

ALDAR ELEVATES ACTIVE LIVING IN DUBAI WITH THE LAUNCH OF RISE BY ATHLON

- **Final phase of Aldar's Athlon community introduces 1,200 apartments to attract a diversified investor base, following strong customer demand for villas and townhouses**
- **Eight uniquely themed residential buildings will offer tailored lifestyle experiences with community amenities designed to promote wellness, active and healthy lifestyles, and social connection**
- **Thoughtfully planned architecture with optimised views overlooking Athlon's expansive central park**
- **Integrated within the wider Athlon masterplan which has been certified as the UAE's first LEED platinum community for planning**



Dubai, UAE, 11 September 2025: Aldar today announced the launch of Rise by Athlon, an apartment community in Dubai comprising eight uniquely themed buildings that offer residents bespoke amenities for health, fitness, and wellbeing. Overlooking Athlon's expansive central park, the development seamlessly integrates into the masterplan's movement-first design and connected lifestyle and builds on the successful launch of villas and townhouses in 2024.

Developed as part of a joint venture with Dubai Holding, Rise by Athlon addresses customer demand for residences that support active and well-rounded lifestyles with more than 1,200 one-, two- and three-bedroom apartments that prioritise space and functionality. The



contemporary architectural designs, reflects a dynamic lifestyle concept that seamlessly integrates holistic wellbeing, creativity and balance into everyday life.

Rise by Athlon will offer a diverse mix of wellness, recreation, and community-focused amenities. Residents will enjoy distinctive features such as the Rhythm Room, Mind & Body Library, Recovery Room, Games Room, Golf Simulator, and a dedicated Bike Workshop. They will also have full access to state-of-the-art fitness facilities within the wider Athlon community, including functional training studios, sports courts, rock climbing, wellness spa, meditation areas, and recovery centre.

Expertly planned around a vibrant central park at the heart of the community, Athlon features four additional themed parks, as well as seven clubhouses that seamlessly integrate fitness and social spaces. The community also boasts over 10 kilometres of interconnected tracks, trails, and loops, including a nature loop and dedicated cycling loop connected directly to Al Qudra's iconic track, providing endless opportunities for jogging, cycling, roller-skating, and functional training in a truly active environment.

Located in a highly desirable area of Dubai near Global Village, Rise by Athlon offers connectivity with major highways, including Sheikh Mohammed bin Zayed Road and Emirates Road. Its strategic location ensures seamless access to business districts, lifestyle destinations, and the city's iconic landmarks, reinforcing Athlon's appeal as a hub for modern, active living.

The wider Athlon masterplan has been certified as the UAE's first LEED platinum community for planning and design due to its human-centric focus, purposefully engineered to enhance social cohesion and promote sustainable living practices. Rise by Athlon will incorporate eco-conscious design and construction methods using locally sourced, low-carbon materials. Its architecture is strategically planned to maximise views of Athlon Park, enhance natural airflow, reduce heat absorption, and blend seamlessly with the surrounding landscape.

Rise by Athlon is open to buyers of all nationalities and will be available for sale from 19 September 2025. Interested buyers can visit Aldar's Sales Centres in Dubai or reach out via customermanagement@aldar.com or call 800-ALDAR (800-25327).

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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 North Africa, and Europe.

The company has two core business segments, Aldar Development and Aldar Investment. Aldar Development is a master developer of a 62 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 47 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 or follow us on:



About Dubai Holding

Dubai Holding is a diversified global investment company with investments in more than 30 countries and a combined workforce of more than 45,000 people. Established in 2004, Dubai Holding touches the lives of millions of Dubai residents and visitors through its extensive portfolio of over AED 280 billion worth of assets that support the diversification and sustainable growth of Dubai's economy across 10 key sectors: real estate, hospitality, leisure & entertainment, media, ICT, design, education, retail, manufacturing & logistics and science.

Our portfolio includes:

- **Dubai Holding Real Estate**, one of the largest integrated master developers in Dubai, combining the long-standing expertise of Meraas, Nakheel, Meydan and Dubai Properties. Its portfolio offers innovative residential real estate solutions across property development, project management, facilities and district management;
- **Dubai Holding Asset Management**, which offers a world-class portfolio of over 20 residential communities, 15 lifestyle destinations, 10 malls and 18 retail centres in addition to being the majority strategic shareholder in TECOM Group PJSC, which



consists of 10 business destinations catering to six vital knowledge-based economic sectors;

- **Dubai Holding Hospitality**, which owns and manages 53 hotels as well as top-notch hospitality brands, including Dubai Holding's flagship hospitality brand and global luxury hotel company Jumeirah, which manages a portfolio of 31 world-class properties. Dubai Holding Hospitality's portfolio also comprises a diverse collection of unique award-winning F&B concepts.
- **Dubai Holding Entertainment**, the largest and most diversified media, leisure and entertainment company in the region, which comprises leading parks and attractions such as Global Village, Ain Dubai, Dubai Parks and Resorts and The View Palm Jumeirah; and media and entertainment venues such as Roxy Cinemas, Coca-Cola Arena and ARN;
- **Dubai Holding Investments**, a dedicated investment arm responsible for the Group's investment strategy and managing a diverse portfolio of strategic and financial investments across public and private markets in the UAE and internationally to drive diversification for the Group and seek attractive risk-adjusted returns. It has investments in Emirates NBD, Warsan Waste Management Centre, Du, Azadea and Nord Anglia, as well as joint ventures and partnerships with Brookfield, Emaar, Aldar, Tabreed and others;
- **Dubai Holding Land Estates**, which is dedicated to optimising and future-proofing the management of the Group's extensive land bank and supporting its commitment to sustainable urban development and economic diversification in alignment with the Dubai 2040 Urban Master Plan; and
- **Dubai Holding Community Management**, an integrated, customer-centric company that focuses on creating and managing sustainable and vibrant communities. It is committed to fostering a sense of belonging and connectivity amongst its 1.2 million residents living in 58 master communities.

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