

Madinet Masr Reports EGP 36.3 Bn in New Sales, 112% Increase in Deliveries in 9 Months, and Over EGP 2 Bn in Reservations

Cairo, 5 November 2025 - Madinet Masr (EGX code: MASR.CA), one of Egypt's leading real estate developers, reported a strong performance during the first nine months of 2025, achieving new sales of EGP 36.3 billion with reservations exceeding EGP 2 billion. These figures underscore the company's growing performance, the strength of its financial position, and the success of its expansion strategy aimed at developing its land portfolio and diversifying its projects in strategic locations. This approach aligns with Egypt's Vision 2030 for urban development, delivering substantial customer value.

For his part, **Eng. Abdallah Sallam, President and CEO of Madinet Masr**, expressed pride in the company's year-over-year positive results, stating, "These achievements reflect the hard work and dedication of our team, as well as the trust our customers place in the Madinet Masr brand, bringing the company's new sales to EGP 36.3 billion generated from Madinet Masr's various projects within 9 months. He further emphasized, "It is worth noting that the company recorded a significant increase in its delivery rate, exceeding 112% compared to the same period last year.

Madinet Masr's growth strategy has successfully driven the launch of several new projects and partnerships in the first nine months of the year, all of which have seen substantial demand, reflecting strong customer confidence in the quality of these developments. The company has inked a strategic partnership to establish Prism as the first commercial and entertainment hub in "Tajed", the first integrated commercial district within "Taj City," and launched its latest project "Talala" in New Heliopolis City, extending over two land plots covering a combined area of 491.41 feddans

Madinet Masr aims to enhance its land portfolio as part of its strategic expansion strategy, which spans over 12.8 million sqm, by developing new residential and commercial projects that adhere to the highest efficiency and quality standards.

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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