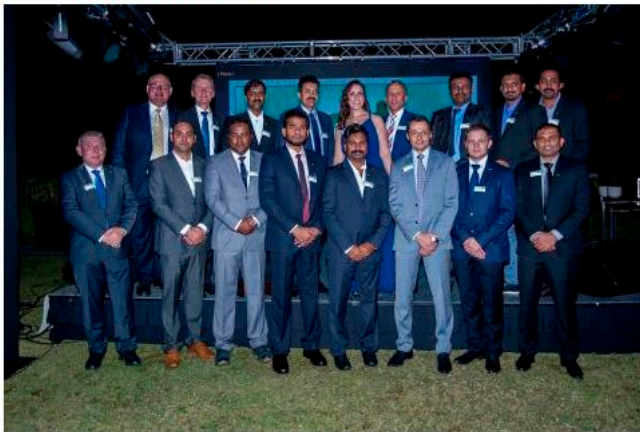




INIT FZE CELEBRATES TEN YEARS OF SUCCESSFUL BUSINESS IN THE MENA REGION

MON 11 DECEMBER



Init FZE - the local subsidiary of INIT SE, a worldwide leading provider of integrated ITS solutions- is at the forefront of shaping mobility in Dubai and Abu Dhabi

On November 15, 2017 Init Innovation in Traffic Systems FZE, Dubai celebrated its 10th anniversary in the MENA Region.

In 2007, Init Innovation in Traffic Systems FZE (Init FZE) was founded in Dubai to provide Dubai Roads and Transport Authority (RTA) with INIT's cutting edge fleet management and real-time passenger information system in order to meet RTA's goals and vision of establishing a modern public transport system and improve service quality and customer satisfaction.

In 2010, Init FZE was selected by Abu Dhabi Department of Transport (DoT) to implement an ITCS system to make bus service

more attractive, reliable and accessible. Thanks to INIT's system, Abu Dhabi DoT is able to provide its patrons a more punctual and reliable service.

With its U.A.E presence INIT has been striving to bring innovative public transport technologies to the U.A.E. and the Middle East North Africa region with a vision for the future and a passion for mobility.

Eyad Tayeb, Managing Director of Init Innovation in Traffic Systems FZE, explains INIT's business model: "Offering a public transport service that sets standards is the aim of our customers in the MENA region. Our mission is to provide them the tools needed to reach their aims." He points out that being well connected with customers and future customers is crucial for the company. "Being present with an office in the MENA region gives us a clear understanding of the specific needs our local customers have, and it allows us to provide them with excellent service."

After 10 years of successful business in the region INIT was honored to celebrate its jubilee with its customers, business partners, and colleagues at the JW Marriott Marquis Hotel, Dubai, United Arab Emirates. The event was inaugurated by the Consul General of the German Consulate General in Dubai, H.E. Günter Rauer.