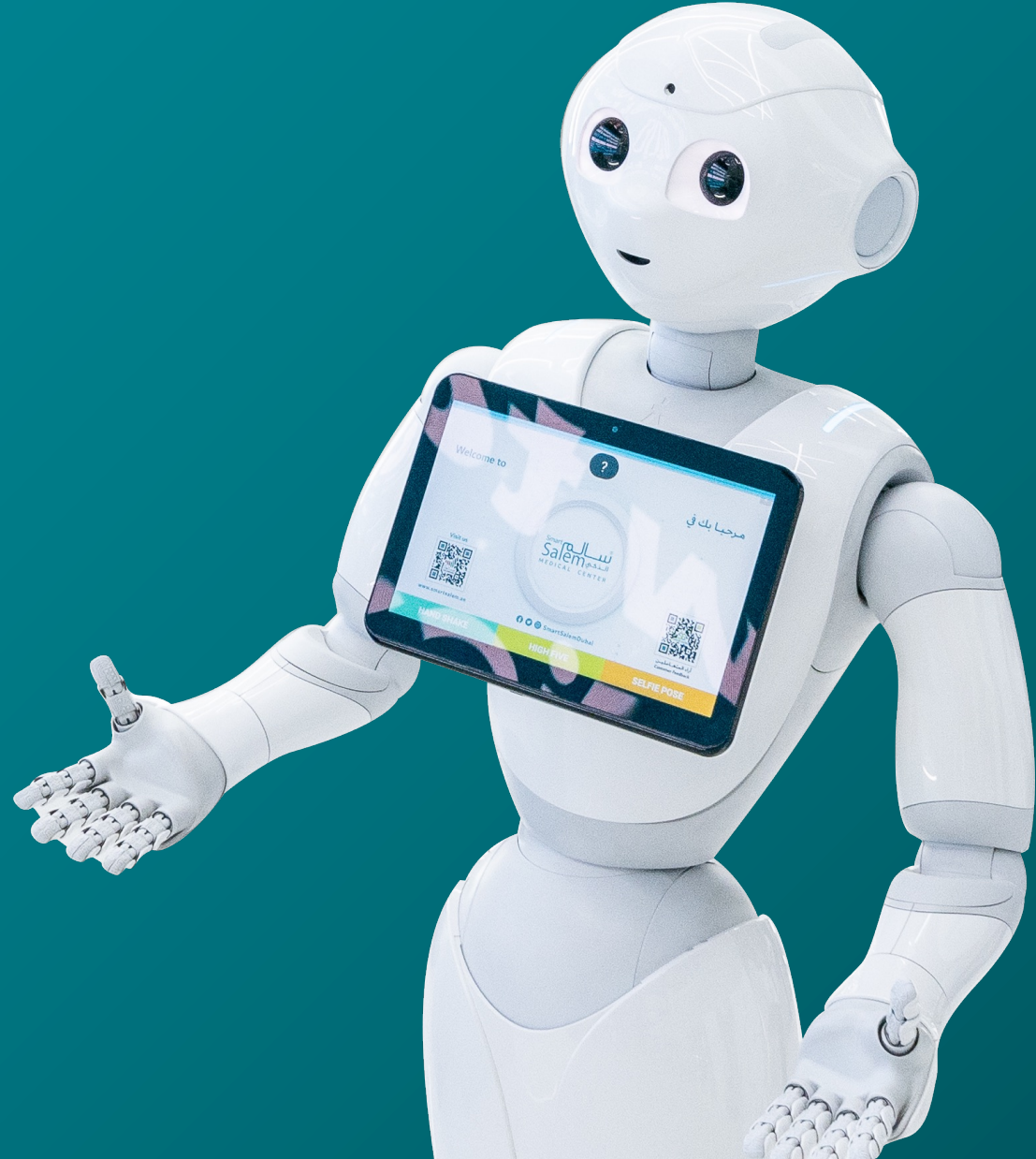


Welcome to our **Culture Playbook**



Smart Salem was opened and inaugurated by H.H Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai in 2020 to provide an

innovative and premium visa medical fitness testing service

in line with the vision to make Dubai an innovative smart city, pioneering improvements across healthcare and government services.



Since then we have **eclipsed all expectations...**



Delivering
over
450,000
medical
fitness
tests.

Expanding from
1 to 3 centers.

1

City Walk,
Jumeirah

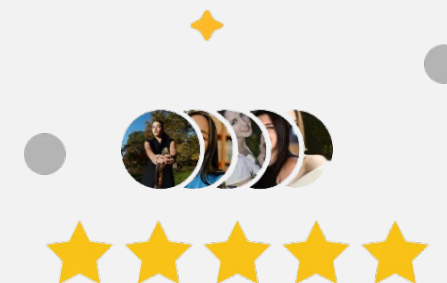
2

Index Tower,
DIFC

3

Dubai Knowledge
Park, TECOM

Gaining over
31,000 **5 star**
Google reviews.



Expanding our services
and capabilities to offer a
wide range of **health and**
wellness screening
services.



But our story isn't over yet.

In fact we're just getting started.



Our purpose is why **we exist**.

Our purpose is to **empower** people
and communities to **enjoy better,
healthier and longer lives.**

Our **purpose** is about improving lives –today, tomorrow and beyond.

It's about the future.



Our vision is **our ambition for the future.**

Our vision is to **bring the future of preventative health and wellness** to the people and communities of the UAE.

We aspire to challenge the status quo and drive the transformation from healthcare to health.

Our **purpose** and our **vision** are ambitious, and they are important.

That's why we have our **values** to guide us to achieve them in the right way.

In the **Smart Salem way.**

Our Values

Make a Difference

We raise the bar.



One Team

We work together.



Own It

We take accountability.



Care

We put people first.



One Step Ahead

We are innovative.



Make a Difference

We raise the bar.



We always strive to exceed expectations.

As a guiding principle this value reminds us that we don't settle for anything less than exceptional.

Make a Difference

We raise the bar.

We challenge
ourselves to do better.

Every experience
matters.

We never settle
for 'ok'.

We set the bar high
and then push it up a
bit further.

We go over and
beyond.

We leave things
better than the way
we found them.



One Team

We work together.



We know our super power is the collective greatness of our people.

As a guiding principle this value reminds us we are stronger when we work together.

One Team

We work together.

We help each other
and ask for help.

We share information
and ideas without
judgement.

We leverage our
diverse experience
and knowledge for the
best results.

We are flexible,
collaborative and
open.

We all pitch in to get
the job done, no
matter our role.

We share our success
and support each
other in challenging
times.



Own It

We take accountability.

We own our actions.

As a guiding principle this value reminds us to own our actions, be proactive and act with integrity.



Own It

We take accountability.

We are reliable,
trustworthy and
accountable.

We focus on the end
goal, not the process.

We hold our hand up
when things don't go
as planned.

We do it today,
not tomorrow.

We don't wait to be
told, we take initiative.

We show up and put
our best foot forward
everyday.

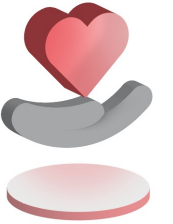


Care

We put people first.

We care about people.

As a guiding principle this value reminds us that the wellbeing and happiness of our people, our customers and our communities comes first, always.



Care

We put people first.

We think people first,
not business first.

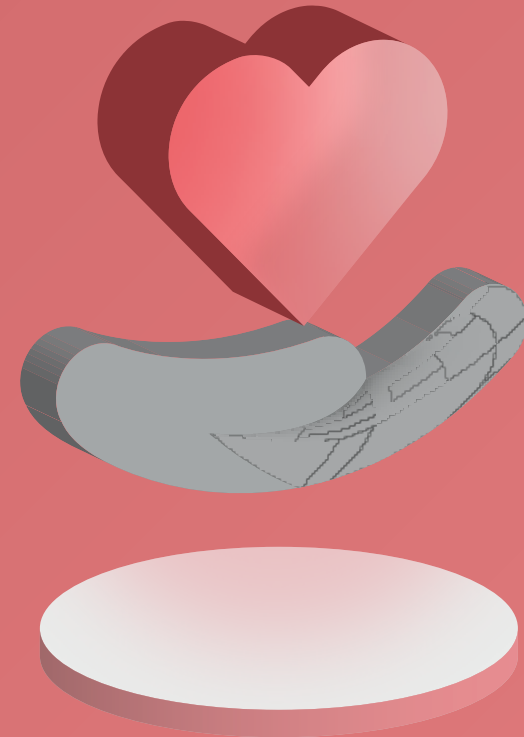
We treat each other as
equals with no
exceptions.

We are respectful,
kind and
compassionate.

We help each
other.

We support our
communities.

We are respectful
and understanding.



One Step Ahead

We are innovative.



We are ahead of the game.

As a guiding principle this value reminds us that we are in a fast-evolving industry, and we need to stay one step ahead to fulfil our purpose.

One Step Ahead

We are innovative.

We are transformative,
futuristic and
innovative.

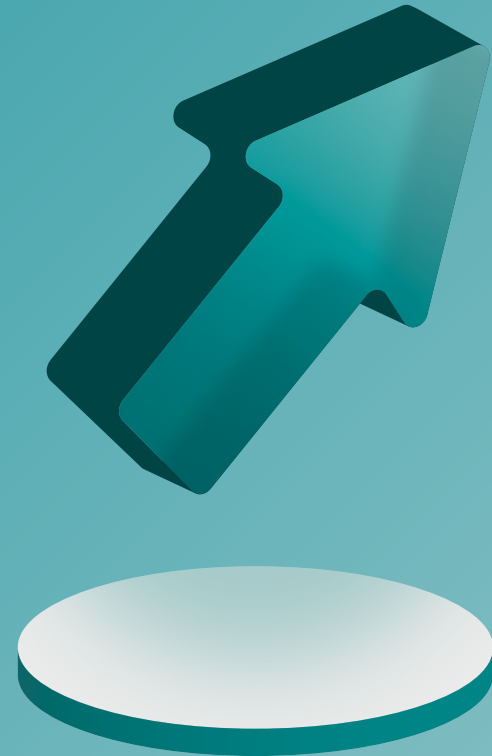
We proactively look
for better ways.

We plan for the future.

We take
calculated risks.

We challenge the
status quo.

We anticipate
what's next.



So we have values.. **now what?**

With our new values we have for the first time **a very clear set of guiding principles for how we treat each other, make decisions and ensure impact.**

Our values are not just words.

They will be central to the way we evaluate, recognise and reward performance, and they will drive our talent acquisition strategy.

They will be used to make strategic decisions about priorities and how we achieve our business goals.



Our values only have meaning if **we live and breathe them.**

It is up to **YOU** to bring them to life through your actions and ultimately make them the DNA of our business.

It's up to
you...

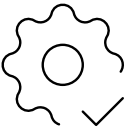
Know them

You should be able to tell us what our five values are without checking.



Understand them

Make an effort to really understand the intention behind each one.



Talk about them

Discuss them with your colleagues, friends and family.



Apply them

Incorporate the values into your day to day operations, even if that means making changes.



Live them

Hold the values central to everything you do!



The future **is bright**

Thank you for reading this far. We are excited and we hope you are too! We are always interested in your feedback so please let us know what you think about our values.

Email us with 'Values Feedback' in the subject line.

