

A Close Up on
EGYPT'S
NORTH COAST
Development Projects

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INVESTIGATE
— RESEARCH & ANALYSIS —

SPONSORED BY



MAXIM
DEVELOPMENT

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INVESTIGATE
RESEARCH & ANALYSIS

ABOUT THIS REPORT

Invest-Gate presents a thorough summer guide dedicated to the northern coastline of Egypt, covering the latest projects from the private and public sectors alike. We will highlight the North Coast projects and the New Alamein City updates.

We will also showcase consumers' preferences, private sector's strategies and directions, as well as, their investment trends in the upcoming period at Egypt's most sought-after seasonal destination as believed today.

A SPECIAL THANK YOU TO MAXIM DEVELOPMENT

We at Invest-Gate would like to thank Maxim Development for its continuous support and for sponsoring this report. The real estate giant continues to be one of the leading real estate developers especially on the North Coast area with projects of exceptional features and that cater to all needs.

ABOUT THE NORTH COAST

The Egyptian northern coastline stretches from Al Dekheila to Marsa Matrouh, covering about 1,050 km. It is seen as one of the longest Mediterranean coastlines in North Africa.

Heading back, the North Coast line was abandoned, comprising a hotel or two until the 1980s, when the Housing and Development Bank (HDB) in Egypt started funding residential compounds for second-home buyers. Then on, the private sector came along.

In the 1990s, the North Coast was an attractive summer destination for both Egyptians and Arabs, especially with the HDB's Marina Al-Alamein resort compound. The Marina phenomenon was to become a fully integrated city for permanent residence. In the late 1990s, some private real estate developers offered some hotels inside Marina Al-Alamein, like Amer Group's Porto Marina. After that in the early 2000s, many developers jumped in the North Coast to build on that Marina model and develop it.

Today, the development of the North Coast - from Alamein to Marsa Matrouh- is progressing. All, public and private entities, race to create their versions of integrated

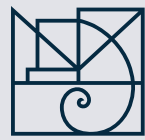
communities and transform this summer destination to a lifelong line of inhabited cities.

Accordingly, the North Coast area is seen as fertile land for investments, motivating the developers to build resorts, residential, and recreational areas, especially after the fourth-generation city, New Alamein City. The government too pays a great deal of attention to this area. The New Alamein City is this area's shining star. It is located on the North Coast on the Alexandria-Matrouh Road, spans over 48,917 acres, and targets around 2-3 mn inhabitants.

One latest discovery before we begin is that some of these to-be-mentioned projects in this report have transformed from secondary to primary units to a number of homeowners throughout the last year due to the pandemic and the work-from-home policy. Furthermore, these destinations represent golden areas for foreigners, who love to visit Egypt, thus, numerous tourist villages and resorts have been established recently. Additionally, the government has facilitated the legislation, and the procedures needed to launch new projects.



ABOUT



MAXIM DEVELOPMENT

Invest-Gate R&A team presents all you need to know about the North Coast area in an indepth report sponsored by Maxim Development.

Maxim Development, under the leadership of its founder, Wagdy Karrar, focuses on providing the Egyptian real estate market with several products, including the development of high-end residential projects, commercial projects, hospitality, tourism, industrial, food and beverage, retail and franchising, classics, facility management, investment advisors, design/consulting/finishing, and media and events.

Maxim's main target in the market is to provide outstanding high-quality projects, products, and services. As the company is gearing to enhance the communities' quality of life, which will impact not only the market but also everyone's lifestyles.

There are many projects presented to the market by Maxim Development, including Bo Islands, Maxim Residence, Maxim Country Club, Bo Strip, Maxim Mall, Royal Maxim Palace Kempinski, Bo Islands Hotel, Maxim Plaza White Night Resort, Maxim Inn Garden Resort, Maxim Inn Marina Hotel, Maxim Inn Venezia Hotel, and many more.



NEW ALAMEIN CITY

MAIN INFORMATION



EGP **3 bn**
INVESTMENTS



14
TOTAL NO. OF NEIGHBORHOODS



Around **2-3 mn**
TARGET NO. OF INHABITANTS



48,917 Acres
TOTAL AREA



5,000 Acres
INDUSTRIAL AREA



3,000 Acres
LOGISTICS AREA



1,000 Acres
UNIVERSITIES & SCIENTIFIC
CENTERS AREA



5,000 Acres
COMMERCIAL & SERVICES AREA



7,770 Acres
COASTAL AREA



20,000
NO. OF HOTEL ROOMS IN COASTAL AREAS

TOURIST WALKWAY



LENGTH **7 km**



LENGTH
(PHASE I) **750 m**



STATUS
Finishing Works
of The Beach Part:
Complete



SUPPLY VOLUME

Playgrounds

Restaurants

Lake

Walking Lanes

Sitting Areas

HERITAGE CITY



AREA **260** Acres



NO. OF
FACILITIES **70**



SUPPLY VOLUME

Main Lake

Central Park

Church

Mosque

Opera

Investment District

Hotel Buildings

Roman Theatre

Commercial Areas

Skills Development Center

Cinema Complex

ENTERTAINMENT AREA



STATUS
Finishing Works of
Commercial Shops
& Restaurants:
Ongoing

Site Works: **Ongoing**

LATIN DISTRICT



AREA **404** Acres



NO. OF HOUSING
BUILDINGS **249**



NO. OF HOUSING
UNITS

12,000

DOWNTOWN AREA

HOUSING BUILDINGS



TOTAL NO. OF
HOUSING BUILDINGS

40



UNIT AREAS

90-300 m²



UNIT TYPES

Apartments To Townhouses



NO. OF EXECUTED
UNITS

1,320 (15 Buildings)

TOWERS



TOTAL NO. OF TOWERS

5

ICONIC TOWER



HEIGHT

250 m
(68 Floors)



AREA

465,000 m²



IMPLEMENTATION
PERIOD

In **45M**

OTHER (4) TOWERS



HEIGHT

200 m
(56 Floors)



AREA

320,000 m²



IMPLEMENTATION
PERIOD

In **39M**



COASTAL TOWERS

PHASE I

TOTAL NO.
OF TOWERS

15

NO. OF EACH
TOWER'S FLOORS

42

NO. OF HOUSING
UNITS

4,500



STATUS

Towers' Implementaion: **Ongoing**Scheduled for Completion in **2021**

PHASE II

TOTAL NO.
OF TOWERS

8



STATUS

Last June, 7th floor across a number of towers has been completed.

DISTINGUISHED HOUSING PROJECT (PHASE I)



NO. OF BUILDINGS

80



NO. OF UNITS

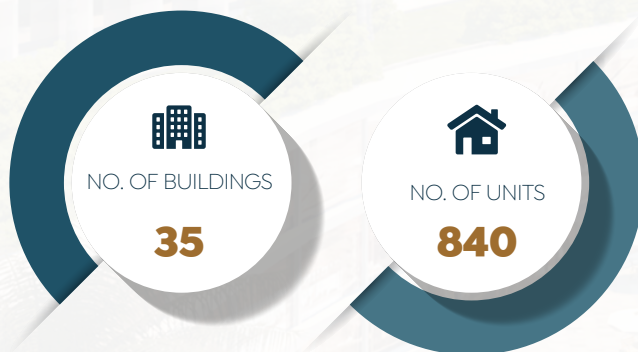
1,920



NO. OF EXECUTED UNITS

1,080

PHASE II



SAKAN MISR (PHASE I)

NO. OF
BUILDINGS

128

NO. OF
UNITS

4,096

ALAMEIN INTERNATIONAL
UNIVERSITY

AREA

128 Acres

NO. OF
PHASES

3

NO. OF
FACULTIES

13

TARGET NO.
OF STUDENTS

25,000

ARAB ACADEMY FOR SCIENCE, TECHNOLOGY
& MARITIME TRANSPORT

AREA

64 Acres

NO. OF
FACULTIES

12

NO. OF
BUILDINGS

34

TARGET NO.
OF STUDENTS

10,000

UNIVERSITY OF
LAUSSANE

AREA

39.5 Acres



SUPPLY VOLUME

Main & Administrative
BuildingsBallrooms & Dining
Places

PRIVATE REAL ESTATE PROJECTS

Our Sponsor: Maxim Development

BO SIDI ABDEL RAHMAN



AREA

1,000 Acres



NO. OF PHASES

4

Bo Islands | Bo Sands
Bo Med | Bo Sunstone

BO ISLANDS



AREA

300 Acres
(BUA: 12%)



NO. OF UNITS

6 Islands
(Each includes numerous units)



UNIT TYPES

Villas, Townhouses & Chalets



FACILITIES

Sports & Leisure Facilities, Dining & Retail Amenities, **2** Hotels, Health & Beauty Spa, Tram Service, Pedestrian Network of Paths & Walkways, Lagoons, Canals, Waterfront Clubhouse & Beaches



DELIVERY DATE

2023-2024

BO SANDS



AREA

200 Acres (Excluding Commercial)



UNIT TYPES

Apartments



FACILITIES

Shared Commercial Area



DELIVERY DATE

2022-2023

THE SHORE

Developer: Abraj Misr Urban Development



AREA

180 Acres



NO. OF UNITS

120 (New Malibu)
500 (View 46)



UNIT TYPES

Chalets, Standalone Villas, Twin Houses & Apartments



FACILITIES

Swimming Pools & Other Commercial & Recreational Services

GAIA

Developer: Al Ahly Sabbour Development



AREA

280 Acres



NO. OF UNITS

2,500



UNIT TYPES

Chalets, Villas, Twin Houses, Townhouses & Duplexes



FACILITIES

Large Lakes, Walking Lanes, Cycling Tracks, Kids' Area & Yoga & Gym Area



DELIVERY DATE

2023-2025
(Phases I & II)

*All developing companies are listed in an alphabetical order

AMWAJ**Developer: Al Ahly Sabbour Development**

AREA

342 Acres

NO. OF UNITS

3,589
(4 Phases)

UNIT TYPES

Standalone Villas,
Twin Houses, Duplexes,
Chalets & Sea Cabins

FACILITIES

Commercial Mall,
Swimming Pools, Dining
Places & Playgrounds

DELIVERY DATE

2022
(Phase IV)**SMERALDA BAY****Developer: Cleopatra Real Estate**

AREA

500 Acres

FACILITIES

Nature Clubhouse &
Other Amenities

DELIVERY DATE

In **3** Yrs
(Phase II)**SIELA RESORT****Developer: Concept Real Estate Group**

AREA

10 Acres

NO. OF UNITS

700
(3 Phases)

UNIT TYPES

Fully-Finished
Chalets

FACILITIES

Seawater Desalination
Plants, Sewage Network
& Electricity for Residences

DELIVERY DATE

2021 (Phase I)
Beginning of **2023**
(Phase II)
2024 (Phase III)**BIANCHI SIDI ABDEL RAHMAN (PHASE II)****Developer: Developer X**

AREA

104 Acres

UNIT TYPES

Chalets, Villas, Twin Houses,
Townhouses & Hotel

FACILITIES

Lagoons, Integrated Services,
Entertainment Area &
Commercial Area

MARASSI

Developer: Emaar Misr



AREA

1,600 Acres



NO. OF UNITS

23 Residential Villages & **3,300** Hotel Keys



UNIT TYPES

Standalone Villas, Twin Houses, Apartments & Townhouses



FACILITIES

5 Beaches, Clubhouse, 18-Hole Golf Course, International Hotels, One of The Largest International Marinas & 2 commercial hubs & water park

WATERWAY NORTH COAST

Developer: Equity Real Estate Developments



AREA

57 Acres



NO. OF UNITS

380



UNIT TYPES

Standalone Villas, Twin Houses, Townhouses, Hotel Beach Apartments & Mini-Townhouses



FACILITIES

Retail Promenade, **2** Clubhouses, Kids' Area, **11** Beach Pools, **3** Infinity Edge Pools, Security & Maintenance



DELIVERY DATE

2025

WHITE SAND

Developer: GV Developments



AREA

186 Acres



NO. OF UNITS

3,500



UNIT TYPES

Villas, Twin Houses, Chalets & Studios



FACILITIES

Greeneries, 750-m Tranquil Shoreline, **22** Swimming Pools, **3** Lakes, Clubhouse, Fitness Center, Spa, Restaurants, Coffee Shops, Tourist Units & Commercial Spaces



DELIVERY DATE

In **3.5** Yrs

HYDE PARK NORTH COAST

Developer: Hyde Park Developments



UNIT TYPES

Apartments, Townhouses, Twin Houses & Standalone Villas



LAUNCH DATE

Soon

JEFAIRA

Developer: Inertia Egypt



AREA

5.5 mn m²

NO. OF UNITS

12,000-14,000

FACILITIES

Medical, Educational & Entertainment Services



DELIVERY DATE

End **2021-2022**
(Phases I & II)**SEA VIEW**

Developer: Jdar Developments



AREA

137 Acres

NO. OF UNITS

1,670
(3 Phases)

UNIT TYPES

Villas & Chalets



FACILITIES

23 Swimming Pools,
Sports Club, Food
Court & Jogging Track

DELIVERY DATE

2021-2022 (Phase I)/
2024 (Phases II & III)**NAIA BAY**

Developer: Jumeirah Egypt



AREA

112 Acres

NO. OF UNITS

732

UNIT TYPES

Villas, Twin Houses,
Cabins, Small Units,
Townhouses & Chalets

FACILITIES

Swimming Pool,
Restaurants, Mall, Café,
Club & 5 Stars Hotel**LA VISTA BAY**

Developer: La Vista Developments



AREA

220 Acres

NO. OF UNITS

5 Rows of
Units

UNIT TYPES

Standalone Villas, Twin
Houses, Apartments &
Townhouses

FACILITIES

White Sand Beach, **32**
Swimming Pools, Waterfalls,
Clubhouse, Gymnasium,
Restaurants, Cafes, Medical
Services, Commercial Spaces &
Entertainment Venues

DELIVERY DATE

Delivered

LA VISTA CASCADA

Developer: La Vista Developments



AREA

88 Acres



UNIT TYPES

Chalets, Twin Houses & Villas



FACILITIES

Sandy Beach & Green Landscaping



DELIVERY DATE

Immediate Delivery

LA VISTA BAY EAST

Developer: La Vista Developments



AREA

255 Acres



NO. OF UNITS

6 Rows of Units



UNIT TYPES

Chalets & Standalone Villas



FACILITIES

Swimming Pools, Waterfalls, Commercial Services, Entertainment, Supermarket, Clinics, Cafes & Clubhouses



DELIVERY DATE

2024
(Phases III)

LA VISTA RAS EL HEKMA

Developer: La Vista Developments



AREA

200 Acres



UNIT TYPES

Chalets, Villas & Twin Houses



FACILITIES

Supermarkets, Playground, Clinics & Commercial Areas



DELIVERY DATE

2022 (Phases I & II)/
2024 (Phase III)

ZOYA

Developer: Landmark Sabbour



AREA

62 Acres



NO. OF UNITS

360
(2 Phases)



UNIT TYPES

Standalone Villas, Twin Houses & Chalets



FACILITIES

Beach Hub, Water Activities, Clubhouse, Spa & Hotel



DELIVERY DATE

Delivered

LASIRENA NORTH COAST

Developer: Lasirena Group



AREA

55 Acres

NO. OF UNITS

1,100

UNIT TYPES

Chalets & Studios



FACILITIES

450-m Beachfront,
Swimming Pools, Aqua Parks,
Restaurants, Cafes, Spa,
Mosque, Kids' Area & Security

DELIVERY DATE

2024
(Phase IV)**MASYAF RAS AL HEKMA**

Developer: M2 Developments



AREA

171 Acres

NO. OF UNITS

1,000+

UNIT TYPES

Standalone Villas,
Twin Houses, Apartments,
Family Houses & Chalets

FACILITIES

Restaurants, Farmers
Market, Sports Courts, Bike
Lanes & Observatory Tower

DELIVERY DATE

In **4 Yrs****MARSEILIA BEACH 4**

Developer: Marseilia Group



AREA

140 Acres

NO. OF UNITS

2,000+
(3 Phases)

UNIT TYPES

Electra Palaces, Hotel
Apartments, Chalets &
Villas

FACILITIES

Swimming Pools, Private
Beach, Waves Barriers, Mosque,
Security & Safety, Shopping Mall,
Kids' Area, Maintenance Services,
Landscapes, Sports Area, Cafes &
Restaurants

DELIVERY DATE

2022**CASCADIA**

Developer: Marseilia Group



AREA

40 Acres

NO. OF UNITS

1,477

FACILITIES

Medical Services,
Green Spaces &
Entertainment Services

DELIVERY DATE

2023
(Phase I)

MARSEILIA BOUQUET

Developer: Marseilia Group



AREA

77 Acres



UNIT TYPES

Bellarosa-Mabella Chalets,
Primrose-Elina Chalets & Zahara
Chalets



FACILITIES

Swimming Pools, Kids' Area,
Maintenance Services,
Supermarket & Cafes



DELIVERY DATE

Delivered

CALI COAST

Developer: MAVEN Developments



AREA

230 Acres



NO. OF UNITS

2,500+



UNIT TYPES

Villas, Chalets &
Hotel Units



FACILITIES

600-m Beachfront, Commercial
Spaces, Recreational Area, Boardwalk,
Artificial Lazy River, 150,000+ m² of
Open Water Bodies, Swimming Lakes
& Private Women Pools



DELIVERY DATE

2025

EKO

Developer: Mena Group



AREA

210,000 m²



NO. OF UNITS

650- 700



UNIT TYPES

Villas, Twin Houses,
Chalets, Duplex &
Penthouses



FACILITIES

Clubhouse, Lagoons,
Commercial Area & Health
Club



DELIVERY DATE

2024

MOUNTAIN VIEW COMPOUND (KILO 198)

Developer: Mountain View



AREA

450 Acres
(Built: 150 Acres)



UNIT TYPES

Standalone Villas, Chalets
& Townhouses



FACILITIES

Malls, Supermarkets,
Ladies Beach, Café,
Commercial Area & Restaurants



DELIVERY DATE

Closest Time: In **2** Yrs
After Contracting

CRETE ISLANDS



AREA

45 m² Crystal
Lagoon & **2.3** km
Beachfront



NO. OF UNITS

1,166
(Clustered Homes)



UNIT TYPES

Standalone Villas,
Twin Houses,
Townhouses
& Chalets



FACILITIES

Clinics, Supermarket, Bike Shop,
Food and Beverage (F&B)
Outlets, Ladies-Only Beach,
Community Center, Promenade,
Commercial Area, **19** Swimming
Pools & 800-m Seashore



DELIVERY DATE

After **3** Yrs of
Contracting

DIPLOMATS RAS EL HIKMA



AREA

150 Acres



NO. OF UNITS

800



UNIT TYPES

Standalone Villas,
Twin Houses,
Apartments &
Townhouses



FACILITIES

Agora, Pools,
Commercial Area
& Beach



DELIVERY DATE

Delivered

PAROS



AREA

48 Acres



UNIT TYPES

Standalone Villas, Twin Houses,
Boutique Villas, Garden Chalets
& Penthouses



FACILITIES

Ladies Beach, Community
Center, Promenade, Commercial
Area, F&B Outlets, **19** Swimming
Pools & 800- m Seashore



DELIVERY DATE

2022

RHODS



FACILITIES

Swimming Pools, Sea View, Lagoon, Cafes & Restaurants



DELIVERY DATE

2023

SKALA



UNIT TYPES

Chalets, Townhouses, Twin Houses
& Standalone Villas



FACILITIES

Swimming Pools, Sea View, Lagoon,
Cafes & Restaurants



DELIVERY DATE

After **4** Yrs of
Contracting

SEASHELL PLAYA

Developer: NEWGIZA



AREA

Around
650 Acres



UNIT TYPES

Standalone Villas, Twin Houses,
Townhouses, Cabins & Chalets



FACILITIES

Swimming Pools, Restaurants,
Football & Tennis Playgrounds,
Clubs, Lagoon & Cafes



DELIVERY DATE

2024
(Phase I)

SILVERSANDS

Developer: Ora Developers



AREA

486 Acres



UNIT TYPES

Villas, Twin Houses &
Chalets



FACILITIES

Sea View & Panoramic View
of Lagoons



DELIVERY DATE

2024
(Phase I)

WHITE BAY

Developer: Pact for Investment and Real Estate Development



AREA

80 Acres



NO. OF UNITS

660
(4 Phases)



UNIT TYPES

Standalone Villas, Twin
Houses, Townhouses &
Chalets



FACILITIES

Smart Homes, Spa, Arena,
Business Center, Kids' Park,
Water Activities, Club,
Sport Academy & Hospitality
Services

HACIENDA BAY

Developer: Palm Hills Developments



AREA

471 Acres



NO. OF UNITS

4,772 & 144 Cabins



UNIT TYPES

Townhouses, Twin Houses,
Standalone Villas, Chalets &
Cabins



FACILITIES

Security, Cafes,
Restaurants, Kids' Area,
Garage, Gold Area &
Tennis & Football Playground

HACIENDA WHITE

Developer: Palm Hills Developments



AREA

6,328.30 m²
(BUA)



NO. OF UNITS

43 Keys
(2 Buildings)



UNIT TYPES

Chalets & Duplex



FACILITIES

Large Beach Side Lagoons,
Clubhouse, Boutique Hotel
& Corte Mall



DELIVERY DATE

Delivered

HACIENDA WEST

Developer: Palm Hills Developments



AREA

116 Acres



NO. OF UNITS

297



UNIT TYPES

Villas, Twin Houses,
Cabins & Chalets



FACILITIES

Branded Hotels, Kids'
Area, Spoty Arena,
Restaurants & Fitness
Facilities



DELIVERY DATE

Delivery In
Progress

CAESAR ISLAND

Developer: Pibic Group



AREA

250,000 m²
(Main Resort
Over Beach) &
810,000 m²
(Entertainment
Area)



NO. OF UNITS

Around **300**
(Phase I)
(3 Phases)



UNIT TYPES

Chalets, Standalone
Villas, Twin Houses &
Townhouses



FACILITIES

Security, Landscaping,
Swimming Pools,
Beaches & Playground



DELIVERY DATE

2023 (Phase I)
2024 (Phase II)
2025 (Phase III)

PALI NORTH COAST

Developer: Shahawi Properties



AREA

75 Acres



NO. OF UNITS

745



UNIT TYPES

Standalone Villas, Twin
Houses, Apartments,
Townhouses & Chalets



FACILITIES

Lagoon, Private Sand
Beach, Private
Pools, Commercial Areas,
Sea View & **3** Clubhouses



DELIVERY DATE

2025

JUNE

Developer: Sixth of October for Development and Investment (SODIC)



AREA

125 Acres



NO. OF UNITS

950



UNIT TYPES

Chalets, Twin Houses
& Townhouses



FACILITIES

600-m Frontage,
Pristine Pool & Beach
Clubhouse



DELIVERY DATE

End **2024**
(Phase I)

KATAMEYA COAST

Developer: Starlight Developments



AREA

200 Acres



NO. OF UNITS

434 (Phase I)



UNIT TYPES

Standalone Villas, Twin
Houses, Duplex, Condos,
Cabanas & Lux Villas



FACILITIES

K-Club Hotel, Beach
Club & Kids Recreational
Park



DELIVERY DATE

2024
(Phase I)

D-BAY

Developer: Tatweer Misr



AREA

845,000 m²
(Around 200 Acres)



NO. OF UNITS

1,800+



UNIT TYPES

Chalets, Villas & Serviced
Apartments



FACILITIES

Lagoons, Sea
Views & Green Spaces



DELIVERY DATE

End **2024**
(Phases I & II)

FOUKA BAY

Developer: Tatweer Misr



AREA

215 Acres



NO. OF UNITS

1,682
(4 Phases)



UNIT TYPES

Standalone Villas, Twin
Houses, Apartments,
Townhouses & Chalets



FACILITIES

Beachfront, Island Clusters, House
Hotel, Crystal Lagoons, Clubhouse
& Beach Bar

BLUMAR SIDI ABD EL-RAHMAN RESORT

Developer: Wadi Degla Developments



AREA

270,000 m²



UNIT TYPES

Chalets & Villas



FACILITIES

Swimming Pools, Spa, Fitness Center,
Maintenance Services, Supermarket,
Cafes & Restaurants



DELIVERY DATE

Delivered



NEW ALAMEIN

NORTH EDGE TOWERS

Developer: City Edge Developments



AREA

48,000 Acres



NO. OF UNITS

300
(15 Towers)



UNIT TYPES

Apartments



FACILITIES

Parks, Schools, Universities,
Hospitals & Commercial &
Retail Areas



DELIVERY DATE

2022

MAZARINE ISLANDS

Developer: City Edge Developments



AREA

128 Acres



NO. OF UNITS

285



UNIT TYPES

Contemporary
Designed Villas



FACILITIES

Swimming Pools, Walking
Tracks, Spacious Greenery
& Parking Spaces



DELIVERY DATE

2022

THE GATE

Developer: City Edge Developments



AREA

264,000 m²
(BUA)



NO. OF UNITS

669



UNIT TYPES

Two "44-Floor Towers"
(Height: 170 m)



DELIVERY DATE

2022



FACILITIES

2 Sky Pools, Panoramic L-Shaped Restaurants, Spa, Gym, Retail Outlets, Panoramic Elevators, Cinema Halls, Waste Management System & Generators

ZAHRA

Developer: Maamar El Morshedy



AREA

890 Acres



UNIT TYPES

Villas, Chalets, Townhouses
& Twin Houses



FACILITIES

Clubhouse, Fitness Center, Sports
Club, Spa, Cafes, Restaurants & Family Fun
& Commercial Areas



DELIVERY DATE

2024

TELAL

Developer: Roya Development



AREA

134 Acres



NO. OF UNITS

1,200



UNIT TYPES

Standalone Villas, Twin
Houses & Chalets



FACILITIES

Lagoon, Sea View &
Clubhouse



DELIVERY DATE

In **4** Yrs

PALM HILLS NEW ALAMEIN

Developer: Palm Hills Developments



AREA

32 Acres



UNIT TYPES

Twin Houses &
Apartments



FACILITIES

Green Areas, Restaurants
& Corniche



LAUNCH DATE

Soon

DIRECTIONS OF PRIVATE REAL ESTATE DEVELOPERS

After passing through a hectic year full of headwinds because of the Coronavirus outbreak and the unprecedented shock that the market experienced, now is the time to have a brighter experienced look at the market.

And since we are in the summer season, when people desire to head to their vacation homes to re-energize their appetite before returning to formal life; this motivates market players to move to these areas, pump more investments, highlight their projects, and bring out the utmost offers for their clients to avail from a broad range of competitive benefits and exclusive payment plans.

Accordingly, Invest-Gate R&A team looks at this niche chunk, focusing on the North Coast area and the New Alamein City by surveying roughly 16 Egypt-based developers to check the demand wave, how companies motivate consumers to invest in these areas and get some insights into the business climate, and future plans.

Looking at the most attractive second-home areas, the North Coast one comes at the top of the list. Thus, according to our survey, the majority of the surveyed developers (75%) have second-home projects on the North Coast area, around 12.5% moved to the New Alamein City, and the remaining respondents managed to mark their place in both areas.

NORTH COAST MARKET INSIGHTS

With an eye on the demand wave that the majority of our surveyed companies experience, and according to 64.3% of respondents, the mainstream of consumers look for new second homes are within the age category of 30-40 years, while the remaining 35.7% of respondents see that consumers are within the age category 40-50 years.

For the unit types consumers mostly search for, around 78.6% of our surveyed companies indicate that consumers primarily look for chalets; meanwhile, the remaining 21.4% see that consumers mainly need to have a townhouse or twin house.



AGE GROUPS OF HIGH DEMAND CONSUMERS

30-40 YRS

64.3%

35.7%

40-50 YRS



UNITS OF HIGH DEMAND



78.6%
Chalets

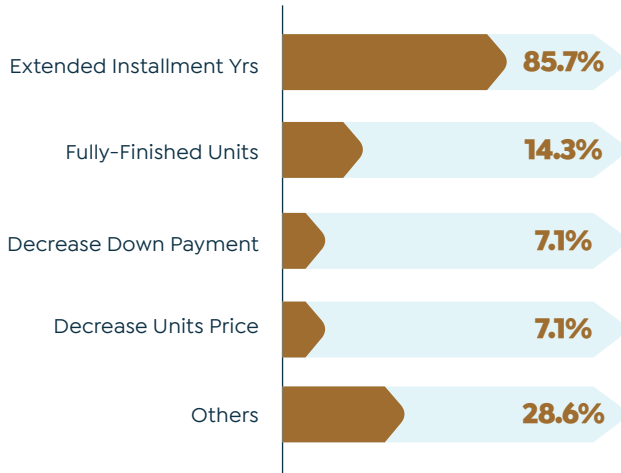


21.4%
Townhouses/
Twin Houses

When it comes to the companies' strategies to boost demand, about 85.7% of respondents believe that extending the installment years is the main motive for consumers. Moreover, decreasing the down payments and unit prices come on top of the list for 14.2% (7.1% for each), and 14.3% of surveyed companies offer fully-finished units to push consumers to invest there. Adding to these policies, other companies provide various payment facilities and methods to attract consumers and enrich the demand cycle.



SPECIAL OFFERS TO BOOST DEMAND



According to our surveyed developers, the minimum price per square meter ranges between EGP 12,000- 18,000, and the maximum price per square meter ranges between EGP 20,000- 30,000. Additionally, to ease the burden on consumers, developers provide consumers with both payment methods; cash and installment.



AVERAGE PRICE/ M² (EGP)



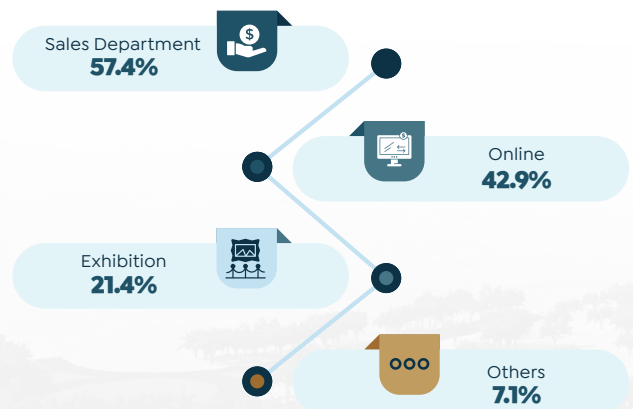
PAYMENT METHODS



In a bid to further reinforce sales and achieve more, there are several mechanisms followed. Around 57.4% of our surveyed developers depend greatly on the efforts of their sales departments to represent their firms and interact closely with the consumers. Besides, 42.9% of respondents believe that the current technological wave plays a major role in increasing sales, as many developers now can showcase their products online and reach consumers easily. The remaining developers believe that exhibitions also are a main method of sales, especially under the massive offers that companies provide throughout the events.



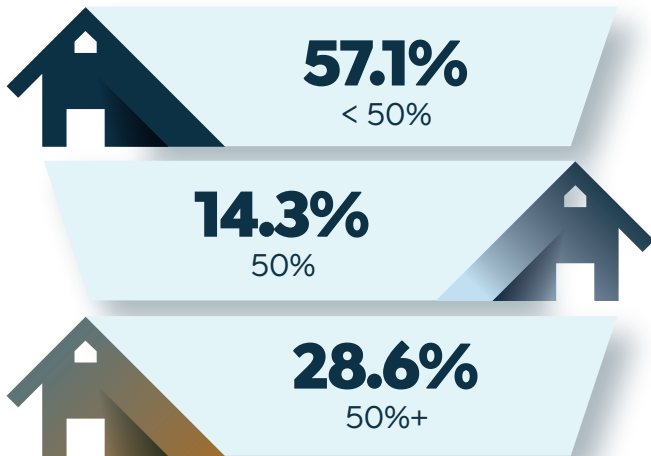
EFFICIENT SALES MECHANISMS



Looking at the market stance, according to 57.1% of our surveyed developers, sales of their North Coast projects are less than 50% compared to their other projects. Sales of 14.3% of companies from the private sector's projects on the North Coast represent 50% of total sales; in addition to the remaining 28.6% achieved sales of more than 50% of their North Coast projects, in comparison to other areas.



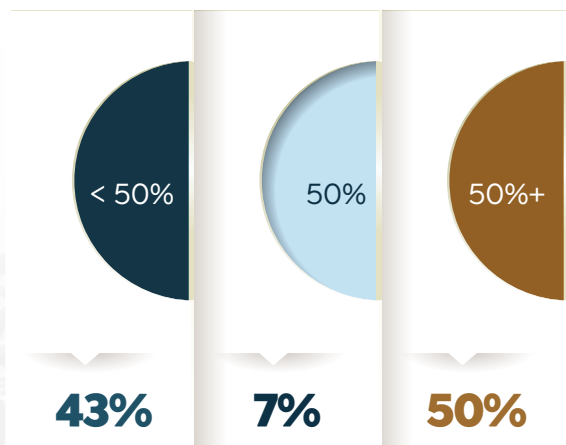
NORTH COAST SALES VS. OTHER AREAS



When it comes to companies' investments, according to 50% of our surveyed developers, more than 50% of their investments are directed to the North Coast area; meanwhile, less than 50% of the total investments of 43% of our respondents are to the North Coast area.



INVESTMENTS IN NORTH COAST VS. OTHER AREAS



Concerning the future, all our surveyed developers have agreed on having a bright look at the future, as they all expect that they will pump more investments to the North

Coast area to put more marks there. Not only that but they expect also that more consumers will go to this area to invest or own their second homes, especially in today's new world in which many employees can work remotely.



EXPECTED FUTURE DEMAND



Increase



EXPECTED FUTURE INVESTMENTS



Increase

NEW ALAMEIN MARKET INSIGHTS

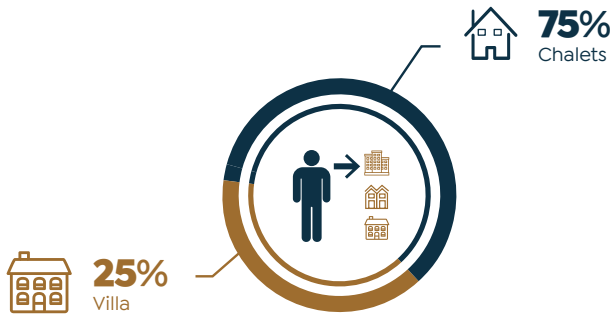
Since the New Alamein City is one of the fourth-generation cities that government pays a great attention to, the private real estate developers have begun looking at this city, assessing potential opportunities.

Regarding the consumers' desires in this city, 75% of our respondents believe that chalets are the number one selling type that consumers look for; meanwhile, the remaining 25% believe consumers are interested in villas.

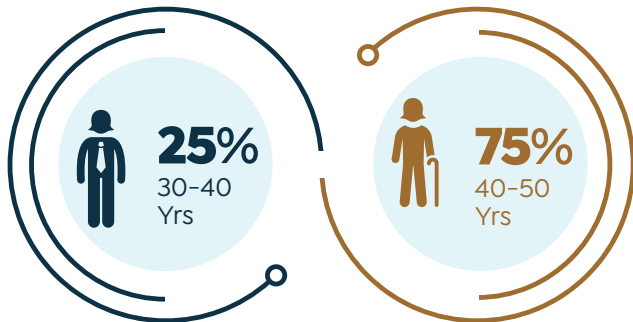
It is noteworthy that according to 75% of surveyed developers, the majority of second homes consumers are between 40-50 years old, and the remaining companies see future homw owners age between 30-40 years old.



UNITS OF HIGH DEMAND



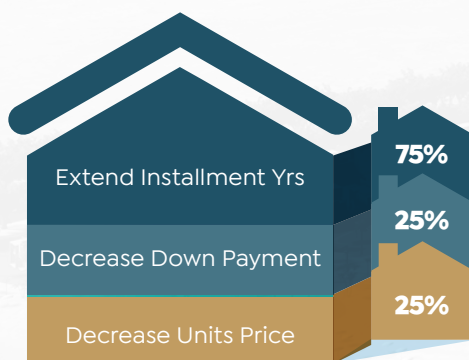
AGE GROUPS OF HIGH DEMAND CONSUMERS



Looking at the offers several developers have been using to promote their projects, around 75% of our surveyed developers see that extending the installment years is on top of the list. Additionally, the remaining developers believe that decreasing down payment and unit prices are motives for more demand.



SPECIAL OFFERS TO BOOST DEMAND



Analyzing average prices today, the average minimum price per square meter is EGP 19,000; meanwhile, the average maximum price is EGP 33,000. Furthermore, all developers provide consumers with the ability to pay either in cash or installments, to encourage them to become future homeowners, and to boost their sales.



PAYMENT METHODS



Installment / Cash



AVERAGE PRICE/ M² (EGP)



To enhance their market status, several developers have followed many strategies to boost their sales. The majority of our surveyed developers depend greatly on their sales department and new technological methods to attract consumers. Besides, the exhibitions' return will help ease the sales burden and motivate consumers to take part by releasing several special offers, discounts, and payment plans.



EFFICIENT MECHANISMS FOR MORE SALES



Analyzing the current situation, 50% of our respondents have directed more than 50% of their investments to this city, while the other 50% have allotted less than 50% of their investments to this area.

As for sales, the same situation applies. 50% of our surveyed developers managed to achieve more than 50% of their sales of their projects in this area, while the rest have reached less than 50% sales from this area.



INVESTMENTS IN NEW ALAMEIN VS. OTHER AREAS



NEW ALAMEIN SALES VS. OTHER AREAS



With an eye on the future, all developers have a bright look regarding the market situation especially in this area. They all agreed that they plan to pump more investments and to have more footprints at the New Alamein City. They all believe that more consumers will tend to become homeowners in the future, especially under the current circumstances we live in.



EXPECTED FUTURE INVESTMENTS



Increase



EXPECTED FUTURE DEMAND



Increase

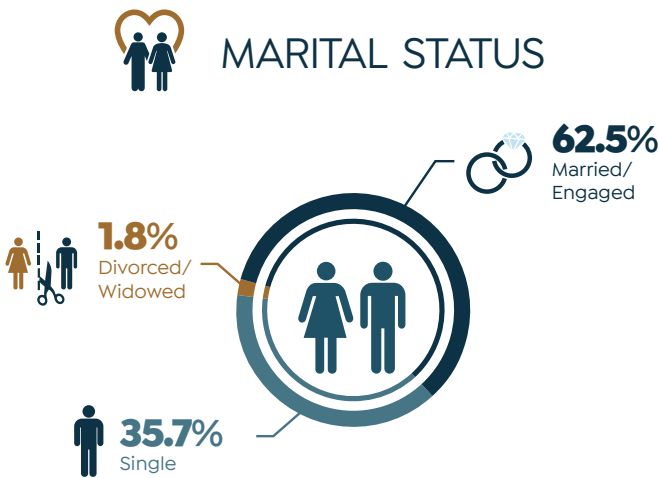
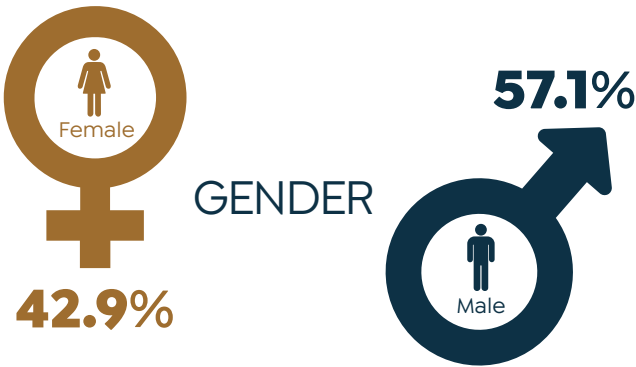


CONSUMERS PREFERENCES

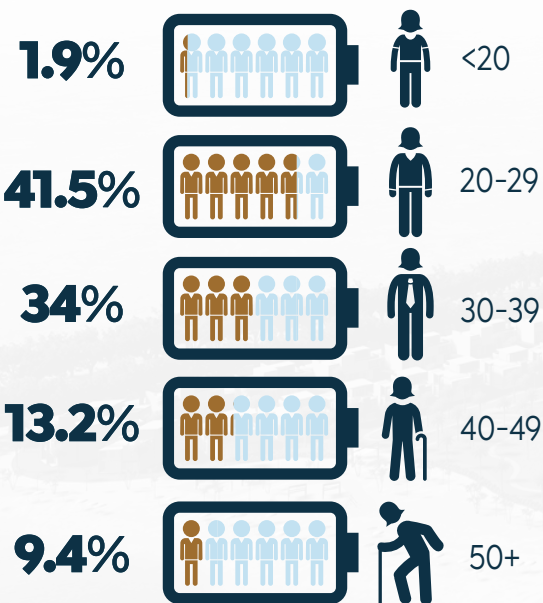
Invest-Gate R&A team has surveyed roughly 79 respondents about their second home preferences, especially in the North Coast and the New Alamein City area.

CONSUMERS DEMOGRAPHICS

According to our data, 57.1% of respondents are male and 42.9% female. Around 41.5% are within the age category of 20-29 years old, and 34% are between 30-39 years old. For the respondents' marital status, 62.5% of those polled are either married or engaged, 35.7% of them are single; meanwhile, the remaining 1.8% are divorced or widowed. The majority of the respondents (around 93.1%) are bachelor's degree holders, while the remaining are high school graduates.

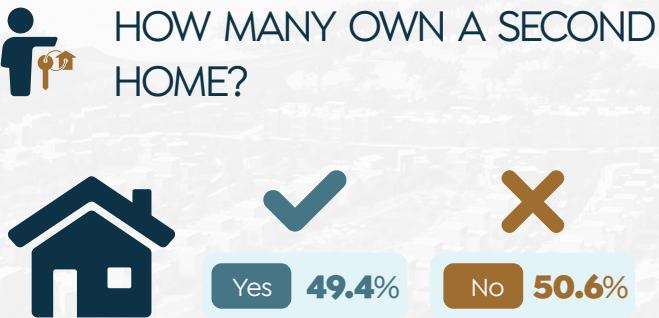


AGE GROUPS (YRS)

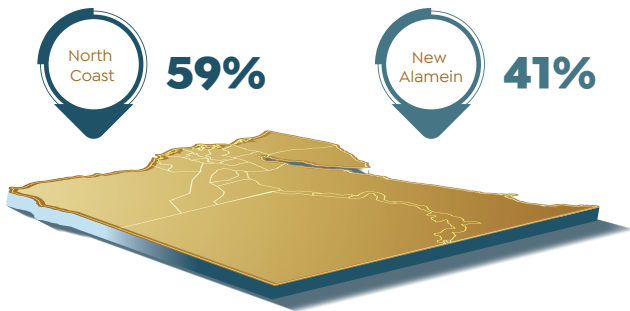


SECOND HOME OWNERS STATUS

Around 49.4% of surveyed people are homeowners. The majority of surveyed respondents (59%) bought their summer homes on the North coast, and the remaining 41% preferred the New Alamein City.

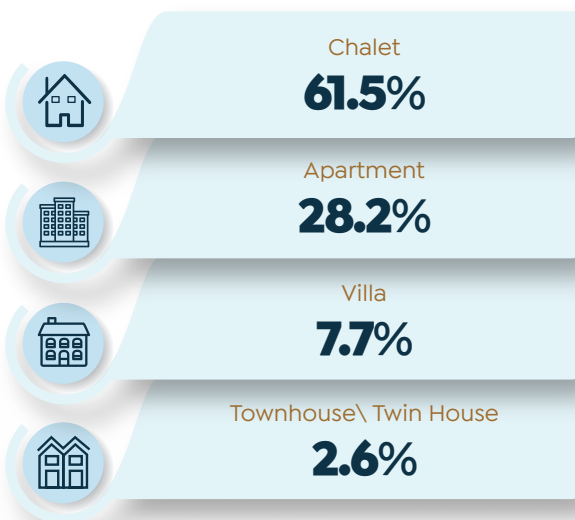


LOCATION



The majority of respondents, around 61.5%, desired to have a chalet; 28.2% of surveyed second-home buyers own apartments, whereas 7.7% of the respondents bought villas, and the remaining 2.6% have town or twin houses.

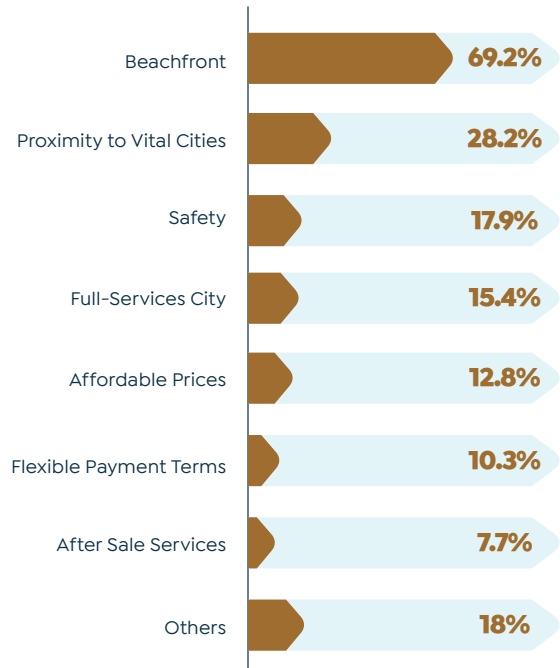
UNIT TYPES



They all agreed that the North Coast and the New Alamein City have many features that can strongly attract homeowners.

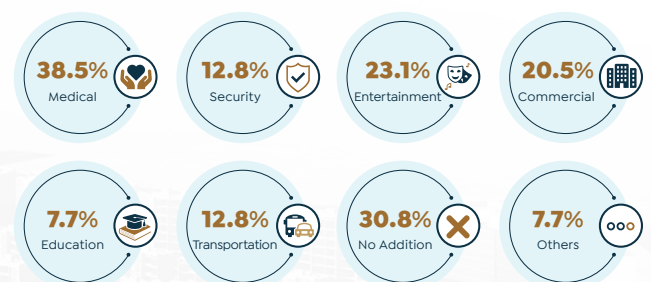
Based on our results, the majority of owners (around 69.2%) selected these areas for their summer units due to the magnificent beachfront; however, 28.2% of them focus on proximity to vital cities, and 17.9% found that safety is a vital reason for selection. Amongst the motives of selecting these areas is the units' affordable prices, especially under the current harsh situation, in addition to flexible payment terms provided, based on the opinions of 12.8% and 10.3% of our respondents, respectively.

REASONS BEHIND CHOICE



According to our respondents, 30.8%, believe that all services are available in these areas. However, from the point of view of around 38.5% and 23.1% of owners, they stressed the importance to invest more in health and entertainment services, respectively. Besides, 20.5% of surveyed consumers refer to the need for more commercial services. Additionally, the remaining respondents, around 12.8% and 7.7%, respectively, need to add security and education facilities.

HIGH DEMAND SERVICES TO SECOND HOMEOWNERS



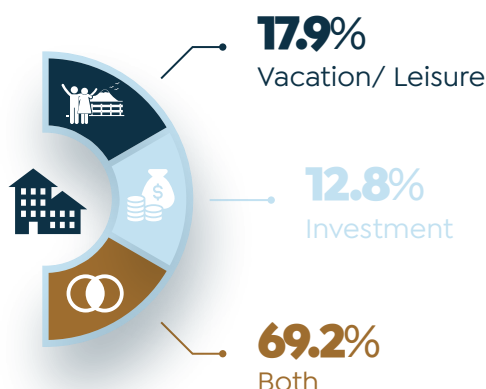
Individuals differ in the purposes of purchasing summer units as some people own units for leisure, while others have investment purposes, or both. In this regard, 69.2% of our second homeowners have both motives. However, the purpose of 17.9% of respondents is only entertainment, and the remaining 12.8% buy units for investments only.

Additionally, for those who have investment purposes, 90.6% of them agree that leasing these units is the most profitable way of investment, while 6.3% prefer long-run sales as a

gainful type of investment, and the remaining 3.1% consider both methods.

demand will boost in the future, while 5.1% of them see that the demand will drop.

PURPOSE OF SECOND HOMEOWNERSHIP



EXPECTED FUTURE DEMAND



INVESTMENT TYPE



Under the pandemic woes, the second homes have turned to primary ones for many owners thanks to the remote working policy adopted in several fields. Thus, 46.2% of owners see that the North Coast and the New Alamein City are not only a summer destination but an all-year-round destination; meanwhile, the circumstances of the remaining 53.8% of respondents do not allow them to do that.

TURNING SECOND HOMES INTO PRIMARY ONES



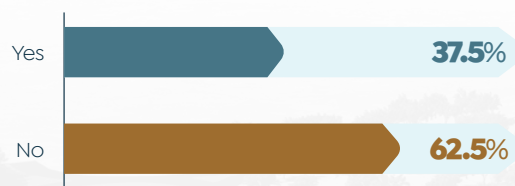
Looking at the future demand for these areas, especially under the current developments, the surveyed second homeowners clarified their expectations on this matter. Hence, around 89.7% of the respondents believe that the

CONSUMERS PREFERENCES OF BECOMING HOME OWNERS

Concerning those who seek to become homeowners in the near future, approximately 37.5% of respondents plan to buy a second home soon; meanwhile, 62.5% do not have any near plans.

Regarding the preferred location of those who aspire to become future homeowners, the majority of them (60%) are interested in the New Alamein City; however, the remaining 40% prefer the North Coast.

FUTURE PLANS TO OWN A SECOND HOME



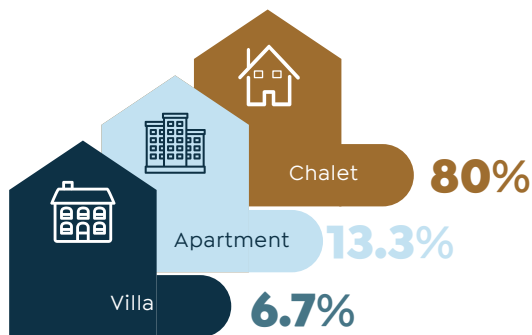
PREFERRED LOCATION



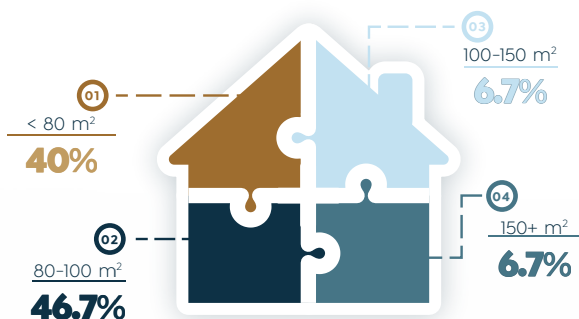
Focusing on the preferences of those planning to become new owners, 80% of them prefer to purchase a chalet, while 13.3% and 6.7% of respondents tend to own an apartment or a villa, respectively. Speaking of unit areas, the favorite area for 46.7% of potential buyers ranges from 80 to 100 m², while 40% need units less than 80 m², and the rest plan to have unit areas between 100-150 m² and more than 150 m² (6.7% each).



HIGH DEMAND SECOND HOME TYPES



FAVORITE UNIT SIZE

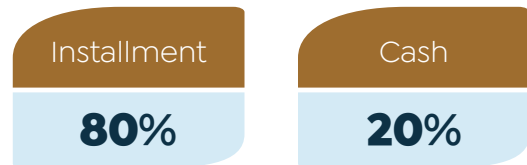


Regarding the affordable price ranges to future owners, the majority of them (93.3%) see that unit prices less than EGP 2 mn is suitable for them, while the rest (6.7%) prefer to have unit prices exceeding EGP 4 mn.

Looking at the most suitable payment method, according to 80% of potential consumers, the installment method is best; however, the remaining 20% prefer to pay in cash. Moreover, 50% of respondents opt for a payment plan that exceeds eight years; however, 25% look for a period between three and six years, and the other 25% go for paying over six to eight years.



MOST SUITABLE PAYMENT METHODS



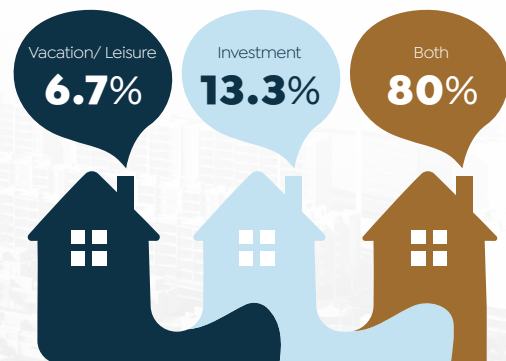
OPTIMUM PAYMENT PLANS (YRS)



When it comes to the purpose of owning a second home, 80% of potential buyers want to own summer units for leisure and investment; however, 13.3% need this unit for investment purposes, while the rest 6.7% seek leisure aims only. For those who consider investment purposes, 85.7% of respondents see that rent is the best way for investment, and 14.3% prefer long-run sales as an investment method.

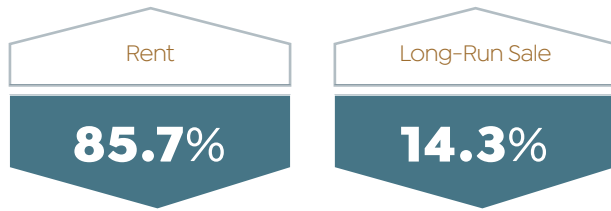


PURPOSE OF FUTURE SECOND HOME OWNERSHIP





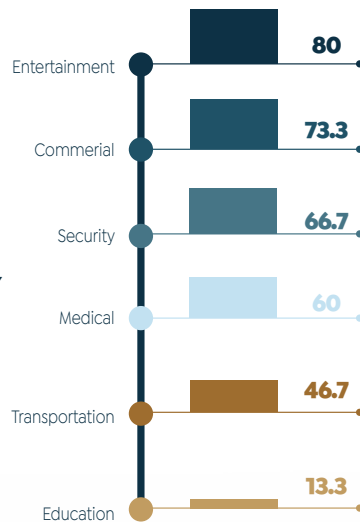
FUTURE INVESTMENTS



In the same vein, the potential consumers have high-demand services that they want to have in their second home area. According to 80% of them, they are seeking entertainment services, whereas 73.3% and 66.7% pay great attention to commercial services and security, respectively. Additionally, 60% and 46.7% of respondents see that the provision of medical services and transportation are necessary, respectively, and the remaining 13.3% aspire to have education facilities in these areas.



SERVICES NEEDED BY FUTURE BUYERS (%)



POTENTIAL OF BECOMING SECOND HOME TENANT

As we mentioned before, there are 62.5% of respondents have no desire to own units in the future, however, 64% of them prefer to rent units there, compared to 36% who do not prefer that.

For those who look for units for rent, 68.8% of them have a desire to rent on the North Coast, and the others 31.3% choose the New Alamein City as their preferred destination



PREFERENCE OF BECOMING SECOND HOME TENANT



Yes 64%



No 36%



BEST LOCATION FOR RENT

68.8%

North Coast

31.3%

New Alamein

OBSTACLES OF SECOND HOME OWNERSHIP

Focusing on those who can become neither future owners nor tenants, it is worth to note the challenges hindering them from doing so. Thus, when we tried to find out these obstacles, all of our respondents agree that the high prices are the main reason that hinders them, while 75% of them mentions the inability to pay installments, in addition, the remaining 25% refer to the pandemic woes and its reverse effect on their purchasing power.



SECOND HOME OWNERSHIP CHALLENGES (%)

25

Pandemic Woes

75

Failure To Pay Installments

100

High Prices

In a nutshell, the Invest-Gate R&A provides an overview of the North Coast and New Alamein City. This is through focusing on the governmental achievements and highlighting the significant projects by the private real estate developers. Moreover, two surveys are present to analyze the opinions of consumers and developers about the North Coast and the New Alamein City as places for investments, living, or other purposes.

Based on the analysis provided, we found out that there is high interest in the North Coast and the New Alamein City

from the government side, pushing the private sector to pay great attention to these areas leaving their footprints there.

It is worth mentioning that the projects in these areas have different features suitable for attracting consumers. Accordingly, the demand for second home units is anticipated to increase in the future, in addition, investments are aspired to boost as well.

Consequently, there are some recommendations to flourish these areas as follows:

- Since second home units have turned to be primary ones to several consumers due to the remote work policy adopted amidst the pandemic, investments in different services have to increase, including entertainment, medical, educational, and commercial facilities.
- Providing more flexible payment plans and offers, such as decrease the amount of down payment, extend the installment years, discounts, etc.
- Cut unit prices to be more suitable with the consumers' purchasing power, especially under the current circumstances.
- Organization of more exhibitions to enable developers to showcase their projects along with their features, in addition to exploiting these events as a chance to provide more offers for consumers to encourage them to know more about different projects and get their needs.
- Pay more attention to marketing campaigns, in addition to adopting modern mechanisms in promotion through social media and digital tools.
- Adopt the technological tools that help both developers and consumers share the information about the projects to increase sales, such as artificial intelligence (AI), blockchain, etc.



A CLOSE UP ON
EGYPT'S
NORTH COAST
DEVELOPMENT
PROJECTS

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