

Assessment Center Evaluation Form



The following form is for the Assessment Center Empanelment with Quality assurance process, under which the Assessment Centers' are evaluated against the required requirements. The Empanelment focuses on learning, self-development and encourages the Assessment Center to pursue continual excellence. The process involves garding the Assessment Centers as per their adherence to the laid down assessment Center evaluation guidelines digitally and physically.

Assessment Center Details			
	To be filled by Assessment Center	To be filled by Evaluator	
Name of Assessment Center Provider	EMIRATES DRIVING COMPANY	✓	
Assessment Center Name	EDC-MADINAT ZAYED	✓	
Type of Assessment Center, please specify from below options: (1) TP Owned) (2) Proprietorship (3) Outsourced (4) Franchised	1	✓	
Website (if any)	www.edcad.ae	✓	
Social Media Link (if any)	edcabdudhabi (instagram)	✓	
Availability of Security/ Security Guards at the Center? Please specify - Yes/ No	yes	✓	
Availability of Biometric Attendance System	No	✓	
Proximity of Center to Public Transport System, please specify from below options: (1) 0 - 3 Km (2) 3.1 - 5 Km (3) 5.1 - 10 Km (4) More than 10 Km	1	✓	
Name of Nearest Bus/Metro/Railway Station	MZ bus station	✓	
Building Status, please specify from below options:	,		
1. Stand Alone Building	yes	✓	
2. Industrial/Commercial Building		Not Applicable	
3. Educational Institute/Residential Building	yes	✓	
Type of Construction of Building, please specify from the below options: (1) Pre fabricated (2) Not pre fabricated	2	✓	
s the Assessment Center well plastered, colored distempered/whitewashed, please specify - Yes/ No	yes	✓	
Assessment Center walls and roof made of Tin / Bamboo sheets, please specify Yes/ No	no	✓	
Center Floor is cemented and furnished, please specify - Yes/ No	yes	✓	
Center Floor is tiled, please specify - Yes/ No	yes	✓	

Front Face of the Building, please specify from the below options:		
1. Glass and aluminium sliding window	yes	✓
2. Glass Cover		Not Applicable
3. Reinforced Cement Concrete (RCC)		Not Applicable
4. Others		Not Applicable
Approach Road to the Center (Please write the approximate width of the Road approaching the Center Entrance)		
Is the Center easily accessible, please specify - Yes/ No	yes	✓
Availability of Internet, please specify from below options:	•	
1. Speed of 1 MBPS and above	yes	✓
2. Speed of Less Than 1 MBPS & Greater Than 512 KBPS		Not Applicable
3. Speed of Less Than 512 KBPS		Not Applicable
4. Internet not Available		Not Applicable
Adequate Power Backup (UPS/ GenSet/Inverter) Please specify - Yes/ No	yes	✓
Contact Details		
SPOC Name	Diyaa mohssen	✓
SPOC Mobile	553008392	✓
SPOC Alternate Number	554838150	✓
SPOC Email ID	d.faik@edcad.ae	✓
Name of Center Principal/ Director	Diyaa mohssen	✓
Contact Number of Center Principal/ Director	553008392	✓
Email Address of Center Principal/ Director	d.faik@edcad.ae	✓
Commendations and International Affiliations		
Affiliation Name	ACTVET	
Type of Affiliation, please specify from below options: (1) National (2) International	1	✓
Center Address		
Country	uae	✓
Province/State	abu dhabi	✓
City/Area	madinat zayed -westren region	✓
Landmark	near shooting club	✓
Address Lane 1	lakhweerah street	✓
Pin Code / ZIP Code	2943	✓

Center Area Details		
Total Assessment Center Area (Sq.M / Sq.Ft)		,
(The Total Center Area should be a sum of Total Theoretical Lab Area, Total Lab Area, and other Center Areas)	115223 SQM	✓
Theoretical Lab Area (Sq.M / Sq.Ft)	2X28 SQM/VK 48.8SQM	✓
Computer Lab Area (Sq.M / Sq.Ft)	23.211 SQM	✓
Is the entire Center situated at Ground Floor?	YES	✓
Other Details		
Availability of Air Conditioning	yes	✓
Availability of CCTV Camera with Recording Facility, please specify - Yes/ No	yes	✓
Number of Computer Labs available	1	✓
Availability of Theory lab devices (Specify the device and No of computers/Tablets/Laptops)	13	✓
Availability of Practical lab devices (Specify the device and No of Tablets available)		Not Applicable
Reception Area availability	yes	✓
Registration PC/Laptop	yes	✓
Camera for validation of the candidates attached to the registration PC	yes	✓
Availability of Printer	yes	✓
Waiting Area for candidates while validation process	yes	✓
Availability of TV	yes	✓
Marketing material - Availability of Branding collateral alined as per QCC/UAC guidelines	yes	✓
Availability of Dustbin in the Room, please specify - Yes/ No	yes	✓
Facilities		
	To be filled by Assessment Center	To be filled by Evaluator
Differently Abled Friendly Details		
Availability of Ramps at the entrance of the Center, please specify - Yes/ No	yes	✓
Availability of Lifts in case the Center is extended to other floors(besides ground floor), please specify - Yes/ No	yes	✓
Hygiene and Sanitation		
Availability of a Dedicated Housekeeping Staff, please specify - Yes/ No	yes	✓
Washroom is Clean and Hygienic, please specify - Yes/ No	yes	✓
Availability of Daily inspection card/ checklist in the Washroom, please specify - Yes/ No	yes	✓
Availability of Safe Drinking Water, please specify from below options: (1) Reverse Osmosis (2) Water Purifier (3) Packaged Drinking Water Dispenser (4) None	yes all	✓

Center Staff Details		
	To be filled by Assessment Center	To be filled by Evaluator
Availability of Following Staff:		
1.Receptionist / Front Office Coordinator - Yes/No	yes	✓
2.Counselor - Yes/No	yes	✓
3.Administration Officer - Yes/No	yes	✓
4.IT Coordinator - Yes/No	yes	✓
Kindly add rows to provide above Information for additional Staff		
Job Role Details		
	To be filled by Assessment Center	
	Job Role	To be filled by Evaluator
Skill Sector 1	Transportation	
Job Role 1	Delivery Motorcyclist	
Job Role 2	Public and Tourist Transport Bus Driver	
Skill Sector 2	Waste Management	
Job Role 2	Street Cleaner	
Job Role 3	Waste Collection Laborer	
Job Role 4	Waste Collection Vehicle Operator	
Job Role 5	Waste Services Field Supervisor	
Job Role 5	Mechanical Street Sweeper Driver	
Laboratory Details		
	To be filled by Assessment Center	To be filled by Evaluator
	Lab 1	To be filled by Evaluator
Laboratory Title	Theory Lab	✓
Availability of Internet	yes	✓
Availability Of Air Conditioner, please specify - Yes/ No	yes	✓
Carpet Area (In Sq.Ft)	2X28 SQM/VK 48.8SQM	✓
Availability of Dustbin in the Lab, please specify - Yes/ No	yes	✓
Contact of Fire Brigade, Ambulance , Hospital Emergency Numbers displayed in the Lab, please specify - Yes/ No	yes	✓
Medical & Safety		
Availability of Fire Fighting Equipment	yes	✓
Specify the type of Fire Extinguisher	yes	✓
Fire Fighting hose Pipe Yes/No	yes	✓
Is the First Aid kit wall mounted at the Center, please specify Yes/ No	yes	✓
Contact of Fire Brigade , Ambulance, Hospital, Emergency Numbers displayed in the Reception Area, please specify Yes/ No	yes	✓

Assessor(s)' Details		
	To be filled by Assessment Center	To be filled by Evaluator
Availability of Trained Staff as Per Occupation - Yes/No	yes	✓
Name	Sameer Valiyil	✓
Sector	Training	✓
Jobrole	Team leader	✓
Education Background	Bachelor	✓
Total Years of Experience	9	✓
Out of Total Experience, Sector related experience (in yrs)	4	✓
Out of Total Experience, Teaching Industry experience (in yrs)	4	✓
Email	s.valiyil@edcad.ae	✓
Mobile Number	554838150	✓
Assessor's 'CV' Submission	Yes	✓
To be Filled by Evaluator		
Recommended	Yes	
Provisional	Not Applicable	
Not Recommended	Not Applicable	
Reinspection Yes/No	No	If Yes, Provide Date of Inspection : N/A
Remarks: The assessment center is equipped with essential physical facilities and meets the required standards for functionality and accessibility	Evaluation Date:	21/07/2025
	Evaluator Name:	J.Nagaraju
	Evaluator Designation:	Center Evaluator / Technical Executive
	Evaluator Signature	Quent

ANNEXURE - 1



EMIRATES DRIVING COMPANY – MADINAT ZAYED

Sl. No.1

Reception/Waiting Area Pictures





Image:2



SI. No.2

Computer Lab Area Pictures

Image:1



Image:2



SI. No.3



Image:1



Image:2





Table of Contents

Overview

Driving Sustainable Growth

Our Strategic Pillars

Our Competitive Edge





General Overview

Establishment

Established in 2000 under Amiri Decree No. 1

• The leading drivers training and road safety institute in the emirate of Abu Dhabi

Three Subsidiaries:

- 1. Emirates Mobility Company
- 2. Excellence Driving Centre
- 3. Tabieah Property Investment









Footprint

Headquartered in Abu Dhabi

3 main branches

- 1. Abu Dhabi City
- Madinat Zayed
- 3. Al Ain

5 Satellite branches

in the emirate of Abu Dhabi

Excellence Driving Centre (Dubai)

Emirates Driving acquires a majority Stake in Excellence Premier Investment.



People



1200+ employees



32+ nationalities



19%

female representation



Customers



1.5 Milion+

registered students



Abu Dhabi residents, with a very high expat ratio (~89%)



Leading corporate clients



Regulator



Licensed in 2000

by the Department of Economic Development in Abu Dhabi



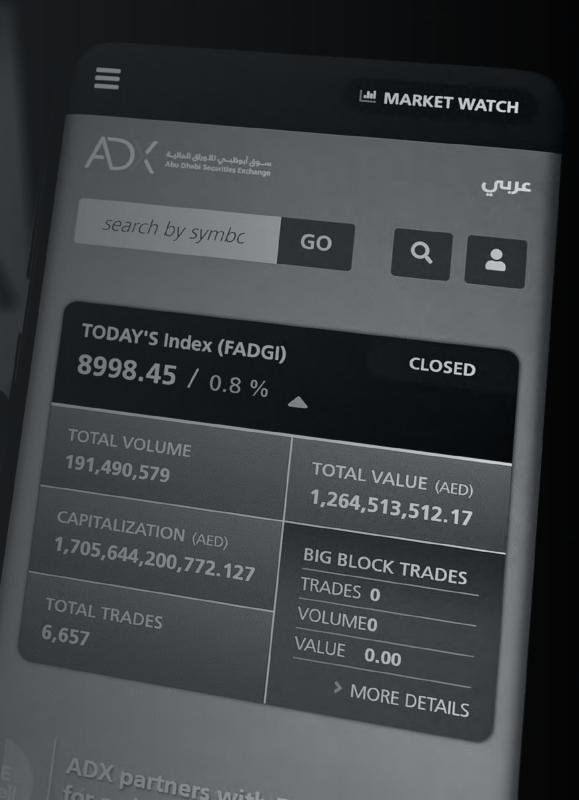


Public Joint Stock Company

Listed on the Abu Dhabi Securities Exchange (ADX)

since 2005









Pre-licensing Courses

- Light vehicle
- Motorcycle
- Heavy vehicle
- Heavy Bus
- Heavy Machinery
- Light Machinery
- Light Bus

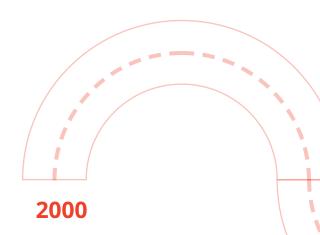
Post-licensing Courses

- School Bus Drivers
- School Bus Supervisors
- Desert Driving Training
- Light Vehicle Defensive Driving
- Heavy Vehicle Defensive Driving
- Heavy Bus Defensive Driving
- Heavy Motorcycle Driving
- Eco Driving
- Train the traines

Specialized and Tailor-made Courses

- Crane Operator Training
- Safety Driving Awareness
- Train the Campaigners
- International Driving Permit (IDP)
- Vocational Training
- Automotive Professional Permits
- Awareness campings
- Light Machinery
- Light Bus

Over the Years



 Emirates Driving Company founded; 36.75% Abu Dhabi Government ownership. Began LCV/HCV educational programs

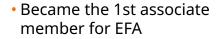
 Introduced tower training innovation and simulators.

2003 - 2004



- Implemented LCV practical training
- Performed first study on evaluating the safety of UAE's speed limits in collaboration with Sweroad
- Expanded to 3 new locations: Al Ain, Al Turaif, and Al Dalma.





- · Launched first children's driving education program
- Collaborated with TRL UK under the auspices of the Ministry of Interior's seven-study committee on license reclassification research,

2009

2010

- 1st course in eco driving accredited by ECOWILL
- Founder partner of Abu Dhabi road safety strategy
- Member in establishing working group for education, legal, road safety committee under Abu Dhabi road safety technical committee











Over the Years

 Added post-license training · Initiated school bus driver program and partnered with ROSPA for program enhancement.

2013 - 2015

2020

 Introduced e-learning platform.

• ATI - IRU

Launched innovation lab

 Launched sustainability strategy

2021 - 2022

2023-2024

 Inaugurated Madinat Zayed branch

· Launching Emirates **Mobility Company**

 Dubai Expantion by acquiring The majority Stake in Excellence Premier Investment.



2012

services.

• Formulated first growth

educational and safety

strategy to expand











القيادة الخضراء

ECO-DRIVING

Over the Years

Success Spotlights

General Overview



Partnered in decreasing traffic fatality and accident rate in the UAE to 3.6 per 100k population in 2023



Innovation in road safety education since 2000 (1st training tower, simulators, test digitalization, services digitalization)



Evolution of driving license system by transitioning from traditional to modern road safety systems



Leading-edge Professional Certification in Child Safety



Active role in government Road Safety Committee



1st Non-European country as associate member of EFA

Success Spotlights







Regional Sustainability

Leader with Key Firsts — CDP Submission, CEC Procurement, TCFD Report Publication amongst others



Achieving Accredited Professional Certification (Child Safety, Awareness, and More)



Championing the Future of Mobility through a Global First—Hosting the Inaugural Worldwide Mobility Education Summit.



Successfully hosted and led the Abu Dhabi Road Safety Conferences



Continuously enabling advancements in road safety research through collaboration with top-tier consulting firms



One of the top-performing companies in terms of financial returns and percentages



Top CEO among GCC public joint stock company



Among the first in UAE to set Science Based Targets for Net-Zero



Driving Sustainable Growth



Blueprint for Long-Term Value

VISION

To be the leader in promoting and contributing towards safer roads in the region

MISSION

To work efficiently and effectively towards promoting and contributing to safer roads through innovation, collaboration, investment in new technologies and smarter operating and delivery models.

VALUES

Socially Responsible | Act with Integrity | Results- Driven | Stakeholder- Inclusive | Innovative

COMPETITIVE EDGE

Unique Positioning

Strategic Catalyst

Mobility Leader

Impactful Synergy

STRATEGIC PILLARS

BUSINESS EXCELLENCES

Streamlining operations for efficiency and profitability while ensuring high-quality service and customer satisfaction.

PARTNERSHIPS

Aligning with strategic partners to amplify impact, drive sectoral growth, and align with national economic development agendas.

INNOVATION

Investing in cutting-edge technologies and R&D to enhance driving education and anticipate the shift towards smart mobility and autonomous vehicles.

SUSTAINABILITY

Embedding environmental and social responsibility into corporate practices to achieve sustainable growth and ethical stewardship.

MARKET EXPANSION

Venturing into new markets to foster growth and distinguishing services to attract a diverse clientele.

CUSTOMER HAPPINESS

Prioritizing user experience through digital engagement and feedback-driven service improvements to ensure customer delight and loyalty.

FOUNDATIONAL PRINCIPLES

CONSISTENT

RELIABLE

SUSTAINABLE

IMPACT ORIENTED

Our Strategic Pillars



Strong Financial Performance

107.63MM 22.38%

Business Excellence

1,149.56MM
18.30%

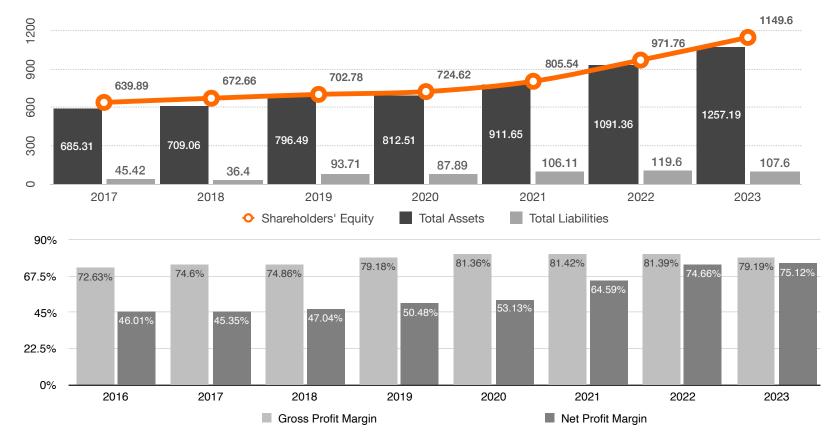
267.15MM 5.42% 1/Share 5%

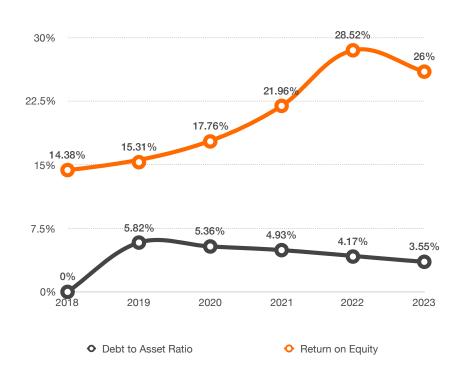
1,257.19MM 15.19% <u>A</u>

289.00MM 5.67% 355.64MM 4.78%

Emirates Driving | 2024 Company Profile 18

Strong Financial Performance





EFGHERMES

EFG Hermes coverage with a buy recommendation due to:

- Best-in-class profitability
- Solid Cash Flow (FCF)
 generation, with one of the
 highest FCF margins
- Decent earnings visibility
- Strong dividend payout potential







Infrastructure & Fleet

- Total of 982 vehicles including cars, light vehicles, motorcycles, trucks, and buses.
- 3 main large branches and 5 satellite branches across Abu Dhabi.
- Excellence Driving Centre (Dubai)
- Training aids, towers and simulators used in driving education

Cutting-Edge Facilities

- First UAE driving institute to introduce communication towers
- Smart educational devices including smart simulators for virtual training
- Smart parking with AI technology to automatically evaluate driver parking

Global Standard Curriculum

- Developed with international leaders (SweRoad and RoSPA)
- Offered in five languages (Arabic, English, Urdu, Malayalam and Pashto)

Quality Assurance



CERTIFIED **ISO 14001**



Environment Management System

CERTIFIED **ISO 45001**



Occupational Health & Safety Management

Certified provider for **Abu Dhabi police** examiner

CERTIFIED **ISO 9001**



Quality Management System

CERTIFIED **ISO 31000**



Risk Management

Certified provider for 🤶 train the trainers

Following EFQM excellence standard

Road Traffic Safety (RTS) Management

CERTIFIED

ISO 39001

System





40+ Foundational Policies, including:

- Organizational Excellence Policy
- **Human Resource Policy**
- **Environmental Policy**
- **Quality & Safety Policy**
- **Procurement Policy**
- **CSR Policy**



Customer Satisfaction

- CSAT score at 93% with Abu Dhabi branch at 94% and 92% at Al Ain branch
- First-time pass rate of 82%

Strong Workforce

Steady Expansion

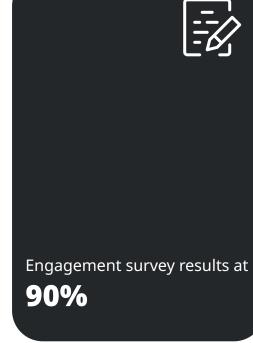
1246 employees 3.2% increase in 2023



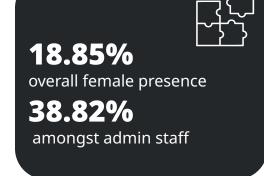


Skilled and Engaged Workforce





Diversity and Inclusion







Robust Governance

Strong and Diverse Board

- 80% of Independent Members
- 60+ years of Combined Experience from diverse sectors
- 20% of Female Representation on Board

Board Committees

- Audit Committee
- Strategy and Sustainability Committee
- Nomination and Remuneration Committee
- Supervision and Follow Up Committee of Insider's Transaction

Governance & Ethics Policies

- Code of Ethics
- Corporate Governance Policy
- Supplier Code of Conduct



Partnerships





















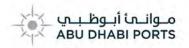




















EDC is a trusted partner to various government and large corporate stakeholders. These relationships support the development of road safety policies and the adoption of best practices in the UAE. They also enable large corporates that rely on ground mobility to increase their operational efficiency.

Strategic Partners

Partnerships

Alliances









Certifications / Accreditations











Memberships













MoUs











Innovation

Digital Transformation & Smart Solutions



E-Learning Advancement

- Launched in March 2020.
- Witnessed a 22% adoption rate in 2022, a 60% increase from 2021.
- Reflects a shift towards digital learning preferences.

Implimenting AI Proctoring theory exam from home.



Simulation & Training Technologies

- First in UAE to integrate communication towers for comprehensive training.
- Utilizes simulators, pneumatic systems, and smart board technologies.
- Focuses on elevating practical training efficacy and learner engagement.

Implimenting first AI Based simulator for Assesing Cognitive Skills.



AI smart tarining and testing

- Implementation of an AI-based smart parking system.
- Automated, personalized SMS feedback to candidates.
- Enhances learning outcomes and user experience.

Digitized tower training per teleoperation Implimenting smart yard tarining and testing **Innovation**

Digital Transformation & Smart Solutions



Digitalization and Customer Experience Optimization

- Unified online learning and service portal for streamlined access (registration, payment and training process).
- 2022 mobile app launch enhancing user interaction and accessibility.
- Integrated digital solutions for modernized education and customer experience.

AI Based customer happiness and theory instuctor avatar/agent hologram.



Innovation Lab

- Dedicated to revolutionizing driving education and business practices.
- Serves as an idea-generation hub, contributing to ongoing enhancements.
- Fosters a culture of continuous improvement.

Piloting connected and Autonomous-vehicle training and testing for Smart Mobility (Test Bed)



Strategic Foresight and Stakeholder Engagement

- Proactively shaping the trajectory of driving and mobility education.
- Committed to sharing insights and opportunities among road safety stakeholders.
- Encourages collaboration and proactive approach to future challenges.

Accredited training first patch of safety officers for Robo-

Our Sustainability Pillars

Sustainability Governance

- **Strategy & Sustainability Board Committee**
- **Sustainability Management Committee**

Key Memberships







Events







Sustainability

PLANET

Manage Climate-Related Risks

Become a regional leader in the transition to net zero by 2050 by means of applying Science-based targets





Key Achievements

- **MSCI ESG Rating AAA**
- **Committed to SBTi-Aligned Net-Zero targets by 2050**
- Implemented Decarbonization Plan, including Building and Fleet
- **Integrate sustainability into procurement process**
- **New Zayed City Branch achieved Pearl 1 Rating**
- **Purchased Clean Energy Certificate**
- **Hosting the National Dialogue for Climate Ambition 2023**

Play a leading role in the future of the mobility sector through the development of a robust ecosystem, diverse business activities, and innovative revenue streams



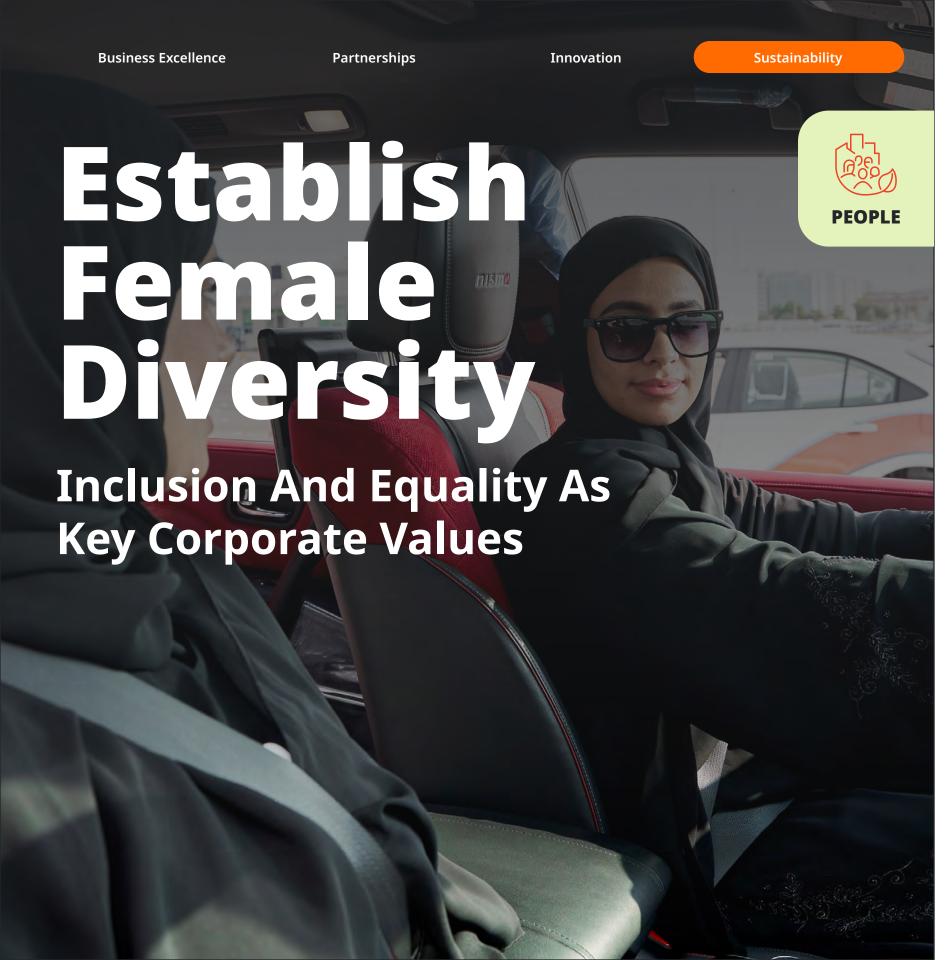




Customer Happiness

Key Achievements

- Created Emirates Mobility Company to be a leader in the mobility sector
- Designed EDC Strategy 2023 2030 focused on growth and innovation
- Piloting connected and Autonomous-vehicle training and testing for Smart Mobility (Test Bed).
- Implimenting first AI Based simulator for Assesing Cognitive Skills.

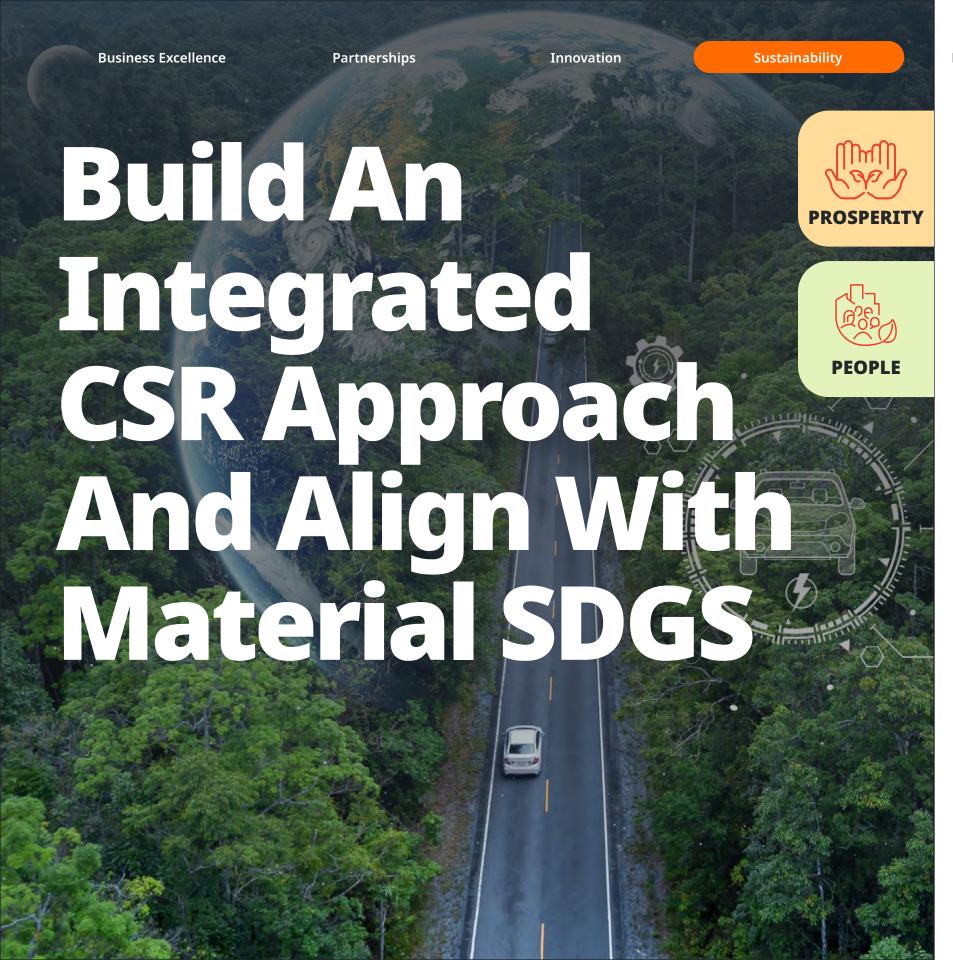


Integrate Diversity, Inclusion & Equality as core values, with a primary focus on female presence, integration and empowerment



Key Achievements

- Developed female-friendly policies
- Implemented long-term female representation plan



Establish CSR as an integral part of the organizational strategy to maximize impact and contribute to the UAE's plan in achieving the Global Goals by 2030











Key Achievements

- Developed CSR Policy and Programs
- EDC has strategic partnership with Majra (CSR UAE Fund) and received the coveted Majra Impact Seal award.

Environmental Stewardship

Net-Zero Commitment

SBTi Alignment:

Among the first in UAE to set Science Based Targets for Net-Zero.

CDP Reporting:

Comprehensive climate action report submitted

Emission Reduction Targets*

Near-Term Emission Reduction Target:

42% of Scope 1 and 2 emissions and 25% of Scope 3 emissions by 2030 (v. 2022 baseline)

Long-Term Emission Reduction Target:

90% of Scope 1, 2 and 3 emissions by 2050 (v. 2022 baseline)

Key **Achievements**

Clean Energy Certification:

50% solar, 50% nuclear energy for one year's electricity supply.

TCFD Reporting Pioneer:

One of the first in UAE to publish a climate-related financial disclosure report.

Leadership and Impact

Pioneering in Net Zero Transition:

Setting industry benchmarks in UAE for Net Zero targets.

Sustainability Partnerships:

Strategic collaborations for environmental initiatives.

Green License Service

Emission Awareness:

Tracks carbon emissions during the driving license process.

Green License:

Offers an option for a carbonneutral driving license.

Environmental Contribution:

Fees fund projects like mangrove planting for ecological impact.



Corporate Social Responsibility

VISION

Become a leading social mobility player that leverages on collaboration and innovation to create a safe and preserved environment for thriving communities.

MISSION

Empower communities by promoting responsible mobility and fostering safety, all the while managing environmental impacts.

VALUES

Social Impact | Safety | Ethical Conduct | Collaboration | Environmental Stewardship



Global Alignment











Local Alignment











Corporate Social Responsibility

Safe Communities

Pillar 1

- Enhance road safety for the community, with a particular emphasis on children's safety.
- Promote employee health and wellbeing by creating a safe and nurturing workplace.





Inclusive Communities

Pillar 2

- Improve accessibility and improve quality of life for vulnerable populations.
- Promote accountability, transparency, ethical behavior as well as the respect of human rights.
- Champion diversity, equity and inclusion by promoting young local talent and women leadership.









Green Communities

Pillar 3

- Enhance environmental sustainability by promoting circular economy principles.
- Promote the adoption of clean technologies to accelerate the transition towards a low-carbon future.
- Promote eco-friendly practices to encourage sustainable mobility behaviors.







Market Expansion ORGANIC GROWTH PILLARS

Main Business Line

Road Safety Education

Other Investment

MAIN STRATEGIC DRIVER

Technology & **Operational Excellence** Investment

Business Growth

ORGANIC GROWTH PILLARS



Process Optimization

Drivers Training

- Process Reengineer
- Full Digitalization
- Resources Utilization



Geographic Expansion

- GCC Region
- Other countries



Customer Happiness

New Product Offering

- Smart Yard
- VIP Courses
- New Generation Products (Gaming)
- Vocational training
- Professional training
- Certification of Professional Companies
- Future Mobility Training



Disruption and Strategic Partnerships

- Innovation Ecosystem: strategic partnerships focused on research, knowledge, and development
- Government Patronage: collaborative initiatives with public authorities
- Global Impact Alliances: Partnerships with UN and NGOs for sustainable impact
- Financial and Operational Venture Partnerships: strategic collaborations for enhanced synergies

Non-Organic Growth through Emirates Mobility Company

Vision:

Be the leading regional investor in mobility solutions through game-changing products and services

Why EDC is exploring plays beyond its existing value proposition



Strategic Diversification.



Proactive Future-Proofing



Growth Beyond Core Offerings



Entering the Mobility Frontier

Mission:

Enable the movement of people and goods through accessible, safe, and sustainable mobility solutions

What does it mean for EDC?



New Mobility Company that will invest in the broader mobility space



New Solutions to tap into value pools of ground mobility



New Strategy to adapt to key industry trends



New Plays for EDC to take part in

Customer Happiness

Enhanced Customer Experience

Digitalized Registration and Booking Process

- **Kiosk:** Self-service stations for quick and efficient customer registration and booking.
- Smart Screens: Interactive displays for easy access to information and services.
- **Mobile App:** Mobile application was launched in 2022 to enhance the overall customer experience

Data Security and Privacy

• Implementation of GDPR Policies & Procedures for customer data protection.

Customer Feedback Collection Mechanisms

- Use of customer satisfaction surveys and mystery shoppers to gather feedback.
- Continuous monitoring and improvement based on customer feedback.

Special Services for Customers

 VIP Area for Gold Service: Exclusive services for premium customers.

1,500,000+ **Trained Customers**

Customer Happiness

Customer Satisfaction Score (CSAT)

93%

Customer Complaints

54%**Y** decline from previous year

(2023-2022)





Our Competitive Edge



Competitive Edge

Pioneering the Future of Mobility



Unique Positioning

- Strategic International Holding Company and Multiply group Support
- Premier Status
- 20+ Years of Expertise
- Advanced Infrastructure



Strategic Catalyst

- UAE National Agenda Alignment
- UAE Government Collaboration



Mobility Leader

- Innovative Mobility Investments
- Sectoral Value Creation
- Mobility Solutions Integration



Impactful Synergy

- Social and Community Impact
- **Economic Contributions**
- Impactful Investment

Unique Positioning Strategic Catalyst Mobility Leader Impactful Synergy Emirates Driving | 2024 Company Profile 41

Unique Positioning

Market Leadership and Dynamic Expertise

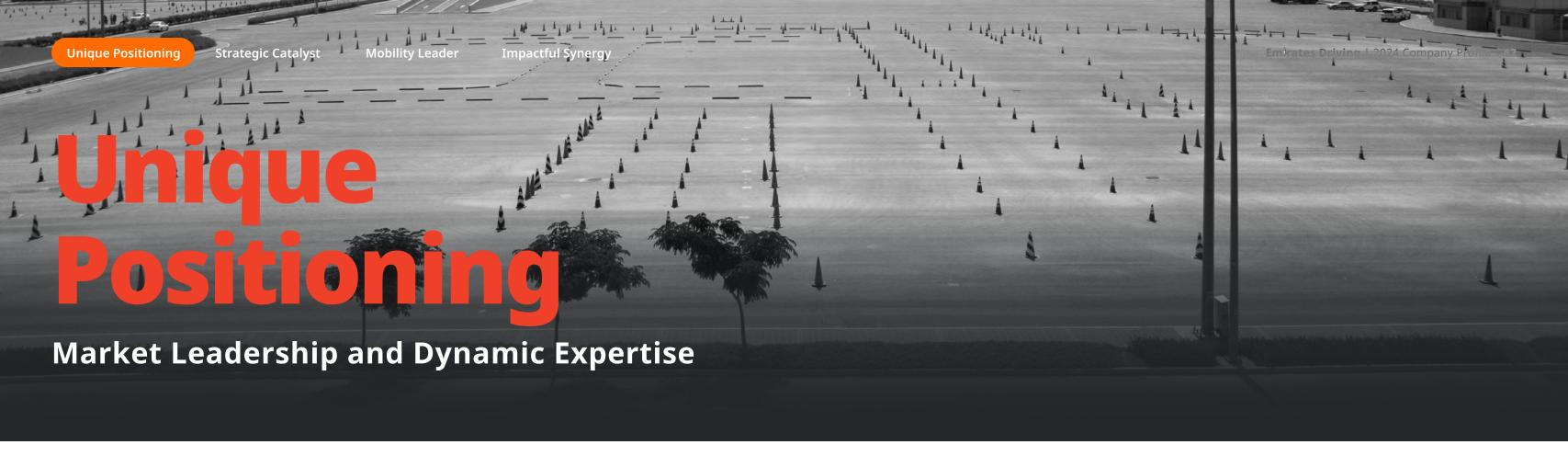




OVER TWO DECADES OF TRANSFORMATIVE GROWTH

- Over 20 years of business excellence, strengthening our leadership in the industry.
- 18+ Years on Abu Dhabi Securities Exchange demonstrating our commitment to excellence and financial stability.





ROBUST INFRASTRUCTURE

- The Abu Dhabi branch of the Emirates Driving Company spans an impressive area of roughly 417,000 square meters.
- This facility features extensive external roads dedicated to practical driving training and is equipped with communication towers, which are particularly beneficial for trainees embarking on their initial solo driving experiences

STRATEGIC IHC AND MULTIPLY SUPPORT

 International Holding Company (IHC) and Multiply Group are value driven and offers insights across the entire spectrum of its companies and sectors. It enables shared expertise to assist portfolio companies to capitalize on economic and commercial opportunities





PREMIER STATUS

• Emirates Driving Company is entrusted by the ITC and Abu Dhabi Police as the provider of prelicensing driving education for the emirate of Abu Dhabi







Strategic Catalyst

Empowering Change and Strategic Contribution





UAE Centennial Plan 2071

- Investment in advanced technology and education to enhance driving training programs
- Contribution to the productivity of the UAE's economy through innovative services and sustainable business practices
- Increase in the proportion of UAE nationals in the workforce, focusing on women and youth

Net Zero 2050

- Launch of a Sustainability Strategy in 2022
- Among the first in UAE to set Science Based Targets for Net-Zero
- Implementation of fleet and building decarbonization plans to align with Net Zero 2050
- Championing transition to Electric Vehicle
- Leading climate action with key firsts (CDP Submission, CEC Procurement, TCFD Report Publication)





Road Safety Agenda & Vision Zero Strategy Development Project

- Member in establishing working group for education, legal, road safety committee under Abu Dhabi road safety technical committee
- Host and leader of the Abu Dhabi Road Safety Conferences
- Founding partner of Abu Dhabi Road Safety Strategy
- Use of simulators in driving education to support the Vision Zero initiative for reduced road accidents

Strategic Catalyst

Empowering Change and Strategic Contribution



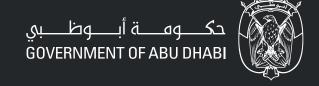
Smart & Autonomous Vehicle Industries (SAVI)

- Active involvement in the Development of Mobility Value Chain
- Planned facilities for academia, test zones, R&D labs, testing, and certification as part of the Smart and Autonomous Vehicle initiative



National Agenda of Happiness

- Implementation of new and impactful initiatives to increase customer happiness
- Customer happiness at the core of business strategy
- Customer satisfaction score at 93%



Economic Vision 2030

- Active involvement in the creation of a sustainable knowledge-based economy
- Strong and diverse international relationships
- Contribution to premium education, healthcare and infrastructure

Strategic Catalyst

Empowering Change and Strategic Contribution



Low Emission Vehicle Strategy

- Active shift towards a Net Zero economy and electric vehicles
- Enables Low Emission Vehicle through education and training
- Raise awareness and provide accurate and consistent information regarding LEV



EV and **CAV**

- Lead the transition to electric vehicles and smart mobility in Abu Dhabi
- Shift from fuel-efficient vehicles and hybrid electric vehicles to fully electric vehicles towards Net Zero Economy



Evolving as a Mobility Leader

MOBILITY EDUCATION SUMMIT

INNOVATION LAB #2

AUTONOMOUS VEHICLES POC

NEW MOBILITY COMPANY









NATIONAL DIALOGUE FOR CLIMATE **AMBITION**



Road Safety Advancement



Significant Reduction in Fatalities - 68% decrease in traffic fatalities in the UAE from 2008 to 2022.



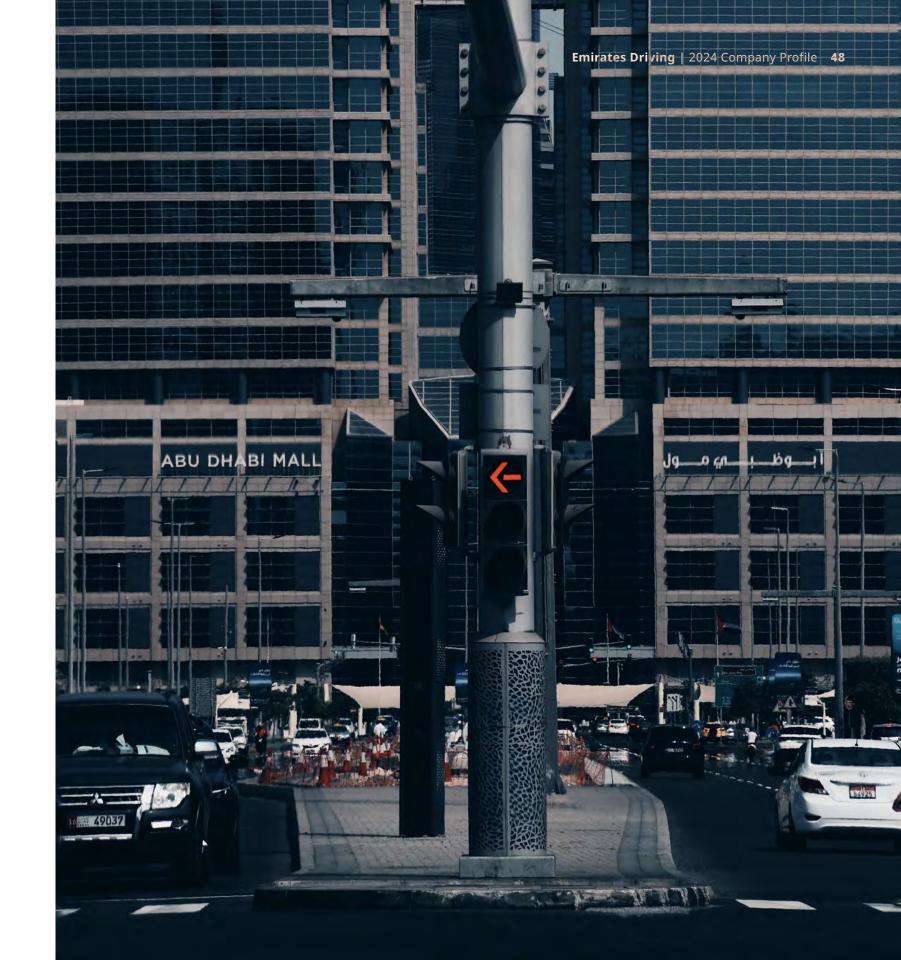
Member of Traffic Safety Technical Committee, focusing on education and training.



Doubled social media outreach in 2022 for safety awareness.



Collaborate with Abu Dhabi Police and ITC for impactful safety campaigns.



Local Economic Contribution

Procurement budget spent locally in 2023 99.73%

In-Country Value in 2023 74.02%

local female workforce in 2024 70.45%

Emiratization rate 7.69%



Impactful Investment

From Driving Education to Mobility Market



Regional advancement

Contributes to societal wellbeing, sustainability, safety and economic development of Abu Dhabi and GCC



Prioritization of economic and social outcomes

Investment strategy prioritizing economic and social outcomes.



Comprehensive impact analysis

Integration of internal business analysis, financial assessment, technical review, and independent due diligence enhanced by a robust impact assessment process.



Abbreviations

Abbreviations	Full Form	Abbreviations	Full Form	
EDC	Emirates Driving Company	ECOWILL	ECOdriving – Widespread Implementation for Learner Drivers and Licensed Drivers	
LCV/HCV	Light Commercial Vehicle/Heavy Commercial Vehicle	PRI	La Prévention Routière Internationale	
CDP	Carbon Disclosure Project	IRF	International Road Federation	
CEC	Clean Energy Certificates	RS4C / VTI	Road Safety on Four Continents	
TCFD	Task Force on Climate-related Financial Disclosures	ROSPA	Royal Society for Prevention of Accidents	
SBTi	Science Based Targets initiative	CEPA / GDS	Dutch National Center for the Prevention of Road Accidents	
SDGs	Sustainable Development Goals	CIECA	International Commission for Driver Testing	
CSR	Corporate Social Responsibility	ITC	Integrated Transport Centre	
EFA	European Driving Schools Association	EV/CAV	EV/CAV Electric Vehicle / Connected Autonomous Vehicle	

Thank You





Investor Relations

**** +971 2 502 7207



Contact us

600 588880

www.edcad.ae



Location

Mussafah, Abu Dhabi, United Arab Emirates **Emirates Driving**

FAIZAN AZAM MUHAMMAD AZAM

Address : Abu Dhabi, UAE

Contact Number : +971-525420021 / +971-563608826

Email : faizanazam035@gmail.com

Visa Status :Employment Visa



Career Objective

Seeking for challenging career in your esteemed company where I can contribute my skills and towards
parallel growth of company's would be highly obliged if you could extend me an opportunity to serve your
reputed company.

Skills

- 9 years of total experience in driving Private Vehicle, Light Vehicle, Heavy Bus, Heavy Truck, Machinery, Trainer, Examiner and Practical
- Ability to have immediate decision.
- Smart work, optimistic nature, meeting deadlines when
- I commit to doing something I make sure it gets done and on time
- Handling important documents
- Ability to do multitask, flexibility, determination, responsible and ethical way of working, tolerance, adaptability and commitment to excellence.

Education

Intermediate and secondary education

Pakistan

Work Experience

Company: Emirates Driving Company (EDC)

Abu Dhabi, UAE

Position: Trainer

Light Vehicle, Heavy Bus, Heavy Trucks, Heavy Machines, Heavy Tractor, Practical, Examiner, Internal and External Practical with Training Permit (Light, Heavy Truck, Heavy

Bus)

March 2023 to Present

Company: Royal International Construction LLC / Al Sagar Group

Mussafah Abu Dhabi, UAE

Position: Driver – Heavy Bus, Heavy Truck and Heavy Tractor

January 2018 to May 2023 February

: Driver – Accounts Department / Messenger Heavy Bus, Heavy Truck and Heavy Tractor

January 2018 to 2023 February in Royal International Group

- Handle Accounts Department or company bank requirement
- Sending important documents to supplier, head office and client.

- Present bills and receipts, and collect payments for goods delivered or loaded
- Report any mechanical problems encountered with vehicles
- Report delays, accidents, or other traffic and transportation situations to bases or other vehicles, using telephones or mobile two-way radios
- Turn in receipts and money received from deliveries
- Collect payments and issue receipts

Company: Ahmad Al Sanani Contracting Company

Mussafah Abu Dhabi, UAE

Position: Driver - Heavy Bus, Heavy Truck and Heavy Tractor

Safety Office HSE Experience

December 2015 to December 2017

- Drive vehicles with capacities under three tons in order to transport materials to and from specified destinations such as project sites, plants, residences and offices, or within industrial yards.
- Drive trucks equipped with public address systems through city streets in order to broadcast announcements for advertising or publicity purposes
- Use and maintain the tools and equipment found on commercial vehicles, such as weighing and measuring devices
- Verify the contents of inventory loads against shipping
- Perform emergency repairs such as changing tires or installing light bulbs, fuses, tire chains, and spark
- Inspect and maintain vehicle supplies and equipment, such as gas, oil, water, tires, lights, and brakes in order to ensure that vehicles are in proper working condition

Company: Pakistan

Position : Driver - Light Vehicle & Heavy Tractor

2 years

- Driving clients daily to their desired destinations
- Maintaining the vehicle safe and clean
- Using navigation apps to determine the best route
- Listen to traffic and weather reports to stay up to date on road conditions
- Adjust the route to avoid heavy traffic or road constructions, as needed

Training and Certification

- NEBOSH International General Certificate

in Occupational Health and Safety, Certificate No: 00644288/1291849

Institution of Occupational Safety and Health (IOSH)

Certificate No.: 741656

- HABC Level 2 Emergency First Aid at Work

Certificate No.: FA3279023

HABC Level 2 Fire Safety)

Certificate No.: FIR3276706

Personal Information							
Date of Birth Nationality Civil Status Religion Language Driving License	: 7 th January 1996 : Pakistani : Married : Islam : English, Arabic, Urdu and Punjabi : 2344293 Permitted Vehicle:						
Declaration: I hereby declare that the above information is true and correct to the best of my knowledge and belief.							
Place: Abu Dhabi U.A.	FAIZAN AZAM						

Semeer Valiyil

Profile

Seeking a challenging position that will add value to organization and enhance my skills and strengths in conjunction with the organizational goals and objectives.



ADDRESS

Emirates Driving Company

Beda Zayed Branch, Western Region

AbuDhabi, UAE



PHONE 055-4838150



EMAIL semeerv@gmail.com

EXPERIENCE

<u> 2016 – Present</u>

EMIRATES DRIVING COMPANY

PRACTICAL TRAINER, Abu Dhabi

Certified in Enhancing Training Quality and Audit Practices in Driving Instruction

- > Controlling the work flow of company branch at Western Region.
- > Directly assist the Branch Supervisor.
- > Conduct the Preliminary Exams as per the UAE Traffic Department.
- > Assist the Traffic Police while conducting the final test.
- > Train the students according to the UAE Traffic Rules.

<u>2015 – 2016</u>

AMERICAN RENT A CAR & GENERAL TRANSPORT PUBLIC RELATIONSHIP OFFICER, Abu Dhabi

> Carry out & follow-up all the Government related procedures for the company.

<u>2011 – 2015</u>

FANTASTIC TRANSPORT & CONTRACTING & GENERAL MAINTENANCE

PUBLIC RELATIONSHIP OFFICER, Abu Dhabi

> Carry out & follow-up all the Government related procedures for the company.

<u>2009 – 2011</u>

OMER HAMARAIN GENERAL TRANSPORT

HEAVY BUS DRIVER, Abu Dhabi

> Transportation of various company staffs to different work locations

2009

HIGH TECH GARAGE

SUPERVISOR - HEAVY BUS WORKSHOP, Abu Dhabi

> Monitor the maintenance of damage buses

2007 - 2009

SAMASTHA BOOK DEPOT

ACCOUNTANT, INDIA

> Carry out all the accounting for the shop.

EDUCATION

<u>2005 – 2008</u>

BACHELOR OF COMMERCE

UNIVERSITY OF CALICUT, KERALA

<u>2003 - 2005</u>

HIGHER SECONDARY EDUCATION

KERALA SYLABUS, KERALA

<u>2002 - 2003</u>

SECONDARY SCHOOL

KERALA SYLABUS, KERALA

KEY SKILLS AND CHARACTERISTICS

Financial management

Excellent oral and written communication skills.

Highly organized

Fluent in Arabic, Hindi & English

Skilled problem solver

Team player with exceptional leadership abilities

Excellent customer service

COMPUTER SKILLS

MS OFFICE,

TALLY,

INTERNET

PERSONAL INFORMATION

Name: SEMEER VALIYIL

Birthdate :20/05/1987

Gender: MALE

Residence: ABUDHABI, UAE

Nationality: INDIAN

Languages Known: English, Hindi, Urdu, Arabic, Tamil &

Malayalam

Religion: Islam

Visa Status: Employment

Driving License: Motorcycle, Light Vehicle, Heavy Vehicle, Heavy Bus



APPLY FOR JOB

· Light and heavy bus instructor

PERSONAL INFORMATION

- · Father name.Lobat khan
- · Nationality.pakistani
- · DOB.3/2/2023
- · Visa status.employment
- · Marital status.married
- · Passport detail
- Passport no.NB9150342
- Issue date.01/03/2022
- Exp date.29/07/2032

Driving liciense

- Liciense no.246209
- Issue date.04/07/2018
- Exp date.02/07/2025
- · Place of issue .Abu dhabi
- Viechle permitted.Light and heavy bus

SUMMARY

A suitable position with an organization where i can utilize the best of my skills and abilities that fit to my education,skill and experience. A place where ab encourage and permitted to be active participant as well vital contribute on development of the comapany.

CORE QUALIFICATIONS

- Well knowledge about all roads and location's in U.A.E
- · Efficient and well behaved person
- Extremely hardworking self motivated and able to work independently
- In a team environment under supervision
- Keep excellent inter personal relations with colleagues and ready to
- · Help them
- MS OFFICE / MS WORD, EXCEL, MS POWER POINT, ACCESS.
- · LANGUAGE SKILLS
- · MOTHER TONGUE(S): PASHTO
- · OTHER LANGUAGE(S):
- English
- Listening
- . A2
- Arabic
- Urdu
- Reading
- SpokenProduction
- Interaction
- Writing

Abdur Rehman

543330921

abdur7256@gmail.com

Mussafah, Near UBL Bank, ABU DHABI, mussafah Pakistan M14

EXPERIENCE

08/2018 - 03/2019

DHABI UAE, Emirates

- · LIGHT VEHICLE AND HEAVY BUS DRIVER
- · AL SHAMEEL PASSENGER TRANSPORT IN DHABI UAE

03/2019 - 11/2019

DUBAI UAE, United Arab, DUBAI

- · Emirates
- · LIGHT VEHICLE AND HEAVY BUS DRIVER
- · AL WADANYIA TOURIST COMPANY

11/2019 - 05/2022

ABU DHABI

- Emirates
- · LIGHT VEHICLE AND HEAVY BUS DRIVER
- · EMIRATES GENERAL TRANSPORT AND SERVICE EST
- · CONTRACT OIL FILED ADNOC REFINERY IN ABU DHABI

06/2022 - 12/2022

VEHICLE OPERATOR

ABU DHABI

- · ABU DHABI NATIONAL OIL COMPANY ADNOC
- DISTRIBUTION

12/2022 - I currently work here

Driving Instructor

Emirate Driving comany | Abu dhabi, UAE

 Provided practical and theory training to ,light, heavy bus , haevy viechle and heavy machinery drivers.

EDUCATION

01/2013 - 03/2013

Al Aman publich high school and college | Pakistan

Intermediate secondry education: Science

03/2013 - 01/2015

Al Aman public school and college | pakistan

Certificate of Higher Education: Science

06/2015 - 10/2015

Zeerak institute kacha pka hangu pakistan | Pakistan

Ms office, Excel, power point and Access: Computer

LANGUAGES

Pashto::	C2	English::	C
Proficient		Advanced	
Urdu::	B2	Arabic: :	C
Upper intermediate		Advanced	



MOHAMED IBRAHIM MOUSTAFA SHAHIN

Applied Post: Driving Instructor

Email:

mohamedshahin161277@gmail.com

Phone: 055584739

OBJECTIVE

To obtain a position as a professional Driving Instructor where I can utilize my expertise in delivering comprehensive theory instruction across all vehicle categories, along with practical training for light vehicles and 4x4, ensuring safe, confident, and law-abiding drivers through structured teaching methods, traffic rule enforcement, and hands-on experience.

PERSONAL DETAILS

Date of Birth : 16.12.1977
Nationality : Egypt
Gender : Male
Married : Married

THEORY INSTRUCTION EXPERTISE

- Light Vehicle Theory
- Motor Cycle Theory
- Heavy Bus Theory
- Heavy Truck Theory
- Heavy and Light Equipment Theory
- Desert Driving (4x4) Theory

PRACTICAL DRIVING INSTRUCTION

- Light Vehicle Practical Training
- 4x4 Desert Driving Practical Training

TESTING & EVALUATION EXPERIENCE

- Yard Test Examiner Light Vehicle
- Theory Test Examiner All Category Vehicles

EDUCATIONAL QUALIFICATION

Secondary Education

CERTIFIED COURSES

- > Train a trainer course
- Desert Driving (4x4) course
- > First-Aid applying course
- Defense Driving Course
- ADNOC Basic Fire Fighting Course
- Specialized Driving Instructor Training for People of Determination
- Customer Service Course

LANGUAGES KNOWN

Arabic, English

EXPERIENCE

- Working presently as a Driving Theory Instructor for All Category Vehicles and Practical for Light Vehicle and Desert Driving (4x4) for 17 years (2009 till the date), in Emirates Driving Company, Madinat Zayed, Abu Dhabi, Giyathi and Al Mirfa, UAE.
- Worked as a **Driving Instructor for 01 year** (2008 2009)in Al Ahli Driving Institute, Dubai, UAE.

SKILLS

- > Experience conducting **Yard Tests** and student assessments
- Ability to **adapt training** to different learner levels and languages
- > Strong understanding of **defensive driving techniques**
- > Strong understanding of **defensive driving techniques**
- Familiar with **vehicle inspection procedures** and safety check
- > Effective communicator with clear instruction delivery
- > Capable of handling **nervous or first-time drivers** with patience
- > Ability to assess and improve driver hazard perception and reaction time
- > Trained in managing **desert driving scenarios**, including sand recovery and gradient control
- > Skilled in teaching road ethics, traffic culture, and accident prevention
- Competent in classroom instruction and online driver education platforms
- Excellent **public speaking and motivational skills** for group classes

DRIVING LICENSE DETAILS

License Number : 876280

Date of Issue : 30.06.2009

Date of Expiry : 01.07.2029

Permitted Vehicle : Light Vehicle, Light Bus, Heavy Bus

PASSPORT DETAILS

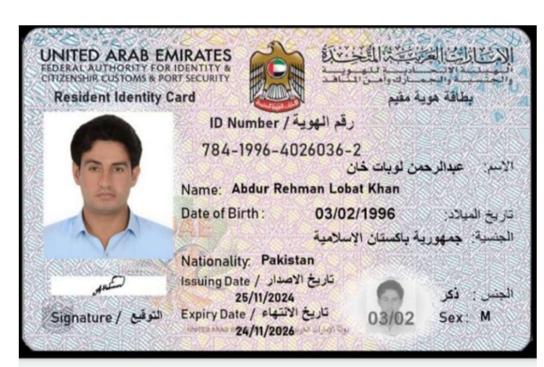
Passport Number : A24664473

Date of Issue : 03.04.2019

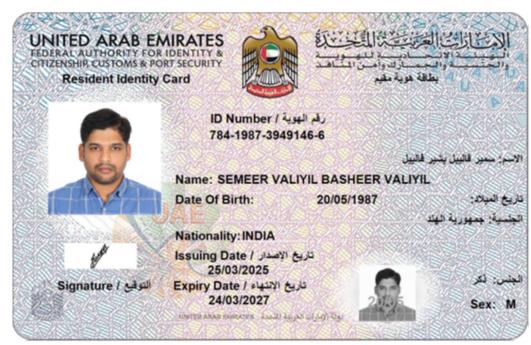
Date of Expiry : 02.04.2026

DECLARATION

I hereby declare that the above mentioned particular and true and correct to the best of my knowledge and belief assuring you my best services always.

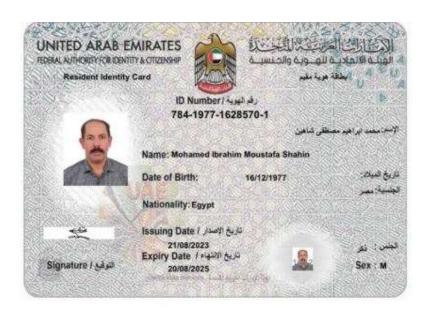




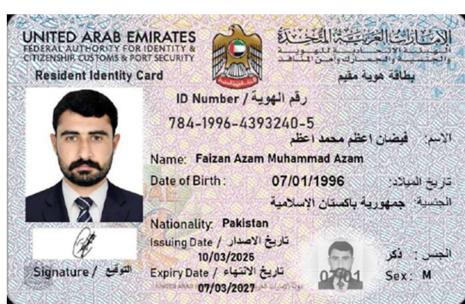




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