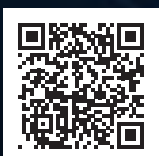


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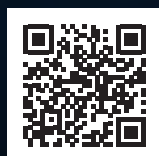
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The wait is finally over. Invest-Gate resumes its strategic roundtable discussions with vital market key players this month. Be sure to check our first roundtable, Real Estate Market Recovery, taking place this month, to highlight the recent changes following the pandemic. Also, we are proud to take part in this year's Cityscape edition at the end of September as a media partner, where we display the latest in Egypt's real estate industry through our monthly printed magazine and our special report on New Administrative Capital.

Featured this month are the latest launches throughout Cairo, North Coast, and the New Administrative Capital as well. In this issue you get to know about facts and figures through our Market Watch Report. We also give you an overview on the current demand at the anticipated New Administrative Capital following the pandemic.

Nicknamed the Eagle of Real Estate in the Middle East, Dr. Nour El Deen Reda shares with us his latest ventures and the latest update in digital real estate marketing methods.

See you Cityscape and stay safe!



EDITOR-IN-CHIEF

Email: fmontasser@invest-gate.me

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El-Gazzar Reviews the “National Housing Strategy” During Badr City Inauguration



During President Abdel Fattah El-Sisi’s inauguration of 67,000 housing units in Badr City, Assem El-Gazzar, Minister of Housing, Utilities and Urban Communities reviews the “National Housing Strategy”, Invest-Gate reports.

According to El Gazzar, the “National Housing Strategy” is characterized by three dimensions. First, the quantitative dimension, which focuses on reducing the gap between the supply and demand. Second, the qualitative dimension works to improve the quality of housing and the quality of life; and third, the spatial dimension, as the state tended to urban expansion and building new cities.

Referring to the quantitative dimension, El-Gazzar explains that the annual population increase is 2-2.5 million, which requires the provision of 500-600 thousand housing units annually, the largest part of which is provided by the state. In addition, the state worked to cover the gap between supply and demand (an accumulated deficit from previous years in housing units), which reached 2.5 million housing units in 2014.

Regarding supply, El Gazzar explains that the Ministry of Housing has worked on three elements. Firstly, the selection of sites, where are near work sites and major urban centers. Secondly, the design of the building and the housing unit, where the state offers a variety of architectural designs that suit different places and the customs and traditions of the Egyptian society. Thirdly, urban management, whereby an amount of money is collected in favor of the maintenance deposit.

Additionally, El Gazzar stresses that the state has made a great effort to increase the supply of housing units, explaining that during the period

from 1976 to 2005, the state implemented housing units at a rate of 42,000 units annually, and during the period from 2005 to 2013. This rate is increased to 48,000 units annually, while during the period from 2015 until now, this rate reached 225,000 units annually.

Moreover, El Gazzar discloses that the state now has 1.5 million units, which are currently being implemented, including 775,000 low-income housing units at a rate of 52%, and 375,000 units in alternative housing for slum areas. The state further is developing the capitals of governorates at a rate of 25%, with a total of 77% for low-income housing and housing the alternative, besides 150,000 units in middle housing at a rate of 10%, and 200,000 units in distinguished housing at a rate of 13%. The current target is to implement 2.24 million units until 2024.

El Gazzar further states “We have spent EGP 111 bn, in 10 new cities East Cairo, within seven years, of which 45% were in services, utilities, and roads, to achieve integrated urban development.”

Regarding demand, El Gazzar remarks that the ministry has worked on three axes. Firstly, forms of cash and in-kind support are provided, where financial support ranges between EGP 5 and EGP 60,000, is provided to the citizen in the social housing program, in addition to five forms of non-cash support (land cost – utility cost – contractors’ compensation – price differences – real estate financing interest rate support).

Secondly, the government has established real estate financing control for a total number of 371,000 beneficiaries at a total of EGP38 bn. lastly, the government has Launched presidential initiatives to support interest in real estate finance, which was recently updated to reach 3%.

The Ministry of Housing Publishes The Second Edition of Reconciliation Law Handbook



Ministry of Housing publishes the second edition of the Reconciliation Law & its Executive Regulations Handbook available online, which includes the recent legislative amendments, Invest-Gate reports.

According to the ministerial statement, this edition is prepared by the committee set up by the Ministry of Housing, by Ministerial Decision No. 565 of 2019, which is a committee dedicated to answering inquiries from the competent administrative authorities, regarding Law No. 17 of 2019, amended by Law No. 1 of 2020.

On her part, The Undersecretary and Head of the Housing and Utilities Department at the Ministry of Housing, Utilities, and Urban Communities, Nafisa Hashem, clarifies that the second edition is published and sent to all agencies and committees. It is also available to all citizens online.

The second edition includes the legislative amendments to the Reconciliation Law, which were issued by Law No. 1 of 2020, in addition to the amendments issued by the Prime Minister to the executive regulations of the law, with Decision No. 800 of 2020, and No. 963 of 2020, the ministerial statement reveals.

Hashem further confirms that this updated edition aims to assist the decision-making committees in issuing reconciliation decisions to facilitate their work along with collecting the state’s rights in exchange for reconciliation. It is worth noting that this comes within the framework of implementing the directives of the political leadership to control and govern the Egyptian urban system.



AL AHLY SABBOUR, FOR THE FIRST TIME, LAUNCHES GAIA NAZ BOUTIQUE CABANAS IN SUMMER 2021

AND LUXURIOUS FULLY-FURNISHED TOWN
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INSTALLMENTS UP TO 9 YEARS

GAIA is an upscale resort enveloped by the vibrant community of the North Coast, located at km 194 of the Alexandria-Matrouh Road. GAIA is a destination for ultimate luxury within a beach resort covering a vast area of 279 acres boasting a 550-meter beach, 50,000 meters of swimmable water lagoons, with a total of 3,198 fully finished units in an assortment of sizes; ranging from 120 m² to 284 m². The resort offers a variety of home styles that includes stand-alone villas, attached twin and town houses, chalets, and cabanas; providing ultimate luxury within a beach resort.

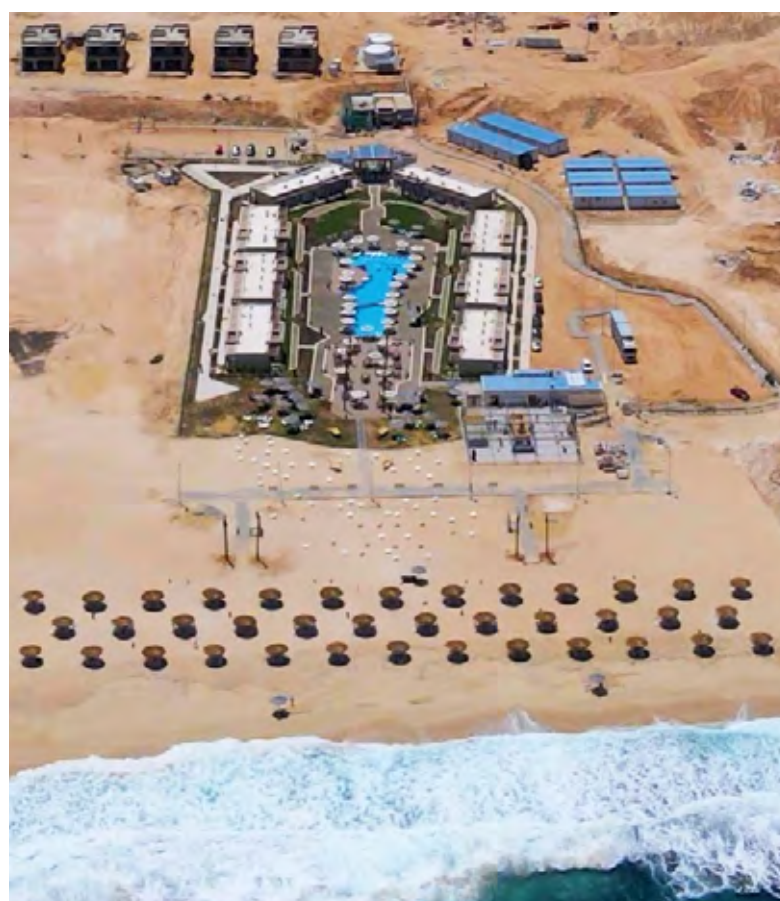
Eng. Ahmed Sabbour, CEO of Al Ahly Sabbour, commented on the beauty of GAIA saying, "GAIA means "Mother of Earth". This is what Al Ahly Sabbour, aiming to have in this resort – a living planet that offers all services that make life complete. To fulfil this aim, we collaborated with one of the best globally renowned architectural companies, Chapman Taylor, in addition to RAY Design for the architecture. The concept relies heavily on the power of integrating the essence of nature in its components." The mysticality and magic of this project is accented by Mystique Phase.

The phase's magic is highlighted by Beach Front by MAITAI with its energetic beach bar and restaurant that completes the Mystique experience, and Naz Boutique Cabanas with their range of Bohemian cabanas that transfer you

into your own world. "The Mystique phase is the most beautiful, as all units are water front on the 12,000 m² lagoon and the sea of all seas which lets you rediscover what summer means." Concluded Eng. Ahmed Sabbour

The harmonious blend of contemporary architecture with Mediterranean, Mexican, and Arabian atmosphere aim towards creating a healing environment that motivates, inspires, and nurtures both the body and soul through its lineup of facilities; including recreational areas, walking and cycling tracks, a kids' area, spa, and gym. No matter where you are, your unit is still waterfront because of the many swimming pools and lagoons distributed among all units. With the vast experience of Al Ahly Sabbour, GAIA being a second home for you is guaranteed.

With GAIA's phase one being delivered next year, we can't wait till we get a taste of the sea of all seas! With both Naz Boutique Cabanas and MAITAI beach front Restaurant open now; we get the first simple luxurious taste we've been craving all summer. In one of the most magical locations in Ras El Hekma, we are glad that such an experienced and trusted real estate tycoon as Al Ahly Sabbour is executing the mystical GAIA with luxurious fully-furnished town villas. Don't waste the great opportunity of getting your residence in GAIA's most beautiful phase, Mystique.



Amazon Inaugurates Logistics Center And Launches New Website in Egypt

Amazon, an American multinational conglomerate that focuses on e-commerce, inaugurates a new facility in the 10th of Ramadan City in Sharqia governorate, Invest-Gate reports.

The inauguration ceremony was attended by Egypt's Prime Minister, Mostafa Madbouly, Telecommunications Minister Amr Talaat, and Minister of Trade and Industry, Nevine Gamea.

During the visit, Madbouly stresses Egypt's keenness to attract more foreign investments to establish various projects in different sectors, adding that the Egyptian market is promising and has wide opportunities for investors and businessmen.

Madbouly further notes that Egyptian President Abdel Fattah El Sisi has urged for strengthening the role of the private sector as an important partner in achieving development.

Furthermore, opening the new facility comes along with Amazon's long-term plans to expand its footprint in Egypt and increase investments in



the country's infrastructure, advanced technology, and e-commerce sectors.

The newly opened logistic center spreads over 28,000 sqm and is seen as the first of its kind in Africa, outside Cairo. It aims to provide faster shopping and delivery to meet the demands of online shopping customers in Egypt.

Vice President of Amazon MENA Ronaldo Mouchawar states that the e-commerce giant invests more than EGP1 bn in the Egyptian market, establishing corporate and customer service offices and a total local workforce of over 3,000

employees across corporate, customer service, and operations in Egypt.

Mouchawar adds that Amazon has been operating in Egypt since 2017 through Souq.com, an Amazon-affiliated company, introducing online shopping services and operating a widespread local logistics and operations network across the country with 15 delivery stations across the country.

He notes that Amazon's new investment reflects the "firm and continued" commitment to supporting and strengthening Egypt's economic sector.

Additionally, the global e-commerce website announces the official launch of its Amazon.eg in Egypt website as of September 2021. The new platform, replacing Souq, will give entrepreneurs, business owners, and local sellers the opportunity to reach a larger number of customers nationwide.

Vendors on Souq can now register on the Amazon Seller Central so as to start selling on Amazon.eg as soon as the site goes live later this year.

El Gazzar Follows Up on "Soor Magra-El-Oyoun" Development Project



Assem El-Gazzar, Minister of Housing, Utilities, and Urban Communities, follows up on the implementation rate of the "Soor Magra-El-Oyoun" development project, Invest-Gate reports.

El Gazzar clarifies that the concrete structure is complete for a number of buildings in the project, in parallel with the internal and external finishes.

Moreover, the remaining buildings are underway at advanced rates, as the project includes 79 buildings, with different heights, comprising 1,924 housing units and 18 commercial units on the ground floor of some buildings.

Additionally, an administrative, entertainment, and commercial mall is underway on an area of 51,000 sqm, and it includes restaurants, cinemas, a garage for 1,355 cars, in addition to an open theater in front of the mall.

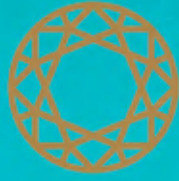
El Sisi Directs To Build 30% of A Project Before its Announcement And Marketing



President Abdel Fattah El Sisi directs not to announce or market any real estate projects until 30% of the project's construction is complete, to guarantee developers' commitment, Ahram Gate reports.

Moreover, El Sisi clarifies that it has been remarked that some might sell units before commencing the constructions, pointing out that the state's role is an organizational one to preserve citizens' rights and provide a safe investment climate.

This came during El Sisi's inauguration of a number of housing projects in Badr City.



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City Edge Partners With Counsel Masters to Manage And Operate Mamshah Ahl Masr

City Edge Development signs a contract with Counsel Masters to manage and operate the commercial part of the “Mamshah Ahl Masr” for a period of nine years.

Following the vision of the government to rehabilitate and upgrade certain sections of Old Cairo, City Edge Development – as a representative of the New Urban Communities Authority (NUCA), the project owner – signs a contract with Counsel Masters, to manage and operate the commercial part of the “Mamshah Ahl Masr” for a period of nine years, according to an official press release.

The contract between City Edge Development and Council Masters comprises the management of the promenade, including commercial, touristic, recreational, and service activities such as restaurants, cafeterias, shops, garages, and seating areas for receiving the promenade’s visitors.

Moreover, the project encompasses many other activities such as entertainment theatre, parking areas, river marina and an open service area. In addition, a group of advertising spaces along the promenade on both levels and screens will be installed to display the most important national and sports events, so that the project can host recreational, national, and international events throughout the year.

The project begins with the completion of the first phase of 1.8 km overlooking the hotels and hospitality zone, which is located between Imbaba Bridge and 15 May Bridge

It’s noteworthy that the project is a public promenade overlooking the Nile River and open to the public within the state’s plan to redevelop the city of Cairo and create large public spaces for entertainment, tourism, and shopping.

Additionally, it contains an upper walkway with a width of 4.5 m, a lower one with a width of 6.5 m, and a total area of 7,066 sqm. The promenade will encompass 90 shops, restaurants and cafeterias, an open theater with an area of 434 square meters, with three stands with a total length of 315 square meters and a capacity for 1,240 visitors, as well as 300 kiosks for foreign, Arabian services and commercial activities.

For his part, Ashraf Salman, chairman of City Edge Development, states, “The promenade will achieve an important social dimension following the directions of the state under the leadership of H.E. President Abdel Fattah El-Sisi towards comprehensive development, and the realization of Egypt’s Vision 2030. This vision is currently reflected on the new slogan “The New Republic,” with regard to the plans of the Ministry of Housing and Urban Communities to achieve the national goal of the project as a



touristic promenade overlooking the Nile River, and what it aims at creating a major touristic, entertainment and investment destination for Egyptians.”

In the same context, Mohamed El Mikawi, CEO of City Edge Development, comments, “The contract with Counsel Masters is part of the NUCA’s plan to develop Cairo. We had a general tendency to assign the project management and operation to a major company such as Counsel Masters, which will implement the latest international and touristic standards to provide a new experience for Egyptians and foreigners, through utilizing major local and international brands and the establishment of recreational activities and cultural and seasonal events.”

Furthermore, George Mitri, Chairman of Counsel Masters, declares, “This collaboration is a new step that supports the company’s great expertise in managing this type of the projects. Especially since “Mamshah Ahl Masr” allows the company to showcase its multiple activities and services in managing all tourism, recreational and commercial aspects. The promenade will become one of the most important touristic attractions in Cairo, where the historical area is being developed, by providing new destinations that show the eternal beauty of the Nile.

Furthermore, “the company has technological systems that provide a good experience for walk-goers in a way that maximizes our investments in this field. We are keen on applying the international standards in management, operation, security, safety, and public health to achieve the national goal of the project so that all Egyptians can enjoy a unique experience on the banks of the Nile,” he continues.

It’s worth mentioning that Counsel Masters has the exclusive marketing right for more than 65 local brands and more than 80 international brands, with branches and representative offices in many Arab countries.

Contact Developments To Launch Quan’s Phase III in NAC

Contact Developments plans to launch the third phase of the “Quan” project in the New Administrative Capital (NAC) next September, aiming to achieve EGP 500 mn in sales, Invest-Gate reports.

The “Quan” project extends over an area of 10,531 sqm in the Central Business District (CBD) and consists of 25 floors with a height of 100 m. It also provides various features and amenities suiting target customers. Besides, the mixed-use project offers commercial, administrative, and medical units, with areas varying between 40- 1,000 sqm.



For his part, Mohamed Youssef, head of the sales department at Contact Developments, reveals that the new phase will be offered with diverse and flexible payment systems, starting with a 10% down payment and installments up to 10 years.

Additionally, Youssef highlights that the project’s phase I has achieved sales of EGP 620 mn after offering it for reservation.

It is worth noting that Contact Developments has contracted with three major consulting offices for planning, implementation, management, and operation, which are MRB, Sabbour Consulting, and Yasser Beltagy Architecture.

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Mercon Development Launches Its Latest Projects “Pavo Tower” in NAC



Mercon Developments announces the launch of its new project in the New Administrative Capital “Pavo Tower” in the Central Business District (CBD), Invest-Gates reports.

“Pavo Tower” is an administrative commercial project that spans over 4,000 sqm and is 14 floors high. The floors from the first to the third are allocated for commercial units, and from the fourth to the fourteenth are allocated for administrative units.

Additionally, the project features areas starting from 25 m for commercial units and 30 m for administrative units. This is in addition to some services such as a social lounge, meeting rooms, conference rooms, central air conditioning, entertainment hall, fitness centers, places for people with special needs, and a rooftop.

During the press conference, Samer El Beik, chairman of the board of directors of Mercon Developments, explains that the company aims to

expand the real estate market by launching a number of commercial and administrative projects to leave a distinctive imprint for this type of project.

On the other hand, Ahmed Embaby, vice chairman of the company’s board of directors, reveals the company’s plan for the next few years. He further states that the company intends to pump investments of EGP 5bn into the Egyptian market during the coming period by offering three projects (administrative – commercial) in the Fifth Settlement and NAC in cooperation with major consulting and engineering offices to ensure the splendor of design and quality of implementation.

Moreover, he points out that the first mall was launched during the first quarter of 2021, called “G7”, which spans over 6000 sqm, distinguished by its view of three main streets, on the Northern 90th Street.

For his part, Mohamed Amer, head of the commercial sector of Mercon Developments, comments that the “Pavo Tower ” is characterized by a panoramic view of the iconic tower, and is located minutes from the Regional Ring Road and next to the most prestigious neighborhoods of the NAC.

As for payment plans, Amer elaborates that the company offers a number of different installment systems of up to 10% down payment and payment periods of up to 15 years, indicating that the project will be delivered after four years.

Moreover, Amer discloses that the company offers competitive prices, compared to the number of services that the mall will provide and according to the price rates in the region, stressing that the CBD is now witnessing high competition between a large number of developers.

Additionally, he comments, “The new project is a surprise to the Egyptian market in terms of designs, services, and distinguished location”, adding that the company’s choice of CBD came after efficient feasibility studies.

Just Development To launch Legacy Business Complex in NAC

Just Development will launch Legacy Business Complex at the New Administrative Capital (NAC), with an investment cost of EGP 500mn, Invest-Gate reports.

Chairman of Just Development Osama Gomaa discloses that the Legacy Business Complex is located in the downtown area, on an area of 3,000 sqm and includes a ground floor, and 10-storey complex with commercial, medical and administrative activities.

The project features a 50 m wide- building and another 40m wide, overlooking the main square, two distinct streets, and a pedestrian street.

Additionally, Gomaa remarks that the floor space in at Legacy Business Complex is estimated at 900 m. The ground and first floor include commercial units, the second floor administrative, from the third to the sixth medical, and the rest include administrative activities.

He further points out that the commercial spaces range from 20 sqm to 109 sqm. The administrative unit is from 24 sqm to 67 sqm, adding that the administrative and medical units are fully finished with air conditioning. The project also took into account modern requirements, as clinics are finished with anti-bacterial paints.



Moreover, he elaborates that the design of the building takes into account the optimal use of spaces and the application of the highest quality standards in smart construction as well. The building also includes open spaces and distinctive facades for all units, as well as four elevators.

Gomaa remarks, “With government entities moving in soon, NAC will see an increasing investment value of various projects and

an increased demand for commercial and administrative projects.”

Furthermore, he points out, “The diversity of projects in the downtown area makes customers push developers to provide different products that achieve a return on investment (ROI), and facilities that are compatible with purchasing capabilities,” adding that each developer is looking for new attractions that give his project a competitive advantage.

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A QUICK LOOK ON DEMAND IN NAC & NEW ALAMEIN CITY

BY FARAH MONTASSER

With all 40 something new cities, currently underway, gearing up for a big first phase launch sometime this year, several real estate developers and agents across the sector have intensified their marketing campaigns to sell their residential projects in those new cities especially across New Administrative Capital (NAC), New Alamein City, El Galala City, and New Mansoura. Most have secured their target sales given their flexible payment terms and variety of unit sizes, catering to all social classes and purchase power especially in the two highly anticipated cities of NAC and New Alamein.

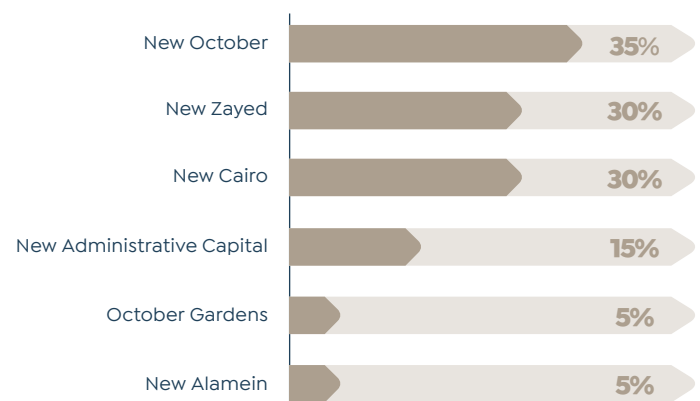
These minute-by-minute launches and record-breaking sales announcements have called for Invest-Gate's team of researchers and writers to dig deeper into the real demand for residential units across those two new cities and where homebuyers' investment preferences lie.

According to Invest-Gate recent findings, approximately 83% of its survey respondents chose new cities to relocate and invest in real estate for personal use, leaving out the 17%, who still prefer the old cities.

Additionally, the same survey shows the majority of respondents believe that Egypt's new cities will present the modern feasible lifestyle they desire and therefore their desired cities were listed as follows:

New October tops the list with 35% most preferred votes, followed by New Zayed (30%) for their convenience and location. About 30% of our respondents prefer New Cairo especially the Fifth Settlement and Mostakbal City, followed by the New Administrative Capital (NAC) with 15% of the votes. October Gardens and New Alamein Cities came at the bottom with 5% each.

PREFERRED NEW CITIES



New Alamein City Results might shock some or affect some investment decisions but this is not the case. Egypt's northern coastline has been the summer heaven for all since the 1980s with the second-home seasonal projects all along its coastline. The Egyptian latest urban development plan turning it into a residential city for primary residences has left the general public in doubt, sceptic of it becoming a primary residential city to Alexandria and Marsa Matrouh like those suburban cities of 6th of October, Sheikh Zayed, and New Cairo to the capital.

PREFERRED LOCATION



Addressing the demand on the North Coast and New Alamein City as second home destinations, according to Invest-Gate's latest report titled A Close Up on Egypt's North Coast Development Projects, New Alamein City received 60% of the votes as a preferred location across the North Coast shore for a second home purchase, whereas 40% were spread across projects on the North coastline.

Moving on to another highly anticipated city, New Administrative Capital (NAC)- leading "Egypt's fourth republic," as described by President Abdel Fattah El Sisi- the city receives great demand in terms of investors of course and where Invest-Gate is concerned homebuyers. Again, Invest-Gate R&A team conducted a thorough report, entitled "NAC: Egypt's Gateway to the Future" (to be released next month), in which they reveal a complete overview on NAC, its potential, ROI, and of course real estate demand and supply.

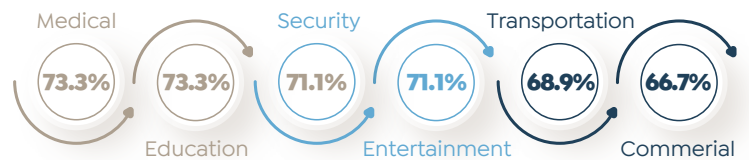
According to the soon-to-be released report, the demand for residential units at NAC is average due to the current purchase power and the idea of relocation, revealing 44.6% voted on buying new residential units at NAC, whereas 55.4% said no.

DEMAND FOR A NEW UNIT IN NAC



As for the 44.6% potential homebuyers, certain services are highly requested for NAC and they include the following at different value of importance beginning by medical services at 73% and ending with commercial at approx. 67%.

HIGH-DEMAND SERVICES FOR POTENTIAL BUYERS



Following the launch of New Alamein City and NAC, comes El Galala City at Ain Sokhna, which according to recent reports by the government is near completion and has already received many interests from the private sector with the likes of Tatweer Misr's IL Monte Galala residential project and with the admission opening this October for El Galala International University.

Soon after or during the same time, all expect the New Mansoura City to debut as well, the latest suburban city for Mansoura governorate and the entire Delta province. It too received its first Zahya project, courtesy of City Edge Developments, along with almost all governmental projects near completion; and per the Housing Ministry's official statement back in April, its university should be open for admission this fall. All new cities will require sometime for its inhabitants to adapt and to gain more popularity and as we move from one city to another until the big reveal, Invest-Gate will continue to assess the market and the demand and supply trends across each new city. So, stay tuned for more to come!





INVEST-GATE PRESENTS RECOVERY PATH POST-PANDEMIC

Invest-Gate's roundtables have bounced back after the harsh circumstances caused by the Coronavirus pandemic. Under its title "Real Estate Market Recovery Post Recent Gov't Decisions... Opportunities and Challenges" in cooperation with the Egyptian Businessmen's Association (EBA) on September 8, the roundtable focuses on the market's strategy to rebound after the gloomy repercussions of the pandemic. Additionally, it showcases the main factors contributing to boosting the performance of the real estate market in the near future.

The roundtable hosts prominent experts in the Egyptian real estate sector, aiming at presenting and exchanging visions and proposals to achieve market recovery, including moderator Fathallah Fawzi, Head of Construction Committee at the Egyptian Businessmen's Association (EBA), Khaled Abbas, Deputy Minister of Housing, Utilities, and Urban Communities for National Project, Mohamed Fouad, Invest-Gate's CEO, Hisham El Danasoury, CEO of Jumeirah Egypt Real Estate Investments, Nader Khozam, Chairman of Khozam Developments, Nehad Adel, CEO of KVRD, Waleed Mokhtar, CEO of Iwan Developments, Hisham Moussa, Managing Director of Redcon for Offices and Commercial Centers (ROCC), Ahmed Issa, CEO Retail Banking at Commercial International Bank (CIB), Basheer Mostafa, CEO of First Group Developments, Mohamed Banany, Managing Director of Real Estate Domain (RED), Alaa Fekry, Chairman of Beta Egypt for Urban Development, Asser Hamdy, Chairman of Orientals for Urban Development (OUD), and Tamer Erfan, CEO for Investment at Al Ahly Sabbour Development.

Invest-Gate's CEO Mohamed Fouad highlights the importance of such events for continuous cooperation with main market players, as well as governmental representatives, in a bid to achieve market revival, especially after the pandemic havoc. "Egypt's economy is amongst the top economies in the world standing tall against the pandemic, in addition, the real estate market has contributed to the economic stability status. Thus, it has become a serious need to address such changes, the government's steps to achieve more enhancements, and how the sector can move forward," he notes.

Additionally, Fathallah Fawzi, Head of Construction Committee at the EBA clarifies that the real estate market has experienced several difficulties due to the pandemic headwinds, which has pushed the real estate developers to depend on e-commerce to cope with the new conditions. Besides, he praises the late governmental decisions and their role in accomplishing more successes.

The roundtable's first session discusses the vitality of the recent real estate mortgage initiative for low- and middle-income, with a declining interest rate of 3% and an installment period of up to 30 years.

Waleed Mokhtar, CEO of Iwan Developments, stresses that the real estate developer should play his role, and banks should handle the clients' financing process. "The market will be better regulated if each player can stick to his own role," he says.

Mokhtar adds that more guarantees should be available to regulate the relationship between the real estate developer and the client, highlighting that one of the challenges facing the mortgage implementation is the client's income proof.

Ahmed Issa, CEO of Retail Banking at CIB, says, "The bank has cooperated with several real estate developers to ease the mortgage procedures on clients," adding, "A temporary legal structure has been created to guarantee the bank's rights in case of clients default, hoping that international mortgage lending standards would be applied to improve the registration and mortgage method."

Nader Khozam, chairman of Go Khozam Developments, calls for financing under-construction units. "The mortgage plan should include units that are under construction with the project land as a guarantee and given the developer's portfolio and value in the market." If achieved, Khozam believes, "This will further flourish the market and lessen the price burden on clients and ease capital on developers." However, Issa confirms that financing individuals on under-construction units will not happen to eliminate all mortgage risks.

In response, Asser Hamdy, chairman of OUD, suggests the possibility of financing projects that are 30% to 40% executed to solve the financing problem.

Tamer Erfan, CEO for Investment at Al Ahly Sabbour Developments, points out that the interest rate is high and calls for reform and simplified procedures to meet all market needs. "With the current interest rate, most of the clients eliminate the mortgage option and resort to the payment plans by developers," he comments.

The current mortgage finance plan remains limited to specific income brackets and complicated to some real estate developers, to which developers object. Hisham El Danasoury, CEO of Jumeirah Egypt Real Estate Investments, points out, "Mortgage initiatives are limited to certain units and categories. This could be expanded to include unit types with higher values and extend payment periods to facilitate the purchase process." Furthermore, Basheer Mostafa, CEO of First Group Developments, comments, "The mortgage system should be



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simplified. It often contradicts the developer's business strategy." "Banks should acquire some internal regulations to loan developers until the project launch following its 30% completion as directed by the presidency," he suggests.

Nehad Adel, CEO of KVRD, stresses the importance of mortgage in the current real estate market as it will inject more cash into it. Adel, also, calls for more facilities and ease of conditions. "Today, clients care less on interest rates but on installment plans," he comments.

Along the same lines, Hisham Moussa, managing director of Redcon for Offices and Commercial Centers (ROCC), explains that the 3%-initiative can be developed in accordance with the project and real estate developer, with different mechanisms.

Alaa Fekry, chairman of Beta Egypt for Urban Development, stresses that an organizational structure for the real estate sector should exist to define who is the developer. This will help achieve credibility for clients, and in turn, accomplish market revival through the mortgage.

Mohamed Banany, managing director of Real Estate Domain (RED), expresses his optimism about the coming period of the real estate market, due to the changes and new ideas in the sector, praising the Egyptian state's policy. He affirms his support to the president's directives about not to market any real estate projects unless 30% of the project is constructed to eliminate the sector's randomness, remarking that these procedures are followed in UAE and European Union which contributed to market revival.

The roundtable's second session discusses the presidential directive not to launch or market future projects prior to its 30% completion in the presence of Khaled Abbas, Deputy Minister of Housing, Utilities, and Urban Communities for National Projects.

Abbas confirms that the state is seeking to organize the real estate market amongst its three pillars; developers, customers, and the entity offering lands, in parallel with preserving the rights of these pillars.

He adds, "The state's decisions aim at speeding the construction rates in order to cover the



market gap, as the demand for the real estate market reaches 250,000 units yearly. Regarding the supply side, developers deliver around 15,000 units annually."

For his part, El Danasoury elaborates, "This is still a directive from the state, but it has not yet been translated into an implementation mechanism. We expect that the state will take time to study this matter in order to formulate the mechanism that is compatible with all parties."

In this regard, Mokhtar points out that the state has to pay attention to the existing contracts when developing a new mechanism since the implementation of the new decision will require developers to re-examine the feasibility of existing projects.

In the same vein, Khozam declares, "This directive must be implemented on several stages. One of the proposed mechanisms is that the developer commits to pay 30% of the price of the land." He further suggests, "In order to regulate the market and maximize profits, I suggest activating the participation between the private sector and the state in real estate projects, whether through the participation in assets, or revenues."

For his part, Adel points out the pivotal role of the real estate sector in the Egyptian economy, as 27% of Egyptians are involved in urban development during 2020. Moreover, he warns, "I am afraid that the implementation of this directive will reduce the real estate supply due to the developers' inability

to keep pace with new mechanisms, which may lead to a drop in the land price."

In the same context, Mostafa explains that sudden decisions could be anxious to the developer, especially that the real estate market is witnessing instability as a result of some changes, including the entry of unplanned projects, and the increase in the types of taxes imposed on the developer.

Additionally, Moussa comments that the state's directive raises the expectations bar of the end-user. Regarding the guarantee of consumer rights, he suggests using the developer rating as a guarantee that the project will be implemented and delivered to the consumer on its specified date.

Hamdy, chairman of OUD, agrees with Mostafa that the state's decisions should be expanded to be an inclusive system for all players. He further explains, "In return to the developers' commitment to finish 30% of the project, there must be guarantees that oblige the customer to pay the installments, in parallel with extending the payment period of the land price. Accordingly, the three pillars will abide by the rules.

Moreover, Fekry comments, "The presidential directive will have a positive impact, as it will accelerate the delivery of units. However, this will have a negative impact on sales."

Additionally, Erfan stresses that the market is negatively affected by the entry of novice or non-professional developers, pointing out that allowing developers to register the property unit before its completion will contribute to better regulation of the market.

The roundtable concludes with the real estate developers' optimism about the future of the real estate market, especially under the government's directives to achieve market flourishing and move forward in the urban development plan.

Real Estate Market Recovery After Recent Gov't Decisions... Opportunities and Challenges is sponsored by major real estate companies Jumeirah Egypt Real Estate Investments, Go Khozam Developments, and KVRD and its media partners include Al-Borsa, Daily News Egypt, and Hapi.



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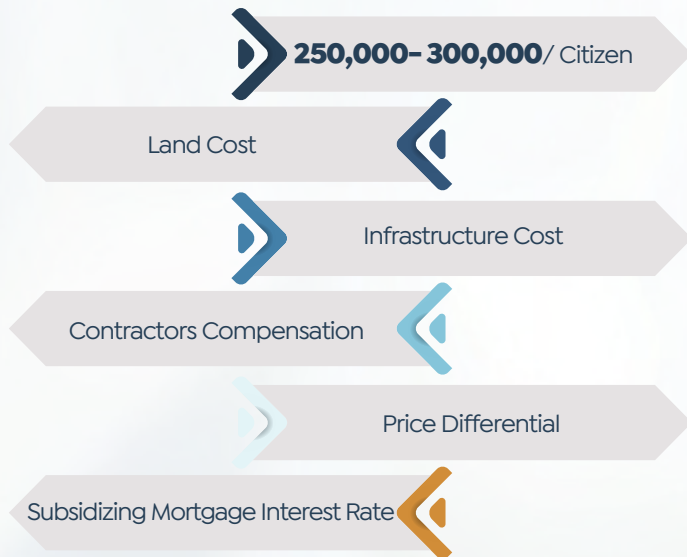
REAL ESTATE MARKET UPDATES

HOUSING MINISTRY STRATEGY

SOCIAL HOUSING PROGRAMS

Cash Support
 **5,000- 60,000/ Citizen**

Cashless Support



*Each Citizen Affords 40:50% of Total Unit Cost

MORTGAGE

Participating Institutions **30**
 (22 Banks & 8 Mortgage Companies)

No. of Beneficiaries
371,000

Investments
 EGP **38 bn**



New Presidential Initiative
3% Down Payment
 Installments over **30 Yrs**

Source: Ministry of Housing, Utilities & Urban Communities

NATIONAL HOUSING PLAN

Annual Population Density
2- 2.5 mn

Required Housing Units Annually
500,000- 600,000



Housing Shortage

2.5 mn (Until 2014)

Developing **152,000 Acres** in Unplanned Areas

No. of Executed Housing Units

Time Period
 1976- 2005

1.25 mn
 (42,000 Annually)

Time Period
 2005- 2014

383,000
 (48,000 Annually)

Time Period
 2014- 2021

1.5 mn
 (225,000 Annually)

230,000 Land Plots (1.7 mn Units)

120,000- 150,000 Available Units in Partnership with Private Sector

STRATEGIES TO FACE POPULATION DENSITY

Icon	Strategy	Units/Plots	Launch Date
	Social Housing Initiative	1 mn	2014
	Unplanned Areas Development Plan	250,000	2015
	Housing for All Egyptians Initiative	800,000	2021
	Executed Middle & Luxury Housing Projects	360,000 Units & 230,000 Land Plots (1.7 mn Units)	

PROGRESS OF EXECUTED PROJECTS



Target No. of Housing Units

2.24 mn

Time Period: by **2024**

No. of Executed & Underway Housing Units



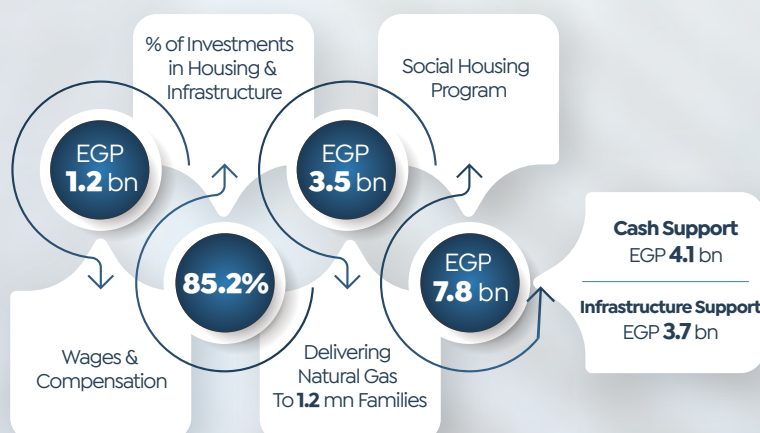
EXPENDITURE ON HOUSING SECTOR (EGP BN)



INVESTMENTS IN HOUSING SECTOR (EGP BN)



FY 2021/22 BUDGET ITEMS



HOUSING FOR ALL EGYPTIANS 2



Reservation Date

August 8-14: Special Needs

August 15- September 9: All Citizens

INCOME CATEGORIES

Low-Income



Middle-Income



UNITS FOR IMMEDIATE DELIVERY



Areas

75-90 m²



Location

Ismailia ,Minya ,Sharqiya ,Sohag ,Qena ,Alexandria ,Mounifya ,Kafr El- Sheikh ,Aswan ,Gharbiya ,Luxor ,Beheira ,Matrouh ,Fayoum ,Beni Suef ,Assiut ,Wadi Al Gaded ,North Sinai ,Damietta

Source: Cabinet ,NUCA ,Ministry of Finance & Ministry of Housing, Utilities & Urban Communities

NEW CITIES UPDATE

HOUSING MINISTRY'S PROGRESS IN NEW CITIES

 **East Cairo (10 New Cities)**
LOCATION

 Since **2014** Until Now
TIME PERIOD

 **EGP 111 bn**
TOTAL INVESTMENTS

 **EGP 97 bn (6 Cities)**
INVESTMENTS OF OLD GENERATION CITIES

 INVESTMENTS BREAKDOWN

EGP 62 bn in Housing Sector for 300,000 Units	EGP 18.5 bn in Road Networks	EGP 24.3 bn in Infrastructure Sector
EGP 6.5 bn in Services Sector for 618 Service Buildings		

INAUGURATED PROJECTS

 LOCATION	Badr	New Cairo	 67,000 (Housing for All Egyptians Initiative) NO. OF UNITS
	15 th of May	New Obour	

BADR CITY

 **2014- 2021**
TIME PERIOD

 **EGP 22.5 bn**
REHABILITATION INVESTMENTS

 INVESTMENTS BREAKDOWN

EGP 13 bn in Housing Sector for 72,000 Units	EGP 2 bn in Road Networks	EGP 6.5 bn in Infrastructure Sector	EGP 1 bn in Services Sector
--	-------------------------------------	---	---------------------------------------

NAC'S EMPLOYEES RESIDENCES

 **9,024**
NO. OF UNITS (PHASE I)


 **4,704**
NO. OF UNITS (PHASE II)

MIDDLE HOUSING PROJECTS

 **2,928**
NO. OF UNITS AT VARIOUS AREAS

SOCIAL HOUSING

 **3,720**
NO. OF UNITS AT 5TH & 7TH DISTRICTS (PHASE I)

 **14,400**
NO. OF UNITS AT 5TH & 7TH DISTRICTS (PHASE II)

 **17,804**
NO. OF UNITS AT VARIOUS AREAS

Source: NUCA & Ministry of Housing, Utilities & Urban Communities

15th OF MAY CITY

 **2014- 2021**
TIME PERIOD

 **EGP 7.8 bn**
REHABILITATION INVESTMENTS

 INVESTMENTS BREAKDOWN

EGP 5 bn in Housing Sector for 27,500 Units	EGP 300 mn in Services Sector for 30 Projects	EGP 2 bn in Infrastructure Projects for 36 Projects	EGP 500 mn in Road Networks for 21 Projects, with Total Length of 143 km
--	--	--	--

SOCIAL HOUSING

 **1,512**
NO. OF UNITS


DAR MISR

 **1,260**
NO. OF UNITS

NEW CAIRO

 **2014- 2021**
TIME PERIOD

 **EGP 28 bn**
REHABILITATION INVESTMENTS

 INVESTMENTS BREAKDOWN

EGP 14 bn in Housing Sector for 50,600 Units	EGP 7.5 bn in Road Networks	EGP 6 bn in Infrastructure Sector	EGP 500 mn in Services Sector for 23 Buildings
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JANNA

 **1,260**
NO. OF UNITS (PHASE I)

SAKAN MISR
(AL ANDALOUS)

 **1,920**
NO. OF UNITS
(PHASE I)

SAKAN MISR
(NORTHERN SOKHNA ROAD)

 **1,488**
NO. OF UNITS

NEW OBOUR CITY

 **2014- 2021**
TIME PERIOD

 **EGP 13 bn**
REHABILITATION INVESTMENTS

 INVESTMENTS BREAKDOWN

EGP 12 bn in Housing Sector for 58,400 Units	EGP 200 mn in Services Sector for 39 Projects	EGP 200 mn in Infrastructure Sector	EGP 600 mn in Road Networks for 140 km in Length
---	--	---	---

SOCIAL HOUSING

 **10,824**
NO. OF UNITS

SAKAN MISR (PHASE I)

 **696**
NO. OF UNITS

Private Real Estate Projects Update

NEW RESIDENTIAL PROJECTS

SCENE 7 (PHASE III)

Developer: Akam Developments



LOCATION
R7 District, NAC



AREA
40 Acres



INVESTMENTS
EGP **4.5 bn**



TARGET SALES (PHASE III)
EGP **890 mn**



TOTAL SALES
EGP **1 bn** (Phase I)
EGP **650 mn** (Phase II)

SUPPLY VOLUME

International & Local Sport Academies

Stadiums

Private Covered Halls

Sports Mall

Commercial Mall

Social Club

Swimming & Covered Pools

Gymnasium

Theatre

Art Workshops

NEW PROJECTS (NAME N/A)

Developer: Arabesque Development



LOCATION
New Cairo & NAC



TARGET SALES
EGP **1 bn+**

NEW COMMERCIAL PROJECTS

KANYON BUSINESS COMPLEX

Developer: Deyar Misr Properties (DMP)



LOCATION
Downtown, NAC



TOTAL SELLING AREA
12,000 m²



INVESTMENTS
EGP **300 mn**

SUPPLY VOLUME

Specialized Commercial & Administrative Building

Source: Developers' Official Statements

PAGODA BUSINESS COMPLEX (LAST PHASE)

Developer: Akadia Developments



LOCATION

Downtown, NAC



TOTAL AREA

2,144 m²



AREA (LAST PHASE)

1,100 m²



RECORDED SALES

EGP **380 mn**
(Since its Launch in March)



TARGET SALES

EGP **500 mn**
(in 2M)



EXCAVATION START DATE

June



CONSTRUCTIONS START DATE

End-August



DELIVERY DATE

End-**2023**

SUPPLY VOLUME

Ground & **10** Floors

2 Floors (Last Phase)

Medical Administrative Commercial Mall

TIFFANY BUSINESS PARK (PHASE I)

Developer: Pillarz Developments



LOCATION

MU23 Area, NAC



AREA

5,412 m²



TARGET SALES

EGP **500 mn**

SUPPLY VOLUME

Commercial Units

Units Area: **65 - 231 m²**

Medical Units

Units Area: **51 - 223 m²**

Administrative Units

Units Area: **51 - 223 m²**

Ground & **7** Floors

2 Garages

Restaurants

Landscape (**70%** of Area)

Central Air Conditioning

Security Services

Maintenance Services

Wi-Fi

Smart Ventilation System

Meeting Rooms

Source: Developers' Official Statements

ECONOMIC SNAPSHOT

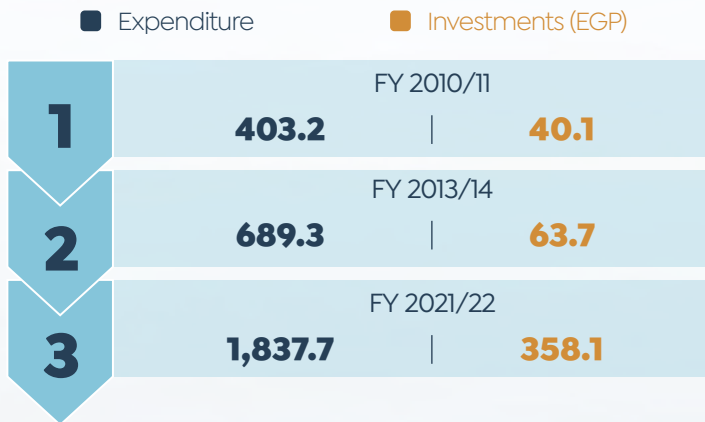
INTEREST RATES

Overnight Deposit Rate	8.25%
Overnight Lending Rate	9.25%
Rate of Main Operation	8.75%
Discount Rate	8.75%

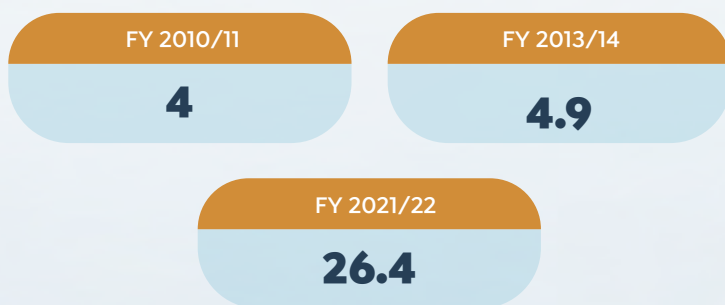
* MPC Meeting was Held on August 5

FY 2021/22 BUDGET

INVESTMENTS & EXPENDITURE (EGP BN)



INVESTMENTS ON HEALTH SECTOR (EGP BN)



* EGP 3 bn To Purchase Vaccines Since its Offering
 * Open Budget for Health Sector To Combat Coronavirus & Provide Vaccines

EXPENDITURE ON SOCIAL SUPPORT (EGP BN)



ANNUAL HEADLINE INFLATION

JUNE: 4.9% ↑ JULY: 5.4%

NET INTERNATIONAL RESERVES (USD BN)

JUNE: 40.58 ↑ JULY: 40.61

PURCHASING MANAGERS' INDEX (PMI)

JUNE: 49.9 ↓ JULY: 49.1

EXCHANGE RATES

GBP USD EUR

Period	GBP	USD	EUR
04-08 July	18.67	15.75	21.78
11-15 July	18.65	15.76	21.85
18-22 July	18.6	15.76	21.71
25-29 July	18.62	15.76	21.82
01-05 Aug	18.72	15.77	21.94

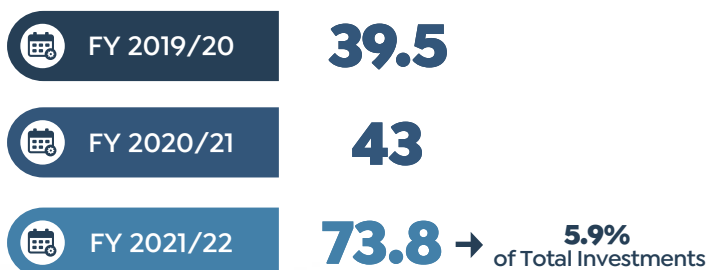
CAPITAL MARKET INDICATORS

EGX 30 EGX 70 EWI EGX 100 EWI

Date	EGX 30	EGX 70 EWI	EGX 100 EWI
08 JULY	10,185	2,320	3,254
15 JULY	10,561	2,475	3,429
22 JULY	10,647	2,509	3,469
29 JULY	10,742	2,764	3,742
05 AUG	10,723	2,824	3,805

Source: Central Bank of Egypt (CBE), Cabinet, Ministry of Finance, Central Agency for Public Mobilization & Statistics (CAPMAS), IHS Markit & EGX

AGRICULTURE INVESTMENTS (EGP BN)



EXPENDITURE ON EDUCATION SECTOR (EGP BN)



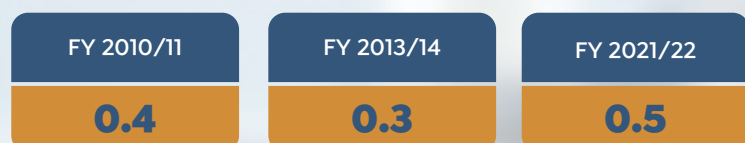
INVESTMENTS ON EDUCATION SECTOR (EGP BN)



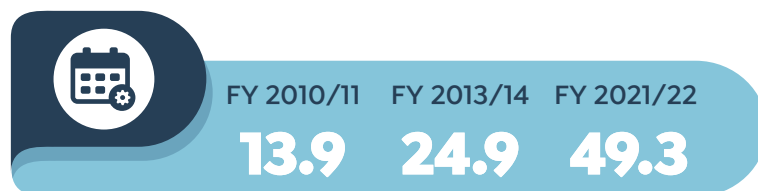
EXPENDITURE ON ENVIRONMENTAL PROTECTION (EGP BN)



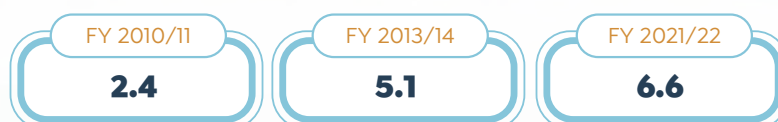
INVESTMENTS ON ENVIRONMENTAL PROTECTION (EGP BN)



EXPENDITURE ON YOUTH, CULTURE & RELIGIOUS ISSUES (EGP BN)



INVESTMENTS ON YOUTH, CULTURE & RELIGIOUS ISSUES (EGP BN)



EXPENDITURE ON PUBLIC SERVICES (EGP BN)



INVESTMENTS ON PUBLIC SERVICES (EGP BN)



EXPENDITURE ON ECONOMIC AFFAIRES (EGP BN)



INVESTMENTS OF ECONOMIC AFFAIRES (EGP BN)



FOR ACCESS TO FURTHER
IN-DEPTH ANALYSIS
PLEASE SCAN



CUSTOMER CENTRICITY CULTURE

IN REAL ESTATE

Being selected within the 300CX Group and awarded “The Eagle of Real Estate” title by the Dubai 2030, real estate marketing and CX guru Dr. Nour El Deen Reda El Serougy goes beyond real estate digital marketing to introduces us to customer experience CX and customer centricity culture.



For long time you have been talking about the relationship between the customer experience in the real estate industry at large and real estate marketing specifically. Can you tell us more about the customer experience concept ?

Customer experience, which is also known as CX, is your customers' holistic perception of their experience with your business or brand. CX is the result of every interaction a customer has with your business, from navigating through your marketing communication to customer service and receiving the product/service they purchased from you. It's more of a culture that is integrated within your business ecosystem; to simplify: "What's good for customer, is good for business."

What is the difference between Customer Experience and Customer service?

Customer service is probably a more familiar term – it's also the more narrowly scoped of the two. Customer service is the assistance and advice provided to a customer for your product or service as needed. Meanwhile customer experience, or CX, refers to the broader customer journey across the organization and includes every interaction between the customer and the business.

The key difference between customer service and customer experience is that customer experience involves the whole customer journey, including customer service.

Customer service is limited to the interactions a customer has when seeking advice or assistance on a product or service. Understanding the customer experience, on the other hand, can involve analyzing data from non-customer-facing teams, contributing to a customer's overall experience with a product or service.

Why is customer experience important for your real estate business, from your point of view?

Your behavior as a real estate company in terms of your processes, policies and culture impacts how customers perceive your brand and whether they'll keep coming back or not. This makes a top customer experience vital to your success; we are addressing here the experience your customer gets online and offline.

PwC (PricewaterhouseCoopers) also indicates that:

- 73% of all people point to customer experience as an important factor in their purchasing decisions

- 43% of all consumers would pay more for greater convenience
- 42% would pay more for a friendly, welcoming experience

A great customer experience offers several benefits to your business:

- Customer loyalty increases
- Customer satisfaction improves
- Improved word-of-mouth marketing, positive reviews, and referrals

How can we adopt the customer experience culture within the real estate companies?

It's very simple and easy if the management is really going to support adopting the culture itself as it's a whole process of transformation that will definitely have an impact on both direct and indirect ROI. The customer experience culture has eight disciplines, five external drivers, and three Internal enablers.

The External drivers include: customer insight, customer foresight, competitor insight, competitor foresight, and peripheral vision. Whereas the internal enablers are empowerment, cross functional collaboration, and strategic alignment.

Breaking them down to make it more understandable, a customer insight refers to the extent, to which the company can examine, understand, and act upon its current needs and aspirations. On the other hand, a customer foresight shows to which extend the company can act upon its potential customer's needs and opportunities.

A competitor insight is how the company can act upon its competitors' strengths and weakness, whereas a competitor foresight is how the company will act upon new competitors' entrance. Finally, the peripheral vision is the larger environment overview that will affect the industry as well.

Now on the internal enablers, empowerment is eliminating micro-management and empowering employees as it gives them the power and responsibility to take actions for the customers without the explicit approval of their management. Cross functional collaboration is how employees interact and share information between departments and finally a strategic alignment is how each and every employee understands and work upon the company's objectives and strategic direction.



“IGI REAL ESTATE” SIGNS WITH “SOLID CONSTRUCTION” FOR “ASHGAR CITY’S” PHASE II

IGI Real Estate, one of the leading real estate pioneers in Egypt, has recently signed with Solid Construction for the construction works of the second phase of Ashgar City in 6th of October City, as part of IGI Real Estate's keenness to speed the project's construction pace within the set timeline and deliver units in this phase.

IGI Real Estate has made it its mission to adopt the latest technologies and reach the best quality in line with the company's strategy, through partnering and signing with specialized entities which in turn assists in IGI Real Estate's continued support to the government's efforts in urbanizing and developing new cities.

Khaled Sheta, Chairman of IGI Real Estate, revealed that the company has doubled its construction work during the current year to fulfill the increasing demand for the new phases of its projects, “which achieved a high sales record in a short period of time,” he confirmed. “The real estate sector has recently improved, thanks to the suspension of the pandemic's precautionary measures and the vaccination spread, which contributed to flourishing the real estate sales,” he commented.

Sherif Mostafa, Managing Director of IGI Real Estate, affirmed that the reason behind selecting Solid Construction is its accordance with the criteria set by IGI Real Estate in selecting construction companies. “These criteria include the company's experience, previous work, implementing projects according to international standards, and its commitment to schedules and deadlines,” he said.

Moreover, Mostafa remarked that IGI Real Estate had earlier assigned the consultancy and project management of Ashgar City to Pinnacle-TBH, one of the largest companies in this field locally and globally, highlighting that IGI Real Estate looks for investment opportunities in the real estate sector, “which will be announced in the upcoming period to Ashgar City's clients,” he confirmed.

For his part, Karim Fawzy, Chairman and CEO of Solid Construction, commented, “We are pleased to cooperate with IGI Real Estate and

execute Ashgar City construction works for phase 2. IGI Real Estate is a distinguished developer with achievements over the past 27 years reflected in its successful projects and delivery of thousands of residential units to clients in various projects such as Hayy Al Ashgar, Gardenia Park, Gardenia Park II, Gardenia Springs, Ashgar Heights, and Ashgar City.”

Fawzy further stressed, “Cooperating with IGI Real Estate is a new addition to Solid's business record, which includes many successful urban projects, and we promise to provide the best construction quality in accordance with the latest technological systems.”

Ashgar City is located in 6th of October City and offers various residential unit types ranging from ground-floor apartments with private gardens to rooftop terrace units and duplexes. Ashgar City's 4,300 units not only offer a variety of designs, but also a variety of sizes from 80 to 236 sqm with a total of 2,000 sold units which have either been delivered or are currently being executed. The project is strategically located amid an intersection of main roads such as Wahat Road, Ring Road, Dahshur Road and Fayoum Road, making it adjacent to major shopping malls and reputable universities, and assuring privacy and safety, whilst being close enough to everyday needs.

Cementing its footprint in the local real estate scene since 1994, IGI Real Estate's legacy can be witnessed throughout its various projects, with a total land bank exceeding 2.5 million sqm, that cater and appeal to clients' different needs and budgets. This is evident through its 20,000 inhabitants in its current projects: Gardenia Park, Gardenia Park II, Gardenia Springs, Hayy Al Ashgar, Ashgar Heights and Ashgar City.

It is noteworthy that IGI Real Estate is one of the companies emanating from the International Holding Company for Financial Investments (IGI). IGI Holding was established in 1973 and is one of the leading private sector companies that has heavily contributed to various sectors including steel manufacturing, construction, petroleum, petrochemical and industrial sectors in addition to consumer goods trade, agricultural activities, food, cosmetics, electronics and communications.

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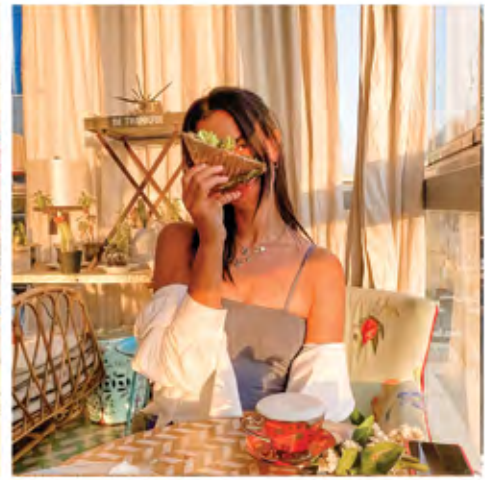
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FOR THE FIRST TIME IN THE NEW ADMINISTRATIVE CAPITAL THE 100/100 INITIATIVE FROM MARGINS DEVELOPMENTS PAY ONLY 1 % FROM UNIT PRICE OVER 100 MONTHS

After successfully selling 80 % of the project and with the launch of the third and final phase of "Zia Business Complex, Margins Developments launched the 100/100 initiative to facilitate investment in the New Administrative Capital.

Margins Developments has developed a smart payment plan offered for the first time in the Administrative Capital; payment of 1 % of total unit price per month for a period of 100 months without interest, down payment, yearly bulk payments or delivery payment, after the success of selling 80 % of the project.

Margins Development aimed with this initiative to offer clients who are interested to invest in the New Administrative Capital an easy and affordable payment term. This initiative also comes in line with the Governmental plan to support project development and fourth-generation cities, especially the New Administrative Capital.

"Zia Business Complex" is a mixed-use development (commercial, administrative & medical units) in the Down Town of the New Administrative Capital with direct views of Down Town Square, the Iconic tower and the Green River. "Zia Business Complex" is also characterized by providing a healthy and intellectual work environment that brings a great return to investors and its employees, and the building consists of the following:

Two underground floors: Parking, electrical car charging spots and storage areas.

Ground and first floors: shops, restaurants and cafes with areas starting from 40 m²

The second and third floors: medical units with areas starting from 25 square meters.

Fifth to ninth floors: administrative units with areas starting from 40 m².

The tenth floor and the roof: Amenities & facilities floor provided to the building, gym, healthy eating restaurant, meeting rooms, track for walking and many other services

"Zia Business Complex" is the first building to pursue the WELL Building Certificate in the New Administrative Capital, WELL is a certificate approved by IWBI, and specific standards must be provided in the building to obtain this certificate such as air, light, sound, water, comfort, mind, and fitness, and this ensures the balance Between these elements to ensure that the space reflects the needs of each person while adhering to organizational standards, without compromising the aesthetics of the design.

Zia

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FROM
TOTAL PRICE

ZERO

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