

Madinet Masr's President and CEO Abdallah Sallam Named Among Forbes Middle East's Sustainability Leaders for 2026

Recognition highlights Madinet Masr's commitment to sustainable urban development, heritage preservation, and environmental responsibility

Cairo, October 21, 2026 – Madinet Masr (EGX: MASR.CA) announced that Eng. Abdallah Sallam, President and CEO, has been named among Forbes Middle East's *Sustainability Leaders 2026* for the first time, ranking 13th in the Real Estate and Construction category. The recognition highlights Sallam's leadership in advancing sustainable urban development and integrating environmental and social responsibility into Madinet Masr's long-term strategy. It also marks his ninth recognition by Forbes Middle East, further reinforcing his standing among the region's influential business leaders and reflecting the company's continued transformation since he assumed leadership in 2022.

A key initiative contributing to this recognition is *Buyut Al-Khalifa*, launched in 2025 in collaboration with the Built Environment Collective under the supervision of the Supreme Council of Antiquities. Located on Al-Rukbiyya Street in Historic Cairo, the project presents an innovative model for sustainable urban regeneration that combines architectural heritage preservation, environmental sustainability, and community development. Spanning 3,000 square meters, the initiative includes the restoration of three historic buildings, refurbishment of 19 building facades, and rehabilitation of 1,200 square meters of public spaces through improved paving, landscaping, and lighting. The project is scheduled to be implemented in three phases over a period of three years. Through this integrated approach, Madinet Masr seeks to preserve Cairo's cultural identity, improve residents' quality of life, and contribute to the sustainable revitalization of Historic Cairo.

Beyond heritage preservation, Madinet Masr continues to advance sustainability initiatives across its real estate developments and corporate operations. At Taj City and Sarai, the company is expanding electric vehicle charging infrastructure while pursuing plans to transition its corporate and operational vehicle fleets to electric vehicles. At its headquarters, Madinet Masr has also introduced energy-efficiency measures, including rooftop solar panels, smart lighting systems equipped with motion sensors, and energy-efficient cooling systems. These initiatives reflect the company's broader commitment to reducing its environmental footprint and embedding sustainable practices across its operations and developments.

Forbes Middle East's *Sustainability Leaders 2026* list recognizes 145 executives across 17 sectors for their contributions to advancing sustainability, reducing environmental impact, and supporting the region's transition toward a more sustainable future. Sallam's inclusion reflects Madinet Masr's ongoing efforts to adopt a responsible development model that extends beyond traditional real estate development to encompass environmental stewardship, heritage conservation, and long-term value creation for communities.

-END-

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