

Deyaar Development launches Deyaar Al Khair Initiative

- *The initiative offers free maintenance works for underprivileged families at a total value of AED500,000*
- *Deyaar Al Khair launched in collaboration with the Beit Al Khair and Dar Al Ber charity houses*

Dubai, UAE, 25 July, 2017: Deyaar Development PJSC, one of the UAE's leading property development and real estate services companies, has launched Deyaar Al Khair, an initiative that will provide free maintenance services to underprivileged families across the country through its subsidiary, Deyaar Facilities Management (DFM).

As part of its initiative, Deyaar has signed memorandums of understanding with the Beit Al Khair and Dar Al Ber Societies, to identify a list of houses across the country that need immediate intervention. During the first phase of the initiative, which will last until the end of 2017, Deyaar will carry out AED500,000 worth of essential maintenance.

"Deyaar Development is pleased to launch this initiative, which is in line with the Year of Giving strategies announced by His Highness Shaikh Khalifa bin Zayed Al Nahyan, President of the UAE," said Saeed Al Qatami, Chief Executive Officer, Deyaar. "Deyaar Al Khair stems from the company's awareness of importance of providing assistance to all segments of the local community through its expertise and services, away from focusing on achieving financial profit only."

Al Qatami added: "Such initiatives play an important role in enhancing the sense of cooperation for both individuals by giving them the opportunity to volunteer and organizations to provide comprehensive services to the community."

Deyaar Facilities Management will manage maintenance services provided to houses in number of cities across the country. Specialized teams from the company will be involved in the operations along with volunteers from Deyaar Development's different departments.

Abdullah Ali bin Zayed Al Falasi, Executive Director, Dar Al Ber Society said: "Our participation in Deyaar Al Khair initiative comes in response to His Highness Shaikh Khalifa bin Zayed Al Nahyan's initiative to name 2017 as the Year of Giving. I would like to express our sincere appreciation to Deyaar for considering partnering with Dar Al Ber for this initiative, which reflects the commitment of the UAE's organizations to corporate responsibility principles, to the benefit of hundreds of unprivileged families."



“The MOU we signed with Deyaar includes a commitment to participate in events and social activities, develop white papers and cooperate in activities through social media platforms to promote the Year of Giving activities carried out by both firms,” continued Al Falasi. “Our participation shows Dar Al Ber’s commitment to working with organizations from the private and public sectors to achieve the charitable, humanitarian and national objectives of the Year of Giving agenda.”

Abdeen Taher Al Awadhi, General Manager, Beit Al Khair Society, said: “It’s our pleasure to be part of the Deyaar Al Khair initiative, which represents our commitment to developing the Emirati community. Our participation in this initiative comes in response to the UAE Government marking 2017 as The Year of Giving. Beit Al Khair is proud to support this great cause, which reflects the spirit of giving and kindness and aims to interact with suffering families. This initiative truly meets the directives of our leadership, and will increase the levels of happiness within the community as part of the Vision 2021 agenda.”

Recently awarded three ISO certificates recognizing its industry benchmark on quality, Deyaar Facilities Management manages a diversified portfolio of facilities with approximately 1,000 properties and about 20,000 units. The company is adopting latest technology solutions that help to reduce costs and maintain high efficiency of its results.

DFM is a separate company, wholly owned by Deyaar Development PJSC. It provides integrated facilities management services for residential, commercial and retail units.

ENDS