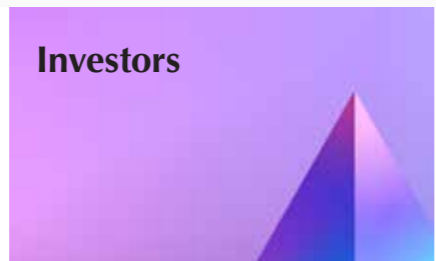
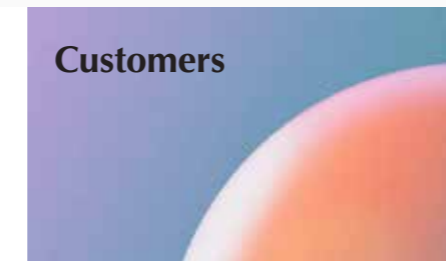





UNDERSTANDING NEEDS AND EXPECTATIONS

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

<p>Investors</p>  <p><i>Why are they important to us?</i></p> <p>Investors provide capital to the business, as well as valuable feedback on our financial and strategic performance.</p> <p><i>How do we engage with them?</i></p> <p>Formal results presentations every quarter of the financial year. We hold an AGM every year.</p> <p><i>Their most material issues</i></p> <ul style="list-style-type: none"> Economic/environment Business ethics, integrity, transparency, bribery and corruption Risk management Reputation, communications and awareness Long-term management of assets 	<p>Customers</p>  <p><i>Why are they important to us?</i></p> <p>Serving our customers is the reason we exist. At the core of Emaar's culture is meeting the needs of all our customers.</p> <p><i>How do we engage with them?</i></p> <p>Through regular contact via various digital and offline mediums to understand what is important to them, and evaluate the service we provide.</p> <p><i>Their most material issues</i></p> <ul style="list-style-type: none"> Reputation, communications and awareness Customer privacy Data security Product quality and safety 		<p>People</p>  <p><i>Why are they important to us?</i></p> <p>Our people put our strategy into practice, live our culture, and enable us to achieve our purpose. Ultimately they create value for our stakeholders.</p> <p><i>How do we engage with them?</i></p> <p>We use our relevant employee forums, alongside relevant training and development programmes.</p> <p><i>Their most material issues</i></p> <ul style="list-style-type: none"> Labour practice and employment Training and skill development Employee health and safety Data security 	<p>Partners and Suppliers</p>  <p><i>Why are they important to us?</i></p> <p>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.</p> <p><i>How do we engage with them?</i></p> <p>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.</p> <p><i>Their most material issues</i></p> <ul style="list-style-type: none"> Labour practice and employment Environment compliance 	<p>Communities</p>  <p><i>Why are they important to us?</i></p> <p>We want our buildings and activities to have a positive impact on the local communities. To achieve this, we need to have good relationships and understand the needs of locals.</p> <p><i>How do we engage with them?</i></p> <p>We consult local communities ahead of all development activity, and maintain the relationships following completion.</p> <p><i>Their most material issues</i></p> <ul style="list-style-type: none"> Environment compliance Energy management and renewable energy usage
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