

SUSTAINABLE RETURNS THROUGH SOUND INVESTMENTS AND INNOVATIVE STRATEGIES

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Our **vision** demonstrates what we aim to achieve, while our **mission** defines our DNA and what we stand for. They form the cornerstone of our strategic intent and commitment to stakeholders.

OUR VISION

Become a leading regional real estate developer and manager that creates memorable experiences and value for our customers and shareholders.

OUR MISSION

Place our customers first by embedding sustainability, quality, technology and innovation in everything we do.

OUR VALUES

CUSTOMER CENTRICITY
We engage and deliver an exceptional customer journey.

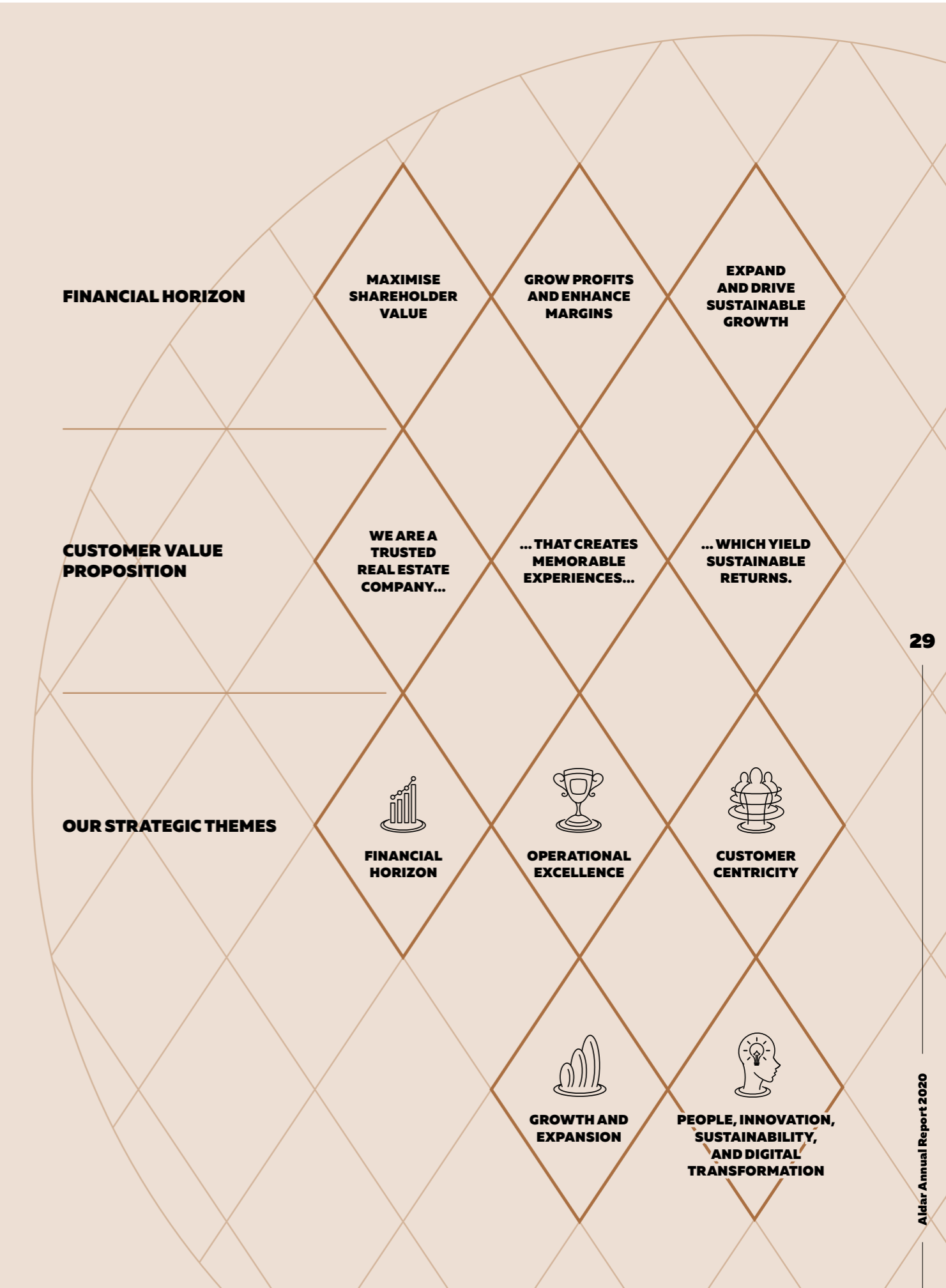
DIVERSE & INCLUSIVE
We value diversity and treat everyone with respect, inclusiveness and dignity.

AGILE
We are responsive, dynamic and committed.

INNOVATIVE
We differentiate ourselves by going above and beyond in everything we do.

COLLABORATIVE
We are one team. We work together across boundaries to achieve our mutual objectives.

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ALDAR CORPORATE STRATEGY MAP

