainable growth and market leadership
- Profitability and cash flow
- Superior customer experience
- Health, safety, and environmental impact
- Employer of choice
- High-value partnerships

### Digital Foundations and Intelligent Systems

Building scalable, secure, and AI-enabled platforms to support future mobility

#### AI Driven Transformation and Digital Modernisation

In 2025, Dubai Taxi Company advanced its digital transformation through the development of a new AI and data strategy that will guide innovation from 2026 to 2028. The strategy builds on a series of major initiatives, including the signing of an MoU with du and MoU with Presight AI. Once implemented, the platform will deliver AI ready infrastructure, strengthen data sovereignty, and enhance system performance and scalability.

This foundation supports the creation of a comprehensive AI roadmap that will deploy predictive, generative, and enterprise level applications to improve operational efficiency, sustainability, and customer experience. DTC is evaluating

collaborations with several AI technology providers, to integrate advanced analytics, automation, and decision support tools across its operations.

A key project under development is the EV Mobility Intelligence Platform, designed to use real time telemetry, predictive analytics, and carbon tracking to optimise fleet performance and charging management. Through its AI Driven 2026–2028 plan, DTC aims to establish predictive AI for demand forecasting, generative AI for service personalisation and automation, and enterprise AI for strategic decision making, positioning the Company as a leader in intelligent, sustainable mobility.

#### Highlights

- AI Strategy (2026–2028) in progress
- MoU signed with du to implement different digital solutions hosted on du cloud
- EV Mobility Intelligence Platform integrating predictive analytics and carbon tracking
- Predictive, generative, and enterprise AI applications driving efficiency and sustainability
- Robotics - Exploring the potential use of humanoid robotics in DTC
- Drones - Assessing drone applications for logistics, monitoring, and future mobility use cases

## Electrification and Sustainable Infrastructure

### Ultra-Fast EV Charging Rollout with DEWA

To support the rapid expansion of its electric fleet, DTC entered a long-term strategic contract with DEWA to deploy ultra-fast EV charging infrastructure across key operational locations. The initiative directly addresses one of the most critical enablers of large-scale electrification: reliable, high-capacity charging that minimises downtime and supports continuous fleet utilisation.

The programme includes the rollout of next-generation chargers delivering up to 360 kW, forming the backbone of a high-performance charging network tailored to DTC's operating model. As deployment progresses, the infrastructure is expected to materially reduce emissions while enabling the fleet to scale toward DTC's long-term electrification targets.

#### Highlights

- 208 ultra-fast EV charging points planned, expandable to 354 by 2040
- Chargers delivering up to 360 kW
- EV fleet expected to exceed 2,500 vehicles by 2030

### Expanding the Electric Fleet with 200 BYD SEAL Taxis

DTC advanced its fleet transformation through the deployment of 380 all-electric BYD SEAL taxis in partnership with Al-Futtaim Electric Mobility. The vehicles combine extended driving range, advanced battery technology, and enhanced passenger comfort, supporting both service quality and operational efficiency.

The deployment builds on DTC's early investment in environmentally friendly vehicles and reinforces its position well ahead of regulatory targets. It also reflects a broader commitment to developing an electrified mobility ecosystem that aligns vehicle technology, charging infrastructure, and specialised maintenance capabilities.

#### Highlights

- 380 fully electric BYD SEAL taxis deployed
- Part of 435 new electric taxis added in 2025
- Up to 370 km driving range per charge
- Over 91% of fleet environmentally friendly
- Roadmap in place to reach 100% electrification by 2040



## Digital Mobility and Customer Access

### Expanding E-Hailing Capacity through Bolt and Zed Platforms

As part of its strategy to expand digital mobility, DTC entered a strategic partnership with Kabi by Al Ghurair, integrating the fleets of both operators across the Bolt and Zed e-hailing platforms. The collaboration allows taxis from both operators to be available across the two platforms, significantly increasing vehicle availability, improving response times, and strengthening service reliability during peak demand periods.

By connecting fleets across both platforms, the partnership supports Dubai's ambition to make e-hailing the primary channel for taxi bookings while enabling capacity to scale in line with growing demand.

#### Highlights

- Over 9,800 taxis integrated across platforms
- Approximately 72% share of taxi-based e-hailing capacity
- More than 6,200 DTC taxis digitally enabled
- Direct contribution to the 80% e-hailing target

### Everyday Mobility Value through talabat and Bolt

DTC-supported services were embedded into everyday consumer platforms through a partnership between talabat and Bolt, extending mobility access beyond traditional transport use cases. The initiative introduced ride discounts for talabat pro subscribers, offering tangible value and encouraging more frequent use of app-based mobility.

By linking two high-engagement digital ecosystems, the collaboration enhances affordability and convenience while reinforcing Bolt's role within daily lifestyle journeys. It also demonstrates how digital partnerships can expand mobility demand without additional physical infrastructure.

#### Highlights

- talabat pro subscribers offered Bolt ride discounts
- Integration across two high-frequency digital platforms
- Increased engagement through value-led incentives





## Integrated Urban and Event Mobility

### Premium Event and Airport Mobility Solutions

DTC reinforced its role as a critical enabler of Dubai’s tourism and events economy through long-term partnerships with Dubai Airports and Coca-Cola Arena. The five-year exclusive agreement with Dubai Airports positions DTC as the sole taxi provider across DXB and DWC, supported by smart dispatch systems and digital booking channels.

At the same time, DTC became the exclusive limousine provider for Coca-Cola Arena events, delivering premium, high-capacity mobility aligned with large-scale entertainment and sporting events. Together, these partnerships strengthen DTC’s presence at key arrival and destination points across the city.

### Highlights

- Five-year exclusive taxi partnership with Dubai Airports
- Airport trips projected to exceed 8 million annually by 2029
- AED 2.5 billion projected revenue over five years
- Exclusive limousine provider for Coca-Cola Arena events

## Expanding Beyond Passenger Transport

### Scaling Last-Mile Delivery with Keeta

DTC expanded beyond passenger transport through a strategic partnership with Keeta, supporting rapid growth in last-mile delivery services. The collaboration includes the deployment of a dedicated delivery bike fleet, with plans to scale capacity in line with demand from e-commerce and on-demand platforms.

Beyond fleet expansion, the partnership opens pathways for future logistics innovation, including the exploration of autonomous and drone-enabled delivery solutions. This partnership reflects DTC’s efforts to leverage operational scale while diversifying into adjacent mobility and logistics segments.

### Highlights

- Initial deployment of 150 delivery motorbikes
- Planned scale-up to 500 bikes within a year
- Over AED 10 million in expected first-year revenues
- Delivery segment revenue growth exceeding 100% year on year

## Empowering Drivers and Building Workforce Capability

### Driver Wellbeing, Community Support, and Capability Development

In 2025, DTC reinforced its commitment to being an employer of choice by expanding initiatives that support driver wellbeing, strengthen community connection, and build long-term operational capability. These efforts recognise drivers and employees as a critical enabler of service quality, safety, and sustainable growth, particularly as the Company scales its mobility operations.

Alongside wellbeing and engagement programmes, DTC also invested in structured capability development to support its transformation agenda. By combining community-led initiatives with formal training and skills development, the Company continues to build a resilient, motivated workforce aligned with its operational, safety, and sustainability priorities.

### Highlights

- Delivered Ramadan initiatives supporting 100,000+ iftar meals
- Hosted community and engagement activities for drivers and families
- Launched the Sustainable Operations Management Diploma with the University of Dubai
- Continued investment in training, wellbeing, and recognition programmes