

For the Third Consecutive Year, Abdallah Sallam Named Among Forbes Middle East's Most Impactful Real Estate Leaders 2026

Cairo, 10 May 2026 – Madinet Masr (EGX code: MASR.CA) announced that Eng. Abdallah Sallam, President and CEO of the company, has been named among Forbes Middle East's 100 Most Impactful Real Estate Leaders for 2026. This marks the third consecutive year that Sallam has been featured on the list since its launch in 2024.

The recognition comes as Madinet Masr continues to deliver strong performance, supported by a strategic vision that has guided the company's growth and expansion. Through the development of sustainable, integrated urban communities, Madinet Masr has further strengthened its position in the real estate market, offering destinations that respond to evolving customer needs and market dynamics.

Sallam has successfully led the implementation of Madinet Masr's growth strategy, which focuses on diversifying its portfolio of subsidiaries through vertical expansion, maximizing the value of its asset base and strategic landbank spanning 12.8 million square meters, and embedding innovation and sustainability across its expansion plans. This further supports the company's contribution to urban development in alignment with Egypt Vision 2030. In parallel, 2025 marked key progress in Madinet Masr's regional expansion journey in Saudi Arabia and the United Arab Emirates.

On the financial performance front, the company achieved an unprecedented milestone, recording its highest-ever new sales value at EGP 52.1 billion, reflecting an 11% increase. This underscores the strength of the company's business model and the resilience of its expansion strategy. The company also successfully sold 4,462 units in 2025, while the number of units delivered rose to 1,941, marking a significant increase of 201% compared to the previous year demonstrating Madinet Masr's commitment to delivery schedules and reinforcing customer confidence. Revenues reached EGP 11.7 billion in 2025, representing a year-on-year growth of 38%, while net profit amounted to EGP 3.6 billion in 2025, reflecting an annual growth rate of 24%.

These milestones reinforce Madinet Masr's path toward sustainable growth, driven by its strong performance in the Egyptian market since 2022, its expanding local and regional footprint, and its continued commitment to creating long-term value for the real estate sector and its stakeholders. This has further strengthened its market position and led to its inclusion among the top 10 real estate developers in Egypt.

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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