

## **ALDAR SELLS OUT FIRST TWO PHASES OF ATHLON IN 48 HOURS GENERATING AED 4.1 BILLION**

- **More than 1,000 villas and townhouses sold at Athlon, Aldar’s unique active living concept in Dubai**
- **Expatriate residents and overseas buyers account for 81% of sales**
- **Buyers from India, China, and Jordan make up the top three nationalities by sales volume**
- **65% of buyers are under the age of 45, indicating strong demand for the active, community-oriented ethos at Athlon amongst younger customers**



**Abu Dhabi, UAE – 9 May 2024:** Aldar Properties (‘Aldar’) today announced the successful sell-out of the first two phases of its unique active living concept, ‘Athlon’ within 48 hours of launch, generating AED 4.1 billion in sales. The community is Aldar’s second development in Dubai in partnership with Dubai Holding, a diversified global investment company with investments in 31 countries.

Aldar completed the sale of more than 1,000 villas and townhouses at Athlon with expatriate residents and overseas buyers accounting for 81% of sales, highlighting Dubai’s position as a global destination of choice for investment and relocation. Buyers from India, China, and Jordan make up the top three nationalities by sales volume.

Female buyers account for 21% of sales with the remaining 79% purchased by male buyers. 65% of buyers are under the age of 45, indicating a strong demand for active, community-oriented lifestyles among younger individuals. First-time buyers of an Aldar property account for 82% of sales, highlighting the increasing scale of Aldar’s customer base both locally and internationally.

Commenting on the sales performance, **Jonathan Emery**, Chief Executive Officer at Aldar Development, said: "The launch of Athlon has been a resounding success, generating Aldar's highest ever sales figures at a development launch with two days of intense sales in the UAE and overseas. Our customers, both locally and internationally, indicated their desire to invest and live in communities that are designed for active lifestyles and wellness, and we have delivered that in abundance at Athlon. The sales performance gives us great confidence in launching further residential concepts in Dubai soon."

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**About Aldar**

Aldar is the leading real estate developer, manager, and investor in Abu Dhabi, with a growing presence across the United Arab Emirates, the Middle East and North Africa, and Europe. The company has two core business segments, Aldar Development and Aldar Investment.

Aldar Development is a master developer of a 69 million sqm strategic landbank, creating integrated and thriving communities across Abu Dhabi, Dubai, and Ras Al Khaimah's most desirable destinations. The delivery of Aldar's developments is managed by Aldar Projects, which is also a key partner of the Abu Dhabi government in delivering housing and infrastructure projects across the UAE's capital. Internationally, Aldar Development wholly owns UK real estate developer London Square, as well as a majority stake in leading Egyptian real estate development company, SODIC.

Aldar Investment houses a core asset management business comprising a portfolio of more than AED 37 billion worth of investment grade and income-generating real estate assets diversified across retail, residential, commercial, logistics, and hospitality segments. It manages four core platforms: Aldar Investment Properties, Aldar Hospitality, Aldar Education, and Aldar Estates.

For more information on Aldar, please visit [www.aldar.com](http://www.aldar.com) or follow us on:

