

**SHAPING A BETTER
FUTURE**



OUR SUSTAINABILITY STRATEGY

Madinet Masr has an unwavering commitment to implementing sustainable practices and driving social development across its communities. During the year, we worked on developing a strong framework for the future, with two main pillars guiding our sustainability strategy: **Building for Tomorrow** and **Cultivating Communities**. Under Building for Tomorrow, we prioritize reducing Madinet Masr's environmental footprint by fostering the development of eco-friendly communities. Concurrently, the Cultivating Communities pillar aims to drive social development across the communities in which we operate.

To that end, developing and maintaining sustainable living communities is one of Madinet Masr's strategic objectives. To achieve this, we have aligned our

sustainability strategy with the Company's financial performance through analyzing how climate change affects our operations and market demand, as well as identifying growth opportunities in renewable energy to enhance cost savings, increase revenues, and further develop our competitive advantage. This entails setting green house gas (GHG) emissions reduction targets, engaging stakeholders, and ensuring regulatory compliance.

Simultaneously, on the social development front, we have launched a spectrum of programs addressing critical issues, such as hunger, healthcare, and well-being. These initiatives also entail forging partnerships geared toward achieving shared objectives and fostering community resilience.



Building for Tomorrow

Madinet Masr has implemented a number of targeted policies to reduce energy consumption, with a focus on creating more eco-friendly communities and minimizing GHG emissions. This entails scanning for opportunities to integrate renewable energy sources within our footprint, installing LED lighting across our facilities, fitting light poles with sensors to optimize usage, and increasing resource efficiency throughout our operations. Additionally, the Company is focused on enhancing its waste management to reduce its environmental impact and improve circularity. To that end, Madinet Masr is actively engaged in preventive maintenance to prevent leaks and conserve water. We have also implemented automatic irrigation systems and replaced high-water-consumption plants, allowing the Company to reduce its irrigation water usage by 27%. As such, we will continue to deploy resource-efficient technologies and tools to conserve water and energy resources.

Madinet Masr is also committed to improving the sustainability of its supply chain, especially through the procurement of steel and cement produced with the lowest emissions. The Company aims to implement its paperless initiative in 2024 to reduce its use of paper, underscoring its commitment to implementing sustainable practices across the organization. It is also worth noting that Madinet Masr has a strong and reliable system in place to mitigate climate risks, including floods through water drainage systems.

Looking ahead, we are set to launch waste collection and management initiatives within our compounds and head office in 2024. We are also planning to roll out an extensive awareness program throughout the organization to raise awareness about waste management and environmental sustainability to foster a sense of responsibility among individuals across Madinet Masr. We remain committed to minimizing our environmental footprint and will continue to implement best practices across the organization to reach our goals.



Cultivating Communities

In 2023, we commenced a series of initiatives aimed at tackling poverty, health and well-being, and establishing partnerships to drive social development. As such, Madinet Masr collaborates with key stakeholders in Egypt's development sector, with a focus on civil society organizations that have a meaningful on-ground impact, including the Egyptian Food Bank, Misr El-Kheir, Dialogue in the Dark, and the Egyptian Clothing Bank.



Iftar Saeem Program

During Ramadan, Madinet Masr launched the Iftar Saeem program, targeting underprivileged families with a focus on the most vulnerable individuals in Egypt. Through a collaborative partnership with the Egyptian Food Bank, the initiative provided families in Assiut with 10,000 food boxes that our employees helped pack as part of our employee engagement program.



Ma'edet Rahman

In addition to the distribution of food boxes, Madinet Masr provided 7,500 meals that were distributed at Iftar time through a Ma'edet Rahman. The two initiatives together have been able to reach 53,000 beneficiaries and helped alleviate the risk of food insecurity among those who are most in need.





Medical Convoy in Assiut

In 2023, we initiated the Medical Convoy in Assiut program, which was conducted in partnership with the Misr El Kheir Foundation. The convoy offered medical interventions in various specialties, surgeries, and

follow-up services. The convoy was able to reach 626 individuals and provide 1,300 medical services.

Gaza Urgent Relief

Madinet Masr also collaborated with the Egyptian Food Bank for the Gaza Urgent Relief program, which focused on providing meals to families in Palestine to alleviate their hardships amid the ongoing humanitarian situation. Additionally, donation campaigns in collaboration with the Egyptian Red Crescent gathered over EGP 500,000, benefiting over 6,000 individuals with 1,500 donation boxes holding food and medical supplies.



Clothing Initiative

Pursuant to our commitment to making a positive social impact, we have partnered with the Egyptian Clothing Bank to provide underserved individuals with essential clothing. As such, clothing donation boxes were strategically placed at the organization's headquarters, and specialized donation trucks were deployed at various locations. This partnership engaged employees and community residents, resulting in a generous response and a significant quantity of donated clothes. The Egyptian Clothing Bank played a vital role in managing logistics and facilitating the collection of contributions. In addition to the positive social impact, this program helped foster a sense of community engagement and philanthropy within the Madinet Masr community.

Looking ahead, Madinet Masr will maintain its efforts in spreading hope and bringing about positive change. We remain committed to exploring and implementing further initiatives that contribute to the welfare of the communities in which we operate. Through strategic partnerships and collective action, Madinet Masr aims to build a sustainable and supportive environment for those facing challenges in the community.



Compliance and Tracking

Since establishing our CSR and Sustainability department, we have been increasingly diligent in issuing annual sustainability reports to increase transparency. Additionally, Madinet Masr ensures compliance with regulatory requirements by submitting annual Task Force on Climate-Related Financial Disclosures (TCFD) and Environmental, Social, and Governance (ESG) questionnaires to the financial regulatory authority, showcasing its commitment to transparency and accountability.