

INTEGRATED MANAGEMENT SYSTEM POLICY

Quality • Health & Safety • Environment • Business Continuity • Risk Management • Sustainability

<IMS-POL-001> <Rev05>

Driven by Ambition. Integrity in Every Action. Excellence in Every Journey

For more than five decades, Al Masaood Automobiles Company LLC has served customers across the Emirate of Abu Dhabi. As the authorized distributor of Nissan, INFINITI and Renault in Abu Dhabi, Al Ain and Al Dhafra Region, we connect our proud heritage with the future of mobility through trusted relationships, capable people, responsible practices and high standards of performance

OUR DIRECTION

Vision: “Embracing Heritage, Delivering Excellence and Innovation.”

Purpose: “Connecting Employees and Customers on Our Journey into the Future of Mobility.”

OUR VALUES

- Uphold Our Integrity
- Do More Together
- Make Innovation Our Game
- Respect Employees, Customers & The Planet
- Obsessed With Delighting Our Customers

OUR INTEGRATED APPROACH

Our Integrated Management System brings together quality, environmental responsibility, occupational health and safety, business continuity, risk management and sustainability. It provides one clear framework for setting objectives, managing risks and opportunities, meeting our obligations, measuring performance and improving how we work.

Customer Trust, Experience & Quality

We place customers at the heart of how we deliver and continually improve our products and services. By understanding their needs and feedback, we create experiences that are clear, reliable, easy and human, while continually strengthening quality, confidence, satisfaction, trust and loyalty.

Environmental Responsibility & Sustainability

We will protect the environment, prevent pollution, use energy, water and materials responsibly, reduce waste and emissions where practical, consider climate-related risks and opportunities, and continually improve our environmental performance in support of responsible growth.

Occupational Health, Safety & Wellbeing

We will provide safe and healthy working conditions; prevent work-related injury and ill health; eliminate hazards and reduce occupational health and safety risks; protect wellbeing; and consult with workers while enabling their participation in matters that affect them.

OUR COMMITMENTS

Business Continuity & Organizational Resilience

We will protect critical operations and services through clear preparedness, response, recovery and continuity arrangements. We will test our plans, learn from incidents and restore priority services in a timely and controlled manner when disruption occurs.

Risk Management & Governance

We will apply risk-based thinking to strategy, planning, operations, change and decision-making. We will assign clear ownership, assess risks and opportunities, maintain proportionate controls, monitor exposure and escalate material matters promptly.

Compliance & Ethical Business Conduct

We will meet applicable legal, regulatory, contractual, manufacturer and other obligations, and conduct our business with integrity, fairness, transparency, accountability and sound corporate governance.

Leadership, People & Continual Improvement

We will provide clear leadership, develop capable and engaged people, promote awareness, and ensure the availability of resources. We will set measurable objectives, monitor results, learn from feedback and nonconformities, encourage responsible ideas and continually assess and improve the suitability, adequacy and effectiveness of our Integrated Management System.

These commitments apply to our people and activities under our control. They are translated into measurable objectives, communicated across the organization, made available to relevant interested parties, and reviewed regularly to ensure continuing suitability and support our strategic direction.

Our Environmental, Social and Governance aspirations, sustainability principles and long-term objectives are detailed in the SAMA Policy, which supports and complements this policy. Through the SAMA framework, we integrate sustainability considerations into governance, strategic planning, operational decision-making and continual improvement activities.


irfan.tansel@masaood.com

21 Jul 2026 15:26:36 (+04:00)

Irfan Tansel

CEO