

Community Investment

OVERVIEW

Aligned with the Company's strategic objectives and our commitment to corporate responsibility, we remain dedicated to promoting and investing in CSR initiatives and community improvement activities. We are pleased to announce that in 2023, we have sustained our momentum in advancing our CSR endeavors, achieving progress across all strategic pillars. In 2023, we invested 0.06% of our revenues in CSR initiatives to support communities. Our unwavering commitment to enhancing the quality of life in our beneficiary communities and fostering responsible and sustainable innovation continues to drive the growth of our businesses.

CONTRIBUTION TO TURKEY AND SYRIA EARTHQUAKE RELIEF

In response to the devastating earthquake in Turkey and Syria, we at RAK Ceramics swiftly partnered with the Khalifa Bin Zayed Al Nahyan Foundation to provide crucial aid to the affected communities. Pledging our support, we committed over 1,000 pallets of tiles and sanitaryware products for construction assistance, aiming to facilitate the rebuilding process. Our contribution will play a vital role in reconstructing homes, schools, and public infrastructure, offering much-needed support to those striving to recover from the tragedy.

In addition to our direct contribution of over 1,000 pallets of Tiles and Sanitaryware products, we have successfully raised AED 100,000, which we have forwarded to the Emirates Red Crescent UAE and UNICEF to support their ongoing relief efforts in the affected areas. We are immensely proud of our employees for their kindness, generosity, and empathy towards those affected by this natural disaster. Through these initiatives, we demonstrate our unwavering commitment to social responsibility and stand in solidarity with the earthquake victims, striving to help them rebuild stronger and more resilient communities.



UAE Flag Day Celebration



Breast Cancer Awareness Programme



Clean UAE Campaign



'For Our Emirates We Plant' with Emirates Environmental Group (EEG)



Tin Can Collection Day



Earth Day Annual Tree Planting