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RAK CERAMICS RECOGNISED WITH PLATINUM IMPACT SEAL BY UAE NATIONAL CSR FUND, MAJRA

RAK
CERAMICS



Majra Impact Seal is the UAE's highest federal recognition for sustainable business impact

This recognition reinforces the company's long-term commitment to responsible manufacturing, sustainability, and creating positive value for society.

Ras Al Khaimah, UAE – July 2026: RAK Ceramics, one of the world's largest manufacturers of ceramic and porcelain tiles, sanitaryware, faucets, and tableware, has been awarded the **Platinum Impact Seal (2025–2027)** by the **UAE National CSR Fund (Majra)**, the country's highest federal recognition for sustainable business impact.

Presented under the patronage of **His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President, Deputy Prime Minister and Chairman of the Presidential Court**, the Platinum Impact Seal recognises organisations that demonstrate outstanding environmental, social and governance (ESG) performance while creating measurable and lasting impact aligned with the UAE's national priorities and the United Nations Sustainable Development Goals (SDGs).

The award was presented by **His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism and Chairman of the Board of Trustees of Majra**, during the Majra Impact Seal Awards ceremony.

The **Impact Seal – Platinum Tier** is awarded following a comprehensive assessment of an organisation's sustainability strategy, corporate governance, responsible business practices, social impact, and contribution to the UAE's sustainable development agenda.

Commenting on the recognition, **Abdallah Massaad, Group CEO of RAK Ceramics**, said:

"Receiving the Platinum Impact Seal is a proud milestone for RAK Ceramics and a recognition of the collective efforts of our people. Sustainability is not a standalone initiative—it is embedded in every aspect of our business, from responsible manufacturing and product innovation to investing in our people, supporting communities, and creating long-term value for all stakeholders. This award reflects our commitment to operating responsibly while contributing to the UAE's sustainable development ambitions."

Sustainability is a strategic pillar of RAK Ceramics' long-term growth strategy. Guided by its **Sustainability Strategy 2024–2030**, the company has embedded ESG principles across its operations through a robust governance framework focused on decarbonisation, circularity, resource efficiency, innovation, responsible procurement, workforce development, and community investment.

The company's sustainability framework is built around four strategic pillars: **reducing emissions, consuming responsibly, empowering people and communities, and preserving wildlife and natural habitats**. Through these pillars, RAK Ceramics continues to deliver measurable environmental, social, and economic value while continuously improving its operational performance.

Across its global manufacturing operations, RAK Ceramics has implemented initiatives to improve energy efficiency, optimise water consumption, reduce waste, increase recycling, and lower carbon emissions through cleaner technologies and circular manufacturing practices. Its closed-loop manufacturing system enables the treatment and reuse of wastewater and the recycling of production waste, reinforcing the company's commitment to resource conservation and the circular economy.

Innovation continues to play a central role in RAK Ceramics' sustainability journey, with the company investing in advanced manufacturing technologies and product innovation to develop more sustainable solutions while enhancing operational efficiency and reducing environmental impact.

This year's Majra Impact Seal Awards also marked the launch of the **UAE Companies for Good 2031 Strategy**, a national framework designed to strengthen private sector contributions towards advancing the UAE's Impact Economy and accelerating the country's CSR, ESG, and sustainability ecosystem.

The Platinum Impact Seal further reinforces RAK Ceramics' position as a regional sustainability leader and reflects its continued commitment to supporting the UAE's vision for a resilient, inclusive, and sustainable future.

For more information on RAK Ceramics' sustainability journey and performance, read the **RAK Ceramics Sustainability Report 2025** at:

<https://corporate.rakceramics.com/Sustainability-Report-English-2025/>

For more information, visit: <https://www.rakceramics.com>

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NOTE TO EDITORS

About RAK Ceramics

RAK Ceramics is one of the largest ceramics brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitary ware and faucets, the Company has the capacity to produce 118 million square meters of tiles, 5.7 million pieces of sanitary ware, 36 million pieces of porcelain tableware and 2.6 million pieces of faucets per year at its 23 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Europe.

Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves clients in more than 150 countries through its network of operational hubs across Europe, the Middle East and North Africa, Asia, North and South America, and Australia.

RAK Ceramics is publicly listed on the Abu Dhabi Securities Exchange in the United Arab Emirates and has an annual turnover of approximately US\$1 billion.

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