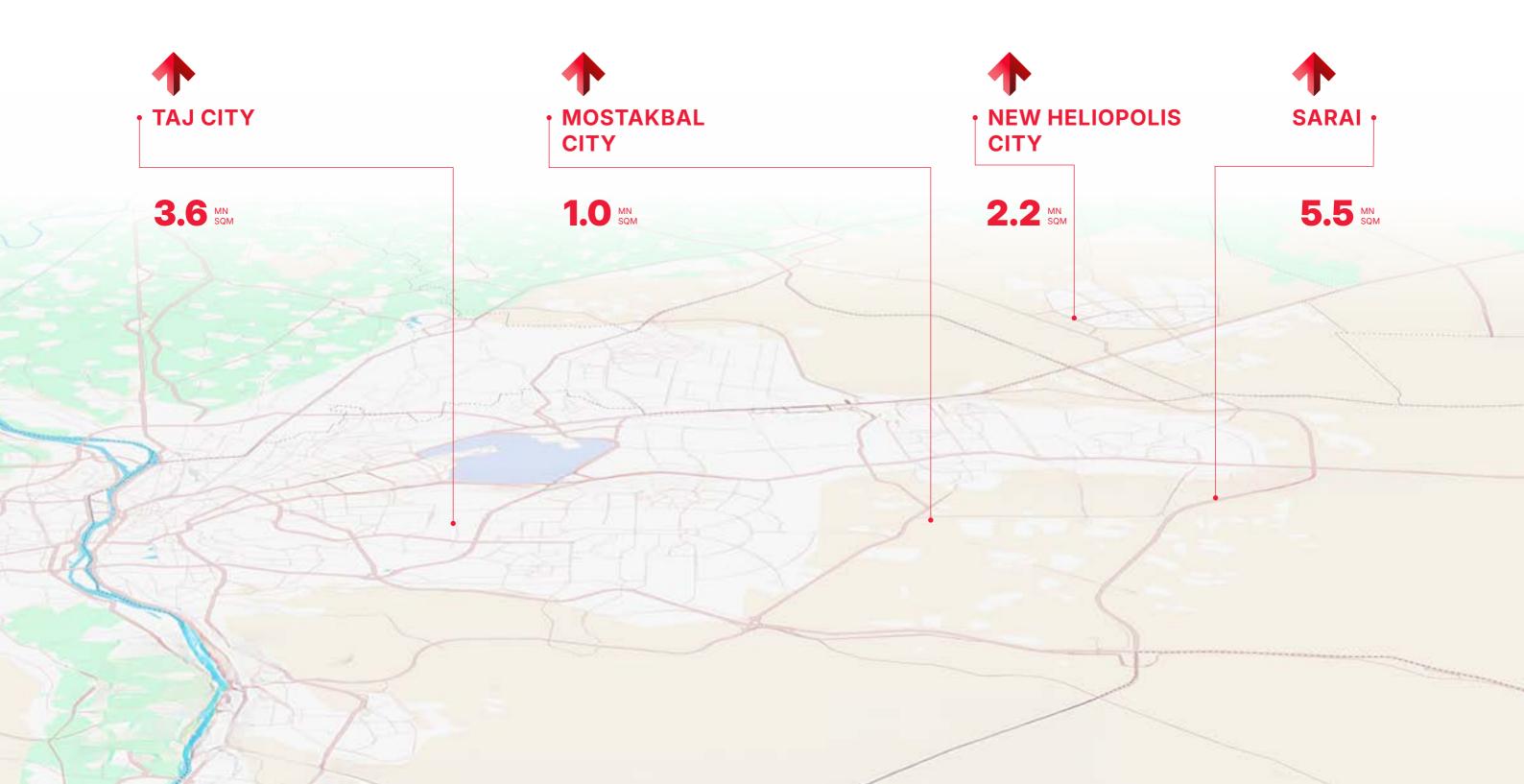


12.8 MN SQM LAND BANK

BUILDING SUSTAINABLE COMMUNITIES

LAND BANK

Madinet Masr grew its land bank to reach 12.8 million sqm by end of 2024, with 96.6% of our land bank located in the high-demand and prominent East Cairo area, with the remaining 0.4 million sqm in Zahw Assiut.

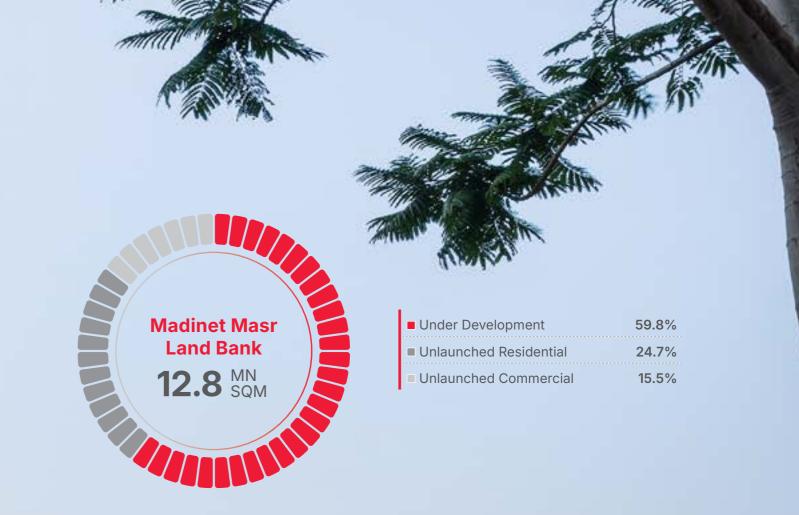


OUR DEVELOPMENTS

Our Land Bank

As of 31 December 2024, Madinet Masr's land bank In addition to Taj City and Sarai, the Company has stood at 12.8 million sqm, marking a significant expansion from the previous year. The Company's land bank remains primarily concentrated in Taj City and Sarai, which together account for the majority of its holdings. Notably, Madinet Masr continues to own its land bank in freehold, allowing for flexible development timelines, unlike other developers bound by government tender conditions.

expanded its footprint with new strategic acquisitions, including The Butterfly, a master-planned development with a land bank of 1.0 million sqm, designed around sustainability and community living. Meanwhile, Zahw, Madinet Masr's West Assiut development, contributes over 437,000 sqm of land, all under active development, reinforcing the Company's growing national presence.





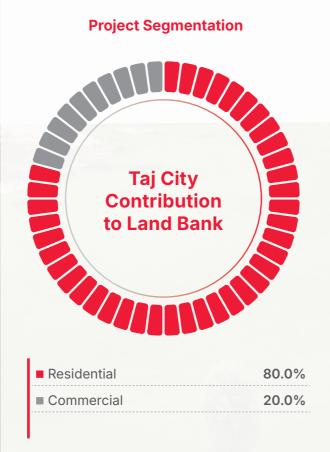
Our

Corporate Governance Consolidated Financial



Taj City, prominently positioned just across from Cairo International Airport, stands as one of the region's most expansive mixed-use developments, covering 3.6 million sqm. Designed to accommodate a broad spectrum of lifestyles, it offers a rich blend of residential communities, commercial hubs, retail destinations, healthcare services, and international educational institutions, making it a vibrant, all-encompassing environment for individuals and families at every life stage.



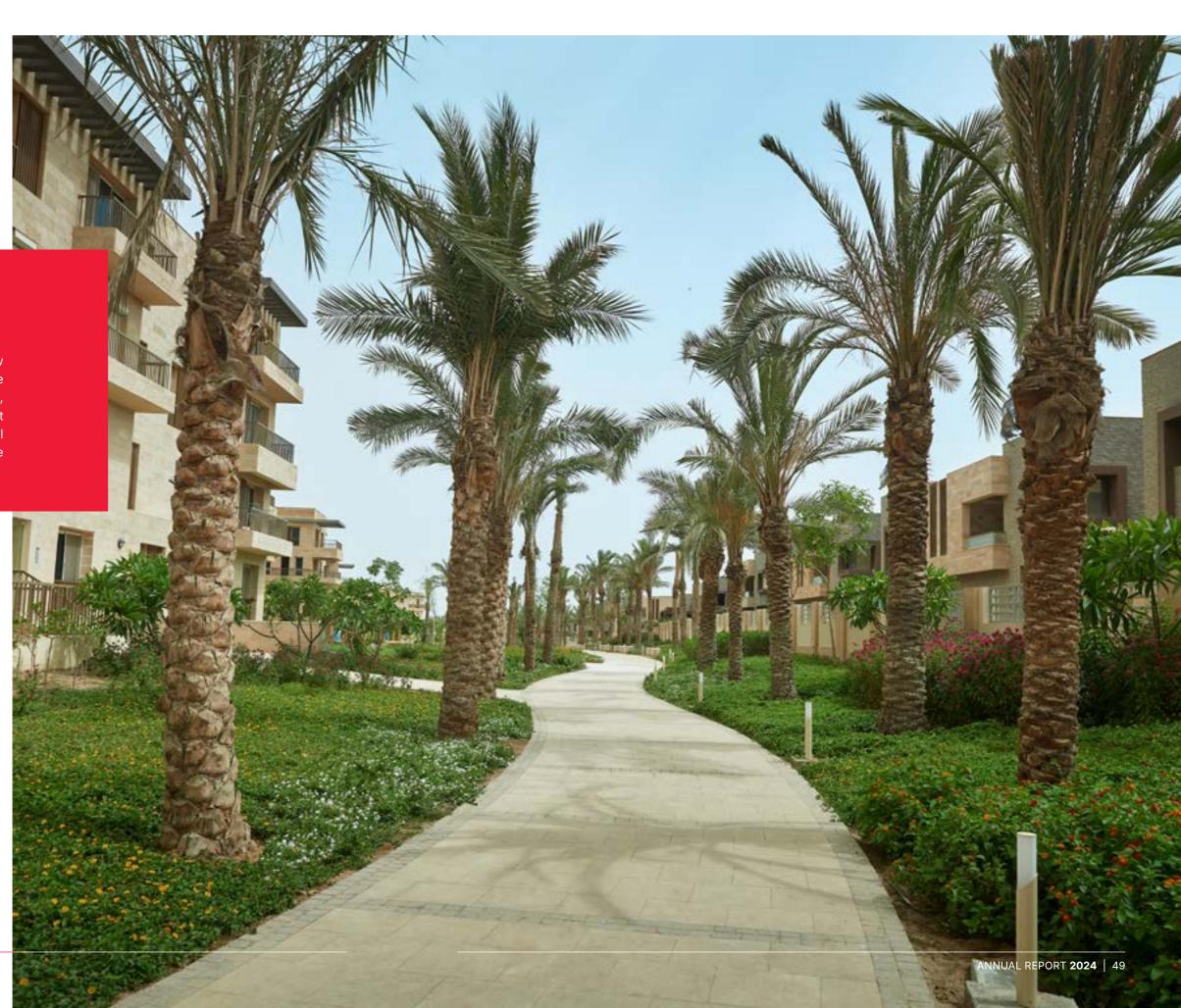


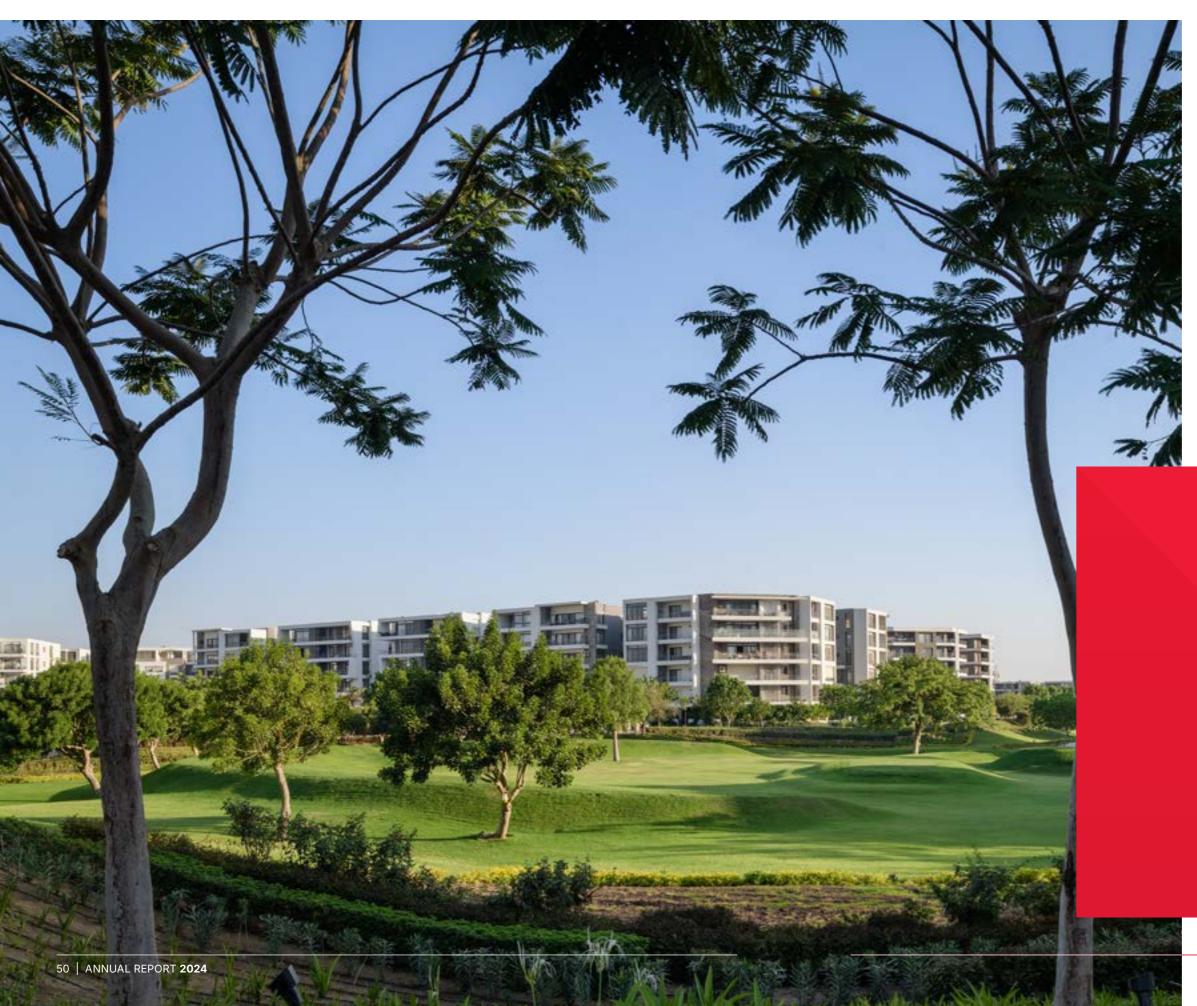




RESIDENTIAL

Ideally positioned at the intersection of Old and New Cairo, Taj City offers residents the perfect balance between suburban tranquility and urban convenience, just minutes from the heart of the city. The development features a wide variety of unit types across several projects, thoughtfully designed to meet the diverse preferences and needs of today's homebuyers.





TAJ SULTAN

As Madinet Masr's first venture beyond the borders of Nasr City, Taj Sultan stands as a landmark achievement within Taj City. This pioneering community set the stage for future growth, showcasing the Company's deep-rooted expertise in crafting both apartment buildings and villas tailored to a broad spectrum of residents. Today, more than 1,000 families call Taj Sultan home, enjoying a vibrant lifestyle supported by modern amenities and a lush 30,000-sqm park that serves as the heart of the neighborhood.

Launch Date

2012

Units Launched

2,218

Sold as at 31 December 2024

98.3%

Total Sales

4.1 BN EGP



PARK RESIDENCE

Park Residence, much like Taj Gardens, has become a sought-after choice for young buyers, thanks to its sleek contemporary design, expansive green landscapes, and vibrant social scene. The community is equipped with premium amenities and offers a wide selection of unit types and sizes, making it an appealing option for a diverse range of homeowners with varying tastes and lifestyle needs.

Launch Date

2015

Units Launched

1,519

Sold as at 31 December 2024

99.9%

Total Sales

4.6 BN EGP



TAJ GARDENS

Taj Gardens, a development that offers sleek and modern apartments, came following the successful launch of Taj Sultan and was designed to target a different customer segment. To that end, Taj Gardens is a prime destination for young homebuyers and small families looking to relocate from congested areas to East Cairo, all the while maintaining proximity to Old Cairo and affordability of apartment units.

Launch Date

2018

Units Launched

192

Sold as at 31 December 2024

100.0%

Total Sales

520.7 MN EGP



SHALYA

Spanning 289,000 sqm, Shalya is a vibrant residential enclave overlooking the heart of Taj City. Designed to appeal to a wide range of homeowners, it features lush green spaces, serene water elements, and a diverse mix of living options from studios and apartments to duplexes and villas. At the core of Shalya's appeal is its self-contained lifestyle, anchored by a dedicated community center that offers recreation, entertainment, and everyday conveniences, minimizing the need for residents to venture beyond the compound.

Launch Date

2018

Units Launched

941

Sold as at 31 December 2024

99.3%

Total Sales

3.2 BN EGP



LAKE PARK **STUDIOS**

Lake Park Studios is thoughtfully designed for young professionals and singles seeking smart, space-efficient living. These compact studios offer a modern lifestyle without the burden of large property ownership, all while maintaining affordability. Residents enjoy access to green parks and essential amenities, creating a balanced environment for work and leisure. Conveniently located near East Cairo's major business districts, Lake Park Studios ensures shorter commutes and easy connectivity to the city's professional hubs.

Launch Date

2018

Units Launched

842

Sold as at 31 December 2024

99.4%

Total Sales

1.4 BN EGP



KINDA

Kinda is a distinctive residential community inspired by both Canadian and Egyptian design sensibilities, developed by Minka Developments and recently integrated into Madinet Masr's portfolio. Drawing from Canadian values of livability, sustainability, and community-focused planning, Kinda blends modern architecture with eco-conscious living. Kinda stands out by offering fully furnished homes, eliminating the need for renovations or additional furnishing, and allowing residents to settle in effortlessly. Sustainability is central to Kinda's design, with features such as thermal insulation and an eco-friendly rainwater drainage system that irrigates its landscaped gardens. The layout also reflects Canadian suburban planning principles, emphasizing open green spaces, natural light, and a strong sense of community. This fusion of Canadian practicality and Egyptian cultural context makes Kinda a unique and forward-thinking residential offering.

Launch Date

2020

Units Launched

420

Sold as at 31 December 2024

80.0%

Total Sales

4.2 BN EGP



TAJ VILLE

Introduced in 2022, Taj Ville is a high-end residential enclave tailored for buyers seeking premium villas within a private, amenity-rich setting. The compound offers a variety of villa types, including single-story options that are increasingly popular among multi-generational families and those with accessibility needs. Enhancing the community's convenience, Taj Ville also features its own retail complex, aligning with the broader vision of creating integrated, sustainable living environments.

Launch Date

2022

Units Launched

126

Sold as at 31 December 2024

100.0%

Total Sales

1.1 BN EGP



ELECT

Building on the success of Taj Ville, Elect has quickly gained traction by embracing a similar concept. Positioned nine meters above the rest of Taj City, Taj Ville offers residents a heightened sense of privacy and sweeping natural views of the surrounding landscape. Elect continues this legacy with a diverse selection of villas, thoughtfully designed to accommodate varying preferences in location, size, layout, and budget, making it an attractive choice for discerning homebuyers.

Launch Date

2022

Units Launched

273

Sold as at 31 December 2024

99.6%

Total Sales

2.4 BN EGP



CLUB SIDE

Club Side offers an elevated urban lifestyle where luxury meets nature in a refined, central setting. Designed for those who value both comfort and convenience, the compound blends elegant living spaces with lush surroundings and premium amenities, including its own dedicated sports club. With a diverse portfolio of homes ranging from lofts to apartments and duplexes, Club Side appeals to a broad spectrum of buyers seeking sophistication and practicality in one cohesive community.

Launch Date

2022

Units Launched

2,002

Sold as at 31 December 2024

99.3%

Total Sales

9.8 BN EGP



ORIGAMI

Origami, Minka's first residential venture following its establishment as a subsidiary of Madinet Masr, brings a unique cultural narrative to life. Inspired by the artistry and philosophy of Japanese design, the project embraces the essence of minimalism, efficiency, and tranquility. Its architecture reflects a contemporary take on traditional Origami, featuring crisp lines, purposeful spaces, and a serene white color scheme that evokes calm and clarity throughout the community.

Launch Date

2023

Units Launched

1,775

Sold as at 31 December 2024

93.4%

Total Sales

14.2 BN EGP



ORIGAMI GOLF

Origami Golf is the next phase of Madinet Masr's Origami community in Taj City, building on its signature blend of Japanese-inspired minimalism and lush, walkable landscapes. This new development introduces a tranquil, 12,339-sqm golf-themed area and a variety of unit types, from apartments to villas. Residents enjoy access to exclusive clubhouses, Klub Kayan for wellness and sports, and a vibrant commercial district. With Asten College, a leading international school, just steps away, Origami Golf offers a natural evolution of the original vision—now with enhanced outdoor living and educational access.

Launch Date

2024

Units Launched

932

Sold as at 31 December 2024

66.7%

Total Sales

11.1 BN EGP

COMMERCIAL

Taj City boasts a prime location with seamless access to both the Cairo-Suez Road and the Ring Road, placing it just minutes from key districts like New Cairo's 90th Street, Nasr City, and Heliopolis. This strategic positioning makes it an ideal hub for commercial and office developments. In response to the growing demand for retail and business spaces in the area, a new multi-purpose project is being launched, blending retail outlets with modern office facilities. Taj City's commercial zone is also tailored to support Egypt's dynamic startup ecosystem, offering contemporary workspaces in a highly connected setting.



Our

Performance Powered by Strategy

Driving

uilding Sustainabl

CSR and Sustainability Our People

Corporate Governance Consolidated Financial





Spanning 39,000 sqm, Taj City's Commercial District is a dynamic hub combining retail, professional, and lifestyle experiences. Strategically located in New Cairo with direct access from the Cairo-Suez Road and visibility from the Ring Road, Tajed is designed to foster business growth and community engagement through smart infrastructure and modern design.

The district offers expansive retail zones, high-standard offices, and large-format stores, supported by ample parking, curated services, and a layout that ensures productivity and convenience. With diverse restaurants, cafés, banks, pharmacies, wellness facilities, childcare, and healthcare access, Tajed is a future-ready destination blending work, lifestyle, and community.

Launch Date

2024



KINDA OFFICES

Kinda Offices is a dedicated administrative hub within Taj City, created to offer modern and practical workspaces for startups, SMEs, and professional firms. Located in New Cairo with direct access to major roads, it is designed to combine efficiency with a strong sense of community. The offices are fully finished and reflect both Canadian and Egyptian design influences, with a focus on sustainability and smart layouts that encourage productivity. Surrounded by retail, services, and landscaped areas, Kinda Offices provides an environment that supports business growth while making daily work life straightforward and convenient.

Launch Date

2023

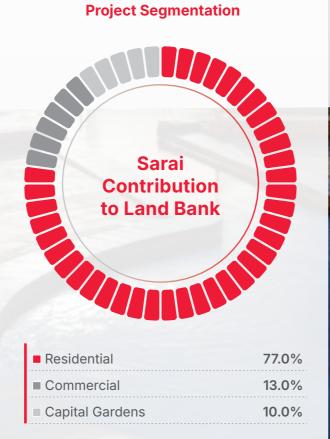
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Launched in 2016, Sarai is a landmark 5.5-million-sqm, mixed-use development strategically positioned in East Cairo, just minutes from the New Administrative Capital. Its location places it at the crossroads of Cairo's urban expansion, offering direct connectivity to emerging districts across the country.

Sarai is designed to meet the evolving needs of both residents and businesses. For homebuyers, it presents an opportunity to embrace suburban living without sacrificing convenience. For enterprises, it offers a strategic base for geographic expansion. The development delivers a modern, integrated lifestyle through its vibrant commercial zones, essential services, and diverse entertainment offerings, making Sarai a self-sustained community built for the future.

Sarai Land Bank Sarai Land Bank 5.5 MN SQM Under Development Unlaunched Residential 36.0% Unlaunched Commercial 14.7%







RESIDENTIAL

Ideally positioned at the heart of East Cairo, Sarai offers unmatched connectivity, just 10 minutes from The American University in Cairo, 15 minutes from the Ring Road, and only five minutes from the New Administrative Capital. The development spans acres of lush greenery and features a stunning 50,000-sqm lagoon, creating a resort-like atmosphere within reach of the city. With its reimagined suburban concept, Sarai delivers exceptional value to homebuyers seeking both tranquility and convenience in a modern, integrated community.





TAVAL

Taval, the first residential community within Sarai, is thoughtfully designed to appeal to a broad spectrum of homebuyers. Offering a diverse mix of villas and apartments, the compound accommodates varying needs, budgets, and lifestyle preferences. Each unit is customizable, allowing residents to personalize their interiors while maintaining a cohesive architectural aesthetic across the community. With expansive green spaces, sports facilities, and a variety of dining options, Taval fosters a vibrant, inclusive environment that encourages connection and community living.

Launch Date

2016

Units Launched

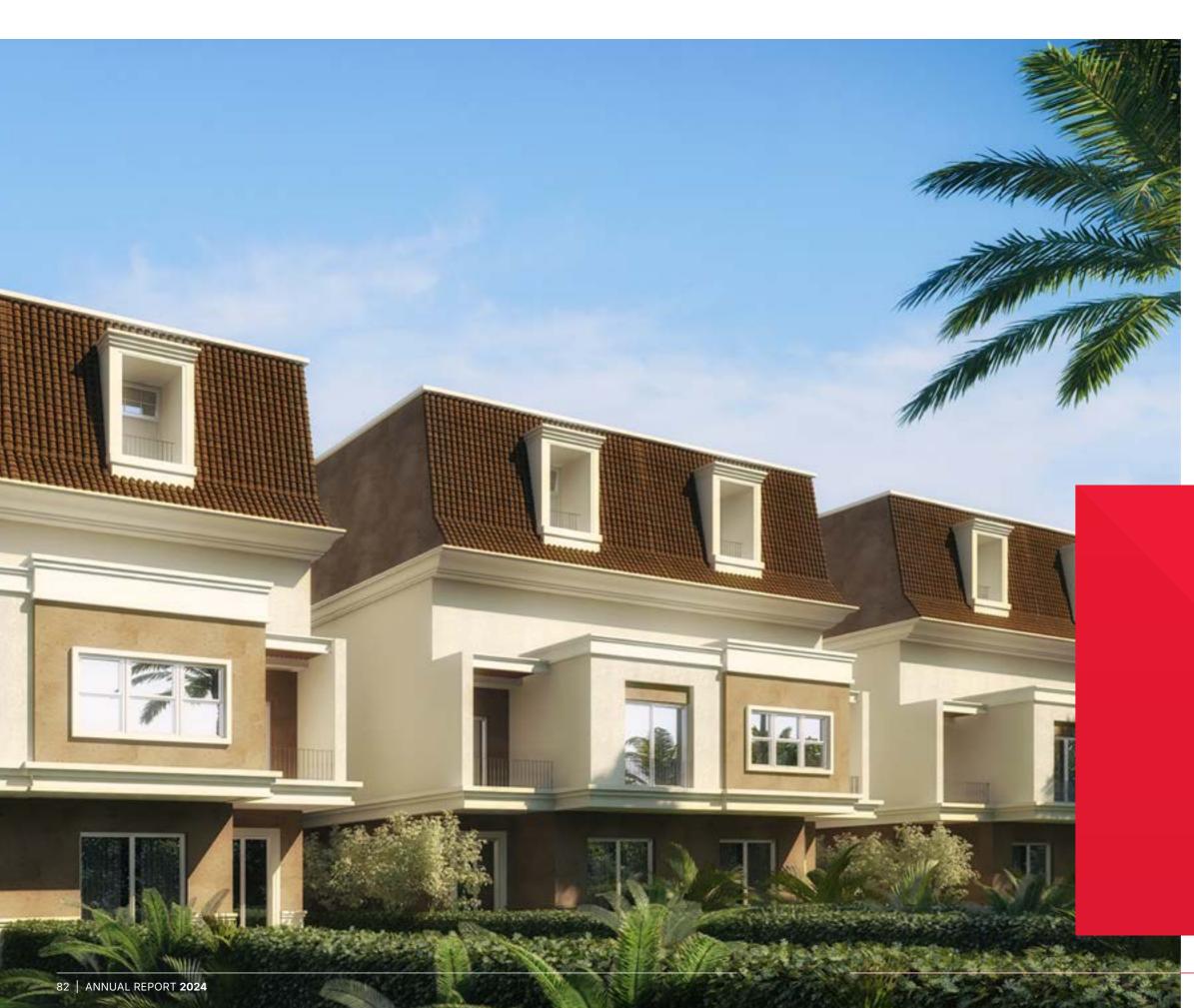
1,206

Sold as at 31 December 2024

99.1%

Total Sales

3.1 BN EGP



EASTWAVE

Launched in 2017, Eastwave is a thoughtfully planned development that blends inclusivity and affordability through two distinct residential communities: Croons Condos and Varana Houses. Croons Condos offers studios and apartments ideal for individuals and small families, while Varana Houses features a variety of villas and townhouses to suit a range of lifestyles. A key differentiator for Eastwave is its low 20% building-to-land ratio, which minimizes congestion and maximizes open space, creating a community centered on well-being, outdoor living, and a strong sense of connection among residents.

Launch Date

2017

Units Launched

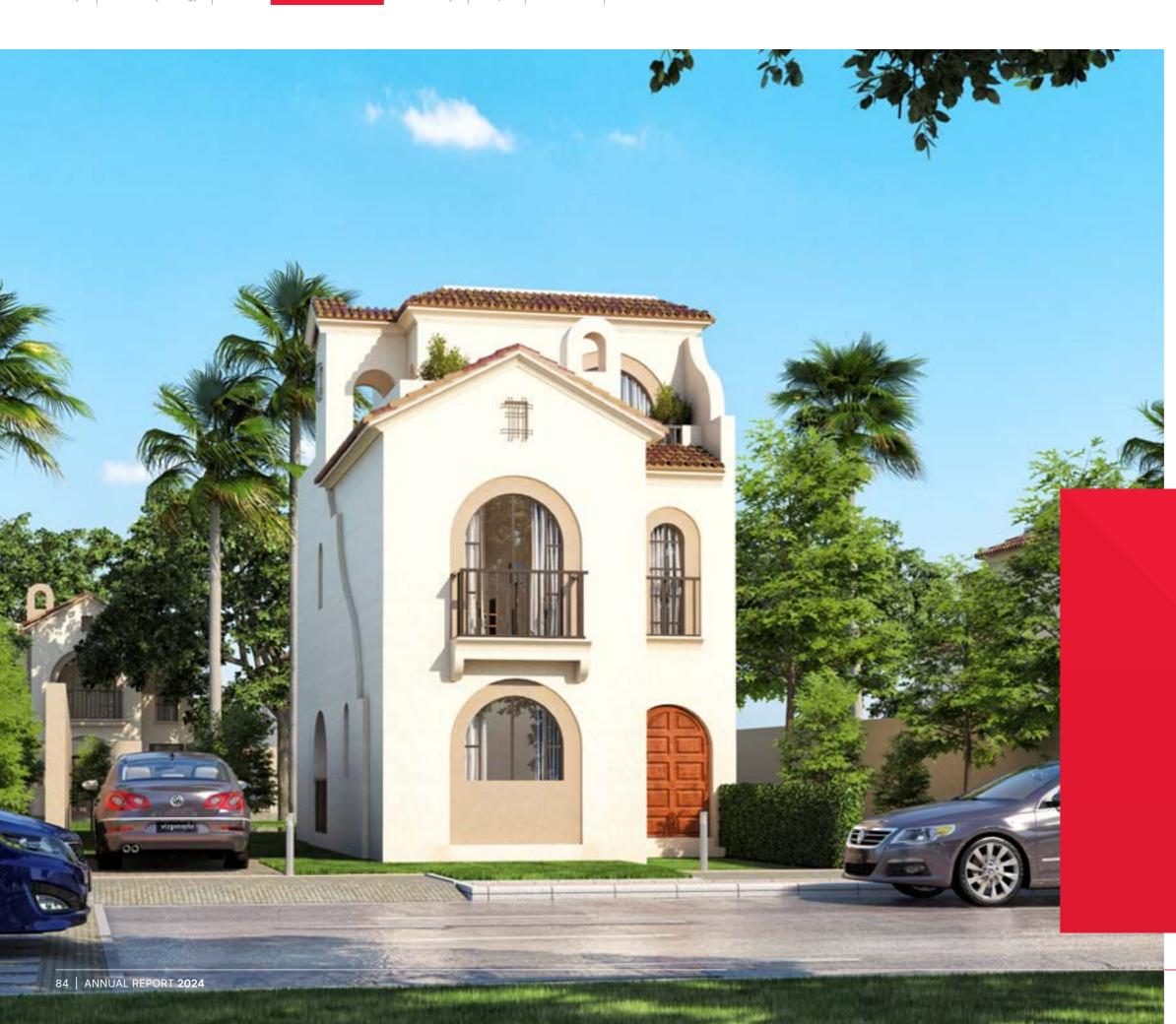
3,650

Sold as at 31 December 2024

98.9%

Total Sales

9.4 BN EGP



CAVANA LAKES

Cavana Lakes is a reimagined residential compound designed to deliver a resort-style living experience in the heart of Cairo. At its core is a stunning 50,000-sqm lagoon, giving residents the feel of a private beachfront lifestyle without leaving the city. The community offers a wide selection of homes, including standalone villas, twin houses, townhouses, and single-story residences, each crafted to suit different lifestyles and family needs. Adding to the sense of luxury and ease, all units come with access to concierge and housekeeping services, ensuring a seamless and elevated living experience.

Launch Date

2018

Units Launched

354

Sold as at 31 December 2024

98.0%

Total Sales

2.6 BN EGP



RAI

RAI is a premium residential development that introduces a diverse selection of homes designed to align with varying lifestyle preferences. The first phase features elegantly crafted villas and townhouses, each set within a landscape rich in greenery and open space. With a focus on refined living, Rai integrates sophisticated architectural design, pedestrian-friendly pathways, and lush surroundings to create a serene and luxurious environment.

Launch Date

2023

Units Launched

425

Sold as at 31 December 2024

98.0%

Total Sales

3.6 BN EGP



ELAN

Elan is a vibrant residential enclave within the Sarai community, offering over 2,800 units across a diverse range of layouts and styles. Residents benefit from a rich array of amenities, including access to Sarai's shopping districts, dining venues, an international school, a luxury hotel, and a picturesque water lake. Designed to support a well-rounded lifestyle, Elan also features a dedicated commercial zone spanning approximately 9,000 sqm, providing both convenience and opportunity within walking distance.

Launch Date

2023

Units Launched

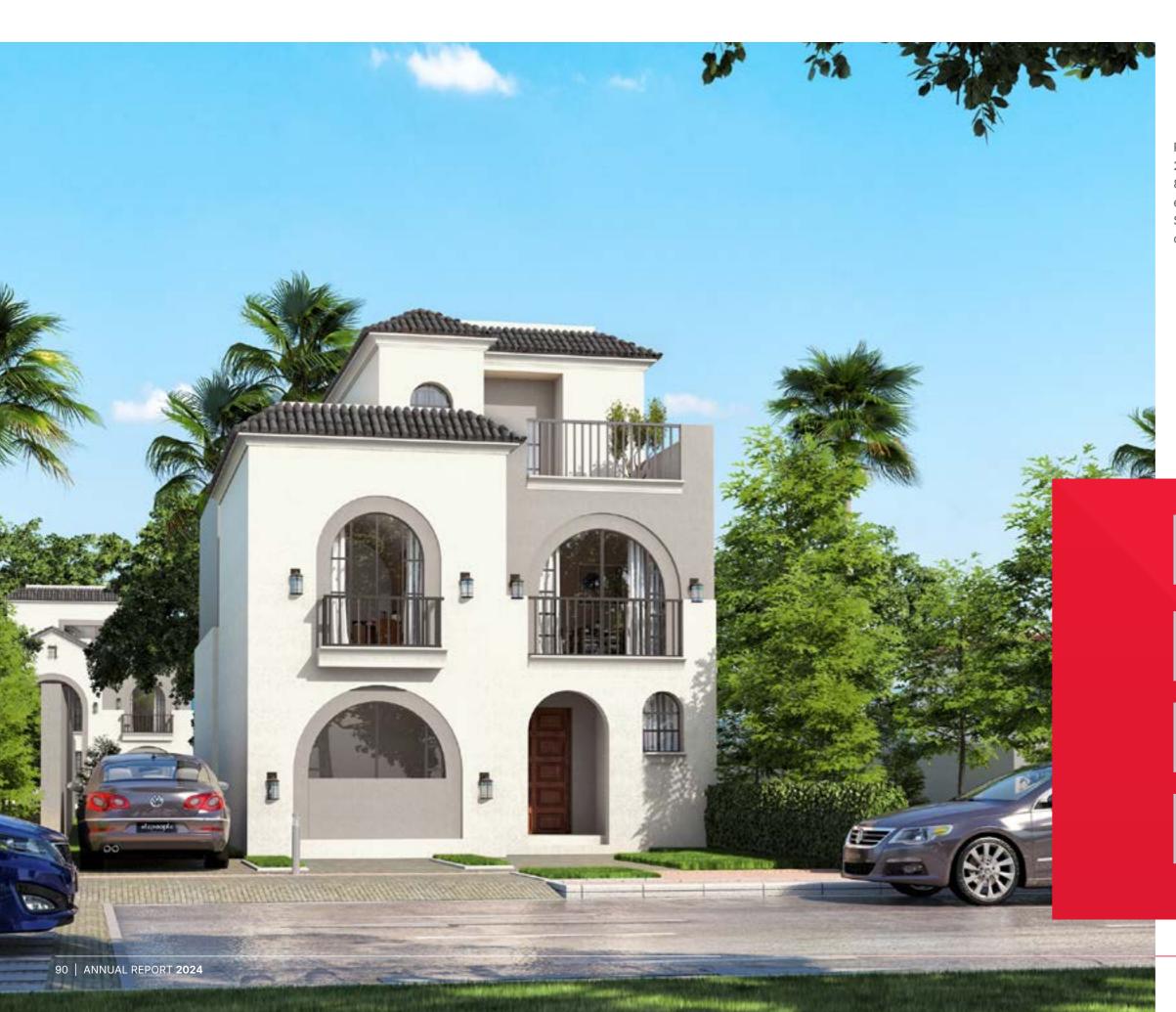
3,018

Sold as at 31 December 2024

93.9%

Total Sales

13.9 BN EGP



RAI VIEWS

RAI Views features standalone villas ranging from 160 to 235 sqm, set within Sarai's lush, green landscape. With 80% of the area dedicated to open space, residents enjoy walking trails, wellness zones, and full access to Sarai's retail, educational, and recreational amenities offering a peaceful and active lifestyle in New Cairo.

Launch Date

2023

Units Launched

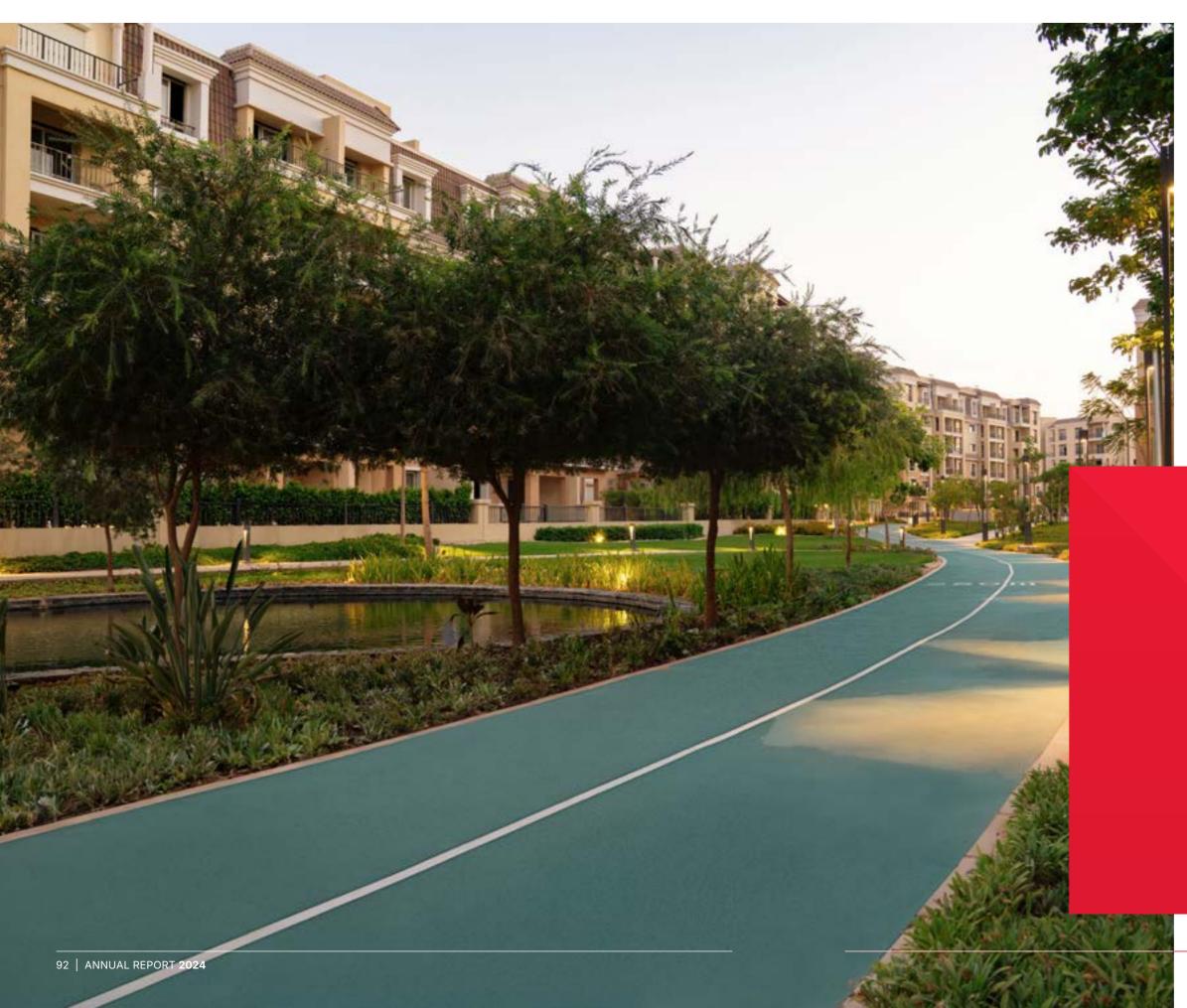
323

Sold as at 31 December 2024

96.9%

Total Sales

3.2 BN EGP



SARAI MANSIONS

Sarai Mansions is the most exclusive residential offering within Sarai, featuring standalone villas and mansions set amid lush greenery and tranquil surroundings. Residents enjoy access to Cairo's largest lagoon, premium clubhouses, international schools, and wellness-focused amenities. Ideally located on the Cairo-Suez Road, Sarai Mansions offers luxury, privacy, and seamless connectivity to New Cairo and the New Administrative Capital.

Launch Date

2019

Units Launched

90

Sold as at 31 December 2024

100.0%

493.6 MN EGP



SHEYA RESIDENCE

Sheya Residence presents a refined collection of 744 residential units, thoughtfully designed to blend privacy with luxury. Located within the Sarai community, Sheya offers residents access to a wide range of amenities, including shopping areas, dining venues, international schools, a hotel and spa, and a swimmable lagoon spanning 10,000 sqm. The development also features a dedicated clubhouse, lush green pathways, and a vibrant commercial zone, all set within a masterplan inspired by Tuscan architecture and elevated terrain for enhanced privacy.

Launch Date

2024

Units Launched

744

Sold as at 31 December 2024

82.3%

Total Sales

7.0 BN EGP



RAI VALLEYS

RAI Valleys features a curated selection of villas and townhouses within Sarai, offering unit sizes from 175 to 235 sqm. Surrounded by 80% green space, the development promotes a serene lifestyle with access to Sarai's full amenities, including retail, dining, schools, and wellness facilities—all connected by scenic walking and fitness paths.

Launch Date

2024

Units Launched

182

Sold as at 31 December 2024

78.6%

Total Sales

3.3 BN EGP



ESSE RESIDENCE

Esse Residence introduces a carefully curated selection of residential units, ranging from 65 to 156 sqm, designed to harmonize with nature and promote sustainable living. As the latest phase within the Sarai community, Esse offers residents access to a wide array of amenities, including shopping areas, dining venues, international schools, a mosque, and a 10,000sqm swimmable lagoon. The development also features clubhouses, landscaped parks, and pet-friendly green trails, creating a serene and eco-conscious lifestyle in the heart of New Cairo

Launch Date

2024

Units Launched

1,824

Sold as at 31 December 2024

65.0%

Total Sales

18.5 BN EGP



TAJED COMMUNITY MALL

The Tajed Community Mall is centrally located within Sarai, offering residents convenient access to a vibrant mix of retail, dining, and entertainment options. Designed as a lifestyle destination, it features a curated selection of international brands, local boutiques, gourmet grocers, and cafes. With lush landscaping, water features, and open-air seating areas, the Tajed Community Mall provides a refreshing shopping experience. Its strategic location on the Cairo–Suez Road also attracts visitors from surrounding areas, making it a key commercial and social hub in East Cairo.

Launch Date

2019

Units Launched

53

Sold as at 31 December 2024

47.2%

Total Sales

698.3 MN EGP



THE BUTTERFLY

The Butterfly is strategically positioned in Mostakbal City to capture demand for premium residential offerings in East Cairo. Its master plan integrates high-value amenities, sustainable design, and prime connectivity, enhancing long-term investment potential and market appeal.









THE BUTTERFLY

The Butterfly is a residential community in Mostakbal City, offering villas and townhouses starting from 175 sqm. Designed around nature and privacy, it features lush landscapes, water elements, wellness centers, and retail zones. With direct access to the Hope Axis, The Butterfly blends sustainable living with seamless connectivity in East Cairo.

Launch Date

2024

Units Launched

1,685

Sold as at 31 December 2024

18.2%

Total Sales

34.1 BN EGP

Our Performance Story Powered by Strategy

Driving Growth Building Sustaina Communities CSR and Sustainability

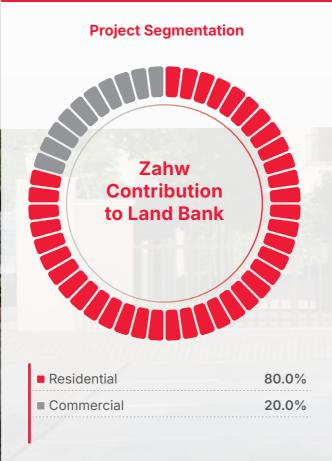
Our

Corporate Governance Consolidated Financial



Zahw is envisioned as a catalyst for regional growth, introducing a modern urban model to western Assiut. The project is designed to attract both homebuyers and investors by addressing underserved market segments, fostering economic activity, and setting a new benchmark for mixed-use developments in Upper Egypt.

Zahw Land Bank Zahw Land Bank O.4 MN O.4 SQM Under Development 26.5% Unlaunched Residential 65.4% Unlaunched Commercial 8.1%





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ZAHW

Representing Madinet Masr's first expansion beyond East Cairo, Zahw spans across 104 acres in western Assiut. The project features nearly 300 residential units, complemented by commercial areas, a sports club, and state-of-the-art amenities. Its strategic position near Assiut International Airport and the city center ensures residents enjoy seamless access to key services and infrastructure.

Launch Date

2023

Units Launched

297

Sold as at 31 December 2024

4.0%

Total Sales

2.0 BN EGP

OUR COMMUNITY

Madinet Masr's developments are designed to foster vibrant, inclusive, and sustainable communities. Taj City and Sarai, two of its flagship projects in East Cairo, offer distinct residential lifestyles, integrated amenities, and commercial hubs that reflect the company's commitment to innovation, livability, and long-term value creation.

Taj City

Residential Lifestyle

Taj City spans 3.6 million sqm across from Cairo International Airport, offering a diverse mix of residential compounds including Taj Sultan, Park Residence, Taj Gardens, Shalya, Lake Park Studios, Kinda, Taj Ville, Elect, Club Side, Origami, and Origami Golf. Each neighborhood is thoughtfully designed to cater to different lifestyles, with lush green spaces, modern architecture, and integrated services.

Clubhouses

The Taj Sultan Clubhouse serves as a central social and recreational hub, offering residents access to fitness facilities, swimming pools, lounges, and community events. Additional clubhouses across the development enhance the lifestyle experience with wellness and leisure amenities.

Park Residence Community Center

This neighborhood hub offers essential services, social spaces, and recreational facilities, fostering a sense of community and everyday convenience for Park Residence residents.





Schools and Educational Institutions

Taj City will host Lemania Swiss International School (LSIS), developed in partnership with CIRA Education and Eduhive. LSIS is the first sports-focused Swiss international school in the MENA region, offering the full International Baccalaureate program from Pre-K to Grade 12. Alongside academics, students benefit from an integrated Athletic Program, as well as an Entrepreneurship Program in collaboration with the Business School of Lausanne.

Klub Kayan

Klub Kayan, operated by Blue Ribbon, is a purpose-built sports and lifestyle club located within Taj City. Conceived as part of Project Kayan, the club complements LSIS by delivering professional sports coaching, training, and development programs. Its mission is to foster the next generation of young talents through a holistic approach that blends athletic performance, arts and culture, and community well-being.

Commercial Venues

Tajed

Located in New Cairo, Tajed spans 39,000 sqm and combines retail, office, and lifestyle spaces in one integrated district. With direct access from the Cairo-Suez Road, and visibility from the Ring Road, it offers a mix of shops, services, and amenities that support business growth and community convenience.



Kinda Offices

Kinda Offices offers a prime administrative hub spe- for companies looking to establish their presence in a cifically designed to cater to the needs of modern dynamic setting. businesses and professionals, making it an ideal choice

Engagement Events





I Make This Bazaar

Madinet Masr proudly hosted the I Make This Bazaar twice in 2024, once during Ramadan and again in November. The event showcased local artisans and entrepreneurs, offering residents a unique shopping experience filled with handcrafted goods.



The year was closed on a high note with a festive endof-year event that brought residents together in a celebratory atmosphere. The gathering featured seasonal décor, family-friendly activities, and community-focused programming that reflected our commitment to fostering meaningful connections within our community,





African Cup of Nations

A dedicated viewing setup was installed in the Taj Sultan F&B area for residents to enjoy the African Cup of Nations. The space was transformed into a vibrant fan zone, creating a lively atmosphere for viewers.

International Women's Day

In honor of International Women's Day, Madinet Masr celebrated by distributing exclusive discount vouchers for Mohamed Gaber Salon





Sarai

Residential Lifestyle

Sarai is a 5.5 million sqm mixed-use development located on the Cairo-Suez Road, minutes from the New Administrative Capital. It features a wide range of residential compounds including Taval, Eastwave, Cavana Lakes, Rai, Elan, Rai Views, Sarai Mansions, Sheya Residence, Rai Valleys, and Esse Residence. The development is centered around a 50,000 sqm swimmable lagoon and offers a resort-like atmosphere with lush landscaping and integrated amenities.

Clubhouses

Each residential cluster in Sarai is supported by its own clubhouse, offering residents access to fitness centers, swimming pools, wellness zones, and social lounges. These facilities are designed to promote relaxation, recreation, and a strong sense of community.

Schools and Educational Institutions

Sarai includes a dedicated educational district with access to international schools and nurseries. The

development is also strategically located near major universities such as the American University in Cairo (AUC) and the German University in Cairo (GUC), making it an ideal location for families seeking quality education.

Sports Facilities

Sarai features a variety of sports amenities, including football fields, tennis courts, and jogging tracks. The Sarai Sporting Club, located within the Club Views neighborhood, spans 100,000 sqm and includes gyms, swimming pools, and multi-sport courts. It anchors the active lifestyle offering across Sarai and is complemented by jogging and cycling tracks, as well as additional clubhouses within other neighborhoods.

Religious Areas

A dedicated mosque is located within Sarai, providing residents with convenient access to religious services and fostering a sense of spiritual community.

Commercial Venues

Sarai includes vibrant commercial zones designed to serve both residents and visitors, with open-air layouts, landscaped walkways, and a curated mix of international and local brands. The development also features a business district with co-working spaces and offices, supporting Egypt's growing entrepreneurial ecosystem.

Tajed Community Mall

The Tajed Community Mall is centrally located within Sarai, offering residents convenient access to a vibrant mix of retail, dining, and entertainment options. Designed as a lifestyle destination, it features a curated selection of international brands, local boutiques, gourmet grocers, and cafes. With green landscaping, water features, and open-air seating areas, the Tajed Strip Mall provides a refreshing shopping experience. Its strategic location on the Cairo-Suez Road also attracts visitors from surrounding areas, making it a key commercial and social hub in East Cairo.

Commercial Zones

Sarai includes vibrant commercial zones featuring shopping areas and dining venues. The zone enhances the community's self-sufficiency and provides residents with everyday conveniences in a walkable setting.

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