PRESS RELEASE

Madinet Masr Delivers Record New Sales of EGP 27.2 Bn and 130% Increase in Deliveries in H1 2026

Cairo, 28 July 2026 – Madinet Masr (EGX code: MASR.CA), reported a strong sales performance during the first half of 2026, achieving record new sales of EGP 27.2 billion, representing a 16.5% year-on-year increase compared to the same period last year.

The company's performance was further supported by strong demand across its portfolio, with more than 2,900 units sold during the first six months of 2026, representing an increase of more than 71% compared to the same period last year. While the number of units delivered increased significantly to 1200 units versus 521 units in H1 2025, marking a remarkable 130% increase compared to the same period in the previous year. This strong growth underscores Madinet Masr's commitment to meeting delivery schedules and further strengthening customer confidence. This reflects customers' continued confidence in Madinet Masr's brand, product quality, and ability to deliver real estate solutions that respond to evolving market needs.

This performance underscores Madinet Masr's continued growth momentum, the strength of its market positioning, and the success of its expansion strategy, which focuses on developing its land portfolio, diversifying its project offering, and delivering integrated real estate communities in strategic locations while continuing to create long-term value for customers and shareholders.

Commenting on the results, Eng. Abdallah Sallam, President and CEO of Madinet Masr, said: "The increase reflects our clients' continued trust, our team's dedication, and Madinet Masr's strong growth momentum. These results mark another key milestone in our growth journey and reinforce our leading position in the Egyptian real estate market." He added: "We remain focused on expanding our land portfolio, diversifying our projects, and developing innovative real estate solutions that meet and exceed our customers' aspirations. Building on more than 67 years of legacy, we continue to uphold the highest standards of quality, efficiency, and execution across our developments."

Madinet Masr's growth strategy continues to drive strong demand across its key projects, including Taj City, Sarai, The Butterfly in Mostakbal City, and Talala in New Heliopolis. These projects have continued to attract strong customer interest, reflecting the quality of the company's developments and the appeal of its strategically located communities.

During the period, Madinet Masr also launched Day 2 Night, first fully integrated commercial complex within Sarai, further advancing the concept of smart business infrastructure in New Cairo and strengthening the company's offering across residential, commercial, and mixed-use developments.

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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