

# Key Partnerships Launched in 2025



## Emerge (Masdar & EDF Group)

Installing solar PV panels on over 100 Abu Dhabi service stations to generate renewable energy, reducing emissions and costs.

## Landmark Group

Connecting ADNOC Rewards and Shukran and extending customer value across one of the UAE's largest retail networks.

## noon minutes

Strategic alliance to create smart convenience hubs, using AI for logistics, introducing 15-minute delivery to more customers, and positioning ADNOC Distribution service stations as Noon Minutes fulfilment hubs across the UAE's largest retail network.

## FAB and Mastercard

Launched the ADNOC Rewards Co-Branded Credit Card, offering 15% value back on ADNOC purchases and delivering one of the UAE's most compelling fuel and mobility value propositions.

## Shory, a digital insurance platform

Allowing ADNOC Rewards members to earn up to 60,000 points when purchasing car insurance through Shory for a seamless, rewards-driven digital experience.



## "ROX Automobile" and "One Road Group"

Expanding ADNOC Voyager's reach into new customer segments and reinforcing ADNOC Distribution's position in the automotive aftermarket.

## Local suppliers

Partnership with the UAE Federal Youth Authority (FYA) to highlight Emirati-owned SMEs through its Youth Corner initiative, featuring brands such as Emirates Beekeepers, Banna Brothers, LIWA Hot Sauce and NUWA. Products from these home-grown brands were made available for sale as part of a three-month pilot at select UAE locations.

## Al Ain Farms Group

To supply dairy ingredients for ADNOC Oasis coffee, beverages and quick-service food, underscoring ADNOC Distribution's continued commitment to elevating the UAE's industrial capabilities, empowering local talent, and promoting homegrown businesses.

## Associations

- American Petroleum Institute (API)
- International Air Transport Association (IATA)
- Joint Inspection Group (JIG)
- International Association for Stability
- Handling and Use of Liquid Fuels (IASH)

