

Appreciation Message



3rd September 2020

Dear Mr. Firas Mufti,

AAB is a progressive, diversified and sustainable business group driven by its commitment to its core values. In order to achieve our vision of **"Sustainable Growth"**, Human Capital Management is the key to success.

Change is the **"New Normal"**, and in an endeavor to keep ourselves updated with the changing business environment, our Human Resources team has updated AAB's competency framework. If competencies must become a daily language for every employee within AAB, it is important that they understand the essence of each competency. Hence taking this into consideration, the **"Competency Guide"** has been prepared.

As Walt Disney said, *"Leadership shows judgment, wisdom, personal appeal and proven competency"*. As a leader in this organization, your wisdom in the form of a success story will be a **beacon** for the employees at AAB to understand the competencies in a simple and easy manner.

I am pleased to express my **sincere appreciation** towards your contribution in the formulation of AAB's Competency Guide by sharing your rich experience through practical examples. This will help in developing our people's capabilities and their growth within AAB.

While thanking you for contributing to the competency movement, I call upon you to become an **"Ambassador of Competencies"**. Through this, let us motivate our employees to "bring smiles on the face of customers by exceeding their expectations" and demonstrate our core competency of "Customer Delight".

R.K. MURUGAN

ACEO & COO, Automotive