

ADNOC Distribution launches Engage by ADNOC, a Retail Media Network Connecting Brands with Customers from Sofa to Station

- Engage by ADNOC is the first full-funnel retail media network operated in the UAE by a mobility and convenience retailer.
- Reaching high-frequency audiences at scale, with nearly 700,000 daily service station customers, more than 250 million annual transactions, and over 2.7 million ADNOC Rewards members.
- Supports ADNOC Distribution's strategy to accelerate growth in non-fuel retail, and is expected to deliver more than \$25 million in cumulative gross profit in its first five years.

Abu Dhabi, UAE – July 29, 2026: ADNOC Distribution (ISIN: AEA006101017), the UAE's largest mobility and convenience retailer by network size, today announced the launch of Engage by ADNOC, a retail media network designed to connect brands with customers across its integrated mobility, convenience and digital ecosystem.

Engage by ADNOC is the first full-funnel retail media network operated in the UAE by a mobility and convenience retailer, enabling brands to connect with customers at key moments throughout their daily journeys using data-driven, relevant advertising. Unlike traditional out-of-home advertising, the platform combines physical and digital media inventory with insights and first-party data from ADNOC Rewards members, enabling brands to run full-funnel marketing campaigns within a single ecosystem.

ADNOC Distribution's network in the UAE serves nearly 700,000 customers every day across its service stations and attracts more than 250 million annual transactions. Powered by insights from more than 2.7 million ADNOC Rewards members, Engage by ADNOC helps brands deliver more relevant customer experiences while measuring campaign impact, with all audience insights used in accordance with applicable data privacy requirements and customer consent frameworks.

Commenting on the announcement, **Jacqueline Elboghdadi, Chief Marketing Officer at ADNOC Distribution**, said: "Engage by ADNOC reflects our continued evolution as a mobility and convenience retailer. As we pursue our strategy to accelerate growth in Non-Fuel Retail, we are creating a differentiated network that is designed to unlock new value for brands, consumers and our business. Every marketer needs the ability to turn audience insights into measurable business outcomes. Through our network and customer data platform, we are enabling more meaningful and measurable advertising across the customer journey, helping brands reach consumers when they are most receptive and clearly measure campaign impact."

From sofa to station, Engage by ADNOC enables brands to connect with customers across ADNOC Distribution's digital and physical channels, from the ADNOC Rewards app and online platforms to screens across service stations and Oasis by ADNOC stores. Enabled by ADNOC Distribution's AI and Digital Transformation (AIDT) program, the platform leverages first-party data, analytics and AI to help brands drive consideration and conversion and measure campaign effectiveness. With approximately two-thirds of fuel transactions in the UAE taking place across ADNOC Distribution's network, it also provides access to one of the country's highest-frequency consumer audiences.



The launch supports ADNOC Distribution's Non-Fuel Retail growth strategy, which delivered more than 14% year-on-year gross profit growth in 2025 and is underpinned by the company's strategy to accelerate growth in Non-Fuel Retail. Engage by ADNOC is expected to generate more than \$25 million in cumulative gross profit over its first five years, creating a new scalable revenue stream supported by data, analytics and AI.

Engage by ADNOC brings together a growing ecosystem of strategic partners, including Publicis, Pyxis, a subsidiary of International Holding Company (IHC), LiveRamp and Network International, combining expertise across media, AI, data and measurement. ADNOC Distribution will continue to evaluate opportunities to expand Engage by ADNOC's capabilities and offerings in line with customer needs and future growth opportunities across its markets.

Bassel Kakish, CEO, Publicis Groupe Middle East & Turkey, said: "ADNOC Distribution has built one of the UAE's most compelling consumer ecosystems, creating a unique retail media opportunity for brands. We are proud to partner on Engage by ADNOC and help unlock its scale, audience connectivity and measurable impact for advertisers."

Mukhles Odeh, CEO, Pyxis, said: "Engage by ADNOC marks a significant leap forward in digital advertising for brands. Through this strategic partnership, we are creating a unique advertising platform that enables brands to connect with customers in real-time, creating impactful and measurable experiences. Together, we are setting new benchmarks for digital advertising and retail media".

Oliver Klander, Regional Vice President, MENA Brands, LiveRamp, said: "ADNOC Distribution's coverage and first-party data ecosystem create attractive opportunities for brands. Through privacy-conscious data collaboration and measurement capabilities, we are helping advertisers connect with audiences more efficiently while maintaining responsible data practices."

Görkem Köseoğlu, Group Chief Customer and AI Officer at Network International, said: "By combining Network's spend insights with advertising performance, 'Engage by ADNOC' gives brands a clearer understanding of campaign effectiveness and business outcomes. Together, we will deliver actionable intelligence that brands can use to make informed decisions."

As advertisers increasingly seek measurable, data-driven ways to engage consumers, Engage by ADNOC leverages ADNOC Distribution's scale, customer ecosystem and digital capabilities to create new opportunities for brands while supporting ADNOC Distribution's long-term growth ambitions.

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About ADNOC Distribution

ADNOC Distribution is a leading mobility retailer in the UAE. The Company has been providing energy for customers' journeys since 1973. Since then, the Company has continuously been at the forefront of delivering best-in-class customer service. Today, ADNOC Distribution enables, enhances, and energizes every customer journey thanks to digitally enabled, innovative customer experiences and high-quality non-fuel retail products. The Company operates service stations in all seven emirates in its home country, as well as Saudi Arabia and Egypt, and sells lubricants in 53 countries across the world via distributors. Now in its 52nd year, ADNOC Distribution has 1,032 service stations, 568 in the UAE, 219 in Saudi Arabia, and 245 in Egypt. As a non-fuel retail leader in the UAE, it operates 386 ADNOC Oasis convenience stores, 37 vehicle inspection centers, offers leading services spanning car wash and lube change and has 400 EV charging points installed under the E2GO brand in the UAE. The Company is also a leading marketer and distributor of fuels to commercial, industrial, and government customers throughout the UAE. All figures are as of 31 March 2026. ADNOC Distribution aims to be the global mobility retailer of choice, an enabler of sustainable mobility, and a provider of exceptional customer experiences. To find out more, visit www.adnocdistribution.ae.

Cautionary Statements Relevant to Forward-Looking Information:

This news release contains forward-looking statements relating to ADNOC Distribution's operations that are based on management's current expectations, estimates, and projections about petroleum, chemicals, and other related industries. Words or phrases such as "anticipates," "expects," "intends," "plans," "targets," "forecasts," "projects," "believes," "seeks," "schedules," "estimates," "positions," "pursues," "may," "could," "should," "will," "budgets," "outlook," "trends," "guidance," "focus," "on schedule," "on track," "is slated," "goals," "objectives," "strategies," "opportunities," and similar expressions are intended to identify such forward looking statements. These statements are not guarantees of future performance and are subject to certain risks, uncertainties and other factors, many of which are beyond the company's control and are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such forward-looking statements. The reader should not place undue reliance on these forward-looking statements, which speak only as of the date of this news release. Unless legally required, ADNOC Distribution undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise.