

Audi Middle East Communications

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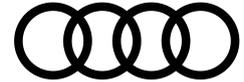
Audi Middle East support Sitti Social Enterprise and UNHCR refugee aid as part of the #AudiTogether programme

- **3,000 handmade soaps commissioned by Audi Middle East to support Sitti Social Enterprise and UNHCR**
- **“During these turbulent times of COVID-19, we remain focused on the needs of the communities we serve” Carsten Bender, Managing Director Audi Middle East**
- **Proceeds will fund supplies of water, medical care and hygiene materials to UNHCR and will contribute to the development of the women refugees employed by Sitti Social Enterprise**

Dubai, May 7, 2020 – The need for sanitization and hygiene protection has been a constant reminder during the COVID-19 crisis and Audi Middle East is playing its part to raise awareness of the importance of hand washing by partnering with Sitti Social Enterprise and UNHCR to support the safety of refugees who have been critically affected by the coronavirus. Three thousand handmade soaps have been commissioned as customer gifts during the holy month of Ramadan from the Jordanian Women’s Business Enterprise (WBE), who employ women refugees. A percentage of the cost of each handmade Sitti Soap gift is donated to UNHCR to fund life-saving support, including water, medical care and hygiene materials globally.

Carsten Bender, Managing Director of Audi Middle East commented “I have been personally moved and inspired by the skill and patience that these women put into the production of each bar of handmade Sitti Soaps to create such a beautifully crafted necessity.” He continued “During these turbulent times of COVID-19, we remain committed to the communities we serve. We hope that by helping to support this Women’s Business Enterprise in our region, we are contributing to the progressive development of the ladies who are employed there as well as the refugee needs of UNHCR worldwide”

“Sitti” (si-TEE) means “My Grandmother” in Arabic. Sitti Social Enterprise is a self-sustaining enterprise for the women of Jerash Camp that also supports community-based programming for women and girls. Their aim is to grow educational and skill-development and to support programs that will ultimately bring greater independence and freedom to Palestinian refugee



women and their communities. The profits from the sales of their handmade soaps help to fund computer classes, English classes, and scholarship opportunities for their employees.

UNHCR is diversifying its fundraising channels during the Coronavirus pandemic and providing safe, innovative solutions for both donation and receipts of humanitarian aid. The organization supports camps in over 96 refugee-hosting countries reporting local transmission of COVID-19 and over 71 million people have been forcibly displaced. UNHCR is seeking US\$255 million to help priority countries hosting large populations of refugees prevent and respond to the coronavirus. “The worst of crises requires the best of humanity,” said the High Commissioner. “Now is the time for action. We can prevent the disease from spreading. With your support, we can save lives.”

#AudiTogether

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG’s commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7 and Q8