

# SUSTAINABLE DESIRABLE RELIABLE

**“Our success is built on a deep understanding of local market dynamics and our premier positioning in Abu Dhabi as master developer of iconic and desirable destinations.”**

**Jonathan Emery**  
Chief Executive Officer of Aldar Development

Customers are at the heart of all aspects of our business. Our mission is to create exceptional and memorable experiences that maximise value for all customers and outperform their expectations. We are engaged with our customers in all areas of the customer journey from design and development, to purchase and handover to ensure a better process and increased satisfaction. As a result of our rigorous drive to build a customer centric culture, Aldar has become one of the most trusted landlords and desirable developers in the UAE.

## **RESIDENTIAL**

We are one of the most trusted and recognised real estate lifestyle developers in the UAE. Our goal isn't simply to build properties. We strive to shape communities that people love to live in. Communities that become homes, brimming with life and everything we love.

## **RETAIL**

Aldar retail offers the chance of enjoying every dimension of our life in a fulfilling way – a place to remember and connect. A platform of collaboration between retailers, local culture and customers, to create better spaces for shopping, entertainment, and leisure.

## **HOSPITALITY AND LEISURE**

From the relaxing white sands of Saadiyat Beach Club to the award-winning culinary delights of Yas Island, our destinations create memorable experiences for all types of traveller. Aldar has created a stunning collection of leisure offerings to suit our community of residents and guests with beach clubs, marinas, golf courses and multi-purpose parks available throughout Abu Dhabi.

Read more on page 50.