



OUR STRATEGY

As one of the world's leading real estate developers, we are conscious of the responsibility it carries. The balancing of growth with a small carbon footprint and minimal resource consumption are integral to our daily operations.

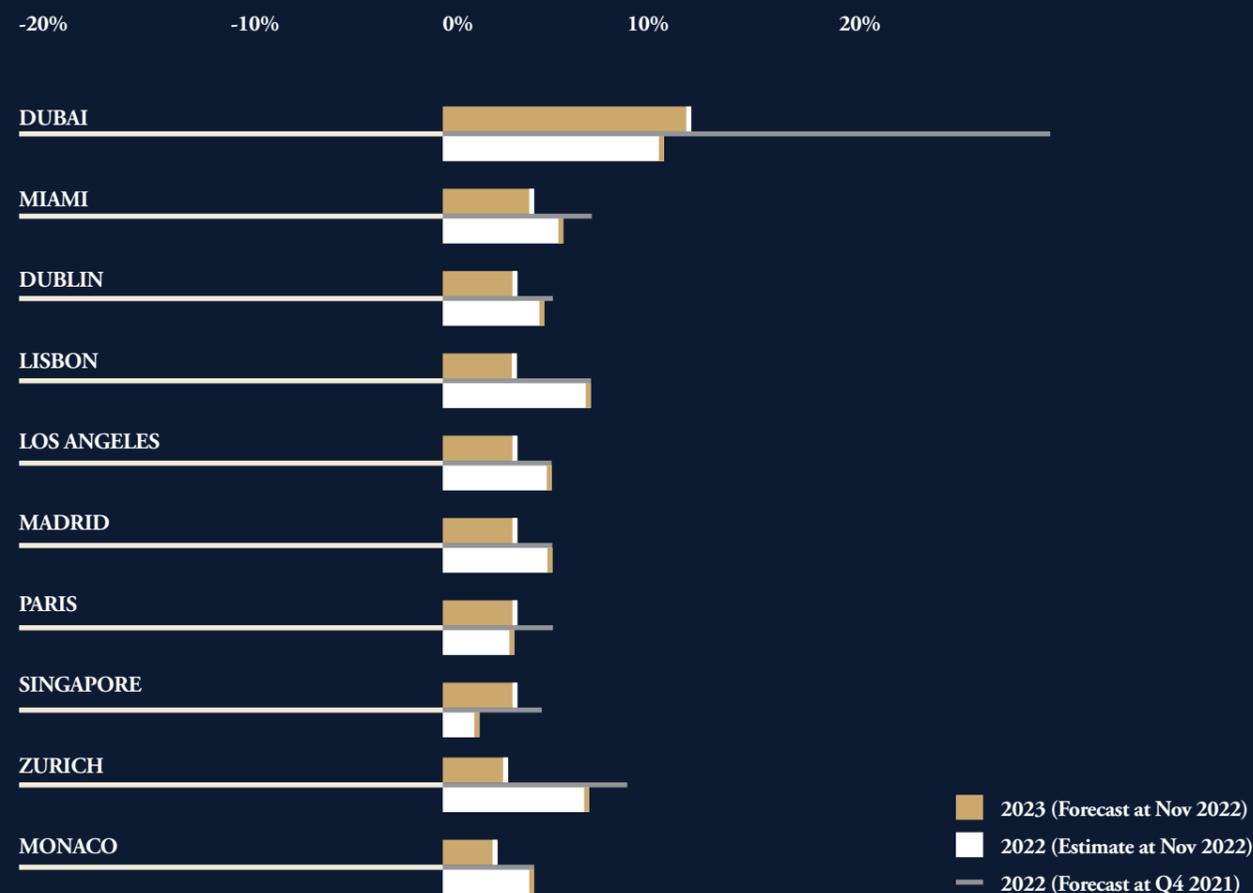
TOWARDS THE FUTURE, WITH MEASURED STEPS

Reducing our risk profile, leaning towards more sustainable growth will be some of our key priorities as we spread our operations across UAE and beyond.

If this year's results are any indication, the Dubai market is experiencing a bull run. Dubai's residential properties offer excellent returns to investors and end users, as their prices remain affordable despite Dubai's world-class facilities, general safety, stable government and cosmopolitan atmosphere.

As per global property consultancy Knight Frank's 2023 Prime Prediction Report, Dubai's prime residential prices should see a 13.5% increase – the highest in the world. Expats and HNIs are expected to pick up underpriced luxury residential properties, triggering a positive spiral of consumption spending.

Prime price forecast



Against this backdrop, our strategy is of consistent growth with a focus on de-risking and consolidation.

Consolidate and prepare for the next growth phase

Maintain leadership position in our markets

Focus on execution and cash flow generation

Focus on maximising shareholder returns

Development strategy

Leverage the strength of master developments

- + To launch new projects
- + Provide 'city within a city' experience to our customers

De-risking exposure, development through JV/JDAs

- + Utilise our position as the preferred development partner for GREs to access premium land through JV/JDAs
- + Conserve cash for judicious purchase of prime land

Well-planned execution and delivery

- + Ensure timely completion of projects under development and maintain healthy cash flow generation

Product innovations

- + Differentiated offerings for millennials
- + Provide optimised unit sizes and larger community facilities
- + Wider range of offerings across our business divisions

Marketing to international customers

- + Expansion and penetration of the Emaar brand and value proposition with a clear marketing strategy



SETTING CONSCIOUS PRECEDENTS

Aligning with UAE's Ambitions for a Better World



UAE Net Zero 2050

The Dubai Economic Agenda D33

Dubai 2040 Urban Master Plan

Paris Agreement

UAE Green Agenda 2015-2030

Aligning with Sustainable Development Goals

Through the work that we do every day, and through focused purpose-driven initiatives, our commitment towards the UN Sustainable Development Goals permeates every sphere of business. We have linked our material issues to our business strategy. We have identified 10 SDGs as being the most relevant for our businesses, and our work processes drive impact towards these, each day.

Environment



Social



Governance



Sustainability integration into our future development strategy

[Material issues 28 ↗](#)

In 2022, we sharpened our focus on ESG issues. We are in the process of formulating a sustainability strategy that will reduce our carbon footprint, increase the use of recycled materials and alternatives in construction materials, and strengthen our governance framework to prioritise and monitor ESG issues. We will strive to move most of our portfolio towards carbon neutrality by integrating sustainability in a targeted manner, aligning with and bolstering the UAE's efforts to reach carbon neutrality by 2050.



Environment

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Social

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Governance

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MAKING A LASTING IMPACT

With a focus on integrating sustainability into our business operations, we are becoming increasingly cleaner and greener as we expand and grow. The UNSDGs remain our guiding beacon.

17 Partnerships with Dubai Supreme Council of Energy (DSCE) Circular Economy Committee
Recommended best practices and innovations on circular economy concepts to be implemented in the future.

15 Farm Gardens
Mixed planting of native flora and fauna to create a self-sustaining biosphere in The Valley, UAE.

13 Energy conservation
Achieved 22% energy savings from implementation of Demand controlled ventilation at the Dubai Creek Residences.

12 Recycling awareness
Recycling awareness campaign carried out in Emaar communities for residents to participate in responsible waste management and encourage reuse and recycle.

Reduction in waste
Green waste in horizontal communities in Emaar is being collected free of charge from residents to ensure reduction in waste dumped to landfill.

'Kill the Bill' Challenge
Initiatives for residents to reduce electricity consumption. Winners of the challenge reduced utility bills by 54.60% in 2022.

11 Green buildings
As a part of elevating the sustainability standards of communities, Emaar Community Management is targeting green building certifications in its assets. As a precursor, a LEED gap analysis and feasibility study was conducted at a residential building in Downtown community.



3 Wellbeing in communities
Received WELL Health and Safety Rating certificate for 218 buildings across communities in UAE.

6 Wastewater recycling
Installation of low volume aerators for the shower heads in swimming pool amenities. A total of over 2,000 low volume aerators were installed across the Emaar communities for the shower heads in swimming pool amenities. This sustainability project is estimated to save over 8 Mn gallons of water per year.

7 EV-ready
All our new developments will be EV-ready, with adequate charging facilities for electric vehicles. In our existing communities, 35 EV chargers have been installed across properties and residential assets.

8 Training and opportunity creation
Completed over 1,345 hours in training and development in UAE.

Employee engagement
All employees receive regular performance and career development reviews.

9 Smart irrigation for landscaping
Adopted smart landscaping to reduce recurrent water waste and costs, with estimated 6% water savings.