

SAFE by Madinet Masr Expands Access to Real Estate Investment in Egypt with Fractional Ownership Starting from EGP 5,000

More than 3,100 investment shares sold on the first day of the EGP 5,000 offering, reflecting growing demand for accessible and flexible real estate investment solutions

Cairo, 11 October 2026 – Madinet Masr (EGX: MASR.CA) announced a new phase of SAFE Investments, its fractional real estate investment platform, enabling investors to access carefully selected real estate opportunities starting from just EGP 5,000 per investment share. The offering recorded strong demand, with more than 3,100 investment shares sold on the first day, reflecting growing investor appetite for more accessible and flexible ways to participate in Egypt's real estate market.

Through its digital platform, SAFE enables investors to gain fractional exposure to selected real estate assets without the need to purchase an entire property. Investors make a one-time payment for their investment shares, with no future installments or payment schedules, offering a simpler and more transparent approach to real estate investment. The platform offers access to prime real estate opportunities from leading developers across Egypt, including but not limited to Madinet Masr.

Since its launch, SAFE has continued to expand its investor base and investment activity. To date, the platform has sold more than 23,000 investment shares to over 5,200 investors, while more than 40% of its investors have returned to invest in additional opportunities, demonstrating strong repeat-investment activity and growing engagement with the platform.

SAFE currently manages more than EGP 1 billion in assets under management and has distributed more than EGP 50 million in rental income to investors. The platform's digital reach has also continued to grow, with the SAFE application recording more than 175,000 installs. A key component of SAFE's proposition is its active investor-to-investor resale marketplace, which is designed to provide investors with greater flexibility by allowing them to offer part or all their investment shares for resale before the targeted exit of the underlying asset. To date, the marketplace has facilitated the successful resale of more than 1,900 investment shares, with selected resale transactions recording annualized returns exceeding 40%.

By combining fractional ownership, access to income-generating real estate opportunities, digital accessibility and a dedicated resale marketplace, SAFE is introducing a more accessible and flexible model for participating in real estate investment. The platform provides investors with exposure to the fundamental characteristics traditionally associated with property investment, including asset ownership, income generation, potential capital appreciation and greater exit flexibility.

With investment opportunities starting from EGP 5,000, SAFE continues to advance its objective of broadening access to professionally selected real estate opportunities and enabling a wider segment of individuals to participate in fractional real estate ownership.

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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