

PRESS RELEASE

YAS ISLAND PARTNERS COME TOGETHER TO RECREATE THE WORLD-CLASS DESTINATION IN THE METAVERSE

- The Yas Island Metaverse Initiative is the first project of its kind in the UAE
- Visitors from around the world will be able to explore one of the country's most iconic destinations across multiple leading metaverse platforms
- A mix of interactive experiences, immersive environments, games, and one-of-a-kind events will provide users with a true taste of what Abu Dhabi offers in the real world

Abu Dhabi, UAE - XX September 2022: A coalition of key Abu Dhabi entities, including the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), Aldar, Miral, twofour54, Abu Dhabi Motorsports Management, Flash Entertainment and Yas Island, have come together to take Yas Island into the metaverse, as a first phase in placing Abu Dhabi in the virtual world. This pioneering initiative is a first for the UAE in recreating an entire physical destination across multiple world-leading immersive 3D platforms. The result will be a full-featured metaverse ecosystem, allowing visitors from all over the world to access the joys, wonders, and attractions of Yas Island from home.

The Yas Island Metaverse is a collaboration between DCT Abu Dhabi, Aldar, Miral, twofour54, Abu Dhabi Motorsport, and Flash Entertainment. The virtual experiences conceptualised by these dynamic businesses will enable users to gather, socialise, play, create, and transact. From building and purchasing digital homes, to discovering cultural attractions, to enjoying theme park adventures, special events, premier golf courses, and a world-class motorsport racing circuit, individuals will be able to experience all that Yas Island has to offer in a digital-first journey. Customisable avatars and surprise rewards will be part of every user's personalised adventure.-

His Excellency Saood Abdulaziz Al Hosani, Undersecretary at DCT Abu Dhabi, said: "Innovation is central to DCT Abu Dhabi's commitment to be at the forefront of what is possible. With the Yas Island metaverse, we are inviting the world to experience the excitement of Abu Dhabi's incredible leisure and entertainment destination - virtually - like never before. As the emirate's offerings evolve, this project provides a new and compelling perspective which allows the world to discover Abu Dhabi in their own time and space. The innovative, interactive platform is perfect for highlighting the exceptional lifestyle, cultural and entertainment experiences that Abu Dhabi presents to all visitors and will give both virtual residents and travellers the power to curate their own unique Abu Dhabi itinerary - within a whole new sphere of reality."

Talal Al Dhiyebi, Chief Executive Officer at Aldar, said: "Aldar is proud to be part of an ecosystem of partners on Yas Island that have played their part in developing the island into the iconic global destination it is today. The metaverse project is the next evolution of Yas Island and presents a unique and exciting proposition for each partner to seek new ways to deliver world-class experiences to digital explorers around the world. Through this project, we are firmly placing Yas Island and Abu Dhabi on the global metaverse map."

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Mohammed Abdalla Al Zaabi, CEO of Miral, said, “We are proud to announce that people from every corner of the globe will soon be able to enjoy captivating and immersive experiences across Yas Island in the digital world. Spearheading the leisure and entertainment industry, we have collaborated with key entities to offer visitors a new way to explore and discover all that Yas Island has to offer, from world-class theme parks to attending global events. This extraordinary metaverse project will further reiterate our commitment to position Yas Island and Abu Dhabi on the global tourism map as we aim to get closer to our customers by embracing digitisation.”

Saif Al Noaimi, CEO of ADMM added: “Abu Dhabi Motorsports Management is honoured to play a key role alongside our long-time partners in establishing the Yas Island Metaverse, a unique initiative to further the development of Yas Island and Abu Dhabi as a global leader in innovation. As we continue to develop our ‘digital world’, building on the various e-sports programmes over the last few years, we look ahead to new platforms, building new audiences and taking key pillars of the Yas Island product mix, like the Formula 1 Etihad Airways Abu Dhabi Grand Prix, to new levels. This new platform will allow us to connect the full island proposition and its incredible experiences to the world. We anticipate this new project will provide our global audience with the ideal virtual starting point to explore the world-class facilities of Yas Marina Circuit and Yas Island as a whole, and we look forward to engaging closely with fans wherever they may be across the globe.”

Mark Whitehead, CEO of twofour54, said: “We are proud to work with DCT Abu Dhabi and its range of leading partners across the emirate to bring the Yas Island Metaverse to the world. The launch of the Yas Island Metaverse initiative will provide a space for global audiences to experience Yas Creative Hub and its creative ecosystem.”

James Hartt, Director of Strategic Partnerships at AD Gaming, said: “The metaverse and gaming go hand in hand, with so many new ways of bringing high-quality gaming and esports content to global audiences through metaverse ecosystems. Metaverses also bring a host of opportunities to gamify areas such as education in a truly immersive way, resulting in a significant positive social impact for the community. As we continue the exponential growth of Abu Dhabi’s gaming and esports sectors, AD Gaming is proud to be supporting DCT Abu Dhabi and its partners in the creation and success of the Yas Island Metaverse.”

“Flash Entertainment is extremely proud to be collaborating with all established stakeholders to be a part of this project,” said John Lickrish, CEO, Flash Entertainment. “Digitilisation has seen a monumental rise over recent years, which was most certainly expedited through the pandemic. The launch of the Yas Island Metaverse initiative will provide new experiences to meet the demands of the changing event and entertainment landscape, enabling us to reach a new level of audience, diversify our content offering and continue to create unmissable experiences for our fans.”

Currently in the development phase, the island is being recreated using multiple world-leading metaverse platforms, including The Sandbox and Roblox, and is powered by Super League Gaming, a global leader in metaverse gaming and experiences. Once completed in Q1 2023, the Yas Island Metaverse will be operational and fully available to digital visitors.

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For further information, please contact:

About the Department of Culture and Tourism – Abu Dhabi:

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors and its creative industries, fuelling economic progress and helping to achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the DCT Abu Dhabi's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the DCT Abu Dhabi's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture, tourism and creative industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

About Aldar

Aldar Properties PJSC is the leading real estate developer and manager in the UAE with a diversified and sustainable operating model centered around two core businesses: Aldar Development and Aldar Investment.

Aldar Development is a master developer of integrated, liveable, and thriving communities across Abu Dhabi's most desirable destinations, including Yas Island, Saadiyat Island, Al Raha, and Reem Island. It is responsible for developing Aldar's c. 69 million sqm land bank and includes three businesses: Aldar Projects, which manages Aldar's fee-based development management business including government housing and infrastructure projects; Aldar Ventures, which incubates and nurtures new business opportunities and innovation areas; and Aldar Egypt, the platform focused on developing mixed-use communities in Egypt.

Aldar Investment houses Aldar's core asset management business comprising over AED 30 billion portfolio of investment grade and income-generating real estate assets diversified across retail, residential, commercial, hospitality, and logistics segments. Aldar Logistics owns a 70% stake in Abu Dhabi Business Hub which owns a strategically located warehousing, industrial, and office complex in Industrial City Abu Dhabi with a total net lettable area of c. 166,000 sqm. Aldar Investment also manages three core platforms: Aldar Education, Aldar Estates, and Aldar Hospitality and Leisure. Aldar Education includes Aldar's entire educational portfolio, including Aldar Academies, the leading education group in Abu Dhabi, with 21 schools, over 27,000 students, and a growing network of 3,000 educators from over 100 nationalities, offering a wide range of curriculum and ancillary services such as a Teacher Training Academy. Aldar Estates consolidates Aldar's Retail Operations alongside existing Residential and Commercial real estate operations within Provis and will further include Community Management under one integrated property management platform. Aldar Hospitality and Leisure looks after Aldar's portfolio of hotel and leisure assets, which are anchored around Yas Island and Saadiyat, in addition to Ras Al Khaimah. It includes Aldar's portfolio of 13 hotels, comprising over 4,250 hotel keys and managing operations across golf courses, beach clubs, and marinas.

Aldar's shares are traded on the Abu Dhabi Securities Exchange (Stock quote: ALDAR:UH), and is a profitable, cash-generative business that provides recurring revenues, and benefits from a diverse and supportive shareholder base. Aldar operates according to high standards of corporate governance and is committed to operating a long-term and sustainable business in order to provide ongoing value for its shareholders.

Aldar is driven by a vision to be a leading real estate developer and manager in the region by playing a key role in the development of quality, comfortable, desirable destinations that people can live in, work at and visit.

For more information on Aldar please visit www.aldar.com or follow us on:



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