

3 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.

2020 ACHIEVEMENTS

- Launched Aldar's Loyalty Programme (Darna) across our portfolio.
- Implemented our Energy Monitoring Programme.
- Drove insights from our customers and delivered more centric services and products.
- Embedded Sustainability practices across the Group through development of a comprehensive Sustainability Strategy and roadmap.

KEY OUTCOMES

- **36.5k** customers engaged to receive design preference, satisfaction and recommendation rates.
- **AED 190m** aimed at supporting residential communities, schools, retail partners, and home buyers.
- **27k** members in the Aldar's loyalty programme in Abu Dhabi.
- **ESG** highest rated real estate company in UAE based on ESG invest.
- **15%** energy savings vs. 2018 baseline already achieved in OA communities.

2021 PLANS

- Streamlining and enhancing all our customer facing and fulfilment platforms/services.
- Creating a deeper understanding of our customers preference across the business.
- Implementing and monitoring our revamped customer journey across the business.
- Growing our customer loyalty programme and getting closer to our customers.
- Embedding our sustainability pillars in our business and drive results.