

ALDAR SELLS OUT FIRST PHASE OF ‘THE WILDS’ GENERATING AED 5 BILLION AT LAUNCH

- 734 villas sold at The Wilds, Aldar’s unique development designed for residents to reconnect with nature and the great outdoors in Dubai
- Expatriate residents and overseas buyers account for 92% of sales
- Buyers from India, China, and the UK make up the top three nationalities by sales volume
- 52% of buyers are under the age of 45, indicating a strong demand for family and community-oriented developments
- In the final phases, Aldar will launch five- and six-bedroom mansions, as well as one- to three-bedroom apartments overlooking a masterplan inspired by Mother Nature



Dubai, UAE – 5 March 2025: Aldar has completed the sell-out of the first phase of ‘The Wilds’ generating AED 5 billion through a series of local and international sales events. In the initial phase, Aldar launched the community’s three-, four-, and five-bedroom villas with 734 homes sold.

A unique community, The Wilds is designed to let residents and nature thrive together and is Aldar’s third development in Dubai in partnership with Dubai Holding. The community attracted a wide range of customers with expatriate residents and overseas buyers accounting for 92% of sales, highlighting Dubai’s position as a global destination for both long-term residency and investment. Buyers from India, China, and the UK make up the top three nationalities by sales volume at The Wilds.

52% of buyers are under the age of 45, indicating a strong demand for wellbeing and family-oriented lifestyles, perfectly aligned with The Wilds’ tranquil oasis of greenery and wildlife. First-time buyers of an Aldar property account for 85% of sales, highlighting the increasing scale of Aldar’s customer base and reputation in Dubai.

Commenting on the sales performance, **Talal Al Dhiyebi, Group Chief Executive Officer at Aldar**, said: “The Wilds’ success is a milestone moment for Aldar as we continue to grow our footprint in Dubai. With AED 5 billion confirmed in sales, this development marks our most successful launch in terms of value and highlights Dubai’s attractiveness as one of the world’s foremost destinations to both invest and reside. As a long-term investor in the emirate, we will capitalise on its growing economy, rising population, and our strong customer insights to ensure we are a market leader for years to come.”

In total, The Wilds features almost 1,700 homes surrounded by eco corridors and green spaces that provide privacy within nature. In the next phase of The Wilds, Aldar will launch five- and six-bedroom mansions designed by world renowned Lebanese architect, Nabil Gholam, as well as one- to three-bedroom apartments overlooking a masterplan inspired by Mother Nature.

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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 42 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 284 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 21 residential communities, 15 lifestyle destinations, 10 malls and 19 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 at The Palm; 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 and Azadea, as well as joint ventures and partnerships with Brookfield, Emaar, Aldar 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 53 master communities.

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