



Employee satisfaction

Salik offers numerous benefits to full-time employees, including health insurance, loyalty programmes such as Esaad and Fazaa Cards, gratuity, mobile phone and ticket allowances, expatriate housing allowance, the UAE national retention allowance, education allowances, and performance bonuses.

Parental leave for mothers and fathers is also provided to accommodate employees' family needs. The Company provides 90 days of fully paid maternity leave and three days of fully paid paternity leave. Annual and unpaid leave can be added to the maternity leave, taking the maximum number of days to 120. Two employees took parental leave in 2024, and two employees returned from parental leave.

After resuming work and one year from the date of the baby's birth, the mother is entitled to a reduced working day to nurse her child. If a female employee gives birth to a baby with special needs, she is granted childcare leave from the expiry date of the maternity leave to the date her baby completes one year.

Employee well-being is supported through workplace stress management, sports and health initiatives, flexible working hours, work-from-home arrangements, and a wellness room. These measures aim to foster a healthy and balanced work environment. The sports initiatives of 2024 included

spinning classes, walk-in sessions, padel activities¹, cycling events, and football matches, totalling 11 sessions.

Salik employees can express their concerns through dedicated grievance channels, such as disciplinary and grievance committees, ensuring complete transparency. In 2024, Salik reported zero grievances related to Human Resources, reflecting the Company's proactive approach to addressing workplace concerns and promoting open communication. Additionally, one case was investigated, and a verbal warning was issued.

Salik is committed to supporting its employees beyond their active service years through annual investments in pension liabilities. The Company's pension scheme is collaborative, with employees contributing a part of their salary and Salik covering another part. This dual approach ensures financial security for employees, contributing to their long-term well-being and satisfaction.

Salik has set ambitious targets for the coming years. The Company aims to consistently maintain a 90% employee retention rate from 2025 to 2028. The metric of people happiness is integrated into executive compensation by linking a portion of variable remuneration to employee satisfaction and engagement scores. This metric focuses on achieving set targets related to employee well-being, retention rates, and workplace culture improvements.

¹ Padel is a racket sport that combines elements of tennis and squash.

Our Customers

Salik is committed to maintaining the highest level of customer service and communicates openly with its customers through various channels.

The main customer communication channels include social media platforms, email, SMS, and the call centre. In 2024, the primary topics communicated focused on account recharging, tag purchases, buying Salik shares, technical support, and CSR-related updates.

The Company's ongoing efforts resulted in an impressive 92% customer satisfaction rate. The Net Promoter Score (NPS) reached 70 in 2024. Salik has set a goal to increase it to 80 by 2028. This improvement is planned as a gradual, consistent increase of two points per year until 2027, followed by a four-point rise between 2027 and 2028.

Since its establishment in 2007, Salik has earned widespread recognition, garnering over 22 national and regional awards for customer service excellence. A significant milestone was achieved in November 2024 when Salik secured three prestigious Call Centre/CX Awards from INSIGHTS Middle East, including Best Outsourced Help Desk of the Year, Best Outsourced Call Centre of the Year, and a top-three ranking for the highly esteemed Problem Solver Award.



Outsourced Helpdesk of the Year
Best Medium Outsourced Call
Centre



Silver Medal (Best contact center in
Europe, Middle East and Africa)



Best Contact Centre
Bronze

The Company has implemented a Service Level Agreement (SLA) of 24 hours to respond to all customer complaints, with most cases being resolved within an hour. An internal task force oversees the complaint management process daily, utilising predefined responses to address customer concerns and ensure prompt resolution efficiently.

More than 95% of the Company's revenue is generated online. Salik earns revenue each time a vehicle passes under a toll gate, with the toll fee deducted from the online Salik account (referred to as toll usage revenue). If there is insufficient balance or the vehicle is unregistered, a penalty is imposed on the vehicle licence (processed online), contributing to Salik's fines and penalties revenue. Consequently, more than 95% of the company's revenue is online.

Driven by a strong sense of corporate social responsibility, Salik provides toll exemptions for vehicles used by charities, schools, People of Determination, ambulances, and other public services. To apply for an exemption, qualified persons or organisations may visit a Customer Happiness Centre, use the website, or contact the 24-hour Salik self-service. In 2024, free-of-charge trips through Salik's ten toll gates increased by 8.9%, reaching 8.8 million trips. Additionally, People of Determination are exempted from Dubai Mall Parking fees.

Salik plans to enhance its corporate social responsibility initiatives by forming strategic partnerships with non-governmental organisations (NGOs), with a goal to establish five partnerships by 2028. Additionally, Salik plans to collaborate with CSR-focused companies to increase its community initiatives, aiming to roll out more CSR activities each quarter, reinforcing its commitment to social impact.

Our Community

Protecting customers against scams and phishing

In 2024, Salik observed a rise in phishing scams on social media and online platforms, including fraudulent messages offering fake investment opportunities in Salik stocks and counterfeit links for recharging accounts or purchasing tags. To safeguard customers, Salik advised using secure URLs beginning with "https://," avoiding suspicious links and pop-ups, and verifying information through its official website and communication channels.

Salik also launched social media awareness campaigns to combat fraudulent schemes and urged customers to rely on its legitimate platforms for transactions. The Company reassures users that all payment links use verified domains, ensuring protection against unauthorised third-party gateways. These initiatives underscore Salik's commitment to customer security and trust.

[Visit Customer Happiness Centres](#)

Data privacy

Salik is dedicated to upholding the privacy of its customers and ensuring compliance with all applicable laws and regulations. The Company is committed to safeguarding personal information by processing it fairly, lawfully, and securely.

Salik has established an Information Security Steering Committee to oversee governance across its operations, including cybersecurity and data privacy. The Information Security Policy and Personal Data Protection Policy provide the overall framework for managing related risks, with additional oversight at the Board of Directors' level through the Audit Committee. Salik is preparing for ISO 27001 certification, expected in 2025.

The Personal Data Protection Policy governs the handling of all personal data, including customer data. Additionally, Salik has developed a comprehensive [Privacy Policy](#) outlining how customer data is collected, stored, utilised, protected, and shared. The policy also provides detailed information about customers' rights regarding their personal information and the procedures for raising complaints, reinforcing Salik's transparency and accountability in data management.

In 2024, Salik maintained an exemplary record, with zero customer complaints related to privacy breaches, continuing its flawless performance from 2023. The Company also upheld strong data security standards, reporting no breaches for the second consecutive year. This achievement highlights a comprehensive approach to data protection, with no data leaks, thefts, or losses of customer information.

As part of its commitment to data security, Salik requires 100% of its employees to undergo data security training, equipping them with the knowledge and skills to uphold the highest privacy and protection standards. As an additional measure, the Company integrates data privacy metrics into executive compensation as a critical area of focus. The variable remuneration for C-level executives incorporates a percentage linked to data privacy initiatives and compliance.

Looking ahead, Salik has set clear objectives to reinforce its data security framework. From 2025 to 2028, the Company aims to sustain its record of zero data leaks or losses caused by cyberattacks, reaffirming its dedication to safeguarding its data resources and ensuring customer privacy remains a top priority.

0
data security breaches

0
leaks, thefts, or losses
of customer data

100%
of
employees completed data
privacy and security training

Salik plays a vital role in enhancing mobility across Dubai, significantly contributing to the convenience of road users and reducing traffic congestion. By ensuring seamless toll operations, Salik improves travel efficiency, allowing smoother journeys while supporting the city's broader goals for sustainable urban mobility.

In line with its mission to facilitate accessible mobility, Salik extends toll exemptions annually to support diverse groups, including People of Determination, charitable organisations, educational institutions, and public transport providers (learn more in the 'Our Customers' section). This reflects Salik's commitment to fostering an inclusive society and ensuring essential services can operate without barriers.

Beyond its core mission, Salik is dedicated to creating a positive community impact by supporting various social initiatives. In 2024, Salik took significant steps towards this goal by partnering with reputable NGOs and investing AED 500,000 in important social causes, including

support for Dubai Autism Centre and Al Jalila Children's Hospital. Salik plans to maintain its commitment to community support by allocating the same budget of AED 500,000 for 2025, with a continued focus on impactful partnerships with NGOs.

In addition to corporate programmes, Salik operates an employee volunteering programme managed by the QHSE team. This initiative promotes activities such as desert clean-ups. Ramadan labour camp giveaways, and more. Currently, the programme includes a group of volunteers and is steadily growing. The Company aims to expand the programme further to engage more staff in meaningful community activities.

Supporting children with ASD

Salik is committed to supporting children with autism spectrum disorder (ASD) and their families in the UAE. In 2024, the Company donated AED 200,000 to the Dubai Autism Centre, which aligns with Salik's programmes promoting diversity and inclusivity.



Through this donation, we seek to acknowledge and honour the efforts of autistic children and their families, who are navigating unique challenges in their daily lives. As a society, we are bound to offer collective support to autistic individuals and recognise their role.

Ibrahim Sultan Al Haddad
CEO

Advancing the fight against childhood cancer

In 2024, Salik contributed AED 200,000 to the Al Jalila Foundation. This funding supports the treatment of young cancer patients at Al Jalila Children's Hospital, the UAE's first dedicated paediatric hospital.

The donation was presented during a visit to the hospital, where a plaque in Salik's honour will be placed on The Giving Wall. Through this initiative, Salik is committed to strengthening the hospital's ability to deliver top-tier medical care to children and raising awareness about the fight against childhood cancer.

AED 500,000
total social contribution in 2024