



PALM HILLS  
DEVELOPMENTS

S Y N O P S I S

HOW IT ALL

**STARTED**

P A L M H I L L S D E V E L O P M E N T S . C O M



Palm Hills Developments commands a geographically diversified & balanced portfolio of projects.

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**FOUNDED IN**  
**1997**

**as ETIHADEYA,**

the investment arm through which PHO was established & then in 2005 Palm Hills Developments came to life by acquiring all the assets.



**AND THE STORY OF PHD BEGAN.**

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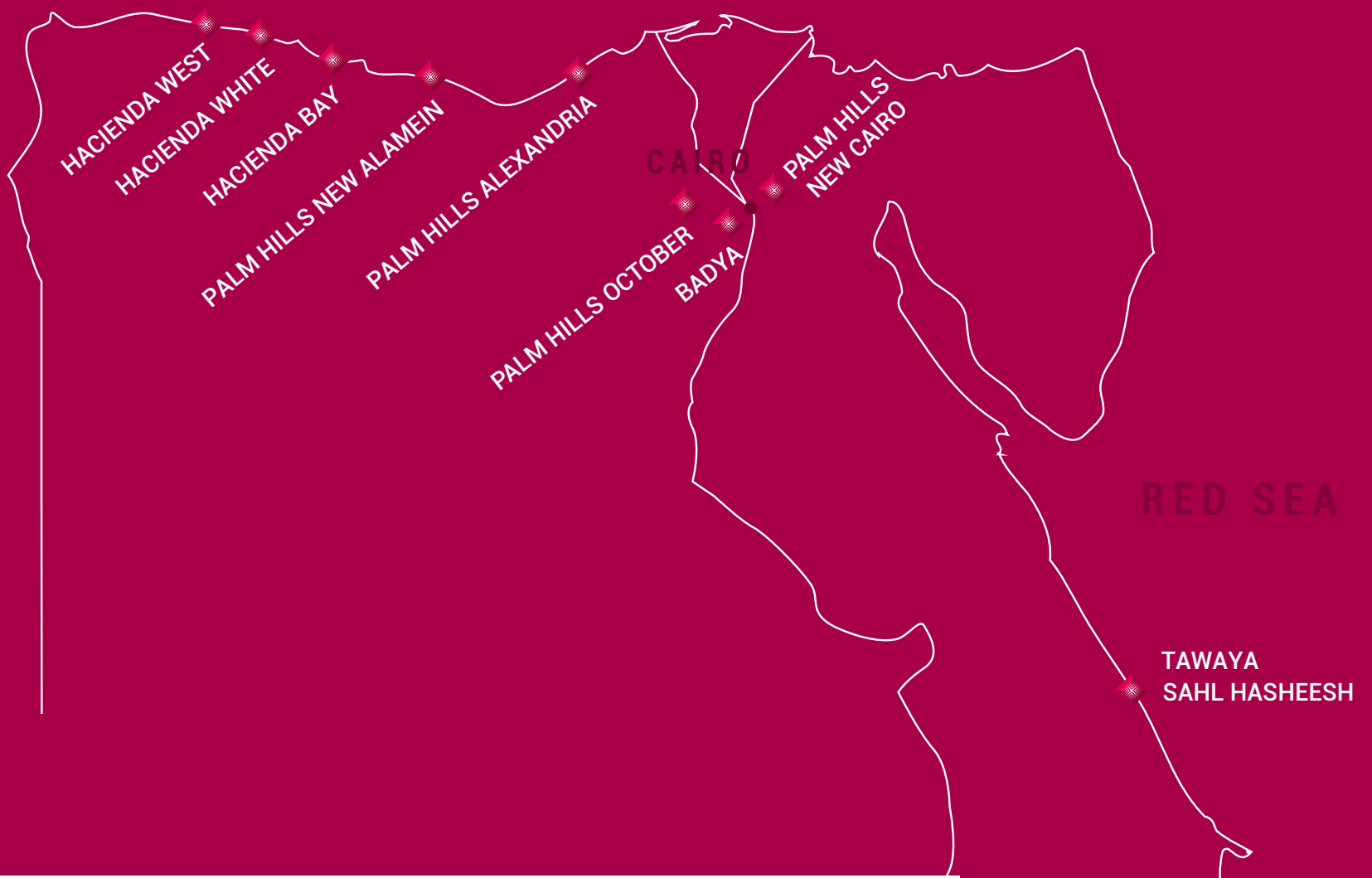
A PORTFOLIO OF

**34**  
projects

SPREADING OVER

**34.6**  
million  
sqm

MEDITERRANEAN



# OUR EXPANDING COMMUNITIES

## CAIRO WEST

- ◆ PALM HILLS OCTOBER
- ◆ PALM HILLS OCTOBER EXTENSION
- ◆ BADYA
- ◆ BAMBOO
- ◆ BAMBOO EXTENSION
- ◆ CASA
- ◆ PALM PARKS
- ◆ THE CROWN
- ◆ WOODVILLE
- ◆ PALM VALLEY
- ◆ GOLF VIEWS
- ◆ GOLF EXTENSION

## CAIRO EAST

- ◆ PALM HILLS NEW CAIRO
- ◆ PALM HILLS KATAMEYA
- ◆ PALM HILLS KATAMEYA EXTENSION
- ◆ NEW CAPITAL GARDENS
- ◆ THE VILLAGE
- ◆ VILLAGE AVENUE
- ◆ VILLAGE GARDENS KATAMEYA
- ◆ VILLAGE GATE

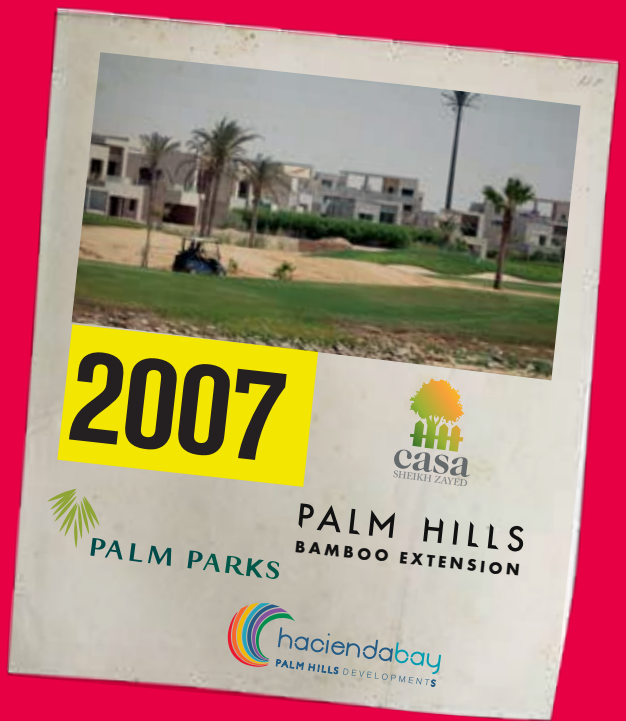
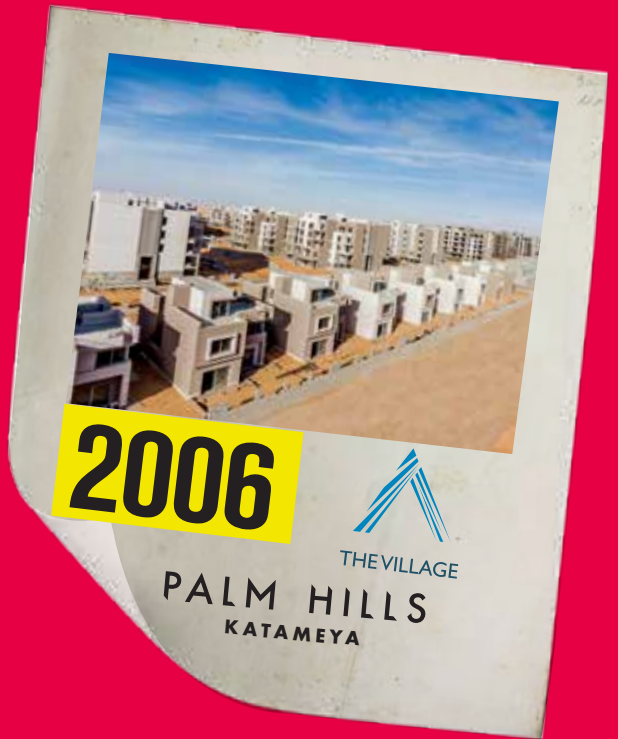
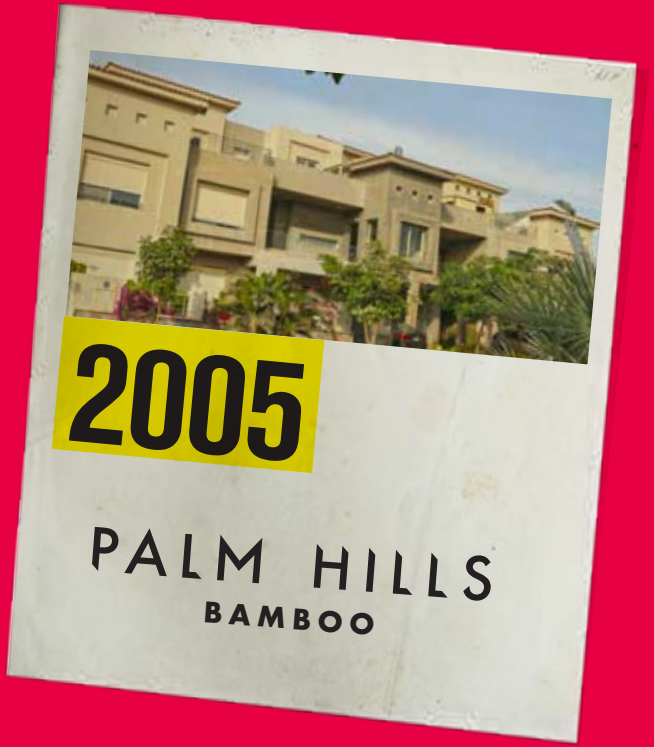
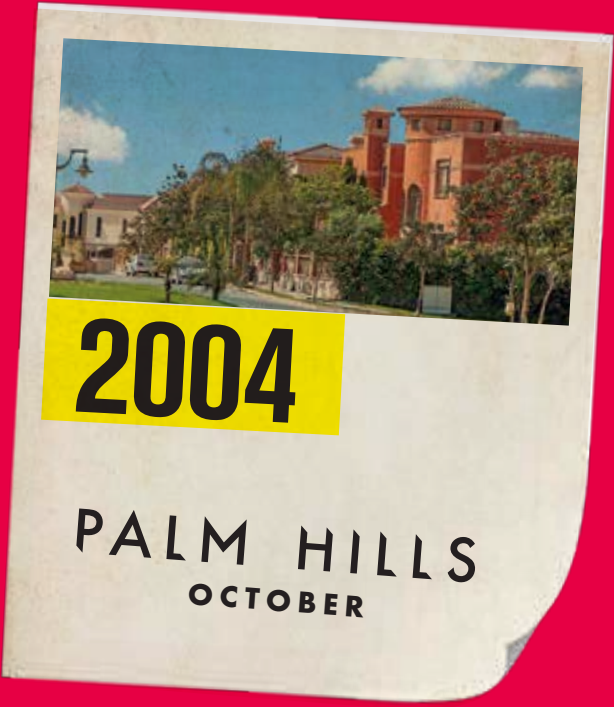
## NORTH

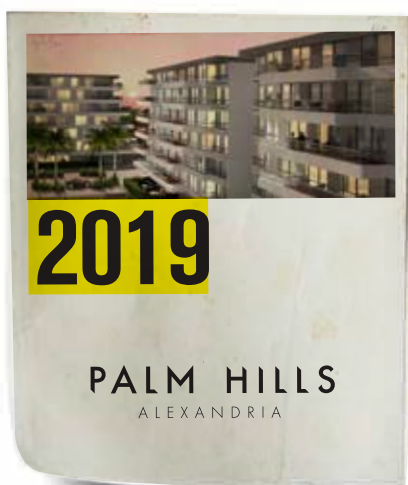
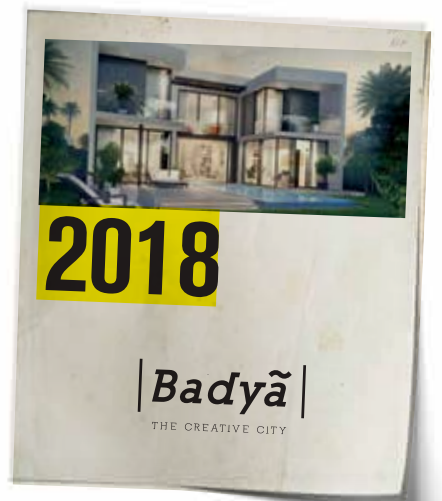
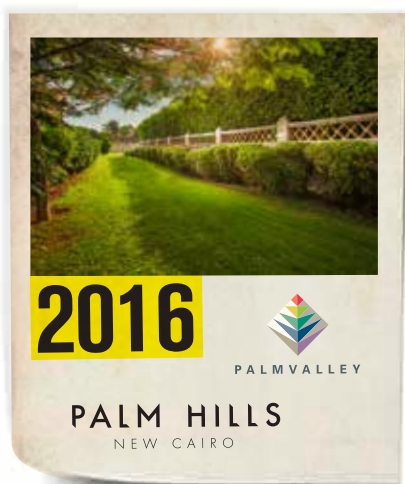
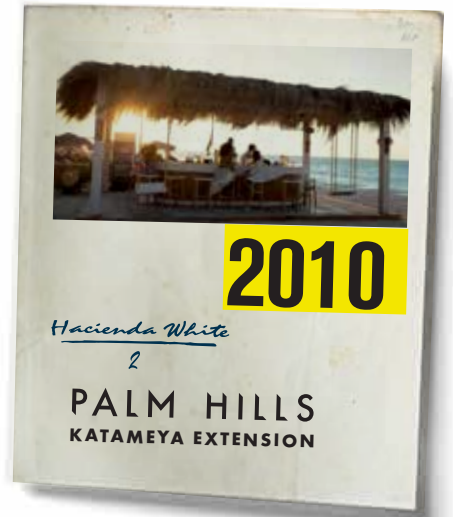
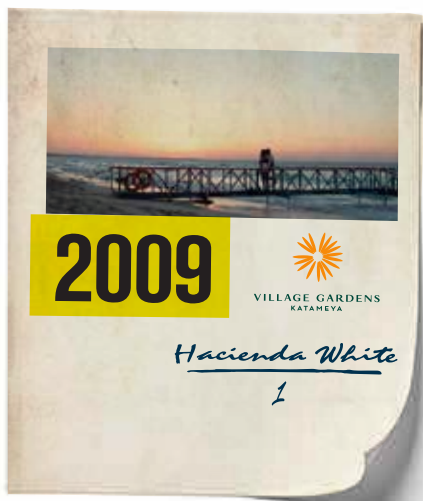
- ◆ PALM HILLS ALEXANDRIA
- ◆ PALM HILLS NEW ALAMEIN
- ◆ HACIENDA BAY
- ◆ HACIENDA WHITE
- ◆ HACIENDA WEST

## RED SEA

- ◆ TAWAYA SAHL HASHEESH

# OUR JOURNEY





# ACHIEVEMENTS

## IN NUMBERS

### PROJECTS PORTFOLIO

**34** Projects /

### CUMULATIVE ACHIEVED SALES

**72** Billion /

### GROWING FAMILIES

**70,000** Families /

LIVING WITHIN OUR DEVELOPMENTS AND GROWING

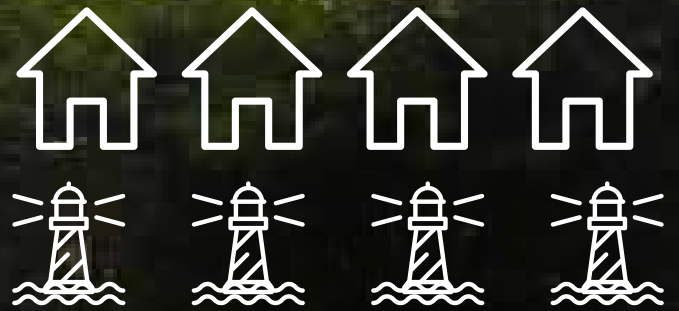
GROWING  
**300,000**  
RESIDENTS



**9** Global  
awards

**2020**

# PALM HILLS



**34.6 million sqm**  
land bank in Egypt



**COMMERCIAL**



**13**

PROJECTS  
UNDER CONSTRUCTION



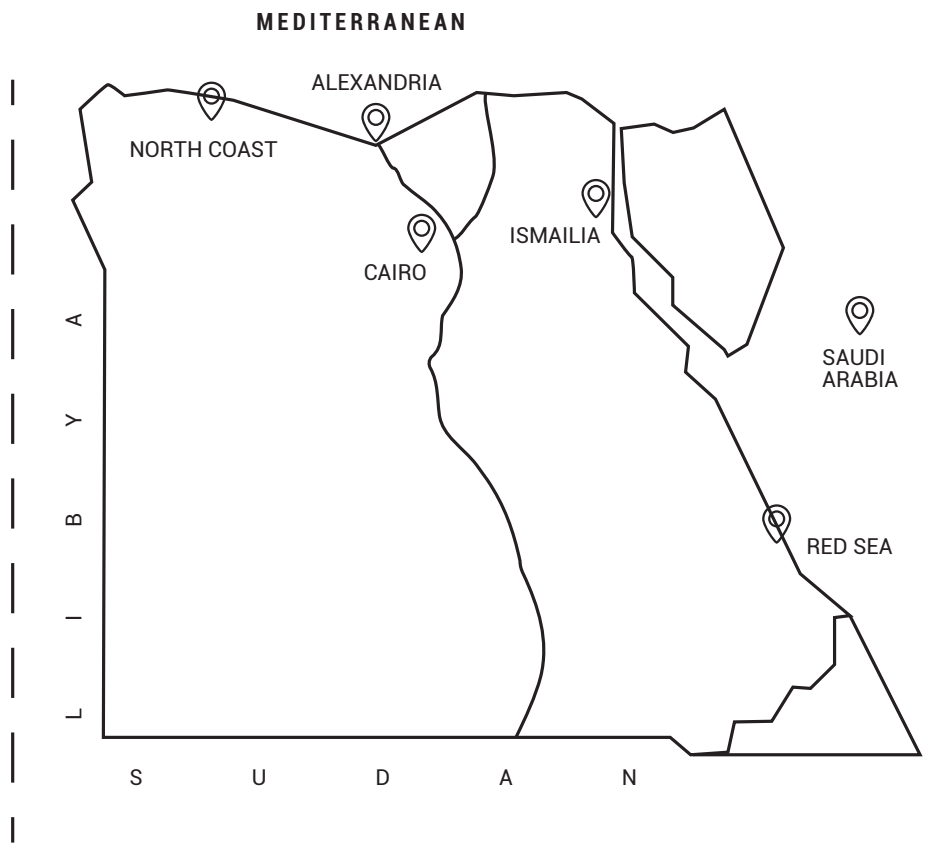
**21**  
YEARS



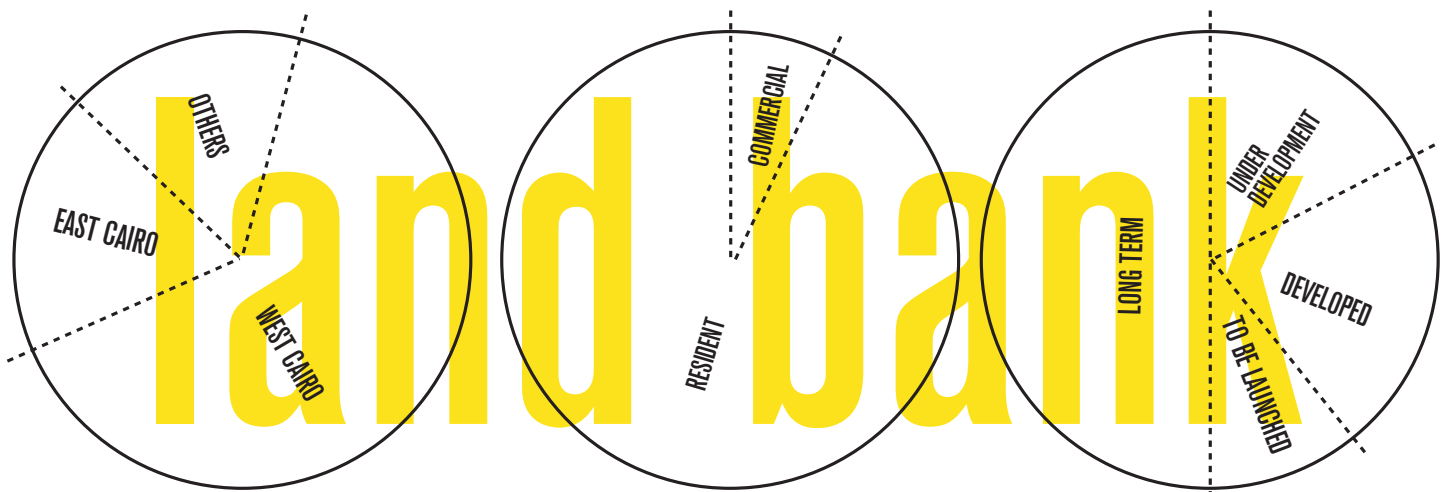
brand equity, track record,  
backed by strong shareholders

# GROWING IN ALL DIRECTIONS

PHD COMMANDS A GEOGRAPHICALLY DIVERSIFIED AND BALANCED PORTFOLIO OF PROJECTS



► WITH A WELL DIVERSIFIED LANDBANK...



RAW LAND REPRESENTS BOTANICA, KSA AND RED SEA PLOTS.





## FIRST HOMES



## SECOND HOMES



## COMMERCIAL

**16,078**  
Units Sold

**3,783**  
Units Sold

**2,9**  
mn sqm

- PHD offers first homes in 26 projects in West and East Cairo since 1997, catering to various income brackets starting from middle to upper class.

- The company delivered 4,500 primary units in 12M2021 with cumulative sales of EGP 26bn.

- PHD offers secondary homes by the Mediterranean Sea and Red Sea with 5 projects in North Coast catering to upper middle to upper class.

- The company delivered 2,900 second home units as of 12M2021 with total cumulative sales of EGP 8bn.

- PHD owns approx. 2.9 mn sqm of land allocated for commercial projects.

- The commercial portfolio includes 3 operating hotels managed by Accor and 2 boutique hotels in the North Coast.

- The company recently started to unlock and monetize value from non-core commercial assets with the launch of The Lane Mall, Palm Central Office Building, Hale Town and Golf Central in West Cairo, VGK Mall in East Cairo and Lake Yard in the North Coast.

- PHD plans to develop PHNC commercial component with a recreational club, retail & administrative complex, and an international school.

**PHD mitigates residential real estate earnings volatility through commercial real estate yielding assets, allocating 2.9 mn sqm of its undeveloped land bank for commercial projects**

PROJECT	LOCATION	STATUS
Mercure Hotel	Ismailia	Operating
Novotel October Hotel	West Cairo	Operating
Novotel Sharm El Sheikh Hotel	South Sinai	Operating
Palm Hills Club	West Cairo	Operating
Palm Central	West Cairo	Operating
Le Sidi & Casa Cook	North Coast	Operating
Village Gardens Katameya Mall	East Cairo	Under Development
Village Gate	East Cairo	Under Development
Golf Central	West Cairo	Under Development
PHNC Commercial	East Cairo	Currently in the master planning phase
The Lane	West Cairo	Completed
Hale Town	West Cairo	Under Development
Lakeyard	North Coast	Under Development
Street88	West Cairo	Operating
45 Feddan	West Cairo	Currently in the master planning phase
Crown Central	West Cairo	Under Development

# BE PART OF THE GROWTH

# c.EGP72bn



- The Company's operational turnaround translated into robust growth in New Sales, Construction Spending, reporting 2013-2019 CAGRs of 37% in revenue.
- Strong sales capabilities with cumulative new sales of almost c.EGP72 between 2013-2021.

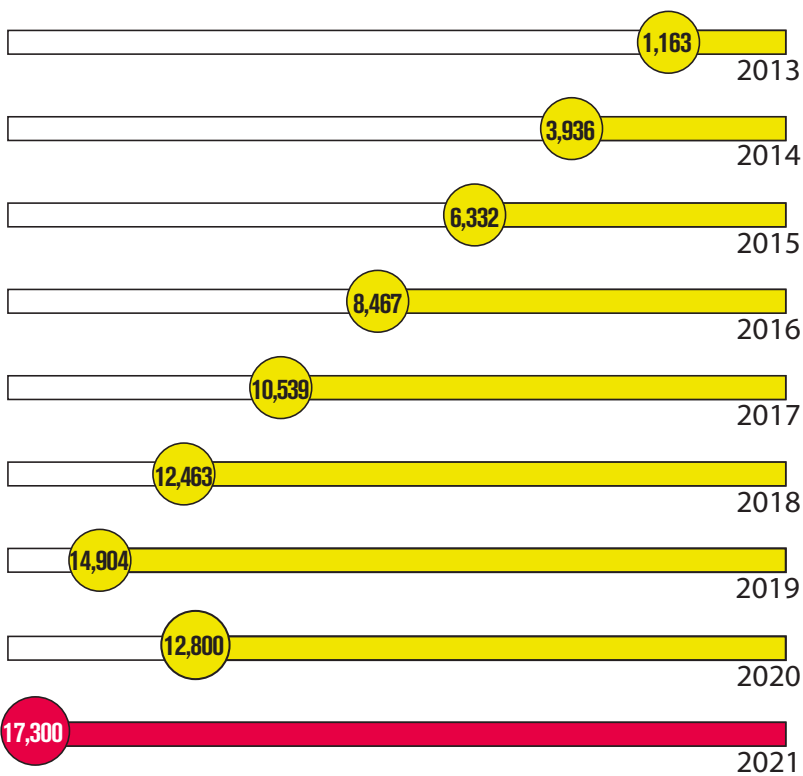


## ► c.EGP18 bn

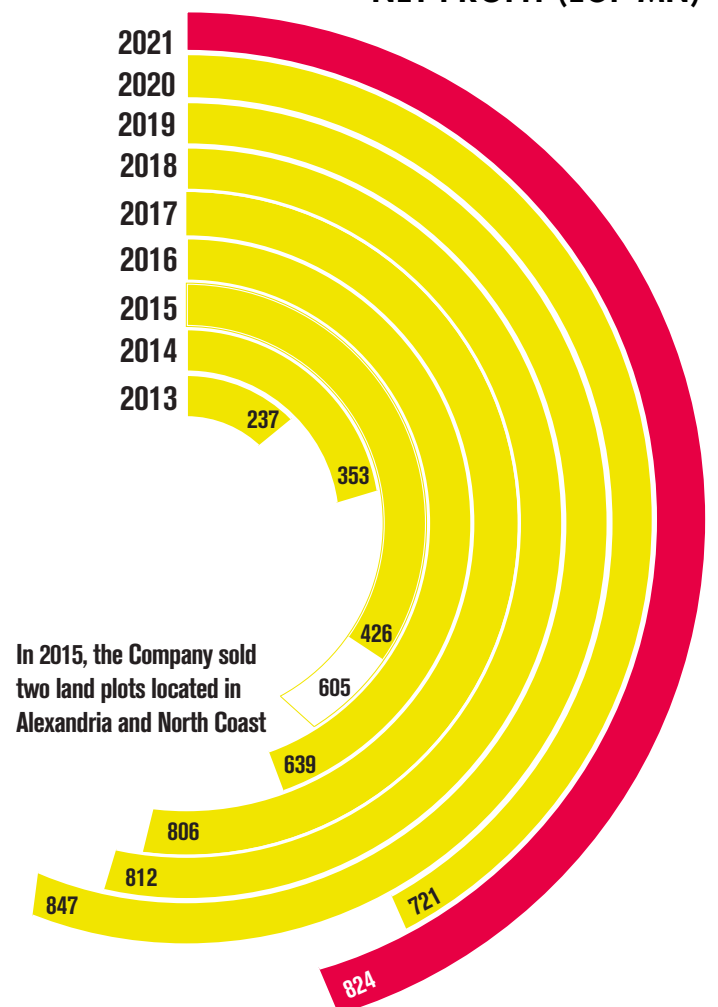
PHD has spent more than c.EGP18bn on construction activities between 2013 and 12M2021, capitalizing on the rights Issues and bank borrowings, which accelerated projects delivery and translated into superior profitability.

## A SURGE IN NEW SALES AND IMPROVED PROFITABILITY

NEW SALES (EGP MN)

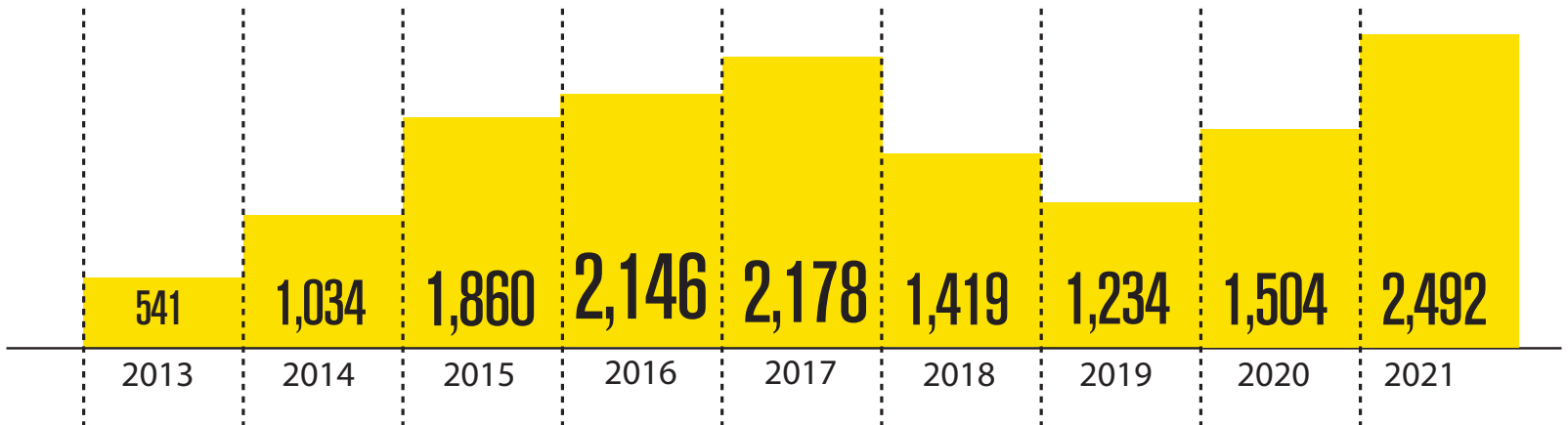


NET PROFIT (EGP MN)



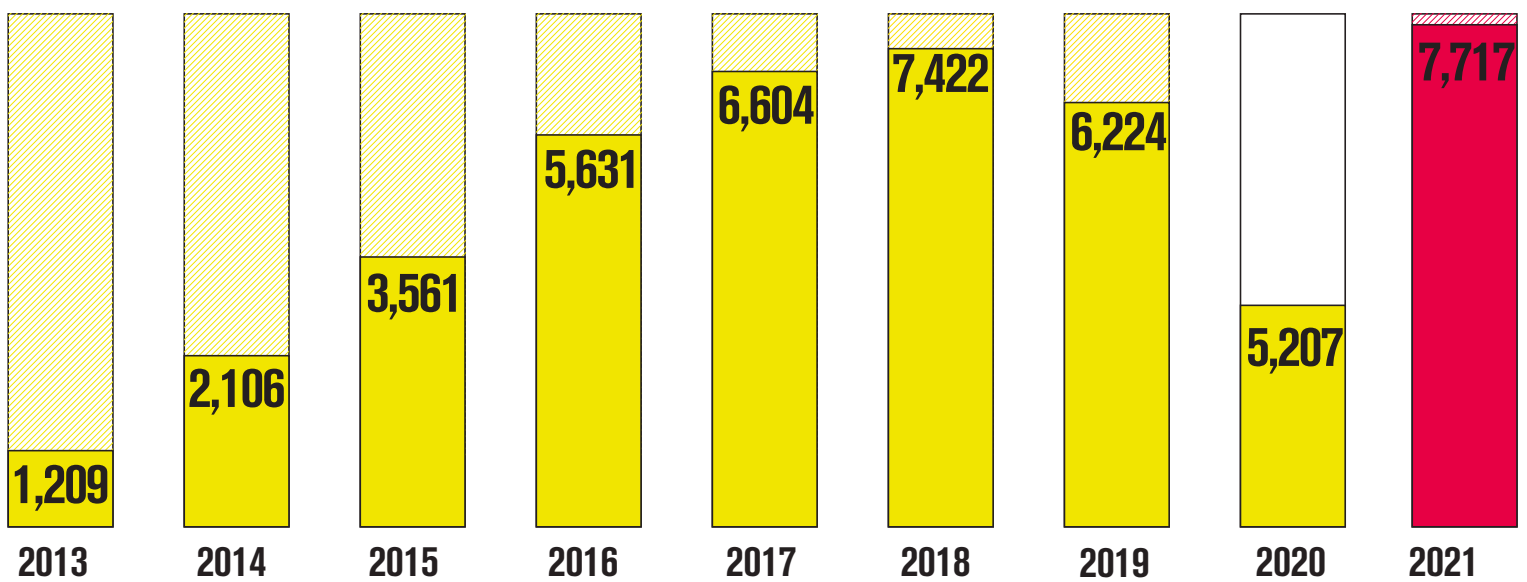
# ...AND A PICK-UP IN CONSTRUCTION ACTIVITY

CONSTRUCTION SPENDING (EGP MN)



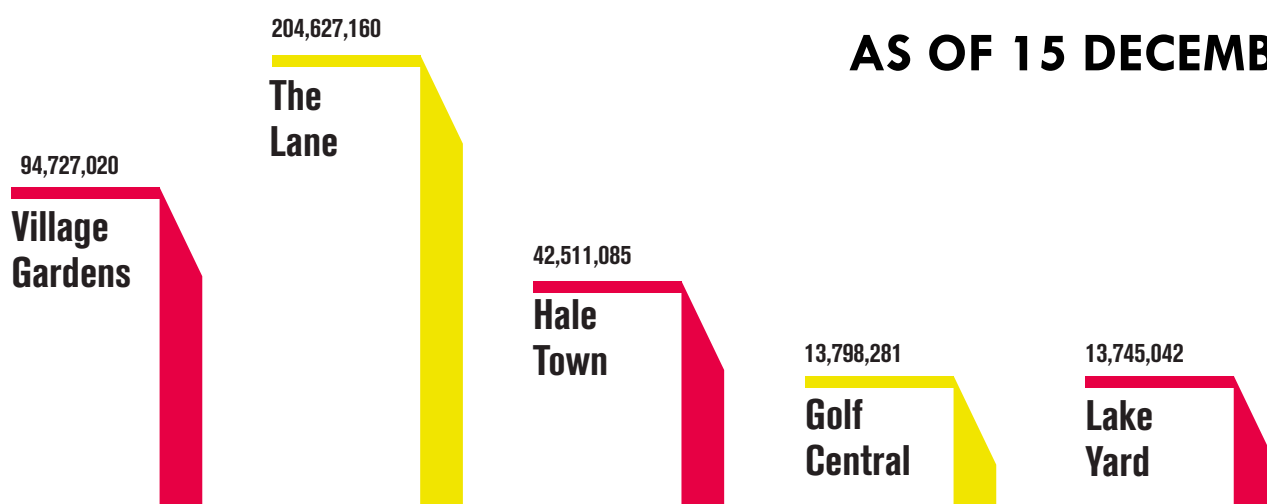
# WHICH IN TURN, RESULTED IN INCREASING RECOGNIZED REVENUES

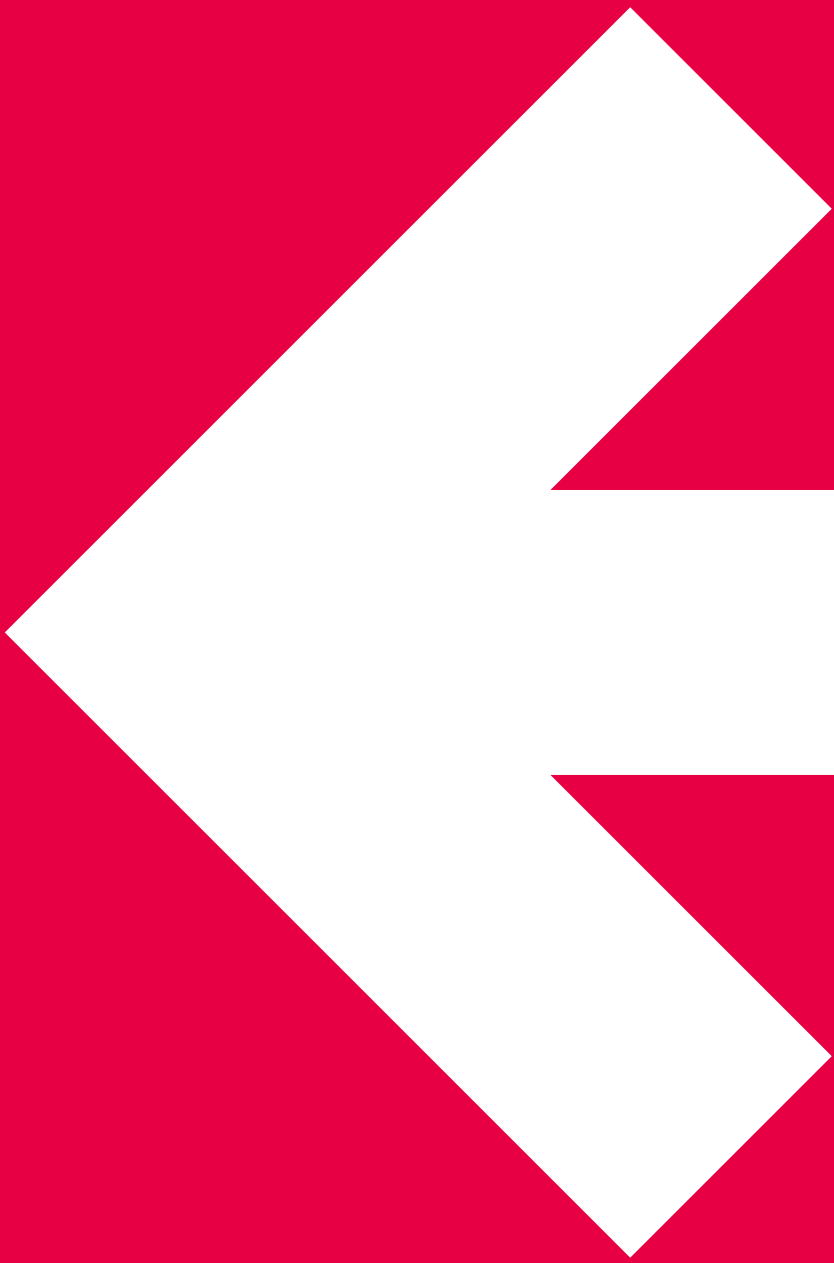
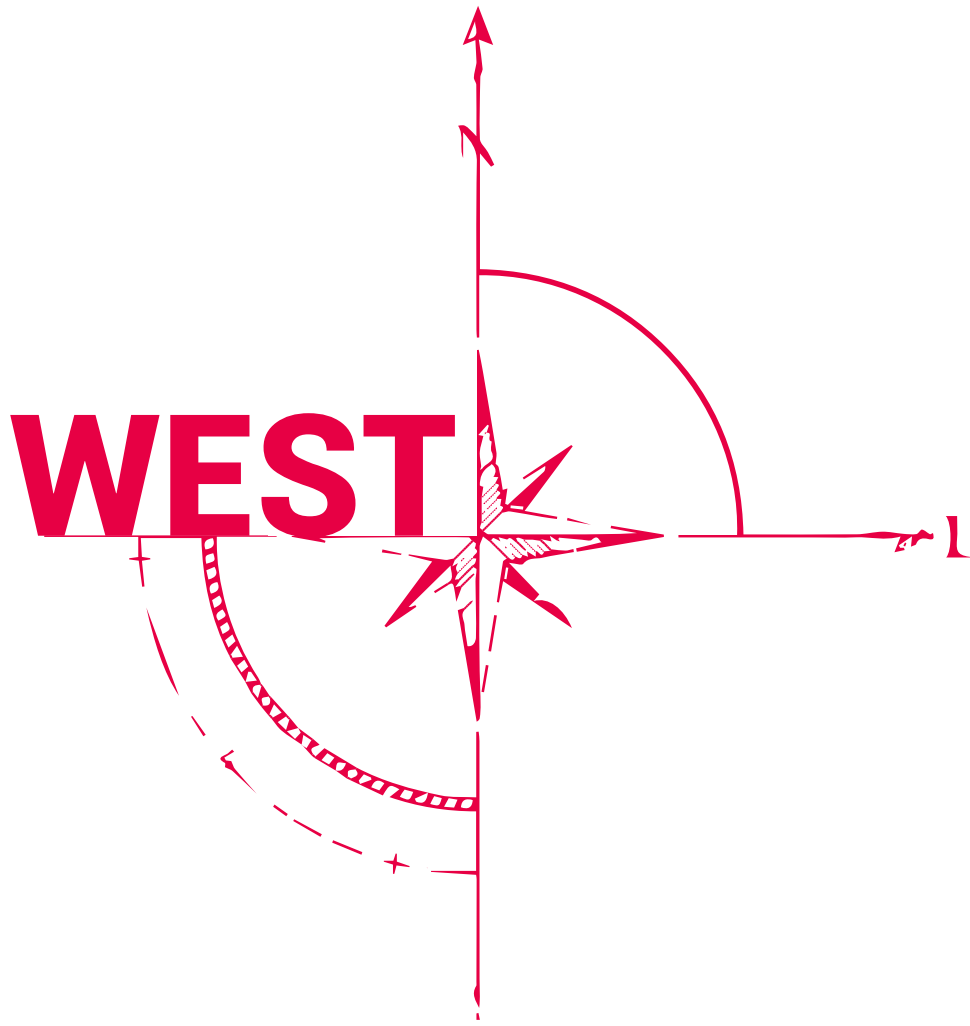
REVENUE (EGP MN)



# PARTNER SHARE THAT WAS PAID IN THE COMMERCIAL

AS OF 15 DECEMBER 2020:





**PROJECT**  

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**OVERVIEW**

# PALM HILLS

OCTOBER

Phase 1 - 6



# OCTOBER

# PALM HILLS

## BAMBOO EXTENSION



# BAMBOO

WEST CAIRO

Land Area

**82k** sqm

Open Spaces

**69k** sqm

Type of Units

# Apartments

Number of Units

**132**

Delivered Units

**132**



**READY TO MOVE**

# PALM HILLS

## BAMBOO EXTENSION



# BAMBOO EXTENSION

//// WEST CAIRO ////

Land Area

**168k** sqm

Open Spaces:

**140k** sqm

Type of Units

**Villas, Town houses  
& Apartments**

Number of Units

**149**

Delivered Units

**148**



**READY TO MOVE**



# CASA

WEST CAIRO

Land Area

294k sqm

Open Spaces

237k sqm

## Apartments

Number of Units

1154

Delivered Units

1152



READY TO MOVE



# PALM HILLS

## GOLF VIEWS



# GOLF VIEWS

WEST CAIRO

Land Area

2.2mn sqm

Open Spaces

1,7mn sqm

Type of Units

# Villas, Town houses & Twin houses

Number of Units

705

Delivered Units

660



**READY TO MOVE**

# GOLF VIEWS

Commercial Project



HALE TOWN



HALE TOWN



# HALE TOWN

WEST CAIRO

Land Area

**12k** sqm

Sellable Area

**13k** sqm

Targeted Sales

**702mn**

Achieved Sales

**700mn**

PHD's  
Effective  
Ownership

**100 %**



# PALM HILLS

## GOLF EXTENSION



# GOLF EXTENSION

WEST CAIRO

Land Area

**1,3mn** sqm

Open Spaces:

**1mn** sqm

Type of Units

**Villas, Town houses  
& Twin houses**

Number of Units

**963**

Delivered Units

**920**



**READY TO MOVE**

# GOLF EXTENSION

Commercial Project



GOLF  
CENTRAL



# GOLF CENTRAL

WEST CAIRO

Land Area

**32k** sqm

Sellable Area

**46k** sqm

Targeted Sales

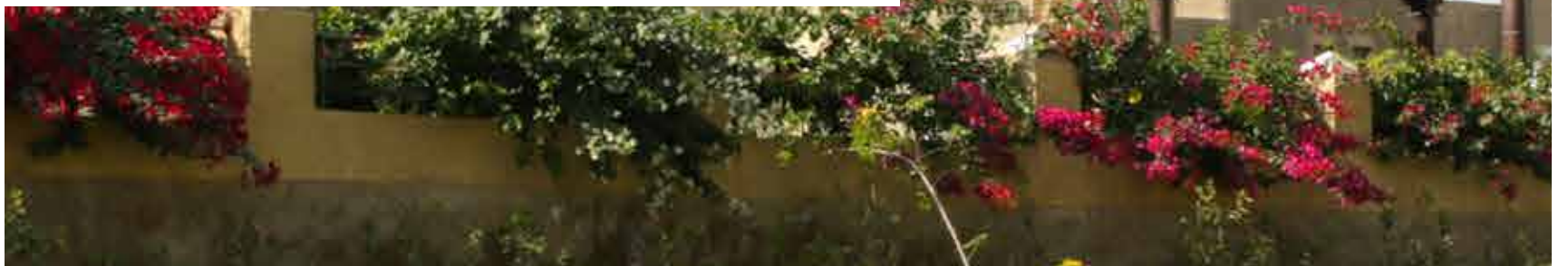
**1.6bn**

Achieved Sales

**1.4bn**

PHD's  
Effective  
Ownership

**100 %**





**PALM PARKS**



# PALM PARKS

**WEST CAIRO**

Land Area

**475k** sqm

Open Spaces:

**395k** sqm

Type of Units

**Town houses & Apartments**

Number of Units

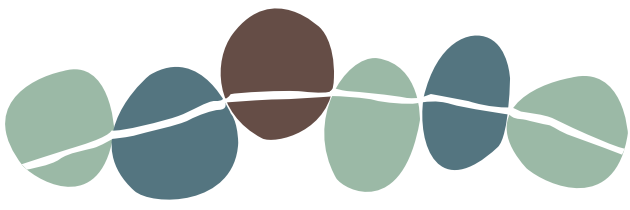
**1284**

Delivered Units

**895**



**READY TO MOVE**



WOODVILLE



# WOODVILLE

WEST CAIRO

Land Area

240k sqm

Open Spaces:

220k sqm

Type of Units

Villas & Town houses Lorem ipsum

Number of Units

475

Delivered Units

439



READY TO MOVE





PALM  
CENTRAL



# PALM CENTRAL

WEST CAIRO

Land Area

12k sqm

Sellable Area

8k sqm

Targeted Sales

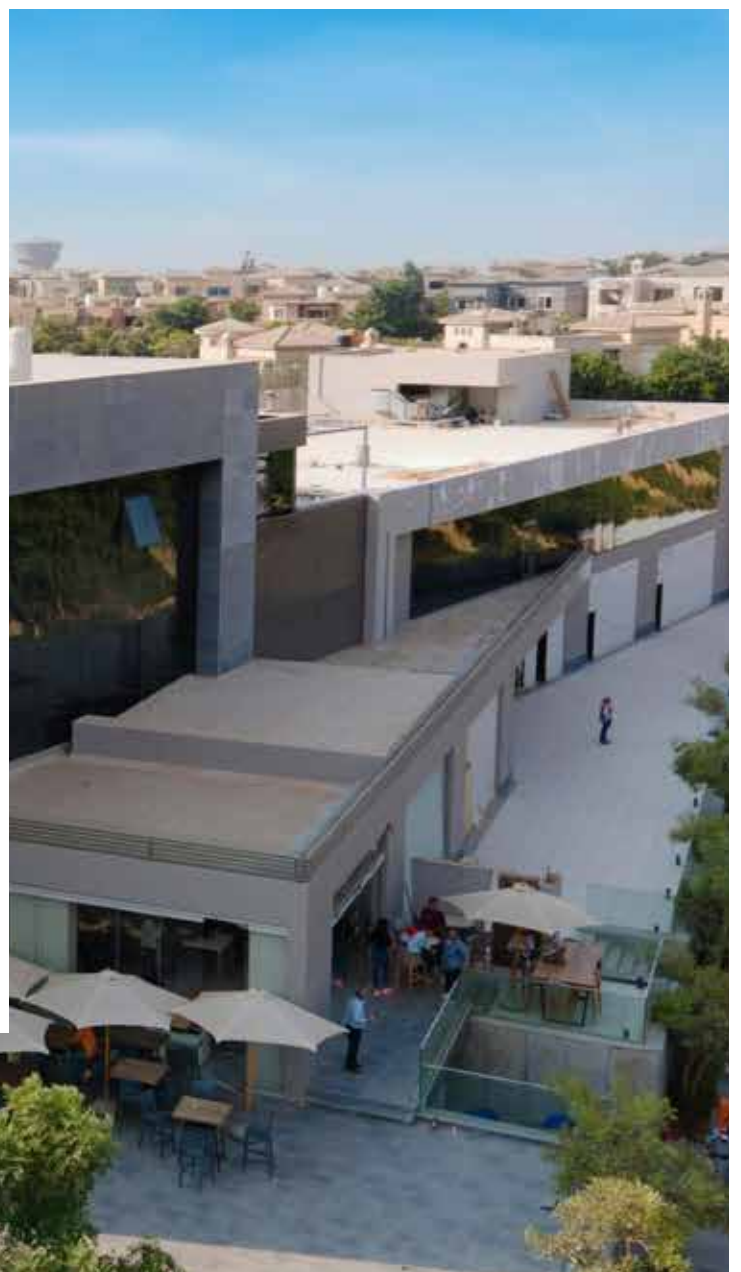
665mn

Achieved Sales

179mn

PHD's  
Effective  
Ownership

100 %





PALM VALLEY



# PALM VALLEY

WEST CAIRO

Land Area

**236k** sqm

Open Spaces

**194k** sqm

Type of Units

**Villas, Town houses & Twin houses**

Number of Units

**237**

Delivered Units

**205**



**READY TO MOVE**

THE  
LANE  
CATNE



# THE LANE

WEST CAIRO  
PALM VALLEY

Land Area

**11k** sqm

Sellable Area

**16k** sqm

Targeted Sales

**901mn**

Achieved Sales

**901mn**

PHD's  
Effective  
Ownership

**100 %**



PALM  
HILLS  
CLUB



# PALM HILLS CLUB

WEST CAIRO

Land Area

102k sqm

Open Spaces

34.9 sqm

Estimated  
Membership  
Capacity

7k

Existing  
Memberships

3.9k

Time to  
Full Capacity

7 - 8 years

Targeted Sales

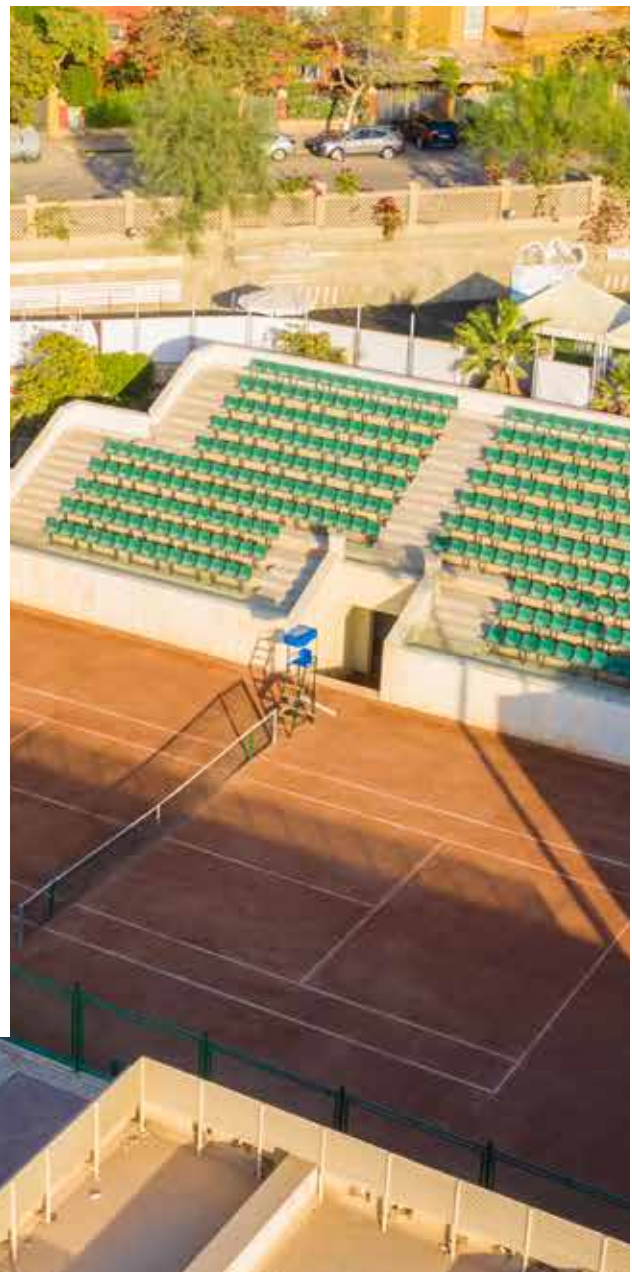
1.5bn

Achieved Sales

376mn

PHD's  
Effective  
Ownership

100 %



THE  
CROWN

PALM HILLS OCTOBER  
EXTENSION



THE CROWN



# THE CROWN

WEST CAIRO

## Location



| 6th of October

Open Spaces:

666k sqm

Sales launch date

MAY 2017

Project Duration

2017 - 2026

BUA

262,565 sqm

Land Area

800k sqm

## Select Residential Highlights

Total No. of Units

926

Delivered Units

182



Type of Units

Villas, Town houses, & Family homes



# MASTER PLAN



**THE CROWN**

# CONSTRUCTION PROGRESS



**August 2020**  
**Delivering 2 years earlier**



# | *Badyã* |

A CITY OF NEW WORLDS



# BADYÄ

# BADYA

## A CITY OF NEW WORLDS

Badya, the latest and potentially greatest undertaking by Palm Hills Developments promises a world of firsts - Be it in smart, home-technological solutions, lifestyle convenience, enlightened creativity, profound culture and a devout pledge of conserving and preserving the great outdoors and indoors. Our newest project is a revenue sharing / co-development with NUCA, spanning an area of 3000 acres, and consisting of 6 fully integrated, independent districts in the heart of 6th of October City.

Badya is the new anchor of the west, connecting the city of 6th October with east Cairo and New Administrative Capital.

While creativity is embedded in our DNA, we aspire to leave a mark on both the urban & cultural landscapes of our city with the three pillars upon which Badya is conceived.

### Cognitive (Safe & Smart)

A fully cognitive city helping you stay connected everywhere. The city is truly alive and processes your usage habits by smart meters connected to mobiles giving you resource efficiency. The high-tech gated community has facial recognition, artificial intelligence, high speed WIFI covering the whole city and many more smart features.

### Connected (Convenient)

Beside its prime location, Badya is also well-connected from inside with a 250 KM bike line surrounding the city, pedestrian green areas promoting walkability and an internal autonomous taxi. The city also applies an intuitive urban planning concept, where you are 5, 10, 15 minutes away from your daily, weekly and monthly needs.

### Conscious (green City)

By going green, Badya promises to reduce 30% of water and electricity consumption, reducing your operational costs by 20%, and producing 30% of its energy needs from renewable resources. Badya is also the first city to abide by the UN sustainable development goals in the MENA region.

Having a total of 43,000 units, with 36,550 apartments and 6,450 standalone units (with 27,687 apartments & 4,632 standalone units excluding NUCA's residential BUA), Badya has started construction with Phase 1.A in June 2019 and will finish building Badya in 2038. As we promise to offer various amenities, as over 12% of the land will be spread over commercial complexes including offices, retails, hospitality and education.

In September 2020, Palm Hills Developments and CI Capital's backed Taaleem Management Services Ink Shareholder Agreement to establish Badya International University.

#### PROJECT & CONSTRUCTION MANAGEMENT



#### MASTER PLANNING & ARCHITECTURE

**AS+P**

AS+P Albert Speer + Partner  
Architects, Planners  
Frankfurt

#### ENGINEERING CONSULTANTS



#### ECONOMIC PLANNERS

McKinsey  
& Company



#### SUSTAINABILITY CONSULTANT



# BADYA

Badya is a start, a hopeful beginning of all things beautiful. A fresh start. An out-with-the-old, in-with-the-new kind of place. It is a challenge to all things real estate. A place to breathe, a milestone in this nation's history and a step for its future.

Serving as an anchor to West Cairo, connecting the Old West with the New West extension, of the 6th of October City.

Badya is building on the Hills, further solidifying Palm Hills Developments' commitment to encapsulating its success out West and creating a city on a larger scale, 245-250 meters above sea level.

Badya is widely and conveniently accessible by a variety of highways and major arteries. Home to 6 districts with its core district livable from the get go.

It features a varied bouquet of immediate facilities and amenities such as; the parks and courtyards, the farm, the sports club, the commercial center, academics, healthcare and wellness and the business district.

Here's to new beginnings, at Badya!

## A CITY OF — NEW WORLDS



# BADYA

Badya is a holistic city where you can find all the amenities needed to live, work, learn and play. From universities, schools, sport's club, hotels, malls, clubhouses, hospitals, business centers and offices to cultural hubs, events arena and more to give you the perfect life balance.



BADYA  
INTERNATIONAL  
UNIVERSITY



KING'S SCHOOL

PALM  
HILLS  
CLUB



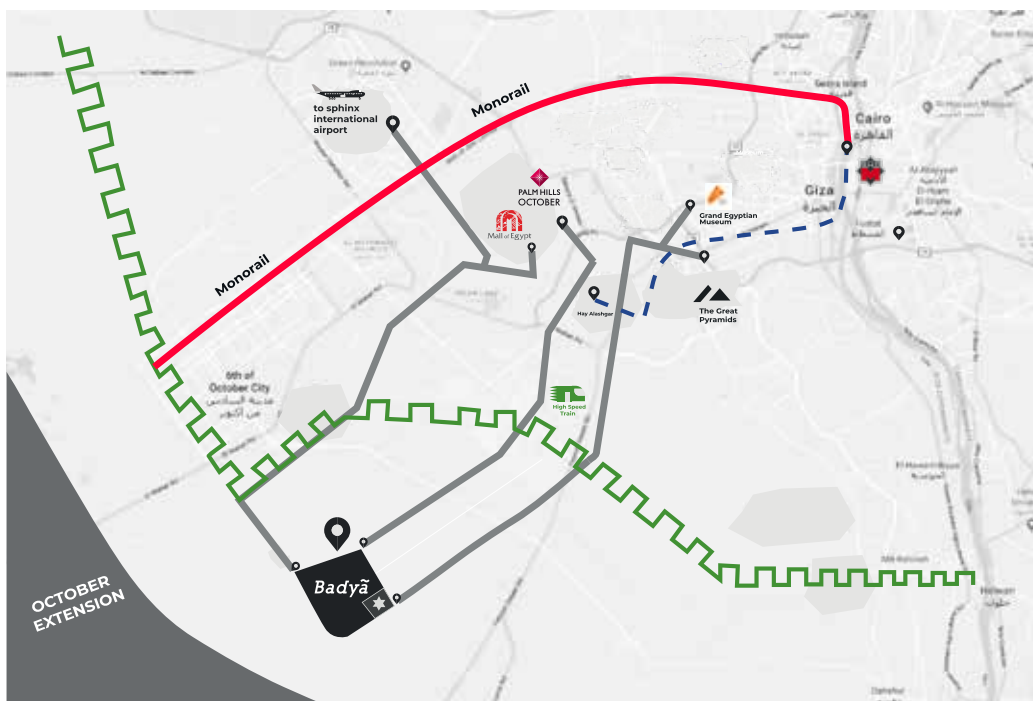
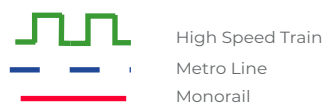
## A CITY OF — NEW WORLDS





## Current Main Routes to Badya

\*This is an illustration showing future roads and transportation



## Badya's Location

- 20 min** to Mall of Egypt
- 20 min** to Palm Hills October
- 20 min** to The Great Pyramids
- 20 min** to the Grand Egyptian Museum
- 30 min** to The Sphinx Airport
- 50 min** to The New Capital



**LOCATION**



# BADYA

WEST CAIRO

Land Area

**12.6mn**  
sqm

Total Built Up Area

**9mn**  
sqm

Potential

Open Spaces

**7,062k** sqm

## Select Residential Highlights

Total No. of Units

**47.300**

Potential

Total Built Up Area

**8mn**  
sqm

Potential



Type of Units

**Villas, Town houses & Apartments**

## Select Commercial Highlights

BUA **1,5 mn sqm**

Hospitality

**3**  
Hotels

Office spaces  
& retail

**1**  
Offices  
Complex  
Convenience  
Retail

Education

**6** Schools  
**1** University

Healthcare

**1** Hospital  
**26** Clinics



# MASTER PLAN



**BADYA**

# CONSTRUCTION PROGRESS





**45 FEDDAN**



**45 FEDDAN**

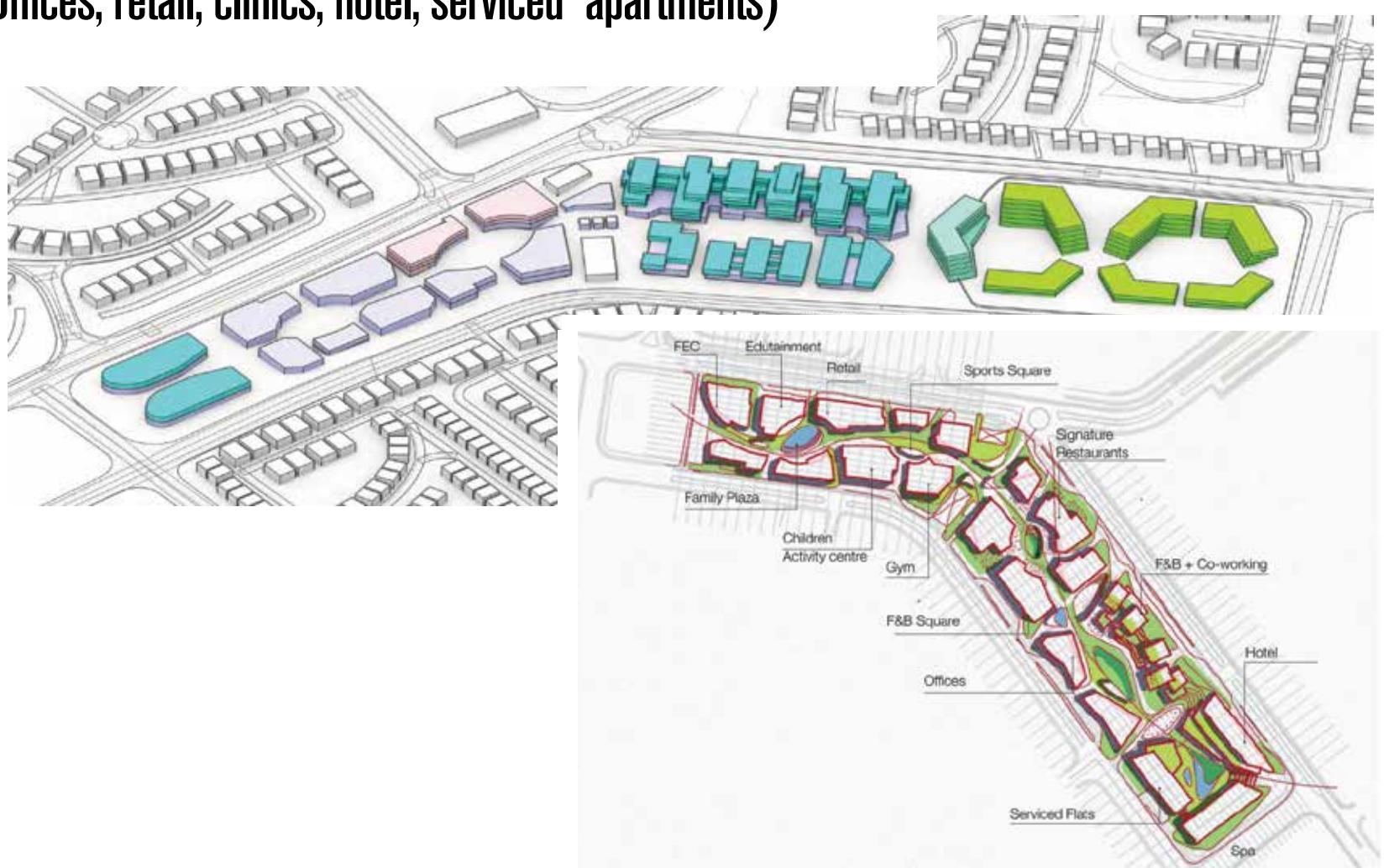


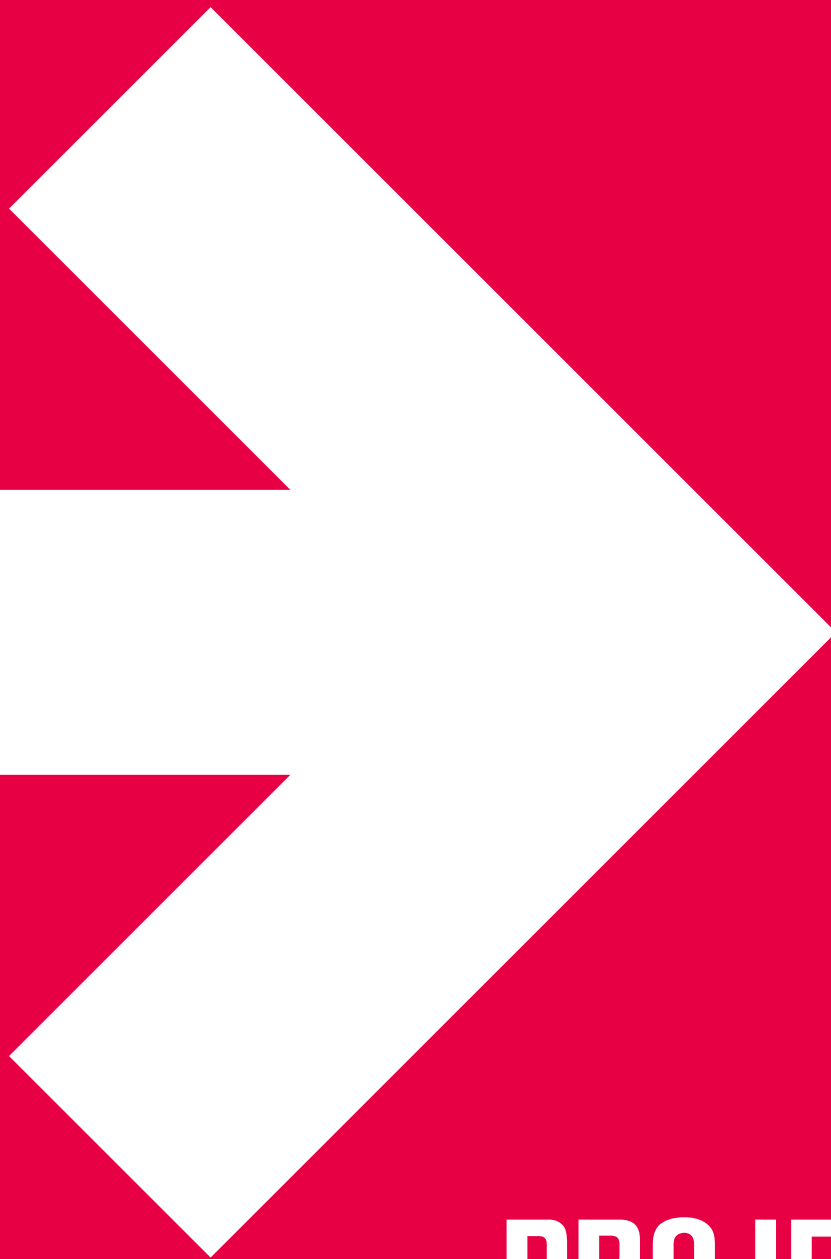
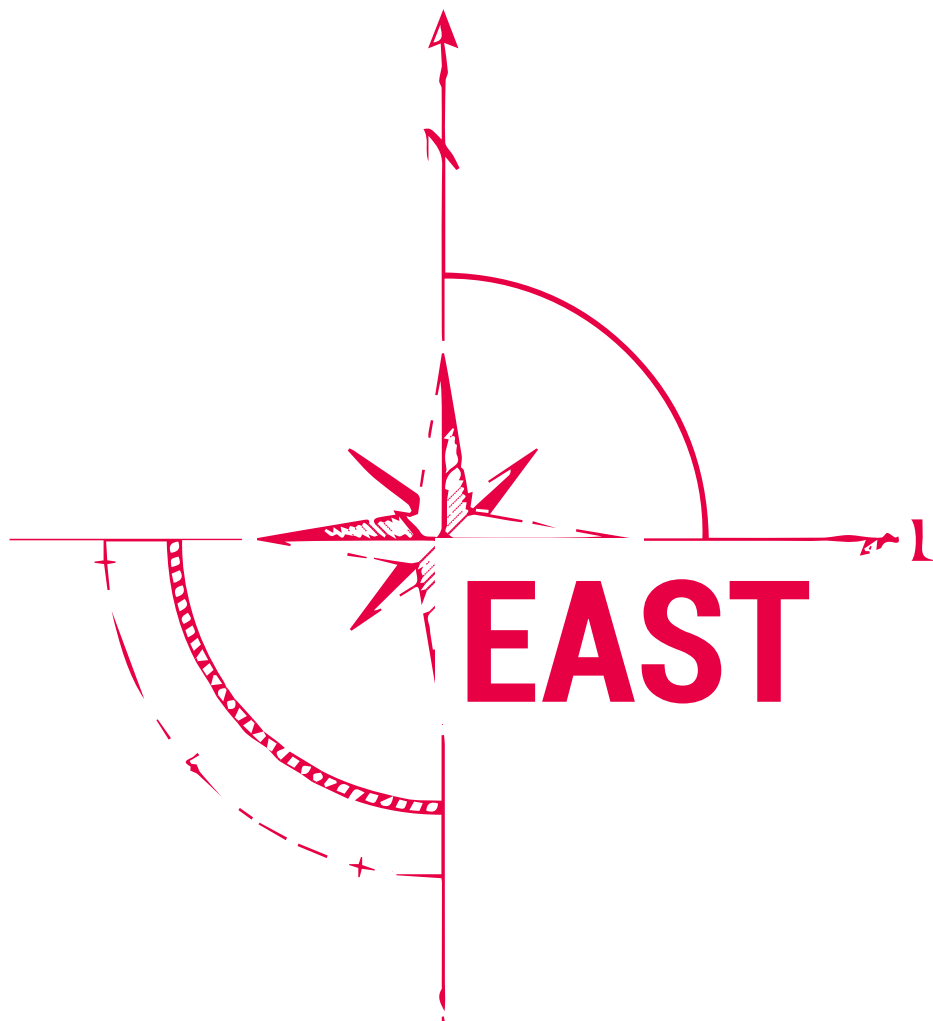
# 45 FEDDAN, WEST CAIRO

<p>Land Area</p> <p><b>189k</b> sqm</p>	<p>Total GFA</p> <p><b>146k</b> sqm</p>
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## Mixed use project

(Offices, retail, clinics, hotel, serviced apartments)





# **PROJECT**

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OVERVIEW

# PALM HILLS

## KATAMEYA



# PALM HILLS KATAMEYA

//// EAST CAIRO ////

Land Area

**928k** sqm

Open Spaces

**718k** sqm

Type of Units

**Standalone Villas, Town houses  
& Twin houses**

Number of Units

**516**

Delivered Units

**490**



**READY TO MOVE**



VILLAGE GATE



# VILLAGE GATE

**EAST CAIRO**

Land Area

**110k** sqm

Open Spaces

**105k** sqm

Type of Units

**Apartments**

Number of Units

**686**

Delivered Units

**677**



**READY TO MOVE**



VILLAGE GARDENS  
KATAMEYA



# VILLAGE GARDENS

KATAMEYA

EAST CAIRO

Land Area

276k sqm

Open Spaces

223k sqm

Type of Units

Standalone Villas & Apartments

Number of Units

1,119

Delivered Units

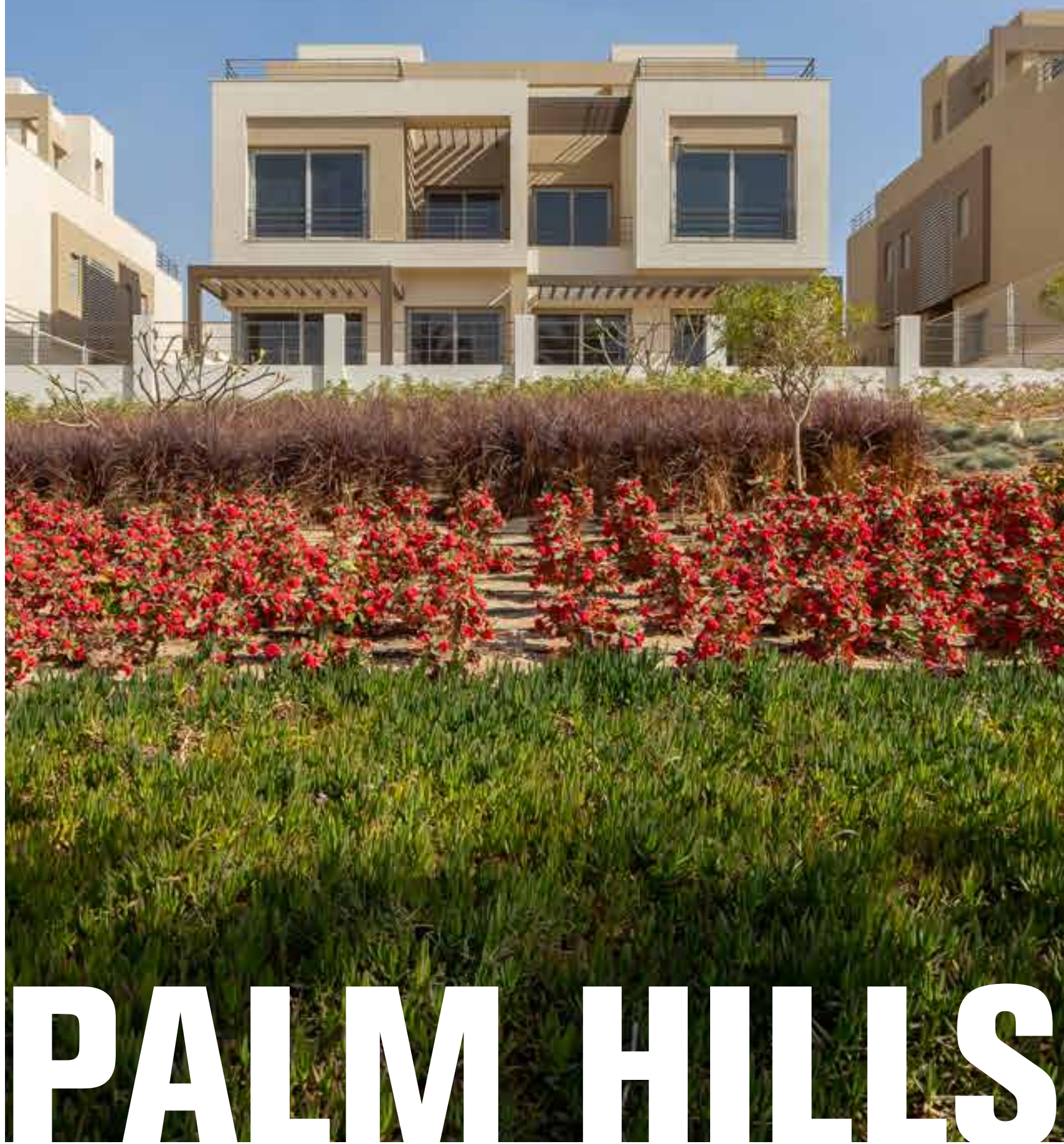
1,111



READY TO MOVE

**PALM HILLS**

NEW CAIRO



**PALM HILLS**

**NEW CAIRO**

# PALM HILLS

# NEW CAIRO

Palm Hills New Cairo cherishes 'green' the way nature was created. We made sure that the natural landscape of homes does not interfere with the surrounding environment. Running over 500 feddans, Palm Hills New Cairo was designed among scenery and assorted views, along with having whatever you need all around you.

Our design is created to answer the call for a pleasant walk, a community guided by trees, while letting you feel the balance across so many different house types, commercial services, tailored for residents and guests.

We aimed to create a mixed-use community up to the highest of quality standards, that's why we signed a co-development agreement with NUCA in March 2015 and had SWA Group finalize the master plan by July 2016, while PHD stands responsible for the development and management of the project. We then started by launching Phase 1 in November 2016, followed with delivering Phase 2 in March 2017, which leveled up our achieved sales since launch to stand at EGP 10 bn by end of 2019.

Government's Contribution: In-kind contribution of land Down payment: EGP50 mn were paid upon signing the contractual agreement in March 2015 plus another EGP50 mn to be paid upon the issuance of relevant ministerial decree.

Revenue sharing: 71.6% of revenue to PHD. NUCA will be entitled to 28.4% in cash, in addition to an in-kind payment of BUA of 150k sqm.

Minimum guarantee: EGP10 bn payable over 13 years to the government.

## COMING TO THE EAST SIDE



KING'S SCHOOL



PALM HILLS  
COMMERCIAL  
HUB





# PALM HILLS

NEW CAIRO



## PALM HILLS NEW CAIRO

COMMERCIAL

//// EAST CAIRO ////

Land Area

**2.1mn** sqm

Total Built Up Area

**1,072mn** sqm

Project Launch Date

**Nov 2016**

Open Spaces

**1,018,212** sqm

Total No.of Units    Delievered Units    Achieved Sales

**3746** | **220** | **10bn**



Type of Units

**Villas, Town houses, Twin houses  
& Apartments**



# MASTER PLAN



**PALM HILLS NEW CAIRO**

# CONSTRUCTION PROGRESS



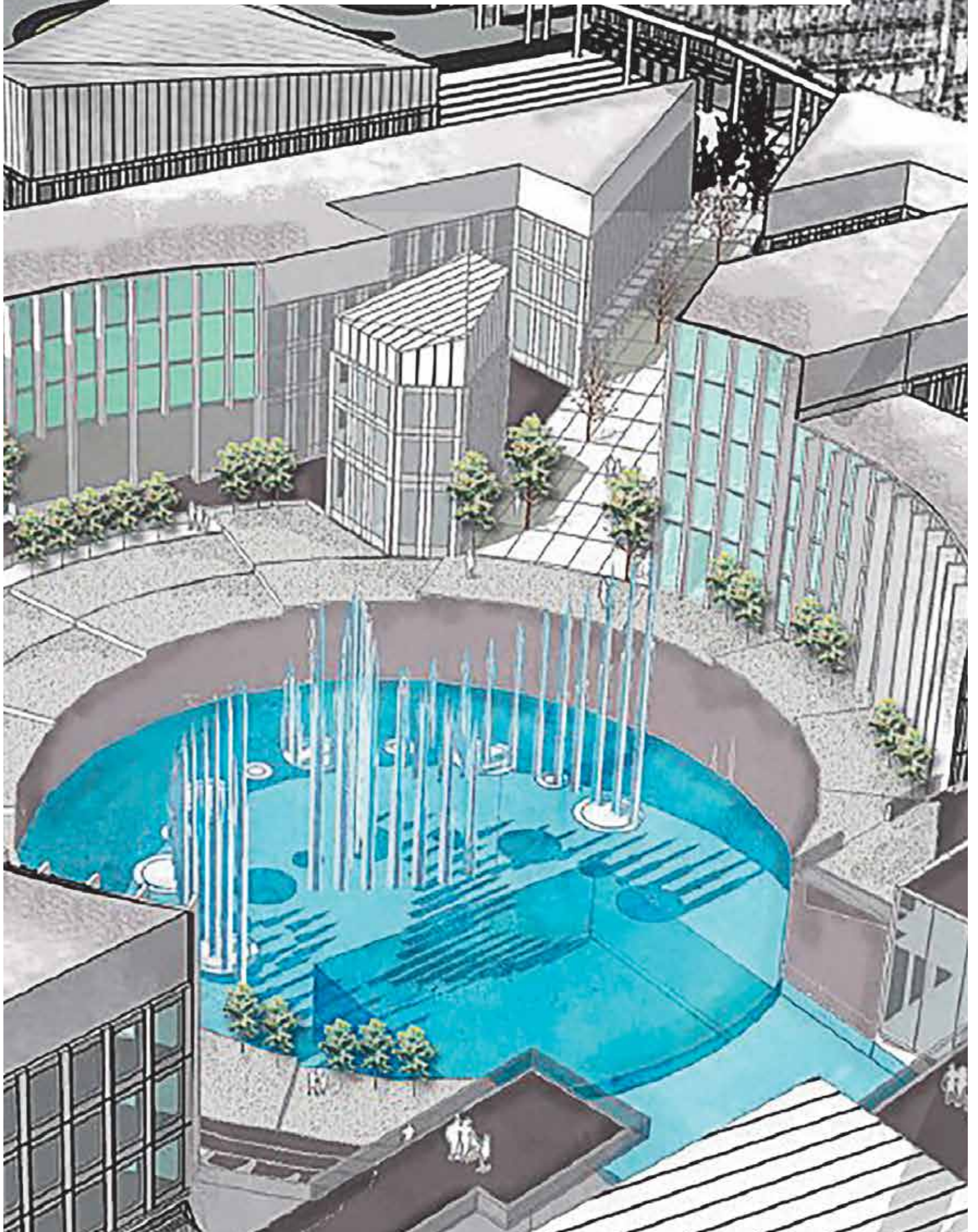
**JANUARY  
2021**



**PALM HILLS**

NEW CAIRO

**COMMERCIAL  
PROJECT**



**COMMERCIAL**



## **PALM HILLS NEW CAIRO, COMMERCIAL PROJECT**

Land Area

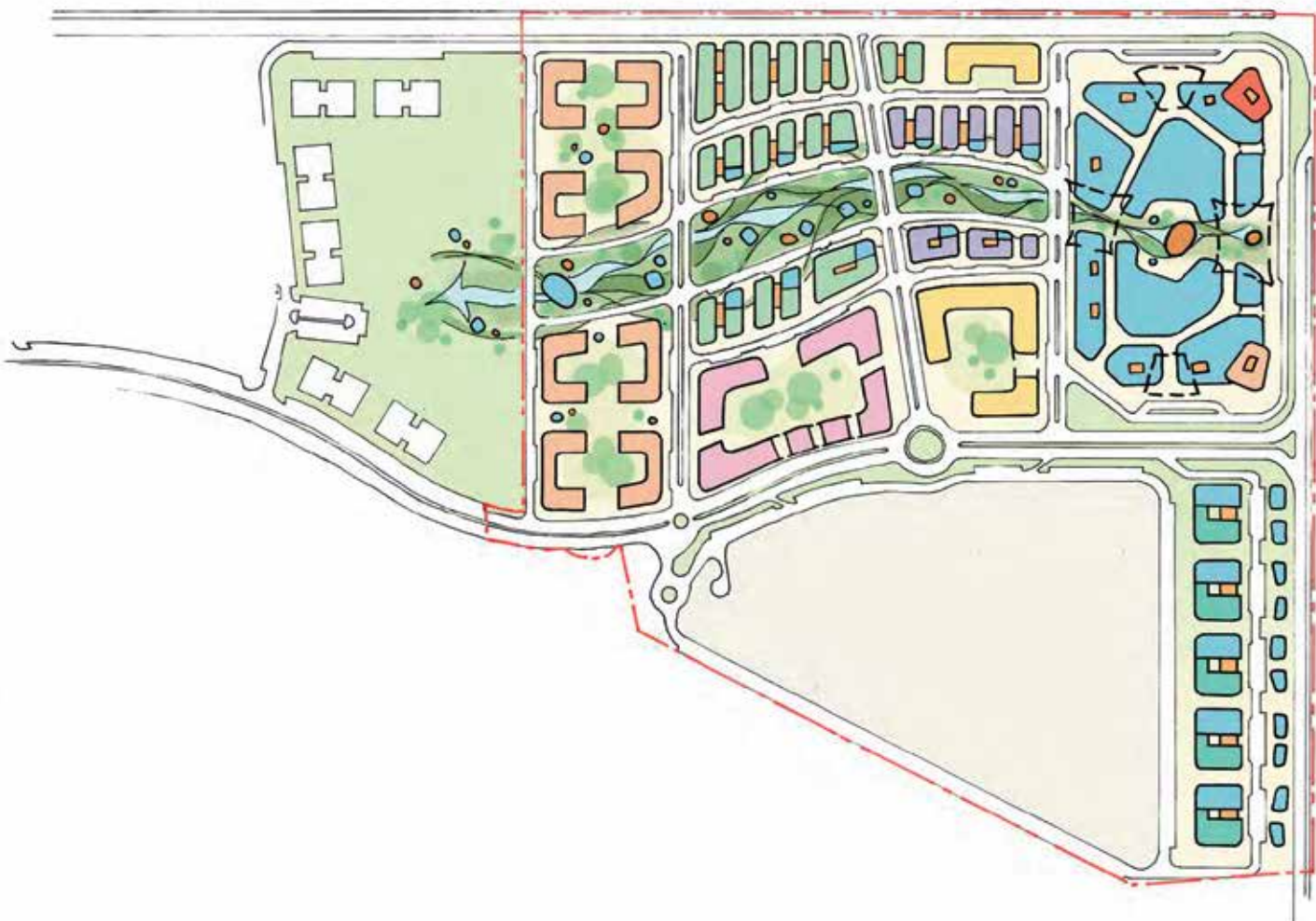
**420k** sqm

Total BUA

**378,905** sqm

### **Mixed use project will include**

**(Hotel, Service Apartments, Retail, Offices, Medical, School and Club)**





THE VILLAGE



# THE VILLAGE

EAST CAIRO

Land Area

**105k** sqm

Open Spaces

**89k** sqm

Type of Units

**Apartments**

Number of Units

**468**

Delivered Units

**466**



**READY TO MOVE**



# VILLAGE AVENUE

EAST CAIRO

Land Area

**35k** sqm

Open Spaces

**27k** sqm

Type of Units

**Apartments**

Number of Units

**96**

Delivered Units

**96**



**READY TO MOVE**



NEW CAPITAL  
GARDENS



**NEW CAPITAL**

**GARDENS**





NEW CAPITAL  
GARDENS



# NEW CAPITAL GARDENS

PHASE 1

//// EAST CAIRO ////

Land Area

**128k** m<sup>2</sup>

Total Built Up Area

**150k** m<sup>2</sup>

Project  
Launch  
Date

**Mar 2016**

Open Spaces

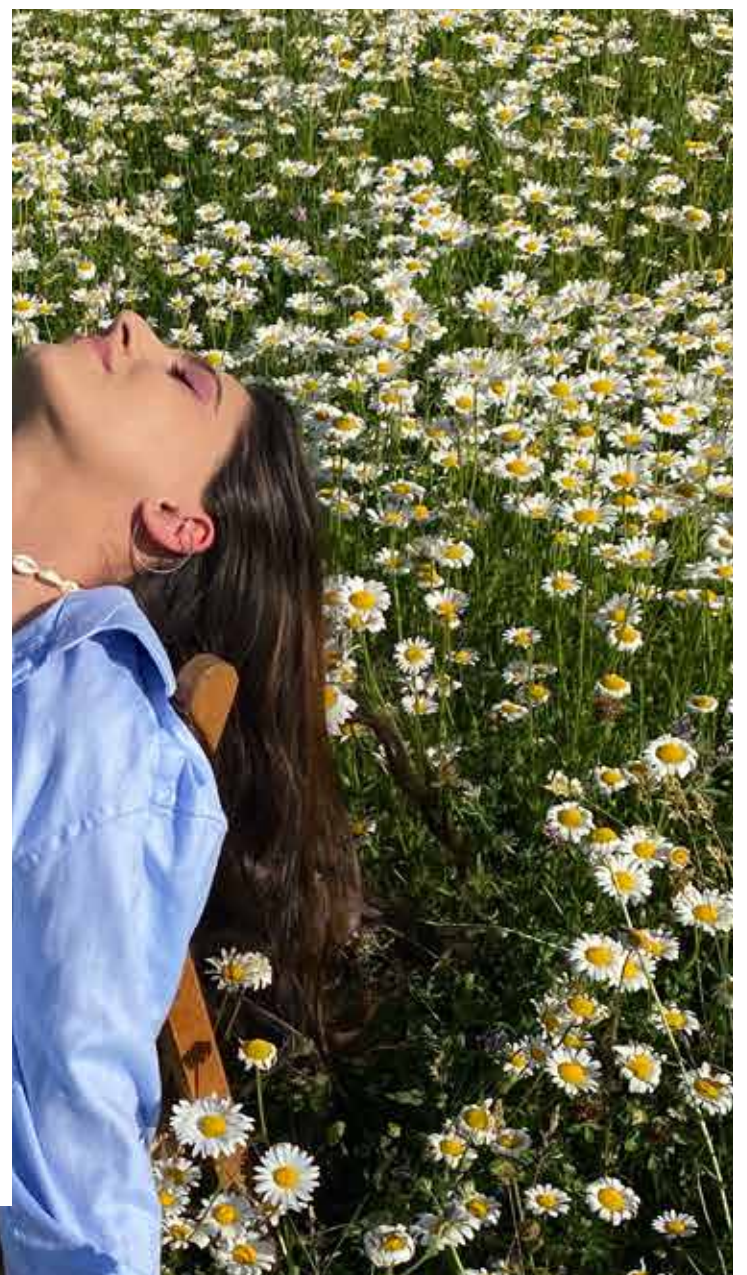
**41,688** m<sup>2</sup>

Type of Units

**Apartments**

Total No.  
of Units

**756**





NEW CAPITAL  
GARDENS



# NEW CAPITAL GARDENS

PHASE 2

**EAST CAIRO**

Land Area

**107k** m<sup>2</sup>

Total Built Up Area

**111k** m<sup>2</sup>

Project  
Launch  
Date

**Mar 2016**

Open Spaces

**27,466** m<sup>2</sup>

Type of Units

**Apartments**

Total No.  
of Units

**662**



# MASTER PLAN



**NEW CAPITAL GARDENS**

# CONSTRUCTION PROGRESS



**FEBRUARY**  
**2021**

55B

# PALM HILLS

## KATAMEYA EXTENSION



# PALM HILLS KATAMEYA EXTENSION

//// EAST CAIRO ////

Land Area

**370k** sqm

Open Spaces

**35k** sqm

Type of Units

**Villas, Twin Houses & Town Houses**

Number of Units

**442**

Delivered Units

**401**



**READY TO MOVE**

# VILLAGE GATE MALL

VILLAGE GATE

**EAST CAIRO**

Land Area

**16k** sqm

Sellable Build Up Area

**15,3k** sqm

PHD's Effective Ownership

**51%**

Target Sales

**675mn**



# VILLAGE GARDENS

KATAMEYA MALL, VILLAGE GARDENS KATAMEYA

**EAST CAIRO**

Land Area

**13K** sqm

Sellable Build Up Area

**13.7K** sqm

Targeted Sales

**507mn**

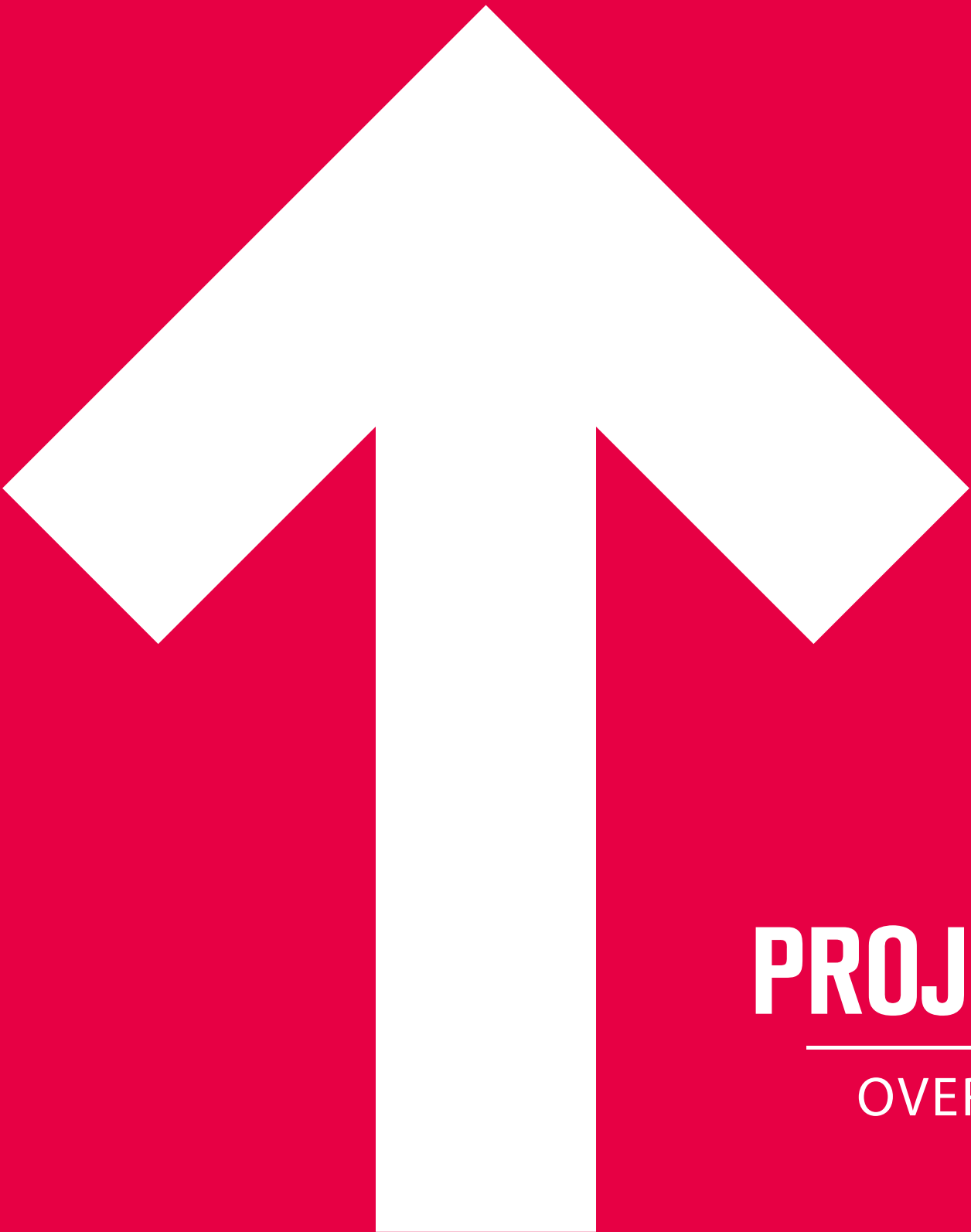
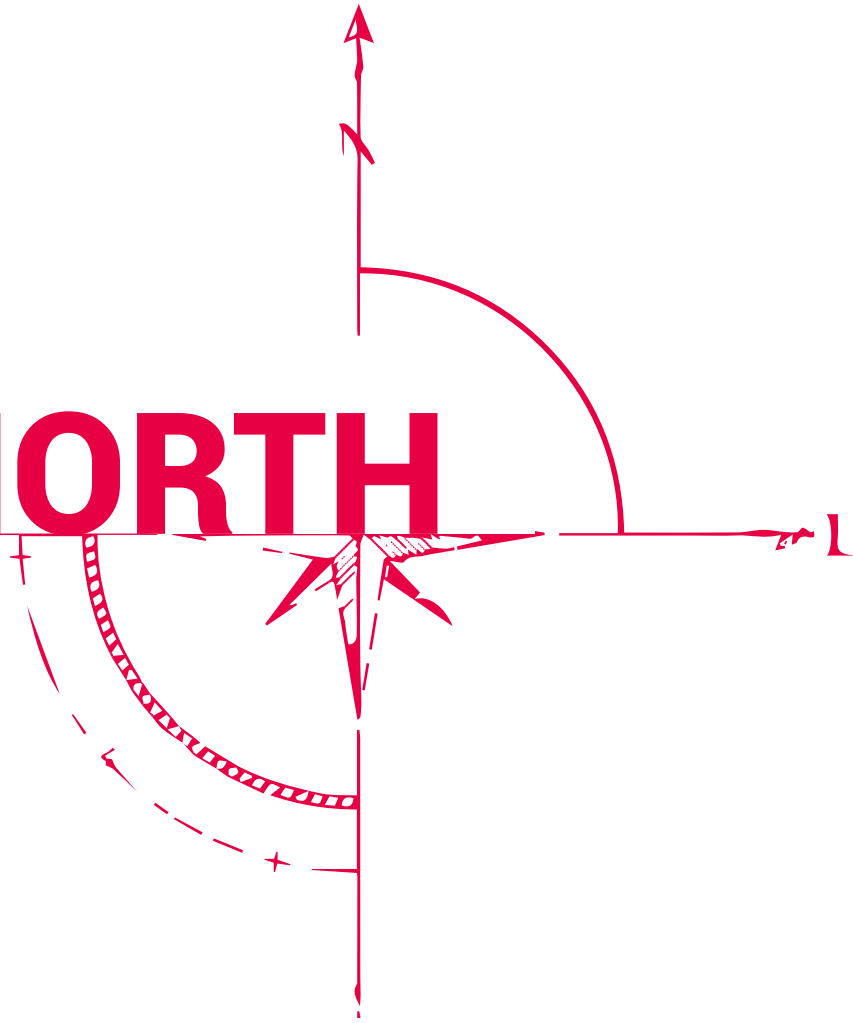
Achieved Sales

**460mn**

PHD's Effective Ownership

**100 %**

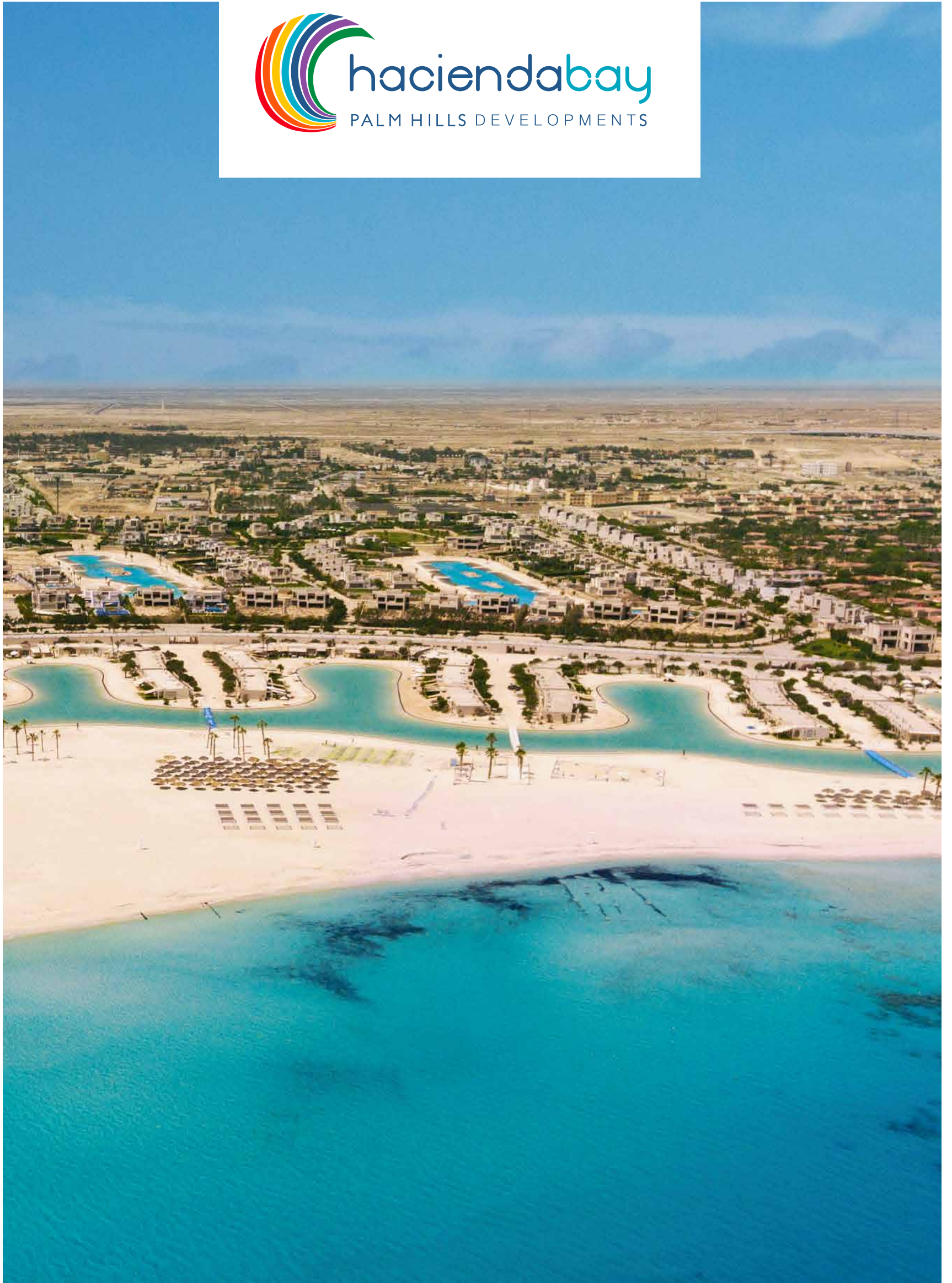
**NORTH**



**PROJECT**  

---

**OVERVIEW**



**HACIENDA**

**BAY**





# HACIENDA BAY

//// NORTH COAST ////

Land Area

Sellable Area

**2,2mn** sqm

**529k** sqm

Open Spaces

Delivered Units

**2,1mn** sqm

**1,991**

Targeted Sales

Achieved Sales

**7.5bn**

**6.4bn**

Type of Units

**Villas, Chalets, Twin Houses,  
Town Houses & Cabins**



# MASTER PLAN



**HACIENDA BAY**

# HACIENDA BAY

Commercial Project



*Le Sidi*

BOUTIQUE HÔTEL & RESTAURANT

LE SIDI

Le Sidi

BOUTIQUE HÔTEL & RESTAURANT



# LE SIDI

HACIENDA BAY

//// NORTH COAST ////

Construction started

2019

Operation started

2020

Number of Keys

36

Serviced apartments

54 rooms

Stake  
in Asset

100%





# HACIENDA BAY

Commercial Project



**LAKE  
YARD**

**LAKE YARD**

**LAKE  
YARD**



**LAKE YARD**

HACIENDA BAY

**//// NORTH COAST ///**

**Exclusive commercial complex**

Targeted Sales

**463mn**

Achieved Sales

**413mn**

**84** stores of all business sizes and types.



Restaurants



Showrooms



Healthcare



Supermarkets



Polyclinics



Hacienda White

1



# HACIENDA WHITE 1

//// NORTH COAST ////

Land Area

**209k** sqm

Open Spaces

**172k** sqm

Type of Units

**Villas, Twin Houses, Chalets and  
Cabins**

Number of Units

**279**

Delivered Units

**278**





# Hacienda White

2



# HACIENDA WHITE 2

//// NORTH COAST ////

Land Area

**491k** sqm

Open Spaces:

**404k** sqm

Type of Units

**Standalone Villas, Twin Houses,  
Chalets and Cabins**

Number of Units

**783**

Delivered Units

**623**



# HACIENDA WHITE

Commercial Project



CASA COOK

**Casa Cook**  
— HOTELS —



# CASA COOK

HACIENDA BAY

//// NORTH COAST ////

Construction started

Operation started

**2019** | **2021**

Number of Keys

**38**

Serviced apartments with

**34** rooms

Stake  
in Asset

**100%**





HACIENDA WEST

*a boutique*  
DEVELOPMENT



HACIENDA

WEST



# HACIENDA WEST

//// NORTH COAST ////

Land Area

**602k** m<sup>2</sup>

Open Spaces

**218k** m<sup>2</sup>

Foot Print

**104,110**

Open Spaces

**470k**

Number of Units

**1,922** including cabanas

Achieved Sales

**1.5bn**

Launch Date

**JULY 2021**



# PALM HILLS

ALEXANDRIA



# ALEXANDRIA

# PALM HILLS

ALEXANDRIA



## PALM HILLS ALEXANDRIA

Land Area

**672k** sqm

Total Built Up Area

**616k** sqm

Open Spaces

**537k** sqm

Launch  
Date

**June 2019**

Select Residential Highlights

Total No.  
of Units

**2,535**



Type of Units

**Villas, Town houses, Tessera,  
Twin houses & Apartments**





# MASTER PLAN



**PALM HILLS ALEXANDRIA**

# CONSTRUCTION PROGRESS



**February  
2022**

PALM HILLS

NEW ALAMEIN



PALM HILLS

NEW ALAMEIN

# PALM HILLS

NEW ALAMEIN



## PALM HILLS NEW ALAMEIN

//// NORTH COAST ////

Open Spaces

Land Area

Built Up Area

113k sqm

135k sqm

87k sqm

Type of Units

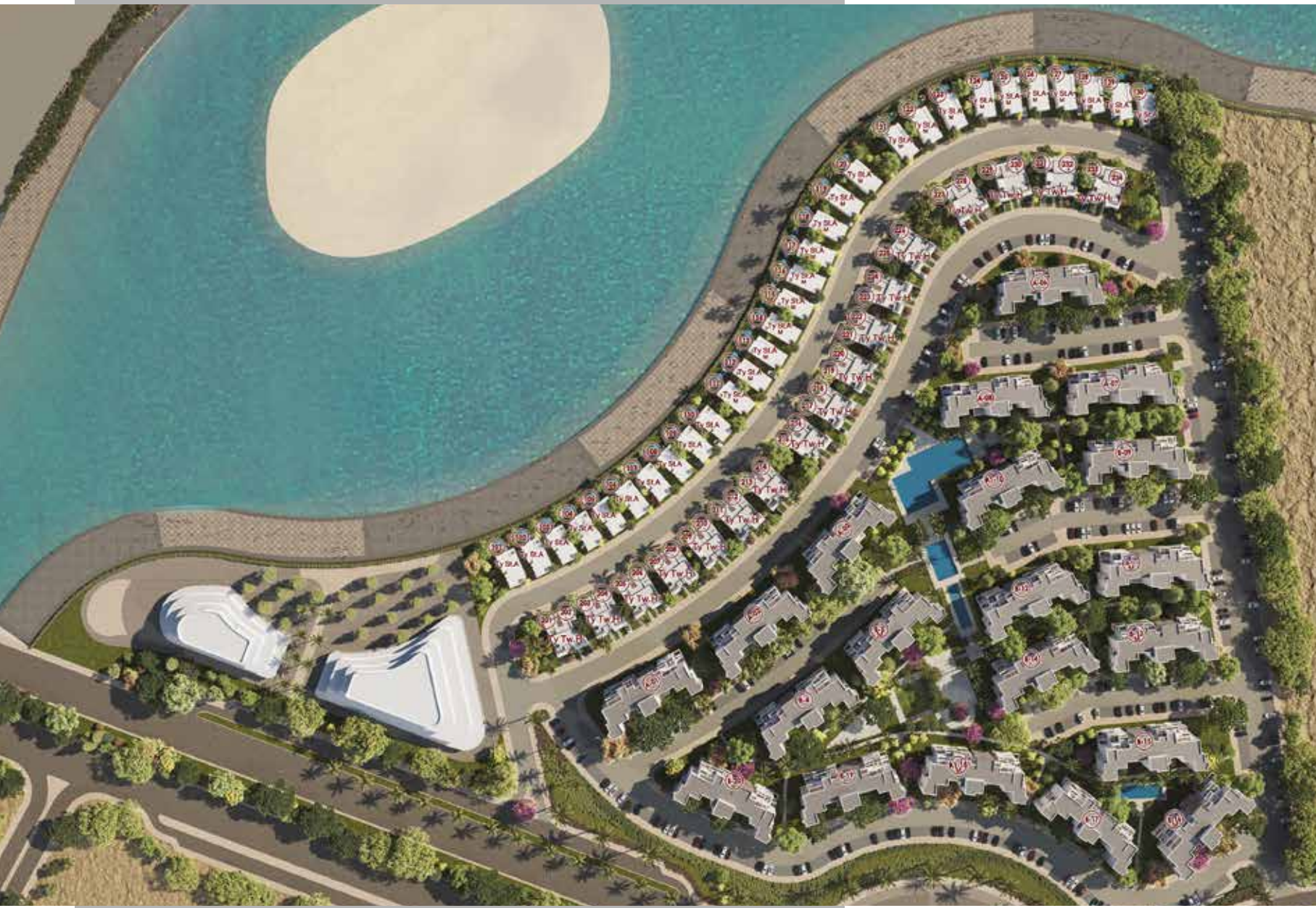
Villas, Twin houses & Apartments

Total number  
of units

674  
UNITS



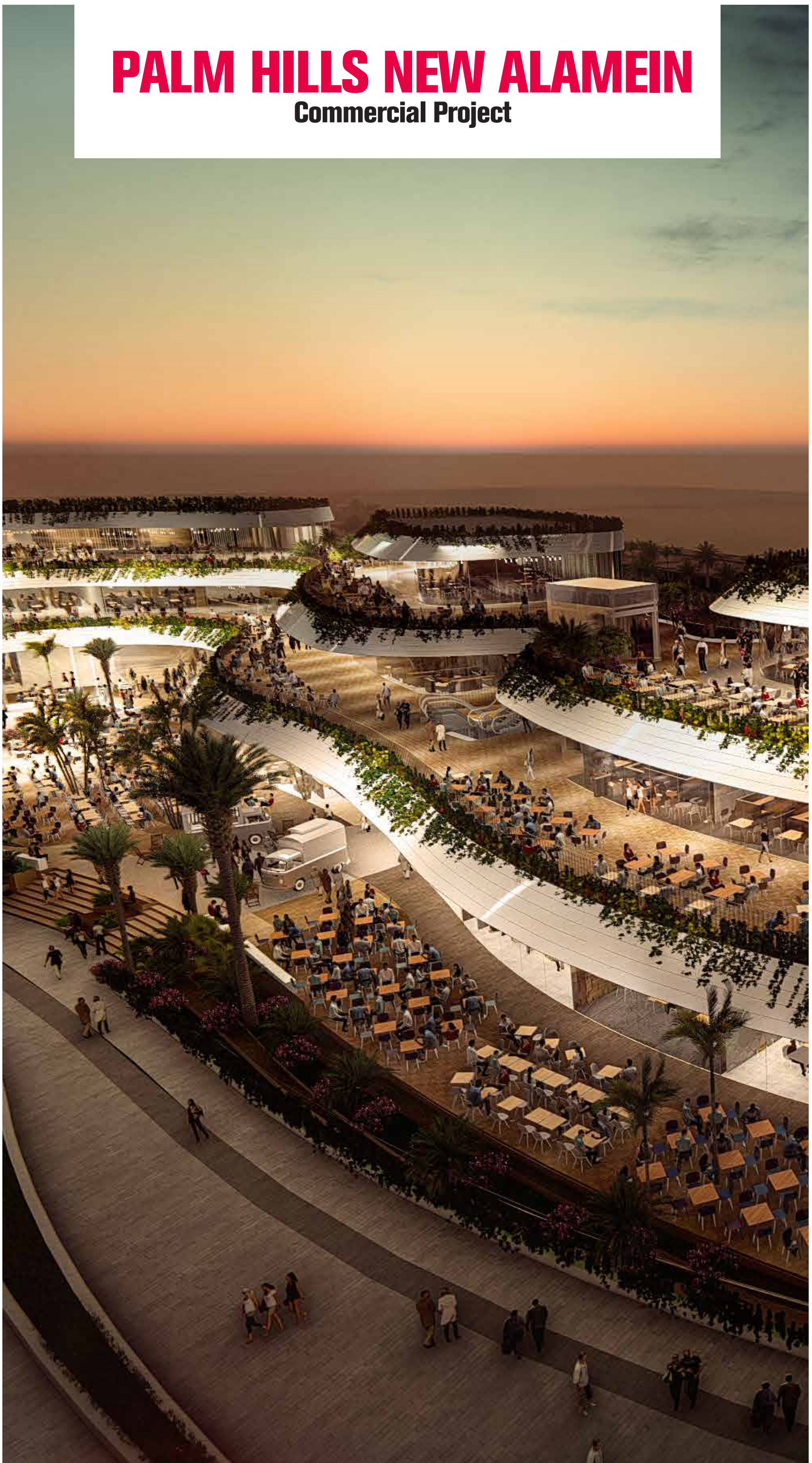
# MASTER PLAN



**PALM HILLS NEW ALAMEIN**

# **PALM HILLS NEW ALAMEIN**

**Commercial Project**



# PALM HILLS

NEW ALAMEIN  
COMMERCIAL



## PALM HILLS NEW ALAMEIN

//// NORTH COAST ////

Land Area

**10,836** m<sup>2</sup>

Foot Print

**4,334** m<sup>2</sup>

Built Up Area

**8,798** m<sup>2</sup>

Target Sales

**780** mn

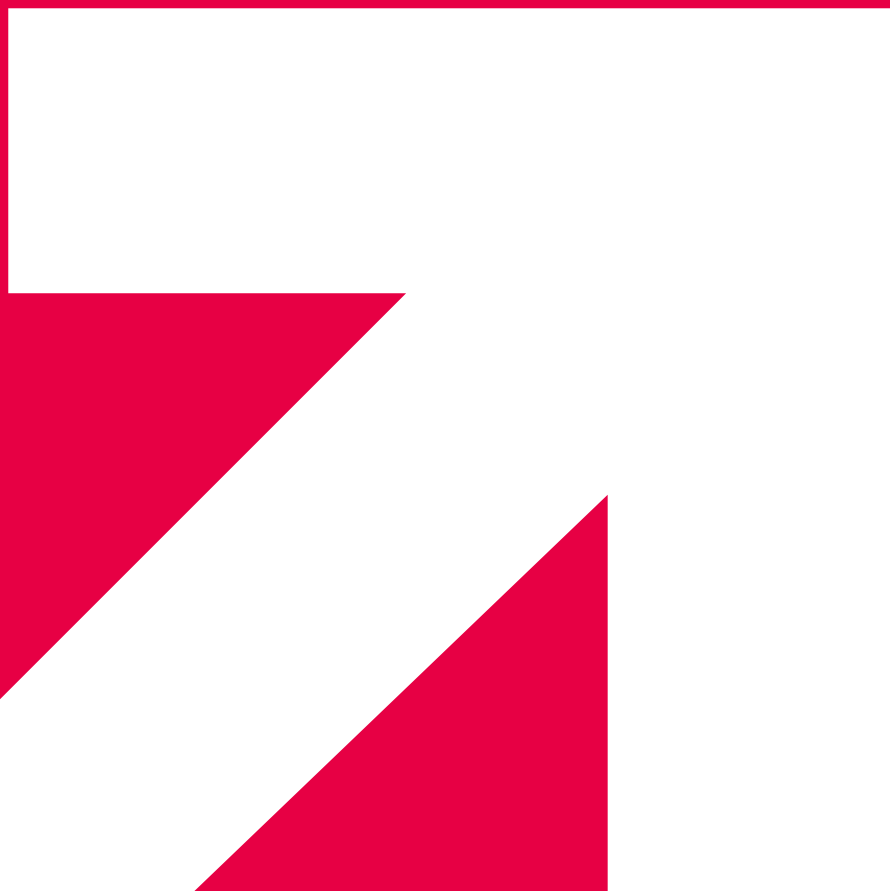
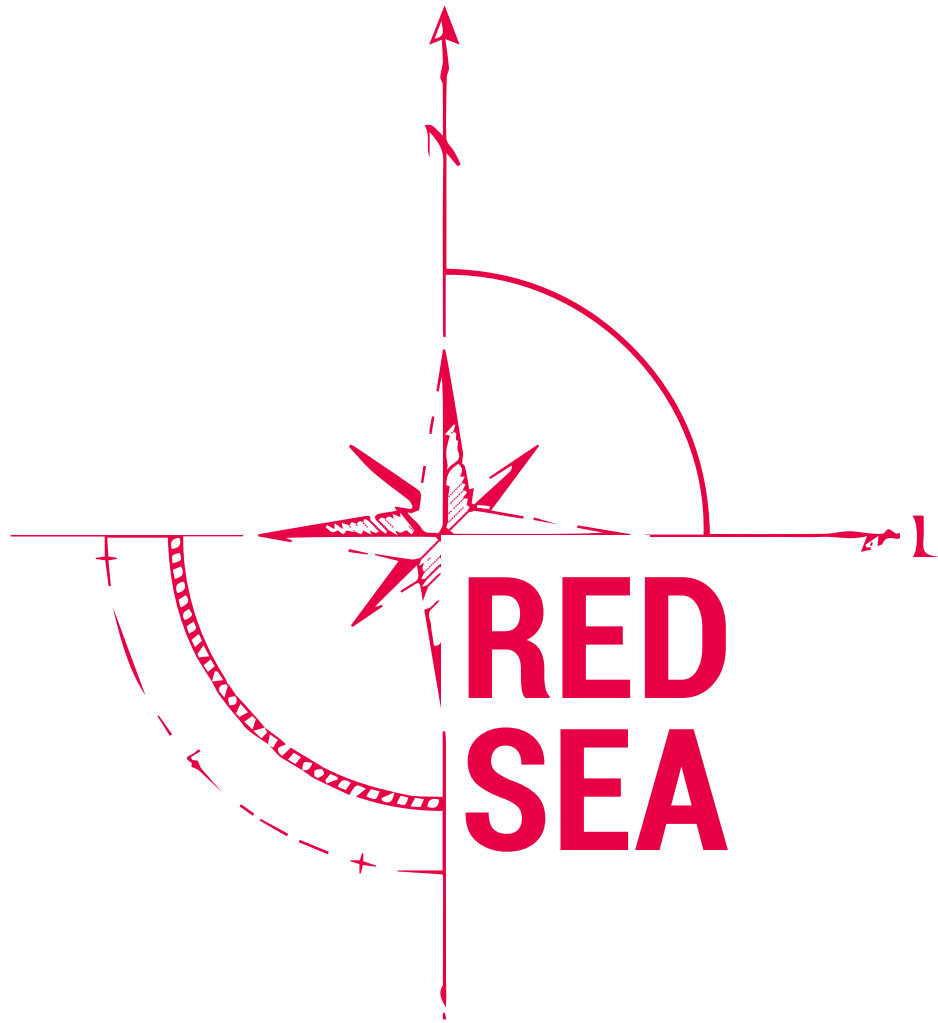
Achieved Sales

**506** mn

Ownership

**100%**





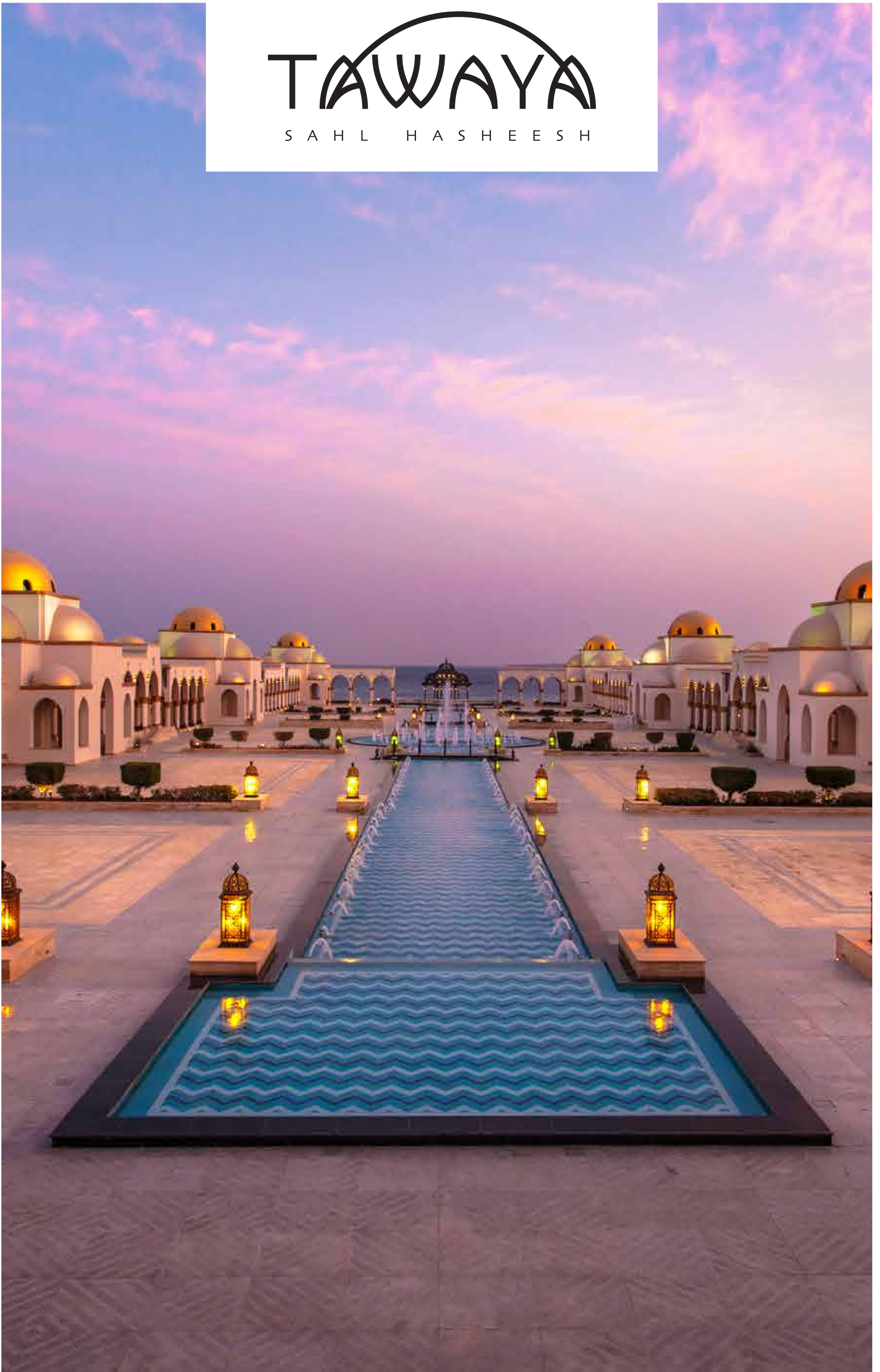
**PROJECT**  

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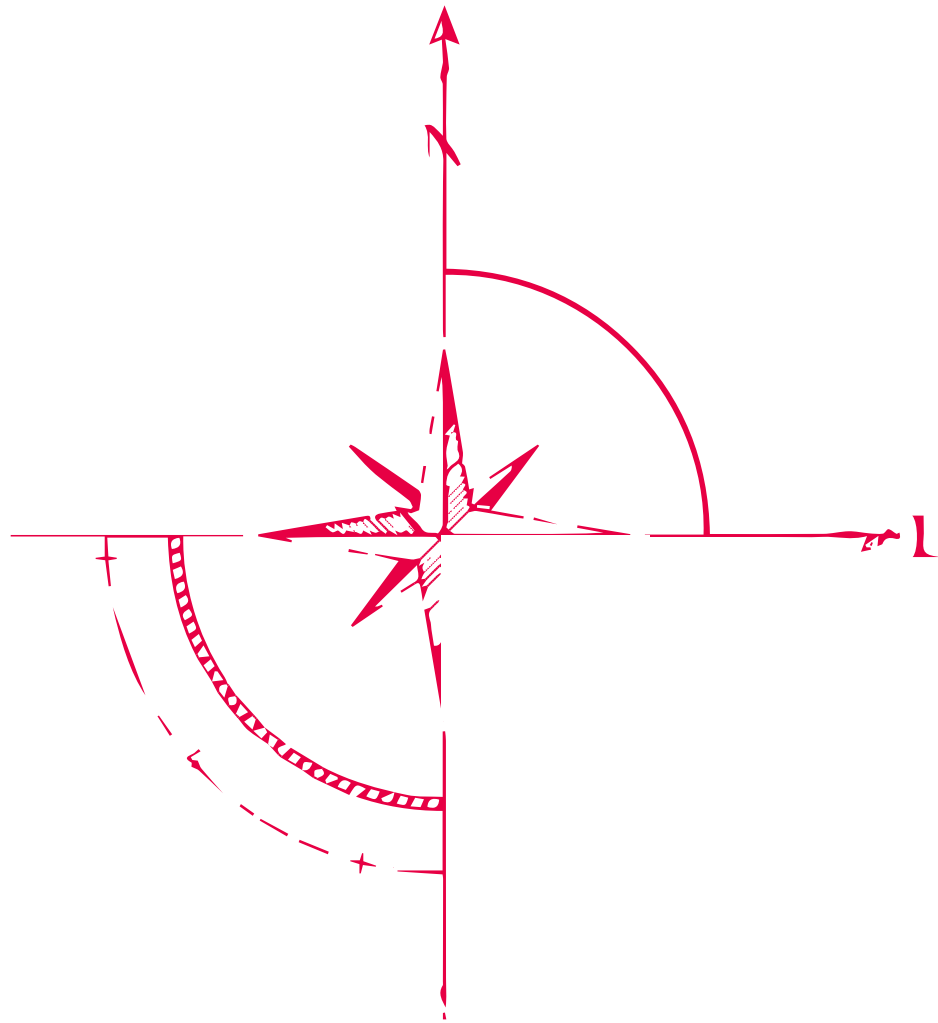
**OVERVIEW**



TAWAYA  
S A H L H A S H E E S H



TAWAYA



**HOSPITALITY**



# NOVOTEL

**SHARM EL SHEIKH**

**SINAI**

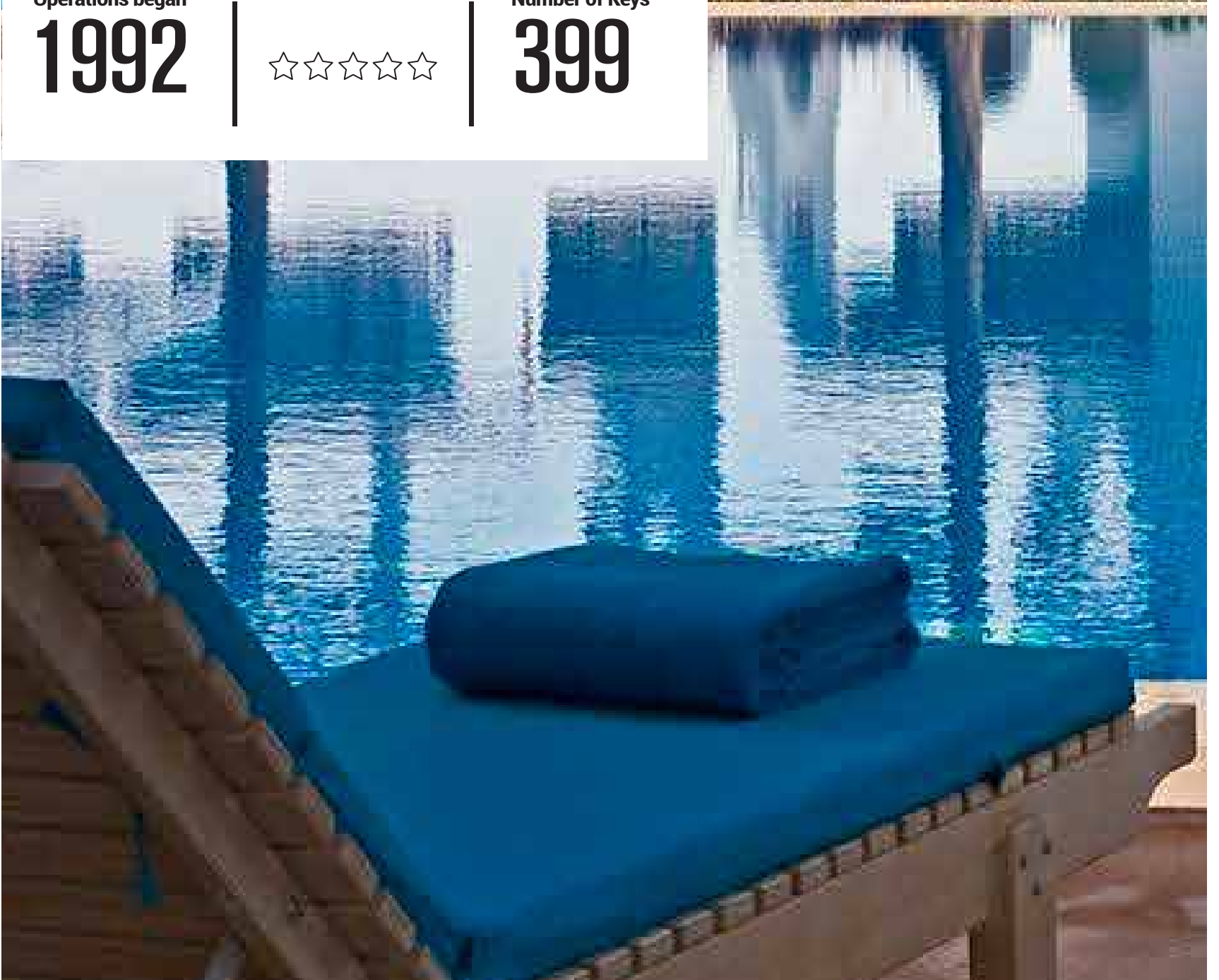
Operations began

**1992**

☆☆☆☆☆

Number of Keys

**399**





# NOVOTEL

WEST CAIRO

OCTOBER

Operations began

**2005**

Number of Keys

**207**

☆☆☆☆☆





# MERCURE



**ISMAILIA**



Operations began

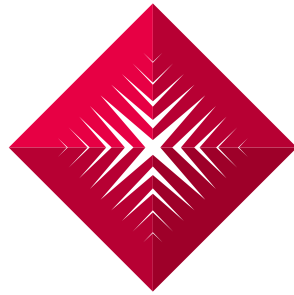
**1980**



Number of Keys

**169**





# PALM HILLS

## DEVELOPMENTS

### DISCLAIMER

- 1- Master plans, renders and accompanying visual materials are not to scale and are intended for illustrative purposes.
- 2- All Landscaping, pools, furniture are not included in the property and solely for illustrative purposes.
- 3- Windows, decks, porches, terraces, and the exterior elements may vary upon elevation.
- 4- Roof finishes and pergolas are for presentation purposes only and are optional based on client's request.
- 5- Palm Hills Developments retains the right to make alterations.

### ZAMALEK:

1, El Kamel Mohamed St.  
Tel: +202 2737 5530 - 31 - 32 - 33

### 6<sup>th</sup> OF OCTOBER:

Palm Hills October (Palm Central)  
Tel: +202 3886 0103-04  
Ext: 8812  
Mob: +2 010 6668 6108

### 5<sup>th</sup> SETTLEMENT:

Namaa Building # 75,  
1st section, Road 90  
Tel: +202 2810 4530 - 31 - 33

### ALEXANDRIA:

30 Patrice Lumumba,  
Tel: +203 033926010 - 033926002