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# Our CEO Eng. Hamed Al Maghdri



“TEACHING SOCIETY TO HAVE MORE BUSINESS PARTNERS IS A POSITIVE WAY FOR ECONOMIC GROWTH.”

Eng. Hamed Salim Al Maghdri

Eng. Hamed Salim Al Maghdri serves as the Chief Executive Officer of Al Maha Petroleum Products Marketing Company, a role he has undertaken with unwavering commitment and distinguished leadership. With a solid foundation in engineering and a career marked by strategic foresight, Eng. Hamed Salim Al Maghdri has been instrumental in shaping Al Maha Petroleum's growth trajectory in Oman's dynamic energy sector. Under his leadership, Al Maha Petroleum has strengthened its position as a key player in fuel distribution and expanded its services across aviation, logistics, and commercial fuel solutions. Eng. Hamed Salim Al Maghdri places a strong emphasis on sustainable development and long-term value creation, ensuring that Al Maha remains at the forefront of innovation while upholding its core values.

An advocate for collaborative progress, Eng. Hamed Salim Al Maghdri believes in nurturing partnerships that contribute to national economic development. His vision reflects a deep understanding of Oman's evolving market needs, with a focus on aligning the company's goals with the broader objectives of the Sultanate's diversification efforts. He also supports empowering Omani talent and promoting a culture of continuous learning and development within the organization. Eng. Al Maghdri exemplifies what it means to lead with purpose and vision. His strategic direction continues to guide Al Maha Petroleum towards achieving operational excellence and contributing meaningfully to Oman's economic landscape.

## Leading with a Renewed Vision Toward a Brighter Future

Since joining Al Maha Petroleum in December 1999, Salah bin Abdullah Al Shamsi has consistently demonstrated inspiring leadership and commitment to excellence, becoming one of the key figures steering the company toward broader horizons.

### A Journey of Growth and Leadership

Al Shamsi began his career at Al Maha as Head of Promotions and Retail C stores. His exceptional performance soon led him to assume wider responsibilities across various domains, including Commercial Business, Advertising and Public Relations, Sales, Marketing, Customer Service, and Product Management. Today, he serves as Head of Strategic Planning, Network Development, and Risk Management - a testament to his ability to learn swiftly, adapt to challenges, and take on increasingly complex leadership roles.

### Academic Excellence with a Practical Vision

Al Shamsi holds a Master's Degree in Business Administration (MBA) from University of Arkansas in United Kingdom and a Bachelor's Degree in Business Administration and Marketing (BHD) from University of Hull in United States. This strong academic foundation has empowered him to integrate strategic thinking with practical execution, turning ideas and visions into tangible results that drive operational excellence within the company. Through their current role, they have also contributed to instilling a culture of risk management and performance within the organization by establishing policies, organizational frameworks, and reporting systems, which has enhanced the sustainability and efficiency of the company's operations.

### Strategic Leadership Rooted in Vision and Execution

Known for his ability to balance visionary thinking with practical implementation, Al Shamsi not only sets ambitious goals but also ensures they are achieved through measurable performance indicators. In his current role, he has played a vital part in modernizing operations, expanding the company's reach, and ensuring Al Maha's strong presence in strategic and remote areas across the Sultanate - cementing its position as a leading energy provider in Oman.

### Values that Define Success

The true strength of Salah Al Shamsi lies not in his title, but in his values - commitment, innovation, teamwork, and forward-thinking. Among his colleagues and within the leadership team, he is recognized as a leader who leads with integrity and passion, setting an example of dedication, authenticity, and excellence.



**Salah Al Shamsi**

Head of Strategic Planning and Risk Management Division.

## Al Maha Petroleum wraps up a successful Khareef 2025 campaign with big prizes and strong customer engagement

Al Maha Petroleum successfully concluded its promotional campaign for the Khareef 2025 season under the slogan "Fuel your Khareef Adventure," giving customers across the Sultanate the chance to win a range of valuable prizes during one of the busiest travel and tourism periods.

The campaign, which ran from July 1 to September 1, offered a variety of prizes, including the grand prize: a brand-new Skoda Kushaq, known for its strong performance, high efficiency, and modern design. Other prizes included two travel vouchers worth OMR 1,000 each, eight cash prizes of OMR 500 each, and twenty electronic fuel cards valued at OMR 50 each.

Participation was simple and accessible. Customers who refuelled for OMR 5 at any Al Maha station and scanned the QR code via the Al Maha Plus app received one entry for each qualifying transaction.

The campaign was met with strong engagement across the Sultanate, reflecting Al Maha Petroleum's ongoing commitment to delivering valuable experiences and strengthening relationships. The initiative received significant engagement, highlighting its success in sparking a spirit of adventure and encouraging participation across Al Maha's extensive network of stations throughout the Sultanate.

On September 4, the prize draw was streamed live on the company's YouTube and Instagram channels, with the names of all winners announced on the company's official social media platforms. The grand prize was awarded to Mr Anas Al-Maashri, while two winners received travel vouchers, eight won cash prizes, and twenty walked away with free fuel cards.

Through this campaign, Al Maha Petroleum reaffirmed its commitment to rewarding customer loyalty and launching initiatives that create meaningful value and memorable experiences.



## Achievements

### Al Maha Petroleum expands its network with the opening of 3 new service stations in Q3 of 2025

As part of its expansion strategy and ongoing efforts to provide high-quality fuel services across the Sultanate, Al Maha Petroleum announced the opening of three new service stations during the third quarter of 2025, bringing its network to more than 250 service stations nationwide.

The new stations are strategically located to serve different wilayats in various governorates: Al Atakiya Station in Al Amerat, Al Turaiif Station in Al Musannah, and Saïh Rawl Station in Adam, the latter supporting the operations of Petroleum Development Oman (PDO).

These stations feature modern designs and integrated facilities, including retail outlets and additional

services, ensuring a convenient and comprehensive customer experience.

This expansion reflects Al Maha Petroleum's commitment to strengthening its position as one of the leading energy providers in the Sultanate, while continuing to develop services that meet growing customer expectations and align with the country's demographic and economic growth.

Al Maha Petroleum also plans to open additional stations across various wilayats in the coming period, reaffirming its strategic vision of staying close to customers and delivering added value through reliable services and an extensive nationwide network.



## Achievements

# Al Maha Petroleum and Takaful Oman Sign Agreement to Enhance Digital Insurance Services



Al Maha Petroleum and Takaful Oman Insurance have signed a strategic agreement to integrate insurance services into Al Maha Petroleum's advanced digital platforms, offering customers a seamless and comprehensive digital experience.

Through this collaboration, customers can now access motor insurance services from Takaful Oman directly via the Al Maha Plus app, covering the entire process from requesting a quote to issuing the policy - all in a fast and convenient way.

This initiative reflects both companies' commitment

to digital transformation and innovation, aligning with Oman's national objectives to enhance customer-focused digital services. Al Maha Petroleum aims to strengthen its app as a one-stop platform, combining fuel services, payments, loyalty programs, and now insurance solutions.

Executives from both companies emphasized that this partnership marks an important step in redefining digital insurance services in the Sultanate while delivering added value and convenience to customers.



**Mr. Amr Al Braiki**  
Talent Management Supervisor - HR Department

studies linked to the nature of work, giving employees a deeper understanding of business practices and applications. For example, earning a professional certification in areas such as Sales, Finance, Accounting, Strategic Planning, Human Resources, Information Technology, or Project Management is considered a trusted professional license that reflects proven expertise and recognized expertise in that specialty.

In today's competitive job market, professional certifications are a strong way for employees to highlight their uniqueness and prove their competence. They not only demonstrate professionalism but also build trust between the employee, the organization, and clients alike.

Learning should not stop at graduation. Professional certifications act as a bridge between academic knowledge and the practical needs of organizations. They contribute to personal growth and long-term organizational success.

Employee development is a cornerstone for achieving organizational sustainability. When a company invests in enhancing the skills and capabilities of its people, it not only improves their current performance but also ensures their strength for future challenges. This continuous investment in human capital creates a positive cycle of learning and growth, strengthening the organization's stability and long-term success.



## Professional and Specialized Certifications

From my experience in the field of Human Capital Management, especially in Talent Management and Employee Development, it has become clear to me that education, training, and development—particularly professional and specialized certifications—are no less important than academic degrees. While a university degree provides the scientific and theoretical foundation, professional certifications go deeper into specific fields and sharpen practical skills, which is essential for success in today's specialized work environment.

What makes professional certifications unique is that they are not just short courses lasting a few days. Instead, they are comprehensive programs that include research, data-based studies, tests, and clear standards that participants must meet to obtain accreditation. This gives such certifications real value and makes them an official global license that proves mastery of concepts and skills in a specific field.

These certifications are also highly practical. They are built on real-life examples and case studies linked to the nature of work, giving employees a deeper understanding of business practices and applications. For example, earning a professional certification in areas such as Sales, Finance, Accounting, Strategic Planning, Human Resources, Information Technology, or Project Management is considered a trusted professional license that reflects proven expertise and recognized expertise in that specialty.

# Al Maha supports adventure Journey from Muscat to Salalah with X3 Overlanders

In line with its commitment to encouraging adventure and supporting youth initiatives, Al Maha Petroleum proudly supported the adventure journey from Muscat to Salalah, organized by the X3 Overlanders team from August 14 to 22, 2025. The expedition involved 44 participants, including 27 motorbikes, alongside a dedicated crew of photographers, mechanics, and logistics staff.

The nine-day journey spanned diverse terrains, from coastal roads to desert and mountain tracks, passing through Quriyat, Bidiyah, Khlouf, Duqm, and Sharbatat, culminating in Salalah. Despite challenges such as high temperatures, rugged routes, and minor technical setbacks, the team's determination, coordination, and strong logistical support ensured a

safe and successful adventure.

Led by a skilled administrative and organizational team and supported by media professionals, the expedition was a complete experience that highlighted adventure, teamwork, resilience, and careful planning.

At the conclusion of the journey, the X3 Overlanders team expressed their appreciation to Al Maha Petroleum for its support—an essential contribution that enabled participants to enjoy a unique exploration of Oman's landscapes. The journey underscored the company's ongoing dedication to empowering youth and nurturing a culture of adventure and innovation.



## Achievements

# Al Maha Launches "Fuely Autofill," the Gulf's First Fully Automated Fueling System

Al Maha Petroleum Products Marketing Company has officially launched 'Fuely Autofill', the first fully automated corporate fueling solution in the Gulf Cooperation Council (GCC) region. Designed for B2B fleet operations, the system uses advanced RFID technology to deliver a seamless, secure, and contactless refueling experience.

The service works by equipping Al Maha's 'Fuely' truck with a smart reader linked to an electronic chip installed on each client vehicle. When the truck arrives at the client site, any vehicle that enters the reader's range is automatically identified, and fueling begins based on the pre-set quantity and fuel type assigned to that specific vehicle.

Mr. Ahmed bin Salem Al Kindi, Head of Oil Sales, Fuel Cards, and Online Sales at Al Maha, stated that 'Fuely Autofill' marks a significant advancement in fleet management. The system ensures safe, reliable, and efficient refueling while reducing human error and improving operational performance.

### Key benefits for corporate clients include:

- Fully automated refueling without the need to visit the station or require manual supervision.
- Accurate delivery of fuel quantity and type based on pre-configured vehicle settings.
- Enhanced security to prevent unauthorized fueling or fuel theft.
- Digital reports covering fueling history, monthly invoices, and performance metrics via the client portal.
- On-site support that reduces downtime and boosts fleet efficiency.

The launch of 'Fuely Autofill' reaffirms Al Maha Petroleum's position as a pioneer in Oman's fuel marketing sector and its ongoing commitment to digital innovation and smart energy solutions tailored for the future.



# Al Maha Petroleum: Partnering in the future of sustainable transport

In line with its commitment to renewable and clean energy, Al Maha Petroleum has signed a Memorandum of Understanding (MoU) with the National Green Mobility Company to leverage its extensive network of service stations in expanding fast-charging points for electric vehicles across Oman.

This partnership represents a pivotal step in strengthening the country's sustainable transport infrastructure and supports the objectives outlined in Oman Vision 2040 and the Net Zero 2050 initiative.



## Achievements

### Signing of the Diesel Supply Agreement for the Fahud Heavy Oil Production Facility



Extending a relationship with Petroleum Development Oman (PDO) that spans more than twenty-five years, Al Maha Petroleum has signed a new contract addendum under which the Fahud heavy oil production facility will be supplied with diesel fuel.

The agreement was signed by Eng. Hamed bin Salim Al Maghdri, Chief Executive Officer of Al Maha Petroleum. It reflects the strategic cooperation between the two parties to support the continuity of production operations and ensure the uninterrupted supply of energy to vital projects in the oil and gas sector. Under this agreement, an estimated 35 to 40 million litres of diesel will be supplied annually.

This contract underscores the mutual trust between

Al Maha Petroleum and PDO and affirms Al Maha's commitment to delivering reliable services that meet the highest standards of quality and safety.

The Fahud heavy oil production facility is one of the key sites contributing to the Sultanate's oil output. This agreement will help stabilize operations, improve efficiency, and support Oman's broader efforts toward sustainability in the energy sector.

Eng. Al Maghdri also emphasized that this step represents a significant addition to Al Maha's track record in fuel supply, reinforcing its long-standing partnership with PDO and its ongoing commitment to supporting the national economy and enhancing in-country value.

### Mouashirat: Special episode on industrial investment featuring Eng. Hamad Al-Maghadri

In a special episode of the programme 'Mouashirat', aired on Oman TV on September 22, 2025, host Mr. Hamad bin Said Al-Mahrouqi welcomed Eng. Hamad Al-Maghadri, CEO of Al Maha Petroleum, to discuss the role of the industrial sector in promoting economic diversification in Oman.



#### Key topics discussed in the episode:

##### The Importance of Investing in the Industrial Sector

Engineer Hamad Al-Maghadri emphasised that investment in the industrial sector is essential to achieving economic diversification and reducing dependence on traditional industries. He highlighted the importance of innovation and modernising operations to keep pace with evolving market demands.

##### Challenges and Opportunities

The discussion addressed key challenges facing the sector, such as the need to develop infrastructure and enhance local workforce capabilities. Engineer Hamad also pointed to investment opportunities in manufacturing and advanced technologies.

##### Future Trends

He stressed the critical role of innovation and digital transformation in boosting the competitiveness of industrial companies in the Sultanate and ensuring long-term sustainable growth.

##### Public-Private Partnerships

Engineer Hamad underscored the value of collaboration between the public and private sectors to create a favourable investment climate and implement major industrial projects that support national development objectives.

The episode reinforced the message that investment in the industrial sector is a strategic pillar for sustainable development and economic resilience. It also called for stronger coordination among stakeholders to achieve Oman's long-term goals.

##### Watch the full episode here

<https://www.youtube.com/live/3eMWWMN4IKk?si=05nEgco0nb1RkmPm>

## Talal Al-Asmi named among top 200 Global Technology Leaders

Talal Al-Asmi, Information Security Officer at Al Maha Petroleum, has been officially named among the Top 200 global technology leaders at the World CIO 200 Summit 2025, held in Cairo and Alexandria.

Selected from over 4,000 nominations worldwide, this prestigious recognition highlights Talal's leadership in advancing digital security and innovation locally and internationally, while representing Oman on the global technology and cybersecurity stage.



## Al Maha employees participate in Women's Bowling Championship

As part of its efforts to promote social interaction and foster a cohesive work environment, women employees of Al Maha Petroleum participated in the Women's Bowling Championship, held from September 14 to 24, 2025, alongside teams from various organizations and companies across the Sultanate.

The championship witnessed strong competition among participating teams, with Al Maha employees demonstrating impressive skills, sportsmanship, and teamwork throughout the matches. Their participation also helped strengthen workplace relationships and created an atmosphere of enjoyment and motivation.

Through this participation, the employees reaffirmed their support for Al Maha's sports and social initiatives, which aim to encourage communication, physical activity, and a strong team culture. The company's management praised the participants' enthusiasm and competitive spirit, reaffirming its commitment to supporting activities that develop collaboration and reinforce a sense of belonging.

This participation reflects Al Maha Petroleum's ongoing commitment to creating a well-rounded work environment—one that balances productivity with engagement, well-being, and shared success.



## Al Maha Petroleum celebrates 32 years of excellence and service

On July 4, Al Maha proudly marked 32 years of dedication, growth, and excellence in delivering petroleum products and a diverse range of energy solutions to customers across the Sultanate. Over the past three decades, Al Maha has consistently upheld the highest standards of quality while introducing innovative solutions to meet the evolving needs of the market.

The company provides a comprehensive portfolio of petroleum products, including lubricants for vehicles and industrial equipment, marine fuel to support the shipping sector and ports, and aviation fuel that meets the highest safety and quality standards. Al Maha also delivers commercial fuel across all regions, including remote areas, provides fuel cards for flexible customer solutions, operates an RFID automated fueling system for safe and efficient refueling, and offers the Fuely service, which delivers fuel directly to companies and tankers.

Beyond petroleum products, Al Maha offers a wide range of non-fuel services. These include Noor Express convenience stores with daily essentials, snacks, beverages, and gifts; car care services such as washes, oil changes, and tire inspections; the EasyGo system for smooth in-station payments and shopping; and the Al Maha Plus app, featuring loyalty rewards, exclusive offers, and electronic payment options. Al Maha also partners with leading companies such as Al Ru'ya Insurance to provide insurance services and supports Oman's clean energy goals through the installation of EV charging stations.

Since its founding, Al Maha has remained a symbol of trust and reliability in the petroleum sector, with a steadfast commitment to serving the community and supporting the local economy. After 32 years, the company continues to deliver the best services and products, with future-focused plans for further innovation and expansion.

Al Maha Petroleum extends its sincere thanks to all who have contributed to its journey and reaffirms its dedication to excellence across both fuel and non-fuel services for many years to come.



**Safety is a shared responsibility. By taking small, everyday steps, we help protect ourselves and each other - creating a workplace where safety is part of our culture and our routine.**

## SAFETY AT WORK Simple steps to keep everyone safe

*Creating a safe work environment is essential for our well-being and for maintaining smooth, efficient operations. Small habits practiced consistently can prevent incidents and ensure that everyone feels protected and supported at work.*

### Be aware of your surroundings

Staying alert helps prevent accidents before they happen. Keep an eye out for spills, obstacles, or unsafe conditions, and report anything unusual immediately. A few seconds of attention can make a big difference.

### Use the right protective gear

Whether you're at a station, depot, or visiting a work site, always wear the proper PPE. Helmets, gloves, reflective vests, and safety shoes are designed to protect you from preventable injuries.

### Keep walkways clean and clear

Good housekeeping is essential to safety. Make sure tools, cables, and materials are stored properly, and clear any clutter that could cause slips or trips. A tidy space is a safer space.

### Handle equipment responsibly

Only operate tools, machines, or vehicles you are trained to use. Follow procedures, avoid shortcuts, and ensure equipment is in good working condition before starting any task.

### Practice safe driving habits

Whether on the road or inside station premises, follow speed limits, avoid distractions, and stay focused. A moment of caution protects you and everyone around you.

### Know your emergency procedures

Familiarize yourself with emergency exits, fire extinguishers, assembly points, and alarm signals. Quick, confident action during an emergency can save lives.

### Take care of your well-being

Safety also includes staying hydrated, avoiding fatigue, and taking short breaks when needed. A healthy body and clear mind help you work more safely.

**3 winners will each receive an OMR 20 fuel voucher****1. What is the octane rating of PowerPlus-98?**

A) 91      B) 95      C) 98      D) 100

**2. Where was PowerPlus-98 formulated?**

A) UAE      B) Oman      C) Germany      D) Japan

**3. PowerPlus-98 is specially designed for which type of engines?**

A) Diesel engines      B) High Performance luxury & sports engines  
C) Electric vehicles      D) Motorcycles only

**4. In which situation does PowerPlus-98 provide extra power?**

A) Parking the car      B) Driving downhill  
C) Overtaking or driving uphill      D) Waiting at a traffic light

