

REAL ESTATE NEWS REPORTING & ANALYSIS

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INVESTIGATE

THE VOICE OF REAL ESTATE



ROYAL ROOYAL

Building Communities

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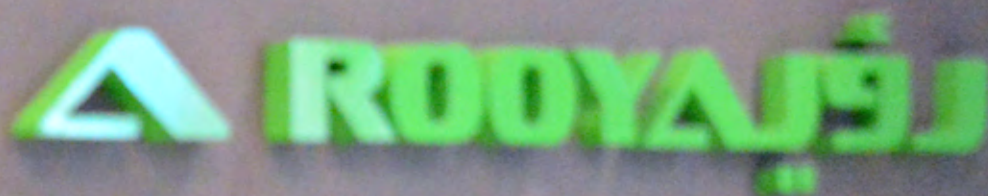
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INTRODUCTION

“Building Communities is the key factor to achieve an unprecedented success in the real estate market,” with this clear vision Rooya Group manages and promotes its mega projects that spread all around Egypt, creating a vibrant and satisfying lifestyle in a harmonious community while providing top-notch facilities and services.

To Rooya Group, the community comes first before developing the project itself, aiming to retain its unique value proposition and create an unbreakable bond with its clients, who aspire to live in an integrated community that embraces life and values their choices.





MEET THE MASTER BEHIND THE MASTERPIECES

“Actions speak louder than words,” so they say and to Rooya Group “Building Communities” is not its selling catchphrase or slogan but in fact a reality enjoyed by its residents across Egypt from coast to coast and all that in between! Rooya stands out with its distinctive approach, where livelihood is major.

Before you move into any of its characteristic communities, meet the man behind the real estate icon, Rooya Group Chairman & CEO Eng. Hisham Shoukri. In this interview, Shoukri shares the company’s vision and shares his thoughts about the power of community building as a major pillar of the huge success of his business. Needless to say, with Rooya’s excelling approach, there was no better fit other than this property market guru to head the Egyptian Export Council for Real Estate.

HOW DO YOU POSITION ROOYA GROUP WITHIN THE REAL ESTATE COMPETITION IN EGYPT?

In figures, Rooya Group ranks among the top ten real estate developers in Egypt at an issued capital of EGP 1.36 bn, a land bank of 9 mn square meters, and over 15,000 delivered units. However, I think that each developing company has its own unique character and follows a different strategy that matches the needs of its respective clients. Rooya, in turn, preserves its own

distinctive identity and puts its exceptional signature on all of its projects.

WHAT’S UNIQUE ABOUT ROOYA PROJECTS, AND WHAT MAKES EACH STAND OUT AMONG RIVALS?

Rooya’s projects always reflect the company’s characteristic style, starting with ensuring a careful pick of the locations and land plots and ending with a belief that the community building process is its top priority to earn its clients’ trust and gain their satisfaction.

HOW DO YOU CHOOSE YOUR PROJECTS' LOCATIONS?

We believe that 60% of any project's success can be attributed to its location. For this reason, we pay a special attention to choosing the right locations for our projects. In 1998, we pioneered the real estate development efforts in Ain Sokhna when we kicked off operations of La Vista 1 Resort. We believed that a destination like Ain Sokhna would be placed among Egypt's favorable destinations; and our vision came true as we see today. This was also the case with El Patio 1 Compound, our first project in New Cairo.

HOW DO YOU DESIGN YOUR PROJECTS IN A WAY THAT CATERES TO CLIENTS NEEDS?

We always prefer to acquire challenging land plots especially across coastal cities, where we engineer a project of different levels so each unit enjoys a breathtaking sea view from anywhere inside the residential resort. This practice is seen across our coastal resorts including Telal El Sokhna, Telal El Alamein, La Vista 1 and 2. We have applied this practice as well even in our non-coastal compounds such as Katameya Stone Park and the new project, Hadaba, where each unit across those city compounds enjoys a spectacular view.

SINCE YOUR SLOGAN IS "BUILDING COMMUNITIES," WHAT TYPE OF COMMUNITIES DO YOU CREATE?

The concept of Building Communities can be understood in the light of two major points. Firstly, a successful society is all about a community of people, who live together in harmony regardless of their various financial levels. For instance, we try to keep up the young spirit in most of our projects by directing more promotional efforts towards the youth and giving a special attention to the young buyers' needs.

Secondly, the communication among residents in every project matters greatly. We always seek to provide adequate facilities and high-end amenities, including social activities and entertainment services such as sports clubs and recreational hangouts.

CONGRATS ON YOUR NEW POSITION AS THE HEAD OF THE EGYPTIAN EXPORT COUNCIL FOR REAL ESTATE. HOW DOES ROOYA GROUP CUSTOMIZE ITS PROJECTS TO THE FOREIGN HOME BUYERS NEEDS?

Real Estate exports are still struggling in Egypt with only few units owned by foreigners. We believe that

our products are exportable and come in line with the highest international standards in terms of quality but the main obstacle is that the overall Egyptian property market still needs to be promoted abroad in a proper way.

We, as Rooya Group, have exerted some sole efforts to promote our products. We think, though, that such moves need to be brought together with the governmental efforts to make a real progress in the real estate exports sector. On its part, the government has recently activated the real estate exports committee and decided to take part in MIPIM exhibition, which will take place in France during March 2019, to promote the Egyptian destinations and real estate industry.

WHAT ARE THE RECENT UPDATES AND FUTURE PLANS FOR ROOYA GROUP?

We have delivered 2200 units in Telal El Sokhna and we are currently proceeding with different phases of that project. Meanwhile, Telal El Alamein is now fully delivered, and plans to make an extension are set and will be announced soon; in addition to the acquisition of another nearby land plot on The North Coast, which is to be finalized.

Both Katameya Stone Park and Katameya Stone Residences are fully delivered. During this year, we will be implementing the commercial and administrative projects to serve the Katameya community, mainly the Stone Street and Stone Towers.

The two mega projects will cover a total area of 600,000 square meters. Stone Street is a pedestrian street extending across 1700 meters and encompassing several entertainment venues, including restaurants, 16 cinema complexes, a multi-purpose theatre, hotels and serviced apartments, medical and entertaining services, and 12 administrative buildings.

Moreover, around 75% of Hadaba project has been sold and we are currently continuing with the construction works in the 6th of October residential compound. We are also on our way to acquire a new land plot in New Cairo for first homebuyers.

As for the new trends, we see great potential in the virgin Marsa Alam destination. We anticipate it being Egypt's next big thing. We are on track to begin implementing new projects on our 2 mn square meters- land plot that lies only 10 km away from Marsa Alam Airport within 2019. We target to make this project a new mark in the real estate and tourism sectors.

COMMUNITIES BY THE SUN



ALL HOMES BY THE SEA

Having begun its successful real estate development path with Ain Sokhna's La Vista, Rooya Group has never stopped building integrated communities across coastal cities, sticking to its unrivaled advantage of providing a magnificent sea view from everywhere.

If you pass by Ain Sokhna, North Coast, or Alamein, you will easily recognize Rooya's resorts that extend across varying levels all overlooking the water shores and offering a spectacular view of an amazing natural landscape.



تلال

العلمين



Located in Alamein, the famous North Coast of Egypt, Telal El Alamein extends over 1.5 kilometers across the sea and spans 1 mn square meters.

The resort comprises 1100 villas and chalets, all of which offer an amazing sea view. The project also contains vast greeneries and open spaces, representing about 90% of its total area.

Telal El Alamein, which now contains 950 already-delivered units, has been awarded “Best Leisure and Hospitality Built Project in

Egypt 2015” during Cityscape event due to its uniqueness and outstanding services.

Providing an incomparable summer holiday experience, North Coast’s Telal perfectly embodies the essence of Rooya’s vision that aims to create a vibrant community and enhance the quality of life.

A complete “sea view resorts compound”, is the one unique advantage, distinguishing Telal El Alamein from Rooya Group’s rivals and makes the time spent there unforgettable.



تلال

العين السخنة



The project is situated in Ain Sokhna, Egypt's premier beach community, only one hour away from Cairo, extending over an exceptional piece of land across the Red Sea. Ain Sokhna has earned a wonderful reputation for its pristine beaches and coastal waters. The beaches are very well kept and the water is crystal clear. The closeness of the place and the fantastic weather allow Ain Sokhna to be an all year-round hot spot.

Telal El Sokhna was exclusively designed for those, who seek finer things in life. Great attention has been dedicated to ensure maximum functionality with refined elegance in the luxurious facilities offered. Telal El Sokhna offers you the luxury to live and entertain in one place.

With a -6 kilometer- seafront and 2.5 mn square meters of land, the master plan of Telal El Sokhna consists of 2,000 units that were creatively designed on different levels in a way that allows each and every residential unit to enjoy a spectacular sea view.

For the ultimate relaxing holiday, Telal El Sokhna also grants you the opportunity to access -three to five star- hotels tailored to maximize your diverse needs.



SUIT YOUR LIFESTYLE

Your Telal El Sokhna can be suited within the extensive playful landscape, within the hillside extreme privacy, or even in the Marina vivid life.



PICK YOUR MOOD

during your stay, you enjoy a relaxing beach, a peaceful walk, aim for an elegant dinner in a fancy restaurant, or join the crowd in the Marina Downtown. Telal will never fail to satisfy your mood.



A COMPLETE SERVICED RESORT

Your holiday time is remarkable and hassle-free. The up-to-date operating facilities include a supermarket, a mosque, football courts, playgrounds, with more to be added in the near future.

A COMMUNITY THAT EMBRACES LIFE



A PLACE TO CALL HOME

A community of Rooya's is the place you call home with its people, neighborhood, and life style. That's how Rooya portrays its projects, and the new 6th of October project, Hadaba, reflects clearly what that means. A place Rooya calls Hadaba, and you will call home.

Rooya's Katameya Stone residences or Katameya Stone Park is of no difference other than its location in New Cairo. Rooya communities... you won't find elsewhere.



ستون پارک
STONE Park
K A T A M E Y A



A WELL ENTERTAINED COMMUNITY

Occupying a prime position at the entrance of New Cairo along the Ring Road, the exclusive Katameya Stone Park residential compound is only 10 minutes away from Maadi, 20 minutes from Cairo International Airport, 15 minutes from Heliopolis and Nasr City, 30 minutes from the Giza Pyramids, and only 10 minutes from the new AUC campus. Katameya Heights, Arabella and the GUC are all in the direct vicinity of the compound.

Stone Park covers an area of approximately 460 acres (1,932,000 square meters), with signature towers and shopping malls shaping

the trendy façade along the Ring Road and - at the same time - significantly marking the compound as a whole.

The natural levels of the site have been utilized to the advantage of the project; seen from the Ring Road, the land steps down from a level of 230 meters down to 190 meters. This 40-meter difference is spread over 10-meter intervals, reaching two plateaus that stretch down to its lowest point.



ستون بارك STONE Park KATAMEYA

A PICTURESQUE COMMUNITY

Katameya Stone Park embraces nature. A focal point in the project is the “petrified tree” or the “stone”, which is part of the remains of the petrified wood in the vicinity. In fact, this is where the name of the compound comes from, and it definitely adds a different taste and a different allure. The “petrified tree” is an enigma in itself, one that is highly sought, not only by the residents of the compound, but also by other residents of New Cairo as a whole.

The “stone” is set up in a lively, yet subtle atmosphere, standing in the middle of an -80 meter- wide piazza, a significant gathering point, for the residents of the compound. Public areas, restaurants,

cafeterias, as well as, classy shops and outlets enclose the piazza, granting it a special flair.

Adjacent to the piazza is a private club, with leisure pools and a spa, where residents enjoy a relaxing atmosphere and a soothing experience. A kids fun zone is nearby, comprising a swimming pool, as well as, an indoor and outdoor play area. For active residents, the club comprises tennis and squash courts; in addition to, a multi-purpose sports field. The picture perfect landscape surrounding the courts complement the scene.



A ZEN COMMUNITY

Pedestrians are able to walk through the entire compound uninterrupted from its highest point of at 230 meters downwards or vice versa. The lower winding trails move through the intimate enclosures at 190 meters, which are connected to other promenades upwards, where you enjoy some of the best panoramic views of the area.

Linear promenades move adjacent to the villas, at a level 1.5 meters lower than that of their private gardens; and where streets slope downwards, pedestrians cross bridges that add a special flavor to the character of the compound.

Each of the compound's different living environment has its own unique charm, offering a remarkable sense of the place. The 1430 residential units are distributed with ease among the different levels, all enjoying panoramic views and - at the same time - intimate atmospheres that residents can relate to.

No retaining walls are found in the compound giving pedestrians the chance to enjoy beautifully natural slopes, with waterfalls and attractive rock formations alongside its streets that serve the following line of villas, stretching over the next level.

The top linear plan (at 230 meters) accommodates approximately 70 large villas of 1100 and 1800 square meters, boasting breathtaking views over the compound itself, and far beyond onto the open desert land. The following level (at 215 meters), accommodates approximately 180 villas, ranging from 800 to 1000 square meters, moving flexibly throughout the site and also enjoying exciting views that reach the desert in the horizon.

Stone Park Compound is the place to be, with the breathtaking views it has to offer and the unique lifestyle it provides. It is the prime location in the prime destination.



ستون پارک
STONE Park
K A T A M E Y A



ROOYA GROUP'S DEVELOPMENTS PROVIDE
LOCATIONS OF PRIME WITH COMMUNITIES OF CHARM



Hadaba

مدينة السادس من أكتوبر



HOME IS THE PRECIOUS GIFT THAT AWAITS
YOU AT THE END OF EVERYDAY; AND GIVES A
PEACE OF MIND AS YOU ARE NEAR.



IMAGINE

living in a place where tree-lined walkways wind their way through lush parks. Picturesque gardens and water bodies, merged with sunlight and shade, glimmer through the trees. A place, where the night is more illuminated than the day.

DISCOVER

a place, where modern architecture seamlessly complements the natural landscape, giving home a whole new meaning.



EXCEPTIONAL LOCATION

A perfectly chosen location in 6th of October City says it all. You will find the satisfaction of a quality lifestyle and the magic of an insane view, forever frozen in time. Hadaba is Ideally located on the highest point of the plateau in west Cairo. It is in one of those rare places that promise such perfection.

Hadaba has an easy access to all major roads, including the Ring Road and Cairo-Alexandria Desert Road among others. It is the perfect representation of style, prestige and quality in today's modern environment. It is close, convenient and at a comfortable distance from places that you will need to reach.

“At Hadaba Everything Else Is Minutes Away”



MASTER PLANNED FOR LIFE

There is more to Hadaba besides secure living in a well-designed and tranquil community. Within this picturesque green space, and with the broad and perfectly flat expanse, more than 80% of the project enjoys vast greenery and open areas, enhanced with parks, courtyards, and walkways. It is ideal for walkers, cyclists and joggers.

Using the very geographical nature of a -130,000 square meters- land plot, residential areas have been designed around open spaces on two different levels, allowing access to breathtaking views while maintaining privacy.

Wide roads, walkways, well-manicured lawns and green landscaped parks are its highlights. Planned segregation and elevated pedestrian walkways have been carefully designed to minimize intersections with traffic, making it a safe haven and stress-free place for the whole family.

The long passageways at Hadaba lead to communal spacious gardens, swimming pools, playgrounds, and the clubhouse, all of which form an urban oasis.

Hadaba

مدينة السادس من أكتوبر

WHERE HAPPINESS BEGINS

Hadaba homes are designed with a passion for excellence and meticulous attention to every detail at its heart, creating an incomparable lifestyle. The linear concept of the project design has been integrated with this modern contemporary architectural approach, recurring a special motif that best describes Hadaba, bringing it altogether in an unparalleled elegance.

Our Contemporary design offers a variety of brilliantly designed villas, twin houses, and town houses with modern conveniences. They all offer generous space, light, comfort, giving the ultimate mixture of beauty and benefit.



VILLAS

Drive on the tree-lined boulevard, through your villa's driveway gate into your own private carport. Walk through the double-height entry foyer and get whisked away by the magnificence and uniqueness of it all. Step into your grand glass-lined living and dining area overlooking the walled, private garden and an optional pool with its breathtaking panoramic views of the past and the future.

Hadaba villas can come with or without a roof. Its residences enjoys private gardens, optional basement and elevated terraces and rooftops that allow you to entertain under the stars. The open vast spaces, natural light, and surrounding greenery add Zen to your life. With an ample room for living and multiple entertaining venues, this truly is a new experience in luxury.

Rooya makes your Hadaba villa your very own kingdom.

TOWN HOUSES

A Hadaba townhouse is a modern product with a special concept accommodating to young couples and families. On five to six clusters, Rooya Group brings its coastal building style to west Cairo so that each unit is perfectly suited to enjoy panoramic landscape views. This unit type, too, enjoys private gardens.

TWIN HOUSES

Twin houses are tastefully designed to guarantee pleasure, relaxation, and peace of mind even for smaller families. Each unit enjoys airy rooms and proper ventilation, open terraces, and private garden and entrance.

A limited number of twin houses comes with its own private roof to entertain or just enjoy Hadaba's pleasant evening breezes.

FACILITIES

At Hadaba, you get the complete private recreational facilities, including pools, an inviting clubhouse that boasts comfortable seating area, as well as, a spectacular and fully equipped fitness room, play areas, sports courts, to name a few.

Topping all that are the magnificent greenery, water features, passages, elevated walkways, and public spaces. Your Hadaba community is surrounded by rich combination of natural and historic sights like the Giza Pyramids, the flickering city lights beneath and, of course, the charming 6th of October City skyline.

Sit back in the clubhouse, walk with your loved ones, or enjoy the scenic lush plant life that thrives naturally on the grounds and gaze into the horizon. . . Metropolitan meets history.





Building Communities

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