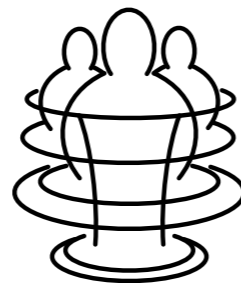


CUSTOMER CENTRICITY

Encompasses our corporate customer value proposition that creates trust through engaging our customers and delivering exceptional customer experience.

STRATEGIC OBJECTIVES

- Engage customers and end users in all aspects of the business.
- Deliver exceptional customer experiences.
- Create customer intimacy through loyalty programmes and unified marketing.
- Integrate and promote social and environmental sustainability.



KEY OUTCOMES/ 2021 ACHIEVEMENTS

- 68,000 **customers engaged** across Aldar's portfolio.
- 10% improvement in **Net Promoter Score** on Aldar's Group performance.
- **111% increase in memberships on Darna loyalty programme.**
- Launched energy management project to guarantee a **reduction of energy consumption by 20% across 80 assets.**
- **Leading in ESG rankings** on a sector and regional scale.
- **Major sponsorships** announced such as Manchester City FC and UAE Cycling.

2022 PLANS

- Implementing an **integrated CRM** across the portfolio to drive better insights and responsiveness.
- **Attracting** new customers segments through **international marketing.**
- **Hyper customisation** of product and services offering through **customer engagement.**
- Significant **investment in sustainability** and **realising benefits** of the **Energy Management System.**