



ALDAR UNVEILS 'DARNA' DIGITAL LOYALTY PROGRAMME

- *A first of its kind for Abu Dhabi, Darna is the UAE's most diverse and flexible loyalty programme*
- *Scheme spans Aldar's entire portfolio and rewards customers on shopping, education, leisure, entertainment, real estate investments, leasing and maintenance*
- *Free of charge and fully digital, Darna can also be linked to member Visa debit or credit cards for maximum convenience and a seamless experience*

Abu Dhabi – UAE, 20 September 2020: Aldar Properties ('Aldar') today announced the launch of Darna, an exclusive digital loyalty programme that rewards customers for every interaction made across the company's entire portfolio in Abu Dhabi and Al Ain.

A first of its kind for Abu Dhabi, Darna is the UAE's most diverse and flexible loyalty programme covering shopping to education, leisure and real estate, Darna also allows customers to earn and redeem points with Aldar's property and facilities management companies, Provis and Khidmah.

Talal Al Dhiyebi, Chief Executive Officer at Aldar, said: **"The launch of Darna attests to Aldar's unwavering focus on customer experience and marks a complementary addition to our many other initiatives in this regard. The scheme provides an opportunity for us to generate more value for our customers and reward them for being members of Aldar's diverse ecosystem. Importantly, it also enables Aldar to further contribute to the ongoing growth of Abu Dhabi and we look forward to witnessing the many benefits for residents and visitors alike."**

Darna is available for immediate free download as a mobile app from the App Store and Google Play. The loyalty programme allows members to earn and redeem points across 34 residential communities, 12 malls and community centres, 12 hotels, eight schools, three golf courses, five beaches and parks, 20 spas and gyms, 16 entertainment attractions and over 750 retail stores and restaurants. It also offers members rewards at world-class theme parks including Ferrari World Abu Dhabi, Yas Waterworld and Warner Bros. World™ Abu Dhabi.

As the largest real estate developer and manager in Abu Dhabi, Aldar's broad offering enables Darna members to earn points against a given service yet redeem them anywhere they like within the company's portfolio as well as with select partners. Members can therefore accumulate and spend



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points when purchasing or leasing property, availing maintenance services, paying for tuition fees at Aldar Academies and shopping at Aldar's world-class malls, as well as while enjoying the company's diverse leisure offering including hotels, golf courses, parks and beaches such as Yas beach and Saadiyat beach.

To cater to all lifestyles and interests, Darna features Gold, Silver and Bronze tiers, with membership of each category determined against individual activity over a 12-month period from joining or upgrading. The higher the tier, the greater the rewards available to members.

Darna members will be able to earn and redeem points for every transaction made across Aldar's assets, as well as with select partners. The programme compliments Aldar's existing partnership with the national carrier of the UAE, Etihad Airways, with members now able to earn Etihad Guest Miles when using their Darna app at Yas Mall, The Mall at World Trade Center Abu Dhabi and Al Jimi Mall in Al Ain.

To download an explanatory video about the Darna programme, please click on the following link: <https://we.tl/t-N0wY6rCnw0>

Find out more about the Darna programme here: <https://darnarewards.com/>

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About Aldar

Aldar Properties PJSC is the leading real estate developer in Abu Dhabi, and through its iconic developments, it is one of the most well known in the United Arab Emirates, and wider Middle East region.

From its beginnings in 2005 through to today, Aldar continues to shape and enhance the urban fabric of the UAE's Capital City in addition to other key areas of the Emirate.

Aldar develops exciting and innovative projects, such as the internationally recognized HQ building situated in the Al Raha Beach development, the Gate Towers in Shams Abu Dhabi on Al Reem Island, in addition to Yas Island's F1 circuit.



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Aldar's shares are traded on the Abu Dhabi Securities Exchange (Stock quote: ALDAR:UH), and is a profitable, cash generative business that provides recurring revenues, and benefits from a diverse and supportive shareholder base. Aldar operates according to high standards of corporate governance and is committed to operating a long term and sustainable business in order to provide ongoing value for its shareholders.

Aldar seeks to create quality, comfortable, desirable destinations that enrich the lives of Abu Dhabi residents as well as tourists within the Emirate. Aldar is playing a leading role in the development and provision of world class retail - Yas Mall, international standard education through Aldar Academies, iconic entertainment venues such as the Yas Marina Circuit, and community amenities across its entire portfolio.

Aldar is driven by a vision to be the most trusted and recognized real estate lifestyle developer in Abu Dhabi and beyond.

For more information on Aldar please visit www.aldar.com or follow us on:

