

Madinet Masr Introduces Doors Real Estate to the Market, Expanding its Integrated Real Estate Ecosystem

Doors Real Estate has generated EGP 122 billion in cumulative sales since inception, bringing together consultancy, sales and brokerage capabilities to serve developers and clients across the real estate journey

Cairo, 22 September 2026 - Madinet Masr (EGX: MASR.CA), one of Egypt's leading urban community developers, announced the official introduction of its subsidiary, Doors Real Estate, to the market as part of the Company's broader strategy to build an integrated ecosystem spanning the real estate value chain.

Established on 1 April 2024, Doors Real Estate has rapidly built a strong presence in the Egyptian real estate market, generating EGP 122 billion in cumulative sales since inception and establishing itself as one of Egypt's leading real estate brokerage companies. Building on its growth in Egypt, Doors Real Estate expanded its regional footprint in 2026 with the opening of its branch in Saudi Arabia, marking an important step in the Company's regional expansion.

Doors Real Estate brings together specialized consultancy, sales and brokerage services through two complementary business lines: Doors Consultancy and Doors Brokerage. Together, they provide tailored solutions to real estate developers and individual clients across the residential and commercial sectors. Built around the principles of clarity, trust, excellence and value creation, Doors Real Estate aims to bridge the gap between strategy and execution by providing developers and clients with the market insights, strategic guidance and execution capabilities required to make informed decisions and create sustainable long-term value.

Doors Consultancy serves as a strategic growth partner to real estate developers, combining deep market intelligence with hands-on execution to deliver end-to-end advisory solutions across the project lifecycle. Its capabilities span concept development, product structuring, pricing strategy, market positioning, marketing orchestration and sales enablement. Through disciplined market analysis and practical execution, DOORS Consultancy helps developers strengthen their competitive positioning, accelerate sales performance and maximize the commercial potential of their developments.

Complementing the advisory offering, Doors Brokerage provides a client-centric real estate brokerage model focused on operational efficiency, specialized sales capabilities and disciplined service standards. By combining transparency, market expertise and responsive execution, Doors Brokerage enables clients to assess real estate opportunities with greater confidence while building trusted, long-term relationships.

Together, Doors Consultancy and Doors Brokerage position Doors Real Estate as an integrated real estate services company capable of supporting stakeholders across the real estate journey, from shaping and positioning developments to facilitating transactions and supporting informed investment and purchasing decisions.

Eng. Abdallah Sallam, President and CEO of Madinet Masr, said: “Since the establishment of Doors Real Estate in 2024, we have focused on building an integrated company capable of supporting the real estate sector through specialized, efficient and value-driven solutions. With EGP 122 billion in sales generated since inception and the expansion into Saudi Arabia this year, Doors Real Estate has demonstrated its ability to build scale, deliver strong commercial performance and extend its capabilities into new markets. Today, we are formally introducing Doors Real Estate as an important part of Madinet Masr’s broader ecosystem, reflecting our strategy to expand across the real estate value chain, develop businesses that complement our core activities and create sustainable value for developers, clients and shareholders.”

Commenting on the announcement, Maged Tobgy, CEO of Doors Real Estate, said: “We have built Doors Real Estate around a clear ambition: to deliver a more integrated, transparent and client-centric approach to the real estate market. Our growth reflects the strength of our teams, our relationships with developers and clients, and our ability to execute across a dynamic market. As we expand into Saudi Arabia, we remain focused on combining deep market understanding with disciplined execution. Through Doors Consultancy and Doors Brokerage, we connect strategy with execution and provide developers and clients with the expertise and guidance required to make better-informed decisions and achieve meaningful outcomes.”

With its established track record, integrated capabilities and expanding regional presence, Doors Real Estate aims to further strengthen its position as a trusted partner across the real estate journey, delivering specialized solutions that create sustainable value for developers and clients while contributing to the broader development of the real estate ecosystem.

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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 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

About Doors Real Estate

DOORS Real Estate, a subsidiary of Madinet Masr, is an integrated real estate services platform in Egypt, delivering comprehensive sales and advisory solutions across the residential and commercial real estate sectors. Bringing together Doors Consultancy and Doors Brokerage under one integrated model, DOORS supports developers and individual clients, with the clarity, insight, and execution needed to make confident real estate decisions and create lasting value.

Driven by a commitment to clarity, trust, excellence, and value creation, DOORS Real Estate combines market intelligence, strategic advisory, and client-centric brokerage to support the real estate journey from strategy and project development through to transaction and execution.

With a vision to become the most trusted and scalable real estate platform in Egypt and the region, DOORS Real Estate is committed to setting new standards for performance, transparency, and value creation across the industry.

For more information, please visit: www.doorsre.com