

Madinet Masr Launches ETAJE in Taj City's Final Residential Plot in New Cairo

Cairo, 3 October 2026 – Madinet Masr (EGX: MASR.CA), one of Egypt's leading urban community developers, announced the launch of ETAJE, its latest residential and mixed-used project located on the final residential plot within Taj City in New Cairo. The launch marks a significant milestone in the development of Taj City and reflects the company's commitment to delivering diverse residential offerings that address evolving customer needs and provide integrated living experiences.

Strategically located directly on the Ring Road within Taj City, ETAJE offers convenient connectivity to key destinations across Greater Cairo. Spanning approximately 26.4 feddans, the project has been thoughtfully master-planned across three distinct parcels to create a balanced and integrated residential community supported by a range of lifestyle amenities.

ETAJE comprises 20 residential buildings featuring approximately 600 units, with a targeted total sales value of approximately EGP 6.6 billion. The project offers a diverse selection of one to three-bedroom apartments, ranging in size from approximately 37 to 133 square meters, providing customers with a variety of layouts and living spaces tailored to different needs and preferences. Structural works for the project are targeted for completion within four years.

Commenting on the launch, Eng. Abdallah Sallam, President and CEO of Madinet Masr, said: "The launch of ETAJE on Taj City's final residential plot marks an important milestone in the development of the community and reflects our continued commitment to creating residential projects that combine efficient master planning with diverse unit offerings and integrated living experiences. With its prime location and direct connectivity to the Ring Road, ETAJE provides residents with seamless accessibility while further enriching the overall residential offering within Taj City."

He added: "The project has been designed around a balanced living environment that brings together landscaped green areas, open spaces and thoughtfully integrated water features. At the heart of the development is a 450-meter green pedestrian spine, creating a walkable landscape that connects different areas of the project and provides residents with diverse spaces for everyday living, recreation and social interaction."

ETAJE places landscaping and outdoor living at the core of its design. Expansive green spaces and pocket parks are distributed throughout the project, while the dedicated 450-meter pedestrian green spine and integrated cycling lanes encourage walkability, active lifestyles and seamless movement across the community. Water features are incorporated throughout the landscape to complement the surrounding greenery and create a calm and distinctive residential environment.

The launch of ETAJE is aligned with Madinet Masr's broader strategy of developing integrated urban communities that combine strategic locations, diversified residential offerings and efficient master planning. By continuing to introduce differentiated products across its developments, Madinet Masr aims to address changing market demand, broaden customer choice and create sustainable long-term value.

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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