

Darna Loyalty Programme - Frequently Asked Questions



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Darna App

What is Darna by Aldar?

Darna is a unique lifestyle loyalty programme that rewards every interaction you have with Aldar and its partners. We offer spectacular experiences and reward you when you live, work, play, stay, shop, study or have any experience with Aldar or its partners.

How can I get access to Darna?

Registration is easy and free. Simply download the Darna mobile application (**app**) from the iOS or Android store and register using your email address and mobile number.

What is the benefit of having this app?

Darna is an exciting cardless loyalty program that offers the earning and redemptions of points on every purchase, across Aldar and its partners. It also opens up exciting rewards which you'll only find with Darna including discounts, offers and promotions, so you can save on all the things you love.

Do I need an internet connection to redeem Darna offers or points?

Yes, you do. Redeem all offers and Darna points through Wi-Fi or 4G/3G connection.

Which languages can I use my Darna App?

The Darna App is available in English only.

Manage Your Account

I forgot my password. How can I sign into the Darna App?

If you forgot your password, simply click on the 'Forgot Password?' link on the App. You will then receive an email with detailed instructions on resetting your password. You'll be back to earning Darna points in no time!

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What is my username for the app?

Your username is the email address you used when you first registered with Darna.

How do I update my details in my account?

It's easy! Follow these steps:

- 1) Navigate to your profile
- 2) Click on 'My 'Account'
- 3) Make the necessary changes to the applicable fields and then click on 'Save.' If you need to update the unclickable fields, please contact us at customerservice@darnarewards.com, and we'll be happy to help

To keep you up to date on all offers provided by Darna, we encourage you to keep your profile up to date.

Can I use a non-UAE mobile number to register to Darna?

You would need an active UAE mobile number so you can receive your OTP validation code to get your registration started.

Can I share points with family and friends?

The app is free, so why share points? Everyone can have their account and access the exclusive offers within Darna.

Can I share offers from my account?

Darna is available to everyone, so there is no need to share offers.

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I can't log in to my account - what should I do?

First, check the below steps. If you still need further assistance, contact us at customerservice@darnarewards.com, and we'll be happy to help.

- Check that you have entered your email address correctly
- Check that the email address you have entered is the same as the one you used to set up your account
- Check that the password you entered is the same as the one you used to set up your account. If you can't remember your password, click on 'Forgot Password?'

Why should I customise my account?

Keeping your preferences up to date will ensure you're getting the most from the programme. After all, no one likes to miss out on great rewards and benefits.

Your account also allows you to manage subscriptions to our communications.

How can I check my Darna points balance?

You can view your points balance on the App home screen.

Loyalty & Membership

What are Darna points?

Darna points are an exclusive loyalty currency that you earn when making transactions with Aldar and its partners. Those Darna points can then be saved up and redeemed against future purchases.

How do I earn Darna points?

Darna points are earned each time you make a transaction with the Aldar and its partners. We've made the process as easy as possible, so you get the best experience.

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SHOPPING:

When shopping in the malls, we're using the latest technology that allows you to earn and spend points by linking your Visa credit or debit card to your Darna App. You can link up to five (5) of your credit or debit cards. After each transaction at one of our participating retailers, you'll receive a notification in your App to acknowledge that you have earned points. If you already have enough points to spend then 'you'll receive a notification asking if would like to earn or spend points. All points earning are automatically credited to your account within 15 days.

HOSPITALITY:

When enjoying a meal, indulging in a spa treatment or perhaps playing a quick round of golf at one of our luxurious courses, all you'll need to do is inform the cashier that you're a Darna member and show them your App. They'll simply add the amount of the invoice (minus VAT and any services charges), enter their secret pin and your points will be immediately added to your account.

LIVING AND EDUCATION:

If you purchase a property from Aldar, lease a property with Provis, use Khidmah home maintenance or enrol a child at one of Aldar Academies, you will receive points within seven days of successfully making a payment.

I bought my property before the Darna app was launched, but I'm still paying instalments – do I still earn Darna points?

Yes, you will earn Darna points for every instalment that you pay for after you've registered on the app. Any payments made prior to that will not be eligible for points. If you registered with a different email ID than the one registered at Aldar Academies then please contact customerservice@darnarewards.com.

How long do my Darna points last for?

Your Darna points will be valid for 24 months from the date you earn them.

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Where can I use my Darna points?

You can use your Darna App across Aldar assets and its partners. This includes:

- Residential Communities
- **Community retail outlets (Retail)** – restaurants and stores
- **Hotels** - F&B, spa & fitness centers
- **Schools** – Aldar Academies
- **Retail Assets** - Yas Mall, Jimi Mall, WTC
- Home Maintenance (**Khidmah**) – in-home services
- **Golf courses** – Yas Links, Saadiyat Links, Abu Dhabi Golf Club
- **Parks** (Rewards only)
- **Beaches** – Yas Beach, Saadiyat Beach, Muneera Beach and Reem Central Park Beach (Rewards only)
- **Yas Island** – Ferrari World, Yas Waterworld and Warner Bros (Rewards only)

How do I redeem my Darna points?

Redeeming points is as easy as earning them! Here's how to do it.

SHOPPING

After you've purchased in one of our participating outlets using your linked Visa credit or debit card, you'll receive a notification in your App. Simply confirm you want to spend the points. The equivalent cash amount will be credited back onto your registered Visa credit or debit card, and the points amount will be deducted from your account automatically. Easy!

HOSPITALITY, LIVING AND EDUCATION

To spend your points at one of our Hotels, Aldar Properties, Provis or Aldar Academies you'll just need to:

- 1) Open the App
- 2) Select the category you want to spend at
- 3) Add the value in AED you wish to spend

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- 4) Ask the cashier to enter their secret pin or call the respective call centre, and they'll complete the transaction over the phone for you

You'll then get a success screen showing how much you've redeemed in AED. The cashier will reduce your invoice by that amount.

For spending points with Khidmah home maintenance services, simply call the call centre and they'll complete the transaction over the phone for you.

What is the points value for each AED spent

The value of Darna points differs across Aldar assets and its partners. To quickly spend your points, click on 'Spend 'Points' on the homescreen, select where 'you'd like to redeem your points and follow the steps on the screen.

| Asset | Earn 1 point on a spend of |
|---------------------------------------------------|----------------------------|
| Hospitality - F&B | AED 1.00 |
| Hospitality - Spas | AED 0.50 |
| Retail | AED 2.78 |
| Property Sales (based on purchase price bands) | AED 6.25 up to 9.09 |
| Leasing via Provis | AED 5.00 |
| Provis Property Management Fees | AED 5.00 |
| Khidmah | AED 2.50 |
| Aldar Academies | AED 6.25 |

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Does Darna provide rewards and offers in addition to points?

Yes! In addition to being able to earn and spend points at your favourite Aldar and its partners hotspots, we're also providing you with some extra special Aldar exclusive offers which include % discounts off and 2-4-1 treats.

How long are Darna Tier offers valid?

All Darna Tier offers are valid until the end of the calendar year from when you reached your tier and will refresh yearly. Other seasonal offers will have different validity periods that would be indicated with the respective offers.

How do I redeem Aldar and Partner offers?

Making a redemption through your App is super simple.

- 1) Tap on the offer you want to redeem
- 2) Ask the merchant to enter their PIN
- 3) You'll then get a success screen showing your redemption has been successful and how much you've saved

How do I search for offers in my Darna App?

Searching for brands and offers is easy. If you know what you're looking for, then type the keywords into the search field. Or if you're looking for a bit of inspiration, simply browse through the category options and explore everything Aldar and its partners have!

Remember to keep your location services on so you can always find out what is closest to you.

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What do I do if my points are not credited to my account?

You have up to 30 days from the date of the transaction to claim missing points.

If your points are not credited or if you need to claim missing points, please contact us on customerservice@darnarewards.com.

Darna Tier System

What is the tier structure within the Darna App?

With Darna, you get more benefits with each tier. The activity on your account over a 12-month (365 days) period determines your tier.

Your participation in Darna gives you access to a range of exclusive benefits the second you join the programme. Tier upgrades are according to the amount of AED spent.

Each tier upgrade opens the door to even more services and VIP treatment!

How do I move from the Bronze tier to Gold tier?

On joining Aldar, based on your transactions with Aldar and its partners, you will be awarded a tier status. Moving from one tier to the other (Bronze to Silver and Gold) is based on the amount spent and frequency of spending. You will unlock new benefits each time you progress to a new tier. To view all the benefits per tier, simply click on 'Tiers' in the profile section of your app.

To achieve Silver tier you will need to spend more than AED 10,000 in a calendar year.

To achieve Gold tier you will need to spend more than AED 25,000 in a calendar year.

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What are the main benefits associated with each tier?

Bronze

30% Spa discount at selected hotels

15% F&B discount at selected hotels

Community Gym Class Offers at select community gyms

Avail 2 – hours maintenance package for ad-hoc jobs, and get 1hour free

2 Months free on annual maintenance packages

50% off AC cleaning

5 % discount on school trips and activities

Random prize draws (i.e. 2-night hotel stay)

The ENTERTAINER vouchers depending on tier (Aldar & the ENTERTAINER)

Convert points to Etihad Guest Miles (Coming Soon)

Silver adds:

Welcome basket on Handover of New Unit

Professional photo of development invested in

Pre – Launch access to new property developments

Property Relationship Manager

Preferred Payment Terms for Property Developments

Gold adds:

Akyasi - Home delivery at selected malls

Free Car washing at selected malls

Chefs Table exclusives at selected hotels

Complimentary meal on Birthday at selected hotels

Pool day pass (3 Per Year for 2 pax) at selected hotels

1 Green fee at Golf Club

1 Golf driving range

Free A/C cleaning (new leases only)

VIP classification for property developments

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VIP Property tours and presentations
Rides to and from property developments
Personalised VIP school tours

Platinum adds:

Free Valet Parking at selected malls

Personalized PM Manager and driver to collect documents/cheques
Free Annual Maintenance Service or Home sanitization
First option on new property releases
5% discount on Aldar property development launches

Why have I lost my status? How can I get it back?

Your tier status is based on your total spend (AED) within 12 months (365 days) commencing from your membership enrollment date or your last tier movement. To retain a tier status, you'll need to make sure you meet the spend threshold, as shown above.

Can I earn points on purchases made before I was a member of Darna?

According to our Rules of Use, points cannot be earned on purchases made before you became a member of Darna

If I go to a participating outlet and hit redeem on a Darna offer, but find that they do not accept the offer for some reason, can I cancel the redemption?

You can only cancel a redemption before the merchant enters their 4-digit pin, which generates a reference number. Once the merchant has entered its 4-digit PIN, the redemption is irreversible.

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Aldar and its Partners

What brands fall under Aldar and its partners?

Aldar and its partners have a brand for every lifestyle! You can use your Darna App within our entire portfolio of brands. Our Asset Portfolio includes:

- Residential Communities
- **Community retail outlets (Retail)** – restaurants and stores
- **Hotels** - F&B, spa & fitness centers

- **Schools** – Aldar Academies
- **Retail Assets** - Yas Mall, Jimi Mall, WTC
- Home Maintenance (**Khidmah**) – in-home services
- **Golf courses** – Yas Links, Saadiyat Links, Abu Dhabi Golf Club
- **Parks** (Rewards only)
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- **Yas Island** – Ferrari World, Yas Waterworld and Warner Bros (Rewards only)

What are exclusion days?

Exclusion days are times when offers are not valid for redemption. There are only a few throughout the year, so don't worry. [Click here](#) to view all Darna exclusion days.

How do I contact customer service?

You may contact us on customerservice@darnarewards.com

Where can I find the rules of use?

You can access the Darna Rules of Use by [clicking here](#)

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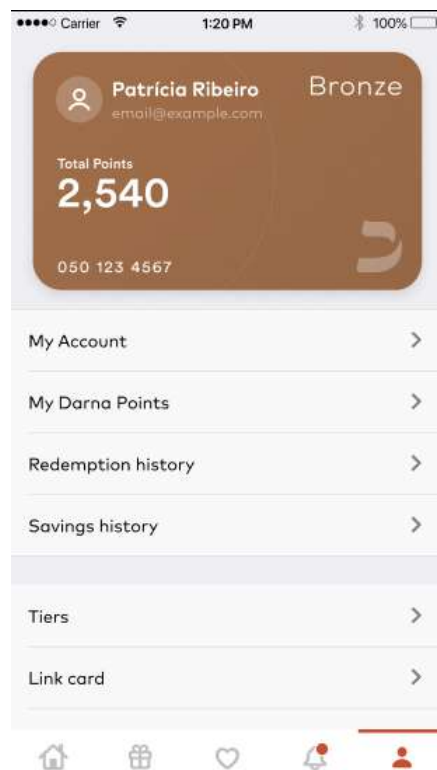
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Update Currency

How do I update my currency on Darna App?

You can change your currency anytime by clicking on your saved card and navigating to points currency section. Simply follow the below steps:

1. Navigate to your Darna profile and select 'Link Card'

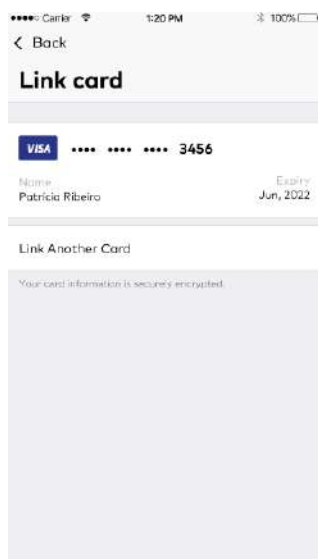


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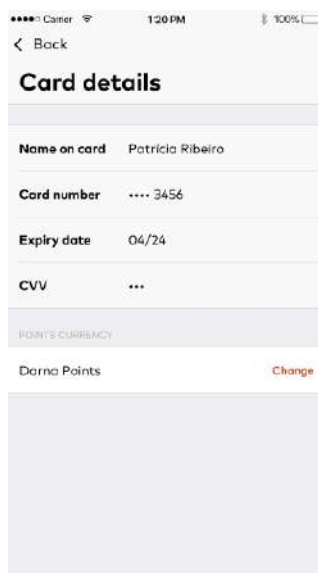


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2. Click on the saved payment card you wish to change your preferences on.



3. Navigate to 'Update Currency' underneath your card details and click 'change.'



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Can I decide which account I want to earn with after 'I've made my purchase?

No. You must decide which programme you wish to earn on at the time of paying for qualifying goods or services. No changes can be made once a Darna member has made the purchase and currency is given.

What happens to my points in the event of a cancellation or refund?

In the event of a cancellation or refund from Khidmah home maintenance services, Aldar Properties, Provis or Aldar Academies, Aldar reserves the right to revoke points awarded based on the original transaction value.

If your points have been spent before the refund/cancellation, Aldar will deduct the value of points (in AED) from the balance of the refund due.