



Notice of Consequences for Providing Kickbacks to Customers

Dear Channel Partner,

We hope this letter finds you well. We are writing to you as a valued channel partner registered with Sobha Realty. As a company committed to maintaining the highest standards of integrity and ethical business practices, it is our duty to ensure that all our partners uphold the same principles.

We have recently become aware of the possibility of some channel partners providing kickbacks to customers to influence their decisions. We would like to remind you that such actions are strictly prohibited and go against the core values of our organization. Sobha Realty takes this matter very seriously and will not tolerate any form of unethical conduct within our business ecosystem.

Therefore, we hereby inform you that in the event that any channel partner is found to be involved in providing kickbacks to customers, immediate action will be taken. Such channel partners will be blacklisted and barred from conducting any further business with Sobha Realty.

We strongly emphasize the importance of maintaining a transparent and fair business environment for the benefit of all stakeholders involved. By strictly adhering to ethical business practices, we can ensure the continued growth and success of Sobha Realty and its channel partners.

Thank you for your attention to this matter. We trust that you will continue to uphold the principles and values that have made our partnership successful thus far. Together, we can build a strong and reputable business community.

Yours sincerely,
Sobha Realty