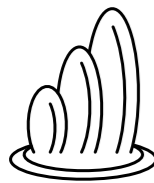


4 GROWTH AND EXPANSION

Aims to increase the value of our assets through sustainable growth into new markets; quicker turnaround on quality developments and acquisitions; and innovative marketing strategies.



STRATEGIC OBJECTIVES

- Explore and invest in regional/international expansion.
- Grow our local portfolio in a sustainable and agile manner.
- Ensure optimal utilisation and growth ratios of our assets.
- Actively engage with our key stakeholders to drive growth.

2020 ACHIEVEMENTS

- Executed on acquisition transactions.
- Drove more growth in our adjacencies.
- Progressed in international presence and expansion.

KEY OUTCOMES

- **AED 40bn** new fee-based capital projects secured for the next five years.
- **60k** managed units – Making Provis one of the largest property management companies in the region.
- **AED 826m** amount increased in assets within Aldar's investment portfolio.
- **AED ~1bn** sales of project Noya which was sold out on the launch day.
- **Cloud** – Launched Aldar's first co-working space in Yas Mall during Covid-19.

2021 PLANS

- Ensuring regional business presence.
- Executing our international sales strategy.
- Delivering & growing our management fee business and transacting in our investments pipeline.
- Growing and diversifying our assets under management within the non-traditional assets.
- Prioritising Egypt market and focusing on other markets for regional expansion.
- Introducing our venture business to Abu Dhabi Market.