



Innovation and  
Excellence in  
Every Solution

# Contents


## Overview

- At a Glance
- Markets We Serve
- Our Journey
- Financial, Operational and ESG Highlights
- Year in Review
- Investment Case

## ESG Report

- Social Responsibility
- Appendix – ADX ESG Disclosure Content Index – Aligned with UN SDGs



- 
- At a Glance
  - Markets We Serve
  - Our Journey
  - Financial, Operational and ESG Highlights
  - Year in Review
  - Investment Case

# Overview

# At a Glance

## About Us

### What We Do

e7 Group is a diversified company with four integrated verticals providing customers with one-stop shop solutions for security printing and identity management, sustainable packaging, commercial printing and publishing, and logistics services.

### Key Customer Sectors

- Government Entities
- Financial Institutions
- Education
- Healthcare
- Food & Beverage
- Transportation
- Pharmaceuticals
- Media
- Retailers

### Operational Highlights

# 4

4 business units with over 40 custom products.



SECURITY



PRINTING



PACKAGING



توزيع  
TAWZEA

# 50m

50 million ID cards per year capacity.

**Leading security printing and identity solutions** business based in GCC

# 10+

10+ industry certifications for security (Visa, Mastercard, Intergraph, CQM, GSMA).

With a client-centric approach, we are delivering solutions to leading local and international clients, leveraging advanced technology, machinery and tailored processes.

# 25

Serving **25 countries**, **10 industry sectors**.

# 450+

450+ vehicle fleet focused mainly on secure document delivery in UAE.

# 19,000

19,000 tonnes per annum sustainable packaging capacity.

**Listed on ADX in 2023 (ADX:E7)** via acquisition by ADC (SPAC).

# AED 1.1bn

Capital raise of AED 1.1 billion including Private Investment in Public Equity (PIPE) which raised AED 734 million.

# 70%+

**70%+ recurring revenue** giving long term visibility.

All contracts are in USD or USD-pegged currencies.



## Growth Strategy

As e7 Group looks to the future, the company aspires to be a leader in innovative security solutions, envisioning a high-growth strategy focused on investing in technological capabilities to expand its vertical and horizontal product offerings, while catering to growing regional and global demand.

e7 Group aims to contribute to the UAE's economic prosperity by expanding into international markets, investing in digital technologies to enhance value in the security solutions sector, and providing sustainable packaging solutions with exceptional customer service. The company also strives to build long-term relationships and high customer retention rates through custom solutions.

With strategic investments, e7 Group is positioned to capitalise on the increasing demand for secure printing solutions, driven by the UAE's ambition to become a smart, digitally connected nation and Abu Dhabi's goal of becoming a global industrial hub.

## Business Units



e7 Security is a leading provider of total security printing solutions that serve the evolving and expanding needs of customers in the government, banking, telecom, retail, hospitality, and transport sectors. e7 Security meets these needs with flexibility, reliability, and confidence and with a state-of-the-art security system, providing critical products like national ID cards, passports, banking cards, telecom cards, driving licences, vehicle registration licences etc.



e7 Printing is focused on commercial printing including newspapers, magazines, books, outdoor printing collaterals and educational publishing solutions. With a fleet of a dozen machines, e7 Printing is the market leader in the UAE and one of the largest commercial printers in the region, consistently delivering quality products of the highest standards to its customers.



e7 Packaging utilises state-of-the-art machinery to produce foldable boxes, disposable food packaging, frozen food packaging, and paper cups with plans to further diversify offerings. With a focus on sustainability, e7 Packaging has adopted industry best practices and state-of-the-art technology, and sources certified recycled paper.



Tawzea by e7 supports customers through a range of services including fulfilment, distributions, logistics, mailing room services and dedicated customer service teams.

# Markets We Serve



## A Diverse Client Base



وزارة التربية والتعليم  
MINISTRY OF EDUCATION



شرطة أبوظبي  
ABU DHABI POLICE



الهيئة الاتحادية  
للأحوال المدنية  
FEDERAL AUTHORITY  
FOR IDENTITY & CITIZENSHIP

شبكة أبوظبي للإعلام  
ABU DHABI MEDIA NETWORK



أدنوك  
ADNOC



etisalat and



صحة  
شركة أبوظبي للخدمات الصحية  
Abu Dhabi Health Services Co. P.S.C.



أغذية



brf



سلال



NPI



e7 Group serves marquee  
clients across sectors  
spanning 25 countries



Central Asia



GCC



East Africa



# Our Journey

We are at the cusp of our next growth cycle

2006



2014



2016



2017



2020

Established e7 Group in 2006 in Abu Dhabi, UAE, as United Printing and Publishing (UPP).



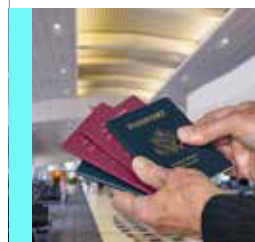
Launched security printing operations, e7 Security (formerly USP).

Launched last-mile logistics distribution, Tawzea by e7, to strengthen UPP's value proposition.







Secured long-term strategic contract with an international government client for secure printing of national IDs exclusively.

Secured a long-term exclusive strategic commercial printing contract with a UAE government agency and international government client for secure printing.





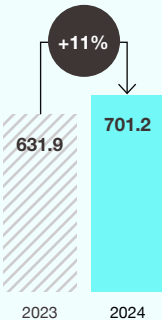
<p>➤</p> <p>2021</p>	<p>➤</p> <p>2022</p>	<p>➤</p> <p>2023</p>	<p>➤</p> <p>2024</p>
<p>Secured long-term strategic and exclusive secure printing contract with a UAE government branch.</p> 	<p>e7 Packaging: Foray into sustainable packaging segment through in-house manufacturing capacity installation.</p> 	<p>Became a listed Company on ADX through a merger with ADC (SPAC).</p> <p>Raised AED 1.1 billion capital in total, AED 734 million through a successful PIPE transaction to fund transition to next growth cycle.</p> <p>Brand refresh from UPP Group to e7 Group to represent pivot to be a leading and diversified industrial champion.</p>  	<p>New export contract wins in GCC, Africa and LATAM.</p> <p>Maiden dividend policy to distribute at least 50% of net profit, pending shareholder approval.</p> <p>Partnered with SAP for digital transformation via unified ERP and cloud migration.</p> <p>AED 182 million investment to expand passport printing capacity fivefold and enter the digital tax stamps market.</p>

# Financial, Operational and ESG Highlights

In a rapidly changing business environment, e7 Group made significant progress in 2024, showcasing strong revenue growth and improved profit margins. This impressive financial performance reflects our strategic resilience and unwavering focus on sustained growth, setting a solid foundation for the years ahead.

Financial Highlights

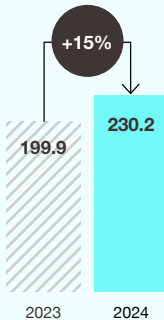
Revenue



Year	Revenue (AED million)
2023	631.9
2024	701.2

AED 701.2 million in 2024, an 11% increase from AED 631.9 million in 2023, driven by growth in security solutions and packaging.

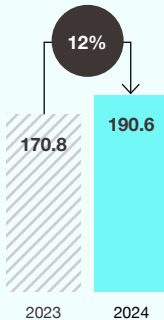
Gross Profit



Year	Gross Profit (AED million)
2023	199.9
2024	230.2

AED 230.2 million in 2024, up 15% from AED 199.9 million in 2023, with a gross profit margin of 32.8%, improving from 31.6%.

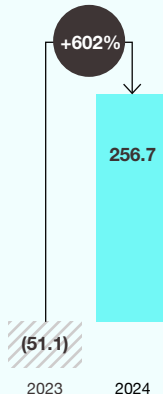
EBITDA



Year	EBITDA (AED million)
2023	170.8
2024	190.6

AED 190.6 million in 2024, an 12% increase from AED 170.8 million in 2023, with the EBITDA margin improving to 27.2%.


Reported Net Profit Before Tax



Year	Reported Net Profit Before Tax (AED million)
2023	(51.1)
2024	256.7

AED 256.7 million in 2024, more than a sixfold increase.


Net Profit After Tax



AED **233.4**m

AED 233.4 million in 2024, with a margin of 33.3%.

Earnings Per Share (EPS)



AED **0.12**

AED 0.12 in 2024, improving from AED (0.06) in 2023.



## Operational and Digitisation Highlights

### SAP Partnership

Implementing a cloud-based ERP solution to strengthen digital infrastructure and future-proof business functions.



### Digitisation Initiatives

Enhanced financial systems with automation, improved pay workflows, integrated product development at e7 Security, and introduced customer-facing plug-ins for better ordering and shipment tracking via Tawzea. Also improved vendor onboarding, job delivery accuracy, and cybersecurity.

### Cloud Migration

Began cloud migration with virtual data centers and disaster recovery protocols.

### Operational Efficiency

Focused on managing commodity inflation and strengthening supplier relationships.

### Corporate Development

Built in-house M&A and investor relations capabilities.



### Talent Development

Supported Emiratisation through career fairs and internships with ADVETI.



### Health and Safety

Improved employee health and safety with campaigns, upgraded fire protection, and enhanced surveillance.

## ESG Highlights



### Environmental

Achieved ISO 14001 certification for all operations.

Implemented energy-saving initiatives and developed a Decarbonisation Plan.

Secured the Mastercard Eco card certification making 78% of our card bodies recyclable.

Secured BRC 'Gluten free' certification for packaging and Renewed Forest Stewardship Council (FSC).

Green logistics include adoption of 32 dual CNG vehicles and introduction of biodegradable bags for select deliveries.



### Social

# 59%

Increased Emirati talent by 59% and women hold 21% of management roles.



# 200

Integrated ESG into the supplier code of conduct with over 200 suppliers compliant.



### Governance

Published e7 Group's first annual Sustainability Report.

Established ESG Committee of the Board and Charter.

Integration of ESG Risk assessment into the company-wide risk register.

Refreshed and developed governance policies.

# Year in Review

January →

## Established Board sub-committees

We established the Board sub-committees, aligning with the governance requirements for listed entities. These sub-committees ensure effective oversight and support the company's commitment to strong governance practices.

March →

AED **12m**

## Three new security solutions contracts signed worth over AED 12 million for e-IDs and drivers' licenses

The newly signed one-year contracts, with a combined value of nearly AED 12.9 million, cover the manufacture and supply of state-of-the-art electronic identification (eID) and driving license ID solutions to three countries in Africa and LATAM. These new contract wins further extend the group's reach beyond the UAE and Middle East as it adds to its network of governmental and private sector clients.

April →

AED **25m**

## Two new printing contracts signed worth AED 25 million e-Passports and exam papers

On the security solutions front, e7 Security has broadened its presence in Africa by securing two new contracts worth over AED 25 million combined. These contracts include a one-year agreement for printing examination papers and a two-year agreement for supplying ePassports.

## e7 Group Shareholders Approve Share Split at Inaugural Annual General Meeting

e7 Group successfully implemented a 1:10 share split, increasing the number of shares to 2.1 billion while maintaining the same total share capital of AED 524.81 million. This strategic move aimed to enhance market liquidity and make e7 shares more accessible to a broader investor base.

May →

## MOU signed with Dilettta Maschinenteknik GmbH for high security document production

e7 will provide Dilettta with world-leading capability and production services, with Dilettta promoting e7's products to its broad customer base as a strategic partner. The MOU marks a significant step in e7's organic growth strategy as it opens up opportunities through partnerships and extends its global reach.





# Investment Case

## Diversifying for sustainable growth

e7 Group offers a diversified business portfolio across key sectors, providing investors with a stable and growing investment opportunity.

### 01

#### Diversified business portfolio – ‘One-Stop-Shop’ with a strong reputation

- e7 Group operates a unique, diversified business, providing products across four complementary business segments, enabling it to attract, retain, and cross-sell to an increasing breadth of local and international customers.
- Providing a portfolio of 40+ custom products and services to 10 industry sectors, produced in state-of-the-art secure facilities and delivered via the Group's owned distribution channel across 25 countries, ensuring end-to-end consistency, security, and efficiency for customers.

### 02

#### 70%+ revenue recurring in nature through long-term contracts, providing high revenue visibility

- e7 Group's marquee customers include multiple anchor government clients operating across diverse regions, providing high revenue visibility, long-term recurring business, and credentials that are critical for enabling further segment growth.
- Stable, long-term revenue in security solutions and commercial printing provides capacity to diversify its product mix further and explore growth opportunities that deliver deeper value to its existing and target customer base.



### 03

#### High barriers to entry in growing, high-margin security solutions segment

- e7 Group's experience in international security protocols and the evolving regulatory landscape position it well in a sector with high barriers to entry and built on reputation and prior credentials, supported by the UAE's reputation as a leader in security deployment.
- Clear ambition to capture a larger share of the security solutions value chain through inorganic and organic growth, including expanding into digital identity management and exploring partnerships with system integrators and other synergistic security players.

**04**

## Established regional leader in the high-growth security and educational printing segments

- e7 operates in attractive regional markets, with rapid GDP and population growth and increasing foreign investment driving elevated demand and enabling industry expansion.
- Rising incidence of fraud and identity theft is increasing public and private sector investment in security solutions globally, creating diverse growth opportunities for e7 Security.
- Long-term, UAE-wide educational printing contracts benefitting from growth in population and schooling network, ensuring revenue stability in the commercial printing segment.

**05**

## Industry-leading margin profile with continuous focus on margin expansion initiatives

- e7 is rapidly expanding in the high-margin security solutions segment, with a significant AED 182 million investment committed to expanding passport manufacturing and entering digital tax stamp production. The Group is also actively exploring inorganic expansion into adjacent value-enhancing segments.
- Enterprise-wide digital and organisational transformation, including digitalisation of internal processes and customer engagement, is unlocking value and enhancing agility, aiding Group-wide customer acquisition and retention.

**06**

## Growing presence across Europe, Asia, and Africa, leveraging the UAE's strategy location and trade relations

- e7's reputation, particularly at the governmental level, is enabling geographic diversification and steady revenue growth across developed and emerging economies, including Africa, LATAM, and Asian markets.
- M&A strategy with clear investment parameters and objectives guides the targeted pursuit of inorganic expansion, with a pipeline of opportunities to expand reach in high-growth security solutions and sustainable packaging segment, where clear synergies exist.


**07**

## Strong financial performance with a consistent record of growth and profitability

- e7 has a track record of delivering robust financial performance, with a revenue CAGR of 23% between 2020-2024 driven by new customer wins that support long-term, stable contracts with key government entities.
- An EBITDA CAGR of 35% between 2020-2024 and healthy EBITDA and Net Income margin expansion enabled by targeted expansion in high-margin product segments.
- e7 Group's strong cash position stood at AED 1.44 billion at the end of 2024, providing ample capacity to invest in future growth and deliver returns to shareholders.





- 
- Social Responsibility
  - Appendix – ADX ESG Disclosure Content Index – Aligned with UN SDGs

# ESG Report



# Social Responsibility

The Group’s social goals are built on the principles of inclusivity, equal opportunity and promoting a healthy and safe work environment for all. In line with this approach, the Group has updated its HR policy and manual in 2024, placing a strong emphasis on building a diverse, inclusive and skilled workforce that contributes to the Company’s growth.

The Group recognises the importance of its stakeholders and fosters ongoing collaboration with both internal and external parties. With a particular emphasis on suppliers and customers, we aim to enhance their experience and ensure their satisfaction.

The key social objectives of e7 Group, as outlined in its ESG policy, include:

- Commitment to improving gender diversity
- Safeguard health, safety and well-being of employees and invest in their development
- Create great places to work, enhancing the ability to attract and retain talent
- Contribute to Emiratisation
- Promote community efforts

## Diversity and Equal Opportunity

The Group is deeply committed to fostering diversity and equality within the workplace, believing that an inclusive and respectful environment is essential for the growth and success of the organisation. This is a core component of our organisational culture, and we continuously strive to create a workplace where all employees feel valued, regardless of their background or identity.

A key focus of our efforts is enhancing female representation across all levels of the organisation. We are dedicated to ensuring that women are equally represented in key management positions and other roles, contributing to a diverse and inclusive workforce.

In 2024, we updated our HR policies and handbook to reinforce the importance of equality, nationalisation, and

the overall safety and well-being of our workforce. Our policies ensure that the workplace remains free from any form of discrimination based on culture, ethnicity, age, religion, gender, or disability. Additionally, the Group has zero-tolerance towards discrimination, harassment, and any form of abusive behavior. As part of our commitment to treating all employees with dignity, our HR policy aligns with the Human Rights Guidelines set out by the United Nations under its Guiding Principles on Business and Human Rights.

In line with our commitment to equal treatment, we ensure that our recruitment practices are unbiased, providing every candidate with an equal opportunity for employment. We also prioritise equitable compensation, ensuring all employees are paid according to pre-determined grading structures. Additionally, our HR policy manual is tailored for industrial and manufacturing settings, emphasising fairness and equal opportunity, ensuring that all employees are treated with respect from their first interaction with the Company. Our onboarding and induction processes are designed to immerse new hires in the company's culture from day one, ensuring they understand the values, ethical standards, and expectations that shape our workplace environment. Furthermore, we have rolled out a series of initiatives such as awareness programmes, formal grievance mechanisms, including procedures for Prevention of Sexual Harassment (POSH) and a whistleblower policy, to ensure that employees can raise concerns with confidence and without fear of retaliation. These measures are part of our broader efforts to create a secure and transparent environment, where issues are handled confidentially and appropriately.

In 2024, women held 21.4% of management positions, exceeding our target of 19%, which reflects our commitment to diversity and equality.

Key Performance Indicators	2021	2022	2023	2024
Gender Diversity – Total	5.5%	5.5%	3.7% <sup>2</sup>	5.5%
Gender Diversity – Entry/Mid-level	5.4%	4.6%	2.8%	4.5%
Gender Diversity – Senior/Executive-level	7.5%	25.0%	20.3%	21.4%
Gender Diversity – Management Composition	Women:3 Men: 37	Women:14 Men: 42	Women: 15 Men: 59	Women: 18 Men: 66

<sup>2</sup> In 2022, e7 Group was initially part of Abu Dhabi Media Group before becoming independent under ADQ. The main reason for reduction in female employees was due to voluntary resignations of employees with some choosing to re-join Abu Dhabi Media Group. Additionally, the reorganisation of Tawzee by e7, which included the closure of Customer Happiness Centres, further contributed to the decrease.

In 2024, we took significant steps to reduce employee turnover rate by implementing various initiatives, including employee engagement programmes, training and development opportunities, and health and well-being awareness campaigns etc. These efforts have led to improved job satisfaction and higher employee retention. Additionally, we prioritised performance appraisals, providing clear and constructive feedback on employees' contributions and areas for growth.

Our performance management system is designed to ensure that every individual had a clear understanding of their role within the organisation and the opportunity to further develop their skills. This transparency in career progression, combined with regular feedback, fosters employee confidence in their future with the Company, strengthening long-term commitment.

Employee Turnover	2021	2022	2023	2024
Employee Turnover – Full time	13.77%	32.30% <sup>3</sup>	13.31%	8.72%
Employee Turnover – Part time	0.07%	0.23%	0.15%	0.14%

<sup>3</sup> This increase in turnover in 2022 was due to a one-time transfer of Abu Dhabi Media Group employees from UPP's payroll during the carve-out process.

## Training and Development

The Group prioritises continuous skill enhancement and employee development. Induction training for new employees provides essential knowledge of the Company's operations and culture, while governance policy reinforces compliance and ethical practices.

On the shop floor, technical and skill development training programmes are actively conducted to enhance operational efficiency. For corporate and management

roles, external training opportunities are regularly provided to keep skills up to date and ensure we remain competitive in the market.

Additionally, safety training is prioritised to maintain a secure work environment, and health awareness programmes are continually offered to support employee well-being. These initiatives have helped us create a skilled and informed workforce that contributes positively to our Company's growth.

Particulars	2021	2022	2023	2024
Total full-time employees	1,525	1,288	1,352	1,387
Total number of employee training hours	1,448	15,168	16,953	18,040
Average hours of training per employee	0.95	11.78	12.54	13.00

## Emiratisation

Emiratisation is a core component of our corporate vision and strategy. By attracting and hiring local talent, the Group aims to foster diversity and bring valuable insights into the organisation. In 2024, we intensified our Emiratisation efforts by developing a dedicated strategy, setting internal hiring targets, and launching the Emirati talent programme 'Bidaaya' to further integrate Emirati professionals into our workforce.

Under this programme, we create and promote job opportunities locally at various universities and exhibitions. We offer internships, on-the-job training, and career development and mentorship programmes to empower national youth to grow and succeed in our organisation. This initiative aligns with our broader goal of building a skilled and empowered workforce to drive the nation's progress.

With these efforts, we increased the number of local employees from 24 in 2023 to 37 in 2024, marking a 59% growth.

## Employee Health and Safety

Safety and well-being of our employees is of paramount importance to us, and we prioritise safety and security across all our operations. This is reflected in our HSEQ policy that guides our overall health and safety practices of the Group.

We are fully compliant with the applicable occupational health and safety regulations, and 100% of our business operations are covered under the ISO 45001:2018 Occupational Health and Safety Management System (OHSMS) certification. Additionally, we adhere to the Abu Dhabi Occupational Safety and Health (ADOSH) requirements and hold an approved certificate from the Industrial Development Board (IDB) for its occupational health and safety management system.

The Group has established an Occupational Safety and Health (OSH) Committee to regularly review and discuss updates related to health and safety practices and KPIs. The HSE team conducts monthly safety checks and routine patrols to evaluate the health and safety impacts of all activities and identifies the potential dangers. In addition, the team conducts routine fire mock drills, safety audits, health and safety risk assessments to identify and mitigate potential safety hazards. It also conducts inspections of contractors to ensure compliance and issues permits to work (PTW) as required.

# Social Responsibility

## continued

The Group undergoes annual internal OSH and Integrated Management System (IMS) audits, by certified internal auditor to ensure the implementation of all OSH guidelines and policies. The Group also undergoes external audits by third- party agencies to validate our safety performance, ensuring continuous improvement in our health and safety practices. In 2024, we advanced our security management systems by categorising our facilities into low and high security areas and installing new access controls and locking systems to prevent unauthorised access and security breaches. With 100% internal incident response rate by our employees, we achieved full compliance with Civil Defense emergency drills.

We conducted a health surveillance programme to create an employee health baseline, which will be further used to continuously track and monitor our health and safety practices and KPIs, which are periodically reported to the health and safety committee. The HSE team routinely monitors and reports on quantitative health and safety indicators, including the lost time injury frequency rate (LTIFR). The LTIFR for the Group has decreased from 1.61 in 2023, to 0.80 in 2024, underscoring our commitment to ensuring a safe and secure workplace for all.

Particulars	2021	2022	2023	2024
Lost Time Injury Frequency Rate [LTIFR]	0	0.82	1.61	0.80

Note: ADOSH Standard Formula is used to calculate injury rate.  
Employee LTIFR = (Employee total lost time injuries/(Total employee working hours)) \*1,000,000

We conduct regular safety training programmes for our employees on machine handling, chemical use, hazardous materials management and manual labour. There are clear guidelines in place for the use of personal protective equipment (PPE), regular equipment maintenance, and emergency response preparedness to ensure safety at all levels. In 2024, we saw an increase in employee participation in toolbox talks, with a 98% participation rate.

Through our proactive approach on safety training, awareness talks, campaigns, and initiatives, we achieved 3.8 million safe man-hours in 2024, surpassing our set target of 3.3 million. Additionally, there have been no fatalities reported during this period or in the past four years since 2021 (the reporting period in this report). Our commitment to health and safety practices was further recognised when IDB acknowledged e7 Group as a self-assessment company, citing it as an industry benchmark.

### Supply Chain Management

The Group actively promotes collaboration and partnership with its suppliers, ensuring the company’s operations run smoothly and support its ongoing growth. We are constantly improving our procurement processes by carefully screening and evaluating suppliers to meet rising demands. In addition, substantial efforts have been made to promote local suppliers within our supply chain. We conduct supplier due-diligence and audits to ensure that the suppliers we select adhere to the industry standards of quality and reliability.

With the goal of establishing a sustainable supply chain, we refreshed our Supplier Code of Conduct in 2024 to include environmental, social and governance (ESG) considerations. This sets forth the standards of conduct that suppliers and their subcontractors, employees, and agents, must adhere

while conducting business with or on behalf of e7 Group. It is mandatory for all our active suppliers and new suppliers to go through the Code of Conduct and commit to legal and ethical conduct by providing declarations.

The Supplier Code of Conduct establishes strict guidelines to ensure ethical practices throughout the Group’s supply chain and operations. It prohibits child labor, slavery, servitude, forced or compulsory labour, and human trafficking. The suppliers are required to provide fair compensation, comply with legal working hours in their respective jurisdictions, and maintain a work environment that supports diversity, inclusion, and equitable treatment of all employees. The Code also enforces a zero-tolerance policy towards harassment and discrimination.

In addition to labour standards, the Code maintains a strong stance against corruption, bribery, embezzlement, extortion, and money laundering. Suppliers must adhere to relevant laws prohibiting these offenses and ensure robust financial practices, including accurate transaction records and financial statements. Conflict of interest management is also crucial, requiring suppliers to disclose any potential conflicts with e7 Group promptly. It is mandatory for suppliers to sign conflict of interest and non-disclosure agreements (NDA) during their onboarding, which is further refreshed on an annual basis.

The Code also prioritises compliance with competition laws, the provision of a safe and hygienic working environment, and a commitment to environmental sustainability. It emphasises labour and human rights, including the prohibition of child exploitation, the promotion of free and voluntary employment, and the guarantee of living wages, safe working conditions, reasonable working hours, and freedom of association. Suppliers are further required to ensure non-discriminatory practices and uphold the highest ethical standards.





Additionally, the Code calls for statutory compliance, fair competition, security, and the consistent delivery of high-quality products and services, ensuring that all suppliers meet the Group's expectations for responsible and sustainable business practices.

In 2024, more than 200 of our suppliers provided their declarations on the updated Supplier Code of Conduct.

## **Responsible Relationships with Customers**

Our customers are the ultimate drivers of our Company's success. With our wide range of offerings, we cater to a diverse client base, including government entities, education, healthcare, transportation, media, retail, FMCG, and more. Hence, we prioritise fostering strong relationships with our diverse customers to ensure sustainable growth and innovation, enhancing our competitiveness in the market.

We strive to understand and respond to the evolving needs of our customers to ensure their satisfaction which further builds their loyalty to our brand.

At Tawzea by e7, our last-mile logistics arm, we have established a Customer Relationship Management (CRM) function, guided by a CRM policy that focuses on enhancing customer experience. We are equipped with a Courier Management system (CMS), which helps us track our shipments and ensure timely deliveries. In addition, we have a dedicated call centre that operates six days a week in three shifts, managing inbound and outbound calls, identifying customer needs, and providing solutions. We strive for customer satisfaction through active listening and timely responses, allowing us to gather feedback that further helps us to improve our services.

## **Community Initiatives**







The Group recognises its responsibility to make a positive impact on society. In the year 2024, we focused on internal programmes and initiatives that promote employee well-being and foster a sense of community within the organisation. One of our impactful efforts was our annual blood donation drive, which saw strong participation from employees across all levels, underscoring our collective commitment to helping those in need.

Additionally, we continued to prioritise employee engagement through a variety of activities that foster team spirit and inclusiveness. From annual sports events to talent shows at the highly anticipated annual carnival, we recognise and celebrate the diverse skills and creativity of our workforce. These events also bring together their families for a day of enjoyment and bonding.




Health and safety have always been a cornerstone of our values, and in 2024, we ramped up awareness initiatives focused on immunity, nutrition, and preventive care. We organised workshops and campaigns to educate employees on the importance of maintaining a healthy lifestyle, and dedicated programmes were introduced to raise awareness about critical health issues such as breast cancer. By supporting initiatives that empower our workforce to take charge of their health, we fostered a culture of care and responsibility.

While these efforts have been meaningful, we acknowledge that our community engagement has been limited to internal initiatives so far. We are committed to expanding our impact in the coming years by actively pursuing more community-driven projects. In 2025 and beyond, we look forward to launching new initiatives that contribute to societal well-being, further strengthening our role as a responsible corporate citizen.








# Appendix – ADX ESG Disclosure Content Index – Aligned with UN SDGs

ESG Metric	Calculation	Corresponding SDG	Corresponding Page Number/ Direct Answer	Omission, If Any – Reason and Explanation
<b>E1. GHG Emissions</b>	E1.1) Total amount in CO <sub>2</sub> equivalents, for Scope 1		Page 82	
	E1.2) Total amount, in CO <sub>2</sub> equivalents, for Scope 2 (if applicable)		Page 82	
	E1.3) Total amount, in CO <sub>2</sub> equivalents, for Scope 3 (if applicable)		NA	This metric is not calculated by e7 Group
<b>E2. Emissions Intensity</b>	E2.1) Total GHG emissions per output scaling factor		Page 83	
	E2.2) Total non-GHG emissions per output scaling factor		NA	This metric is not calculated by e7 Group
<b>E3. Energy Usage</b>	E3.1) Total amount of energy directly consumed		Page 81	
	E3.2) Total amount of energy indirectly consumed		Page 81	
<b>E4. Energy Intensity</b>	Total direct energy usage per output scaling factor		Page 81	
<b>E5. Energy Mix</b>	Percentage: Energy usage by generation type		Page 81	
<b>E6. Water Usage</b>	E6.1) Total amount of water consumed		Page 83	
	E6.2) Total amount of water reclaimed		NA	This metric is not calculated by e7 Group
<b>E7. Environmental Operations</b>	E7.1) Does your company follow a formal Environmental Policy? Yes/No		Yes, they are a part of the HSEQ and ESG policies Page 79 – 83	
	E7.2) Does your company follow specific waste, water, energy, and/or recycling policies? Yes/No		Yes, they are a part of the HSEQ and ESG policies Page 79 – 83	
	E7.3) Does your company use a recognised energy management system?		Yes Page 79	




# Appendix – ADX ESG Disclosure Content Index – Aligned with UN SDGs continued


ESG Metric	Calculation	Corresponding SDG	Corresponding Page Number/ Direct Answer	Omission, If Any – Reason and Explanation
<b>E8. Environmental Oversight</b>	Does your Management Team oversee and/or manage sustainability issues? Yes/No		Yes, ESG is a part of Board room agenda which is being formalised through a dedicated ESG Committee in 2024 Page 88 – 89	
<b>E9. Environmental Oversight</b>	Does your Board oversee and/or manage sustainability issues? Yes/No			Yes
<b>E10. Climate Risk Mitigation</b>	Total amount invested, annually, in climate-related infrastructure, resilience, and product development		NA	This metric is not calculated by e7 Group
<b>S1. CEO Pay Ratio</b>	S1.1) Ratio: CEO total compensation to median FTE total compensation		In 2024, the CEO total compensation to median FTE total compensation is 50.	
	S1.2) Does your company report this metric in regulatory filings? Yes/No		No	
<b>S2. Gender Pay Ratio</b>	Ratio: Median male compensation to median female compensation		Page 84	
<b>S3. Employee Turnover</b>	S3.1) Percentage: Year-over-year change for full-time employees		Page 85	
	S3.2) Percentage: Year-over-year change for part-time employees		Page 85	
	S3.3) Percentage: Year-over-year change for contractors/ consultants		NA	This data is not calculated by e7 Group



ESG Metric	Calculation	Corresponding SDG	Corresponding Page Number/ Direct Answer	Omission, If Any – Reason and Explanation
<b>S4. Gender Diversity</b>	S4.1) Percentage: Total enterprise headcount held by men and women		Page 84	
	S4.2) Percentage: Entry- and mid-level positions held by men and women		Page 84	
	S4.3) Percentage: Senior- and executive-level positions held by men and women		Page 84	
<b>S5. Temporary Worker Ratio</b>	S5.1) Percentage: Total enterprise headcount held by part-time employees		NA	This data is not calculated by e7 Group
	S5.2) Percentage: Total enterprise headcount held by contractors and/or consultants			
<b>S6. Non-Discrimination</b>	Does your company follow a non-discrimination policy? Yes/No		Yes Page 84	
<b>S7. Injury Rate</b>	Percentage: Frequency of injury events relative to total workforce time		Page 86	
<b>S8. Global Health &amp; Safety</b>	Does your company follow an occupational health and/or global health & safety policy? Yes/No		Yes Page 85	
<b>S9. Child &amp; Forced Labour</b>	S9.1) Does your company follow a child and/or forced labour policy? Yes/No		There is no separate policy. It is covered under the group's Code of Conduct.	
	S9.2) If yes, does your child and/or forced labour policy also cover suppliers and vendors? Yes/No		There is no separate policy. It is covered under the Supplier Code of Conduct.	
<b>S10. Human Rights</b>	S10.1) Does your company follow a human rights policy? Yes/No		e7 Group does not have a separate human rights policy. This is addressed in the Code of Conduct and the Supplier Code of Conduct.	
	S10.2) If yes, does your human rights policy also cover suppliers and vendors? Yes/No			
<b>S11. Nationalisation</b>	Percentage of national employees		In 2024, the rate of national employees increased from 1.78% in 2023 to 2.6% in 2024.	

# Appendix – ADX ESG Disclosure Content Index – Aligned with UN SDGs *continued*

ESG Metric	Calculation	Corresponding SDG	Corresponding Page Number/ Direct Answer	Omission, If Any – Reason and Explanation
<b>S12. Community Investment</b>	Amount invested in the community, as a percentage of company revenues.		NA	This metric is not calculated by e7 Group
<b>G1. Board Diversity</b>	G1.1) Percentage: Total board seats occupied by men and women		Yes Page 88	
	G1.2) Percentage: Committee chairs occupied by men and women			
<b>G2. Board Independence</b>	G2.1) Does company prohibit CEO from serving as board chair? Yes/No		Yes Page 88	
	G2.2) Percentage: Total board seats occupied by independent board members			
<b>G3. Incentivised Pay</b>	Are executives formally incentivised to perform on sustainability?		ESG is a part of group's scorecard and about 5% is allocated to group's ESG performance. The overall scorecard defines the incentives of the executives.	
<b>G4. Supplier Code of Conduct</b>	G4.1) Are your vendors or suppliers required to follow a Code of Conduct? Yes/ No		Yes, Page 86	
	G4.2) If yes, what percentage of your suppliers have formally certified their compliance with the code?			

ESG Metric	Calculation	Corresponding SDG	Corresponding Page Number/ Direct Answer	Omission, If Any – Reason and Explanation
<b>G5. Ethics &amp; Prevention of Corruption</b>	G5.1) Does your company follow an Ethics and/or Prevention of Corruption policy? Yes/No		Yes Page 89	
	G5.2) If yes, what percentage of your workforce has formally certified its compliance with the policy?		100% of the group's employees have formally declared compliance with the ethics and anti-corruption policy.	
<b>G6. Data Privacy</b>	G6.1) Does your company follow a Data Privacy policy? Yes/No		Yes Page 90	
	G6.2) Has your company taken steps to comply with GDPR rules? Yes/No			
<b>G7. ESG Reporting</b>	Does your company publish a ESG Report? Yes/No		Yes	
<b>G8. Disclosure Practices</b>	G8.1) Does your company provide sustainability data to ESG Reporting frameworks? Yes/No		Yes	
	G8.2) Does your company focus on specific UN Sustainable Development Goals (SDGs)? Yes/No		Yes	
	G8.3) Does your company set targets and report progress on the UN SDGs? Yes/No		e7 Group aims to set targets and report progress against the UN SDG goals in the upcoming reporting cycles	
<b>G9. External Assurance</b>	Are your sustainability disclosures assured or validated by a third-party audit firm? Yes/No		e7 Group aims to get assurance on sustainability disclosures in the upcoming reporting cycles.	





e7 Group  
Plot 220, Old Shahama,  
Abu Dhabi, UAE

[info@e7group.ae](mailto:info@e7group.ae)  
[www.e7group.ae](http://www.e7group.ae)