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OUR BUSINESS

Established in 2014, Tatweer Misr is an Egyptian shareholding real estate company, that capitalizes on a wealth of industrial and real estate experience brought by its shareholders.

Major shareholders such as Arafa, Daoud and Ahram Groups provide the business and technical expertise needed to fulfill the vision of mixed use residential developments based on elegant and luxurious modern architecture and landscaping.

The combined expertise of Tatweer Misr's management team allows the company to maintain excellence at all levels of their developments. From construction, design and architecture, to landscaping and lifestyle services and amenities, Tatweer Misr covers all the facets of the real estate industry, offering a fresh outlook on their projects.

Tatweer Misr is recognized for its flagship project IL Monte Galala in Sokhna, a mixed-use gated community built in the mountains of Galala. Fouka Bay in Ras El Hekma is another architecturally

stunning project. Complimenting their portfolio by offering its first home development recently launched in Mostakbal City. Tatweer Misr has successfully built a reputation for a complete solution oriented approach to its projects, expressing value through what it develops.



FOREWORD FROM THE MANAGING DIRECTOR

Real estate
will shape the
development of
Egypt in the years
to come.

As we stand on the threshold of new opportunities, we must commit not only to continue to drive and support industry growth but also meet and exceed expectations to fill market gaps with integrity, innovation and commitment to excellence. Over the coming decade, real estate will be one of the principal drivers of growth in Egypt. Ensuring that the sector keeps up with urbanization and demographic bulges, will be key to future success. Innovation and excellence will be crucial to addressing and overcoming the challenges at present. At Tatweer Misr, we understand the many nuances that underline the industry, offering pioneering solutions that go beyond the everyday to capture the future that home owners aspire to.

As a company, we are dedicated to providing value through innovative mixed-use projects, tailor-made with modern sophistication whilst committing to internationally acclaimed standards

of quality, upon which we have built our integrity. Our philosophy is that we do not merely build beautiful places, but we craft life's most treasured experiences for our discerning clients. As we grow and look to the future, we hope to establish ourselves as a benchmark for innovation, acting as a catalyst for change, with a stronger ability to adapt and grow as our consumer's needs do, making us the market leader in Egypt.

Ahmed Shalaby
Managing Director
Dr. AHMED SHALABY



OUR CULTURE AND VALUES

Built on integrity, commitment to quality and professionalism, these guiding principles are at the core of everything we do.

From conceptual design to finished product, our values allow us to perform to the highest standards every time as we strive to deliver quality that exceed our client’s expectations. Our adherence to the highest ethical standards ensures that every single unit we deliver meets not only local but international standards of quality and professionalism.

At Tatweer Misr, we are committed to the development of Egypt and the local communities where we work, which is why corporate governance is a key element of our business. Our promise is to work hand in hand with each of the local communities in which we are developing, to launch CSR programs that utilize our key industry skills, whilst supporting the growth of these areas. Yet our commitment to Egypt goes beyond this, we are dedicated to preserving the natural beauty of all the areas in which we work, maintaining and upholding the highest international standards of environmental preservation.

- ### Our Driving Values
- Professionalism – We are committed to abiding by highest ethical standards of behavior and performance. We hold ourselves and each other accountable for our actions.
 - Teamwork – We are committed to effective partnerships with our employees, clients, partners and suppliers.
 - Respect – We believe that everyone should be treated with consideration and dignity. Treat others as you want to be treated.
 - Integrity – We are committed to acting in an open, transparent, ethical, and honest manner at all times with all our partners.
 - Quality – We are committed to offering the best service by consistently delivering products of the highest standards and exceeding our clients’ expectations.



OUR BOARD

At Tatweer Misr we understand that a company's strongest asset is its employees. That is why our people are the foundation of the excellence we aspire to. We pride ourselves in a selection process which ensures that the most promising people work together focusing on the core of excellence we demand every step of the way on the road to success.

We achieve this by setting a clear strategy for Tatweer Misr and through effective governance focused on target setting, risk management, and performance optimization to provide accountability and control. This requires an effective Board with the right composition, structure, processes and a clear understanding of its role. The Tatweer Misr Board and Executive Team meet these requirements.

Reflecting this philosophy, our Board Members and stakeholders are all business leaders in their own right, with unrivalled expertise in their respective fields, providing the in-depth expertise required to successfully manage a prosperous portfolio of real estate developments. Representing some of the biggest businessmen in Egypt, our Board brings together the best minds in the fields of financial management and investment, real estate, construction, hospitality and architecture.

Perhaps the most important role of our Board is to set the strategic direction of Tatweer Misr, re-evaluate it each year, and make necessary changes. With this mandate in mind, we are careful in the appointment of our Executive Team members. We closely communicate with the Executive Team, making sure our strategy is properly implemented

and our ethical standards are applied. We assert independent judgment and work to build a strong relationship with the Executive Team based on mutual respect and trust.

Board of Directors

Mr. Mohamed Daoud
(Chairman of the Board - Non-Executive)

Mr. Mohamed Daoud is the Chairman of the Board of Tatweer Misr. In addition to his post at Tatweer Misr, Mr. Daoud has spent more than a decade working as the Chairman of one of Egypt's largest industrial and mechanical engineering conglomerates; Daoud Group. Mr. Daoud brings over 30 years of engineering, construction and business management experience to the company, providing the unique insights needed to effectively build and develop successful real estate projects. Mr. Daoud holds a Bachelor's degree in Commerce from Cairo University.



OUR BOARD

Eng. Ashraf Arafa (Vice Chairman of the Board - Non-Executive)

Eng. Ashraf Arafa is the Vice Chairman of the Board of Tatweer Misr. A leading Egyptian businessman in his own right, Eng. Arafa is the Chairman and Deputy General Manager of Arafa Group’s textile portfolio. Bringing several decades of experience in the management of diverse business portfolios. As the Chairman and Deputy Manager of Egyptian Company for Building and Construction, Eng. Arafa also has in-depth knowledge in the real estate sector. Eng. Arafa holds a Bachelor of Science in Civil Engineering from Ain Shams University.

Dr. Ahmed Shalaby (Managing Director and Member of the Board)

Dr. Ahmed Mohamed Shalaby, PhD. is the Managing Director and Member of the Board of Tatweer Misr. On a day-to-day basis, Dr. Shalaby is responsible for managing the company including the business development and the strategic planning for Tatweer Misr’s major projects. In addition to his work with Tatweer Misr, Dr. Shalaby is also a Professor of Architecture & Urban Development at the Department of Architectural Engineering at Cairo University and a Visiting Assistant Professor at the Department of City and Regional Planning at Cornell University in New York. Prior to joining Tatweer Misr, Dr. Shalaby spent a year working for El Mostakbel for Urban Development, where he held the position of Advisor to the Chairman. During his time with El Mostakbel, Dr. Shalaby played an integral role in the development of Mostakbel City; the largest planned mixed-use development in the New Cairo area. Dr. Shalaby has over a decade of experience in the management of major real estate portfolios, working with Al Fawares Holding in Egypt and for the Egyptian Minister of Housing as a Technical Advisor to the Minister. Dr. Shalaby holds a Degree in Engineering which he received in 1993 as well as a PhD. which he received in 2003 through a joint program between Cairo University and Cornell University.

Mr. Samir Aref (Member of the Board)

Mr. Samir Aref is a Member of the Board of Tatweer Misr and an expert in the fields of finance, investment and real estate management. As the Chairman of one of the foremost investment groups in Egypt; Al Ahram Security Group, Mr. Aref understands the unique nuances of handling investment portfolios. Mr. Aref also brings extensive real estate experience to Tatweer Misr, as the Chairman of Green Valley, and the Founder and Shareholder of Al Asher for Development & Real Estate Investment. Mr. Aref holds a Bachelor degree in Commerce from Alexandria University.

Mr. Mohammed Zaiton (Member of the Board)

Mr. Mohammed Zaiton is a Member of the Board of Tatweer Misr. A well respected business leader in his own right, Mr. Zaiton is an expert in the fields of textiles, tourism and real estate investment sectors. Mr. Zaiton is the President of the Board of Directors and a primary shareholder for the prominent textile company Apel Tex, as well as sitting as Chairman and Managing Director of True Tex. Mr. Zaiton brings over a decade of experience in real estate business management and investment and is a shareholder and Deputy Chairman of the Board of Directors for one of Egypt’s foremost tourism companies; the Red Sea Company for Real Estate Investments and Tourism Development and The Egyptian Company for Tourism Development and Real Estate Investments.

Mr. Ahmed Daoud (Member of the Board)

Eng. Ahmed Daoud is a Member of the Board of Tatweer Misr. An established businessman and the Managing Director of the multi-faceted engineering group Ahmed Daoud & Co., he brings with him over a decade of experience. Over the last 10 years, Eng. Daoud has worked to build the many different business units of the family business, diversifying their financial portfolio and establishing him as an expert in business development and management in his own right. Eng. Daoud sits on the board of a number of companies including the Chamber of Engineering Industries, ARDIC and EGYTRAFO Group, to name just a few. Eng. Daoud holds a Bachelor’s Degree in Engineering and Business Management which he received from the University of Greenwich in the UK in 2006.

Eng. Baher Ayoub (Member of the Board and Chief Projects Officer)

Eng. Baher Ayoub is the Chief Projects Officer and a Board Member of Tatweer Misr. An expert in the fields of planning and project management, Eng. Ayoub draws on almost 20 years of extensive experience gained in architecture, interior design and contractor consulting. Prior to joining Tatweer Misr, Eng. Ayoub worked as the Director of Development Management and Engineering Management for Al Fawares Holding Egypt, where he managed a diversified portfolio of residential compounds, shopping malls, office complexes and hotels. Eng. Ayoub holds a Bachelor of Science in Architectural Engineering from Cairo University.

OUR PROJECTS

At Tatweer Misr we are defined by our dedication to the preservation and enhancement of Egypt's natural beauty, a core belief that is translated on the drawing board of every concept we develop. It is this commitment to underlining and drawing attention to the stunning natural treasures of Egypt which has allowed us to provide developments uniquely complement the picturesque environments in which they are located. Founded on this concept, we have worked with internationally acclaimed Italian architects 5+1AA to achieve this vision in reality.

BLOOMFIELDS

The most charming and interconnected green town in Mostakbal City; always on the rise, and in search for fresh bold ideas to surround you with sweeping views over lush sun-kissed parks, open-air galleries, top-notch education, a burgeoning cultural scene, as well as world-class facilities, and a sustainable lifestyle inspired by the best integrated ecosystems in the world.

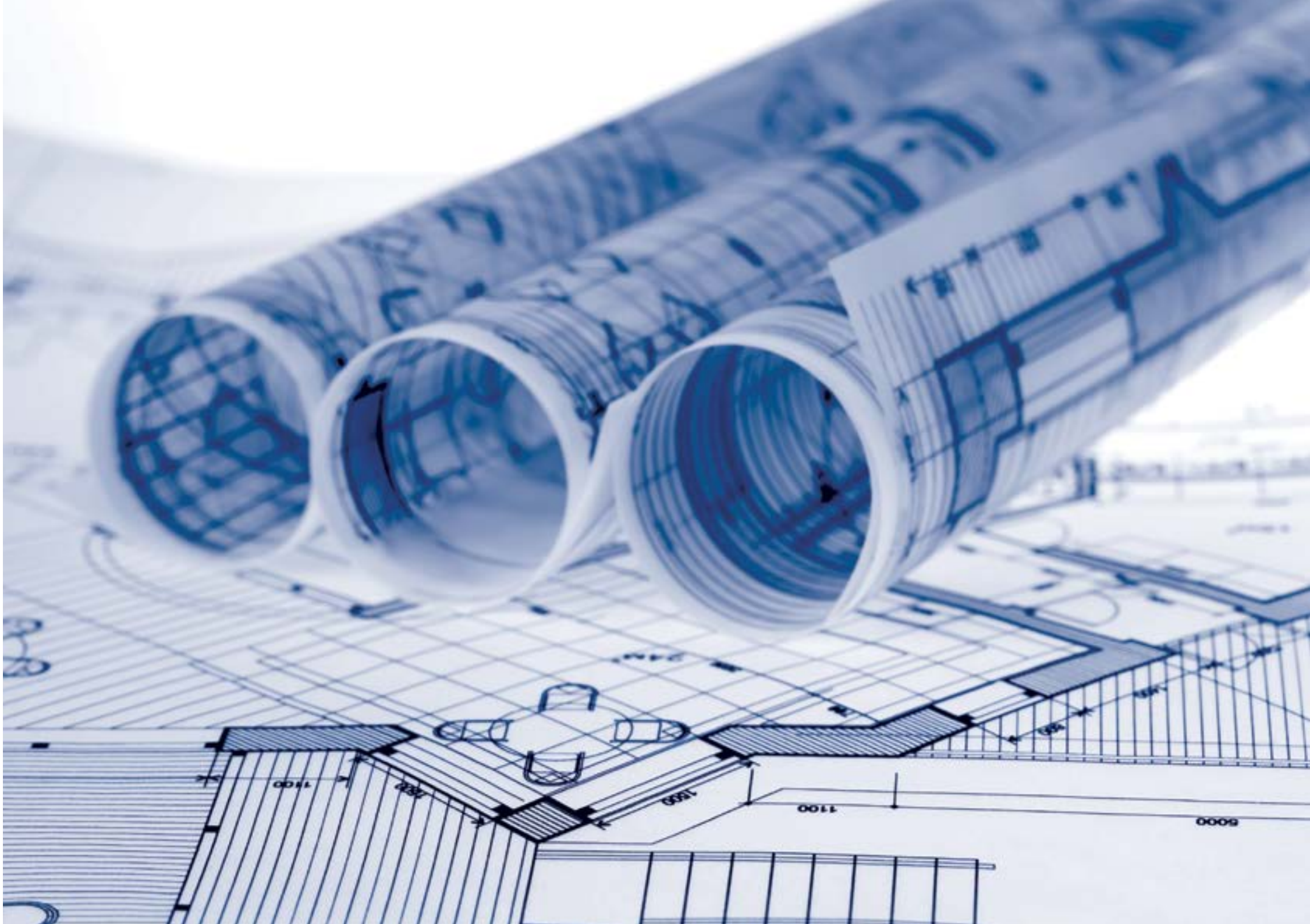
Designed to offer something for just everyone, BLOOMFIELDS is Tatweer Misr's prime innovative project in Cairo that's set to become Egypt's hotbed for start-ups, entrepreneurs, as well as makers and doers who wish to execute flawlessly at home, in the office or at the gym.

Fouka Bay

Located in one of the most up and coming new areas along the North Coast, Fouka Bay project will be conveniently accessed through the new Cairo – Al Dabaa road, making the trip almost 2 hours. Offering a unique fusion of luxury and modern day living the development will be set over 5 levels, ensuring all units offer stunning panoramic views of the breathtaking scenery. Key features of the project will include swimming pools, lagoons with water features and a range of retail options.

IL Monte Galala

Nestled amongst the picturesque scenery of Ain Sokhna, within the Galala mountain plateau against a backdrop of stunning mountains and coastal topography, IL Monte Galala sprawls across 2.2 million square meters of mountain terrain set to fully claim the incredible vista of the Red Sea for miles. Offering the perfect mix of residential, retail and hospitality services, the mixed use development caters to your every need. The resort will offer 3 unique leisure areas, providing a diverse range of services and activities, including water and sporting activities, a range of retail and restaurants, cinemas, ecotourism, adrenaline sports, a mountain park, connected lagoons and a wellness retreat.



IL MONTE GALALA

Location	Ain Sokhna Mountains
Total Land Size	2.2 million m2
Launch	September , 2015
Completed by	2025
Delivery to Start	2019
Total Residential Units	Around 6,000
Total Hotel Keys	1,000
Total Investment	8 Billion EGP
Construction Start Date	Q1 2016
Coastal Front	1 300 m
Number of Hotels	5



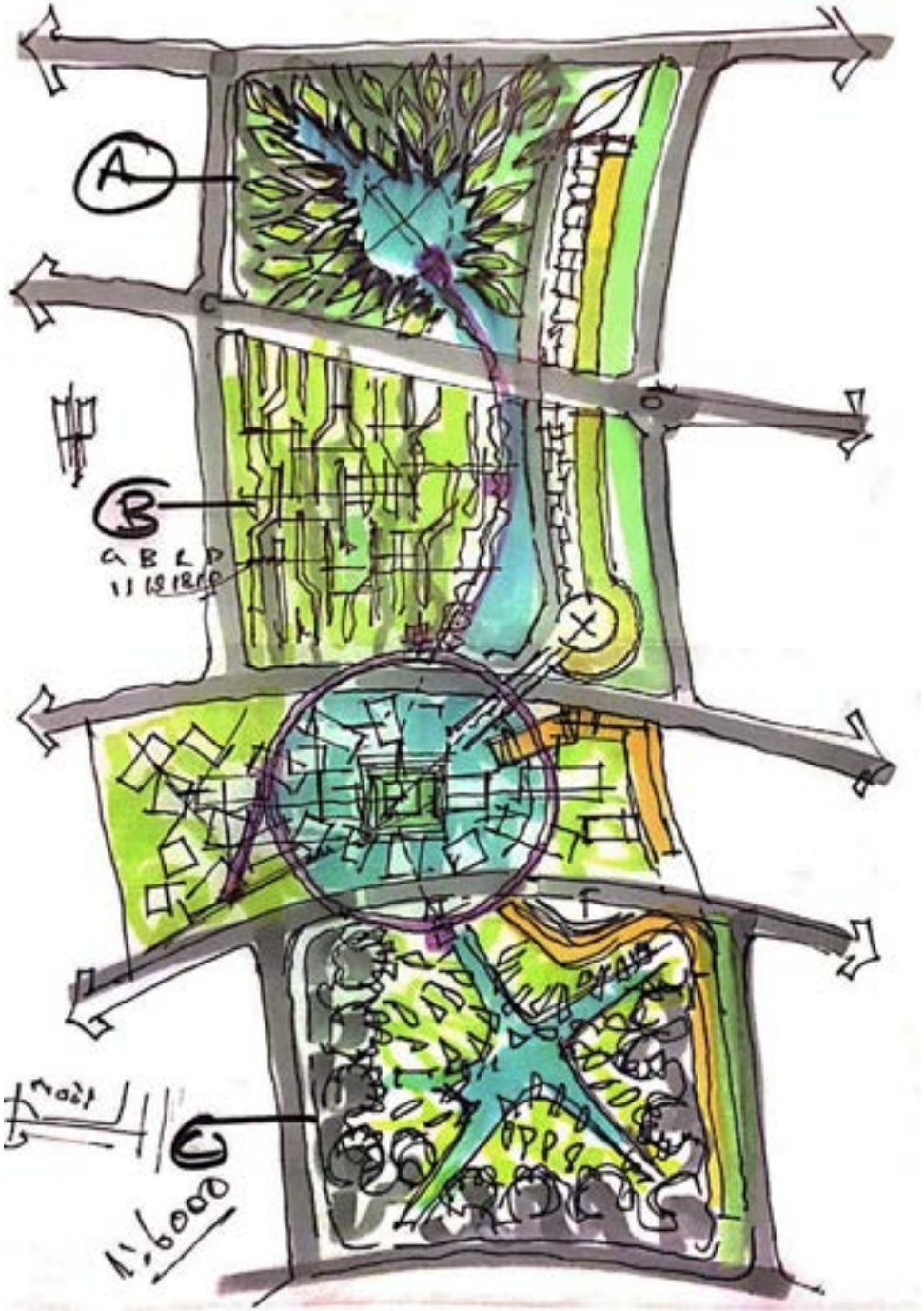
FOUKA BAY

Location	Ras El Hekma, North Coast
Total Land Size	1 million m2
Launch	September , 2015
Completed by	2020
Delivery to Start	2018
Total Residential Units	Around 1,000
Total Hotel Keys	1,000
Total Investment	2 Billion EGP
Construction Start Date	2015
Beach Front	800 m



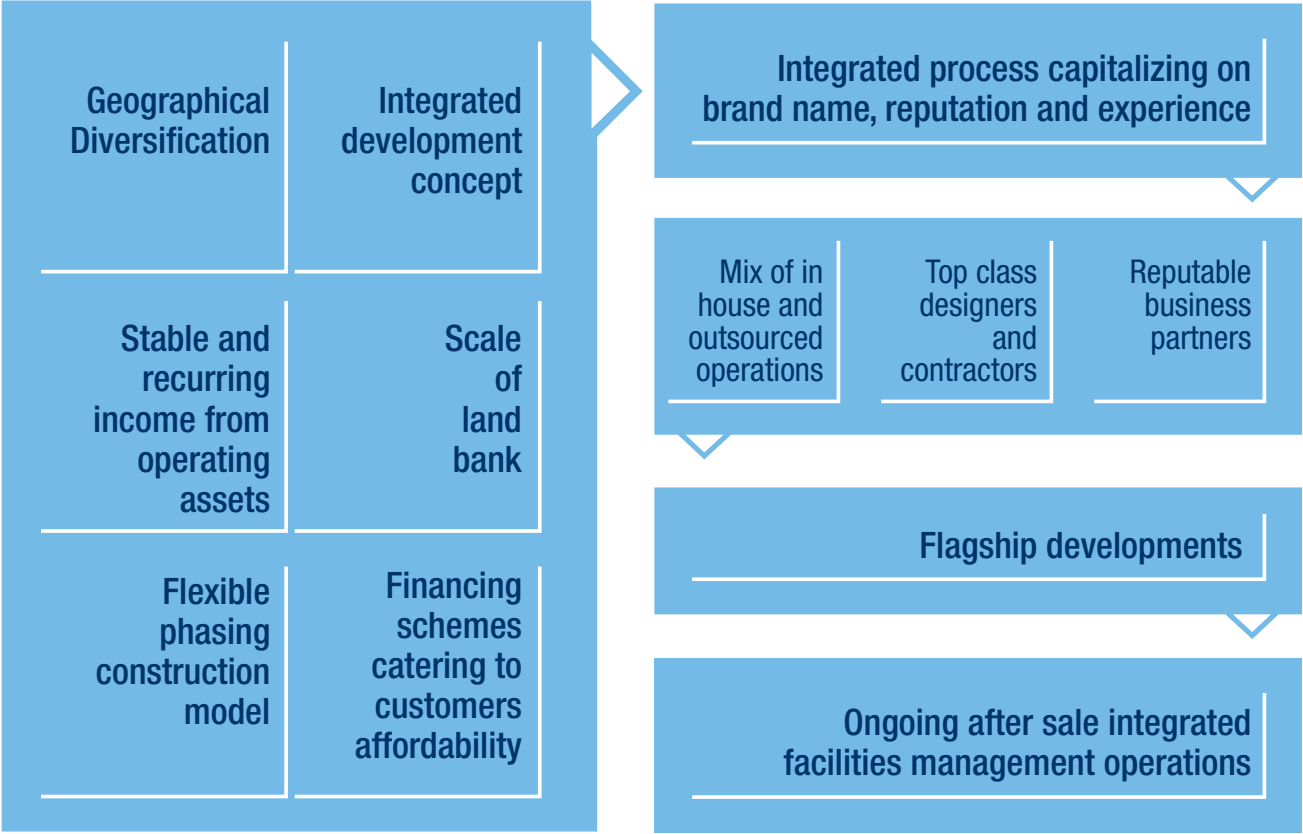
BLOOMFIELDS

Location	Al Mostakbal City
Total Land Size	415 feddans
Launch	March , 2018
Completed by	2027
Delivery to Start	2022
Total Residential Units	Around 10,000
Total Investment	33 Billion EGP
Construction Start Date	2019



STRATEGY AND BUSINESS MODEL

An efficient business model which involves;



BUSINESS PARTNERS

Our Success Partners

- Feasibility and Hospitality Consultancy: Colliers International
- Project and Construction Management: Chrome
- Master Planning and Architecture: Gianluca Peluffo & Partners, Italy
- Engineer of Record: RMC
- Interior Design: Mona Hussein Design House
- Infrastructure: Shaker Consultancy Group
- Market Research: Projacs International
- Leisure Consultants: BCI/Petersham Group, U.K.
- Road Consultant: ICE – Dr. Osama Okail
- Geotechnical Consultant: GC “Geo Consultancy” – Dr. Ahmed Hosny
- Environmental Consultant: EDG “Environmental Development Group”
- Geological Consultant: Helal Group – Dr. Abdel Naser Helal
- Hydrological Consultant: Hydroshams – Dr. Mohamed Gad
- Land Surveyor Consultant: Dr. Bahaa Shaheen
- Mountain Park Operator: Rock ‘N Rope – Omar Samra
- Marketing Consultant: The Agency



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