

## Company Profile & Strategy Overview

### About LU SAFE LLC

LU SAFE LLC is an agile, visionary, sustainable driven safety, training, consultancy and engineering development company based in Azerbaijan with a strategic outlook toward international expansion. We are not just a service provider — we are building a new business ecosystem based on our model: Stakeholders = Shareholders (S = S).

Our work spans from HSE consulting to manufacturing, engineering support, and brand development.

### Service Portfolio

- HSE & Sustainability Trainings and Consultancy (onshore, offshore, industrial, psychological safety)
- Safety Equipment Supply (PPE, signage, windsocks, scaffolding, rope access, temporary electrics)
- Event Branding, Industrial Printing, and Field Installations
- Technical Field Support including catalyst loading and confined space works
- Project Engineering Services (in development, aligned with AI-driven solutions)

### Strategic Goals

- Form a modern engineering team integrated with artificial intelligence technologies
- Manufacture and distribute LU SAFE-branded safety equipment in partnership with certified Chinese factories
- Secure regional leadership in Azerbaijan, Georgia, and grow toward the Gulf Zone and Europe
- Expand internationally via registration in GULF Zone and Europe and participation in global events (COP, WISE, etc.)

### Corporate Business Values:

- Agile leadership, trust-based networking, and ethical commitment
- S = S (Stakeholders = Shareholders): All partners and contributors grow with the company
- Collaboration, Trust, Loyalty, Integrity, and Sustainable Safety
- Together We Grow — Together We Lead



**TOGETHER WE GROW**



At LU SAFE, we are not simply offering services — we are building a new way of working and growing together.

Our foundation stands on values that reflect our revolutionary S = S (Stakeholders = Shareholders) philosophy.

**1. Collaboration**

We believe in partnerships, not hierarchies.

Every individual, every contribution, every connection has value.

Through real collaboration, we transform competition into collective growth — Together We Grow.

**2. Trust**

Trust is the cornerstone of our relationships.

We build trust through transparency, fairness, and honoring every stakeholder as a true partner in success.

### **3. Loyalty**

Loyalty at LU SAFE is not demanded — it is earned.

We are loyal to our mission, to our collaborators, and to the ethical principles that define sustainable progress.

### **4. Integrity**

Integrity is our non-negotiable compass.

Every action we take, every decision we make, reflects our commitment to doing what is right, not what is easy.

### **5. Sustainable Safety**

Safety is not just a requirement — it is a responsibility we carry into the future.

We embed sustainability into safety, ensuring that protection today strengthens generations tomorrow.

At LU SAFE, these values are not marketing words. They are our way of life, our path to growth, and the bridge between vision and reality.

## **Track Record & Highlights**

- Signed 80,000 AZN in local contracts (supply of PPE and Safety signage)– 2023-2024
- Produced safety signage, windsocks, and metal structures in Azerbaijan -2023-2024
- Managed 70,000 AZN contract catalyst loading at HAOR Refinery - 2024
- Delivered international training in Pakistan on offshore oil and gas activities - 2024
- Registered expansion of business into Portugal - 2025 EU base (in progress)
- Registered expansion business unit in GULF Zone under franchise agreement.

## **Current Structure**

LU SAFE operates as a lean and entrepreneurial startup led directly by its founder, with a growing network of partners, trainers, and project-based collaborators.

The company is currently onboarding its founding market team and is developing a regional business base in Azerbaijan with support systems in the Middle East, and later in Europe.