
Press Release

Deyaar Wins Emirates Energy Star Award

- *Selected in deployment category*
- *Highest number of buildings connected to the programme*
- *Achieves carbon emission reductions of more than 25 per cent*

Dubai-UAE: 14 May, 2014 - Deyaar Development PJSC, a customer-focused, trusted and valued developer with in-depth market intelligence and property management expertise, has won the Emirates Energy Star (EES) Award for registering the highest number of buildings under the programme in 2013.

EES is a nationwide programme aimed at improving energy efficiency and reducing the carbon footprint of the UAE. Set up by Etisalat and Pacific Controls, it aims to lower energy consumption by 20 per cent and reduce the carbon footprint among its customers by 20 per cent by 2015.

Linking buildings to the Emirates Energy Star global control command centre makes it possible to reduce energy consumption by up to 30%, with only limited initial investment. The savings are achieved by managing the building eco-system as a whole, in real time, 24 hours a day 7 days a week. This helps control temperature and light levels more precisely and ensures that facilities equipment is not running unnecessarily.

The programme uses a transparent standard for rating buildings' reductions in energy use, awarding up to five stars based on measured savings achieved.

Deyaar successfully reduced its carbon emissions across its facilities by 25 per cent and received the award in the deployment category during a ceremony at recently held at The Address Hotel, Dubai Marina. The award was received by Mona Altamimi - Assistant Vice President, Marketing and Corporate Communication at Deyaar Development PJSC.

Joining the EES programme in May 2012, Deyaar's buildings were retrofitted with machine-to-machine (M2M) sensors and managed energy monitoring services to help reduce energy consumption.

Commenting on the announcement, Saeed Al Qatami, CEO of Deyaar, said: "Deyaar is a proud participant in EES and by engaging in the programme we have provided our tenants and residents with an environmentally responsible location.

"The majority of our owners have appreciated our initiatives and this award reiterates our commitment towards reducing the carbon footprint of the UAE. I wish to thank our property management and association management team involved for making this important milestone a reality."

More than 100 buildings are currently connected to the EES programme, covering high-rise residential and commercial towers, hospitals, shopping malls, mixed use complexes, hotels, academic institutions and business centres. The programme has targeted 100,000 buildings in five years, which is endorsed by the Ministry of Environment, and supports the vision of the Dubai Supreme Council of Energy to reduce electricity consumption by 30 per cent by 2030.

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Notes to Editor:

About Deyaar:

Deyaar Development PJSC is a leading real estate developer and real estate services company, headquartered in Dubai. Since its establishment in 2002, the company has registered exponential growth to become an industry leader in the region, with a share capital of AED5.78 billion.

Deyaar is well-positioned to play a pivotal role in the development of the region's property landscape. The company's in-depth market intelligence, world-class services and unrivalled property management support for communities across diverse portfolios have firmly consolidated its pioneering status in the region's real estate landscape.

Combining excellence with a vision to create natural living environments while placing customers at the core of its strategies, Deyaar additionally serves as a one-stop real estate solutions provider. Under this profile, its scope includes the delivery of end-to-end property development and property management services, overseeing over 20,000 property units across the UAE. Deyaar also provides facility management services for its portfolio of more than 18,000 commercial and residential units. The company additionally spearheads an association management team to ensure the wellbeing of Deyaar's homeowners as a key priority.

Deyaar complies with the escrow legislation and relevant property laws in the UAE and is registered with the Real Estate Regulatory Authority under reference number 15/07.

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