

Supporting our community

Our corporate social responsibility strategy is underpinned by our overarching values and ethos that builds outreach into our communities.



Community support and engagement

We continue to participate in a variety of CSR and outreach initiatives, including the Dubai Fitness Challenge and partnering with the Dubai Blood Donation Centre as well as numerous health and fitness programmes.

In 2018, our initiatives were recognised by the award of the prestigious CSR Label from the Dubai Chamber of Commerce.

