



# **CSR AND SUSTAINABILITY**



# OUR CSR AND SUSTAINABILITY STRATEGY

Madinet Masr remains steadfast in its commitment to embedding sustainability at the core of its operations, with a focus on environmental responsibility, social impact, and transparent governance. In 2024, we continued to build on our long-term vision by advancing a robust sustainability framework anchored in three strategic pillars: **Reviving Heritage, Empowering Hope and Change, and Building for Tomorrow**. These pillars guide our efforts to reduce our environmental footprint while fostering inclusive, resilient communities across Egypt.

Under Building for Tomorrow, we are promoting the integration of sustainable construction practices, enhancing resource efficiency, and supporting

Egypt’s transition to a low-carbon economy. Simultaneously, through Cultivating Communities, we are expanding our social development programs to address pressing challenges such as food insecurity, healthcare access, and cultural preservation.

By aligning our sustainability strategy with our business objectives, we continue to identify opportunities that drive long-term value, support national development goals, and reinforce our role as a responsible urban developer. Through measurable action and strategic partnerships, Madinet Masr is shaping a future where sustainability is not just a commitment, but a lived reality across every community we serve.



# REVIVING HERITAGE

In 2024, Madinet Masr advanced its cultural preservation agenda through initiatives that preserve Egypt’s rich architectural legacy. These efforts reflect the company’s commitment to honoring the past while ensuring it remains a source of pride for future generations.



## Bayt Al-Razzaz Roof Restoration

Madinet Masr collaborated with the Egyptian Heritage Rescue Foundation and Kahhal Looms to restore the historic roof of Bayt Al-Razzaz, a 15th-century architectural gem in Darb Al-Ahmar. Spanning nine months, the restoration project aimed to preserve this cultural landmark while promoting sustainable urban development. It reflects Madinet Masr’s deep-rooted commitment to safeguarding Egypt’s rich heritage and revitalizing historic neighborhoods for future generations.





# EMPOWERING HOPE AND CHANGE

Madinet Masr expanded its social impact programs in 2024, focusing on food security, healthcare, youth empowerment, and community engagement. These initiatives reflect the company’s dedication to building resilient, inclusive, and empowered communities.



## Ma’edet Rahman in Sarai and Taj City

In collaboration with Al Joud Foundation, Madinet Masr launched two Ma’edet Rahman communal iftar tables during Ramadan 2024, located in Sarai and Taj City. This initiative served 1,000 meals daily throughout the holy month, offering nourishment and a sense of belonging to community members. It was a heartfelt expression of solidarity, compassion, and shared humanity, embodying the spirit of Ramadan and reinforcing the company’s commitment to social responsibility.



## Ramadan Boxes Distribution with Egyptian Food Bank

Madinet Masr partnered with the Egyptian Food Bank to distribute 10,000 Ramadan Boxes to families in need across Egypt. The initiative also featured a hands-on volunteering session where employees actively participated in packing the food boxes. This not only ensured the delivery of essential supplies to underprivileged communities but also fostered a culture of empathy, teamwork, and civic engagement among staff.



## Women’s Health Initiative with Baheya Hospital

To commemorate Breast Cancer Awareness Month, Madinet Masr joined forces with Baheya Hospital to support women’s health through a comprehensive awareness and screening campaign. The initiative provided early detection services for female employees and their families, alongside educational seminars on breast cancer prevention and treatment. This effort underscored the company’s dedication to gender equality, health advocacy, and the well-being of its extended community.



## Employee Clothing Donation with Egyptian Clothing Bank

Madinet Masr organized an employee clothing donation initiative in collaboration with the Egyptian Clothing Bank, fostering a spirit of giving and social responsibility. Employees enthusiastically contributed gently used clothing to support underserved communities, demonstrating the company’s dedication to societal impact and community engagement.



## Orange Corners



Madinet Masr collaborated with Orange Corners Egypt to launch a startup incubator initiative across Upper Egypt and the Nile Delta. The program supports young entrepreneurs by providing training, mentorship, and funding to help them turn their ideas into sustainable businesses. In 2024, it expanded to reach new communities in cities such as Assiut, Luxor, Alexandria, and Kafr El Sheikh. Through this initiative, over 100 startups were incubated, more than 140 jobs were created, and several new businesses were formally registered. The partnership reflects Madinet Masr’s commitment to empowering youth, fostering innovation, and contributing to inclusive economic development across Egypt.







### Magdi Yacoub Foundation Fundraiser

Madinet Masr joined the celebration of the Magdi Yacoub Heart Foundation's 15th anniversary by participating in a special event held at the Grand Egyptian Museum. The evening brought together ministers, governors, and public figures to honor the foundation's life-saving work. Highlights included speeches by Professor Sir Magdi Yacoub, Dr. Magdi Ishak, and Zeina Tawakol, alongside a live auction to support the foundation's mission. Madinet Masr proudly contributed a donation to advance heart care efforts, reaffirming its commitment to health and social impact. The event concluded with a moving musical performance by Omar Khairat, capturing the spirit of healing, hope, and generosity.



### Ahmed Bahaa Eldin Association Run

Madinet Masr collaborated with the Ahmed Bahaa Eldin Association as a Gold Sponsor of the 5&10K Run, an event dedicated to supporting social and cultural development in Upper Egypt. This partnership reflects the company's commitment to community empowerment, contributing to improved quality of life and expanded opportunities for underserved populations in the region.



## BUILDING FOR TOMORROW

In 2024, Madinet Masr continued to advance its environmental sustainability agenda through a series of targeted initiatives and strategic partnerships aimed at reducing its carbon footprint.



### Elmarakby Steel Partnership

The first major milestone in this direction was the signing of a first-of-its-kind MoU with Elmarakby Steel, marking a transformative step in construction waste management. This collaboration enables the use of low-carbon steel and the recycling of scrap materials into new construction inputs, reinforcing our commitment to a closed-loop, low-emission supply chain and aligning with Egypt's 2030 sustainability vision. Through this partnership, Madinet Masr is utilizing low-carbon construction materials, specifically referring to rebars produced with the lowest CO2 emissions, promoting scrap waste management, by optimizing the use of scrap materials, and educating contractors, by providing awareness sessions to ensure contractors' alignment with sustainable practices.





Transition to Electric Fleet

Madinet Masr has partnered with Volvo to integrate 12 fully electric vehicles into its operations, marking a significant step in its commitment to sustainable community development. The fleet, which includes the Volvo C40 Recharge and EX30, is designed with reduced CO<sub>2</sub> emissions and eco-friendly materials, reflecting the company’s dedication to minimizing its environmental footprint. This initiative reinforces Madinet Masr’s vision of “Building for Tomorrow” by advancing the transition toward a greener future, enhancing operational efficiency at the headquarters, and elevating the client experience through eco-friendly transportation for site tours that showcase the company’s thriving communities.



Waste Management at the HQ

Madinet Masr has advanced its sustainability agenda with the launch of a new waste management program at its headquarters. Aligned with the company’s broader commitment to environmental stewardship and resource efficiency, the initiative introduces waste segregation, recycling, and reduction practices designed to minimize environmental impact. Through these measures, Madinet Masr aims to foster a cleaner, more sustainable future while setting an example for responsible corporate practices. The company continues to enhance its waste management systems, reinforcing its dedication to embedding sustainability across all operations.



World Urban Forum Sponsorship



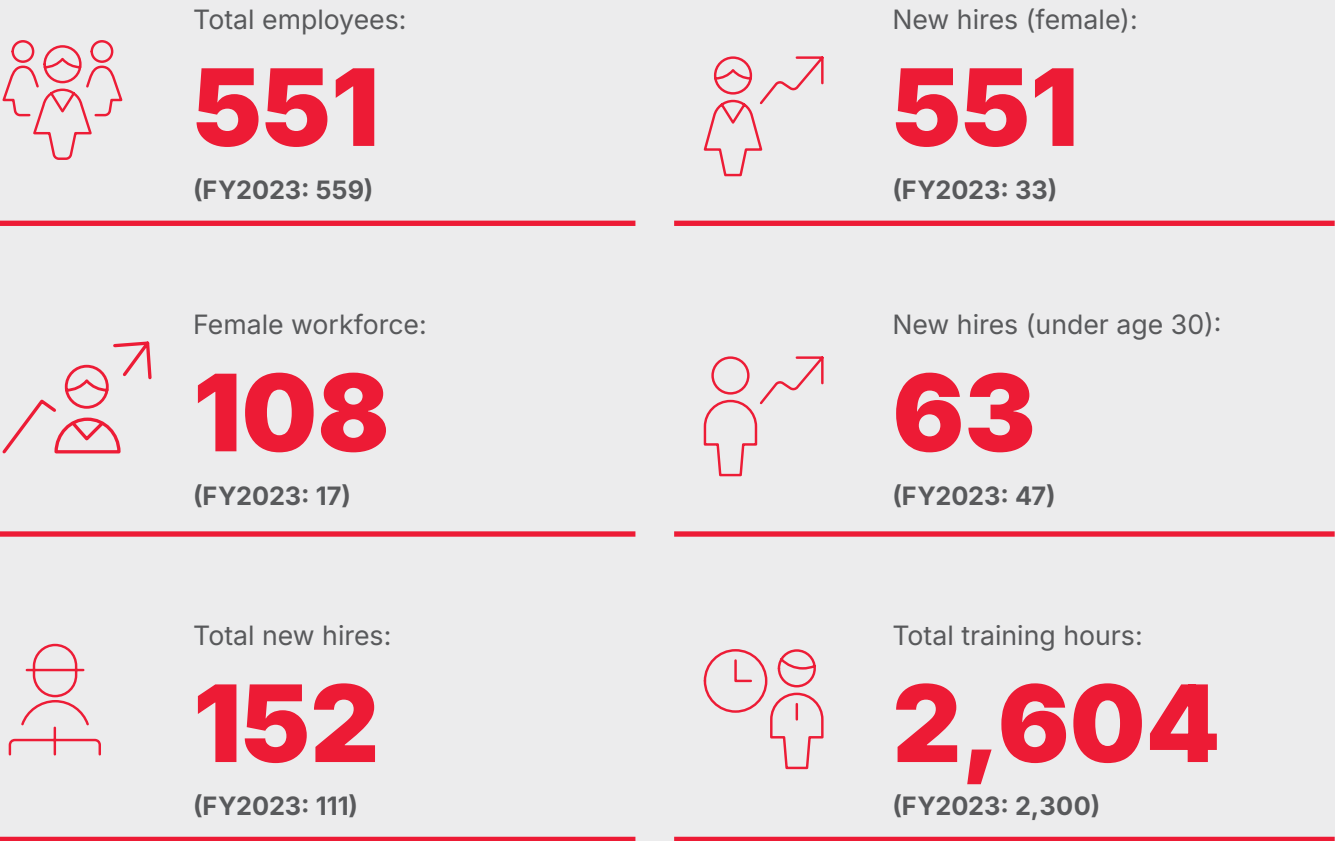
Madinet Masr sponsored the World Urban Forum, reinforcing its commitment to advancing global sustainability goals. By supporting this leading international platform, the company is driving initiatives that enhance urban resilience, foster inclusivity, and encourage innovation to address pressing urban development challenges. The sponsorship highlights Madinet Masr’s role in promoting sustainable cities through eco-conscious practices, knowledge exchange, and collaborative solutions. It also provides a unique opportunity to engage with global leaders, policymakers, and stakeholders, while showcasing the company’s thriving communities and underscoring its leadership in shaping a greener, more inclusive, and sustainable future.



TRANSPARENCY

Madinet Masr continues to uphold transparency and accountability through its CSR and Sustainability department. The company submits annual TCFD and ESG disclosures to regulatory authorities and issues detailed sustainability reports. These efforts ensure alignment with global standards and reinforce Madinet Masr’s role as a responsible and forward-thinking urban developer

Social



Launch of 2023 Sustainability Report and ESG Rating Improvement

In 2024, Madinet Masr released its 2023 Sustainability Report, reaffirming its commitment to building sustainable living communities through initiatives in resource conservation and climate resilience. The report highlights the company’s ongoing efforts to align operations with ESG principles, driving long-term environmental and social value. Reflecting this progress, Madinet Masr’s ESG rating improved from a CC score of 62 in 2022 to a BBB score of 194, and with the 2023 report, the company has now achieved an A score of 230.5.