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Dubai Residential partners with Rentify to offer residents greater flexibility in rent payments

- *Eligible new and renewing residents across 22 communities can spread their rent through flexible instalments with Rentify*
- *Partnership advances Dubai Residential's digital-first approach to the resident journey*

Dubai, United Arab Emirates – 10 November 2026: Dubai Residential, the owner and operator of one of the city's largest and most diversified residential leasing portfolios, has partnered with Rentify, a UAE-based fintech and proptech platform, to introduce a new rental payment option for eligible new and renewing residents. Available across Dubai Residential's 22 communities, the service will extend to a portfolio home to more than 146,000 residents.

The partnership expands the range of rental payment options available to eligible residents, offering greater flexibility in how they manage their rent and monthly finances.

Residents whose rent is structured across four equal instalments can also use Rentify to break down their first instalment into smaller payments, while new residents can access the option when signing their lease.

Rentify complements Dubai Residential's existing payment methods, giving eligible residents an additional way to structure their rental payments according to their needs. The service can be accessed using credit cards from select banks, with competitive rates, subject to applicable eligibility criteria and terms.

Ahmed Al Suwaidi, Managing Director of Dubai Residential, said: "As the owner and operator of one of Dubai's largest residential portfolios, we have a responsibility to continuously enhance the experience we provide our residents. Partnering with Rentify reflects our commitment to making the rental journey simpler, more flexible and increasingly digital, while responding to the evolving needs of our residents. It

is another step in creating a seamless experience across every stage of the resident journey, from enquiry and onboarding through to payments and renewals."

Rashed Hareb Al Mheiri, Co-Founder and CEO, Rentify, said: "Expectations around renting are changing, with residents increasingly looking for greater choice and flexibility in how they manage their payments. Our partnership with Dubai Residential brings this approach to one of Dubai's largest residential portfolios, while marking an important milestone in Rentify's growth. Together, we are making the rental experience more flexible, accessible and aligned with the evolving needs of residents."

Rajneel Kumar, Co-Founder, Rentify, said: "The rental market is evolving, and technology has an important role to play in creating a more connected and seamless experience for residents and property owners alike. Our partnership with Dubai Residential represents an important step in that evolution, bringing together technology, financial services and residential real estate to broaden payment choice and support a more flexible rental experience."

The partnership forms part of Dubai Residential's wider digital-first approach to the resident experience, spanning contracts, payments and services. Through the Dubai Residential app, residents can already access a range of services, including maintenance requests, contract renewals, move-in and move-out services, payments, profile management, community updates and exclusive offers.

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About Dubai Residential

Dubai Residential is the owner and operator of one of Dubai's largest residential portfolios under Dubai Holding Asset Management. Offering a diversified range of living experiences, from premium residences and family-orientated gated communities to affordable corporate housing, Dubai Residential delivers seamless, professionally managed living environments designed around comfort, reliability and ease of living. From the premium residences at Bluewaters, City Walk, and Nad Al Sheba Villas to the family-focused communities of The Gardens, Garden View Villas, Remraam, Layan, Ghoroob, and Shorooq, its vibrant, fully integrated 22 communities cater to the unique lifestyle and preferences of more than 146,000 residents.

Grounded in the belief that communities are shaped by people, not just buildings, Dubai Residential combines proactive maintenance, digital-first resident experiences and connected community living to create environments where residents feel supported, comfortable and part of something bigger. Beyond

the home, shared spaces, resident initiatives and premium facilities help foster meaningful community connection across every lifestyle and life stage.

As part of the wider Dubai Holding ecosystem, Dubai Residential contributes to Dubai's long-term growth and reputation as one of the world's best places to live, work and visit, combining institutional strength with a human understanding of how people want to live while providing stability for residents and confidence for partners and investors.

To learn more, visit www.dubairesidential.ae

About Rentify

Rentify is building the financial and operational infrastructure powering the future of renting. Its AI-native platform, Earn AI, combines specialised AI agents with embedded payments, Open Banking, insurance, tenant intelligence and financial services to simplify rental operations across the entire rental lifecycle.

Rentify believes renting deserves the same level of intelligence, automation and financial infrastructure that transformed banking and commerce over the past decade. Through Earn AI, the company is building the operating system that enables that future.

Every unit, earning.

To learn more, visit www.gorentify.com