

With Investments of EGP 400 million, A Strategic Partnership between Madinet Masr and EL SEWEDY ELECTRIC to Execute Infrastructure Works at “Elan” in Sarai

Cairo, January 13, 2026 – Madinet Masr (EGX: MASR.CA), one of Egypt’s leading urban community developers, and ELSEWEDY ELECTRIC S.A.E. (EGX: SWDY.CA), a global leader in integrated energy, infrastructure, and digital solutions, have signed a Memorandum of Understanding (MoU) with EISEWEDY ELECTRIC Infrastructure, a specialized subsidiary of EISEWEDY ELECTRIC, to execute advanced infrastructure works at “*Elan*”, located within “*Sarai*” development in East Cairo. Valued at EGP 400 million, the strategic partnership supports Madinet Masr’s vision to develop sustainable urban communities built on smart infrastructure that enhances quality of life and delivers long-term value, in line with international engineering standards and best practices.

The MoU signing ceremony was attended by Eng. Abdallah Sallam, President and CEO of Madinet Masr; Eng. Ahmed El Sewedy, President and CEO of ELSEWEDY ELECTRIC; and Eng. Mohamed Lashien, Senior Vice President of Product Development at Madinet Masr, along with senior executives from both companies. Under the terms of the agreement, EISEWEDY ELECTRIC Infrastructure will undertake the execution of “*Elan*” project’s infrastructure works, with delivery targeted by the end of 2027.

Commenting on the partnership, Eng. Abdallah Sallam, President and CEO of Madinet Masr, said: “This strategic MoU with EISEWEDY ELECTRIC Infrastructure underscores Madinet Masr’s commitment to developing integrated and sustainable urban communities. The partnership is a pivotal step in our strategy to accelerate construction progress, adhere to our timelines, and deliver projects that combine modern design with advanced infrastructure of the highest quality. Through this approach, we continue to reinforce Madinet Masr’s position as a leading real estate developer, building communities that meet customer aspirations and support Egypt’s urban development goals.”

Eng. Ahmed El Sewedy, President and CEO of Elsewedy Electric, added: “This MoU marks a strategic milestone, strengthening our partnership with Madinet Masr and reflecting both companies’ dedication to innovation and excellence. Leveraging our extensive expertise in infrastructure networks and utility stations, Elsewedy Electric Infrastructure will deliver advanced solutions that meet the highest engineering standards, ensuring the efficient and timely execution of “*Elan*” project in “*Sarai*”. This collaboration contributes to developing integrated, sustainable urban communities that align with modern urban practices and create long-term value for society and investors alike.”

Eng. Mohamed Lashien, Senior Vice President of Product Development at Madinet Masr, stated: “Through this collaboration with Elsewedy Electric Infrastructure, we are strengthening the technical execution of “*Elan*” project’s infrastructure, ensuring a seamless integration between design intent and on-ground delivery. Our focus is on disciplined project management, optimized construction workflows, and consistent progress across all phases, ultimately translating into well-planned, high-performing urban communities that respond to the evolving demands of the Egyptian market.”

Eng. Ahmed Ouda, Chairman of Elsewedy Electric Infrastructure, said “This MoU reflects the strength of our partnership with Madinet Masr and our commitment to delivering

reliable, future-ready infrastructure. Through our expertise in infrastructure networks and utility systems, we aim to support the timely and high-quality delivery of *Elan* and contribute to the development of sustainable urban communities.”

Sarai is one of Madinet Masr’s flagship developments in East Cairo, spanning more than 65 years in the Egyptian market. Spanning an area of 5.5 million square meters, the project is designed around an unprecedented concept that personalizes the living experience to meet residents’ individual needs and preferences. Sarai blends vibrant modern living with the tranquility of suburban life, offering a diverse range of unit types and sizes, including apartments, S-Villas, townhouses, and more, all set within expansive green spaces. The project enjoys a prime location in New Cairo along the Cairo–Suez Road and Al Amal Axis, just 5 minutes from the New Administrative Capital, 10 minutes from the American University in Cairo, and 15 minutes from the Ring Road, ensuring seamless accessibility.

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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 Elsewedy Electric

ELSEWEDY ELECTRIC (EGX: SWDY.CA) is a leader in integrated energy, infrastructure & digital solutions. For 87 years, ELSEWEDY ELECTRIC has been committed to providing reliable energy solutions, hence creating smarter and more liveable cities. As the pioneer in energy and infrastructure solutions in Africa, the Middle East, and Asia the company operates in 5 business lines: wires, cables & accessories, electrical products, engineering & construction, infrastructure investments & digital solutions. Headquartered in Egypt, ELSEWEDY ELECTRIC reported revenues of USD 5.13 billion in 2024, **employing over 22,000 people**, 52 international offices, 34 production facilities, with export capacity to over 110 countries worldwide.

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

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