

Madinet Masr Launches “chüm COMMUNITIES” to Enhance Community Living Experience Across Its Residential and Commercial Developments

Cairo, 8 June 2026 – Madinet Masr announced the launch of its latest subsidiary, “chüm COMMUNITIES,” its specialized platform for integrated residential and commercial community management solutions, aimed at enhancing the community living experience across its developments. The launch comes as part of the company’s strategy to deepen its operational model through vertical expansion and build a fully integrated ecosystem spanning the entire real estate development cycle, from development and construction to the management of vibrant and sustainable communities. Through “chüm COMMUNITIES”, Madinet Masr seeks to elevate quality of life, enhance day-to-day customer experience, and maximize the long-term operational and investment value of its residential and commercial developments.

chüm COMMUNITIES adopts a forward-looking vision that goes beyond the conventional concept of facility management by offering a comprehensive suite of services covering all operational aspects within residential communities. These services include electrical and plumbing works, cleaning, integrated maintenance solutions, as well as common areas management services such as landscaping, security and guarding services, in addition to premium hospitality and transportation services for residents. Through this holistic approach, **chüm COMMUNITIES**, aims to preserve the value of real estate assets while ensuring the highest standards of comfort, convenience, and safety for residents.

It also seeks to create harmonious living environments through a “community management” approach that fosters human interaction and enforces community regulations, transforming residential compounds into interactive and sustainable communities. Beyond Madinet Masr’s own developments, **chüm COMMUNITIES** services extend to the broader real estate market, targeting strategic partnerships with other developers by offering a professional institutional alternative to manage projects post-handover without the need to establish complex in-house operational teams.

chüm COMMUNITIES operational philosophy is built on three core pillars, which as investing in human capital as the true driver of service excellence, leveraging advanced technologies and modern equipment to enhance operational efficiency while reducing reliance on manual labor, and maintaining a strong commitment to sustainability through the adoption of environmentally friendly solutions. This includes electric vehicles and bicycles to help reduce carbon emissions within urban communities.

Commenting on the launch, **Abdallah Sallam, President and CEO of Madinet Masr**, said: “The launch of **chüm COMMUNITIES** reflects the evolution of Madinet Masr’s strategy to build a fully integrated business ecosystem that extends beyond the conventional scope of real estate development. We believe the true value of any development begins after handover, and through **chüm COMMUNITIES**, we aim to redefine how residents interact with their communities by introducing innovative, flexible, and customer-centric solutions

that place quality of life at the center of the experience.” He added: “**chüm COMMUNITIES** embodies our commitment to creating specialized growth platforms that support the company’s long-term sustainable growth while generating added value for both our customers and shareholders. Our ambition is to establish a benchmark model for community management on both the local and regional levels, powered by the integration of human expertise and environmentally responsible technologies.”

For her part, **Nihad Sousa, CEO of chüm COMMUNITES**, stated: “**chüm COMMUNITES**, represents a natural extension of Madinet Masr’s integrated service ecosystem. While we focus on transforming residential units into spaces that reflect our customers’ aspirations with the highest quality standards, **chüm COMMUNITES**, ensures the preservation and enhancement of that value through professional operations and community management solutions that maintain asset quality and optimize overall community performance.” She added: “This level of operational integration provides customers with genuine peace of mind, as our relationship with them extends far beyond handover. Through **chüm COMMUNITES**, we continue to ensure the long-term quality, efficiency, and sustainability of both the residential unit and its surrounding environment, in line with international best practices.”

chüm COMMUNITES, currently manages an extensive operational portfolio, including the management of “Tajed” services at Taj City, maintenance of roads and main gates at Sarai, landscaping maintenance for “Taj Sultan” at Taj City and “Eastwave” at Sarai, in addition to providing full facility management services for “Shalya” and security services for “Taval” and “Eastwave” at Sarai. The company is also responsible for operating Madinet Masr’s headquarters and all affiliated facilities.

Looking ahead, **chüm COMMUNITES**, is preparing for a new phase of growth through ambitious expansion plans that include launching “Tajed” services at Sarai, rolling out landscaping services across all group developments, and delivering integrated management services for “Lake Park,” “Taj Ville,” and “Cavana.” These efforts further reinforce CHUM’s position as a strategic partner in the success of Madinet Masr’s projects.

This step reflects Madinet Masr’s long-term strategic vision as the company continues to accelerate its growth trajectory through diversifying its portfolio of subsidiaries, maximizing the value of its extensive asset base, and embedding innovation and sustainability as core pillars across all expansion plans. Through this approach, Madinet Masr continues to contribute to Egypt’s urban development agenda and supports the goals of Egypt Vision 2030 in building smarter and more sustainable communities.

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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