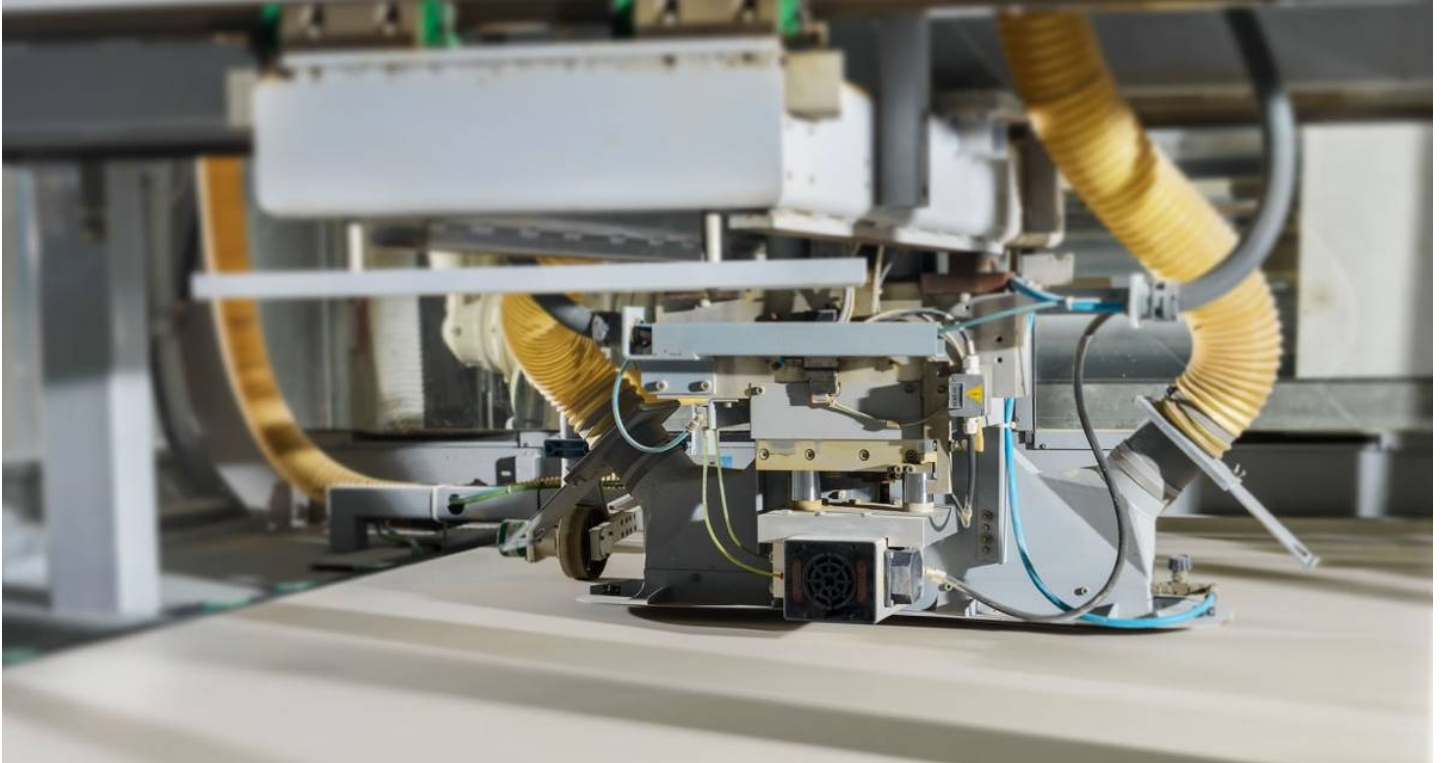


August 14 - 2024

RAK CERAMICS NAMED AS "UAE INDUSTRY 4.0 LEADER" BY MOIAT FOR DRIVING EXCEPTIONAL DIGITAL TRANSFORMATION IN THE INDUSTRIAL SECTOR

RAK
CERAMICS



We are proud to announce that RAK Ceramics has been honored with the prestigious **"UAE Industry 4.0 Leader"** award by the Ministry of Industry and Advanced Technology (**MoiAT**). This recognition is a testament to our exceptional contributions and leadership in driving digital transformation within the industrial sector.

This accolade acknowledges our remarkable achievements in embracing innovative technologies that have significantly impacted the UAE's industrial landscape. Through our unwavering commitment to integrating Industry 4.0 solutions, we have not only enhanced the competitiveness of our operations but have also set a new benchmark for excellence in the region.

The award was granted following our impressive performance in the Industry Transformation Technology Index (ITTI) assessment, where we scored exceptionally high. This assessment is a key part of MoiAT's strategy to advance the UAE's industrial sector by encouraging the adoption of cutting-edge technologies and digital practices. The assessment involved comprehensive factory visits and detailed discussions covering all 20 dimensions of our operations, including production, supply chain management, enterprise procedures, and sustainability. This analysis was part of MoiAT's Operation 300 Billion strategy, aimed at assisting enterprises like ours in driving digital transformation and unlocking value from the deployment of Industry 4.0 (I4.0) technologies.

We are thrilled to share that our performance in this rigorous assessment was benchmarked against the industry's best-in-class companies, and RAK Ceramics was rated as best-in-class across multiple dimensions. MoiAT recognized that we are pushing the boundaries of digitalization through numerous cutting-edge I4.0 initiatives, including:

- The deployment of AI/ML for various applications, including predictive analysis.
- Implementing IoT infrastructure to monitor and optimize energy consumption.
- Establishing a presence on the Metaverse platform, with ongoing work to deploy a customer-facing metaverse.
- Utilizing a GPS-based warehouse management system.

This accolade acknowledges our unwavering commitment to integrating Industry 4.0 solutions, which have significantly impacted the UAE's industrial landscape. Through our efforts, we have not only enhanced the competitiveness of our operations but also set a new benchmark for excellence in the region.

