

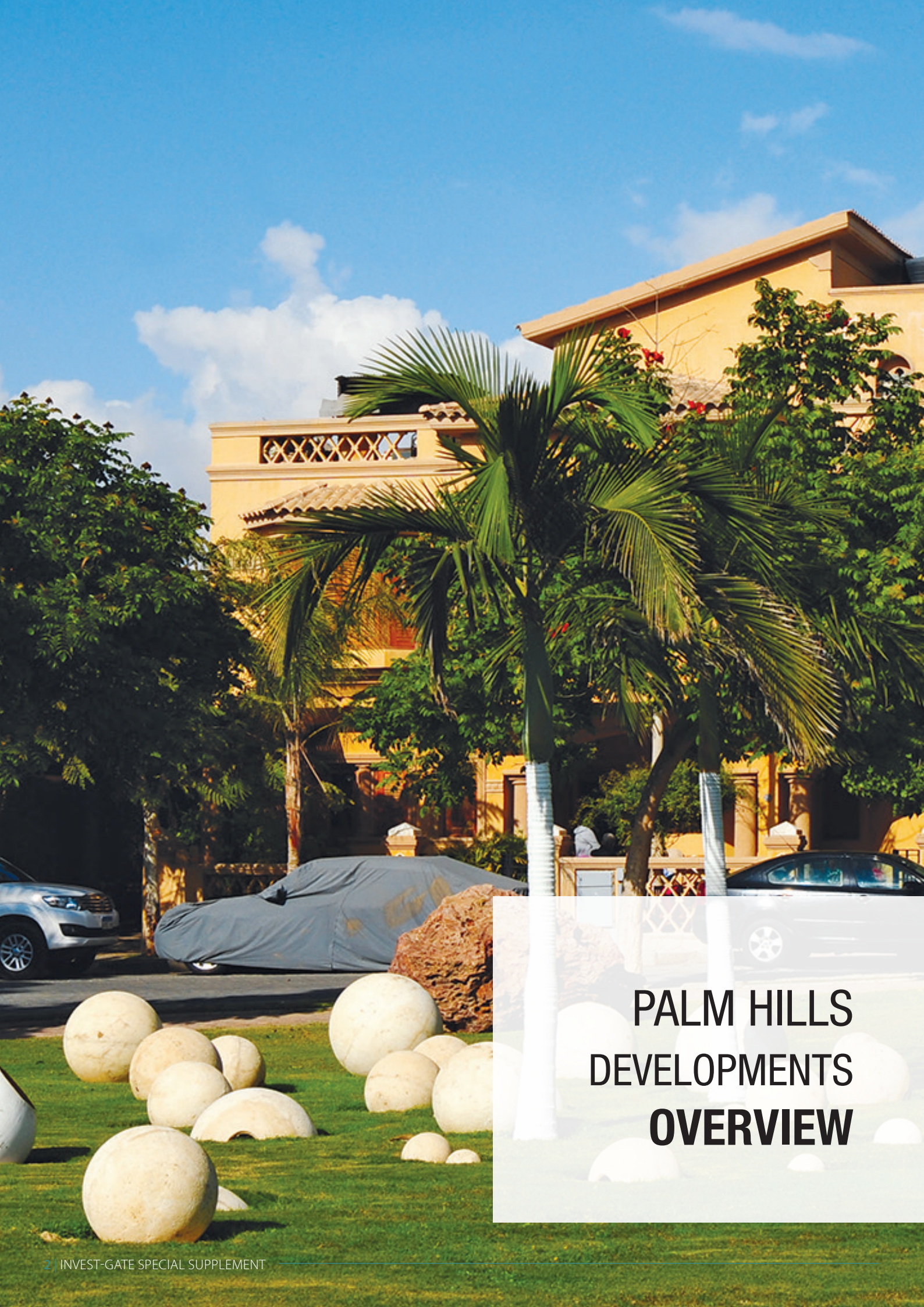
INVESTIGATE

THE VOICE OF REAL ESTATE



PALM HILLS
DEVELOPMENTS

**A LEADING REAL ESTATE
ICON IN EGYPT**



PALM HILLS DEVELOPMENTS OVERVIEW



“Building communities”, “innovative techniques”, “live the dream”, “paradise on earth”... catchy headlines and marketing slogans that we have heard and followed in recent years as developers across the real estate market eagerly sell projects, build houses, and seize pristine locations- one after the other- all over Egypt. Yet one developer stands out, Egypt’s real estate giant Palm Hills Developments, one developer that others aspire to be.

Palm Hills Developments remains to be the region’s most influential developer, delivering premium quality projects with the highest possible return on investment for shareholders and clients alike.

Real estate agents always advise their clients to choose a unit according to its location... Palm Hills Developments not only provides the location, but also a quality of life that became its signature over the years with a portfolio of over 29 residential projects across Egypt’s most sought-after destinations. Whether you’re on the hunt for a first home, second home, or commercial projects, Palm Hills Developments is your starting point and evidently will become your developer of choice for life.

EGYPT'S REAL ESTATE ICON

Most real estate developers will brag about the brand, the vision, the belief, and the expertise. But when Palm Hills Developments comes into play, it demonstrates the great value for money with innovation, space, designs, location, and most importantly, sustainable quality.

In line with international standards, Palm Hills Developments competes in a market with rising expectations, offering higher quality residential solutions in tune with the needs and desires of its target markets. As such, the company delivers on its promise of enhancing lifestyles at various social and income levels, through a combination of industry-leading services and expertise. Palm Hills Developments takes pride in its team of in-house experts, as well as its partnerships

with leaders in every category, from architecture to property management.

Whether it is a philanthropic initiative or an exclusive members-only club, Palm Hills Developments delivers outstanding, sustainable and value-driven solutions in each category of its operation. Its clientele are guaranteed that their choice of property partner will be a source of security in the future, since a Palm Hills investment guarantees sound returns.

Palm Hills Developments' diversified portfolio of existing projects has over 13,000+ residents, who are enjoying the quality and facilities like that of Palm Hills October.







PALM HILLS OCTOBER

Palm Hills October is the company's first project, spanning 2 million square meters, the flagship project offers a full-range of housing options, including luxurious villas, town and twin houses surrounded by beautifully landscaped lawns and gardens, impeccably tree lined streets, and plenty of green areas. Amenities in this high end compound include a sprawling 27-hole golf course designed by the internationally acclaimed Nicklaus Design. With plenty of activities to pick from and services to enjoy, Palm Hills October is home to an idyllic fusion of urban professionals, young and trendy couples, and families, all of which have called this community home for many years. Palm Hills Club is another special feature available at the compound for all its residents, as it comprises of many sports academies spanning 8 square kilometers.



15,026

Units by the
end of 2017.



FIRST HOMES

3,030

units in 2017.



SECONDARY HOMES





WE SET THE RECORD STRAIGHT

Palm Hills Developments' iconic status in the Egyptian real estate market does not come from a vacuum; it stems from a long history of excellent activation with an admirable land bank and a high-quality portfolio of over 29 projects spanning over Cairo, the Red Sea, and the North Coast. Palm Hills Developments has fulfilled its promises with punctuality and accuracy for all its clients and continues to exceed clients' expectations and raise the bar in the real estate market with every new launch.

Palm Hills Developments is always shifting perceptions of quality and standards and elevating the Egyptian real estate industry to fit international standards. This real estate icon believes in the creative approach in its business, not only through innovative solutions for common problems, but also through artistic expression to enhance all its offerings. Palm Hills Developments is dedicated to capitalizing on its unequivocal commitment to quality as it defines the new Egypt.



HERE IS WHY

Unlike any other developer, Palm Hills Developments holds the largest land bank in Egypt with 41 square meters; and a wide range of residential projects of over 13 completed projects, 4,879 delivered units, and a number of commercial projects, including Palm Valley Mall, Palm Central Office Building in West Cairo, VGK Mall in East Cairo, Lakeyard in North Coast, Hale Town in Pam Hills October, The Lane, and Street 88 in Palm Hills October. As stated, these wide range of projects span across Egypt's most popular destinations and caters to all needs.



AN UNBEATABLE MARK IN INNOVATION

Palm Hills Developments represents unbeatable competition when it comes to its innovative techniques, characterizing all its projects. The real estate giant started out by teaming up with internationally acclaimed designers and architects, including Arch. Shehab A Mazhar, SWA, and ASAP (AS + P Albert Speer + Partner).

Named one of the founding members of Palm Hills Developments, **ARCH. SHEHAB A. MAZHAR**, was the company's Chief Executive Officer for Engineering. During his position, he oversaw all of the firm's projects and possessed a wealth of knowledge and deep understanding of the local market's needs. As evidenced by the immense popularity of Palm Hills' communities, his timeless designs

are simply tailored to clients' needs, while deeply respecting the surrounding natural environment and human impact. He has also served as a member of the Board of Directors from January 2005 to December 2017.

Furthermore, Palm Hills Development partnered with **SWA** to create vibrant places that are at once ecologically resilient, aesthetically compelling and socially beneficial, reflecting a sensibility both pragmatic and imaginative, uniting beauty with purpose in the natural and built environments. SWA is a landscape architecture, urban design and planning firm, with a network of seven studios worldwide. SWA worked on major global projects around the world in Japan, China, Brazil, UK, Canada Russia and many more and one of their







major projects other than Badya was the landscaping and softscaping of Burj Khalifa in Dubai. Along with SWA, Palm Hills Developments chose ASAP: AS+P Albert Speer + Partner, to develop its commercial and retail projects, highlighting creativity. The internationally acclaimed ASAP includes a team of 200 architects and urban planners, landscape architects and transport engineers to develop and plan projects of all sizes, from regional planning to small architectural details with support from geographers, interior designers, and project managers.

Palm Hills Developments perfected its projects with another level of innovation and presented its E-Compound feature, adapting the quality management system (QMS) complying with ISO 9001:2008 requirements to guarantee the level of the service provisioning to the customers and have implemented end-to-end Fiber-To-The-Home (FTTH) advanced technology solutions providing state-of-the-art Triple-Play services. This unique department plays a vital

role in providing state-of-the-art technology services with a unique living experience, according to a predetermined Service Level Agreement that achieve Palm Hills customers' satisfaction. E-Compound services include: **EXTREME TV+, WHOLE HOME DVR, SUPERFAST NET+, INTERCOM+, AS WELL AS INTELLIGENT SERVICES+.**

Furthermore, in its constant push for customer ease and satisfaction, Palm Hills Developments launched I-Community, the leading and latest APP for gated communities allowing residents easy access to Palm Hills' updates, engagement with neighbors, surrounding activities, outlets and eateries, maintenance services, and/or issue reporting.

Palm Hills Developments' recent ventures include Badya, The Crown, Capital Gardens, Palm Hills New Cairo in Greater Cairo, and Hacienda West on Egypt's North Coast. And those are not "just other" real estate projects; each one represents something different and features something special. So Let's Explore...

BADYA

“THE CREATIVE CITY”

Known as the “3000-Acre-Marvel”, Badya stands to be one of the iconic developments in modern Cairo, enticing innovative techniques and modern living. Nicknamed “The Creative City” in Egypt, Africa, and the Middle East, Badya is “revolutionary to the Egyptian real estate market,” announced PHD Chairman Yassin Mansour.

Badya introduces technology-assisted living homes, proving once again that Palm Hills Developments is a pioneer in the real estate.

Located in 6th October City, Badya’s unique concept is entirely focused on “practicality” and “innovation” to provide a distinctive lifestyle. The project’s first phase promises, aside from massive greenery for a healthy living, unmatched luxury and security to all its residents through face-recognition, self-driving public transportation vehicles, and an application where residential shoppers can use to pay electronically. And that’s only some of its features!

Badya consists of six fully integrated and independent districts with an international university, a country club and a mall surrounded by greenery and plenty of open spaces, in addition to green promenades between houses and streets equipped with bicycle lanes. Palm Hills Developments is set to deliver the first phase of the project within five years and the whole project in 12 years.

Its “5,10,15 Urban Planning Rule” is developed by SWA for an easy access to the everyday needs through a five-minute

walk for you daily needs, 10 minute walk for your weekly needs, and a 15 minutes’ walk for your monthly needs... all having easy access to shops, schools shopping hubs, community centers, sports clubs, health centers, parks, and general hospitals.

Badya features highly accessible pedestrian zones, easily attainable from every residential neighborhood. Central routes will be built, the arteries for the ‘heart’. They feature quality outdoor shopping outlets of various kinds, a range of gastronomical options along with a host of varied facilities to satisfy a spectrum of dreams and wishes.

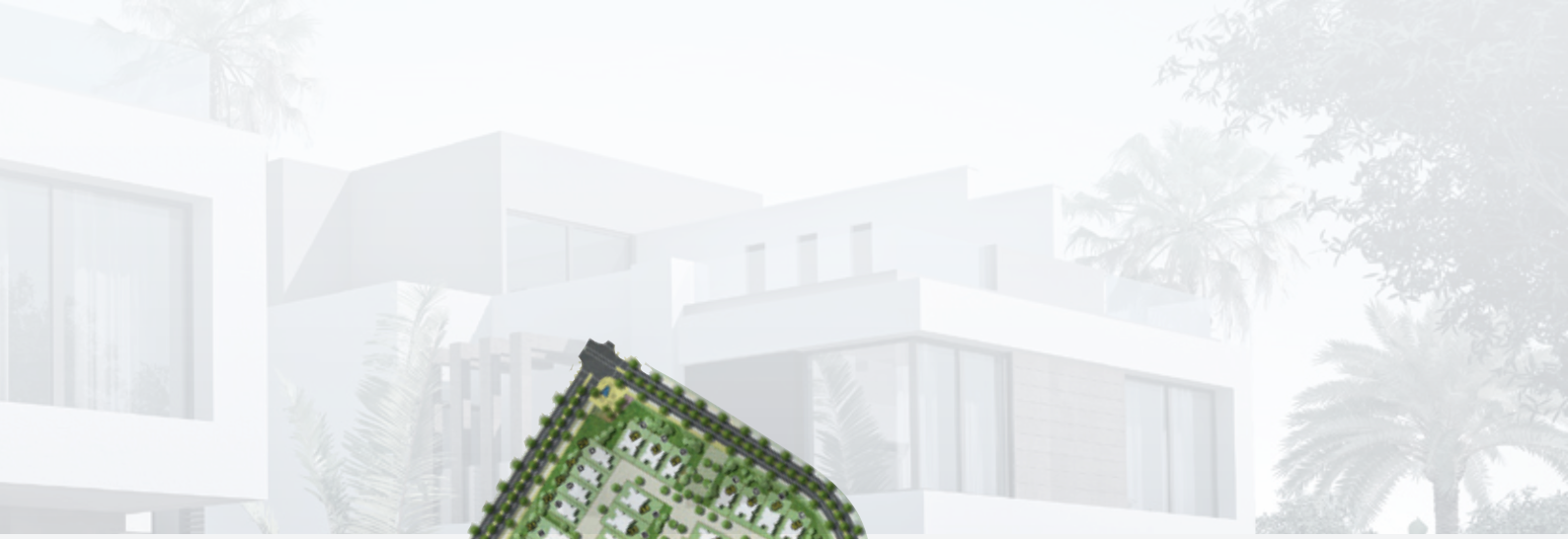
The conceptual design of Badya residences is characterized by massive greenery. 95% of its population is to live two minutes away from its parks. This feature greatly enhances the quality of life within the development due to the high quality green living environment, the positive effects of the green on the microclimate, community interaction through the open spaces, and direct access to leisure and sportive facilities.

Badya’s highlighted feature is “Green Ventilation”, providing a natural cooling effect for the local microclimate. To uplift residents’ satisfaction, Palm Hills Developments has launched I-community, the leading and latest APP for gated communities, allowing easy access to Palm Hills Developments updates, engaging with neighbors, discovering surrounding activities, outlets and eateries, request maintenance services or reporting any issues you may feel need reporting.

The project is a partnership between Palm Hills Developments and the Egyptian Ministry of Housing, Utilities and Urban Development and was launched back in May 2018.



| **Badyã** |
THE CREATIVE CITY



PROJECT KEY FACTS

Land Area	12.6 mn sqm
Total Built Up Area	7.2 mn sqm
Total No. of Units	34,494
Type of Units	All Types

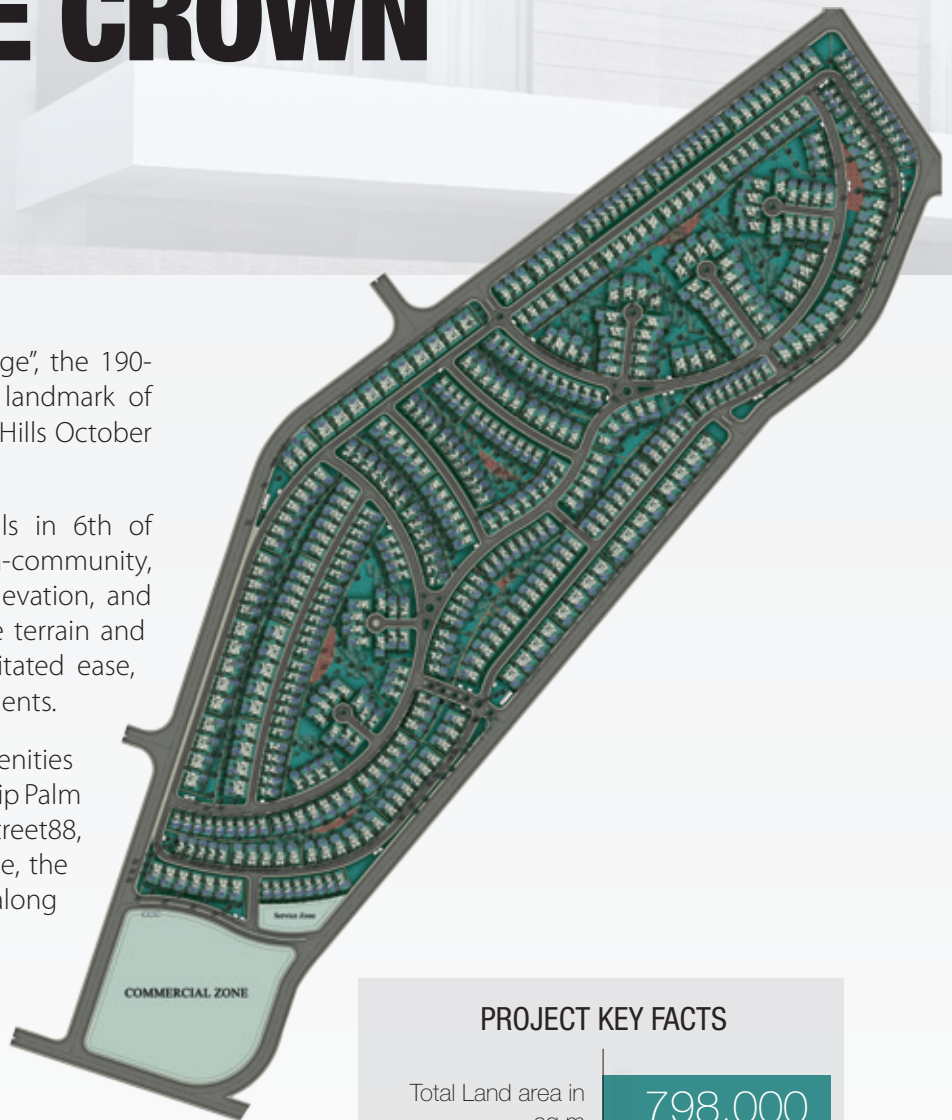


THE CROWN

Described as the “ground-breaking heritage”, the 190-acre project, The Crown, is yet another landmark of Palm Hills Developments within the Palm Hills October premises, in West Cairo.

Palm Hills Developments crowns its hills in 6th of October City with its last gem of a 658 villa-community, featuring undulating views with every elevation, and a lavish scenery boasted over 80% of the terrain and 8% of a commercial component of facilitated ease, convenience, and comfort to all its residents.

The Crown residents are to enjoy all amenities available at Palm Hills Developments flagship Palm Hills October, including Palm Hills Club, Street88, Signature Golf Course, The Bear Clubhouse, the gym, the international sports academies, along with the upcoming Office 8.



PROJECT KEY FACTS

Total Land area in sq m

798,000

Total Build up area in sq m

266,000

Number of units

690

Type of Units

Standalone

THE
CROWN
SITE LOCATION

CAPITAL GARDENS

Join the exclusive community with a peace-of-mind at Capital Gardens, New Cairo, specifically designed towards your wellbeing, comfort, and security offered on 103 acres of land and 2,500 homes. Capital Gardens has a built-up area of 21% of the total project's area, with 79% dedicated to gardens, parks, and pedestrian walkways, not only to enhance the scenery, but to create a better climate and breathing spaces for its residents as well.

Utilizing a modern design style with the functionality of space intertwined with the surrounding natural environment, Capital Gardens promises "a residential resort" in the heart of New Cairo.



Capital Gardens is located at Sarai, a mixed-use and well-integrated urban community, designed for total harmony in all aspects, interweaving greenery, retail and entertainment, and commercial and administrative spaces along with residential units to make for a self-sufficient neighboring locale.



PROJECT KEY FACTS

Land Area 434ksqm

Total Built Up Area 494ksqm

Type of Units Apartments

Project Launch Date 4Q2015



PALM HILLS NEW CAIRO



With its benchmark Palm Hills October project, the property giant reflects its residential living of the west to east Cairo, capitalizing on its thriving community and majestic landscape, water features, state-of-the-art facilities, and luxurious amenities.

Palm Hills New Cairo is no different, yet sets itself apart with its 500 acres of undulating views and varied landscapes. Residents will find ridges, wooden trails, a second to none breath-taking quarry, cliffs, lakes, botanical gardens, pocket parks, children's playgrounds, and much more; all geared towards a healthier, outdoorsy lifestyle.

This is a mixed-use community, providing

balance and diversity between housing types, natural backdrops, commercial services, and recreational amenities for its residents and nearby visitors, all featuring sustainable designs that utilize natural energy and the latest water conservation methods.

Palm Hills New Cairo features Mazhar's signature designs, merging the man-made modernity with nature to offer a range of styles and homes; each boasting spectacular views and unique territorial perks. His designs also allow maximum natural light penetration, infusing positive energy throughout the entire area, and creating aesthetically captivating in-house courtyards through open-space

and inviting designs. Palm Hills New Cairo gives paramount attention to ensuring the safety, security and wellbeing of all its residents and that's where SWA came into play, ensuring the most visually aesthetic designs whilst also protecting the natural environment in the process.



PROJECT KEY FACTS

Land Area	2.1 mn <small>sqm</small>
Total Build up area in sq m	1.03
Total No. of Units	4,588
Type of Units	Apartments & villas
Project Launch Date	4Q2016

**PALM HILLS
newcairo**

LUXURY APARTMENTS

HACIENDA WEST

The “Boutique Exotique”, Hacienda West, offers its residents the unmatched fully-serviced boutique experience, featuring a wide range of customized services from 24/7 housekeeping, to breakfast in bed. Imagine literally living at a seven-star hotel!

Services are beyond reach at Hacienda West, including a fully serviced beach on the picturesque seashores of Egypt’s North Coast.

Hacienda West is an exclusive resort compound on a 411-meter-coastline at Ras El-Hekma, offering a fully integrated community with high-end services and truly authentic setting.



PROJECT KEY FACTS

Land Area	585ksqm
Total Built Up Area	145ksqm
Total No. of Units	812
Type of Units	Villas/Chalets/ Cabanas
Project Launch Date	2Q2017

HACIENDAWEST
a boutique
DEVELOPMENT

GIVING BACK

Besides caring for a modern urban development and enhancing lifestyle and wellbeing through its upscale projects, Palm Hills Developments deliberately utilizes its active CSR arm to redevelop the livelihood of the less fortunate, namely villages in Upper Egypt and Delta. The developers' main goal is to transform these places to sustainable communities flourishing with life and grant them the opportunity for a brighter future.

Whether housing, creating job opportunities, implementing drainage and irrigation systems, or rebuilding in the wake of a natural disaster, Palm Hills Developments is there to support, aid, and facilitate the path to a higher standard of living for the less fortunate.

"Our honor and commitment to lay our expertise to those in need for the good of all and it is this drive that keeps us building on"- Palm Hills Developments



2018 HIGHLIGHTS

In cooperation with the Orman Charity Association and under the supervision of the Ministry of Social Solidarity, PHD finalized the second phase of the development of 10 underprivileged villages among distinct governments across Egypt, mainly in Fayyoun, Beni Suef, Menya, and Aswan.

PHD Chairman Yassin Mansour said, "It is a delight to bring joy to the hearts of our people." PHD is currently reconstructing over 300 residential units in these villages. "Our participation in financing the rehabilitation of needy villages is part of our collective responsibility towards Egypt," Mansour continued.

Through the signing of a cooperation protocol between Orman and Palm Hills Developments, under the auspices of the Ministry of Social Solidarity as part of the Decent Housing "Sakan Kareem" Initiative for the reconstruction of 100 villages in 2018 until 2022 with a total cost of EGP 250mn, both partners succeeded in finalizing the first phase. This initial phase includes 11 villages with a total of 280 houses in the governorates of Sohag, Sharqia, and Aswan.

The development scheme includes the provision of water and electricity through house connections, plastering works, and flooring installations, as well as, applying wooden roofs with a light layer of concrete, installation of wooden doors and windows, plumbing works, interior and exterior painting and other basic requirements for the house.

Furthermore, Palm Hills Developments signed a three-year protocol with the Ministry of Solidarity to target 40 villages a year. Under the protocol, 10 villages are to be delivered every quarter.



2017 HIGHLIGHTS

Back in 2017, Palm Hills Developments helped enhance the livelihood of many through launching a number of initiatives.

In Minya, the developer revamped a primary school and rebuilt 19 houses in Menshiet Azhry Village. The initiatives also included equipping two rooms in Maghagha Hospital with kidney dialysis, and intensive care rooms and machines.

The developer also launched in the same city recurring income projects including 15 mini craft projects, and 35 breeding projects of sheep and chicken.

As for Beni Suef, Palm Hills Developments rebuilt three houses and revamped a Youth Center in Menshiet Taher Village, in addition to offering an educational class for the uneducated. The initiatives also included two Ophthalmology convoys with full medical check-ups on the eyes and surgery if needed, as well as eyeglasses for those in need.

The developer also provided recurring income projects including 172 green houses, and a breeding project consisting of 100 cattle.

An overall medical convoy was also offered and included services such as internal medicine, pediatrics, otolaryngology, urology, orthopedic, and gynecology. Another convoy related

to Virus C was launched in Menshiet Azhry and Menshiet Taher Villages to clear the villages of the deadly virus.





PALM HILLS
DEVELOPMENTS

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