

## **Madinet Masr, through its subsidiary “Madinet Masr Finishing Solutions”, and seven Partner to Redefine Home Finishing Through Flexible Financing Solutions to Their Clients**

*This partnership aims to offer an integrated model that enables customers to finish and renovate their residential units through financing solutions with tenors of up to 5 years*

Cairo, 15 February 2026 – Madinet Masr (EGX code: MASR.CA), has announced a strategic partnership, through its subsidiary “Madinet Masr Finishing Solutions”, with seven for Consumer Finance, a subsidiary of Beltone Holding, marking a new step in the company’s vision to deliver a fully integrated real estate experience that goes beyond traditional urban development. The partnership introduces an integrated model that combines high-quality finishing and renovation services with flexible, innovative financing solutions with repayment periods of up to five years, enabling homeowners to complete and customize their residences without upfront financial pressure, while enhancing the long-term value of Madinet Masr’s communities.

Aligned with Madinet Masr’s strategy and its vision of building an integrated real estate ecosystem through specialized verticals and strategic partnerships, “Madinet Masr Finishing Solutions” will lead execution and technical delivery to the highest quality standards, while seven provides tailored financing solutions that allow customers to manage costs with greater flexibility and clarity. The collaboration underscores Madinet Masr’s commitment to delivering holistic solutions that elevate the customer experience and meet evolving lifestyle expectations, by positioning finishing as a core component of the residential journey, ensuring greater comfort, flexibility, and alignment with diverse lifestyles.

Commenting on the partnership, Eng. Abdallah Sallam, President and CEO of Madinet Masr, said: “At Madinet Masr, we believe that innovation in real estate is a sustainable approach that spans all stages of the residential journey, rather than being limited to unit delivery alone. Our partnership with seven, through our specialized arm “Madinet Masr Finishing Solutions”, represents a pivotal step in our vision to deliver a fully integrated living experience. By linking execution excellence with flexible financial solutions, we simplify the home-finishing journey and make it more seamless and transparent for our customers. Through a network of specialized verticals and strategic partners who share our commitment to excellence, we continue to deliver meaningful added value to our clients and enhance quality of life across our communities.”

Through seven’s expertise in consumer finance, homeowners will be able to finance their unit finishing and renovation works rather than paying the full amount upfront, ensuring premium finishing quality aligned with their individual preferences. This reflects Madinet Masr’s commitment to delivering an innovative and seamless residential experience, while easing the financial burden on the homeowners from day one.

From his side, Eng. Omar El-Feky, CEO of seven, said: “This partnership with Madinet Masr Finishing Solutions reflects our shared commitment to empowering homeowners by offering flexible and innovative financing solutions that ease the financial burden of unit finishing and renovation. Through this collaboration, we are providing customers with seamless access to tailored financing plans that enable them to complete their homes to the highest standards without upfront pressure. We are proud to support Madinet Masr’s vision of delivering a premium residential experience, backed by seven’s advanced digital

platform, fast approval processes, and extensive network of trusted partners. This partnership builds on our ongoing success and supports our strategy to expand our footprint in the Egyptian market while delivering greater value and convenience to our customers. seven continues to stand out through its expertise in delivering innovative consumer finance solutions that allow customers to manage finishing and renovation costs flexibly and without financial strain. Through this partnership, Madinet Masr homeowners will benefit from competitive financing options supported by fast, digital processes—ensuring a smooth transition into their new homes and an enhanced homeownership experience from day one”

Nihad Sousa, CEO of Madinet Masr Finishing Solutions, added: “This partnership reflects our vision of viewing finishing as a direct extension of everyday quality of life, rather than a purely executional phase. Through our collaboration with seven, we offer customers integrated solutions that combine design excellence, execution precision, and financing flexibility, granting them greater freedom to customize their homes to the highest standards, while enjoying a clearer and more seamless experience. At “Madinet Masr Finishing Solutions”, we are committed to simplifying the home-finishing journey and reducing both financial and procedural burdens, empowering homeowners to make confident decisions and ensuring long-term value and a living experience that truly reflects their aspirations and lifestyles.”

seven continues to stand out through its expertise in delivering innovative consumer finance solutions that enable customers to manage their financing needs in a flexible and organized manner, empowering them to plan and complete their future homes with confidence and without financial strain.

As a specialized arm, “Madinet Masr Finishing Solutions” plays a central role in Madinet Masr’s broader ecosystem, offering premium finishing packages across developments such as Taj City, Sarai, and new projects including Butterfly, reinforcing the company’s customer-centric approach and focus on long-term residential value.

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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)

## About seven:

seven is a leading consumer finance company in Egypt, operating under Beltone Holding (BTFH). Regulated by the Financial Regulatory Authority (FRA) under license number 6 of 2020, the company offers smart, innovative financing solutions that enable customers to purchase a wide range of goods and services through flexible financing options tailored to their needs.

seven's strategy is anchored in a wide network of partnerships with leading brands and institutions across sectors, including finishing, furniture, home appliances, education, automotive, electronics, and more. Its offerings reflect a modern lifestyle designed to meet the needs of customers seeking comfort and convenience without upfront financial burdens. These partnerships operate in line with Consumer Finance Law No. 18 of 2020 and regulations.

Backed by an advanced digital platform, fast approval processes, and professional customer service, seven ensures a smooth and transparent experience across all stages of purchase and financing. This approach positions seven as a trusted financial partner that empowers customers to elevate their quality of life and reinforces the role of consumer finance as a key driver of growth and development in the Egyptian market