

| GROWING
TOGETHER



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> OUR COMPANY

Al Masood is a privately held and highly diversified Group, based in Abu Dhabi. Its companies and partnerships span activities and expertise in 18 different market segments. Its primary goal is growth through a deep understanding of its marketplace, the quality of its products and services and an uncompromising quest for customer satisfaction.

From its early foundations as a small trading house some 50 years ago, Al Masood has become one of the largest integrated industrial, commercial and service organisations in the Middle East. Al Masood Company holds Abu Dhabi Chamber of Commerce registration number one.

With activities spanning most key economic sectors, Al Masood represents the collective business interests of the Al Masood family.

Al Masood has been serving the UAE's private and public sector for five decades. Our divisions deliver global brands and award winning services to leading companies and public agencies in the UAE and Bahrain.

WHAT WE DO



AUTOMOTIVE



INDUSTRIAL



BUSINESS SERVICES



MARINE



REAL ESTATE



50
YEARS OF
EXISTENCE



2,000
EMPLOYEES



53
NATIONALITIES



5%
EMIRATISATION

> BOARD OF DIRECTORS



HE MASAOOD AHMED AL MASAOOD
CHAIRMAN



AHMED RAHMA AL MASAOOD
VICE CHAIRMAN



HE TARIQ AHMED AL MASAOOD
BOARD MEMBER



HUMAIID ABDULLA AL MASAOOD
BOARD MEMBER



KHALIFA ABDULLA AL MASAOOD
BOARD MEMBER



MASAOOD RAHMA AL MASAOOD
BOARD MEMBER





OUR VISION

- > GROWING TOGETHER
- > DELIVERING VALUE
- > EMBRACING HERITAGE



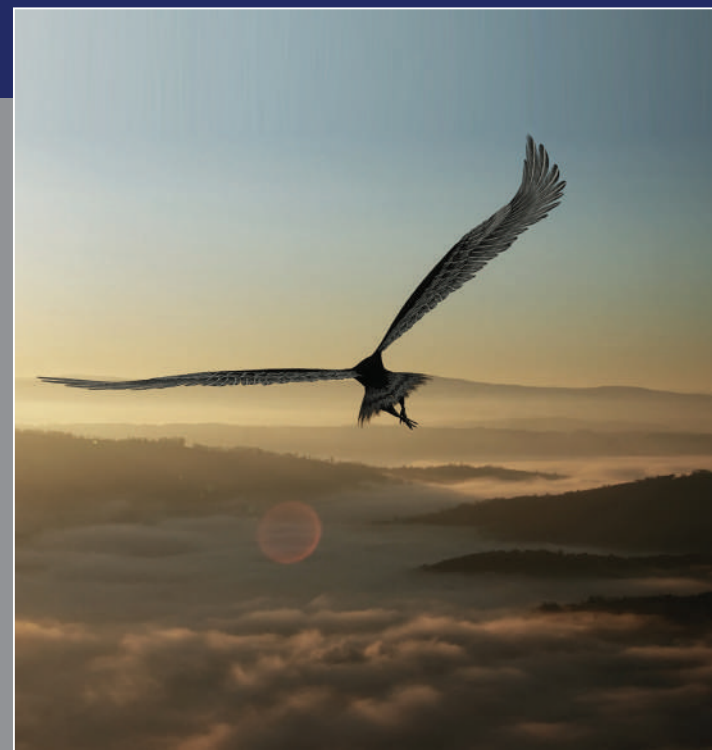
> OUR VALUES

- > EMPOWERED
- > OPTIMISTIC
- > ENGAGED
- > EXCELLENT
- > ONE TEAM

- > **EMPOWERED**
Encouraged to handle job-related problems by myself, inspired to get creative at work, having the tools, resources, and knowledge to perform the job to the highest standards.
- > **OPTIMISTIC**
Positive outlook both at work and personal life; an ability to see an opportunity in every challenge.
- > **ENGAGED**
Committed to achieve company and personal goals and objectives, striving for business and personal success, enjoying work.
- > **EXCELLENT**
Continuous improvement and delivering excellent results in everything I do.
- > **ONE TEAM**
Working together with immediate team and wider groups, investing in relationships with others.

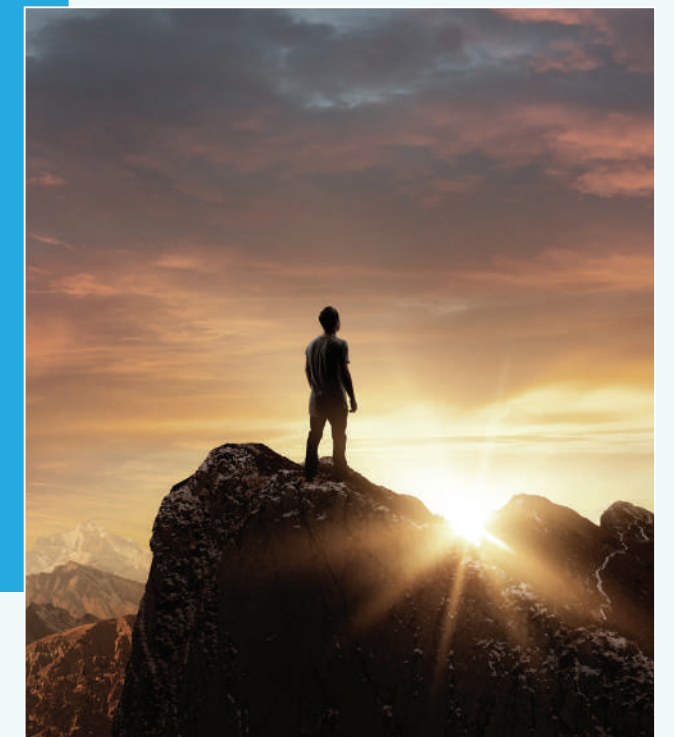
OUR MISSION

We commit to building profitable relationships with our business partners by investing in our community, employees, and customers, in order to make them happy.

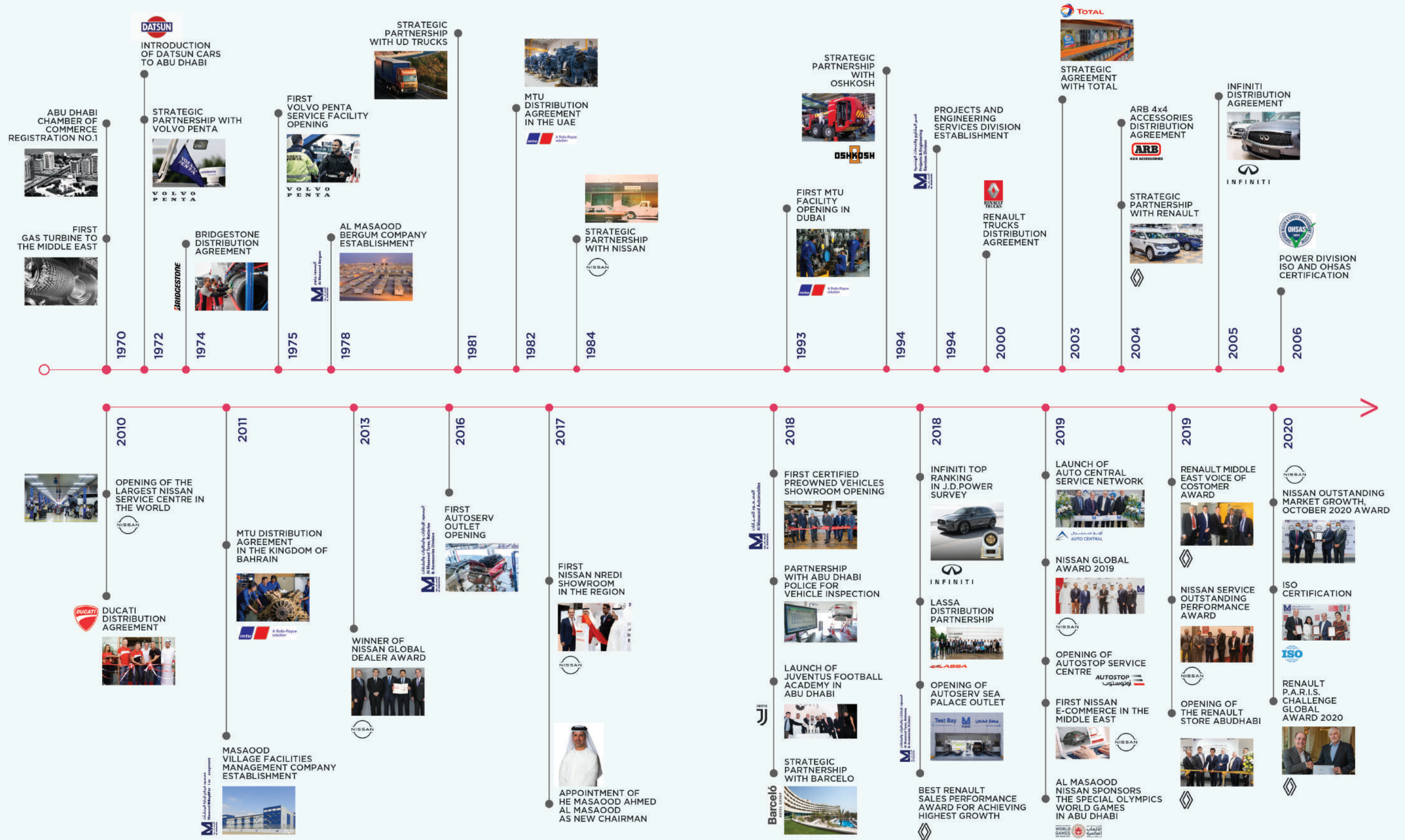


OUR GOALS

- > EXCEED CUSTOMERS' EXPECTATIONS
- > BECOMING EMPLOYER OF CHOICE
- > MOTIVATED TEAM OF PROFESSIONALS
- > ENHANCE SHAREHOLDERS PROFITS

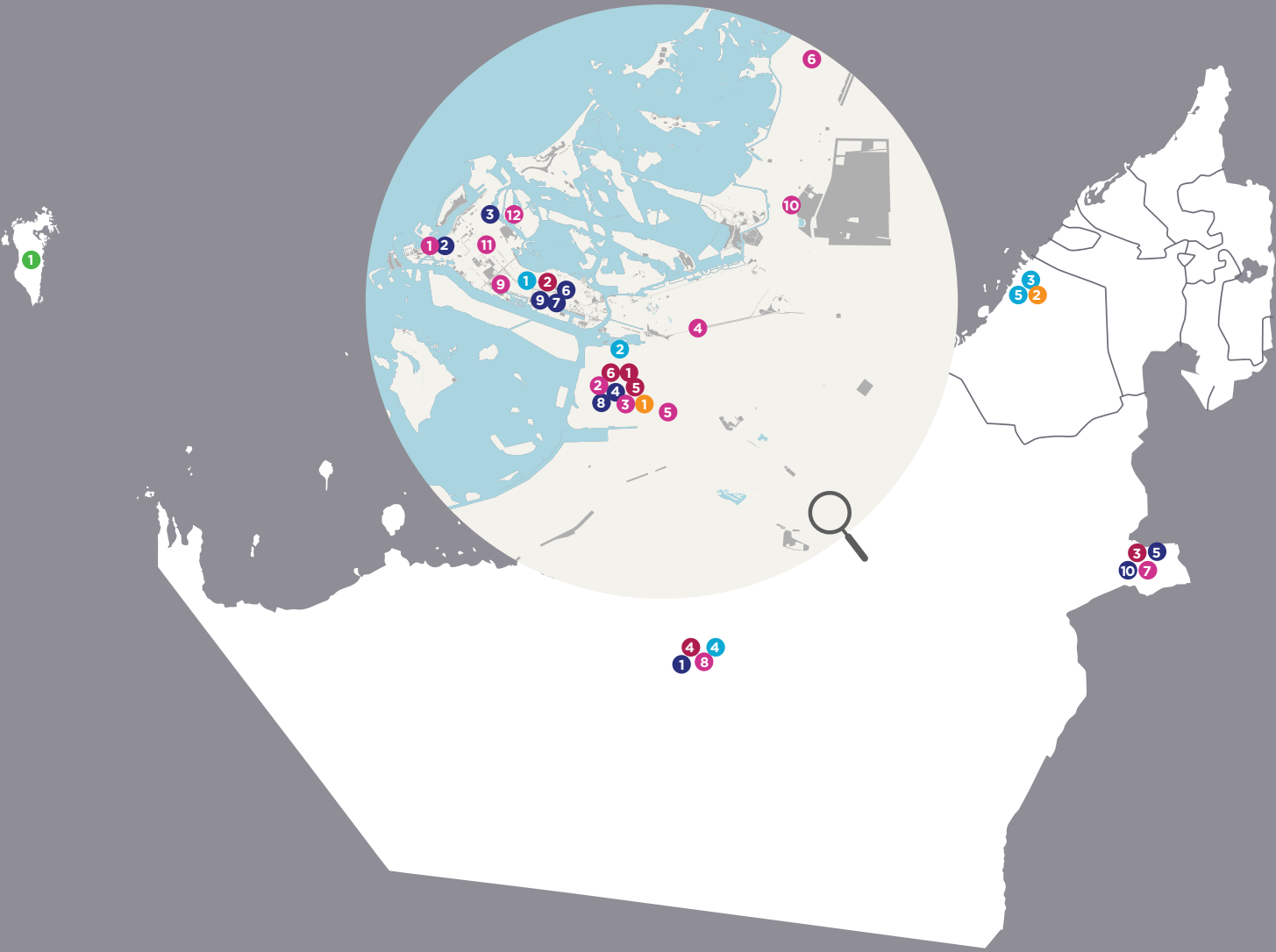


AL MASAOOD HISTORY TIMELINE



AL MASAOOD STRATEGIC PARTNERSHIPS

Al Masaood has been serving the UAE's private and public sector for five decades. Our divisions deliver global brands and award-winning services to leading entities in the private and public sectors across the UAE and Bahrain.

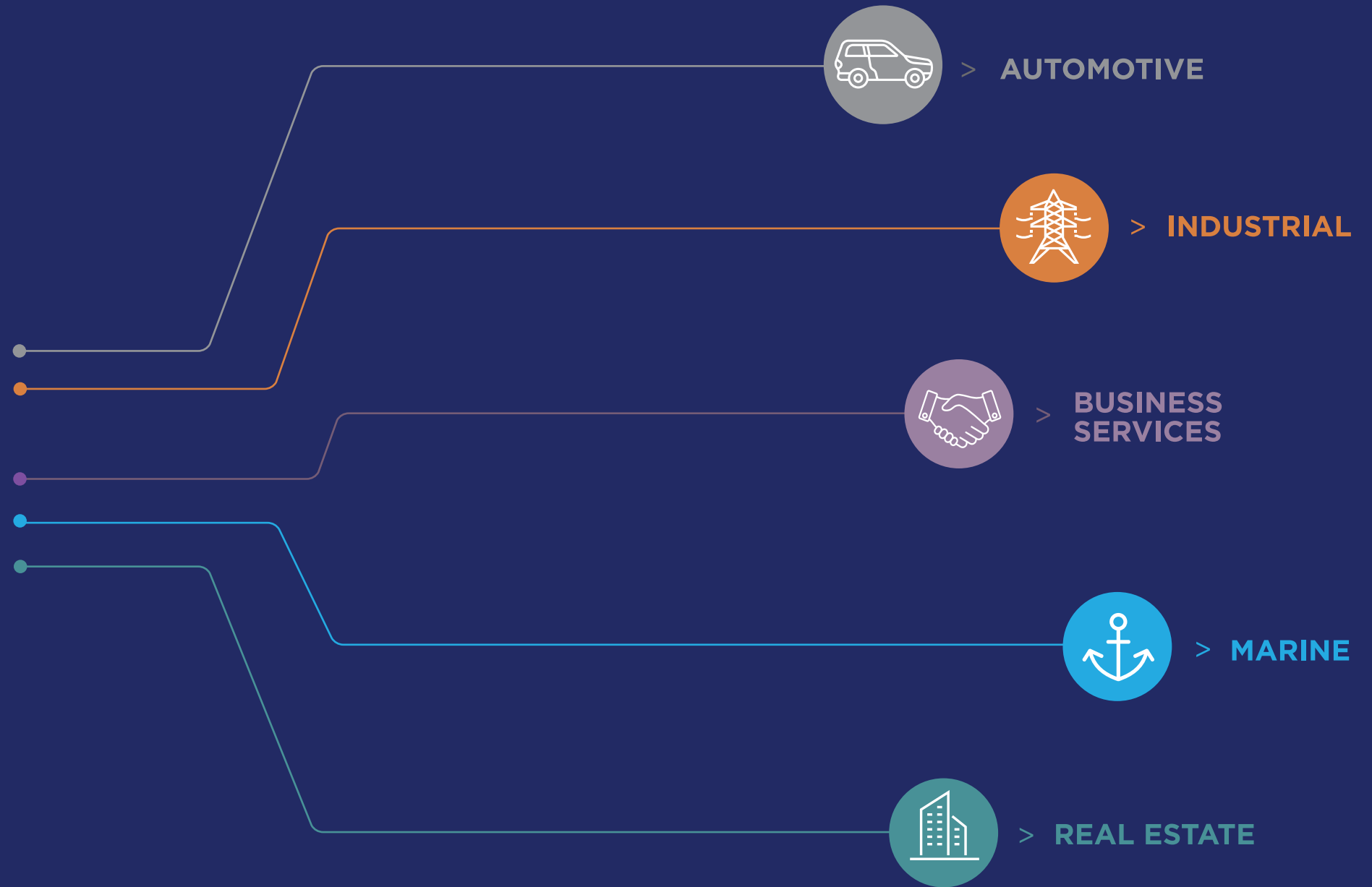


OUR NETWORK

AL MASAOOD AUTOMOBILES SERVICE AND PARTS CENTRES	AL MASAOOD AUTOMOBILES SHOWROOMS	AL MASAOOD FIRSTSTOP
1 INFINITI SERVICE MUSSAFAH	1 NISSAN SHOWROOM BEDA ZAYED	1 CORNICHE BRANCH
2 NISSAN SERVICE & PARTS AIRPORT ROAD	2 NISSAN SHOWROOM KHALIDIYA	2 MUSSAFAH BRANCH
3 NISSAN SERVICE & PARTS AL AIN	3 NISSAN SHOWROOM NAJDA, ABU DHABI	3 MUSSAFAH COMPLEX
RENAULT SERVICE & PARTS AL AIN	4 NISSAN SHOWROOM MUSSAFAH	4 KHALIFA CITY BRANCH
INFINITI SERVICE & PARTS AL AIN	5 NISSAN SHOWROOM AL AIN	5 MAHAWI BRANCH
4 NISSAN SERVICE & PARTS BEDA ZAYED ABU DHABI	INFINITI SHOWROOM AL AIN	6 SAMHA 2 BRANCH
5 NISSAN SERVICE MUSAFFAH	RENAULT SHOWROOM AL AIN	7 AL AIN AUTO CENTRE
6 RENAULT SERVICE MUSSAFAH	6 INFINITI SHOWROOM AIRPORT ROAD	8 BEDA ZAYED AUTO CENTRE
	7 RENAULT SHOWROOM AIPIRT ROAD	9 MUSHRIF
	8 CERTIFIED PRE-OWNED VEHICLES, MUSSAFAH	10 AL BAHIYA BRANCH
	9 CERTIFIED PRE-OWNED VEHICLES, INFINITI AIRPORT ROAD	11 SEA PALACE BRANCH
	10 CERTIFIED PRE-OWNED VEHICLES, AL AIN	12 REEM ISLAND BRANCH
		1 MASAOOD POWER BAHRAIN
AUTOCENTRAL	CAR LEASING SERVICES	
1 AUTOCENTRAL AIRPORT ROAD	1 AL MASAOOD AUTOLEASING, MUSSAFAH	
2 AUTOCENTRAL MUSSAFAH	2 AL MASAOOD AUTOLEASING, AL QOUZ DUBAI	
3 AUTOCENTRAL RASHIDIYA, DUBAI		
4 AUTOCENTRAL BEDAA ZAYED		
5 AUTOCENTRAL CERTIFIED PRE-OWNED VEHICLES SHOWROOM AL QOUZ, DUBAI		

>

OUR BUSINESS





AUTOMOTIVE

For over 40 years Al Masaood has been an icon for the UAE's automotive market. Al Masaood is the main distributor for Nissan, INFINITI, Renault, Bridgestone, UD Trucks, Renault Trucks, ARB 4x4 accessories, and other leading global automotive brands in Abu Dhabi, Al Ain, and the Western Region.

The Group's automotive companies offer world-class sales and after-sales services. Our suite of brands cater to diverse customer needs and offer commercial and fleet solutions. Our brands are leaders in providing mobility and transportation solutions for the logistics, construction, retail, and transportation business and consumer sectors.

Al Masaood employs thousands of highly trained and skilled employees in the field of customer care and service. Over the decades, Al Masaood's name became synonymous with the highest ranking of customer satisfaction in the automotive field. This, in turn, has cemented our leading market position.



AL MASAOOD AUTOMOBILES



Al Masaoood introduced the leading automotive brand Datsun in Abu Dhabi through the formation of Al Masaoood Automobiles in the early 70s. In 1984, Al Masaoood Automobiles became the official distributor of Nissan in Abu Dhabi, Al Ain, and the Western Region to date.

In 2004, Renault, the French multinational and innovative automobile brand joined the Al Masaoood Automobiles portfolio, followed by INFINITI, the luxury vehicle division of Nissan in 2005. These 3 renowned brands fortified Al Masaoood Automobiles' leading market position, helping it gain traction and market share.



Al Masaoood Automobiles offers a diverse line up of the most convenient, smart and reliable 4x4, luxury, and passenger vehicles. Our broad spectrum of models answers to the varied needs of individuals, as well as commercial and government fleet requirements.

Widely known for its intelligent mobility, Nissan offers a complete range of the most reliable 4 x 4, luxury, passenger, and commercial vehicles. The iconic Nissan Patrol, the hero of all terrains, continues to be at the helm of the 4x4 segment and the most preferred model over the years.

In 1989 INFINITI set out to create a new kind of luxury automotive brand. Over 30 years later, INFINITI continues to exude the ideal measure of power, performance, and artistry in all its car models. With their sleek design, and spacious interior, the QX60 and the QX80 remain cornerstone models in the SUV segment for INFINITI.

Renault is an international company with French roots and a rich history that spans over 120 years. Renault is a pioneer in electric mobility and an expert in motor sports, with its ties to Formula E since its introduction. The Renault Zoe is a zero-emission electric car, and one of the earliest models in the electric mobility market.



AWARDS >



NISSAN
AFTERSALES GLOBAL AWARD
FISCAL YEAR **2020**



NISSAN
AWARD OF EXCELLENCE
FISCAL YEAR **2020**



INFINITI
OUTSTANDING
PERFORMANCE AWARD
FISCAL YEAR **2020**



NISSAN
OUTSTANDING
PERFORMANCE AWARD
IN MARKET SHARE
GROWTH **2019**



RENAULT
GLOBAL PARTNERS
AWARD - P.A.R.I.S
CHALLENGE **2019**



NISSAN
GLOBAL DEALER
AWARD **2019**



RENAULT
BUSINESS
TRANSFORMATION
SPECIAL AWARD **2018**



RENAULT
VOICE OF THE CUSTOMER
AWARD **2018**



INFINITI
HIGHEST SALES
GROWTH ACROSS
I/MEA MARKET **2017**



NISSAN
EXEMPLARY PERFORMANCE
IN SALES AND CUSTOMER
EXPERIENCE
AWARD **2017**



RENAULT
BEST SALES
PERFORMANCE
AWARD **2017**



INFINITI
FASTEST GROWING
MARKET
MIDDLE EAST **2013**



NISSAN
OUTSTANDING PARTS
PERFORMANCE
AWARD **2012-2014**



NISSAN
OUTSTANDING SERVICE
PERFORMANCE
AWARD **2012-2014**



NISSAN
GLOBAL AWARD,
OUTSTANDING
PERFORMANCE **2013**



AL MASAOOD AUTOMOBILES

Al Masaood Automobiles has been recognised multiple times over the years for its strong performance and market share growth of its automotive brands Nissan, INFINITI, and Renault. Al Masaood Automobiles is the recipient of the Nissan Award of Excellence for the Fiscal Year 2020, the INFINITI Outstanding Performance Award for the Fiscal Year 2020, and the Renault Global Partners Award – P.A.R.I.S Challenge 2019.

With a taskforce of 1,000 employees from over 35 nationalities, Al Masaood Automobiles' extensive network coverage includes eight modern showrooms for new cars, and 3 showrooms for certified preowned vehicles in Abu Dhabi, Al Ain and the Western Region.

Manned by qualified and highly skilled technicians utilising the very latest diagnostic and repair equipment, our customers enjoy "right first time" quality after sales service. Our network also includes 6 Service Centres and 7 Spare Parts outlets, as well as our flagship showroom complex at Musaffah with a dedicated new vehicle delivery centre.

Our Authorised and Genuine Spare Parts division is professionally managed and carefully monitored from a centralised warehousing facility. The state of art electronic cataloguing system ensures prompt and reliable distribution of parts and accessories to an extensive dealer network.





AL MASAOOD TYRES, BATTERIES AND ACCESSORIES

In partnership with Total Marketing Middle East, the Al Masaood Tyres, Batteries & Accessories Division is the official distributor of Total branded lubricants in the Abu Dhabi, Al Ain, and the Western Region. Through its association with Total France, the Division has also established a chain of “Rapid Oil Change” centres, which also offer tyre change and brake replacement.

BRIDGESTONE

FIRSTSTOP



The Al Masaood Tyres, Batteries & Accessories Division is the distributor of the full Bridgestone and Trazano Tyres range for cars, trucks, industrial, agricultural and earth mover vehicles in Abu Dhabi, Al Ain, and the Western Region. The Division has also been awarded the Gulf Cooperation Council ‘Distributor of the Year’ from the Bridgestone Corporation on many occasions.

Sales and distribution is achieved through an appointed dealer network which is supported by the Division’s own showrooms in Abu Dhabi, Al Ain and Mussafah. A centralised warehousing and logistics operation ensures that products are always available to the dealers. Dealer staff training is of paramount importance and regular training programs are conducted at the Division’s training school to ensure excellence and customer satisfaction.





AUTOCENTRAL

AutoCentral is a multi-brand car service centre that offers an array of services including accident and mechanical repairs, routine car servicing, insurance claims, and vehicle testing for registration.



أوتو سنترال
AUTO CENTRAL

As a one-stop-shop for all car brands, AutoCentral also offers certified pre-owned vehicles and employs a host of experienced, and highly-qualified technicians. With branches in Abu Dhabi, Beda Zayed, and Dubai, AutoCentral provides high quality maintenance using genuine spare parts at highly competitive rates in line with best dealership standards.



ARB EMIRATES LLC

ARB is Australia's largest manufacturer and distributor of 4x4 accessories. With more than 40 years of design ingenuity, manufacturing excellence and market leadership ARB offers a range of options to customise a vehicle to suit individual requirements.



The origins of the ARB brand go back to 1975 when company founder Tony Brown was inspired by a four-wheel driving trip through the top end of Australia.

ARB Emirates LLC is the exclusive distributor of ARB 4x4 products in the UAE since 1990 with 2 retail locations in Abu Dhabi and Dubai.

ARB's products include air lockers, air compressors, protection equipment, suspensions, roof racks and roof bars, snorkels, recovery equipment, lights, tow bars, canopies, fuel/water tanks and a host of camping accessories. The company also offers general accessories such as branded apparel, in-car fridges and freezers.





> AUTOSTOP

AUTOSTOP
أوتوستوب

AutoStop is a state-of-the-art service centre that specialises in multi-brand tyre and minor car repair services. The service centre houses a team of highly qualified industry experts and technicians and provides a luxurious and comfortable experience alongside world-class products of the highest standards at excellent value prices.

AutoStop is a pit stop car service centre located in Al Qouz 3, Dubai. Catering to individuals and commercial fleets, clients and customers have the option of car pick up and drop off services to maximize convenience as the centre is committed to ensuring excellent service and to attaining the highest levels of customer satisfaction.





AL MASAOOD COMMERCIAL VEHICLES & EQUIPMENT

The Al Masaoood Commercial Vehicles & Equipment clients range from government departments, civil defence, armed services and oil companies, through to industrial and commercial organisations.



The Al Masaoood Commercial Vehicles & Equipment Division provides sales and after sales for an extensive range of franchises.

The Division is the sole distributor in Abu Dhabi for UD-Trucks, Renault Trucks and Unicarrier Forklifts, and is also the sole distributor in the UAE for Oshkosh Fire Trucks along with other well-known heavy equipment brands and ancillary products.

The Division's dedicated sales, service and parts facilities are fully equipped with the latest technology and are recognised to be the best workshops in the Gulf region.





AUTO LEASING

Empowered by a fleet of Nissan, INFINITI, and Renault vehicles, with Al Masaoood Auto Leasing customers have access to personalised leasing solutions that have been specifically designed to meet their needs.



Al Masaoood Auto Leasing offers auto solutions to both retail and corporate customers in line with global standards.

Customers can enjoy comprehensive leasing packages tailor-made to their needs. Packages cover roadside assistance, car replacement, and comprehensive insurance with zero down payment, to name a few.

You are sure to drive away with a complete peace of mind when you choose Al Masaoood Auto Leasing.



COMPREHENSIVE
INSURANCE



CAR
REPLACEMENT



SERVICE &
MAINTENANCE



ROADSIDE
ASSISTANCE



ATTRACTIVE
MONTHLY PACKAGES





INDUSTRIAL

Supporting Abu Dhabi's strategy to diversify its economy, Al Masood Group supplies a wide range of industrial equipment and services specifically for the UAE market, as well as around the globe. In particular, the Group provides equipment to the metals, cement and process industries, from material handling, rotating equipment, control systems and electrical components through to specific process plants.

In co-operation with a number of internationally renowned equipment manufacturers, Al Masood Group is enhancing its ability to provide in-country repair and maintenance facilities with particular emphasis on the heavy industrial segment of the market.

The Group continues to support the industrialisation of the UAE through partnerships with such companies as Danieli Construction, which has enabled the construction of a number of steel plants in the UAE.



AL MASAOOD POWER DIVISION



The Division's professional team possesses cutting-edge technological knowledge and know-how and is able to plan and execute both customised and efficient solutions for its customers.



LEROY-SOMER

VOLVO
PENTA

Established in 1972, the Al Masaood Power Division has a long standing reputation within the Diesel and Gas driven Power Generating industry worldwide. The Division has unrivalled expertise in Power Generation Systems and Industrial Diesel Engine applications, starting with a range of 94 KVA up to 3,390 KVA. It represents MTU (a Rolls-Royce Power Solutions Company), Volvo Penta and Leroy Somer exclusively in the UAE and Bahrain. Providing the highest standards of sales and after-sales service solutions.

Furthermore, the Group has established close alliances with key power industry leaders such as ADWEA, DEWA, FEWA, SEWA, and many more.





> AL MASAOOD BERGUM LLC



Bringing the technology from Italy to the UAE in 1978, as part of the Al Masaood Group of companies, Al Masaood Bergum are pioneers in prefabrication systems. They are a leading manufacturer of modular building systems and a provider of turn-key prefab solutions, delivered on time and within budget to customers from all over the world.

Driven by innovation, Al Masaood Bergum offers end-to-end modular building and prefab products and services that are known for their high quality, safety, and cost-effectiveness.





PROJECTS AND ENGINEERING SERVICES DIVISION (PESD)

Al Masaood Projects & Engineering Services Division has supported the provision of electrical power grid connections to Saadiyat Island with Abu Dhabi main electrical grid and other similar projects.



Al Masaood Projects & Engineering Services Division (PESD) has an accumulated experience of nearly 50 years within the energy market. It is a major provider of services to the power, oil and gas and petrochemical industries in the UAE, as well as other Gulf countries. Over a number of decades, PESD has also contributed significantly, in collaboration with global technology partners, to the development of Abu Dhabi's infrastructure and oil and gas fields.

PESD has also been involved in a number of major projects, which have helped to develop the UAE's energy market. Such as the Das Island LNG trains, the Gasco Ruwais gas train and the Habshan development.





> MASAOOD JOHN BROWN

Our expanded infrastructure and partnership arrangements allow us to network and support our services internationally. We are in a unique position to offer both immediate advice and site assistance to industrial gas turbines users for all operational needs.



المسعود جون براون
AL MASAOOD JOHN BROWN
GAS TURBINE SERVICES

MJB International and Masaoood John Brown are total providers to owners and operators of industrial gas turbines throughout the world, offering an employee skill base that equates to over 2000 man years of OEM experience in industrial turbine maintenance solutions, with particular specialisation in the frame range of turbines designed by GE and their former business and manufacturing associates.



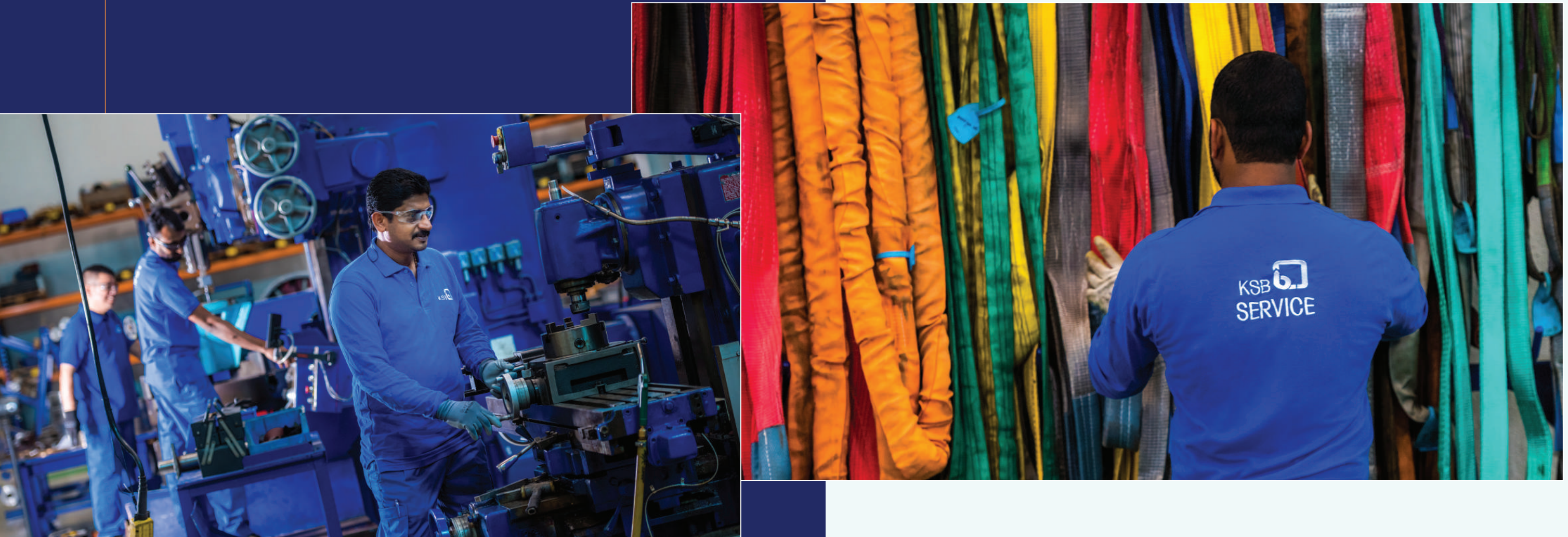


KSB SERVICES LLC

Bespoke service concepts, original spare parts and rotating equipment services our global KSB Service provides customers with comprehensive expert support and assistance round the clock.



KSB Service supports customers from all fields of application, whether it is an industrial or municipal plant and power station operators. Our service network, with more than 2,600 specialists at over 140 service centres worldwide, is the perfect basis for first-class pump and system maintenance services.





BUSINESS SERVICES

Al Masaood's Business Services segment comprises a diverse range of disciplines including insurance, legal, IT, hospitality and hygiene services. These businesses offer leading, quality-focused, professional services underpinned by Al Masaood's core values which are committed to excellence in their respective areas. The businesses within this segment are independent and are encouraged to compete against each other for the benefit of the market and clients.



OCCIDENTAL SHARJAH GRAND

Among other luxurious facilities you will find 217 rooms at the Sharjah Grand Hotel, a member of Barceló Hotel Group, featuring a long list of amenities waiting to offer you an exquisite welcome. This Dry Hotel (no alcohol is served) includes a fitness centre, wellness area and the best choice of cuisine enlivened by nights with live music. In addition, the indoor games area and children's services make this hotel a fantastic option for families.

Occidental
Sharjah Grand

Barceló

HOTELS & RESORTS

The Occidental Sharjah Grand hotel is located in the city of Sharjah, the most populated in the United Arab Emirates. The great neighbour of Dubai, in many respects its beating heart, is an exclusive destination for those who want to discover the luxury of the East, travel through the desert or discover its architectural wealth in a hotel with a private beach.

Its privileged setting, of great architectural wealth, also offers the possibility to visit numerous attractions nearby, such as the Sharjah Aquarium or the Sahara Centre, both strategic locations for shopping and entertainment.

The character of the Sharjah Grand Hotel as well as the fabulous surrounding scenery only serve to maximise the great appeal of this unique establishment, a destination where you can experience it all.





MASAOOD VILLAGE FACILITIES MANAGEMENT

Masaood Village Facilities Management is ISO 22000 - 2018 accredited, a member of Build Safe UAE and the recipient of the ADFCA Award (2015 & 2020) for applying food safety standards.

Masaood Village Facilities Management provides turnkey workforce residential accommodation services in Abu Dhabi since 2011, offering high value, cost effective accommodation and catering solutions to clients who have a requirement to accommodate and sustain their employees and contractors whilst maintaining the highest standards of service excellence, workforce well-being and productivity.

The workforce accommodation facility is located on the outskirts of Mussafah, en-route to Hameem and can house approximately 6000 residents. The Village offers its residents fully integrated facilities including on-site catering, retail services, worship facilities, security and recreation facilities. The Village is managed in full compliance with the standards and regulations laid down by the regulatory authorities of the Abu Dhabi Emirate.





MARINE

In their earliest days, Al Masood were - among other things, owners of pearling dhows which formed the early beginnings of the diverse marine business today.

Group companies now operate commercial vessels and are also boat builders and suppliers of marine engines, marine leisure equipment, yacht brokerage and chartering.

The Group is the UAE's sole distributor of Volvo Penta, MTU, Hempel Paints, 3M, Mares and SP Systems, and operates numerous waterside facilities, providing total service and repair to commercial, naval and leisure crafts.

It is also involved in the building and operating of marinas throughout the Middle East, reflecting the continuing regional growth in commercial and recreational marine activity.



AL MASAOOD POWER DIVISION

The Division's professional team possesses cutting-edge technological knowledge and know-how and is able to plan and execute both customised and efficient solutions for its customers. Furthermore, the Group has established close alliances with key marine industry leaders in the region.



Established in 1972, the Al Masaoood Power Division has a long standing reputation within the Marine Propulsion and Generator Industry worldwide. The Division has unrivalled expertise in Diesel and Gasoline Marine engines and Automation System applications, starting with a range of 9 Kw up to 10,000 KW. It represents MTU (a Rolls-Royce Power Solutions Company), Volvo Penta and Leroy Somer exclusively in the UAE and Bahrain. Providing the highest standards of sales and aftersales service solutions.





REAL ESTATE

Al Masaood Group construction division is known for completing projects to the highest international standards. It benefits from the high potential of the Middle East and North African regions for real estate and infrastructural development, and is actively involved in projects across the construction spectrum. The Group offers fully multi-disciplinary construction services from design and completion through to turnkey solutions, in addition to the supply of basic materials.

Through its alliance with the Fluor Corporation and other international companies, the group is involved with many ongoing large-scale construction and infrastructure projects within the UAE and beyond. Through Multigolfe U.A.E LLC, the Group was involved with the creation of the Gary Player designer golf course, a focal point of the resort area of Saadiyat Island in Abu Dhabi.



AL MASAOOD PROPERTY DIVISION

Al Masaood Property Division is continually developing sites and upgrading existing assets to meet the future demands of their clients and requirements of the commercial operations of the various Al Masaood Group companies.



The Al Masaood Property Division manage, maintain, and operate the extensive real estate interests of the Group, as well as undertaking new developments throughout the UAE and other parts of the GCC to meet market demand.

Its portfolio consists of commercial offices, residential, industrial, retail and leisure property, spanning all the Emirates, with the prestigious Al Masaood Tower being its flagship office tower on Hamdan Street.

The tower is situated in the commercial business district of Abu Dhabi and accommodates a number of embassies, internal oil and gas operators along with many international and local corporations. Al Masaood Property Division works closely with Abu Dhabi Government entities and are focused on delivering real estate services and products that align to the Government Leadership targets and 2030 vision.

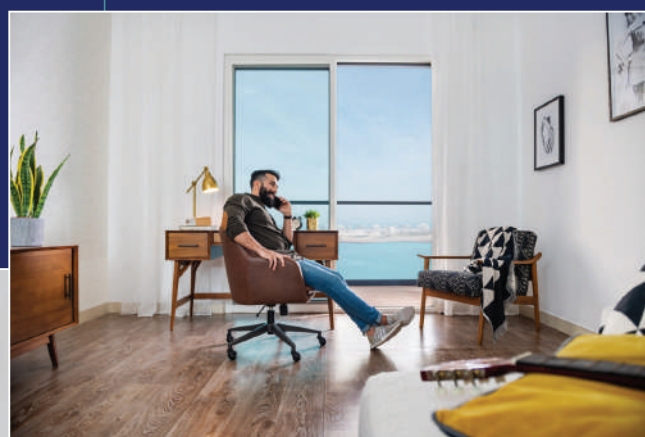
Al Masaood Property Division offer full turnkey real estate solutions from design conception through to ongoing Facilities Management and Property Management services and work closely with household brands to provide bespoke solutions, adding value to their operations.





MASAOOD
DEVELOPMENTS LLC

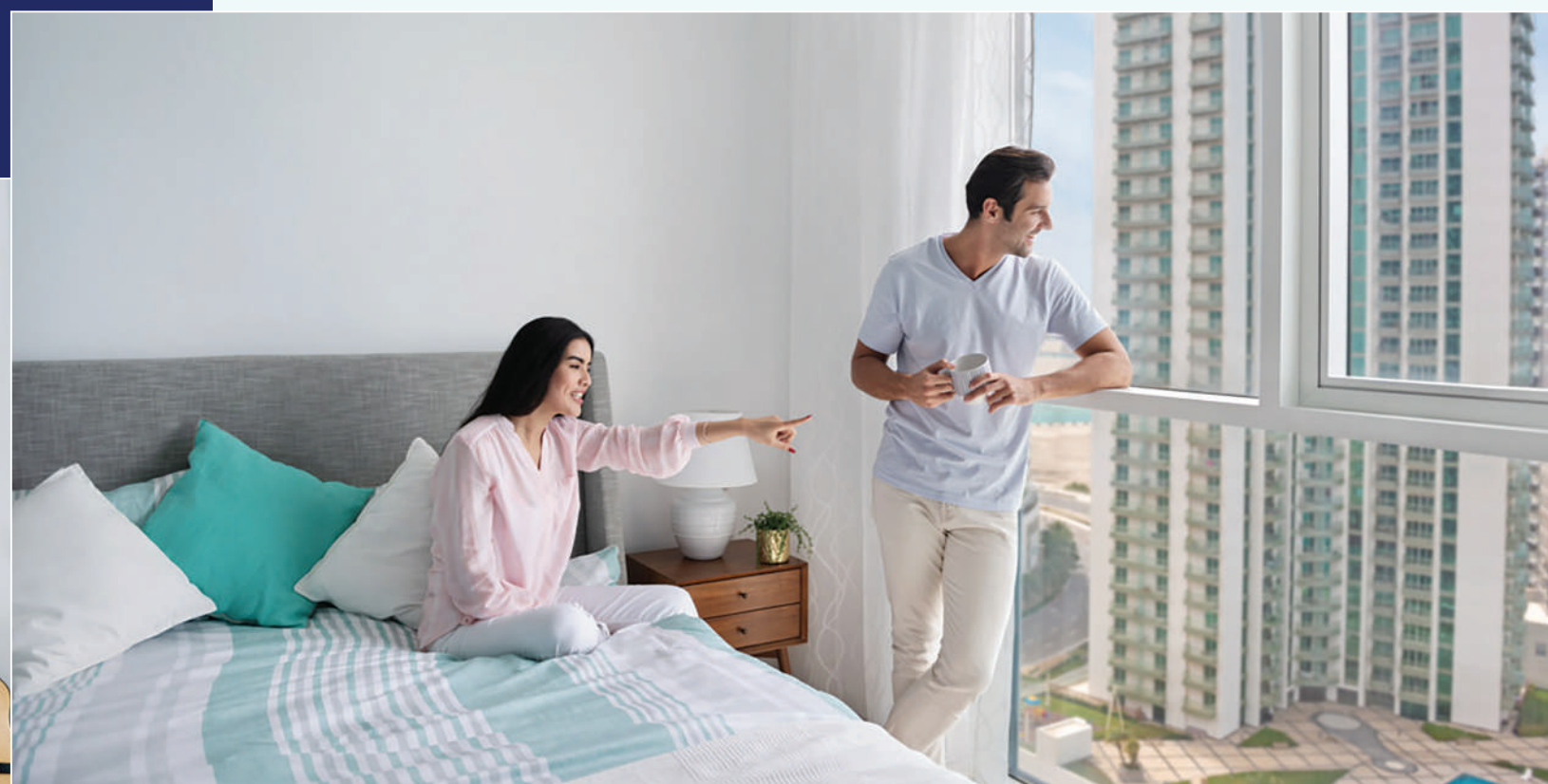
Masaoood Developments promises to combine innovative design with the latest construction methodologies, to ensure it incorporates the highest local and international standards within its projects.



Committed to supporting the growth of Abu Dhabi, Masaoood Developments will create high quality residential and commercial properties. The company is determined in its mission to offer unparalleled service and to deliver on its promises which will ensure it becomes the developer of choice for investors and homeowners.

Working with its carefully selected team of partners - all of whom are leaders in their field - it will deliver the best quality contemporary urban living and working environments.

Masaoood Developments strives to innovate through the design, construction and efficiency of its service. Unlike other property developers in the UAE, it makes investing in property simple by ensuring its processes are transparent and uncomplicated.





CORPORATE SOCIAL RESPONSIBILITY

Al Masaood works hard to encourage UAE nationals to join the company as employees, nurturing and developing them so that they become future company leaders.

The Group is privileged to operate in a successful, stable and wealthy economy, and has the opportunity to support those in its population who have special needs and aspirations which we can help them realise.

We are committed to contribute to our society in any way we can. Apart from the jobs we create and the economy we support, we also fund and participate in a range of local social, sporting and charitable activities.



> EMIRATISATION

We are committed to support and advance the economic and talent growth of the UAE and increase participation of Emirati nationals in the private sector. We offer real career opportunities for Emiratis to work alongside people from many different nationalities.



We recruit, train, develop and integrate UAE nationals at all levels in our business and help them to become leading professionals in the sectors where we operate.

The Emirati Functional Trainee Program (EFTP) aims to identify bright Emiratis who could end up being our future top management. The one year program enables them to work across different departments and learn and grow.

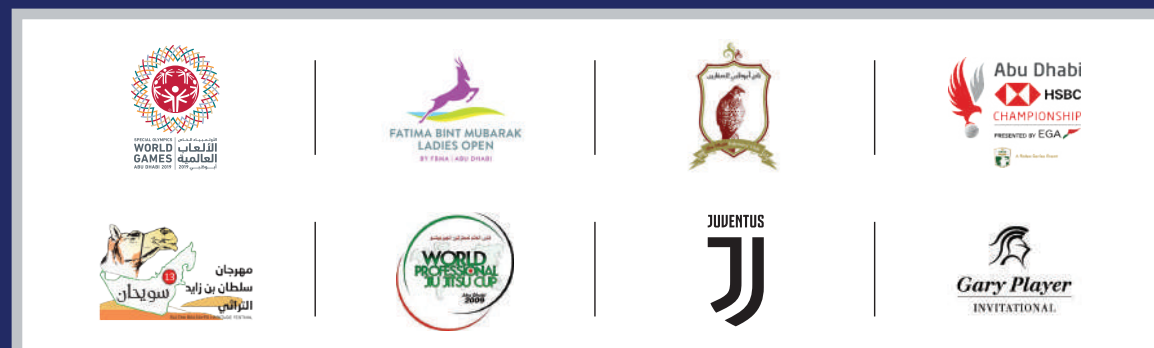
The Emirati Study sponsorship program (ESS) is open to bright and tenacious UAE nationals studying for a technical degree or diploma in Electrical and Mechanical Engineering to work within the Automotive, Marine or Oil and Gas sectors. This involves a paid study, conditional on students working for Al Masaood for a minimum period after graduating.



> SPORTS AND YOUTH

We contribute to fostering a competitive new generation that is sports savvy and health conscious both physically and mentally. We aim to do so by integrating sports as a way of life in the UAE. And in line with the vision of the UAE, we put in effort to build strong and lasting relationships with the local sports communities to help make Abu Dhabi a world-class venue for international sporting events.

Al Masaood is immensely proud to be a Gold Sponsor and exclusive automotive partner of the 2019 Special Olympics World Games Abu Dhabi. Hosted for the first time in the Middle East and North Africa (MENA) region, Abu Dhabi welcomes the biggest humanitarian sporting event in the world and the largest single event ever held in the UAE, with over 45,000 spectators in Abu Dhabi, and millions of viewers worldwide.



> COMMUNITY

Sandoog Al Watan

The social initiative aims to meet the needs of all citizens, support sustainable development, and provide the Emirati youth with a prosperous future. Our social orientation at Al Masaood Group is to focus on effectively contributing to the development of human resources and enabling them to strive for the highest positions. As a home-grown company, we aspire to consolidate the key economic role of private companies through this initiative.

Road Safety

As a leading player in Abu Dhabi's automotive sector, we have taken this initiative as a logical extension of our business to help address some of the day-to-day road safety challenges facing drivers in the Emirates today. Under this initiative, Al Masaood's Tyres, Batteries and Accessories (TBA) Division has rolled out a 'Tyre Safety Awareness Campaign' in Abu Dhabi, initially in collaboration with Abu Dhabi Police but later extended to other government institutions. The campaign consists of free tyre inspections and employee training delivered by Al Masaood's certified technical team and service advisors. In addition, TBA gives discounted rates for tyres and services across specified ADNOC service stations and AutoServe outlets in Abu Dhabi.

Annual Travel for Hajj and Umrah

The social initiative aims to meet the needs of all we help support young Hajj and Umrah pilgrims with special needs, in collaboration with charities and other organisations such as the Ministry of Interior and Bait El Kheir.



RELATED COMPANIES



AUTOMOTIVE

EMIRATES
FOR UNIVERSAL
TYRES

HARLEY
DAVIDSON

SPECIALISED
SPORTS
EQUIPMENT



INDUSTRIAL

MULTIGOLFE
UAE LLC

AL MASAOOD
LOGISTICS

RENK
UAE LLC

AL MASAOOD
OIL & GAS

AL MASAOOD
NATIONAL GENERAL
CONTRACTING LLC

HORSE &
COURSE

AVENUE
DESIGN

TURBO POWER
SERVICES

TARGET

AVENUE
ENGINEERING
CONSULTANT



BUSINESS SERVICES

MARVEL
SOLUTIONS LLC

LEADERS
INSURANCE
BROKERS

AL MASAOOD
TRAVEL

BERNS BRETT
INSURANCE L L C

X SYSTEMS

ADVANCED
RENT A CAR L L C

ADVANCED
TRAVEL &
TOURISM



RETAIL

AL MASAOOD
JEWELLERY

ALL SEASONS
FLOWERS

TRUFFLEERS



MARINE

MARINAS
PERFORMANCE

YELLOW
BOATS

MTM MARINE

AM SHIPYARD

RIBCRAFT
MIDDLE EAST



REAL ESTATE

ADREF LLC

LEADERS
GLOBAL PROPERTY
MANAGEMENT

LLJ
PROPERTY LLC



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