



# NEWS

Q1 - 2025



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, 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. 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. 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. 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.

## Achievements of Q1

### 1 Dreams realized, community joy ignited

One of the highlights of the first quarter at Al Maha Petroleum was the successful launch of our New Year promotion “Dream Big, Win Bigger”. This ambitious campaign exemplified our dedication to rewarding customer loyalty while strengthening the connection between our brand and the communities we proudly serve. The initiative was designed to inspire optimism and celebrate the start of a new year by offering customers the chance to win a selection of exciting prizes. With every fuel purchase, participants were entered into draws for a wide array of rewards, including a BYD Qin Plus PHEV Sedan car, desert stays, and hot air balloon rides in Wahiba Sands for 12 winners, 15 Apple Watches, and 30 e-Rial cards, each worth OMR 30.

The response to the campaign surpassed expectations, with exceptional levels of customer engagement witnessed across our network. Numerous winners were announced throughout the promotion period, bringing moments of joy and celebration to our customers and reinforcing the value of their continued trust in Al Maha. This campaign was more than just a promotion. It was a reflection of Al Maha’s enduring commitment to excellence in service, innovation in customer experience, and meaningful community engagement. The positive reception and success of “Dream Big, Win Bigger” further motivate us to continue creating memorable and rewarding experiences for our customers. As we look ahead, we remain dedicated to launching new initiatives that deliver both value and delight. Stay connected with Al Maha for more exciting opportunities in the coming months.





## 2 The first Saudi station marks a bold step

Al Maha Petroleum proudly celebrated a significant milestone with the inauguration of its first fuel station in the Kingdom of Saudi Arabia, marking a new chapter in the company's strategic regional expansion. Situated in a prime location, the new station is thoughtfully designed to provide motorists with a seamless, efficient, and modern refueling experience. Featuring state-of-the-art facilities and cutting-edge fuel dispensing systems, it delivers service excellence in line with international standards.

This move into the Saudi market is a testament to Al Maha's commitment to extending its footprint beyond Oman, bringing trusted service and fuel solutions to a broader customer base. The opening reflects the strength of Al Maha's brand and reinforces its role in

supporting economic development across the region. In addition to elevating customer convenience, this expansion is expected to generate employment opportunities, stimulate local business activity, and strengthen regional energy infrastructure. It exemplifies Al Maha's broader vision to operate with sustainability, reliability, and customer satisfaction at its core. As we venture into new markets, the launch of our first station in Saudi Arabia stands as a proud milestone and the beginning of an ambitious journey. Al Maha remains steadfast in its mission to deliver quality, innovation, and excellence across every location it serves.



## Innovations

1

# Driving innovation at ReFuel Forum MENA



As part of its ongoing commitment to innovation and industry leadership, Al Maha Petroleum proudly participated in the ReFuel Forum MENA 2025, held on February 10 and 11 at the Hyatt Regency Dubai Creek Heights. The forum brought together 185 senior professionals from across the Middle East and North Africa to explore the evolving landscape of fuel retail. The event served as a dynamic platform for exchanging insights on key trends shaping the future of the sector, including digital transformation, artificial intelligence (AI), sustainability, and the transition from traditional fuel stations to integrated mobility hubs. Among the central themes were the growing influence of AI in transforming pricing strategies, customer loyalty systems, and operational efficiencies. A forward-looking discussion on the shift towards mobility hubs captured attention, as the industry moves to incorporate EV charging infrastructure and convenience services. Although

the MENA region continues to develop its EV capabilities, notable progress is underway, including major investment commitments from regional players.

Al Maha's active engagement in the forum reaffirmed its strategic focus on staying at the forefront of market trends. The company's delegation participated in detailed discussions and networking sessions, exploring future growth opportunities and collaborative solutions. By attending the ReFuel Forum, Al Maha reinforced its vision of innovation, adaptability, and progress in delivering smart, sustainable, and customer-centric fuel retail services.

2

## Al Maha supports innovation at Innovatex

As part of its continued commitment to promoting innovation and community engagement, Al Maha Petroleum proudly supported Innovatex, held on 22 January 2025 at Sohar University under the inspiring theme “Where Innovation Begins.” Innovatex 2025 featured a diverse showcase of innovative projects spanning multiple disciplines. A key highlight was the “Innovation Challenge: Towards Sustainable Energy”, which recognized outstanding solutions focused on advancing energy sustainability—an area closely aligned with Al Maha’s values and strategic direction.

Al Maha participated actively in the event by establishing a dedicated booth where attendees could engage directly with the brand. Visitors

were introduced to Al Maha’s range of services and products, reflecting the company’s role in supporting innovation within Oman’s energy and retail sectors. To further enrich the experience, Al Maha organized a raffle draw, giving participants the chance to win complimentary fuel. This interactive initiative generated strong interest and footfall at the booth, enhancing the brand’s visibility while demonstrating its ongoing commitment to customer engagement and social responsibility. By supporting events like Innovatex, Al Maha Petroleum reinforced its dedication to nurturing innovation, inspiring future talent, and contributing to a more sustainable future.





## Awards & Achievements

# Al Maha won the prestigious Most Trusted Brand Award

In a distinguished addition to its track record of success, Al Maha Petroleum was named the “Most Trusted Brand in the Fuel Category” for 2024 in Oman. This prestigious recognition reflected the company’s steadfast commitment to delivering exceptional products and services that consistently meet and exceed customer expectations. The award was presented during a formal ceremony held under the patronage of His Highness Dr. Faris bin Turki Al Said, affirming Al Maha’s position as a pillar of trust and quality in Oman’s energy sector.

As one of Oman’s leading fuel marketing companies, Al Maha continues to prioritize customer satisfaction, operational excellence, and innovation. This award highlighted the strength of its customer-centric approach and the dedication of its teams to delivering high-quality, integrated fuel solutions. Being honored as the “Most Trusted Brand” is a reflection of the values that define Al Maha’s reliability, innovation, service excellence, and commitment to the communities it serves.



## Corporate Social Responsibility During Ramadan 2025

# Community focused initiatives foster connection

In celebration of the holy month of Ramadan, Al Maha Petroleum proudly concluded a series of community-focused initiatives aimed at fostering connection, compassion, and appreciation among employees and the wider community. These initiatives reflect the company's enduring commitment to social responsibility and cultural values during this sacred time.

### Employee Appreciation

In the spirit of gratitude and generosity, Al Maha distributed traditional Ramadan gifts of dates to all employees across its operations. This symbolic gesture honored the dedication of our workforce and celebrated the cultural importance of dates in Omani tradition, representing hospitality, care, and unity.

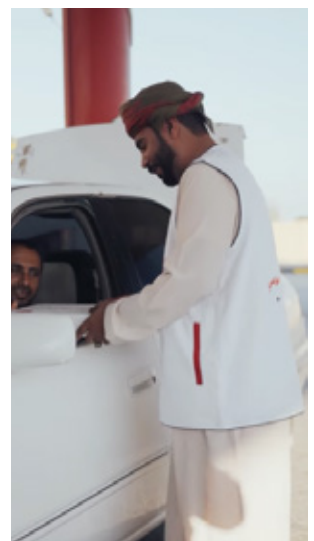
### Community engagement

Al Maha was pleased to host several community initiatives designed to spread the joy and blessings of Ramadan.

**Iftar meals at fuel stations:** Iftar meals were distributed at 10 selected Al Maha fuel stations, offering a welcoming and convenient place for travelers and customers to break their fast. This act of hospitality was warmly received and greatly appreciated by the public.

**Qarengashu celebration at Social Care House – Al Khoud:** In partnership with the Social Care House, Al Maha organized a vibrant Qarengashu event, reviving the cherished Omani tradition of children singing and receiving treats. The event brought smiles and joy to children and families alike.

**Aid gifts for children:** Al Maha visited a local school, Khatwa Centre of Rehabilitation, to distribute aid gifts, bringing delight to young students and helping ensure they experience the spirit of giving and community that defines Ramadan. These meaningful initiatives highlighted Al Maha's commitment to giving back, strengthening social ties, and celebrating the values of generosity and unity during Ramadan.

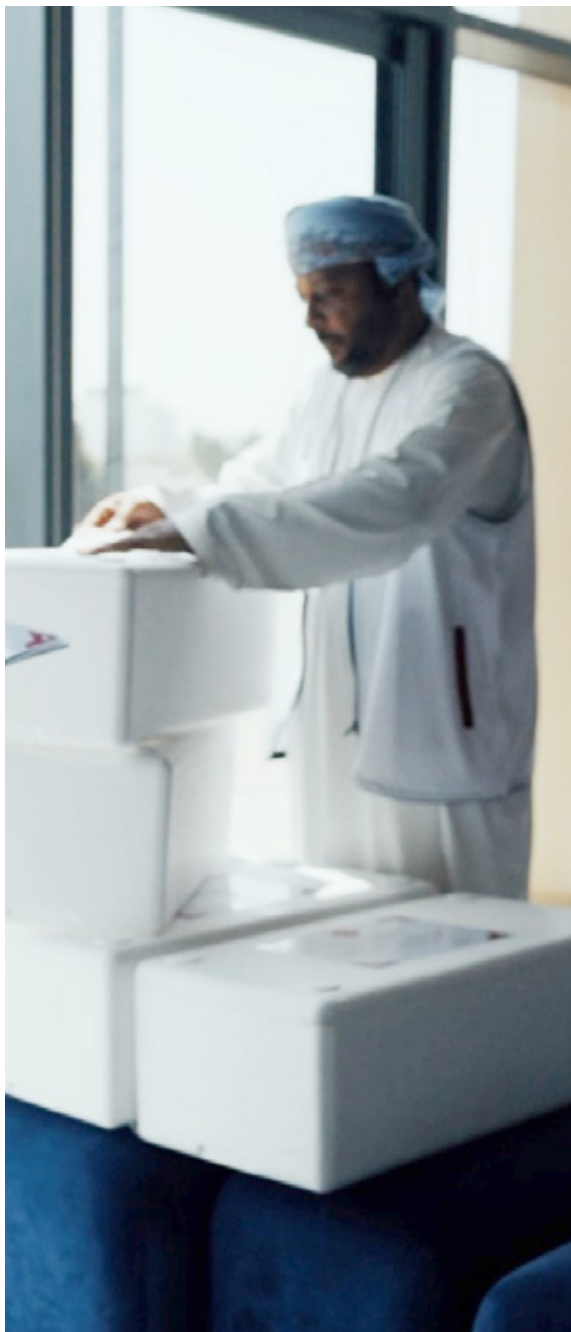




# Al Maha Shares the Spirit of Eid through Charitable Meat Distribution

In keeping with its values of compassion and community care, Al Maha marked Eid Al-Fitr by distributing meat to families in need. Carried out with the heartfelt participation of Al Maha employees, the initiative aimed to bring joy to less fortunate households and embody the true spirit

of Eid, one of giving, unity, and shared celebration. Through this gesture, Al Maha continues to honour its commitment to social responsibility, fostering a culture of generosity and strengthening bonds within the community.



## Highlights from the Annual General Meeting

Al Maha Petroleum convened its Annual General Meeting (AGM) on March 23, 2025, addressing key updates on the company's performance and strategic direction.



### Board reappointments and new appointments

Shareholders re-elected the incumbent Board members, reaffirming trust in the current leadership. Additionally, Dr Faisal bin Abdullah Al Farsi, CEO of the Social Protection Fund, was elected to the Board, bringing valuable expertise to further strengthen governance.

### Leadership remarks

CEO Eng. Hamad Bin Salim Al Maghdari expressed appreciation for the shareholders' ongoing support and emphasized the company's commitment to innovation and excellence in the oil marketing industry.

### Strategic outlook

It was decided that under the leadership of Dr Saif bin Salim Al Harthi, the Board will remain focused on advancing Al Maha's objectives and enhancing its position in both local and international markets. Dividend declaration

Reflecting the company's strong financial performance, the AGM approved a cash dividend of 85% of the share capital, equivalent to 85 Baisa per share.

Al Maha continues to build on its strategic growth, reaffirming its critical role in driving progress within Oman's energy sector.



# A Glimpse into the Annual Iftar Gathering

In the spirit of Ramadan and in celebration of unity and gratitude, Al Maha Petroleum hosted an iftar gathering at the Grand Millennium Hotel in Muscat. The event provided a meaningful opportunity for employees, management, and board members to come together in an atmosphere of warmth and shared purpose. The evening was graced by the presence of members of the Board of Directors, the executive management team, and employees from across the company, reflecting Al Maha's dedication to nurturing strong internal bonds and recognizing the collective efforts that drive its success.

In his address, CEO Eng. Al Maghdri expressed his appreciation for the spirit of camaraderie evident throughout the gathering. He highlighted the importance of such occasions in fostering a positive work culture, strengthening team spirit, and reinforcing Al Maha's commitment to social responsibility during the holy month. A special moment of the evening was the recognition of employees and children who contributed to the 'Hilal Al Khair' Ramadan campaign, acknowledging their valuable support for charitable and community-focused activities. The event also featured interactive segments that added joy and celebration to the evening. This



annual Iftar was a reflection of Al Maha's ongoing commitment to employee well-being, corporate unity, and community engagement, embodying the true essence of Ramadan which is generosity, appreciation, and togetherness.



## Employee Success Story

### Talal Al Asmi, Information Security Officer shares his journey

My professional journey with Al Maha Petroleum began in October 2021, when I joined the company as an IT Auditor. In this role, I was responsible for assessing IT controls, ensuring regulatory compliance, and identifying potential security risks. However, a pivotal moment in May 2023 marked a significant turning point in my career when I was entrusted with the role of Information Security Officer (ISO). From the outset, I saw this transition as a change in responsibilities and also an opportunity to contribute meaningfully to the organization's long term resilience. My vision extended beyond technical safeguards; I aspired to embed a culture of information security at every level of the company.

One of my key priorities was to establish the Information Security Management System (ISMS) from the ground up, aligning Al Maha's security framework with ISO 27001 standards. This involved comprehensive policy development, risk assessments, awareness training, and close collaboration across departments to foster a security-first mindset. Thanks to the unwavering support of our leadership and the commitment of colleagues across the business, we achieved a significant milestone: Al Maha obtained ISO 27001 certification on February 25, 2025. This achievement enhanced our cybersecurity posture and reinforced trust with customers, and ensured greater compliance with international standards.

On a personal level, I was deeply honored to receive the Global Champion 2024 Award at the World CIO



200 Summit in South Africa, a humbling recognition of my contributions to cybersecurity leadership and innovation. Looking back, I take great pride in this journey, from transitioning into a new role to leading a transformative initiative. I remain committed to advancing cybersecurity excellence and fostering a resilient, security-conscious culture at Al Maha.





## Talent That Shines from Within

# Ahmed Al Shuaili ... More Than Just a Sales Executive

In the world of business, value is not only measured by one's daily tasks, but also by the passion and creativity they bring to their role. One of the shining examples at Al Maha Petroleum Products Marketing Company is our colleague Ahmed, a Fuel Cards Sales Executive in the Fuel Cards, Lubricants, and Online Sales Department, who joined our team in May 2023.

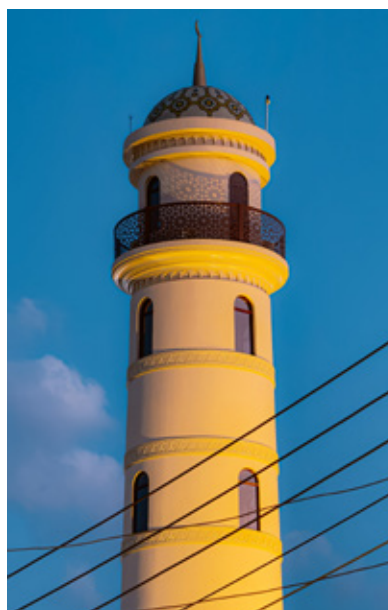
A graduate of the University of Technology and Applied Sciences with a major in Accounting and Finance, Ahmed has chosen to expand his journey beyond numbers, venturing into the vibrant field of marketing and advertising.

His deep interest in marketing inspired him to develop his creative talents—particularly in mobile photography and editing. Ahmed has a unique eye for capturing the beauty of nature and outdoor scenes, transforming them into visually captivating content that resonates with the audience. What began as a hobby has now become a tool that enhances his marketing capabilities.

But that's not all—Ahmed also possesses a distinctive voice-over talent that adds another layer to his creativity. With a voice suited for advertising, news, documentaries, and cultural content, he has collaborated with media teams from Oman TV, universities, and colleges, lending his voice to graduation videos and promotional content for businesses and institutions.

Ahmed's confidence also shines on stage. In 2022, he was the official host of his graduation ceremony, and since then, has continued to present at various formal events and celebrations.

We are proud to have young, passionate talents like Ahmed within our company—individuals who combine professional excellence with creative flair, bringing energy and inspiration to everything they do.



# Al Moatasem Ahmed Talib Al-Kharusi...

## A journey etched in calligraphy

In any organisation, true value often extends beyond job titles. It lies in the passions that individuals bring to life both within and beyond the workplace. One such example is Al Moatasem Ahmed Talib Al-Kharusi, Executive Marketing. His talent in Arabic calligraphy reflects a story of dedication, creativity and cultural expression.

From a young age, Al Moatasem was captivated by the beauty of Arabic script. What began as an effort to imitate his teachers' handwriting gradually blossomed into a profound interest in calligraphy. Over time, this early fascination became a personal discipline where each written word took on artistic meaning.

His journey has been guided by a commitment to learning. By studying books, attending workshops and exploring the work of master calligraphers, Al Moatasem developed a distinct style that balances tradition with individuality. His work goes beyond aesthetics, offering a deep connection to cultural heritage and personal expression.

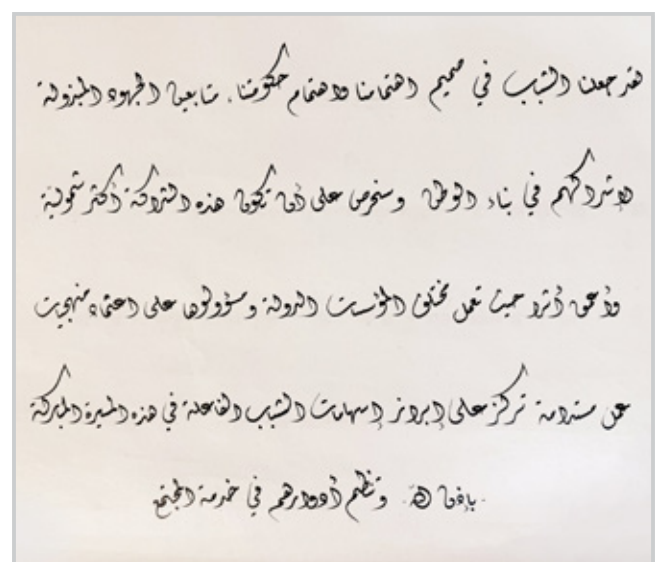
In the year 2020, Al Moatasem stepped into a new role as an instructor. He introduced his first calligraphy course, providing an opportunity to engage with others who shared his passion. What began as a

single course quickly turned into a platform for education, creativity and income generation, while also building a community of learners.

Calligraphy remains a vital part of Al Moatasem's daily life. It serves as a creative outlet, a source of personal fulfilment and a way to inspire others. His continued dedication to the art reflects a mastery of skill and a desire to preserve and share the beauty of Arabic culture.

Looking ahead, Al Moatasem remains committed to growth. His aspirations include holding exhibitions, launching digital learning platforms, and collaborating with fellow artists and designers to bring Arabic calligraphy into modern creative spaces. He believes that every talent is a trust, and that it is our responsibility to nurture it and share it widely, not only for personal fulfilment, but to inspire and uplift others.

We are proud to recognise individuals like Al Moatasem. His journey reflects a perfect blend of skill, passion and purpose. Through his continued dedication, he preserves a timeless art and inspires a new generation to find their own voice within its elegant lines.





## Beat the Heat

# Staying Safe and Healthy During Summer

As temperatures soar during the summer, it's important for everyone, whether working outdoors, driving, or simply going about their day, to be aware of the health risks associated with extreme heat. Dehydration, heat stress, and heat stroke are serious conditions that can affect anyone if proper precautions are not taken.

### Understanding Dehydration

Dehydration happens when your body loses more fluids than it takes in, often through sweat. In high temperatures, this can occur quickly, especially if you're active. Common signs of dehydration include:

- Dry mouth and lips
- Headache or dizziness
- Fatigue
- Dark-colored urine



### How to prevent it:

Drink water consistently throughout the day, even if you're not thirsty. Avoid excessive caffeine, energy drinks, or sugary sodas, which can worsen dehydration.



## Recognizing Heat Stress and Heat Exhaustion

When your body struggles to cool itself, you may experience heat stress. If ignored, this can progress to heat exhaustion, marked by:

**Excessive sweating**

**Muscle cramps**

**Nausea or vomiting**

**Weakness or light-headedness**

Taking regular breaks, resting in shaded areas, and staying hydrated can help prevent this condition.



## Heat Stroke: A Medical Emergency

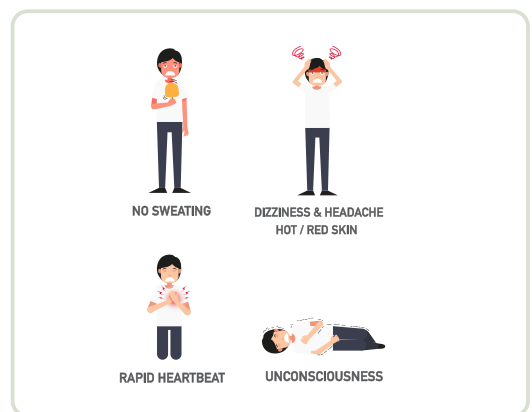
Heat stroke is the most severe heat-related illness and occurs when the body's core temperature rises above 40°C. It can be life-threatening if not treated immediately. Warning signs include:

**Hot, dry, or red skin with no sweating**

**Confusion or disorientation**

**Rapid pulse**

**Loss of consciousness**



## What to do:

Call emergency services immediately. Move the person to a cooler environment and use water or a fan to lower their body temperature until help arrives.

## Practical Summer Safety Tips

To enjoy the summer while staying safe, follow these key tips:

**Hydrate regularly:** Sip water throughout the day, especially if you're active.

**Dress wisely:** Wear lightweight, breathable, and light-colored clothing.

**Seek shade:** Limit your time in direct sun, especially between 12 PM and 3 PM.

**Use sun protection:** Apply sunscreen with SPF 30 or higher.

**Cool down frequently:** Take short breaks indoors or under shade when outdoors.

**Never leave people or pets in parked vehicles.** Temperatures inside a car can rise dangerously fast.





## Wellness at Work

# Simple steps for a healthier you

Maintaining mental and physical wellness in the workplace is essential for both personal well-being and sustained productivity. At Al Maha Petroleum, we believe that small, consistent habits can make a meaningful difference in how we feel and perform each day.

### Stay active throughout the day

Long hours of sitting can lead to fatigue and discomfort. Make it a habit to stand, stretch, or take a short walk every hour; even a few steps around the office can help.

### Fuel your body right

What we eat and drink greatly impacts our energy and focus. Keep wholesome snacks like fruit, nuts, or yogurt on hand, and remember to stay hydrated throughout the day. Try to limit sugary drinks or excessive caffeine to avoid energy crashes.

### Protect your mental space

Set healthy boundaries with work, especially outside of office hours. Taking short mental breaks, even just a few minutes of deep breathing or stepping away from your screen, can help reset your focus.

### Foster positive connections

Supportive relationships at work can reduce stress and build morale. Don't hesitate to reach out to a colleague when you need to talk, the community is key to well-being.

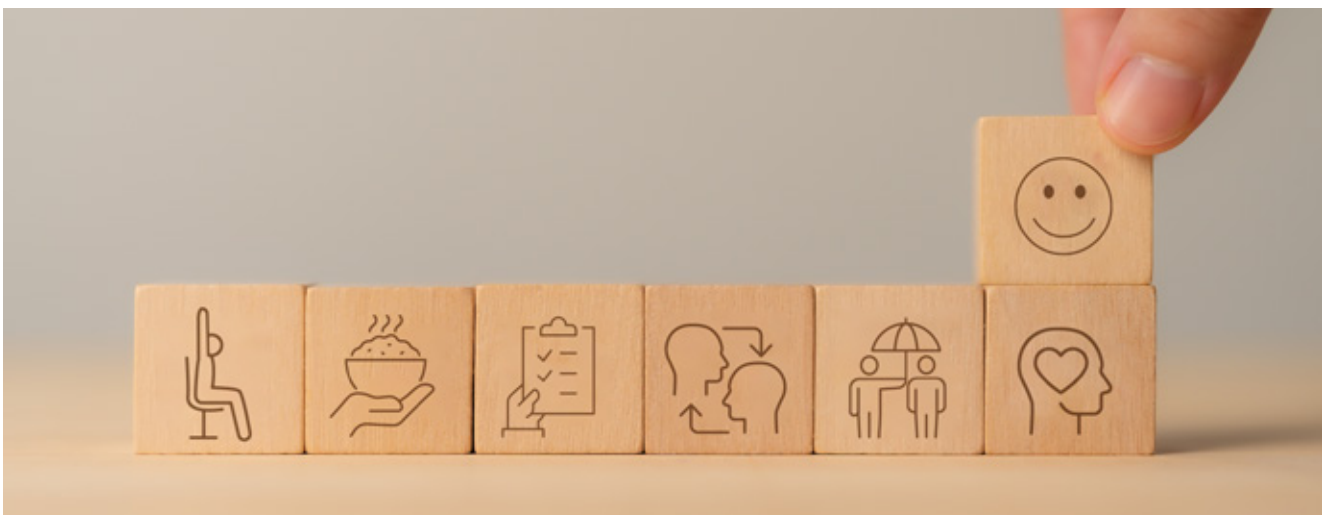
### Stay organized, feel empowered

Effective time management reduces last minute stress. Use tools like calendars or task lists to stay on top of priorities and maintain mental clarity.

### Be kind to yourself

Everyone faces challenges. Acknowledge your efforts, and allow yourself grace on difficult days. Progress, not perfection, is the goal.

Wellness is a journey, and every step counts. Let us continue creating a workplace where well-being is part of our everyday culture.



## The Fun Corner

Solve the puzzle  
2 winners get RO 15 worth free fuel!

N	A	L	C	M	V	D	M	J	A	Z	S	B
R	K	D	O	K	O	E	K	P	O	D	P	T
E	V	J	L	A	J	A	A	K	V	J	B	Q
C	G	M	L	X	N	D	X	L	Z	N	L	U
H	N	H	A	M	I	L	E	S	T	O	N	E
A	P	S	B	R	A	I	N	S	T	O	R	M
R	B	V	O	C	L	N	C	J	D	B	E	C
G	T	O	R	W	P	E	W	N	V	Z	M	V
E	X	I	A	N	D	Q	N	P	F	A	O	L
H	U	S	T	L	E	D	V	K	W	P	T	A
E	F	F	I	C	I	E	N	C	Y	D	E	C
I	N	N	O	V	A	T	I	O	N	A	X	M
A	X	O	N	B	O	A	R	D	I	N	G	B

☐ Brainstorm

☐ Onboarding

☐ Hustle

☐ Collaboration

☐ Innovation

☐ Efficiency

☐ Recharge

☐ Remote

☐ Milestone

☐ Deadline