

HAKAYA

SINCE 1999

COMPANY PROFILE 2026

— WELCOME

FOR EVERY ROAD, A STORY

لكل طريق... حكايا

In Arabic, *hakaya* means stories. Ours began in 1999 with school and university transport. Since then Hakaya has grown, one governorate at a time, into a family of Jordanian transport companies that serves all 12 governorates of the Kingdom.

Every day our buses take university students to campus, employees to work, pupils to school and visitors across Jordan. We got here by getting the basics right: dependable buses, trained drivers, our own workshops, and routes planned on actual driving times.

This profile sets out who we are, what we do and how we work. We look forward to writing the next chapter with you.

— **HAKAYA GROUP**
مجموعة حكايا

— INSIDE

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— 01 · WHO WE ARE

A JORDANIAN TRANSPORT GROUP

Hakaya Group is a 100% Jordanian family of transport companies. We plan, run and maintain passenger transport for universities, schools, government, industry, humanitarian organisations and tourism, on long-term contracts and single trips alike.

600

BUSES IN THE GROUP FLEET

12

GOVERNORATES SERVED

1999

THE YEAR OUR STORY BEGAN

4.27M

PASSENGER BOARDINGS ON OUR
UNIVERSITY LINES IN 2025

WHAT WE DO

University transport

School transport

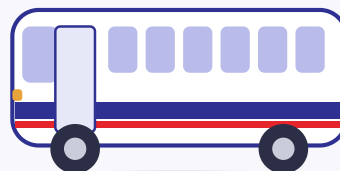
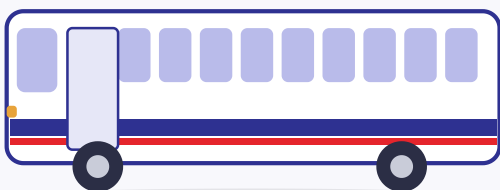
Staff and industrial transport

Bus rental and charter

Tourist transport

Public transport

Maintenance and parts



02 · OUR STORY

FROM SCHOOL RUNS TO ALL 12 GOVERNORATES

Hakaya started as a small company focused on school and university transport. A reputation for reliable service won the trust of its clients, and the group grew step by step, adding tourist transport, bus rental and its own maintenance centres.

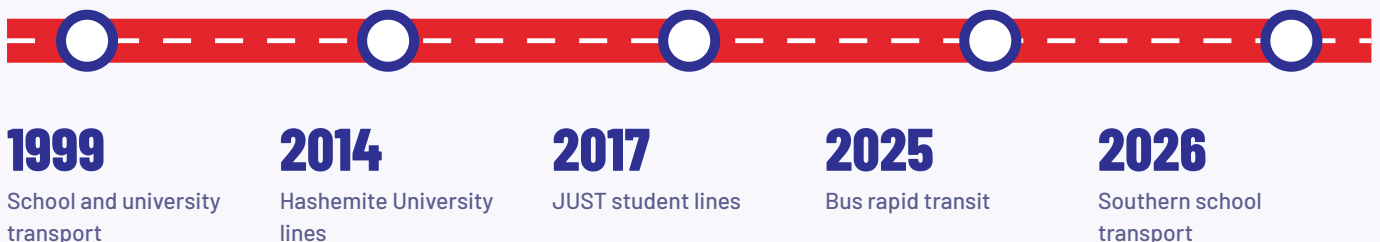
In 2014 the group took on the Hashemite University student lines. Group company Ahmad Al-Jughol Transport started the service in April 2014 with 53 new buses. Later that year a new bus station of about 2,800 m² for Hashemite University students opened in central Zarqa, built with the Hejaz Railway Corporation and the Land Transport Regulatory Commission.

Earlier that year, in January, the trade name Tareeq Al-Hakaya for Bus Rental was registered. It is now the group's main operating company.

Since 2017 we have also carried students of Jordan University of Science and Technology (JUST). Since 2025 our buses and drivers have run bus rapid transit services for Amman Vision for Transport: first for Hashemite University students, then in Madaba and on the Amman-Salt route 107.

In August 2026 we began public-school transport in four southern governorates: Aqaba, Ma'an, Karak and Tafileh.

Behind the buses, we have invested in our own systems: an integrated ERP for people, fleet, fuel and finance, a digital document archive, and an operations platform built in-house.



03 · VISION AND MISSION

OUR VISION

To be Jordan's first-choice transport company, offering a complete, integrated range of transport services to high international standards, with safety and continuous development at the centre.

OUR MISSION

To deliver advanced transport experiences to every sector – government, civil society, education, tourism and private business – built on standards of excellence, quality policies, modern technology and solutions designed around each client.

OUR PROMISE

A wide range of passenger transport services, delivered with innovative methods, competitive prices and modern vehicles by trained crews, so that every trip earns our clients' trust.

WHAT GUIDES US

**SAFETY FIRST**

The safety of passengers, staff and the public comes before everything else.

**CONTINUOUS IMPROVEMENT**

Better routes, better vehicles and better systems, year after year.

**WITHIN THE LAW**

We work to Jordanian laws and regulations in everything we do.

**AROUND THE CLOCK**

Our operations team monitors the service 24 hours a day, seven days a week.

— 04 · OUR COMPANIES

ONE GROUP, FOUR COMPANIES

Hakaya Group is the shared brand of four Jordanian sister companies. Together they cover passenger transport, tourism, bus rental and maintenance.



طريق الحكايا لتأجير الحافلات

TAREEQ AL-HAKAYA FOR BUS RENTAL

The group's main operating company: university, school, staff and institutional transport, public transport and bus rental.

Registered as Ahmad Abdelrahman Aljughol and Partners Co. (limited partnership) · Companies Control Department reg. no. 19075 · National no. 200138497

نقلات أحمد الجغل

AHMAD AL-JUGHOL TRANSPORT

Runs the Hashemite University student lines (since 2014) and the university's bus rapid transit line.

دروب الحكايا للنقل السياحي

DUROOB AL-HAKAYA TOURIST TRANSPORT

Tourist transport, excursions and domestic-tourism programmes across Jordan.

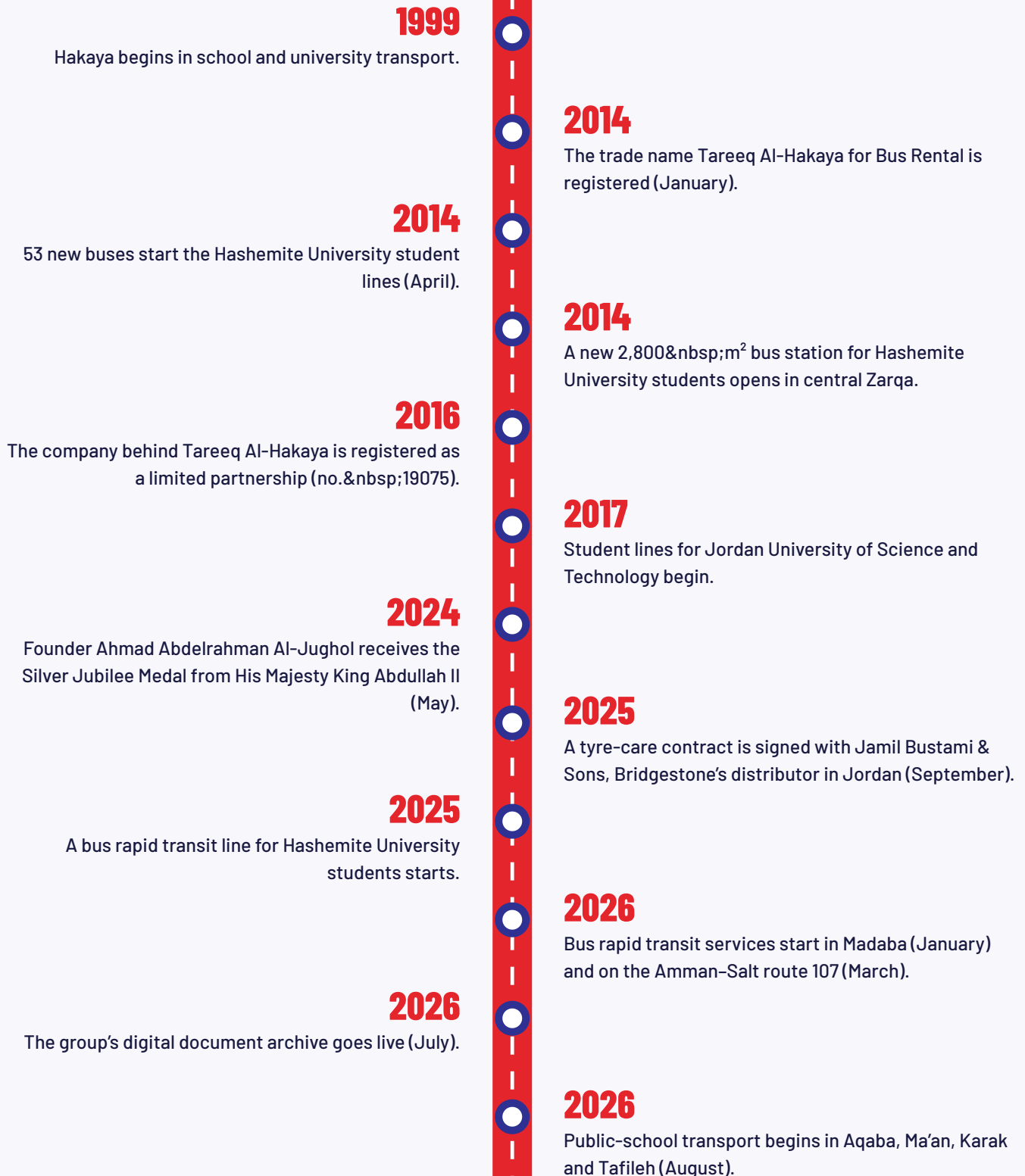
فيلادلفيا للنقل السياحي

PHILADELPHIA TOURIST TRANSPORT

Tourist transport and bus rental for tourism, events and groups.

05 · MILESTONES

MILESTONES



06

WHAT WE DO

Seven lines of business and one standard of service, from a single trip to a long-term contract.

- **UNIVERSITY TRANSPORT**
- **SCHOOL TRANSPORT**
- **STAFF AND INDUSTRIAL TRANSPORT**
- **BUS RENTAL AND CHARTER**
- **TOURIST TRANSPORT**
- **PUBLIC TRANSPORT**
- **MAINTENANCE AND PARTS**

UNIVERSITY TRANSPORT

THROUGH THE ACADEMIC YEAR, TO CAMPUS

We have run the Hashemite University student lines since 2014 and also serve Jordan University of Science and Technology and Philadelphia University. The Hashemite University and JUST lines run under contract with the Land Transport Regulatory Commission.

Through the academic year, our lines bring students to campus from Amman, Zarqa, Irbid, Jerash, Ajloun, Mafraq, Salt and Madaba.

4,273,551

PASSENGER BOARDINGS IN 2025

3

UNIVERSITIES SERVED

SCHOOL TRANSPORT

SAFE TRIPS FOR PUPILS

For the 2026/2027 school year we run morning and afternoon trips for public-school pupils in Aqaba, Ma'an, Karak and Tafileh. We also carry teaching staff to refugee-camp schools for the Ministry of Education.



Pick-up points planned within a 500 m walk of home



Rides planned to take 50 minutes or less

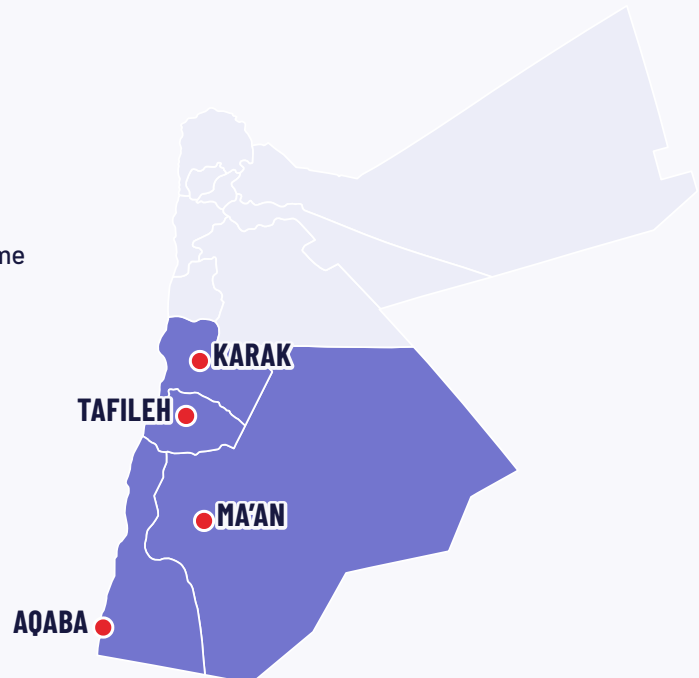


Every route timed on real road times

80

BUSES ON THE SOUTHERN SCHOOL ROUTES

Map: geoBoundaries (CC BY 2.5).



STAFF AND INDUSTRIAL TRANSPORT

GETTING PEOPLE TO WORK, SHIFT AFTER SHIFT

Employers in aviation maintenance, pharmaceuticals, energy, banking, manufacturing and hospitality rely on us to bring their people to work and home again. Contracts are served by dedicated buses and drivers, with supervisors overseeing the service and routes planned around the client's shift pattern.

167

VEHICLES ASSIGNED TO CORPORATE AND INDUSTRIAL STAFF CONTRACTS



AVIATION



PHARMA



ENERGY



BANKING



INDUSTRY



HOSPITALITY

BUS RENTAL AND CHARTER

THE RIGHT BUS FOR EVERY TRIP

Buses with drivers on monthly and long-term contracts, and single trips for events, conferences, training days, school trips, and Hajj and Umrah journeys. We also run housing shuttles and add capacity at short notice.



Monthly and long-term hire



Events and conferences



School trips



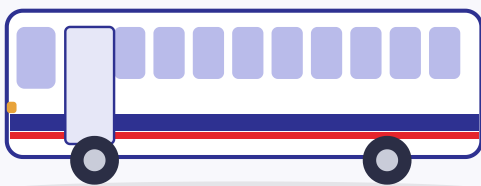
Training days



Hajj and Umrah journeys

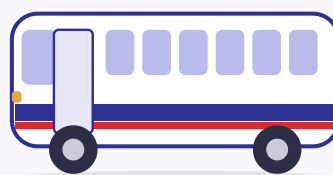


Housing shuttles



LARGE BUSES

40 seats and more



MIDI BUSES AND COASTERS

18 to 39 seats



VANS

Up to 17 seats



TOURIST TRANSPORT

TOURS AND EXCURSIONS ACROSS JORDAN

Our coaches in Wadi Rum.

TOURIST TRANSPORT

Duroob Al-Hakaya Tourist Transport and Philadelphia Tourist Transport run tours, excursions and domestic-tourism trips, including for the Jordan Tourism Board's Jordan Jannah (أردنا جنة) programme. We work with hotels, resorts and tourism companies.

PUBLIC TRANSPORT

Our buses and drivers run bus rapid transit and public-transport services under contract with Amman Vision for Transport: in Madaba, on the Amman-Salt route 107, and on a dedicated line for Hashemite University students.

MAINTENANCE AND PARTS

Our own workshops service the group's fleet and the buses of partner institutions, backed by a central store. We also supply bus spare parts.

 Tours

 Public lines

 Workshops

 Spare parts



07 OUR FLEET

600 buses, from 11-seat vans to full-size coaches, backed by our own workshops.

FLEET IN NUMBERS

600

BUSES

ACROSS THE GROUP'S COMPANIES

FLEET MIX · SHARE OF PASSENGER VEHICLES IN SERVICE



57%

Large buses, 40+ seats

34%

Midi buses and coasters, 18-39 seats

9%

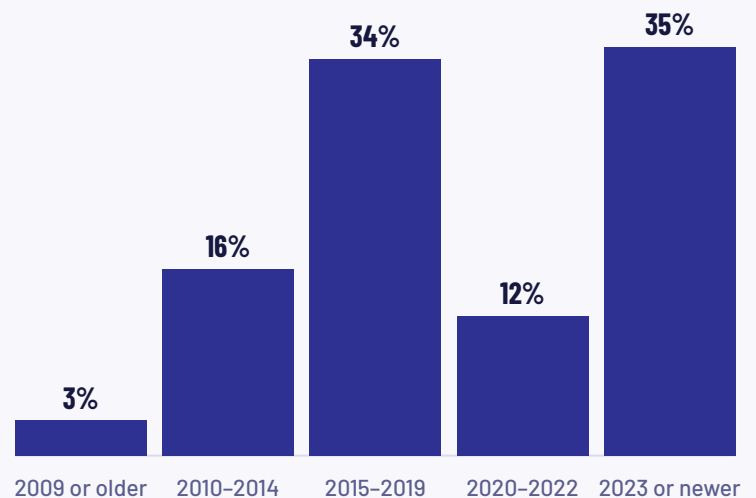
Vans, up to 17 seats

MAIN MAKES AND MODELS IN SERVICE

- 1 **ZHONGTONG**
- 2 **TOYOTA COASTER**
- 3 **DAEWOO**
- 4 **MITSUBISHI ROSA**
- 5 **MERCEDES-BENZ**
- 6 **TOYOTA HIACE**

Ranked by vehicles in service.

MODEL YEAR · SHARE OF PASSENGER VEHICLES



2019

MEDIAN MODEL YEAR

81%

MODEL YEAR 2015 OR NEWER

Fleet mix, makes and model years: group fleet register, October 2026.

ON BOARD

BUILT FOR THE DAILY RUN

The buses we put on our contracts are specified for comfort and safety, and our own workshops service the group's fleet.



AIR CONDITIONING



SEAT BELTS



FIRE EXTINGUISHER



FIRST-AID KIT



**ANTI-LOCK BRAKES
(ABS)**



WINDOW CURTAINS



**LICENSED AND
INSURED**

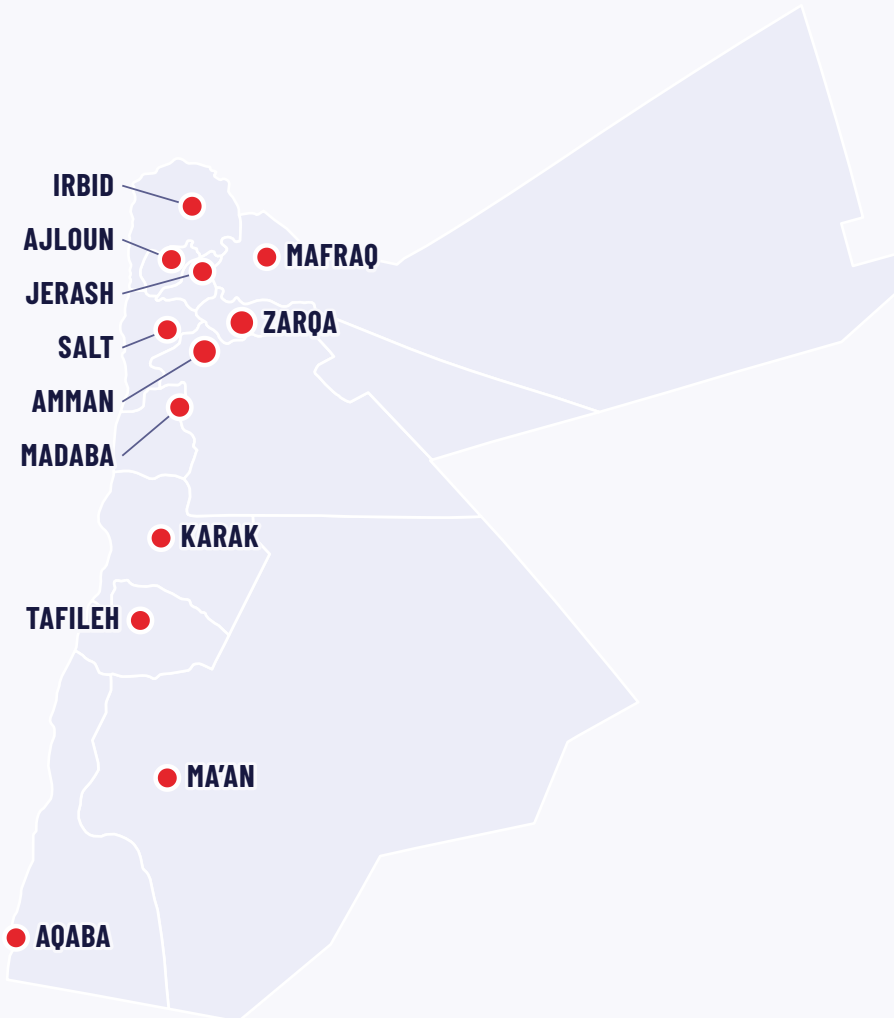


**PLANNED
MAINTENANCE**

Illustration in group livery. The specification is the standard we commit to in client contracts.

08 · WHERE WE OPERATE

ALL 12 GOVERNORATES



HEAD OFFICE

Abdoun Tower, Zahran Street, Amman



OPERATIONS CENTRE

Old Bus Complex, Zarqa



MAIN MAINTENANCE CENTRE

Opposite the Free Zone, Zarqa: 10 buildings, including a 630 m² maintenance hangar, paint and upholstery shops and the central store



JERASH (PHILADELPHIA UNIVERSITY) MAINTENANCE CENTRE

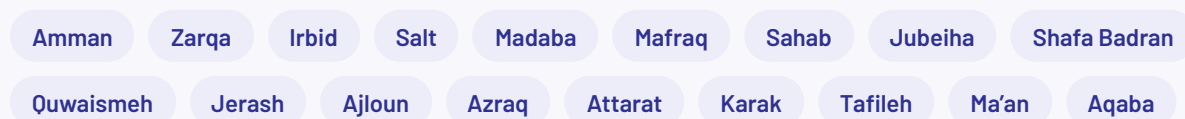
Serving our Philadelphia University operation



ON CAMPUS

A maintenance team at the Hashemite University, and stores at our university sites

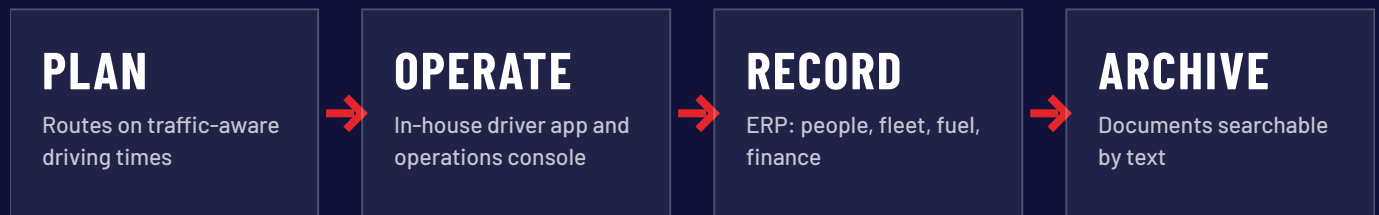
PLACES OUR BUSES SERVE



Pins show the governorates our lines and contracts serve. Map: geoBoundaries (CC BY 2.5).

SYSTEMS BEHIND THE SERVICE

We run integrated systems, several of them built in-house, so that planning, operations, people, fleet and documents share one picture.



OPERATIONS PLATFORM

Developed in-house and trialled on our school-transport service: a driver tablet app and an operations console with GPS stop check-in, pre-trip checks, an emergency button, no-show reporting, speeding alerts and service reports.



PLANNING ON REAL ROAD TIMES

Routes and timetables built on traffic-aware driving times with our own route-planning tools.



DAILY INSPECTIONS

Supervisors record daily bus checks in a mobile app.



DIGITAL ARCHIVE

A bilingual, multi-company document system with text search and expiry reminders, holding 11,871 documents.



INTEGRATED ERP

HR, payroll, stores, fleet, fuel and accounting in one system, synchronised with the archive every hour.



FUEL MANAGEMENT

Refuelling recorded per vehicle since 2017.

11,871

DOCUMENTS IN OUR DIGITAL ARCHIVE

40

DOCUMENT TYPES IN USE, FROM LICENCES TO CONTRACTS

1 h

BETWEEN ERP AND ARCHIVE SYNCs

2017

FIRST YEAR OF PER-VEHICLE FUEL RECORDS

10 · OUR PEOPLE

THE PEOPLE BEHIND THE WHEEL

Drivers, technicians, supervisors and planners: our service is only as good as the people who deliver it, so we select them carefully and keep training them.



CAREFUL DRIVER SELECTION

Our driver vetting requires the right licence category, a vehicle-driving permit, a criminal-record clearance and health certificates.



TRAINING

A safety induction for new starters, and tyre-care training through our programme with Bridgestone's distributor in Jordan.



HEALTH AT WORK

Periodic occupational medical examinations: 175 employees were examined in January 2026.



SUPERVISION

Supervisors and our control-and-monitoring team monitor the service through the day and support drivers on the road.

SKILLS IN OUR OWN WORKSHOPS

Mechanics

Auto-electricians

Welders

Painters

Upholsterers

Brake technicians

Radiator technicians

Tyre and oil technicians

Lathe operators

Fibreglass technicians

Bus-body technicians

Sticker printers

Storekeepers



THE NEXT GENERATION

Our internship programme takes students from the Hashemite University, Jordan University of Science and Technology and Philadelphia University.

11 · HEALTH, SAFETY AND QUALITY

SAFETY AND HEALTH FIRST

Because our people are the foundation of our success.

السلامة والصحة أولاً - لأن العاملين هم أساس نجاحنا



POLICY AND LEADERSHIP

Our occupational health and safety policy is signed by the General Manager and gives every employee the authority to stop unsafe work. Dedicated public-safety and control-and-monitoring teams oversee the service.



DRIVING HOURS

No more than 4 hours of continuous driving without a break of at least 30 minutes, no more than 10 hours of duty a day, and at least 11 hours of continuous rest between duties.



MAINTENANCE REGIME

A driver walk-round before every duty, daily and weekly checks, planned workshop servicing, and the yearly statutory inspection.



ENVIRONMENT

Used oil, filters, tyres and batteries go to licensed contractors, and engine idling is limited to 3 minutes.



We have a written emergency plan, risk assessments and job-safety analyses.

THE MAINTENANCE RHYTHM



EVERY DUTY

Driver walk-round

DAILY

Cleaning, A/C, fluids, fuel

WEEKLY

Tyres, battery, belts, safety kit

PLANNED

Workshop service

YEARLY

Statutory inspection, licence and insurance

12 · OUR CLIENTS

TRUSTED BY

Universities, government bodies, manufacturers, energy companies and humanitarian organisations work with us.

UNIVERSITIES AND EDUCATION

Jordan University of Science and Technology
The Hashemite University
Philadelphia University
Ministry of Education

PUBLIC SECTOR AND PUBLIC TRANSPORT

Amman Vision for Transport
Central Bank of Jordan
Jordan Tourism Board

AVIATION AND MANUFACTURING

Joramco
Jordan Light Vehicle Manufacturing
Pine Tree
Freudenberg Velda
United Cable Industries
British American Tobacco Jordan
Al-Wadi Food Industries
Provimi Jordan

PHARMACEUTICALS AND HEALTHCARE

Hikma Pharmaceuticals
Arab Pharmaceutical Manufacturing
Jordanian Pharmaceutical Manufacturing
Arab Medical Containers

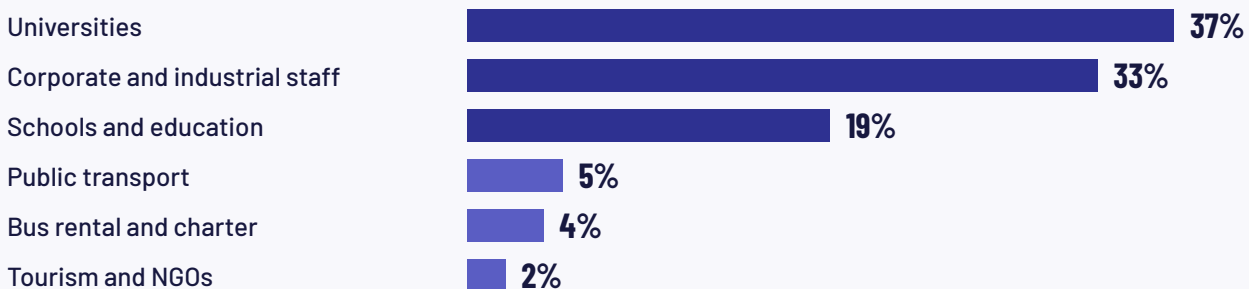
ENERGY

Jordan Petroleum Refinery
Attarat Mining Company
Attarat Operation & Maintenance Company

HOSPITALITY, SERVICES AND HUMANITARIAN

Crowne Plaza Amman
EFS Facilities Services
Action Against Hunger
ACTED

WHERE OUR BUSES WORK · SHARE OF VEHICLES IN SERVICE ON CLIENT WORK



Clients served in 2026. Fleet shares: group fleet register, October 2026.

CASE STUDY

THE HASHEMITE UNIVERSITY · JORDAN UNIVERSITY OF SCIENCE AND TECHNOLOGY

MILLIONS OF RIDES TO CAMPUS

Since 2014 we have carried Hashemite University students to campus from towns and cities across northern and central Jordan, with a dedicated station in central Zarqa. Since 2017 we have also run lines for Jordan University of Science and Technology. Both services run under contract with the Land Transport Regulatory Commission.

29.7M

PASSENGER BOARDINGS SINCE AUGUST 2017

3

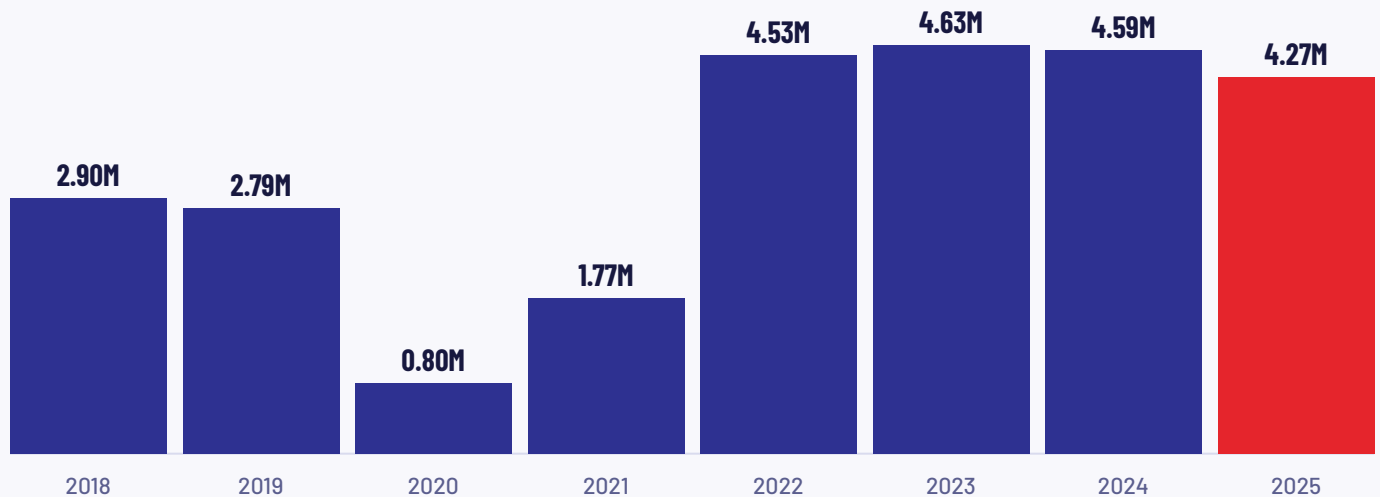
UNIVERSITIES SERVED

4.27M

BOARDINGS IN 2025 ALONE

Recorded on our trip sheets, August 2017 to October 2026. Totals include Philadelphia University lines in 2017–2018. The recording method changed in 2022.

PASSENGER BOARDINGS PER YEAR, UNIVERSITY LINES



2020 and 2021 reflect remote teaching during the pandemic.

CASE STUDY

PUBLIC-SCHOOL TRANSPORT, SOUTHERN JORDAN

Morning and afternoon trips for public-school pupils in Aqaba, Ma'an, Karak and Tafileh in the 2026/2027 school year.

Routes were planned from pupils' homes on real road times, with pick-up points planned within a 500 m walk and rides planned to take no more than 50 minutes. Each bus has its own route sheet, and drivers receive their stops with map links.

80

BUSES IN SERVICE

4

GOVERNORATES

CASE STUDY

BUS RAPID TRANSIT, MADABA AND SALT

Since January 2026 we have run bus rapid transit services in Madaba under contract with Amman Vision for Transport. On the Amman-Salt route 107, opened in March 2026, our eight buses cover 22.5 km from Sweileh to Al-Balqa Applied University, with 80 trips a day.

SWEILEH

AL-BALQA APPLIED UNIVERSITY



ROUTE 107 · 22.5 KM

8

BUSES ON ROUTE 107

80

TRIPS A DAY

23

OF OUR BUSES ON RAPID TRANSIT LINES

14 · PARTNERS AND HOW WE WORK

PARTNERS IN PERFORMANCE

SINCE SEPTEMBER 2025

BRIDGESTONE

Hakaya Group and Jamil Bustami & Sons, Bridgestone's authorised distributor in Jordan, signed a contract under Bridgestone's 3M tyre-care programme for tyre maintenance and monitoring, with a training programme for our team.

LAND TRANSPORT REGULATORY COMMISSION

Our university student lines run under contract with the Commission, starting with the Hashemite University lines in 2014.

HEJAZ RAILWAY CORPORATION

Partner in the Hashemite University bus station in central Zarqa.

HOW WE WORK

FROM FIRST SURVEY TO DAILY SERVICE

01

SURVEY

We map where the client's people are and when they need to travel.

02

PLAN

Routes and timetables are built on measured driving times, with the right vehicle for each run.

03

MOBILISE

Buses are inspected and assigned; drivers and a supervisor are briefed for the route.

04

OPERATE AND REPORT

Our operations team monitors the service and reports to the client.

PLAN YOUR TRANSPORT WITH US

Tell us where your people are and when they travel, and we will propose the service.

head.office@hakayagroup.com

+962 5 398 0888



لكل طريق... حكايا



HEAD OFFICE

Abdoun Tower, Zahran Street
Amman, Jordan · P.O. Box 19901 Amman



OPERATIONS CENTRE

Old Bus Complex, Zarqa



MAIN MAINTENANCE CENTRE

Opposite the Free Zone, Zarqa



TELEPHONE

+962 5 398 0888 · +962 78 200 0004
Fax +962 5 398 0889



EMAIL

head.office@hakayagroup.com
info@hakayagroup.com



WEB

hakayagroup.com



VISIT OUR WEBSITE