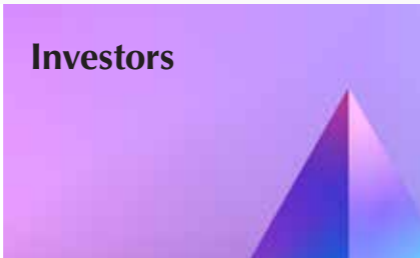


# UNDERSTANDING NEEDS AND EXPECTATIONS

To achieve our purpose, we need to understand our stakeholders. We believe proactive and positive stakeholder engagement helps to secure our long-term success.



## Investors

### *Why are they important to us?*

Investors provide capital to the business, as well as valuable feedback on our financial and strategic performance

### *How do we engage with them?*

Formal results presentations every quarter of the financial year. We hold an AGM every year.

### *Their most material issues*

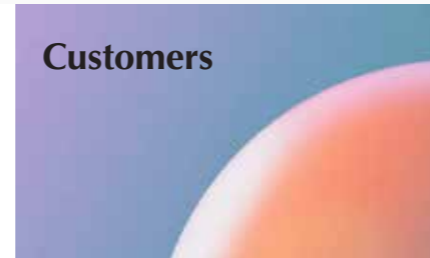
Economic/environment

Business ethics, integrity, transparency, bribery and corruption

Risk management

Reputation, communications and awareness

Long-term management of assets



## Customers

### *Why are they important to us?*

Serving our customers is the reason we exist. At the core of Emaar's culture is meeting the needs of all our customers.

### *How do we engage with them?*

Through regular contact via various digital and offline mediums to understand what is important to them, and evaluate the service we provide.

### *Their most material issues*

Reputation, communications and awareness

Customer privacy

Data security

Product quality and safety



## People

### *Why are they important to us?*

Our people put our strategy into practice, live our culture, and enable us to achieve our purpose. Ultimately they create value for our stakeholders.

### *How do we engage with them?*

We use our relevant employee forums, alongside relevant training and development programmes.

### *Their most material issues*

Labour practice and employment

Training and skill development

Employee health and safety

Data security



## Partners and Suppliers

### *Why are they important to us?*

Their vital contributions to our business range from providing services and advice, through to granting the planning permission and approvals that allow us to run our business.

### *How do we engage with them?*

We work to find mutually effective ways to communicate and collaborate with each group. The highest standards of health, safety and security underpin everything we do.

### *Their most material issues*

Labour practice and employment

Environment compliance



## Communities

### *Why are they important to us?*

We want our buildings and activities to have a positive impact on the local community. To achieve this, we need to have good relationships and understand local people's needs.

### *How do we engage with them?*

We consult local communities ahead of all development activity, and maintain the relationships following completion.

### *Their most material issues*

Environment compliance

Energy management and renewable energy usage