

## As the First Real Estate Developer, Madinet Masr Partners with Baheya Foundation on International Women's Day to Support Its New Early Detection and Breast Cancer Treatment Facility in New Cairo

**Cairo, 9 March 2026** – In celebration of International Women's Day, Madinet Masr (EGX code: MASR.CA) has announced the signing of a strategic partnership agreement to lay the cornerstone for Baheya's new facility in the Fifth Settlement, New Cairo. This milestone underscores the company's commitment to social responsibility and its vision of building sustainable communities centered around people's well-being. Through its collaboration with Baheya Foundation, Madinet Masr reaffirms its support for Egyptian women's health by contributing to expanded access to early detection and free breast cancer treatment.

The signing ceremony was attended by Eng. Abdallah Sallam, President & CEO of Madinet Masr; Dena Habib, Vice President of Corporate Relations at Madinet Masr; and Dr. Mohamed Amara, CEO of Baheya Foundation and Hospitals Group, alongside senior leaders from both entities.

This partnership marks a significant milestone in Madinet Masr's social impact journey under its CSR and sustainability strategy, "*Cultivating Communities*." Through this initiative, the company becomes the first real estate developer to support Baheya's new facility in the Fifth Settlement, New Cairo, through a multi-year collaboration. The new facility will provide specialized, fully integrated healthcare services to women in New Cairo and the surrounding areas, expanding treatment capacity and enabling access for a greater number of beneficiaries.

Commenting on the partnership, **Eng. Abdallah Sallam, President & CEO of Madinet Masr**, said: "At Madinet Masr, we believe our role extends beyond developing fully integrated urban communities. It includes actively contributing to initiatives that enhance quality of life and create lasting, sustainable impact, guided by our CSR and sustainability strategy. Our partnership with Baheya Foundation reflects our steadfast commitment to advancing Egyptian women's health and ensuring access to comprehensive, high-standard treatment services. We view this step as a long-term investment in community health. Supporting Baheya's new facility underscores our belief that true development begins with empowering people and protecting their health. Through this collaboration, we aim to set a strong example of effective partnership between the private sector and civil society, expanding access to advanced medical care and ensuring women receive a safe and dignified treatment journey aligned with the highest quality standards."

Meanwhile, **Dena Habib, Vice President of Corporate Relations at Madinet Masr**, said: "Our initiatives are driven by a clear CSR and sustainability strategy under the umbrella of "*Cultivating Communities*," designed to create holistic development impact that extends beyond the boundaries of our real estate projects to the people they serve. In addition to developing sustainable urban communities; we strive to enhance individual well-being and sustainably improve quality of life. Our support for Baheya's new facility in New Cairo reflects our tangible commitment and firm belief that investing in Egyptian women's

health is an investment in the stability and resilience of society as a whole. We are committed to forging partnerships grounded in shared vision and strong humanitarian values, ensuring meaningful and long-term impact both within and beyond our communities."

From his side, **Eng. Tamer Shawky, Chairman of the Board of Trustees of the Baheya Foundation**, expressed his pride and appreciation for the collaboration with Madinet Masr, stating: "We are very proud of this partnership, which supports our mission of providing advanced medical services for the early detection and treatment of breast cancer, and reflects a spirit of social responsibility and commitment to the health of Egyptian women."

Additionally, **Ms. Laila Salem, Member of the Board of Trustees and granddaughter of Baheya**, added: "We are extremely proud of our partnership with Madinet Masr. It strengthens our ability to reach the largest number of women in need of healthcare across all governorates of the republic and reaffirms everyone's commitment to supporting Egyptian women's health and providing integrated medical care."

Finally, **Dr. Mohamed Amara, CEO of Baheya Foundation and Hospitals Group**, also stated: "We greatly value this collaboration with Madinet Masr, which represents a qualitative addition to our journey in supporting the health of Egyptian women. This partnership directly contributes to enhancing our capacity to provide free early detection and treatment services to women according to the highest standards, thereby supporting our mission to combat breast cancer and spread a culture of health awareness in society."

This partnership reflects the strong integration between the private sector and non-profit institutions in strengthening the healthcare ecosystem and promoting sustainability and social responsibility. It embodies a shared commitment to improving quality of life, in line with Egypt's vision for comprehensive and sustainable development.

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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](http://www.madinetmasr.com)