

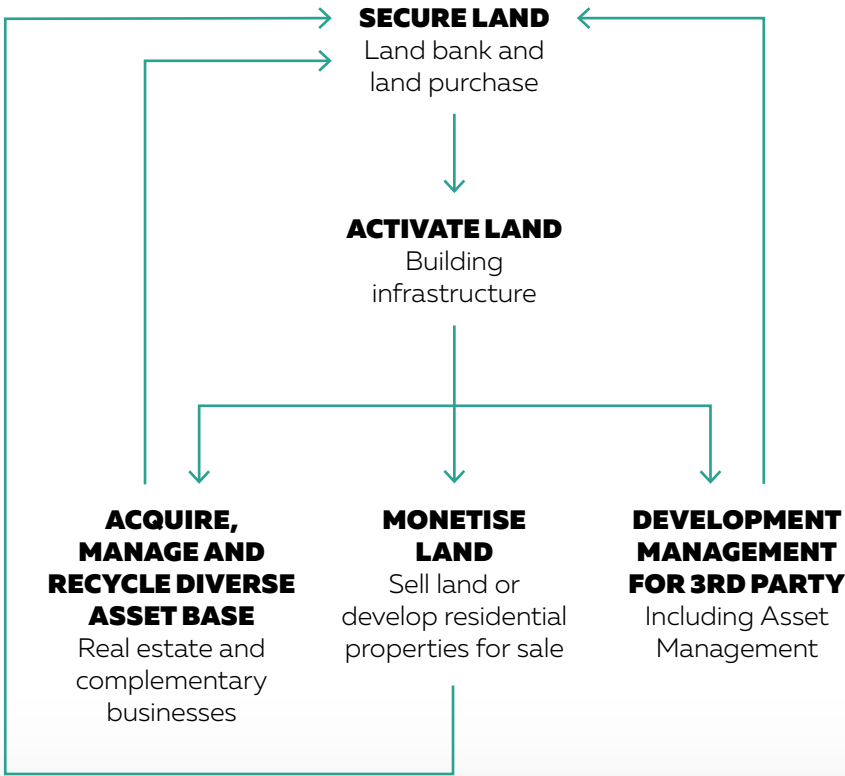
# CREATING SUSTAINABLE, LONG-TERM VALUE

Aldar plays a pivotal role in the growth, maturity and diversification of Abu Dhabi’s economy. We aim to be a sustainable business by anticipating and responding to the needs of our customers, communities, partners and employees. Using our knowledge, we are able to adapt to market conditions and enhance our position as we pursue our vision of long-term value creation.

**INPUT**

- FINANCIAL**  
We invest in our business through shareholder capital, borrowings and existing capital.
- PHYSICAL**  
Our land and buildings, the materials and technologies we use, and the natural environment.
- SOCIAL AND RELATIONSHIP**  
The relationships we have with customers, communities, government and partners, and the capabilities of our employees.

**CORE ACTIVITIES**



**STRATEGY SITS AT THE HEART OF OUR BUSINESS**



**OUTPUT**

- FINANCIAL**  
Long-term growth in income and asset values, creating capacity for us to reinvest in our business and deliver on our promise to our shareholders.
- PHYSICAL**  
Delivering desirable destinations for people who live, work and play.
- SOCIAL AND RELATIONSHIP**  
Our ability to help businesses and people to thrive – including our own employees.