

## **Madinet Masr Records an Unprecedented Milestone, Achieving the Highest New Sales Value in Its History at EGP 52.1 Bn and 201% Increase in Deliveries in 2025**

**Cairo, 19 January 2026** – Madinet Masr (EGX code: MASR.CA), reported an exceptional performance during 2025, achieving total new sales of approximately EGP 52.1 bn, representing a remarkable increase compared to 2024, reflecting the strength of the company's business model and the resilience of its expansion-driven strategy.

During the year, the company successfully sold 4,462 units, while the number of units delivered increased significantly to 1,941 units versus 645 units in 2024, marking a remarkable 201% increase compared to the previous year. This strong growth underscores Madinet Masr's commitment to meeting delivery schedules and further strengthening customer confidence.

These robust results highlight the company's solid financial position and the success of its strategy aimed at expanding its land bank and developing a diversified portfolio of projects in strategic locations, delivering sustainable value to customers while aligning with Egypt's Vision 2030 for urban development.

Commenting on the company's performance, Eng. Abdallah Sallam, President and CEO of Madinet Masr, stated: "We are proud of the strong performance achieved by Madinet Masr during 2025, which reflects the dedication of our teams and the trust our customers place in our developments. Achieving new sales of EGP 52.1 bn, alongside unprecedented growth in delivery rates, reaffirms the success of our balanced strategy that combines expansion with sustainable growth." He added: "The significant increase of 201% in delivered units compared to 2024 represents a key milestone and underscores our commitment to delivering our projects according to the highest standards of quality and efficiency, in line with our customers' expectations."

Throughout 2025, Madinet Masr continued to execute its expansion strategy through the successful launch of new projects and the establishment of strategic partnerships, all of which witnessed strong market demand. This reflects the growing confidence in the company's brand and its ability to deliver integrated real estate products that meet evolving market needs.

During the year, the company signed a strategic partnership to develop Prism, the first commercial and entertainment destination in "Tajed", the commercial district within Taj City. In addition, Madinet Masr launched "Talala" in New Heliopolis, a strategically located development spanning two land plots with a total area of 491.41 feddans with total investments of EGP 90 bn. The company also introduced "Elm Tree Park", developed over an area of 476,262 square meters, equivalent to 113 feddans with EGP 20 bn total sales. Strategic partnerships were also signed with leading construction companies to accelerate the development pace of our projects and execute construction works within the Club Side project in Taj City, as well as the Elan, Rai, and Rai Views projects in Sarai. These partnerships come as part of Madinet Masr's ongoing efforts to deliver fully integrated residential solutions that meet the needs of the Egyptian market and align with the latest sustainable engineering and architectural standards for urban communities, while also supporting the company's plans to further develop its land bank and drive targeted growth.

Madinet Masr aims to enhance its land portfolio as part of its strategic expansion strategy, which spans over 12.8 million sqm, by developing new residential and commercial projects that adhere to the highest efficiency and quality standards.

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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 livability, 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](http://www.madinetmasr.com)