



ALDAR LAUNCHES PROVIS TO DISRUPT ESTATE MANAGEMENT SOLUTIONS IN THE UAE

Realigns Khidmah strategy to focus on facilities management and home maintenance

Abu Dhabi - UAE, February 25th, 2019 – Aldar Properties, as part of its vision to deliver desirable destinations, is proud to announce the launch of Provis – a new entity to deliver market leading, innovative estate management solutions to clients across the UAE.

The launch took place during a celebratory ceremony attended by H.E. Mohamed Khalifa Al Mubarak, Chairman of Aldar Properties, Talal Al Dhiyebi, Chief Executive Officer of Aldar Properties, Jassem Saleh Busaibe, Chairman of Provis & Chief Investment Officer of Aldar Properties as well as other senior management from Aldar, Provis and Khidmah.

Provis services will include property consultancy and management, owners' association consultancy and management, sales & leasing and clubhouse and lifestyle management services.

Commenting on the launch of Provis, Jassem Saleh Busaibe said: “**Putting the customer at the centre of what we do is our top priority and we are excited to announce the launch of Provis to drive innovation in estate management in the UAE. Customer expectations have never been higher and Provis brings a keen understanding of the market, and unrivalled expertise to deliver on these expectations. Properties that were previously managed by Khidmah and Aldar’s asset management teams will now be taken care of by Provis. This creates a much more streamlined and efficient service for all of our customers – particularly as we roll out the integration of more technology to enhance the customer journey and experience.”**

Provis's services will be available at customer facing centers in communities such as Al Bandar, Al Muneera, Al Zeina, Al Hadeel, Gate and Arc Towers, Sun and Sky Towers, Al Ghadeer, Sas Al Nakhl, Al Raha Gardens, Hydra, Awqaf, Al Gurum, Khalidya Village, and Golf Gardens.

Provis will apply innovative solutions and cutting-edge technology to add tangible value to properties at every stage of the property lifecycle. With over 13,500 units under property management, over 14,000 units under owners' association management, and thousands of properties sold and leased across the country, Provis will deliver a one-stop-shop estate management offering.

Sameer Barakat, Executive Director of Provis added “**Adding value to our clients has always been a priority we live by. Enabling Provis to provide specialized offerings will make us more competitive, more responsive and better poised for future growth. We will be focusing on every touchpoint throughout the customer journey and integrating technology solutions to ensure a seamless customer experience in line with our commitment to exceptional customer service, efficiency and long-term asset value.”**

Following the launch of Provis, Aldar has undertaken a strategic realignment of its 100% owned subsidiary, Khidmah, which will now focus on providing facilities management and home maintenance solutions to clients of all sizes in the UAE and the region across different sectors including residential, commercial, retail, government, education, hospitality and healthcare.

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About Proviss:

Proviss offers deep industry knowledge, technical expertise and a commitment to exceptional service with a dedicated team that works as one to deliver integrated solutions in the UAE and the wider region. From sales and leasing to property consultancy and management, owners' association consultancy and management and clubhouse and lifestyle management, Proviss applies innovative solutions and cutting-edge technology to add tangible value for clients as well as their properties at every stage of the property lifecycle.

Proviss currently manages over 13,500 units under property management, over 14,000 units under owner's association management, and thousands of properties sold and leased.

About Khidmah:

Khidmah, with over a decade of experience and over 80 facilities currently under their management, has been providing award-winning, cost-effective facilities management and home maintenance solutions to cover residential, retail or commercial properties in the UAE and the region. From integrated facility management, landscaping and cleaning to home maintenance, pest control, handyman services, energy management and many more, Khidmah delivers individual or package solutions that are based on each client's unique needs and budgets.

Khidmah stays on the cutting edge of industry best practices and innovative technologies to continuously improve the quality of services, drive cost efficiency and minimize environmental footprint.