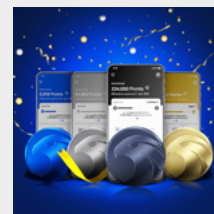


CUSTOMER PROPOSITION



ENHANCING CUSTOMER EXPERIENCE AND LOYALTY THROUGH INNOVATION AND PERSONALIZED REWARDING EXPERIENCES

ADNOC Distribution is committed to placing the customer at the heart of everything it does to help accelerate the mobility revolution and redefine the experience at service stations; thereby, cementing the Company's position as a destination of choice for its customers.

At the forefront of the UAE's fuel and convenience retail landscape, elevating customer experiences has been a cornerstone of ADNOC Distribution's growth. This commitment to excellence is not just a business strategy; it's a dedication to understanding and exceeding customer expectations. Utilizing cutting-edge AI and data analysis, ADNOC Distribution fine-tunes its offerings with unparalleled precision, ensuring that every interaction is not just a transaction but a seamless and delightful journey.

FUELING CONVENIENCE

The iconic flagship stations in Dubai and Abu Dhabi stand as a testament to ADNOC Distribution's customer-centric approach. Smart cameras recognizing registered customer vehicles, digital screens with personalized greetings, and the convenience of automatic ADNOC Wallet account charging help to redefine the refueling experience along the UAE's busiest highway. Here, every pit stop becomes a moment of personalized convenience and unparalleled service. The Company has also become the region's first fuel distributor to introduce the innovative ADNOC 'Fill & Go' technology at its service stations. The AI-backed solution utilizes the latest innovations in computer vision technologies, comprising machine learning models allowing computers to recognize vehicles, and responds by offering a hyper-personalized fueling experience, reaffirming ADNOC Distribution's leadership position in the UAE's fuel and convenience retail sector.

station purchases and allowing customers to earn and redeem points against valuable offerings – in fuel, lube change services, convenience store, and car washes. All this contributed to growth in the non-fuel business.

Under the Company's accelerated digital strategy, ADNOC Distribution has upgraded its entire network of service stations and ADNOC Oasis convenience stores across the UAE with more than 10,000 single-device payment terminals equipped with state-of-the-art technology, delivering a seamless experience. The new payment terminals offer seamless and consistent payment experience across all our business lines and all payment methods. Additionally, the payment terminals provide benefits beyond payments by offering the ability to cross-sell nonfuel products at the forecourt and digitizing the entire loyalty experience. The initiative has helped create a new era of next-generation solutions that unlock the full potential of payments.

ENHANCING THE LOYALTY PROPOSITION AND OUR DIGITAL EXPERIENCE

ADNOC Distribution's loyalty program, with over 1.9 million members (+22% vs. 2022) and over 100 partners providing discounts and deals through the ADNOC Distribution app, continues to set the benchmark for excellence. In 2023, the Company transformed its Rewards program to offer a significantly enhanced value proposition to its esteemed members. ADNOC Distribution improved the generosity of the program and introduced SILVER, GOLD, and PLATINUM loyalty Tiers to segment and recognize its high-value members with a touch of exclusivity, offering bonus Rewards points, discounted and complimentary treats such as coffee, car washes, and lubricant products. 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

SUSTAINABLE MOBILITY FOR THE FUTURE

In stride with the global shift towards sustainable solutions, ADNOC Distribution has not only embraced electric vehicles (EVs) but has become a trailblazer, with more than 50 superfast EV charging points installed across its network and providing enhanced customer experience with a wide range of NFR offerings for the EV customers. ADNOC Distribution plans to become the market leading provider in EV charging infrastructure in the UAE and agreed with TAQA to work together to establish a mobility joint venture, to build and operate EV infrastructure in Abu Dhabi and the wider UAE. Moreover, launching H2GO, the region's first high-speed hydrogen refueling station, signals a commitment to pioneering technologies shaping sustainable mobility solutions' future. At ADNOC Distribution, the journey goes beyond fueling; it's about providing energy for life's journey – and crafting moments that resonate with our customers is key to this vision.