



New strategic partnership with Liva Group, a leading insurer in the region

From November 2024 Salik toll gate drivers benefit from a new motor insurance service from Liva. Salik is using its database to send timely insurance renewal reminders to drivers, who can link to Liva's portal, where the policy can be renewed easily and quickly.

2024

A Year of Achievements



Salik CEO Forbes distinction

Ibrahim Al Haddad, CEO of Salik, was named on Forbes' list of the Top 100 CEOs in the Middle East for 2024. Forbes' list recognises CEOs whose influence extends beyond normal business parameters, and who have shown the ability to steer their companies in the right direction, while leveraging technology and sustainability to enhance efficiency and competitiveness.

Stock Return

+73.6% [▲] as of 31 December 2024
+170% [▲] Since IPO

Market Cap, AED, billion



Compliance ISO

Salik Compliance section has been awarded with the ISO 37301 certification

ISO certification

Salik achieved ISO 37301:2021 certification in 2024, reflecting its commitment to governance, transparency, and regulatory compliance with UAE laws and market regulations. This milestone strengthens Salik's position as a leader in compliance management, enhancing stakeholder trust and operational excellence.

This highlights the Company's dedication to ethical and responsible business practices, aligned with Dubai's leadership vision. By embedding accountability and transparency into its processes, Salik reinforces its reputation as a reliable partner, committed to continuous improvement and operational efficiency.



Salik CFO honoured

Salik CFO Maged Ibrahim nominated among the top 20 CFOs in the UAE and received the CFO of the Year Award at the Accounting & Finance Awards 2025, organised by Finance World Magazine, based on his experience, achievements and impact on the sector and on the company's performance.



Insights Awards

Outsourced Help desk Of The Year
 Best Medium Outsourced Call Centre

Contact Center Awards

Contact Center World Awards 2024
 Silver Medal (Best contact center in Europe, Middle East and Africa).



IR EMEA Awards

- Most Honoured Company
- Emerging EMEA 2024 in
- Investor Relations

Only 4 out of 333 companies received the most honoured companies



IR MENA Awards

- Investor Relations Awards
- Salik Top 5 MENA Region
- Salik 1st in Dubai
- CEO 3rd in MENA Region
- CFO 3rd in MENA Region



Customer Experience

Best Contact Centre
 Bronze



Engaging our stakeholders

In 2024, Salik prioritised transparency and stakeholder engagement, participating in 14 investor conferences (seven local, seven international) and engaging with 416 investors and analysts. These activities underscored the Company's commitment to open communication, market alignment, and sustainable value creation.

Key Performance Indicators

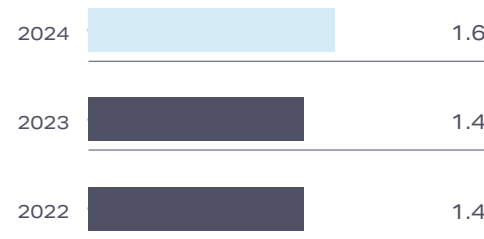
Total trips through Salik gates, million

7.6% ▲

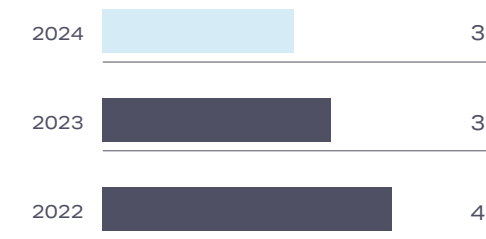


EBITDA, AED, billion

13.6% ▲



Emirati nationals among total workforce, %



Total number of revenue generating trips, million

8.0% ▲



Net profit, AED, billion

6.1% ▲

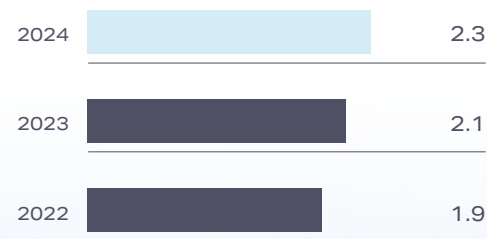


Female Emirati nationals among total workforce



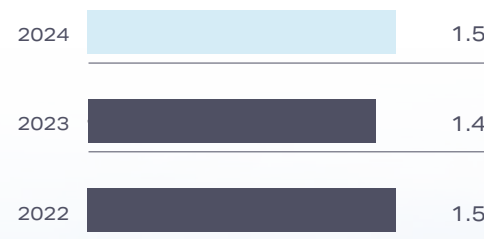
Total revenue, AED, billion

8.7% ▲



Free cash flow, AED, billion

0.5% ▲



Sustainability

In July 2024, Salik joined the United Nations Global Compact, the world's largest corporate sustainability initiative, furthering its commitment to responsible business and a sustainable future for the UAE. By aligning with the UN's Sustainable Development Goals (SDGs), Salik joins over 20,000 companies across 160 countries dedicated to upholding principles in human rights, labour, environment, and anti-corruption. This step marks Salik's commitment to ethical standards and environmental responsibility, supporting its mission to lead sustainable practices within the UAE.

This partnership enables Salik to embed these principles into its operations, enhancing its role in advancing the SDGs. Salik continues to pursue innovative solutions that minimise environmental impact, foster social progress, and contribute to a thriving future for the UAE. This commitment highlights Salik's strategic focus on sustainability as it works towards a positive, enduring impact across its business and the communities it serves.

[Go to Sustainability Review section for more information](#)

2024 Future Sustainability Forum Mobility Partner

Salik was named the official Mobility Partner for the 2024 Future Sustainability Forum, hosted by the Dubai International Financial Centre (DIFC), supporting the UAE's Net Zero 2050 initiative. The event, held on 4-5 December at Madinat Jumeirah, included Salik promoting green mobility and sustainable transport solutions.

This partnership emphasised Salik's commitment to ethical mobility practices and climate resilience. The forum provides a platform for Salik to showcase its sustainability initiatives and drive progress in environmentally conscious urban transport.

