

At a Glance



Customer focus

The Company enjoys a 92% customer satisfaction rate, which reflects our commitment to meeting the needs of drivers. Salik conducts regular research to learn about drivers and develop products and services, such as user-friendly apps, to make their lives easier.



Mission

Enable people to spend their time doing what matters the most by providing a seamless and convenient mobility experience.



Vision

To be the global leader in providing sustainable and smart mobility solutions.

Key aspirations

- provide outstanding customer experience
- deliver innovation and operational excellence
- to be the trusted and collaborative partner in the mobility ecosystem
- to have transparency and robust governance
- to be a people centered organisation



Values

Salik's operations and strategic decision making are governed by five critical values:

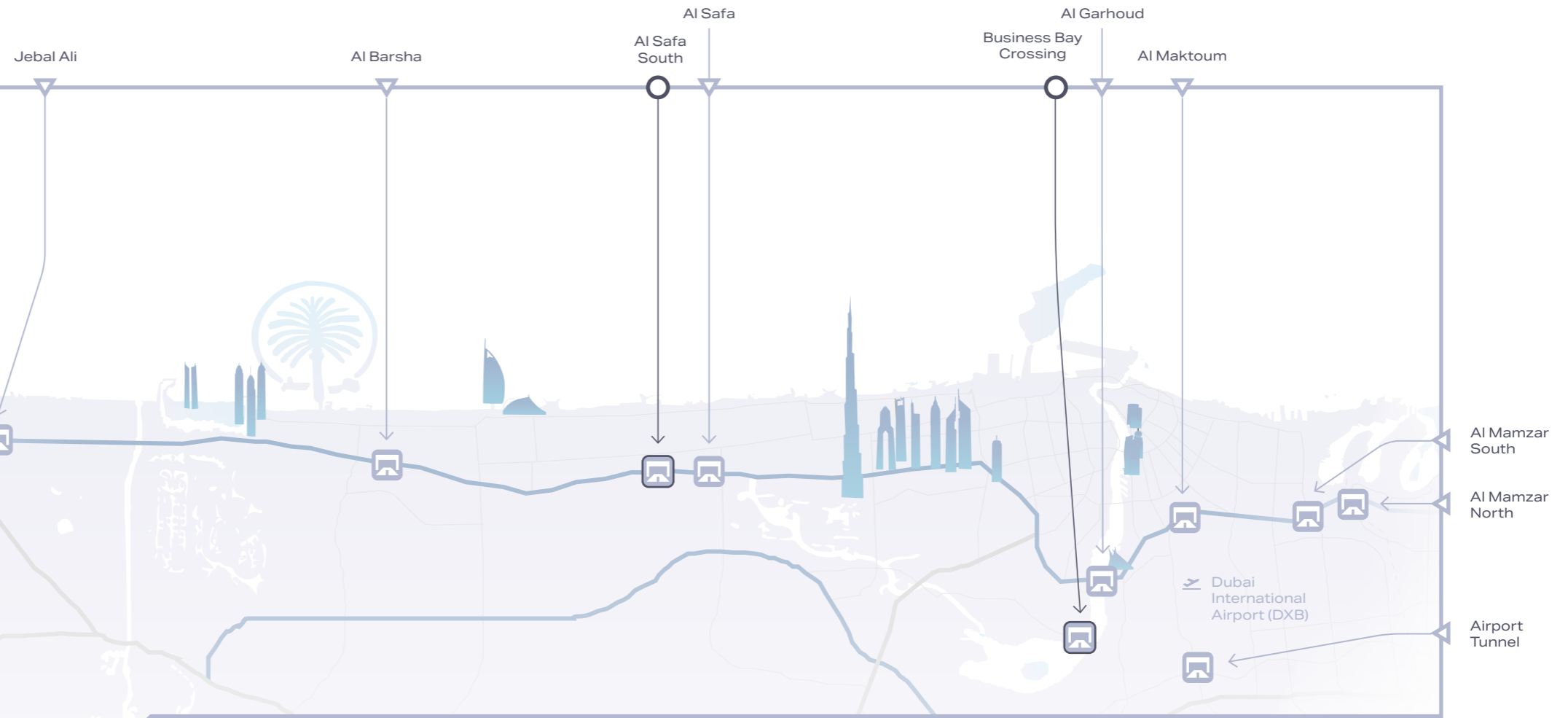
- customer excellence
- sustainable growth
- responsible business practices
- fairness
- transparency

With a rapidly growing population and booming economy, Dubai relies on seamless traffic flow across its major highways. These roads are the city's lifeline, linking bustling business hubs to tourism hotspots and vibrant residential communities.

Salik's toll gates

Salik's ten toll gates are strategically positioned along Sheikh Zayed Road as well as Al Khail Road, the main corridor connecting Dubai's notable landmarks, serving also as a crucial link between Abu Dhabi and the Northern Emirates. With its high-quality digital platform, Salik is perfectly placed to serve millions of daily commuters and support business and leisure.

Given that over 60% of Dubai's residents rely on private vehicles, Salik plays a pivotal role in the Emirate's transport network. Cutting-edge Radio-Frequency Identification (RFID) and Automatic Number Plate Recognition (ANPR) technologies at each of Salik's ten automated gates keep the city's world-class roadway network running smoothly.



Concession agreement

Salik's concession agreement with Dubai's Roads & Transport Authority (RTA) secures exclusive rights to operate current and future toll gates in Dubai until June 2071, within a clear regulatory framework designed to foster growth and efficiency. This ensures seamless mobility in one of the world's fastest-growing economies. The 2022 IPO of a 24.9% stake in Salik offered investors a unique opportunity to participate in Dubai dynamic growth through a high-quality infrastructure asset.



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.