

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	Emirates Driving ALN	✓
Type of Assessment Center, please specify from below options: (1) TP Owned) (2) Proprietorship (3) Outsourced (4) Franchised	TP Owned	✓
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 14 Nos	✓
Availability of Biometric Attendance System	Yes	✓
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	0.3 Km	✓
Name of Nearest Bus/Metro/Railway Station	St 71 / Emirate Driving / Al Noud Area	✓
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	Not Pre Fabricated	✓
Is 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:	103	· · · · · · · · · · · · · · · · · · ·
1. Glass and aluminium sliding window	Yes	√
2. Glass Cover	Yes	√
3. Reinforced Cement Concrete (RCC)	Yes	✓
Approach Road to the Center (Please write the approximate width of the Road approaching the Center Entrance)	Al Ughuwan 9 Street	✓
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	Mubarak	✓
SPOC Mobile	055-9984482	✓
SPOC Alternate Number		
SPOC Email ID	m.omar@edcad.ae	✓
Name of Center Principal/ Director	Mubarak	✓
Contact Number of Center Principal/ Director	055-9984482	✓
Email Address of Center Principal/ Director	m.omar@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	United Arab Emirates	✓
Province/State	Abu Dhabi	✓
City/Area	ALAin	✓
Landmark	City Avenue supermarket	✓
Address Lane 1	71 street - Al Noud Area	✓
Pin Code / ZIP Code	P.O.Box 13876	✓

Center Area Details		
Total Assessment Center Area (Sq.M / Sq.Ft)	500 44 5	√
(The Total Center Area should be a sum of Total Theoretical Lab Area, Total Lab Area, and other Center Areas)	500.41 Sq.m	¥
Theoretical Lab Area (Sq.M / Sq.Ft)	Class rooms + Safety Hall = 289.96 Sq.m	✓
Computer Lab Area (Sq.M / Sq.Ft)	Lab 1,2&3 = 210.45 Sq.m	✓
Is the entire Center situated at Ground Floor?	No	✓
Other Details		
Availability of Air Conditioning	yes	✓
Availability of CCTV Camera with Recording Facility, please specify - Yes/ No	yes /233 Cameras	✓
Number of Computer Labs available	3	✓
Availability of Theory lab devices (Specify the device and No of computers/Tablets/Laptops)	3	✓
Availability of Practical lab devices ((Specify the device and No of Tablets available)	Yes	✓
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 /6 nos	✓
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 (in Tower)	✓
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	Packaged Water Dispensor	✓

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	To be filled by Evaluator
	Job Role	To be filled by Evaluator
Skill Sector 1	Transportation (Only Theory)	✓
ob Role 1	Delivery Motorcyclist	✓
ob Role 2	Public and Tourist Transport Bus Driver	✓
Skill Sector 2	Oil & Gas (Theory & Practical)	✓
ob Role 1	Hazardous Material Driver	✓
ob Role 2	LPG Cylinder Transfer Assistant	✓
Kindly add rows to provide above Information for additional Job Roles		
Laboratory Details		
	To be filled by Assessment Center	To be filled by Evaluator
	Lab 1	To be fined by Evaluator
aboratory Title	Computer Lab	✓
wailability of Internet	Yes	✓
Availability Of Air Conditioner, please specify - Yes/ No	Yes	✓
Carpet Area (In Sq.Ft)	Class rooms + Safety Hall = 289.96 Sq.m	✓
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	✓
Kindly add rows to provide above Information for additional Labs		

Medical & Safety		
Availability of Fire Fighting Equipment	yes	✓
Specify the type of Fire Extinguisher	Yes	✓
Fire Fighting hose Pipe Yes/No	DCp c02/wet chemical/ foam extinusher	✓
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	Khalid Said	✓
Sector	Operations	✓
Jobrole	Senior Trainer	✓
Education Background	High School	✓
Total Years of Experience	11	✓
Out of Total Experience, Sector related experience (in yrs)	7	✓
Out of Total Experience, Teaching Industry experience (in yrs)	11	✓
Email	k.shah@edcad.ae	✓
Mobile Number	529891521	✓
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:	18/08/2025
	Evaluator Name:	J.Nagaraju
	Evaluator Designation:	Technical Executive/ Center Inspector
	Evaluator Signature	Quant

ANNEXURE - 1



EMIRATES DRIVING COMPANY - AL AIN BRANCH

Sl. No.1

Reception/Waiting Area Pictures





Image:2



SI. No.2

Computer Lab Area Pictures

Image:1



Image:2



Sl. No.3

Practical Lab Area Pictures

Image:1



Image:2



SI. No.4

Branding Collaterals

Image:1



Image:2





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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



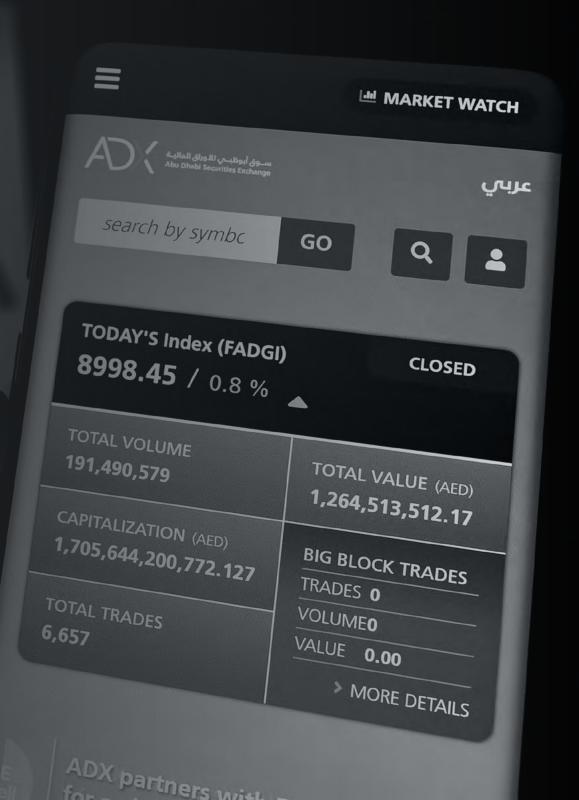


Public Joint Stock Company

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

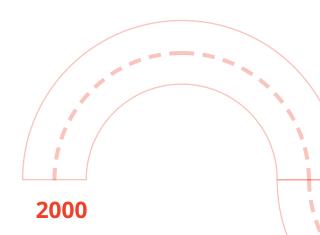
Post-licensing Courses

- 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

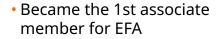
 Introduced tower training innovation and simulators.

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%

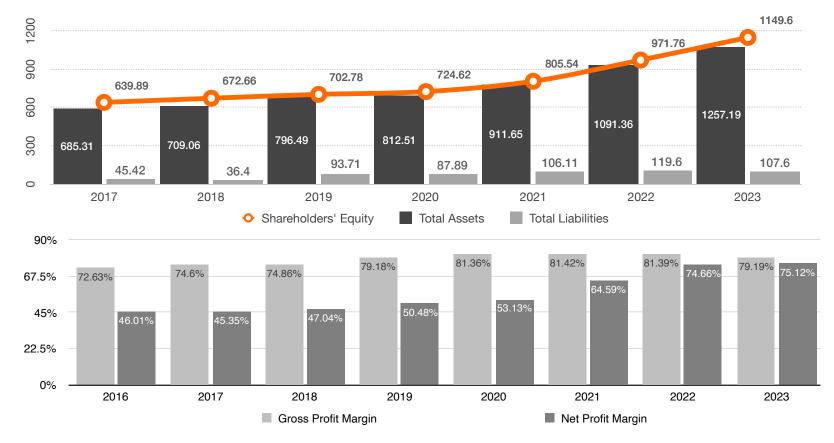
267.15MM 5.42% 1/Share 5%

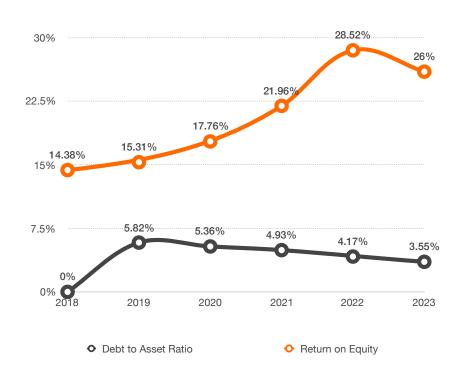
1,257.19MM 15.19% <u>A</u>

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

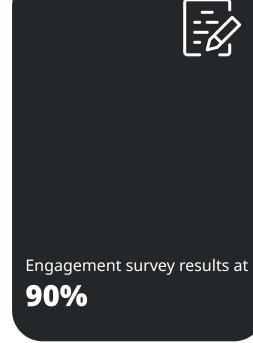
1246 employees 3.2% increase in 2023



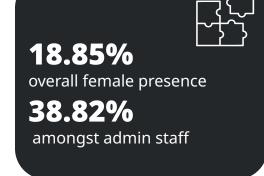


Skilled and Engaged Workforce





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





















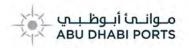




















EDC is a trusted partner to various government and large corporate stakeholders. These relationships support the development of road safety policies and the adoption of best practices in the UAE. They also enable large corporates that rely on ground mobility to increase their operational efficiency.

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



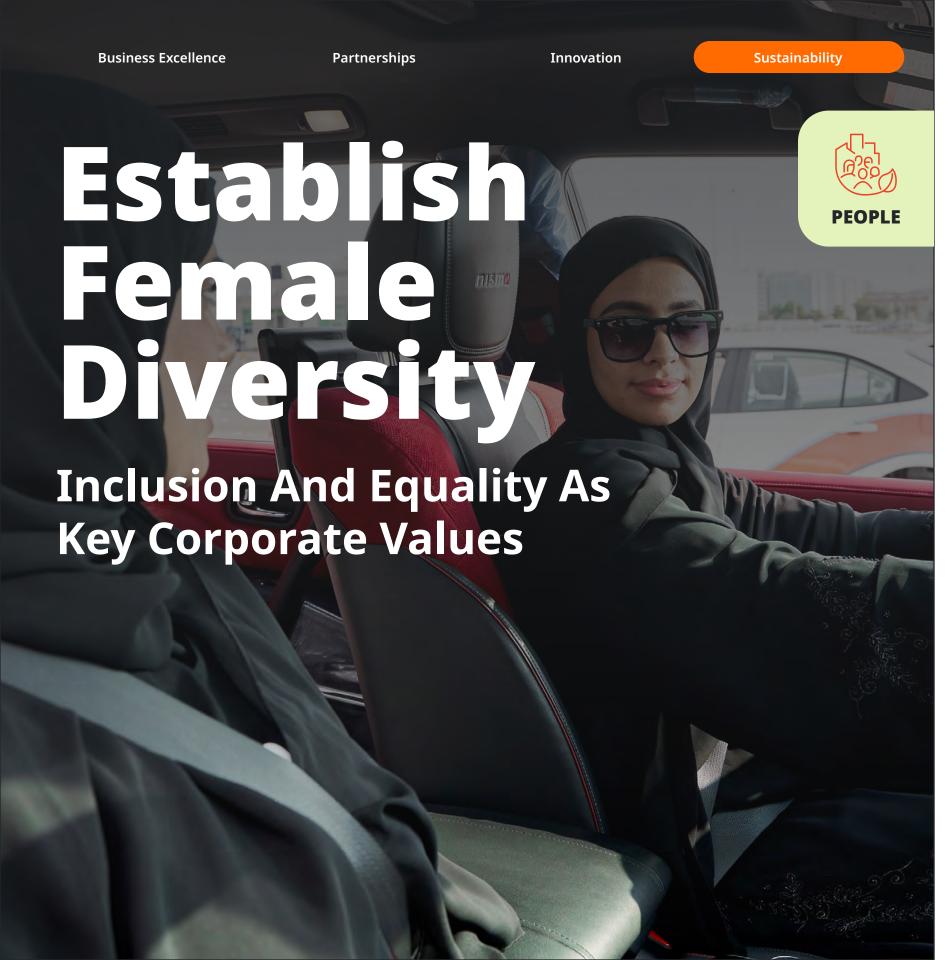




Customer Happiness

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.

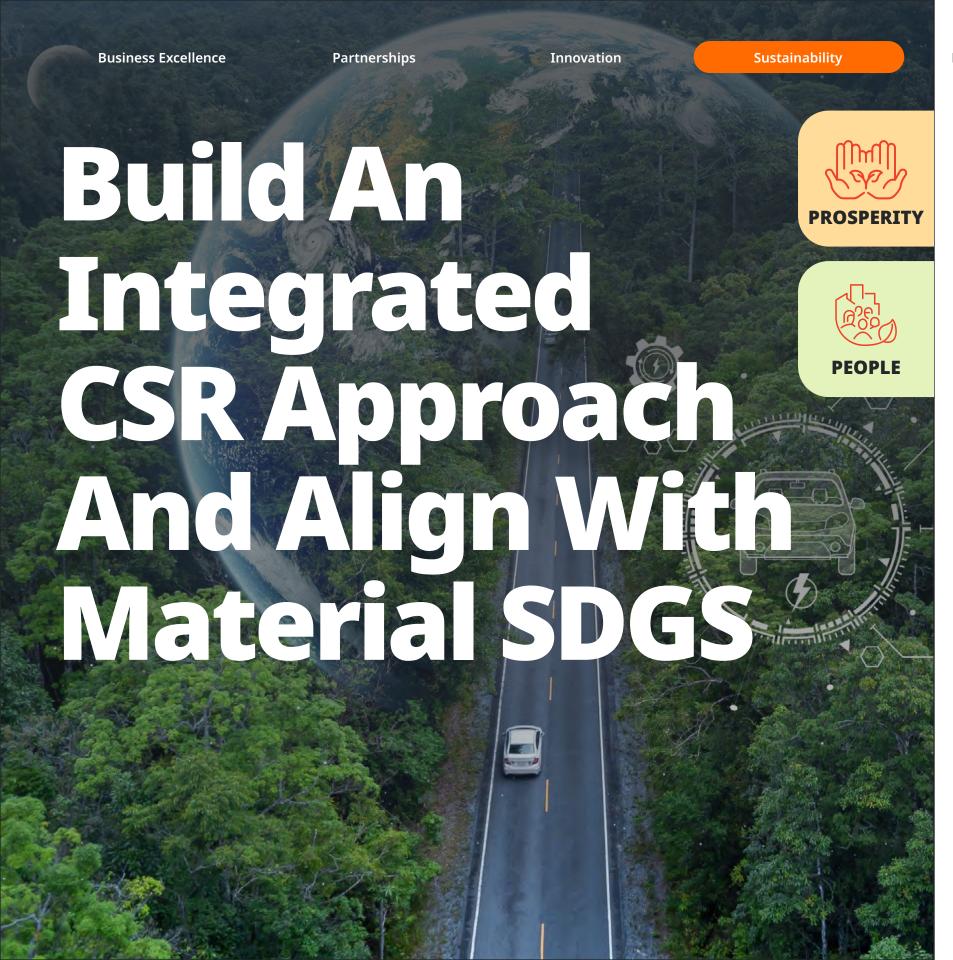


Integrate Diversity, Inclusion & Equality as core values, with a primary focus on female presence, integration and empowerment



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

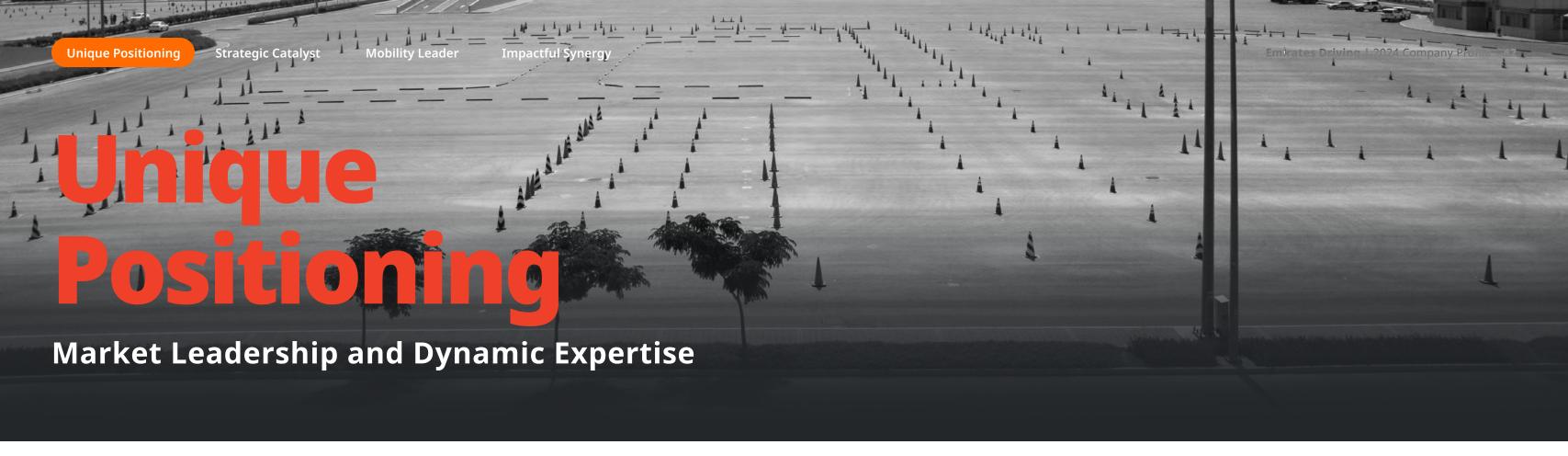




OVER TWO DECADES OF TRANSFORMATIVE GROWTH

- 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



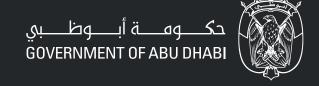
Smart & Autonomous Vehicle Industries (SAVI)

- 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.



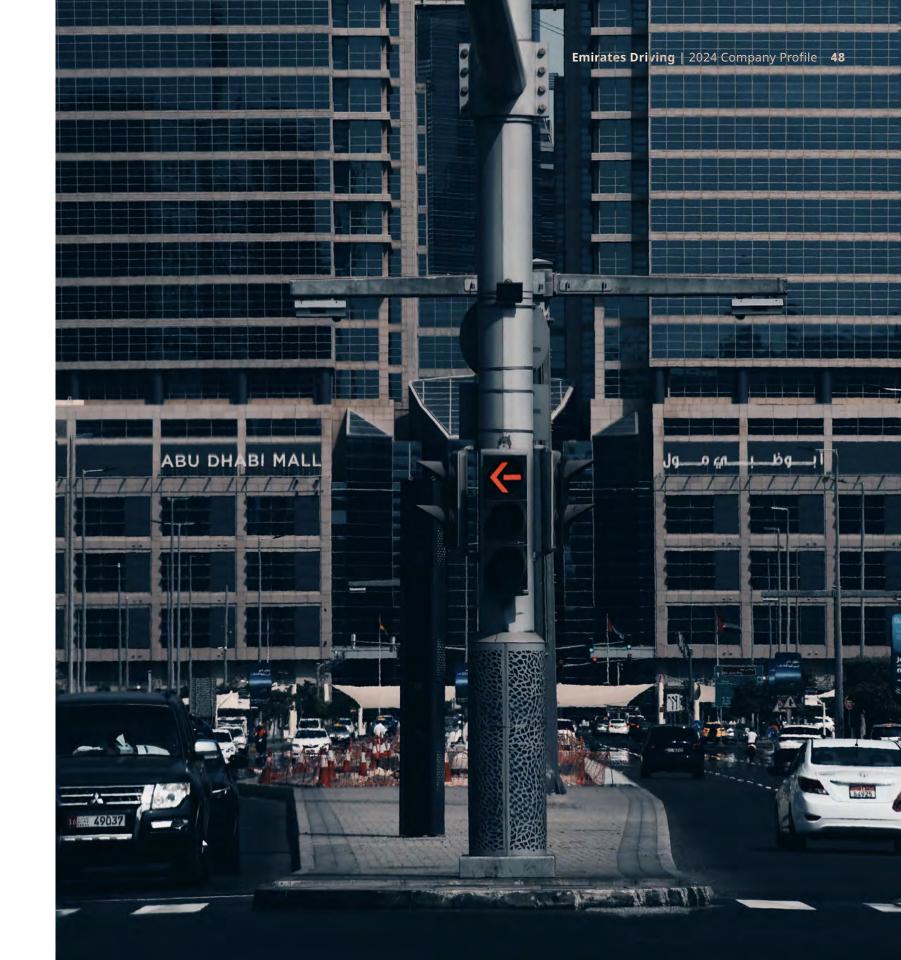
Member of Traffic Safety Technical Committee, focusing on education and training.



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	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**



Abu Dhabi Unified Licence رخصة أبوظبي الموحدة

Licence Details تفاصيل الرخصة **Business Licence Type** نوع الرخصة تجارية **Licence Category** Branch فئة الرخصة فرع **Economic Licence No.** رقم الرخصة الاقتصادية CN-1005304 101-2021-100047797 رقم التسجيل الموحد Unified Registration No. **Customs No.** الرقم الجمركي **ADCCI No** 204072 رقم عضوية الغرفة بطاقة المنشأة _ وزارة الموارد البشرية والتوطين MOHRE Establishment Card No. ICP Establishment Card No. بطاقة المنشأة - الهيئة الأتحادية للهوية والجنسية **Establishment Date** 05/07/2005 تاريخ التأسيس **Issuance Date** 13/11/2024 تاريخ الإصدار **Expiry Date** 08/12/2025 تاريخ الإنتهاء الشكل القانونى **Legal Form**

Ownership and Representatives

Trade Name

الملكية والممثلين

الإسم التجاري

ممثل عن	الدور المنصب	الجنسية	الاسم
Representative of	Role/Position	Nationality	Name
	مالك	الإمار ات العربية المتحدة	شركة الإمار ات لتعليم قيادة السيار ات ـ ش م ع
	Owner	United Arab Emirates	EMIRATES DRIVING COMPANY - P S C

EMIRATES DRIVING COMPANY - PSC- BRANCH AL AIN

شركة الامارات لتعليم قيادة السيارات -ش مع - فرع العين

Licenced Activities الأنشطة المرخصة - Assac تعليم قيادة الأليات والمركبات الثقيلة 8549003 - Car Driving Training 8549001 - Motorcycles Training 8549002 - Traffic Training and Edification 8549011

العنوان

 Official Email
 nasir@edcad.ae
 البريد الإلكتروني الرسمي

 Official Mobile
 971506904141
 مزيد, مزيد, بناية: شركة الإمارات لتعليم قيادة السيارات - ش م ع (صاحب العلاقة)

 Address
 مزيد, مزيد, بناية: شركة الإمارات لتعليم قيادة السيارات - ش م ع (صاحب العلاقة)



To verify the economic licence kindly visit the TAHAQAQ service on www.tamm.abudhab

للتحقق من الرخصة الاقتصادية, يرجى زيارة خدمة "تحقق" على

UNITED ARAB EMIRATES

FEDERAL AUTHORITY FOR IDENTITY & CITIZENSHIP, CUSTOMS & PORT SECURITY

Resident Identity Card





بطاقة هوية مقيم



رقم الهوية / ID Number 784-1994-5847646-4

الاسم: محمد بشير يوسف خان

Name: Mohammad Bashir Usif Khan

Date of Birth: 22/06/1994

تاريخ الميلاد:

الجنسية: جمهورية أفغانستان الإسلامية

Nationality: Afghanistan

تاريخ الاصدار / Issuing Date 19/03/2025

تاريخ الانتهاء / Expiry Date

18/03/2027

22/06

الجنس : ذكر

Sex: M

التوقيع / Signature

WHETER ARAB EMPRATES (ALLE LINE) LINE (LINE)

رقم البطاقة / Card Number 144179136



Occupation: Customer Service

صاحب العمل: شركه الامارات لتعليم قياده السيارات - ش م ع

Employer: Emirates Driving Company - PSC

مكان الإصدار: ابو ظبي

لمهنة: موظف خدمة العملاء

Issuing Place: Abu Dhabi

If you find this card, please return it to the issuing organization or to the nearest police station.

عند العثور على هذه النظافة الركاء إر داعها الى جهة المحارف أن الحي اقدرب مسركين شرطة

UNITED ARAB EMIRATES

FEDERAL AUTHORITY FOR IDENTITY & CITIZENSHIP CUSTOMS & PORT SECURITY

Resident Identity Card





رقم الهوية / ID Number 784-1986-5439717-7

الاسم: خالد طه محمد

Name: Khalid Taha Mohamad

Date of Birth: 21/05/1986

تاريخ الميلاد:

الجنسية: الجمهورية العربية السورية

Nationality: Syrian Arab Republic

تاريخ الاصدار / Issuing Date 13/01/2025 تاريخ الانتهاء / Expiry Date تاريخ الانتهاء / 12/01/2027

جنس : ﴿ ذُكر

Sex: M



التوفيع / Signature

WHITEH ARAB EMIRATES STATE HELD WIND LAND

رقم البطاقة / Card Number 142407214



Occupation: Trainer

صاحب العمل: شركه الامارات لتعليم قياده السيارات - ش مع

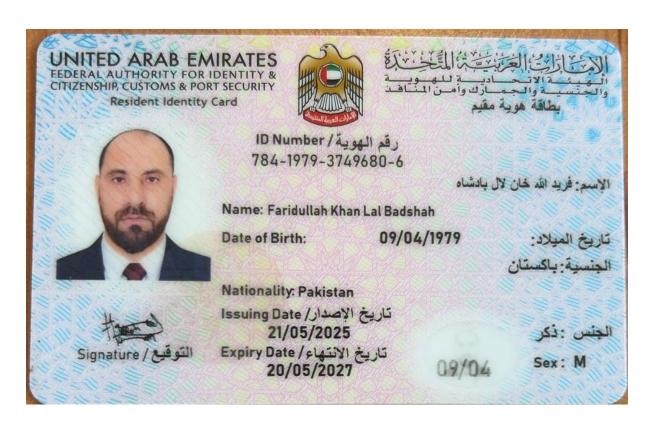
Employer: Emirates Driving Company - P S C

Issuing Place: Abu Dhabi

If you find this card, please return it to the issuing organization or to the nearest police station.

عبد العثور على هذه البطاقة الرجاء إرجاعها الى جهة اصحار فيا أو الني أقدر بر مسركير شيرطة

ILARE14240721477841986543971778605216M2701127SYR<<<<<<<<<





UNITED ARAB EMIRATES

FEDERAL AUTHORITY FOR IDENTITY & CITIZENSHIP, CUSTOMS & PORT SECURITY

Resident Identity Card







رقم الهوية / ID Number 784-1983-9042587-8

الاسم: ابو بكر صديق فايابار امبيل افار انكوتى

Name: Aboobacker Sidhik Valiya Parambil

Date of Birth: 15/12/1983

تاريخ الميلاد: الد: أن أن أن أن أن

Nationality: India

تاريخ الاصدار / Issuing Date

02/04/2024

تاريخ الانتهاء / Expiry Date

METER ARAB = 01/04/2026

2 mg

التوقيع / Signature



الجنس : ذكر

Sex: M





Occupation: Trainer

صاحب العمل: شركه الإمارات لتعليم قياده السيارات - ش م غ

Employer: Emirates Driving Company - PSC

مكان الاصدار: ابو ظبي

Issuing Place: Abu Dhabi

If you find this card, please return it to the issuing organization or to the nearest police station.

عد العنور على هذه البطاقة الرجاء الرجاعها الي جهة المحادف الوالي اقدريا مسركن اشرطة

ILARE1359911607784198390425878 8312158M2604011IND<<<<<<< PARAMBIL<<ABOOBACKER<SIDHIK<VA Farid Ullah Khan PAKISTAN-WAZIRISTAN

Mob: 0526260030 Email: faridullahm20@gmail.com



OBJECTIVE

I am an energetic, driven and hardworking Assistant Supervisor with outstanding time management and Customer service skills. I have gained more than Six Years of experience in this field and I am looking For career change where I can utilize my skills and abilities in an organization

PROFESSIONAL EXPOSURE WORK EXPERIENCE IN UAE (Total 20 Years) with Valid UAE driving license

WORKING WITH:

 VIBRO FOUNDATION DUBAI Position Handled: PRO & MESSENGER Since: February 2007 to May 2010

2. Emirates Driving Company (From Aug2010—till present)
MAZYAD, AL-AIN
UNITED ARAB EMIRATES
Position Handled: Practical Trainer & Evaluator

Nature of Works Carrying Out:

- · Supporting the Supervisor in the day to day activities
- Assisting people in and around the workplace
- · Inspecting and maintaining cleanliness throughout the facilities
- · Ensuring the appropriate procedures are in place and know to staffs
- Maintaining and updating accurate records and information systems

PROFESSIONAL QUALIFICATIONS

- · Higher secondary Dera Ismail khan
- F.SE Secondary Examination Dera Ismail khan.

COMPUTER SKILLS

Micro Soft Office Word, Micro Soft Office Excel

PERSONAL DETAILS

Nationality : Pakistan

Marital status : Married

Father name : Lal Badshah

Language Known : Arabic,English,Urdu,Pashto&Russian

Passport no : PF-4102723

Date of birth : 09-04-1979

Sex : Male

Religion : Islam

Permanent address, Old Sarooj, Al Ain Abu Dhabi

License Details

Category : Light Vehicle, Heavy Truck & Heavy Bus

Issue Date : 19-03-2009 Expiry Date: 01-11--2025 Place of Issue: ABU-DHABI

DECLARATION

I do here by declare that the above-furnished details are true to the best of my knowledge and belief.

Place: Al ain.

Farid Ullah Khan Date: 09-09-2020

CURRICULUM VITAE

ARIF KALODI

Email: arifkalodi@gmail.com Mob- 0509969559

Abu Dhabi & Al ain

OBJECTIVES

Seeking a Challenging and prospective Career, which utilize the skills I possess by virtue of Qualification and work experience to the full extend for the betterment of the company and myself.

PROFESSIONAL EXPERIENCE

▶ 1:- EMIRATES TRANSPORT in Al Ain U.A.E

Designation: Bus Driver (MAR- 2010 - 2015)

▶ 1:- EMIRATES DRIVIG COMPANY in Al Ain U.A.E

Designation: Practical Trainer & Evaluator (MAY- 2015 to till present)

LANGUAGE PROFICIENCY

Speaking: English, Arabic, Urdu and Malayalam

Writing: English, Arabic and Malayalam

ACADEMIC PROFILE

Higher Secondary Certificate

SKILL AND ATTRIBUTES

- Excellent Road Map Skills all over UAE
- > Excellent communication skills to build relations with Customers face to face.
- Strong People Skills and a Knack for Problem Solving.
- Ability to Maintain Customer focus while trouble shooting

- > Ability to work within Company Policies and Objectives.
- ➤ Effective skill in training. And Customers satisfaction

PERSONAL PROFILE

Date of birth : 10-12-1982
Gender : Male
Marital Status : Married
Passport No : V51475512
Nationality : India
Date of issue : 06-03-2023

Date of issue : 06-03-2023 Date of Expiry : 05-03-2033

LICENSE DETAILS

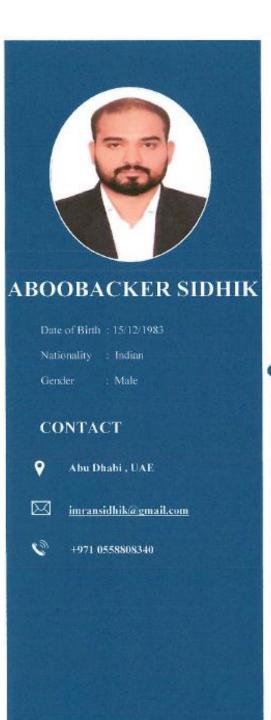
License Details : LV, LB, HV, HB, MC & HM

Issue Date : 09-05-2007 Expiry Date : 02-05-2027 Place of Issue : Abu Dhabi

DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

ARIF KALODI





ABOUT ME

Highly experienced and reliable Driver with over 8+ years of experience working in the transportation of goods and passengers. Clean driving record and deep knowledge of safety and traffic regulations and defensive driving techniques. Reliable with outstanding interpersonal and time management skills. Mindful of and knowledgeable about all safety standards for vehicle operation. Well-organized in coordinating routes and loading vehicles. Excellent communication, customer service and multitasking skills with observant nature and strong safety focus. Bringing forth a clean driving records as well as a career history full of satisfied customers and clients. As an experienced driver, I would like to utilize my experience and years of hard work in implementing new practices and procedures in the field of driving.

WORK EXPERIENCE



Feb 2016 - Present

PRACTICAL TRAINER (HEAVY TRUCK & HEAVY BUS, LIGHT VEHICLE)

EMIRATES DRIVING COMPANY, ABU DHABI, UAE

Duties & Responsibilities

- Valid driver's license
- Perform daily maintenance and cleaning tasks at the warehouse.
- Demonstrated safe driving by observing all road rules.
- Inspected trucks and trailers before and after trips and completed basic maintenance for optimal performance.
- Perform basic maintenance (check the tires, lights, and oil)
- Reports any mechanical issues with the truck such as brakes, steering, or other issues.
- · Report mechanical problems and accidents.
- Inspect trucks on a daily basis for cleanliness and good working conditions.
- Maintained records such as vehicle logs, records of cargo, or billing statements in accordance with regulations.
- Completed efficient transfers at final destinations to keep routes on schedule.
- Properly handled, foaded/unloaded, secured and hauled several types of loads.
- Planned efficient routes and adjusted strategies based on current weather and traffic information.
- Keep the tanker trailer and its cargo safe at all times
- Performing truck and trailer inspections before departure to ensure good running order.
- Transports loads safely and in a timely manner over required route, obeying all traffic laws and observing all safety regulations.
- Adhering to federal and state trucking rules and regulations, including mandatory rest periods, weight restrictions, and weight adjustments.
- · Follow traffic laws.

EDUCATION AND TRAINING

 HIGHER SECONDARY BOARD OF SECONDARY EDUCATION KERALA INDIA | 2002 – 2003

 SSLC BOARD OF PUBLIC EXAMINATION KERALA INDIA | MAR 2000

LANGUAGE SKILLS

MOTHER TOUNGUE(S): Malayalam

Other Language (s):

English

Listening	Reading	Spoken Production	Spoken interaction	Writing
CI	Cl	CI	CI	C1
Hindi				
Listening	Reading	Spoken Production	Spoken interaction	Writing
C1	B2	B2	B2	A1
Arabic				
Listening	Reading	Spoken Production	Spoken interaction	Writing
B2		B2	B2	

ADDITIONAL INFORMATIONS

KEY SKILLS

- Knowledge of safety regulations
- Excellent customer service
- Strong driving record
- Vehicle inspection
- Traffic Laws
- Familiar with vehicle maintenance
- Ability to multi task
- Physical fitness and strength
- Efficiency
- Time-management
- Interpersonal Skills
- Communication skills
- Dedicated & hardworking
- Safety Awareness
- Problem Solving
- Organization
- Critical Thinking
- Mechanical Skills

LICENSE DETAILS

Valid UAE Heavy Bus, Heavy Truck, Light Vehicle Driving License

License No : 619741 Issue Date : 02/04/2005 Expiry Date : 31/03/2025 Place of Issue : Abu Dhabi

Valid Indian Light Vehicle Driving License

License No : 20020000459 Issue date : 26/03/2002 Expiry Date : 22/05/2032

PERSONAL DETAILS

Nationality : Indian Sex : Male

DOB : 15/12/1983 Religion : Muslim Marital status : Married Address : Kerala, India

PASSPORT INFO

Passport No : \$ 4678534

Date of Issue : 14/05/2018

Date of Expiry : 13/05/2028

Place of Issue : Abu Dhabi

DECLARATION

I hereby declare that the above-mentioned information is correct to the best of my knowledge and belief.

ABOOBACKER SIDHIK

CURRICULUM VITAE

PERSONAL DETAILS:

Name: Khalid Taha Mohammed Al Zoubi

Date of Birth: 21May 1986

Nationality: Syrian
Place of Birth: Syria
Marital Status: Married

VISA Status: Resident (Employment Visa)

Home Address:

Al Jahli– Al Ain United Arab Emirates

Telephone: 050 - 9322440 / 052 - 9870525

EDUCATION QUALIFICATIONSAND CERTIFICATES:

2018 Sign Language Certificate

2017 Specialized Examiner Certificate

Trainer Permit of Light Vehicle, Heavy Vehicle & Heavy Bus

2005 U.A.E Driving License (Light Vehicle, Heavy Vehicle, Heavy Bus

& Heavy Machinery Vehicle)

2001 – 2004 Khalid Bin Al Waleed High School

Al - Ain, U.A.E

Secondary School Certificate (Science Stream73.6 %)

WORK EXPERIENCE:

July2014 – Up to date Emirates Driving Company (EDC)

Al Ain Branch

Feb 2014 – July 2014 Emirates Driving Company (EDC)

Abu Dhabi Branch

Job Title and Responsibilities

- 1. Evaluator & Examiner
 - a. Conduct road performance test to determine applicant driving eligibility
 - b. Evaluate driving level of applicant prior enrolling in practical sessions
 - c. Conduct Parking performance test for Driving License Applicant



2. Theory Trainer

- a. Manage the theory class timing
- b. Teach driving students about traffic rules & safety driving procedures
- c. Supply students with information about emergency situations

3. Tower control Team Leader

- a. Supervise practical trainer in Tower
- b. Distribute practical sessions schedules to applicants
- c. Insure of applicant safety during sessions
- d. Assist practical trainer with weak applicants
- e. Check & examine vehicles for damages & report needed maintenance
- f. Various related task within

4. Practical Trainer:

- a. Teaching students traffic rules
- b. Informing student drivers with safety driving procedures
- c. Supply students with information about emergency situations
- d. Helping driving students in practically learning how to drive a car individually

2011 - 2014

Abu Dhabi National Hotels Al Ghazal Transport – Al Ain

Job Title and Responsibilities

- 1. Quality Control
 - a. Making sure that all transport vehicles are properly maintained and serviced
 - b. Organizing vehicles checks.
 - c. Daily check of vehicles suitability and tidiness
 - d. Observing regular vehicles oil changing and general services
 - e. Various related tasks within

Sep., 2008 –2011

AlMazraa Well Drilling Co Al Ain – United Arab Emirates

Job Title and Responsibilities

- 1. Public Relationship Officer
 - a. Finalize all governmental transitions & paper works
 - b. Receive, deliver, and finalize all financial transactions (BANKS).
 - c. Import and export all the equipment's needed for the drilling operations
 - d. Communication Skills

2005 - 2008

BaalBakRestuarant

Al Ain – United Arab Emirates

Job Title and Responsibilities

1. Cashier

- a. Import all the products needed from various food products companies
- b. finalize all financial transactions
- c. Organize outdoor parties
- d. Communication Skills

2004 - 2005

Magic Products Shop

Al Ain Mall – Al Ain, United Arab Emirates

Job Title and Responsibilities

1. Sales Executive

- a. Sells and promote magic products
- b. Organize outdoor parties (Magic Shows)
- c. Import all the products needed for the magic shop
- d. Communication Skills

SKILLS

Computer: Microsoft Office Applications (Word, Excel, Power Point)

Internet Browsing Windows (XP)

Email

Languages: Arabic: Mother tongue

English: Good in all skills

Personal: Well – organized, dedicated, good sense of humor, good team player

Work well independently

Hobbies: Travelling, Swimming & Web Browsing

REFERENCES

Available Upon Request