

5 PEOPLE, INNOVATION, SUSTAINABILITY, AND DIGITAL TRANSFORMATION

Attract and maintain high-performing talent; nurture an innovative, sustainable, and creative culture; and adopt disruptive technology.



STRATEGIC OBJECTIVES

- Leverage data for more informed decision making.
- Deploy disruptive and leading technology in all aspects of the business.
- Empower and embed innovation in all aspects of the business.
- Attract and retain high-performing talent.
- Develop and engage our people.
- Nurture an innovative, sustainable, and creative culture.

2020 ACHIEVEMENTS

- Partnered with leading global Proptech venture capital funds.
- Digitised our innovation management platform.
- Delivered VDC (Virtual Design & Construction)/BIM (Building Information Modelling/Management) programme focused on digitally enabled design and delivery of our developments.
- Implemented big data and analytics platform to drive smarter intelligent insights and informed decision making.
- Implemented a strategy to continuously engage, develop and retain our people.

KEY OUTCOMES

- **82%** great place to work score. 12% increase in the total score compared to 2019.
- **96%** employees had their technical competencies assessed on our Talent Management Platform (Saba).
- **€10m** Planned investment in two Proptech VC Funds.
- **0** downtime in Aldar's core IT services.

2021 PLANS

- Launching and monetising innovative and disruptive services in the Abu Dhabi real estate market.
- Doubling down on data and artificial intelligence across the business.
- Further embedding diversity and inclusion across the business.
- Continuously investing in developing and growing our people.
- Boost investment in Proptech through corporate innovation programmes and Venture Capital funds.