

# STATEMENT OF CORPORATE SOCIAL RESPONSIBILITY

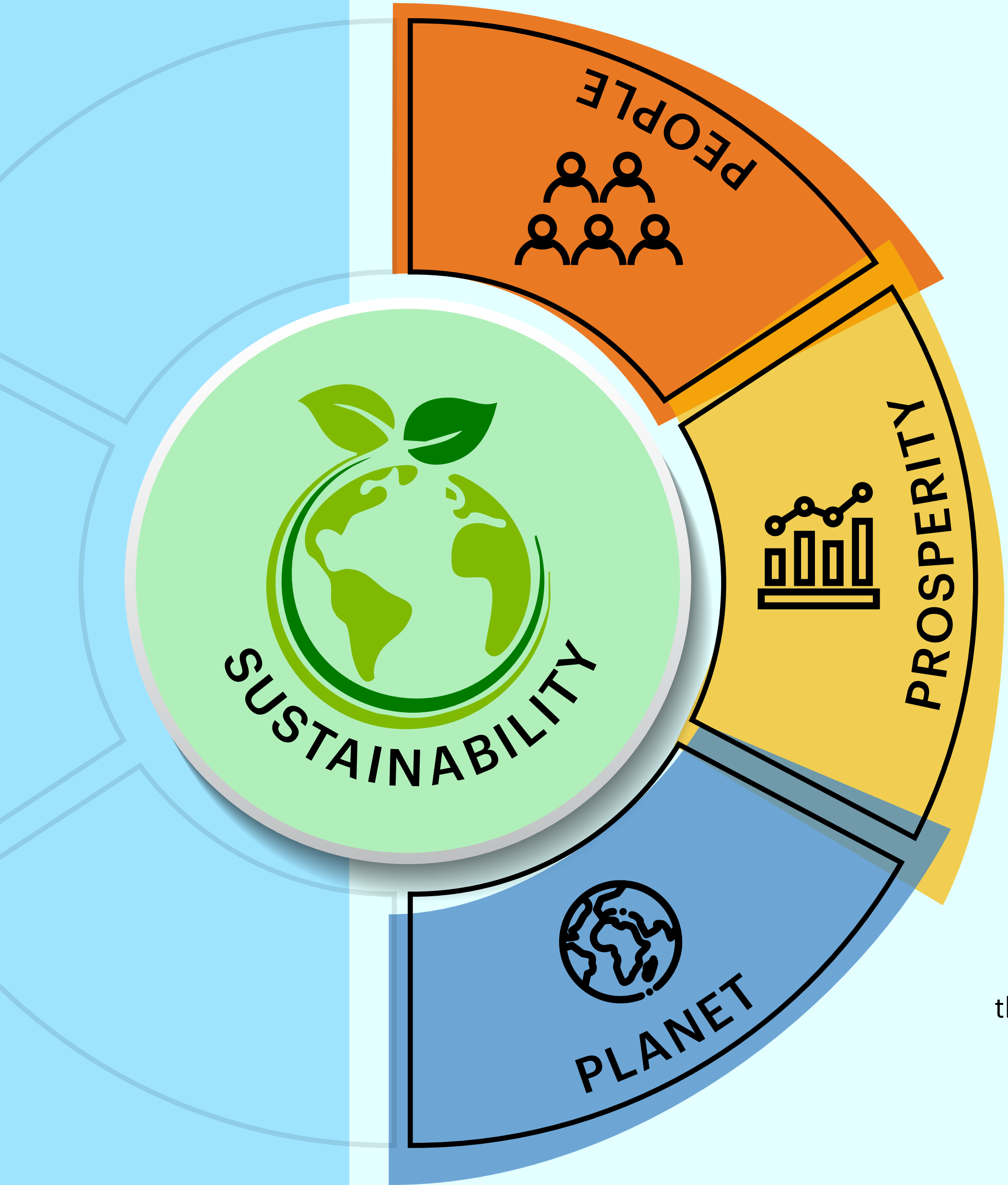
Advanced Media Trading has been adapting and incorporating crucial elements from the environmental, social, and governance (ESG) criteria into its organizational chart and mission statement in recognition and pursuit of the UAE's commitment to sustainability and tolerance, and towards realization of the UN Sustainable Development Goals (SDGs) and the race to achieving net-zero.

"We are a part of the society, a bridge between large manufacturers, suppliers, and consumers. We must play a mediatory role in delivering the Sustainable Development Goals to all our stakeholders. It is our moral duty."



**KAVEH FARNAM**  
CEO and Co-Founder

Our Corporate Social Responsibility Department re-envisioned and restructured Advanced Media Trading (AMT) to encompass and improve upon the principles of the Triple Bottom Line of Sustainability or the Three Ps (People, Planet and Prosperity) hereafter known as the AMT of Social Responsibility to accommodate and advance initiatives and activities that would cement its reputation as a pioneer and member of the community. The principal aim of this department is to pay it forward, build lasting partnerships, and serve as an example for small and medium enterprises towards realizing these goals for the sake of our people, planet, and mutual prosperity. The AMT of Social Responsibility will continue to serve as a blueprint for all decisions inside and outside Advanced Media Trading through every stage of operation.



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## Acknowledgement

We are invested in creating a culture that celebrates accomplishments, recognizes high performing teams, and validates individual efforts, where each employee feels heard, valued, and appreciated. Acknowledgment leads to a greater sense of purpose, belonging and satisfaction.

## Mindfulness

We are committed to ensuring the complete physical, mental, and social well-being of each employee. Mindfulness practices reduce stress and anxiety, increase compassion, enhance creativity, and focus, and build resilience consequently improving overall health.

## Trust

We are determined to create an environment that encourages open and honest dialogue and communication in line with our core values and goals. Trust overcomes resistance to change and leads to greater teamwork and loyalty.

PEOPLE



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## Awareness

We recognize and accept our shared responsibility and obligation in protecting the environment and promoting a sustainable development of the planet for future generations. Awareness is an imperative first step towards informing, engaging, and involving our community and beyond.

## Minimalism

We understand that overconsumption and mindless accumulation have gravely endangered our natural resources and pose an existentialist threat to the future of our planet, and we commit to reduce, reuse, recycle and recover. Minimalism embraces intentionality, quality recourse and sustainability.

## Technology Transfer

We value and support innovation and research that contribute towards sustainable development, improvement of living conditions and environmental protection, and we aim to facilitate the spread of this knowledge. Technology Transfer assists the equal access and dissemination of effective new skills and practices across all societies.

PLANET



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## Accountability

We believe that sincerity and integrity cultivate a culture that holds companies answerable for the impact of their actions on the community, society, and the environment. Accountability encourages the ownership and acknowledgement of mistakes and shortcomings with the aim to grow and improve.

## Mentorship

We consider knowledge, experience, and development as the greatest assets we possess in preparing for the future, and we see it as both our privilege and responsibility to train and advise the next generation. Mentorship is an opportunity to identify and foster great talent and potential, and to pay it forward.

## Transparency

We encourage and practice truthfulness and receptiveness in every communication and interaction in hopes of creating open dialogues and establishing trust among each other, within the company and in the community and beyond. Transparency confirms the ethical vision and the reputation of a company.

## PROSPERITY

