

Madinet Nasr for Housing & Development (MNHD) Rebrands to Madinet Masr, Signaling a New Era of Geographic Expansion and Strategic Transformation

The rebranding reflects the Company's vision for the future and strategic growth aspirations as it expands beyond East Cairo to develop urban communities across Egypt.

Cairo, 30 March 2023 – Madinet Nasr for Housing & Development (“MNHD” or “the Company”), one of Egypt’s leading urban community developers, announced today that it successfully rebranded to **Madinet Masr**, in line with the Company’s redefined growth-driven strategy to expand nationally and regionally and build upon its rich heritage through the launch of new projects and collaborations with partners.

The decision to rebrand to Madinet Masr reflects the Company’s vision to take its success to a much larger scale. As the Company, broadens its horizons, it will continue to meet growing demand and cater to a diverse range of future homebuyers in different neighborhoods. The new name represents the heritage, excellence and stability that have defined the Company’s past and will shape the next era of its growth.


Commenting on the rebranding, Madinet Masr President and CEO Abdallah Sallam said: “We are delighted to unveil our new branding, which aligns with our commitment to continue delivering exceptional urban communities and our dream to be a source of national pride. Our new slogan ‘**Proudly Building for Egypt**’ reflects Madinet Masr’s growth from developing one district in 1959 to building all-inclusive communities on a national scale. The next phase of growth will see us expand geographically, diversify our portfolio and strengthen our value proposition. We are truly excited about the future and the opportunities that lie ahead to grow Madinet Masr and its contribution to our nation,” Sallam concluded.

Madinet Masr’s new brand values embody its dedication to excellence, growth, innovation while putting communities first. As a cornerstone for the Company, they provide a clear path forward and are as follows:

- **Taking pride in our heritage** – Leveraging heritage to grow and expand operations with determination.
- **Committing to growth** – Consistently striving for excellence, learning and setting ambitious goals that foster growth.
- **Holding ourselves to the highest standards** – Delivering projects that showcase our capabilities, expertise and solidify our position in the real estate market.
- **Innovatively building for Egypt** – Contributing to a more prosperous future and elevating the standard of living in Egypt.
- **Putting our communities first** – Building vibrant developments that bring people together and prioritize community.

These brand values lay a solid foundation and serve as a guide for Madinet Masr’s future growth plans. As Madinet Masr grows its footprint and diversifies its operations, it will remain committed to setting the benchmark for excellence in real estate.

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Ramadan Ahmed Elaziz
Ramadan
30/3/2023


About Madinet Masr

Since 1959, Madinet Masr has served the housing needs of millions of Egyptians. Initially founded to develop master projects for the Cairo district of Nasr City, home to three million residents, Madinet Masr has grown into a premier real estate developer and has become one of the country's most recognizable real estate brands. Madinet Masr was listed on the Egyptian Exchange in 1996, capitalizing on a long and successful track record of delivering world-class housing and infrastructure projects to broaden its exposure to various target segments of the Egyptian real estate market. Anchored in the Greater Cairo Area and with a growing presence in other regions of Egypt, the Company holds a land bank of over nine million square meters (sqm). Madinet Masr had fifteen active projects across two main developments at the close of FY 2022: Taj City, a 3.6 million sqm mixed use development positioned as a premier cultural destination, and Sarai a 5.5 million sqm mixed use development strategically located near Egypt's New Administrative Capital between Cairo and Suez.

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