



# ONEWS

Q2 - 2025



CELEBRATING  
**32** YEARS OF EXCELLENCE

Welcome to Al Maha News!  
Dive into inspiring stories of progress,  
passion, and the incredible people  
shaping Al Maha's journey of success.



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# Our CEO

## Know what drives our inspirational CEO?



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 strongly supports empowering Omani talent and promoting a culture of continuous learning and development within the organization. His leadership style is both inclusive and results-driven, fostering an environment of accountability, integrity, and excellence. 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.

# Driving Growth and Innovation at Al Maha

Mr. Ahmed bin Bakhit Al Shanfari is considered one of the most prominent leaders in the petroleum products marketing sector in the Sultanate of Oman, where he currently serves as Head of Marketing and Business Development at Al Maha Petroleum Products Marketing Company.

## Professional Journey Since the Establishment

Mr. Ahmed bin Bakhit Al Shanfari's career with Al Maha in 1994, when it was known as the Al Maha Marketing Division and operated under Oman Refinery. At that time, Mr. Ahmed bin Bakhit Al Shanfari was the first Omani employee to join Al Maha Petroleum Products Marketing Company, reflecting his early commitment to the company's vision and ambitions.

Throughout his career, he held various roles and departments within the company, including marketing and distribution, which provided him with a deep and comprehensive understanding of the company's operations. In 2004, when Al Maha became an independent entity with its own identity, Mr. Ahmed bin Bakhit Al Shanfari was among the key figures who contributed to this strategic transformation.

## Strategic Leadership and Sustainable Development

In his current role, Mr. Ahmed bin Bakhit Al Shanfari is responsible for managing the Marketing and Business Development sector, where he oversees strategic marketing planning, builds business partnerships, supervises advertising campaigns, and develops products and services to meet market and customer expectations. He also contributes to expanding the company's regional presence and leads teams toward achieving growth and renewal.

## Distinguished Academic Qualifications

Mr. Ahmed bin Bakhit Al Shanfari holds a Bachelor's degree in Business Marketing from the United States of America, in addition to a Diploma in Economics from Southern Cross University and an MPA from the University of Hull in the United Kingdom, along with numerous courses, qualifications, and awards that reflect his commitment to continuous professional development.

## Visionary Leadership

Mr. Ahmed bin Bakhit Al Shanfari believes that the success of Al Maha is not only built on the quality of its products but also on the capabilities of Omani talent, who see challenges as opportunities and embrace innovation as a constant way of working. This leadership approach has played a significant role in strengthening the company's position in both the Omani and regional markets.

With a career spanning more than three decades, Mr. Ahmed Al Shanfari stands as a model of the Omani leader who combines experience with innovation and contributes to driving economic development in the Sultanate. "



## IT Operational Excellence & Achievements

### Al Maha achieves ISO 27001:2022 certification



Al Maha Petroleum Products Marketing Company is proud to announce that it has officially earned the ISO 27001:2022 certification, the globally recognised standard for Information Security Management Systems (ISMS). This significant achievement underscores Al Maha's unwavering commitment to protecting information assets, ensuring data privacy, and applying world-class security practices across all operations.

On this occasion, the company extends heartfelt appreciation to all employees and teams whose dedication, expertise, and collaboration were instrumental in reaching this milestone. Together, we continue to build a more secure, resilient, and future-ready digital environment at Al Maha.

## IT Operational Excellence & Achievements

As part of Al Maha Petroleum's strategic focus on digital excellence, the Information Technology Department has achieved key milestones that continue to drive innovation, connectivity, and customer satisfaction across the organization.

### Launch of the Enhanced Customer Portal – Empowering Our Customers

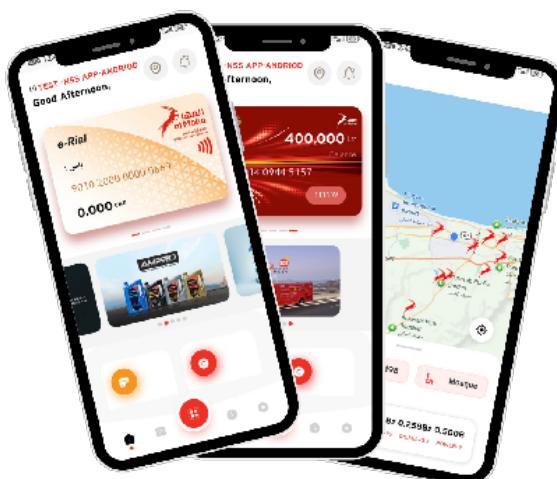
As part of our continued commitment to putting customers at the center of everything we do, we are pleased to announce the successful launch of our enhanced Customer Portal, developed fully in-house and officially live as of June 1st. This upgraded platform is designed to deliver seamless experience and greater operational efficiency, offering:

- Advanced self-service tools for managing fuel cards.
- Interactive, in-depth reporting features
- A customizable dashboard tailored to user needs.
- Bulk update functionality for fuel cards.

This enhancement marks a significant step forward in our digital transformation journey and reinforces our mission to provide smarter, more convenient solutions for our valued customers.



**“Built from the ground up to meet customer needs.”**  
(Eng. Al Mutasim Al-Hadhrami)



**“Simplicity, speed, & brand identity were key.”**

(Eng. Sami Al Harthy)

### Redesigned AI Maha Mobile App:

As part of our commitment to continuous enhancement, we are excited to announce the launch of the newly redesigned AI Maha mobile application.

The new version offers an enhanced and intuitive user experience, featuring:

- Real-time push notifications to keep customers instantly informed.
- Dynamic and interactive promotional content tailored to user engagement.
- Streamlined navigation for a smoother, more user-friendly journey.

This update reflects our ongoing efforts to simplify access to services, drive engagement, and provide added value to our customers-anytime, anywhere.

## Satellite Connectivity at Fuel Stations – Supporting Better Customer Service

As part of our commitment to continuous improvement, we've deployed Starlink satellite internet at key fuel stations.

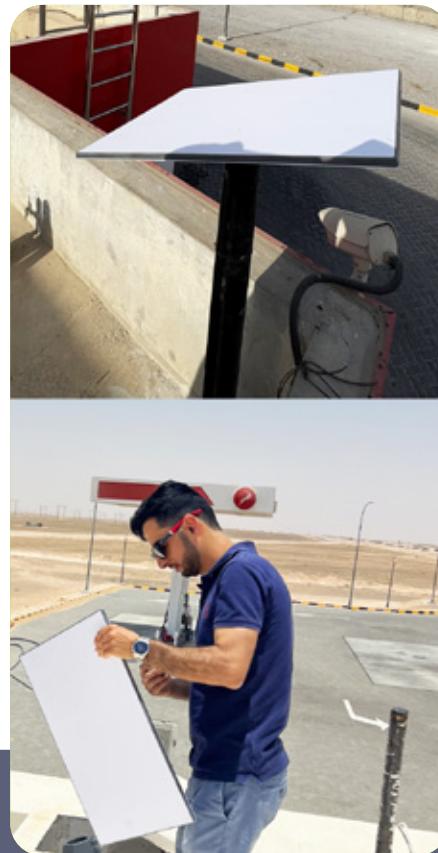
This upgrade provides:

- Faster, more stable access to our fuel management systems.
- Improved operational efficiency.
- Reliable service delivery across the locations.

These enhancements enable us to serve our customers more effectively and consistently.

“ The satellite internet provided us with reliability and high performance we needed. ”

(Eng. Abdullah Al Azri)



## Professional Certifications & Training.

As part of Al Maha's commitment to professional development and operational excellence, the IT team continues to demonstrate outstanding progress in technical training and global certifications.

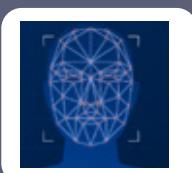
We proudly congratulate our team members on their recent achievements:



**Eng. Ibrahim Al Thuhli and Eng. Abdullah Al Azri** have successfully earned their **H2S HSE certification**, reinforcing our team's knowledge in health, safety, and environmental preparedness, particularly in high-risk environments.



**Eng. Salim Al Harthi** obtained the prestigious **ITIL 4 CDS (Create, Deliver & Support)** certification, further enhancing our IT service management capabilities and ensuring continued service excellence.



**Eng. Al-Muhammad Al-Maawali and Eng. Sami Al-Harthy** took part in a **digital crisis simulation exercise**, which involved a deepfake attack targeting the Board of Directors. Throughout the exercise, they demonstrated exceptional leadership and strong readiness in managing emergency situations and navigating complex pressures..

“ We don't just launch digital projects; we create experiences worthy of our customers and cultivate a technology environment that paves the way for a smart and sustainable future. ”

(Eng. Shabib Al-Furqani)

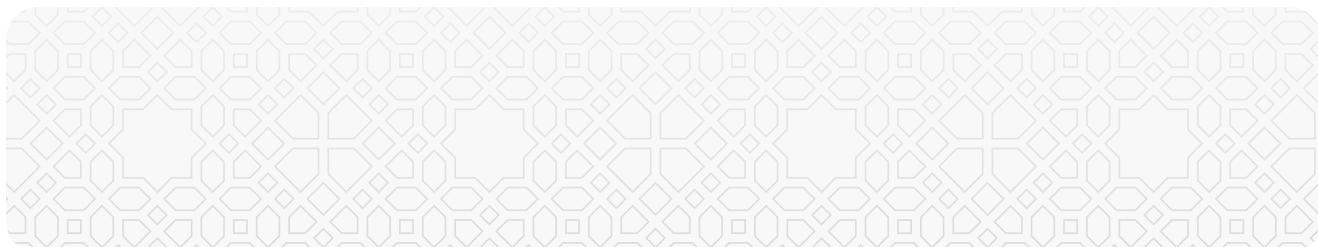
We take pride in the dedication and growth of our IT professionals, and we look forward to more milestones as we continue building a culture of excellence and continuous improvement at Al Maha.

## New investment agreement to develop integrated station in Dhofar

Al Maha Petroleum Products Marketing Company has signed a strategic investment agreement with Al Amal Al Daim International Trading Company to develop a fully integrated service station as part of the Salalah Auto City project in the Dhofar Governorate. This initiative aligns with Al Maha's expansion strategy, aimed at providing high-quality, modern services to meet the needs of residents, tourists, and motorists—while adhering to international standards.

Eng Hamad bin Salim Al Maghdri, CEO of Al Maha, emphasised that the station will offer comprehensive and innovative services and reinforce the company's commitment to private sector collaboration.

Representing Al Amal Al Daim, Mr Faisal bin Alawi Al Dhib noted that the project is designed to help organise the local car market and will span 53,000 m<sup>2</sup>, east of the Industrial Workshops Area. The agreement includes a 25-year renewable usufruct period. This partnership reflects Al Maha's ongoing dedication to service excellence, innovation, and community development across the Sultanate.



## Just Cash Promotion Wraps Up.

Al Maha Petroleum Products Marketing Company successfully concluded its first ever 'Just Cash' promotion, which ran from **May 1 to June 15, 2025**, offering customers across Oman a chance to win over OMR **10,000** in cash and fuel prizes.

Customers who fuelled OMR **5** or more at any Al Maha station and redeemed their Just Cash coupons through the Al Maha Plus App were entered into the draw. The promotion received enthusiastic participation, with thousands of entries submitted nationwide.

The official prize draw took place on **June 18, 2025**, at Al Maha's Head Office in Ghala, Muscat, in the presence of the Ministry of Commerce officials. The event was live-streamed on Al Maha's YouTube and Instagram channels, drawing strong engagement from our online audience.

### Winners included:

**1** Grand Prize winner of OMR **3,000**  
**3** winners of OMR **1,000**  
**8** winners of OMR **500**  
**30** recipients of e-Rial fuel cards worth OMR **30** each

All winners were contacted directly and announced on Al Maha's official social media platforms. The campaign marked a successful milestone in customer engagement and digital interaction, reaffirming Al Maha's commitment to delivering rewarding and innovative experiences.



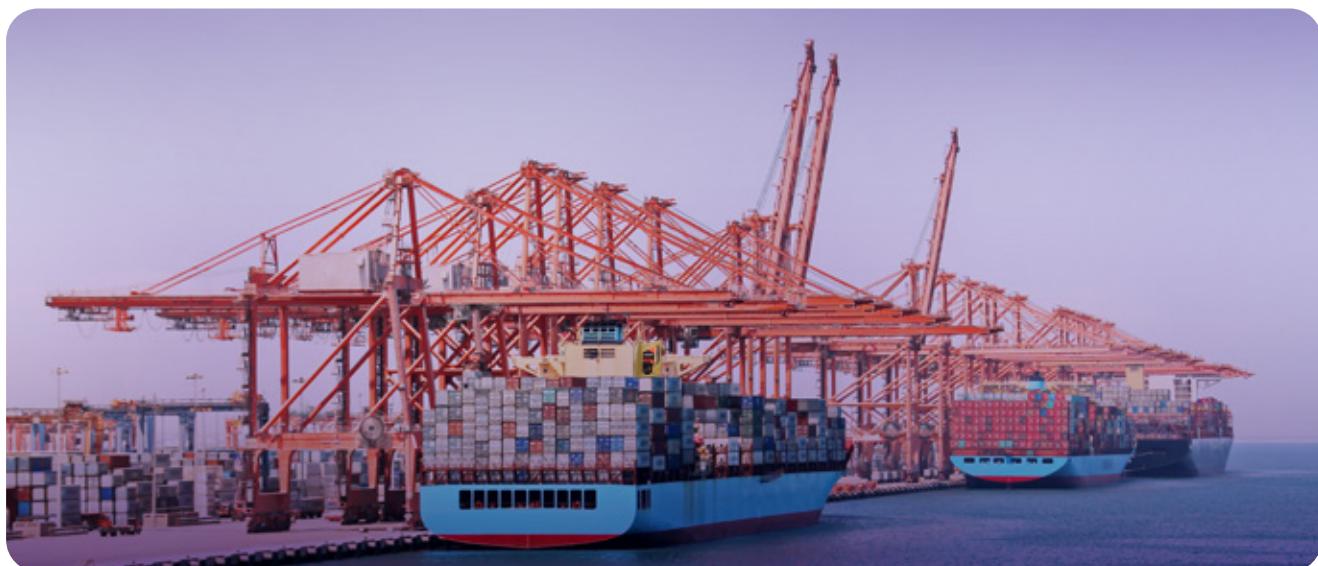
## Al Maha Joins Maritime, Ports, and Energy Forum

Al Maha Petroleum Products Marketing Company proudly participated in the Oman Maritime, Ports, and Energy Forum 2025, held at the Oman Convention & Exhibition Centre. Represented by our Bunkering Department, this prestigious forum brought together leading experts and key stakeholders from across the maritime and energy sectors. The event provided a valuable platform to explore the future of marine fuels, port operations, and sustainable energy solutions. Through active engagement in discussions and knowledge-sharing sessions, Al Maha reinforced its role as a proactive contributor to the advancement of Oman's maritime sector.

Our participation reflected our ongoing commitment to innovation, sustainability, and strategic collaboration, all essential pillars in supporting the nation's economic goals and maritime development under Oman Vision 2040. We look forward to cultivating further partnerships that promote growth, drive innovation, and enable us to meet the evolving needs of the regional energy and shipping markets.



Ahmed Al Harthi | Al Maha Bunkering Department



# A Green Touch at the Office... Between Passion and Sustainability

## *Where passion blooms and sustainability thrives*

By Nawal Al Maskari, Risk Management

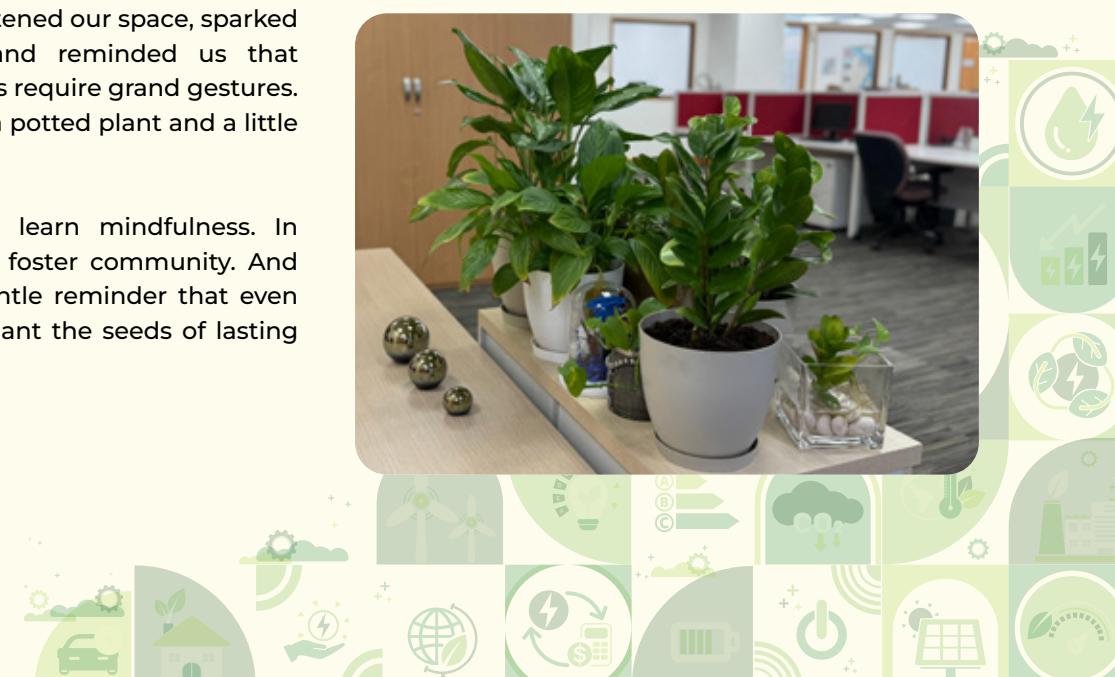
In the hustle of deadlines and digital screens, something remarkable is quietly unfolding in a corner of our office. A small, thriving collection of plants, each one whispering calm into our busy day.

This green haven began as a personal passion. I inherited my love for plants from my mother, who cared for them with the same devotion one gives to cherished memories. I remember how she watered them gently, watched their growth with wonder, and tended to them with patience and love. To her, nurturing plants wasn't just a task. It was a ritual of connection.

Inspired by her, I brought a piece of that world into the workplace. A few leafy companions turned into a vibrant little oasis. Soon, colleagues began to notice. Some paused to admire a new bloom, others asked questions or shared stories of their own plants at home. The space, though modest, became a source of quiet joy and surprising connection.

What began as a personal corner slowly transformed into something more, it softened our space, sparked moments of reflection, and reminded us that sustainability doesn't always require grand gestures. Sometimes, it begins with a potted plant and a little care.

In tending to plants, we learn mindfulness. In creating green spaces, we foster community. And in every leaf, we find a gentle reminder that even the smallest actions can plant the seeds of lasting change.



## Al Maha Engages with the Community at Nizwa's Eid Market

As part of its continued commitment to community engagement, Al Maha Petroleum Products Marketing Company, in collaboration with the Atheer Team, organized a special field visit to Nizwa's traditional Eid market during the festive «Habta Al Eid» period in celebration of Eid Al Adha. The event highlighted the vibrant spirit of the local market, where traders and families gathered to buy fresh produce, fruits, and livestock in preparation for the holiday. The atmosphere reflected the deep cultural and social significance of this cherished Omani tradition.

As a practical and thoughtful gesture, Al Maha distributed Eid Fuel Gifts — prepaid fuel cards — to market visitors. These cards were designed to support transportation needs during this busy shopping period, offering a meaningful blend of tradition and modern convenience.

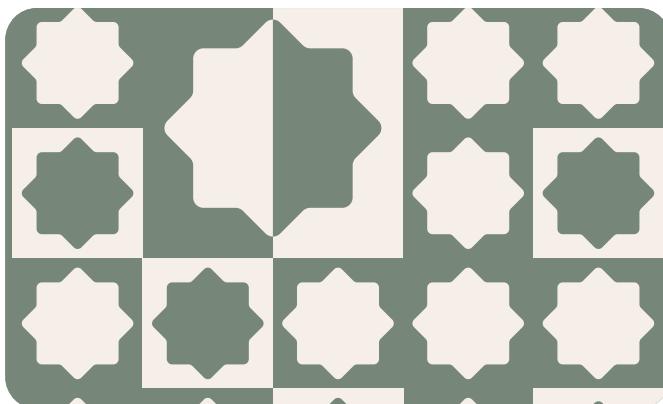
The gesture was warmly received by attendees, who expressed their gratitude for the company's presence and community-focused support.



## A Festive Gathering Honouring Omani Heritage

In celebration of Eid Al Adha, Al Maha Petroleum Products Marketing Company hosted a festive staff gathering that brought employees together to share in the joy of the occasion. As part of the celebration, a traditional 'Al Diwaniya' sweets cart was featured, offering rich, authentic Omani halwa, flavoured with cardamom, ghee, nuts, and saffron, reflecting the richness of Oman's culinary heritage.

Adding to the festive spirit, the Ward Cafe drinks cart served a delightful selection of hot and cold beverages, creating a welcoming space for colleagues to connect, relax, and enjoy the celebration together. This gathering honoured the cultural significance of the holiday and also reinforced Al Maha's commitment to fostering unity, appreciation, and shared traditions across the workplace.



## Khareef Season

# Staying Safe During Khareef Season

The Khareef season in Salalah brings cooler weather and high tourist activity, but also unique safety risks, especially for fuel operations. At Al Maha Petroleum Products Marketing Company, we remain committed to maintaining safe, smooth operations throughout this period.

### Key Measures

#### Road and journey safety

We encourage drivers to follow journey management plans, reduce speed, use fog lights, and perform thorough pre-trip inspections to minimize the risk of accidents on wet and foggy roads.

#### Fuel station safety

With increased visitor traffic, staff actively manage vehicle flow and guide pedestrians to maintain safe and efficient movement within station premises.

#### Equipment and electrical inspections

Teams conduct regular checks of dispensers, electrical systems, and emergency tools, ensuring all equipment remains safe and fully operational despite high humidity.

#### Slip and trip prevention

Stations implement anti-slip mats, display clear caution signage, and ensure all staff wear appropriate non-slip footwear to prevent accidents on wet surfaces.

#### Emergency Preparedness

Fire extinguishers, first aid kits, and spill kits remain readily available and fully functional. Teams routinely review and reinforce emergency response plans.

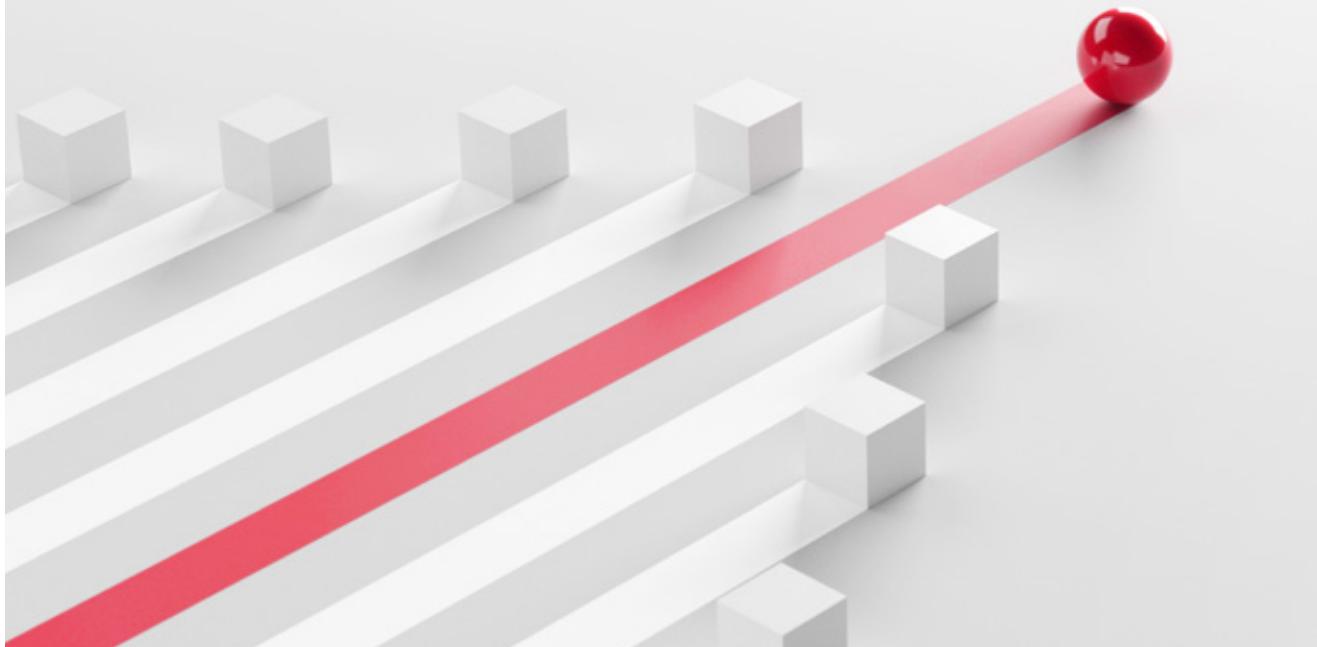
With these proactive steps, Al Maha ensures safe operations and customer well-being throughout the Khareef season.

## Work smarter and feel better

Ever feel like your schedule is spinning out of control? We have all been there. The good news is that even tiny tweaks can transform chaos into calm. By prioritising wisely, communicating clearly and tuning into feelings, you can take charge of your day (and impress yourself while you are at it).

### Here are some friendly tips

- ◊ Break your work into bite-sized tasks and tackle the most important ones first. Keep a simple to-do list or use a planning tool. People who plan well often find they get more done with less stress.
- ◊ When talking or writing, get to the point. Skip jargon and fluff. For example, frame one key goal for each email or call, and ask if they understood. Remember, “less is more” when choosing your words.
- ◊ Take a moment to check in with yourself and others. If a conversation heats up, pause and quietly name how you feel (“I feel frustrated,” for instance). Neuroscience shows that labelling emotions can actually cool you down. Active listening also builds trust and makes teamwork a breeze.
- ◊ It is alright to politely decline or delegate tasks that don’t fit your priorities. Setting boundaries helps you focus on what truly matters.
- ◊ You don’t need to be perfect; just start small. A little planning, a deep breath and a kind word can turn a hectic day into something more manageable. You have got this!



## Wellness at Work

# Workplace wellness with a stretch, snack and shine

Our workday doesn't have to be a sit-down affair. Even short breaks and simple stretches can reboot your day. Studies find that just a couple of minutes of movement every 30 minutes can significantly boost circulation and focus.

### Try mixing in these easy habits

#### Move regularly

Stand up, walk around or even take the stairs whenever you can. Aim for a 2-5 minute break each half hour. These mini-breaks improve energy and reduce muscle stiffness.

#### Desk exercises

Relieve tension with neck rolls and shoulder shrugs (gently tilt and roll your head, shrug your shoulders up and down). Extend one leg under the desk or do a quick chair squat to wake up tired muscles.

#### Fuel smartly

Keep a water bottle handy because thirst often masquerades as hunger. Pack snacks like nuts, laban, fruits or health bars. Proteins and whole fruits digest slowly, keeping you full longer, so you don't feel starved.

#### Take mindful breaks

Give your eyes and mind a rest. Every now and then, look away from the screen (try the 20-20-20 rule, which is every 20 minutes look at something 20 metres away for 20 seconds) and take some slow, deep breaths. A clear head makes the toughest tasks feel easier.



## Play and Win

Find the Lubricant!

We have hidden Al Maha Lubricant products throughout this newsletter.

Can you tell how many are there?



**3 winners get RO 30 worth free fuel!**



Today, we proudly mark 32 years of fueling Oman's journey. From humble beginnings to becoming a trusted name across the Sultanate, Al Maha thanks you for being part of our story. Here's to the road ahead.

Al Maha - With you everywhere.

