



NEWS

Q4 - 2025



CELEBRATING
32
YEARS OF
EXCELLENCE

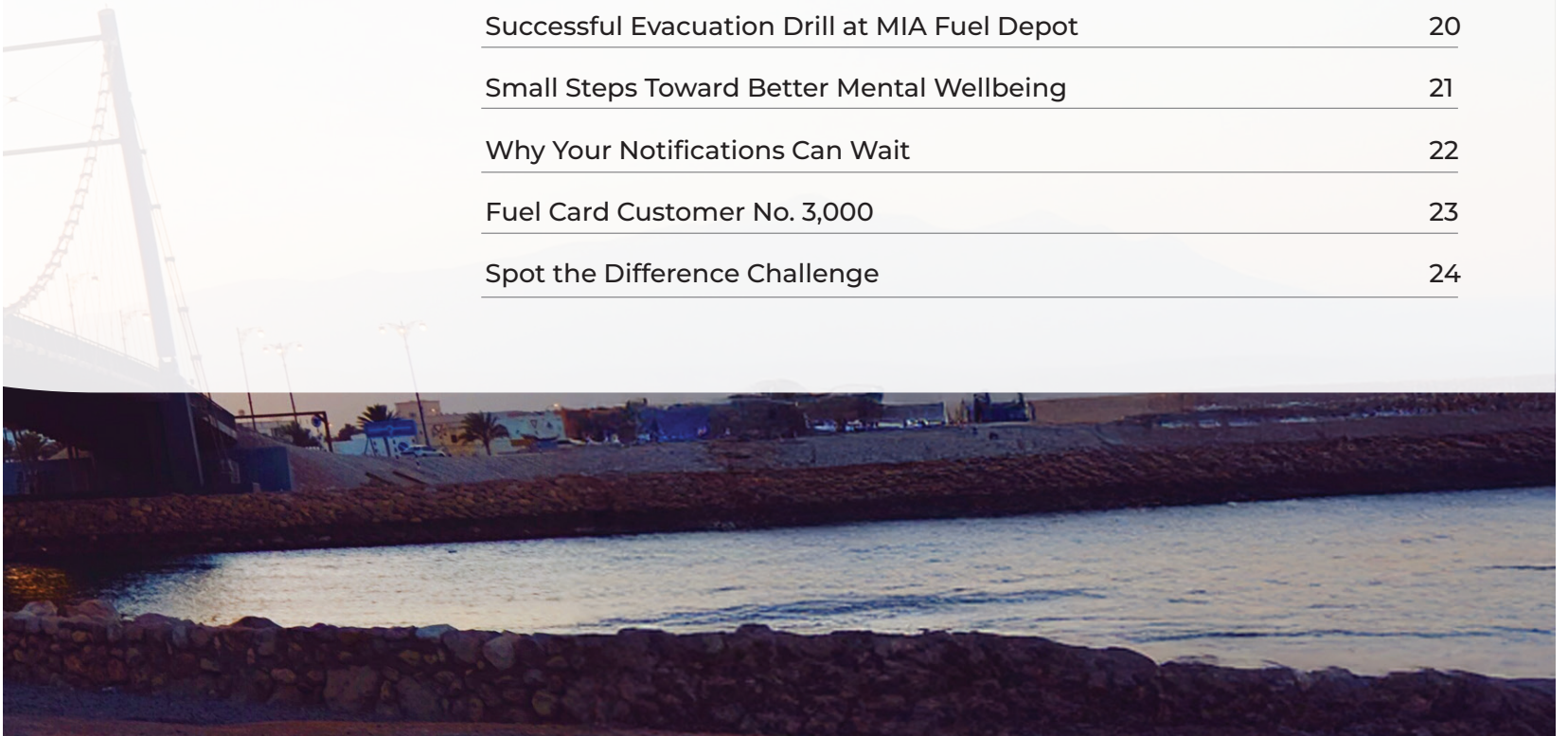
Welcome to Al Maha News!
Dive into inspiring stories of progress,
passion, and the incredible people
shaping Al Maha's journey of success.





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Our CEO Eng. Hamed Al Maghdri



“TEACHING SOCIETY TO HAVE MORE BUSINESS PARTNERS IS A POSITIVE WAY FOR ECONOMIC GROWTH.”

Eng. Hamed Salim Al Maghdri

A Distinguished Professional Journey

Eng. Hamoud bin Saleh Al Amri brings over two decades of professional experience in Operations and Project Management. He joined Al Maha Petroleum in 2020 as Operations Manager. He was subsequently appointed Head of the Technical Division, where he leads the company's technical and operational functions with a strong focus on efficiency and performance excellence.

He began his career in the early 2000s at the Stores Department of the Ministry of Electricity and Water, before being appointed Stores Manager at the Rural Areas Electricity Company in 2006, coinciding with the privatisation of the electricity sector. In 2011, he assumed the role of Operations Manager, followed by Project Manager in 2017, contributing significantly to the execution of several strategic and critical projects.

Strategic Leadership and Operational Integration

In his current role, Eng. Hamoud oversees the Technical Division, one of the company's core operational pillars, comprising three central departments: Engineering and Projects, Operations and Maintenance, and Stations Management and Operations.

He leads the company's largest workforce, with more than 170 employees across the Head Office and Muscat International Airport. His responsibilities include overseeing aircraft refueling operations, fuel farm management, serving Business-to-Business (B2B) customers through the FUELY service, and managing the workshop responsible for fuel tanker inspections and the issuance of quality certificates.

He also supervises multidisciplinary engineering and technical teams responsible for project execution and maintenance activities, as well as the stations management and operations team, which oversees staffing, training, sales performance monitoring, quality assurance, and customer service excellence.

Academic Qualifications and Professional Development

Eng. Hamoud holds a bachelor's degree in Electrical Engineering from Glasgow Caledonian University. He also completed executive training at the International Institute for Management Development (IMD) in Lausanne, Switzerland, where he earned a diploma in Building of Talent, as well as several specialised professional programmes and courses.

An Inspiring Leadership Vision

Eng. Hamoud believes that innovation and the empowerment of talent are key drivers of organisational success. Al Maha continues to invest in on-the-job training, professional development, and the empowerment of the national workforce, supporting sustainable growth and enhancing the company's competitiveness in both local and regional markets.



Eng. Hamoud bin Saleh Al Amri
Division Head, Technical Affairs

Blood drive for wellbeing

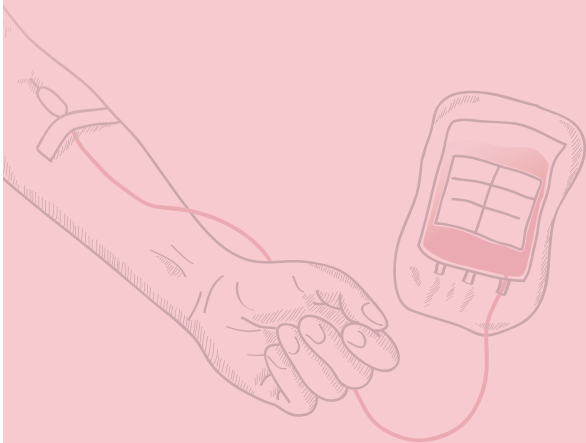
AL MAHA BEATS WITH GOODNESS



Al Maha Petroleum organised a blood donation drive at the Oman Automobile Association as part of its humanitarian initiative, 'Al Maha Beats with Goodness', aimed at supporting the community and strengthening social responsibility.

The campaign drew strong participation from employees and event visitors, helping boost essential supplies for the Central Blood Bank. Donations were carried out in cooperation with specialised medical teams, with all procedures conducted in line with the highest safety standards.

The initiative forms part of Al Maha's annual corporate social responsibility programme, reflecting the company's commitment to humanitarian action and to fostering a culture of giving across the workplace and wider community.



Achievements

Al Maha signs Muscat university memorandum



Al Maha Petroleum signed a memorandum of cooperation with Muscat University, underlining a shared commitment to supporting national talent and strengthening links between education and industry. The memorandum was signed by Eng Hamed bin Salim Al Maghdri, CEO of Al Maha, and Prof Dr Khamis Al Yahyai, President of Muscat University, in the presence of academic and executive leaders from both sides.

The agreement aims to bridge academic learning with workplace needs through advanced training programmes and practical opportunities for students and graduates in logistics and supply chain management, transportation management, accounting and finance, and business administration.

It supports efforts to equip young Omani talent to compete in the labour market, in line with Oman Vision 2040 and the Sustainable Development Goals.

The memorandum also strengthens academic collaboration through Al Maha's participation in the Advisory Board of the Faculty of Transport and Logistics (FT&L) and contributions to specialised lectures in supply chain and operations. In addition, it encourages joint research and innovation across oil, energy and logistics, promoting modern technologies and sustainable solutions that enhance efficiency and national economic contribution. Overall, the partnership reinforces investment in Omani talent and helps align education outcomes with market needs to support a diversified, sustainable economy.

Achievements

PDO honours safety partnership



Petroleum Development Oman (PDO) has honoured Al Maha Petroleum in recognition of a partnership spanning more than 25 years, defined by uninterrupted operations and a zero Lost Time Injury record.

Saw PDO present a commemorative shield in appreciation of the team's performance and its continued commitment to Health, Safety and

Environment (HSE) standards in managing the fuel supply contract for PDO sites.

The recognition reflects the strength of the long-standing relationship between the two organisations and Al Maha's ongoing support for PDO's goals in safety, sustainability and operational excellence, in line with Al Maha's core values.

POWER PLUS 98 launched



Al Maha Petroleum has announced the launch of Power Plus 98, a high-octane fuel developed for modern engines that require precise combustion and responsive performance. Manufactured locally in Oman, the product supports national efforts to enhance local value within the energy sector.

Power Plus 98 enables more complete combustion, helping to reduce engine knocking and deliver smoother performance with maximum power and minimal vibrations. It also provides quicker throttle response than conventional fuels, making it well-suited to high-compression engines and vehicles that require high-octane fuel, particularly for long-distance driving or steep inclines.

The launch reflects Al Maha's commitment to performance, innovation and meeting customer needs, marking an important milestone in its efforts to deliver fuel that supports better combustion, higher power and a cleaner driving experience.

Power Plus 98 can be safely mixed with M91 or M95 without negative effects, giving motorists greater flexibility. It is currently available at selected Al Maha stations in Muscat, including Al Ghubra North, Al Hail, Al Mawaleh North (Al Mouj), Al Maabela Modern, Al Ansab Heights, and Al Khoud near Sultan Qaboos University, with plans to expand across Oman's governorates in the coming months based on demand.

CEO visit strengthens Japan ties



Al Maha Petroleum’s Chief Executive Officer, Eng. Hamed Al Maghdri visited Tatsuno Corporation’s manufacturing facility in Japan, building on a strategic relationship that spans more than 15 years. The visit focused on the latest technologies in fuel pumps and petroleum equipment, alongside discussions on strengthening cooperation between the two companies.

As part of the visit, the CEO met with H.E. Dr Mohammed bin Said Al Busaidi, Oman’s Ambassador

to Japan, to explore opportunities to expand economic and investment collaboration. These discussions support Al Maha’s vision for sustainable development and its ambition to enhance its regional and international presence.

The visit reflects Al Maha’s ongoing commitment to global partnerships and knowledge exchange with leading industrial players, helping drive continuous improvement in the products and services delivered to customers in Oman and beyond.



Lubricants team visit to SADART Lubricants and Automotive Products Factory in India



SADART Lubricants and Automotive Products Factory, India, conducted a specialised training programme for Al Maha Petroleum's lubricants team, covering the latest practices in lubricant manufacturing, quality testing and applications across light and heavy industries, as well as the automotive sector.

The programme reflects the ongoing cooperation and exchange of expertise between the two companies, strengthening the sales team's technical knowledge and enabling them to offer better-informed solutions to customers.



Celebrating Omani women at Al Maha

Al Maha Petroleum celebrated Omani Women’s Day with a special event for its employees, recognising their contributions and highlighting their vital role across the organisation. This year’s celebration focused on awareness, empowerment and meaningful dialogue, reflecting the importance of women in the workplace and the wider community.

The event featured Ms. Muna Al Awfiya, a social activist with more than 30 years of experience, who delivered an inspiring session on women’s volunteerism and its role in strengthening communities. She also discussed women’s health, focusing on preventive

care, wellbeing and maintaining a balanced lifestyle. Employees engaged actively throughout the session, asking questions and sharing experiences. The event also featured interactive competitions, creating a lively atmosphere and strengthening connections among participants.

Through this initiative, Al Maha reaffirmed its commitment to supporting and empowering its workforce by providing space for learning, celebration and growth, while continuing to foster an inclusive and positive work environment.



NFR explores franchise partnerships



The NFR team participated in the Arab Franchise Expo in Dubai from 13 to 14 November, joining leading international and regional brands. As exhibitors, the team presented their vision while exploring a broad mix of franchise concepts across multiple sectors.

The visit focused on identifying strategic partnership opportunities and evaluating franchise models that could be introduced across Al Maha stations, supporting income diversification and strengthening non-fuel revenue streams.

It also reinforced efforts to drive greater standardisation across the network, with the team assessing potential tenants who can enhance the Al Maha brand image and deliver a consistent customer experience.

The expo offered valuable market insight, trend updates, and networking opportunities, enabling discussions with franchisors and key decision-makers. The visit resulted in several promising leads that will be reviewed for future collaboration, supporting plans to expand the portfolio with high-value franchise partnerships aligned with the company's long-term strategy.

National Day celebrations at Al Maha



Al Maha Petroleum marked Omani National Day with a special gathering that brought employees together to celebrate in a spirit of pride and national unity.

The event began with remarks from the CEO, who conveyed his congratulations on the occasion, reflected on the nation's achievements, and acknowledged the role of employees in supporting Al Maha's success.

Employees then came together to enjoy the celebrations and share their pride in Oman's heritage and identity. The occasion reflects Al Maha's continued commitment to recognising its people and celebrating national moments that strengthen belonging and unity.



The Strategic Planning and Risk Management team attends ADIPEC 2025 in Abu Dhabi

The Strategic Planning and Risk Management Department visited ADIPEC 2025 in Abu Dhabi to explore emerging technologies and innovations shaping the future of the energy sector. The visit provided valuable insights into global best practices across operations, maintenance, safety, digital transformation, and sustainability.

During the event, the team engaged with international exhibitors, technology providers, and industry experts to discuss solutions that could enhance operational efficiency and strengthen risk management frameworks. The visit also helped identify potential partnerships and development opportunities aligned with the company's strategic priorities and future growth plans.



Delivering (value) is about more than just business

Let us be honest. The business world feels like it is moving faster than ever before. In times like these, what we really crave is simple stability. Trends might come and go, but reliability and trust remain the true secrets to success. For our customers, partners, and communities, «value» is more than just a product or a service. It is the deep peace of mind that comes from knowing promises will be kept safely, responsibly, and every single time.

Think of reliability as the engine that keeps us moving. It isn't just luck, it comes from hard work and strong systems. It means keeping operations running smoothly and having the skill to fix problems without pausing. When a company invests in the best infrastructure and talented people, it creates certainty in an uncertain world. This allows everyone involved to stop worrying about the 'what ifs' and start planning for their future with total confidence.

Trust, on the other hand, is the handshake. You cannot buy it; you have to earn it. We earn it by being open, honest, and always putting safety first. Trust grows when actions match words. It becomes strong when people see a company doing the right thing because they want to, not just because they have to.

Delivering real value means looking past today. It means supporting long term needs, helping the local economy, and respecting the environment. In the energy sector, this is essential. Al Maha Petroleum proves that reliability and trust aren't just nice words, they are the practical tools we use to work better.

In the end, lasting value comes from consistency. These qualities, reliability, trust, and a commitment to excellence, are exactly what will guide us into the year ahead.





Life's Lessons

Dr. Georgie Zachariah

Recently I was awarded a Doctorate in Business Administration, however, this article is not about the Doctorate or me in general, but rather the “5 Why” questions to analyse why I even went to do it as a strategic life goal during the last few years of my career. The Media team asked me to write about it in a way that if it inspires even one more person on their educational ladder it would be great and that’s the point of this article.

Why 1 - Starting with the end in mind

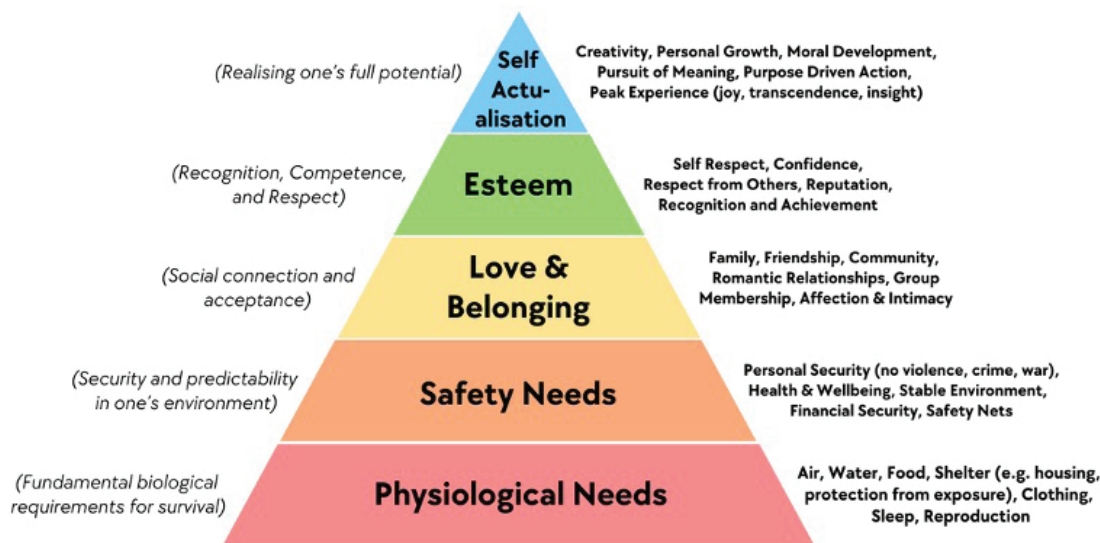
I have always wanted to do a Doctoral degree as an endpoint to my education since I come from a family of academics. From an early age I used to wander around my parents’ private library and take up their

subject books and read them as a hobby. That interest in reading has remained with me throughout my life and helped me when I had mostly no idea what to study after school.

Why 2 – Finding your motivation

In everyone's life, we are motivated by a “Hierarchy of Needs” – the famous Maslow’s hierarchy, it says we start with basic living needs (food, shelter, clothing etc) to safety (security, stability) love and belonging (family, spouse, friends) to esteem (respect, confidence) and finally self-actualisation (achieving full potential). Having come through the first four, all that remained for me is step 5 in the ladder, you need to see where you are.





Why 3 – Learning never stops

I realize that learning never stops and there's no age for learning, life always teaches you something new daily, though you may not receive a formal certificate for that new lesson. Everyone around you teaches you something that makes you think deeper, to the point sometimes my team says I give them information overload, beyond marketing.

Why 4 – A new meaning for life

As a mature learner with many responsibilities, adding health issues, having a full-time and demanding job, it sometimes becomes a challenge even to get out of bed in the morning, come to work, keep smiling for 8 hours, and then go back to classes, seminars and assignments, bulletin boards and what not. You automatically must develop a support system – at work, at home and with those around you, who genuinely care and they will give you a new meaning.

Why 5 – Reinventing yourself

The world is moving at such a fast pace. When I look back at my MBA or even at the MPhil, the body of knowledge in marketing and business administration has changed dramatically. I had to reinvent myself over and over or else I would no longer be able to lead my young team. When I started my career, we would write strategy and futures scenarios for 10 years at a time, gradually it became 5 years, and now my team

writes 3-year marketing strategies at maximum because the world and the explosion of knowledge is so dynamic.

Apart from the five reasons above, some of the lessons I have learnt along the way –

- Friends and acquaintances come and go, especially when you tell them your spare time is for assignments and seminars only, but the ones who care, stay, and become extended family.
- Having a string of degrees after your name doesn't mean anything or make someone more important or rich. We are all the same, with the same basic human values, minus the social labels we give each other.
- The happiness we get in supporting and making others grow along with us is unmatched by anything else we may do; but that's my point of view.

If anyone would like to take up a Master's or a Doctoral Degree, and you need support, I am always available and my office is always open!

PS: Acknowledging Dr. Stephen Covey and Dr. Abraham Maslow for their deep insights.

Successful Evacuation Drill at Muscat International Airport Fuel Depot

Demonstrating an unwavering commitment to the highest standards of safety, Al Maha Petroleum has successfully executed a comprehensive evacuation drill at the Muscat International Airport fuel depot.

The drill was designed to rigorously test the effectiveness of Al Maha's emergency response plans. The primary objective was to sharpen coordination amongst teams and ensure absolute readiness for any potential crisis. This initiative serves as a testament to Al Maha's dedication to safeguarding lives, protecting critical assets, and ensuring seamless operational continuity.



The exercise was carried out with the participation of:

- The Public Authority for Civil Defence and Ambulance – Royal Oman Police
- Oman Airports Firefighting Team
- Oman Airports Medical Team

This operation highlighted the robust partnership between Al Maha, Oman Airports, and the relevant authorities. Together, they are

strengthening the national safety framework, bolstering rapid response capabilities, and aligning operations with internationally recognised best practices.

Al Maha extends its sincere gratitude to all participating teams. Their professionalism, effective collaboration, and swift action were instrumental in the successful execution of this vital exercise.



Small Steps Toward Better Mental Wellbeing

We often treat our minds like machines, expecting them to run non stop. However, mental health is just as vital as physical health. In a busy world full of deadlines and screen time, we often forget to recharge. The good news? You do not need a massive lifestyle overhaul to feel better. Small, consistent actions work best.

The power of the pause

Start by giving yourself permission to stop. Stepping away from your screen for just five minutes to stretch or breathe deeply acts as a 'reset' button. These micro breaks reduce stress and actually improve your focus.

Stay connected

We are social creatures. A quick chat with a colleague or phoning a friend provides a sense of belonging. Meaningful connection reminds us that we are not alone. As the saying goes, a problem shared is a problem halved.

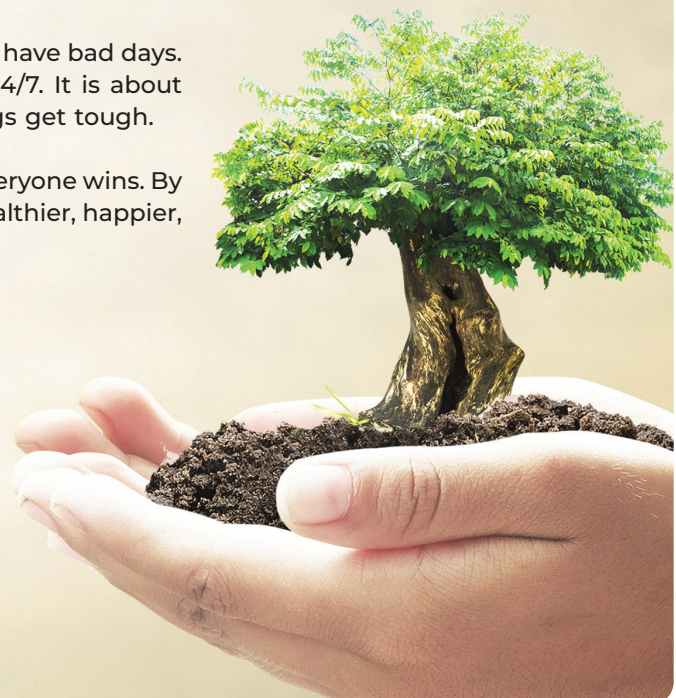
Respect your body

You cannot build a strong mind on an exhausted body. Simple habits, like prioritising sleep, eating well, and taking a daily walk, help to build emotional resilience.

Be kind to yourself

Finally, drop thwe perfectionism. It is okay to have bad days. Mental wellbeing isn't about being happy 24/7. It is about having the tools to bounce back when things get tough.

When organisations support these habits, everyone wins. By taking these small steps today, we build a healthier, happier, and more resilient tomorrow.

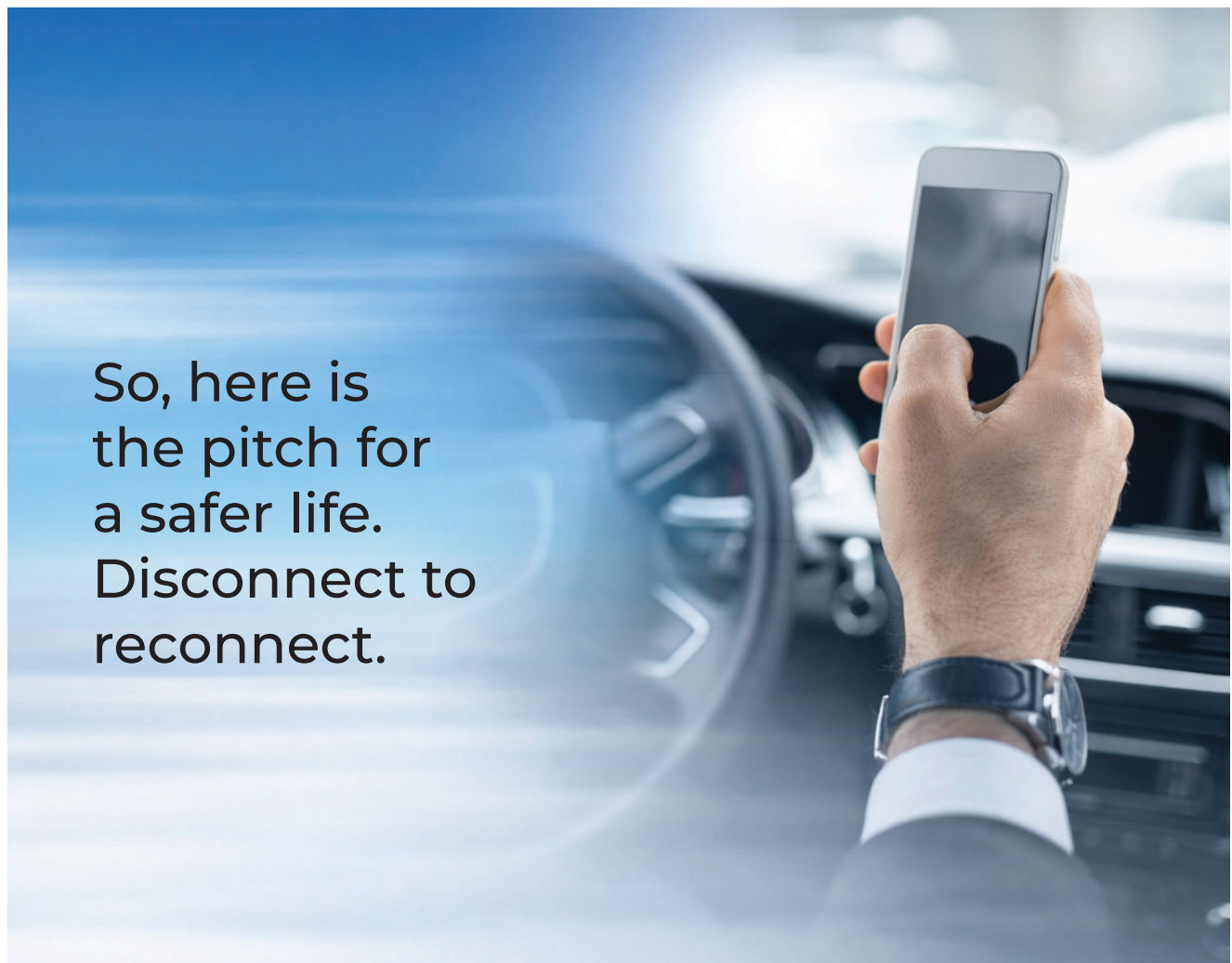


Why your notification can wait

Picture this. You are cruising down the road. Ping! Your phone lights up. It is just a quick glance to change the song or check a text, right? Wrong. In that split second, you are effectively driving blind.

We live in a hyper-connected world, but behind

the wheel, that 'smart' device is a lethal weapon. Distracted driving is a bad habit and is one of the leading causes of accidents worldwide. The truth is simple. Multitasking is a myth. You cannot focus on the road and a screen at the same time.



Treat your car as a digital detox zone. Throw your mobile in the glovebox or switch it to 'Do Not Disturb'. It is a small choice with a massive payout, that is getting home in one piece.

Al Maha Petroleum champions this cause because we know that the most valuable fuel in your car isn't in the tank, it is your attention. We are calling on

everyone, families, employers, and daily commuter, to change the culture.

Let us make a pact. When the engine is on, the distractions are off. Be the driver who stays focused. Be the reason everyone gets home safely. Drive smart, stay alert, and master the art of the distraction free journey.

Achievements

Fuel Cards: 20 Years of Innovation and Sustainable Growth

Twenty years ago, with the launch of Fuel Cards in the market, the company set a clear vision to deliver innovative solutions and play an active role in shaping the fuel services sector.

Over the years, Fuel Card services have evolved to include four main solutions: Postpaid Cards, Prepaid Cards, NFC Stickers, and RFID technology, designed to meet the diverse needs of customers. Among these options, postpaid services remain the most in demand, contributing more than 70% of total sales—an indicator of strong customer trust and market confidence.

During this quarter, the company proudly reached a significant milestone by registering its 3,000th customer. This achievement reflects the positive efforts, strong collaboration, and high level of dedication demonstrated by both the Sales and Operations teams, whose combined energy continues to drive performance and growth.

Looking ahead, the company remains committed to maintaining this momentum, enhancing its services, and expanding its market presence, with a continued focus on delivering value, reliability, and long-term growth.





Spot the Difference Challenge

Top 3 winners to receive 20 OMR worth fuel cards



CELEBRATING
32
YEARS OF
EXCELLENCE

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.

