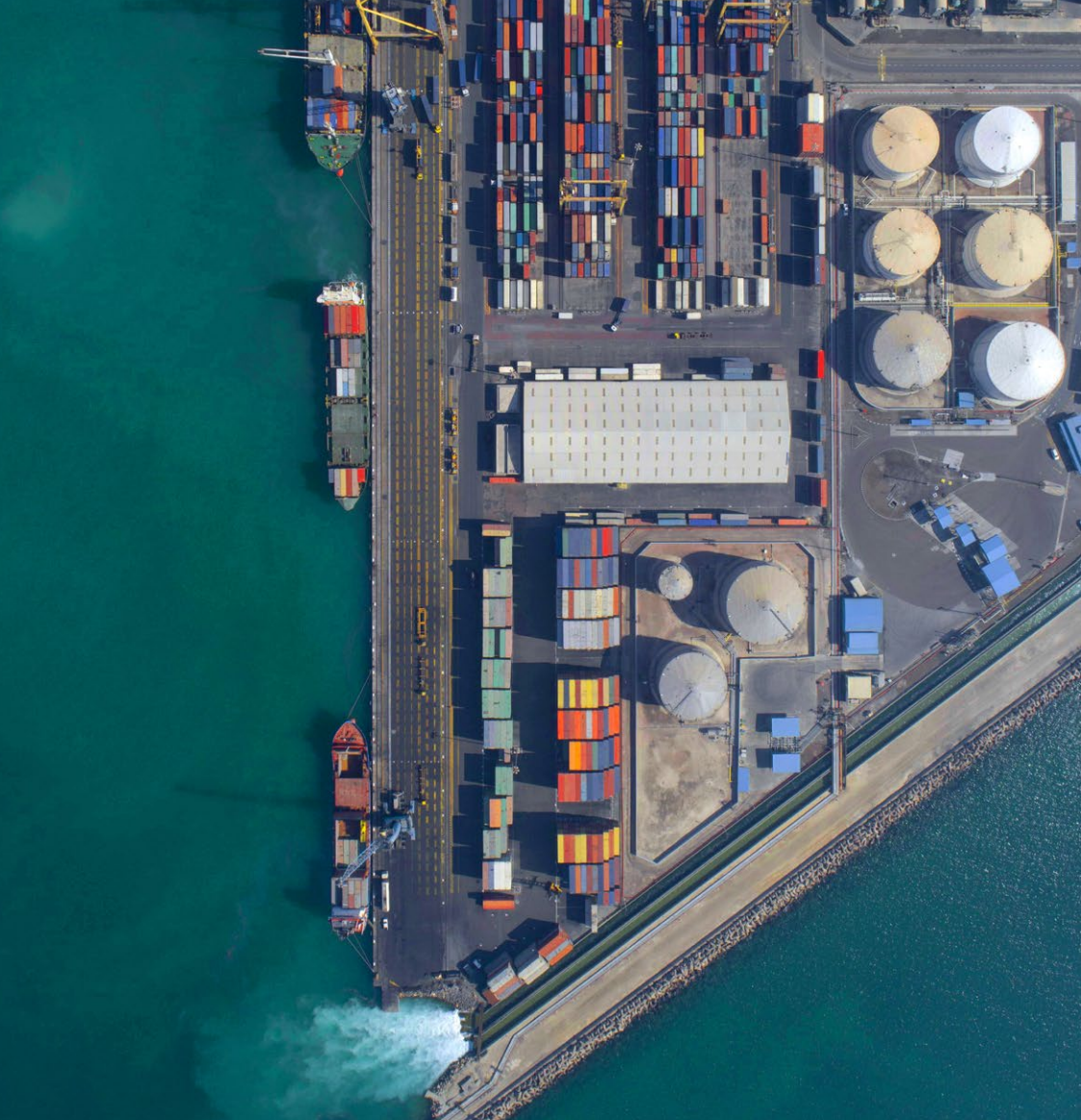


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# GULFTAINER GROUP CULTURE MANIFESTO, VALUES AND ACTIONS

[www.gulftainer.com](http://www.gulftainer.com)



## Gulftainer - a true global success story borne out of Sharjah.

In 1976, Gulftainer was launched to operate the first container terminal in the Middle East, the Sharjah Container Terminal. From these humble beginnings, Gulftainer is now one of the world's leading international ports and logistics solution providers and the first and only operator from the Middle East to manage ports in the USA.

One of Gulftainer's terminal in the UAE has been ranked as the No. 1 most productive port in Europe, Middle East and Asia (EMEA), and No. 3 in the world by the US Journal of Commerce. This achievement has been made possible because Gulftainer continues to invest in skilled and motivated people, processes, state of the art equipment and port infrastructure. This terminal was also chosen as the first port of call in the Middle East for CMA CGM's Explorer class vessel the Marco Polo – at the time, the world's largest container ship – on its maiden voyage across the Persian Gulf.

Gulftainer has repeatedly won industry accolades at every level of its operations, including "Port Terminal Operator of the Year by Seatrade Middle East Awards and Lloyd's Middle East Awards," "Technology Implementation of the Year by Logistics Middle East Awards," "Industry CEO of the Year at the ITP CEO Awards" and "The Corporate Health and Wellness Initiative Award at the MEED Daman Health Awards".

Momentum Logistics was formed in 2008, to provide an enhanced customer service offering, and has evolved to build a strong reputation as a fully integrated third-party logistics provider. Gulftainer's portfolio now encompasses sea ports in the UAE, KSA, Iraq and USA, along with freight forwarding, supply chain operations and logistics cities through Momentum Logistics and Avalon Transport.

## About Gulftainer Group



# WHAT WE DO AND HOW WE SUCCEED WITH OUR PEOPLE!

Gulftainer is an international trade enabler and end-to-end logistics provider, combining sea and inland ports, transport, and landside value-added solutions. In its simplest form, this means that we move goods from point A to point B to ensure a thriving global economy!

Today, an estimated 90% of the world's goods are transported by sea, with approximately 60% of those goods – including virtually all imported fruits, and electrical appliances – packed into containers. As you read this, it is very likely that most of what you are wearing or using came from a different country or even a different continent, via a container through a logistics solution provider such as Gulftainer and Momentum Logistics.

People are at the core of everything we do – be it our employees, customers, the communities we serve through our ports or the very end users whose lives are affected by the Maritime Industry directly or indirectly. Our industry is a critical cog in the world economy and impacts countless lives every day in many ways.

For instance, in 2020, Gulftainer launched an Express Service Lane to accelerate the delivery of over 200,000 metric tons of medical and essential supplies to combat the COVID-19 pandemic. Globally, this service prioritised more than a million tons of crucial supplies destined for front line life-saving services.

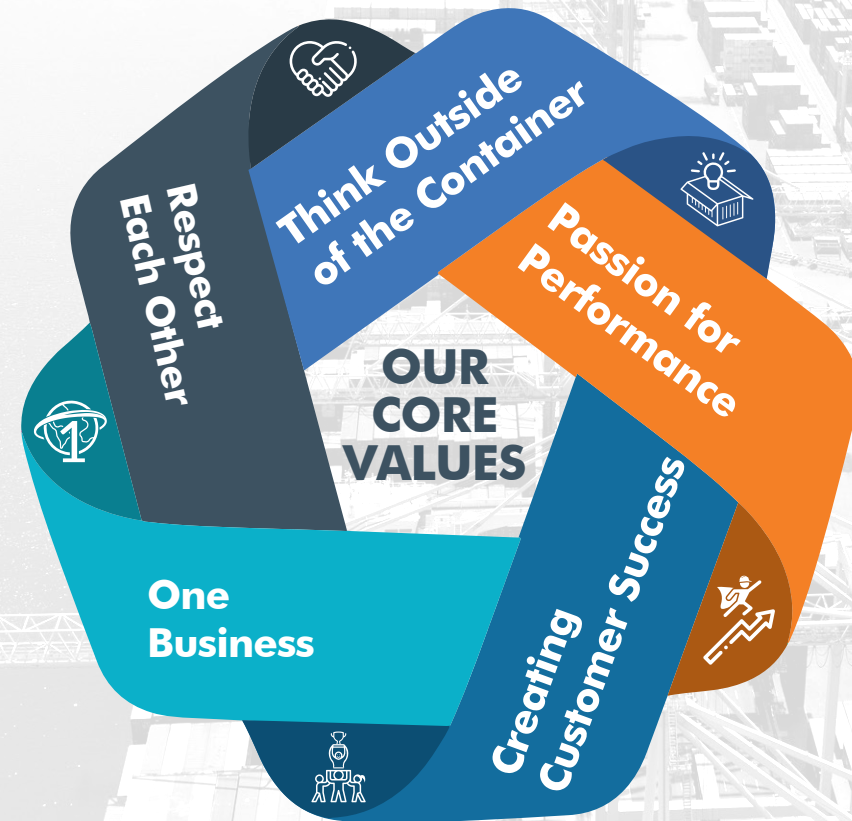
With great power comes great responsibility. At Gulftainer, we recognize this and ensure that while we do this vital job, we make it enjoyable and have fun!

Gulftainer employees must actualise a critical responsibility to the world economy. This playbook is intended as a manifesto on how to work as an effective team, while being impactful and unified towards the common goal of enabling international trade, driving economies and most importantly, providing the best “people experience” for all our stakeholders.

Peter Richards,  
Group CEO, Gulftainer



# AT THE CENTRE OF GULFTAINER'S SUCCESS IS ITS PEOPLE.



Building on our legacy of over four decades, Gulftainer is looking ahead with confidence and exciting ambitions. With conscious deliberation and effective collaboration, we aim to drive long-term change and development within the business. We believe that a positive corporate culture with strong and clear values is crucial to provide impactful business services. Motivated employees give their best work which will result in high-quality service offerings accompanied by excellent customer service.

Empowered by its people's ideology, Gulftainer's latest corporate philosophy stands firm on a Winning Culture and Five Core Values. These values were developed from within the business by Gulftainer employees in conjunction with the leadership team. Extensive research and workshops were undertaken to ensure an agreed approach. These are what we stand for and what we hope our staff will aim to deliver every day.

# PASSION FOR PERFORMANCE



## WE STRIVE TO BE THE BEST, NOT THE BIGGEST.

We show up each day; with energy, pride and passion for the part we play in driving the business forward.

### NARRATIVE

We set ambitious personal and business goals and conquer them together. We reward achievements.

We work towards a quality delivery, reaching our goals, and pushing further each time.

We act like entrepreneurs and stay agile.

We are willing to take calculated risks, in order to deliver the best results.

We take responsibility for our actions. We keep our commitment to safety at the core.

We adapt and overcome challenges, showing commitment to succeed and resilience every day.

### ACTIONS

I strive to succeed, embrace change and always look at the bigger picture.

I recognise great work and empower the team to demonstrate their passion.

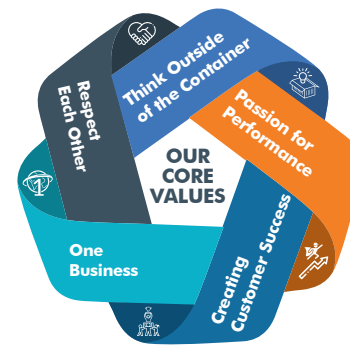
I think and act smart to achieve company goals.

I take responsibility, ownership and accountability to deliver my best.

I prioritise quality and safety in my work.

I maintain composure when faced with challenges, keep others focused and keep us moving forwards.

# CREATING CUSTOMER SUCCESS



## FOR ALL, WE DO OUR BEST WORK.

We know that to grow and be the best, we must deliver a quality service to keep our customers happy, loyal and feeling valued.

### NARRATIVE

Everyone is a customer.

We know that our service delivery, customer support and operational excellence is what sets us apart.

We take time to get to know our customers and understand their needs.

We value our customer loyalty.

We appreciate that they are putting their business in our hands and we treat it with the same care and passion as our own.

We adapt to the specific needs of the customer, finding the best service and solutions for them every time.

### ACTIONS

I treat all colleagues like customers.

I encourage our teams to perform to always meet and exceed customer standards.

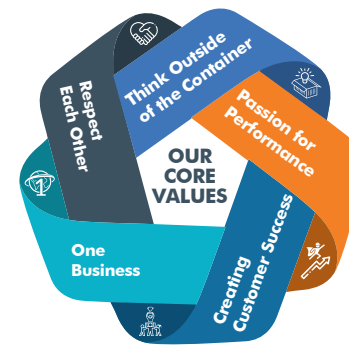
I invest my time and listen carefully to our customer's needs, remaining flexible and agile.

I value our customer's time and recognize their loyalty.

I take care of my customer's business with passion and professionalism.

I am honest, where possible, especially if it can't be done.

# ONE BUSINESS



## ONE GOAL, ONE TEAM.

We are global, across multiple businesses and many departments but we are ONE.

We communicate, collaborate and celebrate together.

### NARRATIVE

Our goals, our drive and our passion for the business is borderless.

We collaborate and communicate with one voice. We think Global, we act local.

We don't let departments or locations divide us. We use them to make us stronger.

We reward, recognize and celebrate our successes. Together.

We think, talk, plan, act and win together.

### ACTIONS

I recognize and promote the successes of colleagues across all departments.

I collaborate; sharing knowledge with, and listening to, others.

I consult and always consider who from the business should be involved and share information with my colleagues.

I get involved and offer support and assistance where needed.

I will get to know colleagues personally, celebrating with those across the globe.

I am a team player, I communicate clearly and effectively and lead by example.

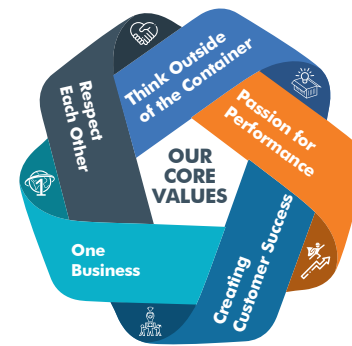
# RESPECT EACH OTHER



## WE LISTEN, LEARN AND SPEAK UP.

We learn, respect and understand that each others' differences are what make us so great together.

We celebrate the individual, and the role they play, as a part of our team.



## Respect Each Other

### NARRATIVE

We understand that for us to work, we need to move together, no matter how big or small our part.

We respect each other. Sharing our values, cultures and goals.

We keep the safety of each other a priority and commit to a zero harm policy.

We forge new relationships, connecting with those all around us.

We respect the environment and communities in which we operate.

We expect ethical behaviour from everyone.

We listen, learn and speak up. For ourselves, our team, our colleagues in an open, honest and transparent manner. No matter how difficult the conversation.

### ACTIONS

I encourage, engage and work to create an inclusive atmosphere.

I am active in learning about my colleagues and their cultures.

I am approachable, polite and always show appreciation.

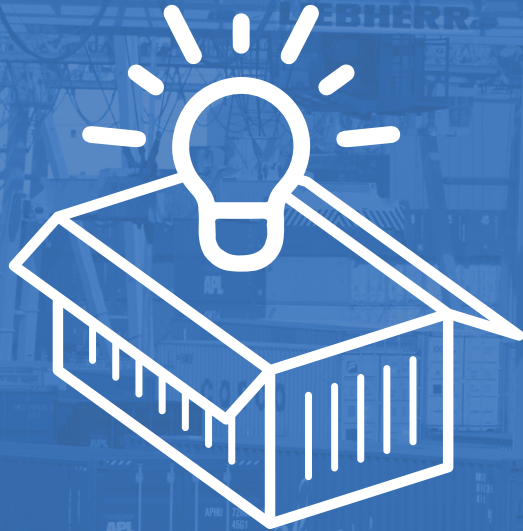
I ask for help when I need it and offer help and support when I see others need it.

I respect available resources and reduce, re-use and recycle where possible.

I speak up and share my point of view. I encourage others to speak up too.



# THINK OUTSIDE OF THE CONTAINER



## WE INNOVATE TO MAKE GULFTAINER GREAT.

We embrace change and conquer challenges with enthusiasm.

Together we innovate, ideate and provide new solutions.



## Think Outside of the Container

### NARRATIVE

We seek out new opportunities and seize them.

We value new ideas, and we want to hear them. We want you to share them and speak up.

We are open-minded and invite honesty. If you think we can do it differently, make a plan and show us.

If something doesn't work, we learn from it and fix it.

We draw inspiration from around us, and look for the latest trends.

We encourage learning, the pursuit of self-development and personal growth.

### ACTIONS

I embrace new thinking and change.

I encourage all ideas and involve as many people as possible to collaborate.

I don't criticize or judge, but am open to opinion and debate.

I don't fear failure and I learn from it.

I develop and share information about new ideas and technology.

I seek outside points of view and encourage cross-functional debate.



## Culture Manifesto



# WINNING CULTURE!

**Productive and passionate people delivering profitable results.**

**We are all winners!**

**We are here to stay.**

**We have weathered the storms, embraced the new and learned from the past.**

**We prioritize performance, we work together and we are accountable for our part.**

**We know that our success affords us the freedom to innovate and grow.**



## TOGETHER AS ONE

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இணைந்து ஒன்றாக

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