



"Corporate Responsibility is here to help the business flourish long-term, not to burden it. It is about integrating social contribution and responsibility into our everyday business activities".

Mr. Osama Daoud Abdellatif.

At DAL Group, we believe that our financial success commits us to certain social, economic and environmental responsibilities. We measure our success as much through our actions and conduct as through the quality of our products and services.

Corporate responsibility (CR) is integrated into our daily business life, with strategies and policies in place to support and guide activities at both group and individual business level. Our recent focus has been to codify, lock-in and broaden the Group's CR ethos. We have achieved this through several means:

- For our **people**, we have developed clear policies and procedures and an employee handbook outlining what we expect from our employees, and what they can expect from DAL. We have invested heavily in learning and development and in programs that seek to identify and promote talent throughout the Group.
- For our **customers**, we continue to invest in quality and product development. We have launched new brands of flour, opened a state of the art dairy factory, and recently been awarded our fourth ISO quality standards certification.
- For our **communities**, we have challenged every business unit in DAL to come up with a new CR initiative as part of our normal annual budgetary process.

DAL Group was the driving force behind the introduction of the UN's 'Global Compact' in Sudan – a worldwide initiative for businesses committed to ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. The Group continues to promote the initiative and operates according to its principles.

DAL Group encourages fellow businesses to follow its lead - not just by donating to good causes but by integrating CR activities into every day operations and supporting the communities that sustain them.