

## **Madinet Masr Strengthens Its Vertical Expansion Through the Launch of a Portfolio of Subsidiaries to Support an Integrated Real Estate Development Platform**

**Cairo, 26 January 2026** – Madinet Masr (EGX code: MASR.CA), has announced its diversified portfolio of residential, commercial, and mixed-use developments, led by flagship urban development projects such as “Taj City” and “Sarai”, in addition to “Butterfly” in Mostakbal City, “Talala” in New Heliopolis and “Zahw” in Assiut. The portfolio compromises a total of 28 residential projects and three commercial and mixed-use projects, as well as two sports clubs, one in “Taj City” and the other in “Sarai”.

As part of its vertical expansion strategy and its efforts to build an integrated platform across the various stages of real estate development, Madinet Masr has established and launched a number of subsidiaries and specialized platforms during 2024 and 2025. “Doors”, the company’s sales and project management arm, was founded in mid-2024, while the remaining entities were launched throughout 2025, with the majority expected to reach full operational capacity in 2026.

These entities include “CHUM” for residential and commercial community management, “Madinet Masr Finishing”, and “KLUB Kayan”, which specializes in sports club management. The diversified portfolio also includes “SAFE” for real estate investment, as well as the “Touba” as an alternative for traditional payment plans and “Theqa” which provides an innovative alternative to traditional maintenance deposits, all operating under the umbrella of “Madinet Masr Innovation Labs”, the company’s innovation arm.

On the regional front, Madinet Masr has undertaken strategic initiatives that underscore its confidence in expansion to high-potential markets, including the launch of “Citydom” in partnership with Waheej Real Estate company in Saudi Arabia, and the establishment of its “Cities of the World” in Dubai to oversee projects outside Egypt. These steps mark the beginning of a new growth phase driven by long-term partnerships and the regional expansion of a proven operating model.

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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)