

Madinet Masr Launches Day 2 Night (D2N), Its First Fully Integrated Commercial Complex within Sarai

Cairo, 7 April 2026 – Madinet Masr (EGX code: MASR.CA), has announced the launch of its new project, Day 2 Night (D2N), marking the company's first fully integrated commercial complex within Sarai. The project represents a significant milestone in the company's strategy to enhance its commercial portfolio, enhance the business environment across its developments, and deliver fully integrated urban communities offering advanced commercial and professional services tailored to the needs of residents and entrepreneurs.

Day 2 Night (D2N) enjoys a prime location within Sarai Business District, spanning 21,720 sqm. The project features direct frontage on Al Amal Axis, ensuring easy access and reinforcing its appeal as a vibrant commercial hub that integrates business activity with contemporary lifestyle offerings.

Day 2 Night (D2N) has been designed to serve as an integrated, comprehensive destination that brings together a diverse mix of commercial and administrative activities in one hub. The development includes offices and retail units, in addition to various dining places, cafés, health and fitness facilities, and medical clinics. This integrated approach supports the creation of a dynamic environment that caters to business owners, entrepreneurs, residents, and visitors alike. The project features a wide range of unit sizes suitable for various uses, with clinic spaces ranging from 42 sqm to 217 sqm, retail units from 44 sqm to 300 sqm, and office spaces starting at 46 sqm and reaching up to 252 sqm.

Commenting on the launch, **Eng. Abdallah Sallam, President and CEO of Madinet Masr**, stated: "The launch of Day 2 Night (D2N) marks a significant strategic step forward in Madinet Masr's journey to develop fully integrated urban communities, with a strong focus on diversifying services and enhancing business environments. Through this complex, we aim to deliver a comprehensive commercial and professional experience within Sarai that meets evolving customer expectations and responds to growing market demand, while creating sustainable value for all stakeholders." **He added:** "At Madinet Masr, we are committed to developing projects that support the transition toward mixed-use communities. Today's customers are no longer seeking traditional standalone units, but rather a holistic experience that seamlessly integrates work, life, and services within a single destination. Day 2 Night (D2N) reflects this vision by offering a modern business environment, supported by advanced infrastructure and a strategic location aligned with the urban development plans in East Cairo."

Sarai is one of Madinet Masr's flagship developments in East Cairo. Its design embodies a unique concept that tailors the living experience to the Individual needs and preferences of residences, blending the vibrancy of modern city life with peacefulness of suburban life. It offers a wide variety of residential options including apartments, S-Villas, townhouses, and others, all set within expansive green spaces. Sarai is a multi-purpose project which spans over 5.5 million sqm and located along the Cairo-Suez Road and Al-Amal axis. The project boasts a prime location, just 5 minutes from the New Administrative Capital, 10 minutes from The American University in Cairo, and 15 minutes from the Ring Road, which guarantee convenient accessibility.

-END-

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