



OUR STORY

AT A GLANCE

Madinet Masr is a leading urban community developer in Egypt with an impressive legacy spanning over 60 years. We specialize in building large-sale, multi-functional communities in strategic locations across Egypt.

We have cemented our position as a top-tier community developer and urban planner in Egypt, building upon our successful creation of Nasr City — the largest urban area in Greater Cairo. Since then, we have capitalized on our extensive market knowledge to embark on expansive ventures, focusing on crafting contemporary, integrated communities and innovative solutions. Presently, we are constructing three mixed-use developments, two situated in East Cairo and one in Assiut, aiming to redefine modern living standards in Egypt. With a focus on innovation, sustainability, and uncompromising quality, we strive to build communities where residents can thrive and connect.

Our projects are tailored to meet the growing need for residential and commercial properties in response to Egypt's expanding population. With this in mind, we provide a wide range of amenities, services, sports facilities, schools, retail outlets, and entertainment centers to cater to various homeowner preferences and requirements. Innovation and customer satisfaction are at the core of our operations, ensuring that we meet the diverse needs of our clients effectively.

Headquartered in Cairo and publicly listed on the Egyptian Exchange (EGX), we adhere to rigorous corporate governance standards and are dedicated to delivering outstanding value to all stakeholders.



A premier real estate developer meeting the housing requirements of millions of Egyptians since

1959

65

Years of operation

537

Employees

17,009

Units sold – Active projects

5,131

Deliveries – Active projects

22

Active projects

8.7 ^{BN} _{EGP}

Market cap*

*As of 31 December 2023

A NOTE FROM OUR CHAIRMAN



In 2023, we delivered exceptional results and significant operational milestones marked by successful launches across our developments and the introduction of innovative solutions to the real estate market.

Hazem Barakat
Chairman

Dear Shareholders,

It is with great pleasure and pride that I present to you Madinet Masr's 2023 Annual Report. As we reflect on the past year, it is evident that our journey as a leading real estate developer in Egypt continues to be defined by resilience, innovation, and unwavering commitment to our stakeholders. In 2023, we delivered exceptional results and significant operational milestones marked by successful launches across our developments and the introduction of innovative solutions to the real estate market.

Madinet Masr stands tall on the pillars of a stellar record and heritage, fortified by a robust strategy and unwavering fundamentals. Amid a backdrop of macroeconomic challenges, including persistent inflationary pressures and currency devaluations in Egypt, our Company has not only weathered the storm but has emerged stronger, demonstrating resilience in the face of adversity. This is in part driven by the fact that in times of uncertainty, people instinctively turn to the stability and tangible value offered by real estate assets as a means to safeguard their financial interests. To that end, our unique value proposition and consistent track record have ramped up demand from both homebuyers and investors for new launches across our developments.

Despite the challenging environment, Egypt's real estate market presents untapped potential, fueled by the country's burgeoning population and increasing urbanization. At Madinet Masr, we recognize the immense opportunities that lie ahead and are steadfast in our commitment to capitalize on them. Given the growing demand for high-quality properties, both residential and commercial, we plan to remain ahead of the curve in terms of our diverse offerings to capture rising demand in the Egyptian market.

This year, we continued to build on the Company's restructuring in 2021 and the rebranding of our identity by continuously implementing dynamic strategies to maintain our unique position in light of shifting market dynamics. To that end, I am proud to announce that we have successfully launched "Madinet Masr Innovation Labs", enabling us to propel the Company forward with transformational solutions in the real estate industry. Through the launch of Touba, our digital payments solution for the real estate market, we were able to cater to the rising demand for flexible payment plans amid economic headwinds affecting individuals across all segments.

Central to our vision is not merely the construction of houses but the creation of sustainable communities that resonate with the unique aspirations and needs of our customers. We understand that our responsibility extends beyond brick and mortar; it encompasses the creation of environments where families thrive, businesses flourish, and communities prosper. Additionally, we are continuously scanning the market for opportunities to expand our geographical footprint beyond Nasr City and East Cairo, as evident by the launch of Zahw, a mixed-use development in Assiut.

Pursuant to our customer-centric model, we are continuously working to identify evolving consumer preferences to cater to shifting patterns in urban living. On that front, we have an unwavering commitment to developing communities that foster a sense of belonging, comfort, and safety. Therefore, our three developments, Taj City, Sarai, and Zahw, are all strategically located and encompass a mix of characteristics catering to the preferences of a broad range of segments.

Looking ahead, we are well-positioned to spearhead the ongoing transformation in the Egyptian real estate market through the launch of new projects across our developments, as well as the introduction of innovative solutions to address shifting market dynamics. We will continue to leverage our stellar track record, solid fundamentals, and the expertise of our Board of Directors to navigate challenges and deliver on our ambitious strategies.

We are proud of what we achieved in 2023 and remain vigilant with regards to our investments and sound business practices. We are committed to maximizing shareholder value by delivering on our ambitious vision and growth strategy in 2024. On behalf of the Board, I would like to extend our sincere gratitude to Madinet Masr's shareholders, customers, and employees.

Hazem Barakat
Chairman

A NOTE FROM OUR CEO



In terms of innovation, I am immensely proud to announce the launch of our new R&D arm “Madinet Masr Innovation Labs”, underscoring our commitment to our long-term vision of consistently delivering ground-breaking and cutting-edge solutions to the real estate market.

Abdallah Sallam
President & Chief Executive Officer

Dear Shareholders,

I am delighted to report on yet another year of record-breaking results and significant milestones in our long-term strategy, driven by the launch of unique communities across our developments as well as the introduction of our first innovative digital solution to the Egyptian real estate market. Additionally, we continued to build on our rebranding of Madinet Masr by capitalizing on our newfound identity and transformational strategy to solidify our unique position as a premier real estate developer.

During the year, we sustained our focus on continuously adapting our strategies to shifting market dynamics. As such, we have transformed our approach to that of a customer-centric model, underscoring our commitment to building communities that cater to the preferences of a broad and diverse range of segments. Additionally, we continued to deliver on our growth strategy through the launch of new projects within our existing developments, as well as the introduction of Madinet Masr’s first development outside of East Cairo, Zahw, a strategically located mixed-use development in West Assiut.

As part and parcel of our strategy and identity, we are committed to developing sustainable urban communities that encompass amenities and characteristics that foster a sense of belonging and comfort to our residents. To that end, we have formed partnerships with leading companies across multiple sectors to deliver end-to-end communities, allowing us to reconstruct the idea of modern urban living. On the sustainability front, I am pleased to announce that we have signed a groundbreaking MoU with Elmarakby Steel to enhance environmental and economic sustainability across our construction sites. In addition, we have taken significant strides in enhancing resource efficiency, reducing energy consumption, and phasing out paper usage across our operation.

Despite prevailing market conditions, characterized by high inflationary pressures, the devaluation of the Egyptian Pound (EGP), and geopolitical tensions, our business model has proven resilient with the Company achieving significant growth in 2023. To that end, revenue grew significantly by 48% to EGP 7.6 billion, representing the highest top-line figure recorded in the Company’s history. Meanwhile, net profit more than doubled year-on-year to record EGP 2.1 billion, yielding an expanded margin of 27.8% compared to 14.5% in 2022. On the operational front, gross contracted sales increased by 194% to reach EGP 29.9 billion, reflecting the success of new launches across our developments. It is also worth noting that one of our main operational strengths is that our impressive 9.6 million sqm land bank is owned in freehold, which secures years of sales providing us with strong cash flow visibility and stability for our business amid ongoing market turbulence. On the back of this growth and cash standing, Madinet Masr has distributed cash dividends of EGP 0.15 per share in 2023 with a total of EGP 315.0 mn, in line with our continuous enhancements to shareholder returns.

On the innovation and digital transformation fronts, we have made significant investments in enhancing our operations through deploying the most advanced technologies across the organization. We have implemented the Salesforce CRM software and the SAP ERP system, both of which have resulted in enhanced efficiency, improved customer satisfaction, and better cost management. In terms of innovation, I am immensely proud to announce the launch of our new R&D arm “Madinet Masr Innovation Labs”, underscoring our commitment to our long-term vision of consistently delivering ground-breaking and cutting-edge solutions to the real estate market. As such, we have launched Madinet Masr’s first innovative digital solution, Touba, a pioneering online platform that facilitates flexible payments in the real estate industry amid rising demand for such services in light of the ongoing economic crisis. To that end, Touba is poised for significant growth as it is designed to tackle one of the biggest issues impacting the real estate sector, which is also a testament to our commitment to spearheading the ongoing transformation in the industry.

Looking ahead, we remain committed to developing end-to-end, sustainable communities by continuously adapting our strategies to shifting market dynamics. Additionally, we plan to expand our sustainability efforts by implementing best practices across our developments and offices to reduce energy consumption, eliminate paper usage, and enhance resource efficiency. In 2024, we aim to become a 100% paper-less environment, which is a testament to our commitment to continuously improving our sustainability performance. On the innovation front, we will leverage the newly founded Madinet Masr Innovation Labs to enhance our existing platforms and introduce new solutions to the issues impacting our industry.

I would like to extend my thanks to our esteemed Board of Directors for their invaluable support and our employees for their vital contributions to our success. I would also like to extend my gratitude to our customers for their loyalty and trust in Madinet Masr. I am confident that we are well-positioned to maintain our growth trajectory in 2024 and beyond.

Abdallah Sallam
President & Chief Executive Officer

OUR HERITAGE



1959

- Madinet Masr is established as a governmental institution by order of President Gamal Abdel Nasser with a mandate to develop large-scale master projects for Cairo's Madinet Nasr district



1975

- Madinet Masr completes work on the iconic monument of The Unknown Soldiers to honor the martyrs of the 1973 October War. The monument is also the resting place of late President Anwar El Sadat



1996

- Madinet Masr is listed on the Egyptian Exchange (EGX)



2017

- Madinet Masr launches Sarai, a mixed-use megaproject located Near Egypt's new administrative capital
- Madinet Masr's gross contracted sales records EGP 4.7 BN



2012

- Madinet Masr enters the integrated communities segment with the launch of Taj City, a mega development in New Cairo
- Madinet Masr's gross contracted sales exceeds EGP 200 MN



2009

- Madinet Masr's business model is updated to include off-plan sales

2006

- BPE Partners acquires 30% of Madinet Masr, bringing together a team with international experience and extensive local knowhow

2020

- Madinet Masr's gross contracted sales records EGP 5.1 BN

2021

- Madinet Masr acquires Minka Developments
- Abdullah Sallam is appointed as Madinet Masr's CEO

2022

- Madinet Masr's gross contracted sales records EGP 10.2 BN

2023

- Madinet Nasr for Housing & Development rebrands to Madinet Masr
- Madinet Masr launches Zahw in West Assiut
- Madinet Masr launches its new R&D arm "Madinet Masr Innovation Labs" to bring forth new innovative concepts to the real estate market. The first product, Touba, offers innovative solutions for purchasing and investing in real estate
- Madinet Masr's gross contracted sales records EGP 29.9 BN, in addition to EGP 2.2 BN at subsidiaries