Digital *Transformation*

Digital
Transformation

Operating our business in an age profoundly influenced by advanced technology and data analytics has seen us ambitiously seek out intelligent ways to weave both emerging and established technologies into our business models and operational paradigms. Doing so has enabled us to forge a more resilient, efficient, and innovative organizational framework, leading to better outcomes for our people, our stakeholders, and our communities

700 K
▲ *40% YoY*
Website Vistors
in 2023

610 K
▲ *29% YoY*
Online Transactions
in 2023

21 K
▲ *%16 YoY*
Customer Requests
in 2023

Rooted in a deep commitment to progress, sustainability, and ethical operation, our initiatives across data analytics, governance, customer experience, innovation, and sustainability not only define our current achievements but also lay the groundwork for future triumphs in urban development. This steadfast commitment to innovation recently earned Retal five distinguished awards, underscoring the continued success of our digital transformation strategy.

Remote Work Ecosystem & Virtual Connectivity

In a world leaning towards digital symbiosis, Retal has pioneered high-tech solutions for a seamless, connected, and productive remote work environment, including virtual meeting spaces, AR/VR integration, and AI-driven coordination. These tools enhance collaboration, ensuring optimal scheduling and preserving organizational culture in the virtual realm, all while supporting continuous learning and development, ensuring our teams evolve, learn, and enhance their skill sets, even in a remote work environment.

Data-Driven Advancement

Enhancing Operational Excellence

Embracing a robust data analytics framework across Retal's various operational streams has allowed us to effectively identify patterns, understand risk and implications, and predict future trends. Our comprehensive approach to analytics has allowed us to increasingly streamline operations, minimize costs, and enhance efficiency across all business functions, fostering a culture where every action is backed by data-based insights.

The predictive capabilities derived from our analytical tools further bolster our risk management and enable us to carve out optimized, foresight-driven strategies that ensure sustainable growth and stability.

Sustainable Tech-Practices

Establishing a Firm Grip on Organizational Oversight

By aligning technological advancements with our Environmental, Social, and Governance (ESG) goals, we have remained deeply committed to sustainability through initiatives focused on reducing our carbon footprint, optimizing resource usage, and fostering a positive socio-environmental impact. Moreover, we have incorporated technology into our governance mechanisms to enhance Retal's control and oversight capabilities. Our digital tools oversee project management, financial workflows, and regulatory compliance, enhancing transparency, accountability, and real-time performance tracking.

Enhancing Customer Digital Experience

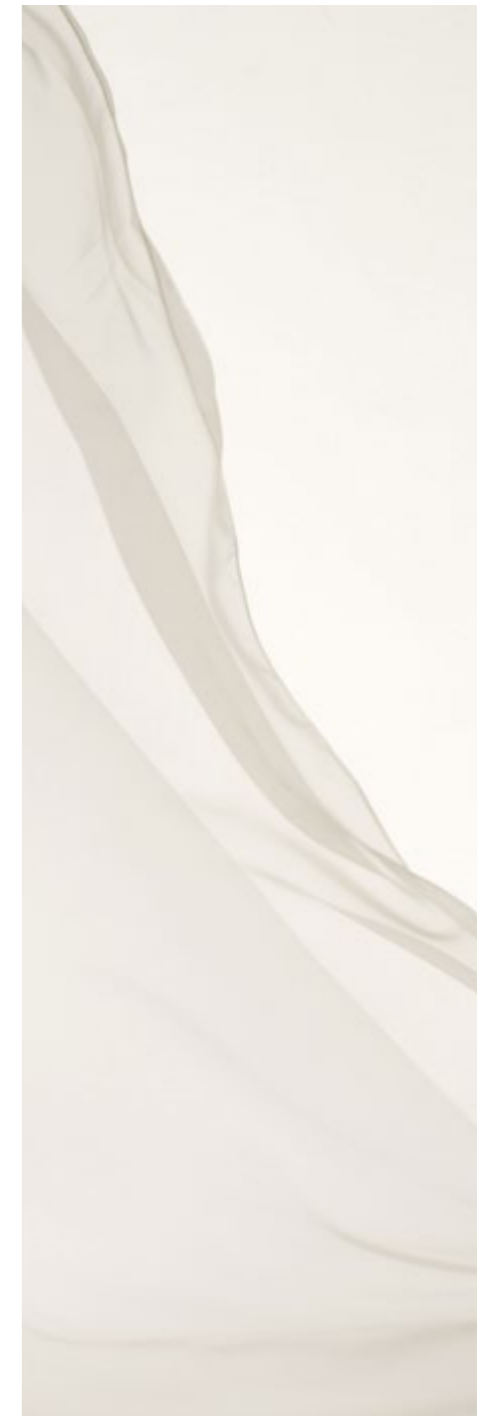### Cultivating Rich, Seamless, and Engaging Digital Journeys Cultivating Rich, Seamless, and Engaging Digital Journeys

As always, customer experience sits at the heart of our evolving digital transformation efforts. Our investment in emerging technologies, such as AI and machine learning, has enabled us to curate personalized, engaging, and seamless digital experiences for our customers, ensuring their expectations continue to not only met, but exceeded with every interaction. The integration of cutting-edge digital platforms means we can consistently deliver on the promise of reliability, convenience, swift transactions, and comprehensive information, ensuring clients are able to navigate their property journey through Retal with ease, assurance and satisfaction.

AI-Powered Assistance

Driving Intelligent Support

Artificial Intelligence (AI) has enabled us to automate, optimize, and innovate within operational and customer interaction frameworks throughout the various phases and complexities of our projects. Intelligent algorithms play a crucial role in our lead qualification process by analyzing diverse data points including customer interactions and website behavior, enabling us to streamline our sales teams' focus on high-conversion potential clients. Artificial Intelligence also plays a crucial role in identifying different target segments based on their behavior, preferences, and buying power, allowing for more targeted and effective marketing campaigns. On the client side, AI tailors experiences for homebuyers through personalized interactions and ensures round-the-clock customer service via AI-powered chatbots. Moreover, AI-Integrated CRM systems track interactions, purchases, and preferences, offering insights for improved customer relations and upselling opportunities.

Digital Transformation

Retal's Innovative
Mobile Application

Revolutionizing Customer and Tenant Experiences

In alignment with our role as changemakers in the real estate industry, 2024 will see us launch a new groundbreaking mobile application, a state-of-the-art tool built for clients embarking on the nuanced journey of property ownership, prioritizing convenience and transparency, and designed to enhance the unique journey of all customers.

Progress at Your Fingertips

At the heart of our mobile app is a commitment to keeping clients consistently informed and engaged in the development of their dream homes. Featuring an intuitive interface, customers can effortlessly witness real-time progress in the construction of their units, providing a visually immersive experience.

A live Window to Your Future home

Witnessing a home take shape from the ground up is an exhilarating experience. Our app provides a live view feature, enabling customers to visually engage with their developing properties from anywhere in the world, standing as a testament to Retal's commitment to quality, precision, and timely delivery in our development projects.

Fostering Financial Transparency and Control

In a landscape where financial planning and transparency hold utmost importance, our app ensures crystal-clear clarity in every transaction, payment plan, and financial interaction. Clients can effortlessly track payment plans, receive timely reminders, and securely conduct transactions, embodying our dedication to fostering trust and reliability.

Efficient Support and Communication

Understanding that robust support and clear communication are foundational to exemplary service, our app empowers clients to effortlessly raise and track support tickets. Each ticket is promptly addressed by our dedicated support team, ensuring every interaction is resolved with the utmost diligence and care.