

Madinet Masr Inks Strategic MoU with Coventry University in Egypt's School of Business to Advance Academic Collaboration and Align Higher Education with Market Demands

Cairo, 17 February 2026 – Madinet Masr (EGX: MASR.CA) has announced the signing of a Memorandum of Understanding (MoU) with The School of Business at The Knowledge Hub's Coventry University in Egypt, located in the New Capital, to strengthen academic collaboration and bridge university education with practical application and evolving local labor market needs. This MoU reflects Madinet Masr's belief that its role extends beyond urban development to investing in people and nurturing young talent capable of shaping and leading the future.

The signing ceremony was attended by Eng. Abdallah Sallam, President & CEO of Madinet Masr, Mariam Ayad, Vice President of People and Culture at Madinet Masr, and Mr. Mohamed Shawky, CEO of EL Sewedy Education, Professor Shahira Samir, Acting President of TKH, and Dr. Rasha El Gendi, Dean of Coventry Business School, and Dr. Rana Samir, Assistant Professor of Marketing. from the School of Business at The Knowledge Hub's Coventry University in Egypt, in the presence of senior leadership from both parties. This initiative aligns with both parties' commitment to supporting practical training, exchanging expertise, and implementing joint applied projects, thereby contributing to the preparation of qualified professionals capable of creating tangible impact across various economic sectors. It also underscores Madinet Masr's dedication to advancing applied education and building strategic partnerships with academic institutions.

Commenting on the partnership, Eng. Abdallah Sallam, President & CEO of Madinet Masr, said: "At Madinet Masr, we believe in building strong bridges between academic education and the realities of the labor market. Investing in young talent is a core pillar of our sustainable growth strategy." He added, "Through this partnership, we are creating an integrated learning environment that gives students direct exposure to real business challenges. By offering hands-on training and applied projects aligned with market needs, we are helping equip the next generation with the confidence and capabilities required to succeed."

Dr. Rasha El Gendi, Dean of Coventry School of Business at The Knowledge Hub Universities stated: "This MoU with Madinet Masr marks an important step toward bridging academic education with market demands. It provides our students with direct exposure to real business environments and hands-on experience through applied projects." She added, "Together with Madinet Masr, we aim to graduate professionals who are academically grounded, practically equipped, and prepared to navigate the evolving global business landscape."

Mariam Ayad, Vice President of People and Culture at Madinet Masr, added: "Developing human capital is at the heart of Madinet Masr's philosophy. We are committed to fostering a culture of continuous learning and innovation, and to empowering students with practical skills that strengthen their professional readiness." She added, "Integrating academic knowledge with real-world application reflects our broader commitment to social responsibility and to building a generation capable of contributing meaningfully to society."

Dr. Rana Samir, Assistant Professor of Marketing, confirmed that signing the memorandum of understanding with Madinet Masr represents an important strategic step in linking academic study with practical application. She noted that this partnership reflects the

commitment of Coventry School of Business to strengthening cooperation with major private sector institutions. She added that this collaboration will provide the college's students with high-quality opportunities for practical training, participation in real projects, and direct exposure to labor market expertise, thereby contributing to the preparation of graduates who possess the knowledge and skills necessary to meet the demands of the local and regional markets.

Under the MoU's agreement, the cooperation includes hosting experts and specialists from Madinet Masr as guest speakers within relevant academic courses, thereby broadening students' professional perspectives and strengthening their practical skills. The agreement also states the delivery of professional and business training programs by faculty members of the faculty, designed in alignment with Madinet Masr's requirements and market needs. As part of the partnership's community dimension, tuition discounts will be offered for undergraduate programs at Coventry University's Business School in Egypt to the children of Madinet Masr employees, reflecting both parties' commitment to supporting community development and building human capital capable of meeting future demands.

Madinet Masr emphasizes that modern education is no longer based solely on theory, but rather on integrating academic knowledge with practical experiences drawn from real business environments.

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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

About Coventry School of Business

Coventry Business School is considered one of the leading colleges in the field of business and management education. It offers internationally accredited advanced academic programs in management, finance, marketing, and entrepreneurship. The school focuses on equipping students with practical skills and theoretical knowledge that prepare them for success in global markets, through an innovative learning environment. It is also a recognized partner within a wide network of educational and industrial institutions around the world.

The school places strong emphasis on developing students' leadership and analytical capabilities, enabling them to understand the global business environment through modern curricula based on case studies, practical projects, and collaboration with industry partners. It also encourages creativity and entrepreneurship, providing a supportive environment for ambitious students who seek to launch their own initiatives or develop innovative solutions to economic and social challenges.

www.tkh.edu.coventry