

Stakeholder Engagement

DTC maintains an ongoing dialogue with stakeholders, enabling transparent communication and ensuring relevant insights inform decision-making processes.

For Dubai Taxi Company, a clearly defined engagement framework enables stakeholder feedback to be systematically reviewed and reflected in policies, service design, and operational priorities. Ongoing engagement helps the Company anticipate expectations, respond to emerging issues, and maintain alignment with community needs and industry developments.

Stakeholders	Customers (B2C)	Customers (B2B)	Local communities	Partners and suppliers	Competitors	Regulators and national authorities
Engagement Channels	<ul style="list-style-type: none"> • DTC Call Centre • Website • Social media • Customer surveys • In-person visits • Complaints through apps • Other complaint platforms 	<ul style="list-style-type: none"> • B2B customer care channels • In-person meetings • DTC Call Centre • DTC Customer Happiness Office • Website • Customer surveys • Complaint platforms • Whistleblowing channels 	<ul style="list-style-type: none"> • Website • Social media • Events 	<ul style="list-style-type: none"> • In-person meetings • DTC Systems procurement platform • Supplier audits and site visits • Feedback and whistleblowing channels 	<ul style="list-style-type: none"> • Market analysis • Industry conferences • Benchmarking and performance metrics • Website • Financial statements and reports 	<ul style="list-style-type: none"> • Financial statements and other reports • Consultative meetings and audits • Auctions • Workshops and training • Conferences and discussions • Electronic platforms • Investor events, calls, and presentations (DFM) • Usage of complaint platforms (RTA)
Key Priorities	Customers prioritise safe, reliable, and accessible transport services, supported by responsive customer care and strong data protection.	B2B customers focus on dependable, cost-effective services that meet operational needs, regulatory requirements, and sustainability expectations.	Local communities value safe and inclusive mobility solutions that support accessibility, environmental responsibility, and positive local impact.	Supply-chain partners prioritise stable, transparent relationships that support innovation, ethical practices and long-term collaboration.	Within the competitive landscape, priorities relate to fair competition, service quality, cost efficiency, and responsible market conduct.	Regulators expect strong compliance, transparent governance, high safety standards, and alignment with national development and sustainability objectives.
How Feedback Is Used	Drives improvements in service quality, safety, accessibility, digital platforms, and complaint handling.	Supports optimisation of service delivery models, customisation, cost efficiency, and compliance.	Informs route planning, community initiatives, safety programmes, and environmental actions.	Shapes procurement decisions, supplier performance management, ethical sourcing and fleet innovation.	Provides insight for strategic planning, pricing considerations, and operational efficiency.	Guides compliance frameworks, governance practices, disclosures, and alignment with national priorities.

Stakeholders	Banks and financial institutions	Insurance companies	Business and industry associations	Media	Shareholders	Employees and drivers
Engagement Channels	<ul style="list-style-type: none"> • Digital banking platforms • In-person communication • Financial statements and other reports • Website 	<ul style="list-style-type: none"> • Insurance portals • In-person communication (via email) • Inspection • Financial statements and other reports • Website 	<ul style="list-style-type: none"> • Conferences and events • Public relations and media outreach • Collaborative projects 	<ul style="list-style-type: none"> • Press-releases • News conferences • Interviews • Social media • Website • Financial statements and other reports 	<ul style="list-style-type: none"> • Financial statements and other reports • Annual general meetings • Company website • Press releases and newsletters • Investor meetings, conferences, and earnings calls • Email and phone inquiries • Regulatory disclosure and stock exchange announcements 	<ul style="list-style-type: none"> • In-person communications • Meetings and emails • Surveys • Systems and Intranet • Mobile apps • Grievance channels • AskHR • Whistleblowing channels
Key Priorities	Financial institutions emphasise sound financial performance, effective risk management, transparency, and strategic resilience.	Insurers focus on robust safety systems, maintenance, effective risk mitigation, and consistent compliance with regulatory and policy requirements.	Industry bodies prioritise collaboration on innovation, sustainable mobility solutions, and alignment with evolving regulatory frameworks.	The media values timely, accurate, and transparent information, supported by open and constructive engagement.	Shareholders prioritise long-term value creation, strong financial and operational performance, effective governance, and sustainability integration.	Informs strategy, governance, dividend considerations, and long-term value creation.
How Feedback Is Used	Contributes to financial planning, risk management, transparency, and capital allocation.	Enhances safety management systems, risk mitigation measures, and claims processes.	Enables collaboration on innovation, sustainable mobility initiatives, and regulatory alignment.	<ul style="list-style-type: none"> • In-person communications • Meetings and emails • Surveys • Systems and Intranet • Mobile apps • Grievance channels • AskHR • Whistleblowing channels 	Employees and drivers value fair treatment, safe working conditions, professional development, and a supportive workplace culture.	Strengthens workforce policies, wellbeing programmes, safety performance, and engagement.