

**Madinet Masr partners with Blue Ribbon and CIRA Education's subsidiaries, AlAhly CIRA and Eduhive, to sign an MOU to Establish The First Sports Focused Swiss International School in the Region and Klub Kayan located in Taj City, New Cairo**

*Introducing Project Kayan, a new full-fledged concept that merges Lemania Swiss International School (LSIS) and Klub Kayan, which offers high quality education, and professional sports coaching, training, and development all in one place fostering a new generation of young talents.*

**Cairo, Egypt, 09 June 2024:** Madinet Masr (stock code MASR.CA), one of Egypt's leading urban community developers, introduces a new concept through "Project Kayan" in collaboration with **Lemania Swiss International School (LSIS)**, which is a franchise of Ecole Lemania Swiss School, managed by CIRA Education's subsidiary Eduhive and **Klub Kayan** operated by Blue Ribbon in Taj City, New Cairo. The announcement aims to introduce a new full-fledged concept that combines high quality education, professional sports and healthy lifestyle all in one place. It aims to empower young talents as champions and professionals and provide them with the best knowledge and skills.

Madinet Masr partners with CIRA Education's subsidiaries, AlAhly CIRA and Eduhive, to establish Lemania Swiss International School (LSIS), which will cost around 350 million EGP. Madinet Masr also collaborates with Blue Ribbon to establish Klub Kayan with an investment of approximately 2 billion EGP under the operation of Blue Ribbon. With the extensive expertise of CIRA Education in the Education field, Blue Ribbon in the sports field, and Madinet Masr's leadership in providing innovative and exceptional experiences, this project will help enhance the community's capabilities and skills through education and sports, creating generations equipped with cognitive and athletic skills to achieve a positive impact.

Established in 1992, CIRA Education (stock code CIRA.CA) is Egypt's largest integrated educational service provider with the aim of offering high-standard education. In 2021, in collaboration with Al Ahly Capital Holding, CIRA Education established Al Ahly CIRA for Educational Services, a joint venture to provide world-class education to all Egyptians.

As a subsidiary of CIRA Education, Eduhive will be managing Lemania Swiss International School. Eduhive is a leading education management company with over 25 years of expertise in their field, who provides comprehensive educational solutions, currently managing 6 top international schools with an extensive plan for future





expansion. Ecole Lemania Swiss School was founded by Paul du Pasquier in 1908 in Lausanne, Switzerland.

**Lemania Swiss International School (LSIS)** is the first Swiss school of the prestigious Ecole Lemania Swiss School in the MENA region, bringing 100+ years of experience in the educational field. The school will offer an International Baccalaureate (IB) program from Pre-K to Grade 12, as well as an Athletic Program for students aspiring to be athletes. The program is supported by Klub Kayan, a sports club, connected to the school, which provides guidance and mentorship. Additionally, the school offers an *Entrepreneurship Program* in partnership with *Business School of Lausanne*.

Klub Kayan is operated by Blue Ribbon, a premiere sports clubs management company, guided by a vision to enrich communities through the transformative power of sports, character education, and innovative experiences. It aims to seamlessly blend physical fitness, personal growth, and technological advancements through its bespoke programs. Inspired by the Arabic term "Kayan," Klub Kayan serves as a vessel that empowers individuals to embark on a journey towards personal fulfilment and growth.

Commenting on this grand launch, **Eng. Abdallah Sallam, President and CEO of Madinet Masr**, stated: "The launch of Lemania Swiss International School (LSIS) and Klub Kayan is a testament to our dedication to creating innovating and nurturing environments that empower the youth. This new concept, a first in Egypt, is designed to seamlessly integrate top-tier education with premier athletic programs, catering specifically to the aspirations and needs of young individuals. As we add this new chapter to our legacy of over 65 years, we are not just investing in the community—we are investing in the skills and talents of our youth, empowering them to reach their fullest potential and transform the future."

Commenting on the agreement, **CIRA Education and Al Ahly CIRA's CEO, Mr. Mohamed El Kalla**, said: "We are proud to add Lemania Swiss International School (LSIS) to our large portfolio of diversified educational systems. This partnership specifically comes with a very unique angle, given Lemania's position as one of the most reputable schools globally, setting a very high standard for IB education in Egypt. Bringing, for the first time, a full-fledged Swiss international school to the Egyptian market. The program, which provides top-tier IB education, will also feature very distinct programs with two tracks: sports and entrepreneurship-focused, bringing top entrepreneurial skills and sports talents with the highest level of K-12 certification globally. This will create truly global graduates capable of penetrating the top tier of higher educational institutions around the world. This is not just the addition of a new school; it sets a new benchmark for quality education in Egypt."





Commenting on the agreement, **Eduhive's CEO Mr. Karim Mostafa**, said: Lemania Swiss International School will be Eduhive's 7th school in Egypt but with a different approach. It is not just an entire IB school with a 100-year heritage in Lausanne, Switzerland; it is also located in the heart of Kayan Klub. The school addresses a significant and ongoing issue for Egyptian families seeking high-quality education for their children while allowing them to excel in sports and potentially join a national team. Typically, children have to give up one of these pursuits by age 15 due to the pressures of the other. LSIS aims to provide a comprehensive solution to this challenge. LSIS is a "one parking spot" type of solution".

**Dr. David Claivaz, CEO of Lemania Swiss Group of Schools**, expressed his pride in opening the Lemania Swiss International School (LSIS) in Taj City, stating: "We are incredibly proud to announce the opening of our first Swiss school in the MENA region. This expansion represents our commitment to providing top-tier education and fostering the potential of young minds. We are excited to establish a strong bond between Lausanne, a region renowned as Olympic capital and home to a vibrant innovation ecosystem, and Egypt through establishing our school in Taj City, New Cairo and we look forward to seeing our students thrive in this vibrant and supportive community."

**CEO of Blue Ribbon Moataz El Etreby**, stated, "It is truly refreshing to partner with renowned institutions that share our passion for nurturing well-rounded individuals. We are committed to building a community that embodies the essence of "Kayan," where every individual's potential is recognized and nurtured. A community founded on three core pillars: sports, education, and arts and culture, providing a comprehensive environment where people can thrive and excel in their future endeavors."

Zaki Hashem & Partners law firm acted as the legal advisor of Madinet Masr, while Al Tamimi provided legal advisory to Al Ahly CIRA & Eduhive through their Cairo office.

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### About Madinet Masr

Madinet Masr, one of Egypt's leading urban community developers was established since 1959. Headquartered in Cairo and listed on the Egyptian Exchange in 1996 (EGX), Madinet Masr operates under a robust corporate governance structure and is committed to delivering exceptional value to all its stakeholders. Rebranding from Madinet Nasr to Madinet Masr in 2023, the company has become one of the most innovative real estate brands in Egypt, capitalizing on a long and successful track record of delivering distinguished and multi-functional developments that drives growth in Egypt by developing sustainable communities. Madinet Masr has become a prominent community developer and urban planner in Egypt after developing Nasr City, the largest neighborhood in Greater Cairo with a population of over three million people. Since then, It has actively taken on large-scale projects to transform sizeable areas of land into contemporary, integrated communities. Today, Madinet Masr has two well-known mega developments which are Taj City and Sarai in East Cairo. Taj City, a 3.6 million sqm mixed use development positioned as a premier destination, and Sarai a 5.5 million sqm mixed use development strategically located in front of Egypt's New Administrative Capital. Madinet Masr has launched Zahw in 2023, its first expansion project outside of Cairo Governorate. Zahw is a 104-acre mixed use development strategically positioned in west of Assiut Governorate beside Assiut's airport and 15-minute away from its center. Zahw compliments the contemporary real estate products in Upper Egypt.

### About CIRA Education

Established in 1992, CIRA Education is the largest provider of integrated educational services in Egypt. It adopts a vision based on its belief in improving educational activities in Egypt. The company manages and operates 30 schools, two universities and 9 Pre-Schools/Enrichment Centers in 12 different governorates, providing high-quality educational services. CIRA Education provides diverse portfolio of curricula in the K-12 sector, such as British, American, Canadian, French, German in addition to the Egyptian National curriculum.

The PreK student body is 453 students, while K-12 sector has more than 34,000 students. As for higher education, currently has more than 19,000 students in 23 different faculties, according to 2023/2024 academic year's numbers.

### About Al Ahly CIRA

Al Ahly CIRA for Educational Services S.A.E. was established on the 7th November 2021 as a joint venture between Al Ahly Capital Holding (ACH) and Cairo for Investment and Real Estate Development (CIRA Education). The aim of the partnership is providing top-notch world class education to all segments of the Egyptian society with a special focus on middle-income citizens. Al Ahly Capital Holding (ACH) is investment arm of National Bank of Egypt (NBE) an innovative private shareholding company founded in 2008 by the National Bank of Egypt (NBE) with an authorized capital of EGP 40.0Bn for a mission to invest strategically in sectors that drive development and growth in Egypt. As of 2023, ACH Group's AUMs marked c. USD 2.5bn. ACH is the leading publicly owned investment company in Egypt with demonstrable track record for generating proprietary deal-flow and achieving exceptional returns. Today ACH operates a full range of services through three strategic pillars: Private Equity, Capital Markets, and Non-banking Financial Services. This has allowed it to carve out a unique positioning in the market by providing innovative, holistic investment solutions backed by a solid financial foundation such as NBE.

### About Eduhive

Eduhive is a leading education management company that has successfully established, managed, and consulted several schools with various curriculums in Egypt and the Middle East. Eduhive has highly experienced management and operational teams with over 25 years of experience providing educational solutions and well-referenced accomplishments. Our services are tailored to establish and support the business operations of startups or ongoing educational institutes through Eduhive's distinguished methodologies. Eduhive currently operates six international schools: British Columbia Canadian International School (East-West), Saxony International School Cairo West, British School of Alexandria, and





Regent British School (New Mansoura - West). These schools offer multiple educational tracks, including British, Canadian, and German curricula. Eduhive also has an extensive growth plan to open more international schools that include French and American curricula.

### About Blue Ribbon

Blue Ribbon is a sports management company specialized in the development and operation of sports clubs, driven by a vision to enrich communities through the transformative power of sports, character education, and innovative experiences. By crafting bespoke programs that seamlessly blend physical fitness, personal growth, and technological advancements, Blue Ribbon is redefining lifestyle experiences through a community-centric approach to sports and recreation. With the operation of Kode Sports Club, the upcoming launch of Ryze in Q1, 2025, and the introduction of Klub Kayan, Blue Ribbon continues to expand its reach and impact. Through its unwavering commitment to excellence, Blue Ribbon is poised to become the go-to destination for individuals and families seeking a truly memorable and impactful journey of health, wellness, and personal development.

### About LEMANIA SWISS GROUP OF SCHOOLS

A major player of Education in Switzerland  
Based in Western Switzerland, LSGS brings together member or partner schools that welcome each year nearly 5'000 pupils or students representing about a hundred different nationalities. To date, nearly 120'000 graduates have graduated from one or the other of the group's schools. This makes the Lemania Group one of the major players in the field of education in Switzerland and its training offer one of the most extensive in our country.

