مدينة مصر
Madinet Masr
تأسست ١٩٥٩

PRESS RELEASE

Madinet Masr Marks First Entry into Egypt's North Coast in Collaboration with Reedy Development Through Its New Urban Realization Platform AMAR by Madinet Masr

The collaboration marks the first application of AMAR, Madinet Masr's new Urban Realization Platform, introducing a progressive and flexible model for unlocking real estate opportunities through partnerships, capabilities and shared standards

Doors Real Estate, a subsidiary of Madinet Masr, is the exclusive sales and marketing arm for the project

Cairo, 12 September 2026 – Madinet Masr (EGX code: MASR.CA),one of Egypt's leading urban community developers, announced its first-ever entry into Egypt's North Coast through AMAR by Madinet Masr, in collaboration with Reedy Development, marking a significant milestone in the company's growth journey and geographic expansion strategy.

AMAR is a new Urban Realization Platform by Madinet Masr, created to unlock real estate opportunities through a more flexible and capital-efficient model. By leveraging Madinet Masr's established capabilities and subsidiaries, while collaborating with a broader ecosystem of market players, AMAR structures each opportunity around the right combination of land, capital, partners, capabilities and operating models, while applying a consistent proprietary framework of standards and governance. This allows Madinet Masr, through AMAR, to participate across a broader range of real estate opportunities, scale through partnerships and generate value through multiple roles.

The North Coast collaboration with Reedy Development represents the first application of this model. Under the structure, Reedy Development will undertake the development and management of the project as the project's master developer, Doors Real Estate is its exclusive sales and marketing arm, while AMAR will provide the overarching framework, standards and orchestration that bring the collaboration together.

Strategically located at KM 183 on Egypt's North Coast and spanning approximately 101 acres, the project introduces Madinet Masr to one of Egypt's most sought-after coastal destinations for the first time, further expanding the company's geographic reach beyond its established markets. This collaboration reflects a shared ambition to create a distinctive coastal destination that responds to evolving customer aspirations and the growing demand for high-quality, experience-led communities along the North Coast.

Doors Real Estate, a subsidiary of Madinet Masr and an integrated real estate services platform, will serve as the project's exclusive sales and marketing arm, leading its go-to-market strategy, commercial positioning and market rollout**.**

Commenting on the collaboration**, Eng. Abdallah Sallam, President and CEO of Madinet Masr**, said**:** "Our entry into the North Coast is important not only because it takes Madinet Masr into a new strategic destination, but because it demonstrates a new way for us to participate in real estate opportunities. We created AMAR as an Urban Realization Platform in response to an increasingly dynamic market, where the right model is not always for one company to perform every role". He added "AMAR allows us to structure each opportunity around the right partners, capabilities and operating model, while maintaining a clear framework of standards and governance. In this project, Reedy Development brings its development capabilities, Doors Real Estate leads sales and marketing, and AMAR brings the collaboration together under one model. We believe this gives Madinet Masr a more flexible and scalable way to unlock opportunities, extend our reach and create value across the real estate market."

Eng. Karim El Reedy, Chairman and CEO of Reedy Development, said: “We are pleased to collaborate with Madinet Masr through AMAR on this distinctive project, in a step that reflects our vision at Reedy Developments as the master developer of the project. The combination of our development capabilities and expertise, the project’s strategic location on the North Coast, and Madinet Masr’s strength and extensive experience provides a solid foundation for delivering a truly distinctive destination.”

"We believe this collaboration brings together complementary capabilities under a model designed to create a compelling proposition for the market and long-term value for customers and stakeholders."

This collaboration is a part of Madinet Masr’s broader strategy to diversify its geographic presence, pursue new growth models and unlock opportunities through strategic partnerships across Egypt’s real estate market.

Through AMAR, Madinet Masr is creating a scalable Urban Realization Platform capable of bringing together internal capabilities and external partners around different opportunity structures. Depending on the requirements of each opportunity, AMAR may participate through commercialization, investment, operations, services, brand licensing, partnership structuring or other collaborative models, while maintaining a consistent framework of standards and governance.

The North Coast collaboration with Reedy Development therefore represents more than a new geographic milestone for Madinet Masr. It marks the first application of a new model designed to broaden the company's opportunity set, scale through collaboration and create value through multiple roles.

Further details regarding the project, including its masterplan, development components and launch plans, will be announced in due course.

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About Madinet Masr

Madinet Masr is one of Egypt's leading urban development companies, with a legacy that dates back to 1959. With a commitment to sustainable growth, innovation, and community enrichment, Madinet Masr has played a pivotal role in shaping the urban landscape of Cairo and beyond.

The company is renowned for developing landmark residential, commercial, and mixed-use projects that integrate quality living with forward-thinking design. Flagship developments such as Taj City and Sarai reflect Madinet Masr's vision of building inclusive, future-ready communities that prioritize liveability, accessibility, and long-term value.

Madinet Masr boasts a robust landbank of 12.8 million square meters, enabling long-term development plans and a strong pipeline of future projects. This strategic asset base underscores the company's capacity to sustain growth and respond to evolving market demands.

Guided by its purpose — to drive growth in Egypt by developing sustainable communities — Madinet Masr is actively expanding its footprint across the country. The company leverages its deep market expertise, strategic partnerships, and customer-centric approach to deliver projects that enhance quality of life and foster long-term economic and social prosperity.

For more information, please visit: www.madinetmasr.com

About Reedy Development

Reedy Developments is an Egyptian real estate developer and master developer creating integrated residential, coastal, and mixed-use destinations. The company holds a landbank totaling 5.4 million square meters, comprising approximately 3.9 million square meters in New Cairo*and 1.5 million square meters on the North Coast. Its portfolio includes Azzar New Cairo, Azzar Infinity, Azzar Islands, and Reedy City. As a master developer, Reedy shapes the overall vision and development framework of its destinations, bringing together strategic collaborations to enrich their offering and create lasting value. Guided by its promise, "We Promise. We Deliver.", the company places quality, thoughtful design, and community at the heart of every development.

For more information, please visit: www.reedygroup.com

About Doors Real Estate

DOORS Real Estate is an integrated real estate services platform in Egypt, delivering comprehensive sales and advisory solutions across the residential and commercial real estate sectors. Bringing together Doors Consultancy and Doors Brokerage under one integrated model, DOORS supports developers, individual clients, and institutional investors with the clarity, insight, and execution needed to make confident real estate decisions and create lasting value.

Driven by a commitment to clarity, trust, excellence, and value creation, DOORS Real Estate combines market intelligence, strategic advisory, and client-centric brokerage to support the real estate journey from strategy and project development through to transaction and execution.

With a vision to become the most trusted and scalable real estate platform in Egypt and the region, DOORS Real Estate is committed to setting new standards for performance, transparency, and value creation across the industry.

For more information, please visit: www.doorsre.com