

# Customer proposition

Creating value for customers and inspiring loyalty through innovative, personalized and rewarding experiences.

ADNOC Distribution is dedicated to putting customers at the center of everything it does, driving the mobility revolution and transforming service station experiences. This commitment solidifies the Company’s status as the preferred destination for its customers in the UAE, with rapidly growing recognition for excellence in expansion markets.

The UAE’s mobility and convenience retail leader, ADNOC Distribution prioritizes elevating customer experiences as a key driver of growth. This dedication goes beyond business strategy; it is about deeply understanding and surpassing customer expectations. By harnessing advanced AI and data analytics, ADNOC Distribution meticulously refines its offerings, transforming every interaction into a seamless and enjoyable journey.

## Fueling convenience

ADNOC Distribution leverages AI and digital technology to enhance customer experiences by delivering hyper-personalized offerings, improving store operations, and enabling seamless interactions. The Company’s “Fill & Go” service uses automatic license plate recognition or QR code scanning for seamless fueling; after easy one-time setup, customer preferences are fulfilled by service station staff and payment is automatic through the app. “Click & Collect,” now available at select UAE service station locations, allows in-app ordering of ADNOC Oasis products for car delivery or in-store collection. An AI-enabled self-checkout system, currently being piloted at a number of locations in the UAE, recognizes convenience store goods in milliseconds, reducing transaction times to under 30 seconds. For EV customers, ADNOC Distribution’s “Plug & Charge” feature, introduced in 2024, automatically recognizes customer EVs for easy charging, with charging status updates provided via the app, on customer’s phones, or on their Apple Watch.

## EV Customer Journey

**Plug & Charge:** plug in a vehicle and let the system handle the rest

1

**Login**  
Sign up/login as a customer, Guest users can proceed without registration

2

**Select charging method**  
1) Using QR code or 2) Set up Plug and charge once and enjoy seamless charging

3

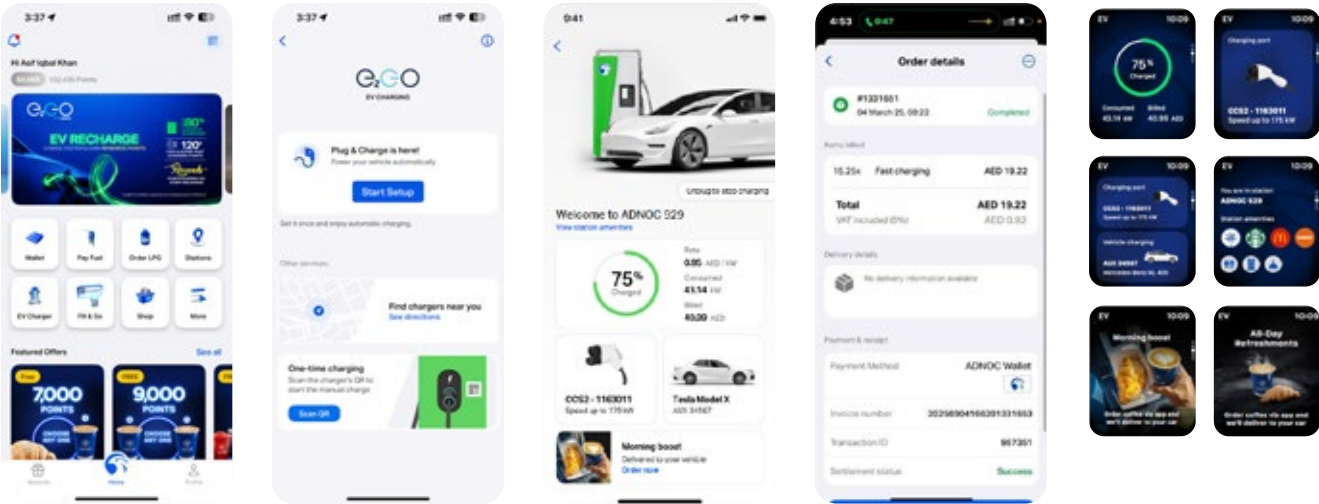
**Monitor your charging**  
Track charging progress real-time through the app, use the quick menu to order from the station c-store

4

**Rewards & feedback**

5

**Enjoy your charging experience also in Apple iwatch**



Enhancing the loyalty proposition and our digital experience

ADNOC Distribution’s loyalty program, with nearly 2.3 million members (+19% vs. 2023) and more than 120 partners providing discounts and deals through the ADNOC Distribution app, continues to set the benchmark for mobility and convenience retail excellence in the UAE.

As part of the loyalty program, the Company offers customer promotions in-store and a range of initiatives that include linking ADNOC Rewards across service station purchases and allowing customers to earn and redeem points against valuable offerings – for fuel, but also lube change services, convenience store, and car washes, all of which contributed to non-fuel business growth in 2024.

The ADNOC mobile app had a significant upgrade to its user interface in 2024, aimed at enhancing the overall user experience for valued members. The latest update features a comprehensive revamp designed to improve the app’s usability and visual appeal. The new interface offers a more intuitive and seamless navigation experience, allowing users to easily access various features and services. Key elements of the app have been redesigned to provide better visibility and accessibility, ensuring that members can effortlessly manage their accounts, track Rewards points, and access exclusive offers.

This strategic enhancement has already shown positive results, with a notable 7% increase in app usage in 2024 compared to the previous year. The improved user experience has driven higher engagement and satisfaction among members, reinforcing ADNOC Distribution’s commitment to delivering exceptional service and convenience.

Sustainable mobility for the future

In line with the global shift towards sustainable solutions, ADNOC Distribution has not only embraced electric vehicles (EVs) but has become a trailblazer, with more than 220 super-fast EV charging points installed across its network and providing enhanced customer experience with a wide range of NFR offerings for EV customers. ADNOC Distribution plans to become the UAE’s market-leading EV charging infrastructure provider and now is the sole operator of the E<sub>2</sub>GO brand, which has evolved into one of the UAE’s largest EV charging point operators (CPOs).

In 2024, ADNOC Distribution launched the second phase of its H<sub>2</sub>GO green hydrogen refueling station to power a fleet of hydrogen-powered buses operated by Abu Dhabi Mobility, part of a year-long pilot program to gauge the viability of hydrogen power for mass transport in the Capital. H<sub>2</sub>GO, located in Masdar City, was the region’s first green hydrogen refueling facility at launch in 2023. Beyond these initiatives, in 2024, 100% of ADNOC Distribution’s heavy vehicle fleet was powered by B20 biofuels. Taken together, these initiatives signal a commitment to the pioneering technologies shaping the future of sustainable mobility.

At ADNOC Distribution, the journey goes beyond fueling; it is about providing energy for life’s journey. Crafting moments that resonate with our customers is key to this vision.

ADNOC rewards loyalty program

Covering more than half of the UAE car fleet

