

## **NEWS RELEASE**

# **Hyundai joins forces with Al Ihsan Charity & Ajman University to launch “Mobility for Food Bank”**

Dubai, UAE. March 23 – Hyundai Motor Company Africa and Middle East HQ, announced the signing of a Memorandum of Understanding with Al Ihsan Charity Association and Ajman University (AU) to deliver food packages to underprivileged communities in the UAE. The initiative is a continuous campaign that will begin in the month of Ramadan.

The initiative underscores Hyundai Motor Company's social responsibility as a mobility and sustainability solutions provider. With the active partnership of Al Ihsan Charity Association, a reputable NGO dedicated to humanitarian work in the region, and Ajman University, a leading university in the UAE known for its social responsibility initiatives, the campaign aims to reach 700 beneficiaries in the rural areas of Ajman.

The Director General of Al-Ihsan Charity Association, Sheikh Rashid bin Mohammed bin Ali Al-Nuaimi, said: “The most important characteristic of the charitable and humanitarian work of the United Arab Emirates is that it is based on an effective institutional framework, and the fact that the Al-Ihsan Charity Association works in the charitable field and plays a vital role in supporting the development and humanitarian goals that it seeks the country to achieve, we at Al Ihsan Charitable Association are aware of the responsibility that we bear to leave a positive impact on people's lives, stressing our keenness to enhance cooperation with our strategic partners in implementing charitable and humanitarian initiatives that would provide the necessary services to targeted groups of families with limited income, orphans and widows

We are happy with our partnership with the Juma Al Majid Establishment & Hyundai Motor Company Middle East & Africa HQ, in which this campaign combined social responsibility and volunteering, the humanitarian developmental role of the organization and the creation of common value for communication and sustainability. Achieving one goal is to strengthen human solidarity, provide aid to those in need, and alleviate their human suffering.

“We at Hyundai Motor are conscious of the responsibility to leave a positive impact on people’s lives, especially the people who have undergone difficult circumstances,” Hyundai Motor Company M. East and Africa HQs said. “The initiative highlights our commitment to this responsibility. By utilizing our mobility solutions to create a spirit of unity and solidarity, we can give back to the people during the month of giving.”

As a strategic partner in the campaign, Ajman University will organize the packaging of food boxes on its campus. AU students will participate as volunteers and help in packaging the boxes inside the University Hall. They will also assist in delivering the packages to the underprivileged families.

“As a leading university in the UAE in making societal impact, Ajman University is committed to creating meaningful changes that transcend individual lives and leaves a lasting legacy of progress for future generations. Since 1988, we have been educating more than 40000 young men and women with responsible citizenship skills who have been making a transformational impact in different parts of the world,” said Dr. Karim Seghir, Chancellor of Ajman University.

“We are proud to partner with Hyundai and Al Ihsan Charity in this noble endeavor which will not only bring some relief to underprivileged families this Ramadan, but also foster the spirit of giving and a heightened sense of social responsibility among AU students,” he added.

Hyundai Motor Company will donate the contents of food boxes as well as provide mobility by way of a fleet of Hyundai STARIA Vans provided by Juma Al Majed Est, Hyundai UAE, which will carry the volunteers & the packages.

Suliman Al Zaben, Director of Hyundai – UAE, stated: “The campaign meets Hyundai’s sustainable development goals on several levels. We are proud to support this initiative for a second year by providing mobility solutions to deliver food aid to those in need.”

Through this campaign, Hyundai Motor Company is also fulfilling its commitment to sustainability by reducing its environmental footprint using sustainable packaging directly from the food suppliers and providing efficient transportation needs. All packages contain sustainable food that lasts for months and can be used by the underprivileged to cook their meals during and after Ramadan.

This initiative follows an all-inclusive operation to strengthen the connection between businesses, organizations, and local communities. The campaign reflects Hyundai’s standpoint towards the company’s global initiative “CONTINUE”, which encompasses all activities aiming to create a shared value toward a sustainable future.

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#### About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision ‘Progress for Humanity,’ Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider.

The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

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