

# SPOTLIGHT

## Neopolis

VILLA NEO: AN INNOVATIVE  
TOWNHOUSE CONCEPT

DELIVERING JUNE 18  
BLUMAR EL SOKHNA  
& PROMENADE OCTOBER

ISSUE 1, SPRING, 2018



WADI DEGLA  
DEVELOPMENTS



**PROMENADE**  
MAADI

علشان المعادي أطلي  
كومباوند في مصر

PHASE TWO LAUNCHED

19917   
WADI DEGLA  
DEVELOPMENTS

# DEVELOPING TO REMAIN TRUE TO YOU

Wadi Degla Developments has witnessed remarkable growth in recent years, exceeding clients' every expectation through the construction and delivery of seven iconic projects across Egypt that take community living to new heights. As we stand on the horizon of new opportunities in 2018, we remain committed to leap forward with fully integrated developments of exceptional quality that not only enrich the lives of our clients, but also challenge the dynamics of Egypt's real estate industry. Thanks to the dedicated efforts of our team, we have managed to grow beyond homeowners' everyday needs to provide a promising future that is always true to families, and the dream-like realities they aspire to.

We take pride in the lifetime relationships we've developed with our communities over the years, and we promise to cherish their trust by strengthening our leading position in the industry through constant innovation that captures varied market gaps, as well as investors' needs. Our eye for excellence drives us to constantly select strategic locations throughout Egypt; both in the city and by the sea to offer breakthrough residential concepts, as well as prime coastal projects that guarantee maximum profitability for our stakeholders while providing unique integrated living experiences that revolve around you to live the life of your dreams.

Today, we celebrate our on-going achievements by growing our family of employees, hiring the best professional calibers in the market to drive our organization to develop from strength to strength, evolving around you at all times. By instilling the spirit of collaborative teamwork, and holding ourselves to the highest values of transparency, accountability and respect, we shall remain true to you by building blocks towards a brighter, better and affordable future for all.



# WELCOMING NEWCOMERS ABOARD

At Wadi Degla Developments, we acknowledge that our growing family of employees is our greatest asset, and the key to push our business forward.

Therefore, the company has invested in recruiting top experts, dynamic professionals in the fields of HR, Marketing and Sales as well as Internal Audit to support its unique vision of staying ahead.

## MEET OUR GROWING FAMILY OF EXPERTS



**Dina Atalla**  
Chief Marketing Officer

Boasting 18 years of extensive expertise in the field of Marketing, Atalla is the leading name behind some of Egypt's celebrated real estate industry innovations spanning across Hassan Allam Properties, Hyde Park Development and Palm Hills Developments. Driven by a restless commitment to build brands while leveraging customer-focused insights at all times, Atalla crafts effective communication strategies that not only oversee creative development and agency management but also ensure marketing effectiveness and successful media communications. Atalla holds an MBA from Maastricht School Of Business.



**George Kastour**  
Chief Sales Officer

Kastour is a proactive, performance-driven professional with 19 years of experience in sales thriving on major growth challenges. Kastour is a proven builder of key sales strategies and professional sales networks in leading companies such as Emaar Misr, Damac Properties and Allianz Egypt. He has also led innovative market-building initiatives in Ghabbour Group and Hyundai Automotive.



**Shady Raphael**  
Chief Audit Executive

Differentiated by an uncommon complement of financial management expertise combined with strong business acumen, Raphael boasts 12 years of expertise in increasing revenue and improving overall performance of various business models including several multinational organizations such as Coca Cola, Wyeth (Pfizer) and Orange Telecommunications. Raphael has led and assessed the audit work of over 46 projects for the Social Fund For Development for the World Bank in addition to executing projects for over 65 local and multinational organizations. He has also managed 13 company portfolios, creating first time audit database, financial statement templates and identifying hidden compliance issues for PwC- Cairo's new five insurance clients.



**Sylvia Doss**  
Chief Human Resources Officer

Responsible for developing and executing successful human resources strategies for a variety of leading companies including Editra and Misr Italia Group, Doss boasts 17 years of experience in HR and is also known for developing effective plans and strategies that support the achievement of business operations objectives.



**Mohamed Fawzy**  
Indirect Sales Director

With a strong business development background and a commitment to form solid customer relations, Fawzy has been driving organizational development and strategic sales for over 13 years to boast an impressive track record of achievements while exceeding objectives for a variety of market leaders including Shaker Consultancy Group, Ace Life Insurance, Damac Properties and La Vista Developments.



**Neeven El Gamal**  
Community and Customer Care Director

Offering a unique blend of customer care and communications, El Gamal boasts 14 years of experience in customer operations and is recognized for her success in growing varied customer bases and communities for leading players such as Emaar and Western Union. El Gamal holds various certifications including Real Estate 'Informa' from George Washington University, 'Finance for non Financials' from AmCham and 'Leadership for Managers' from Dale Carnegie.



**Heba Wahid Abdelatif**  
Organizational Development Senior Manager

With an MBA in HR Management from Pebble Hills University, HR Management Diploma from Cambridge University and a Management Diploma from the American University In Cairo, Abdel Latif boasts 15 years of extensive expertise in human resources and organizational development and is passionate about helping businesses make the most out of their resources. Abdel Latif has worked with a wide variety of leading market players such as ASEC Holding, FLSMIDTH Operation and Maintenance and Job Master. She has also provided career transition services for a number of employees, her experience includes talent management, leadership and management coaching as well as training and development.



**Amir Abdelaziz**  
Compensation and Benefits Manager

Boasting 9 years of extensive expertise in a wide spectrum of industries, Aziz has a stellar track record of local and overseas achievements in the field of Compensation and Benefits. Aziz has been in charge of developing and implementing successful cycle to work schemes as well as effective salary, bonus and benefits modules for the employees of leading companies such as Egyptian Steel, Orascom and Hydrotech.

■ **And they lived  
happily ever after**

“7 living Wadi Degla communities  
5,000 families in happy homes”

At Wadi Degla Developments, we believe that homes are sacred spaces where dreams are born. Therefore, we look beyond building bricks to bring to life a colorful array of integrated communities where families can relax, learn and grow together while enjoying the best of life. Backdropped by a wealth of topnotch amenities, and anchored by family laughter, Wadi Degla Developments is proud to boast 7 liveable communities, providing 5,000 families with an exclusive opportunity to rejoice in world-class urban and coastal addresses.

This year we're happy to announce that we are growing our family of liveable communities to 10 by the end of 2018 with the delivery of Phase I in both Blumar Sokhna and Promenade October in addition to Blumar Hills.



Rolling out on 223,000 square meters to combine the best elements of the sun and sea, Marina Wadi Degla welcomed its first resident 2007 to crown a breathtaking spot on the Red Sea's glistening coastline. The residents are enjoying a year-round sunny community carefully built around them to bring the outdoors inside taking in spectacular sea views and lush trime gardens into each of its 1288 elegantly appointed happy homes. Boasting a soulful hotel at its center, a tranquil docking port as well as a lively private beach, the project provides the ultimate beach fun and relaxation to our residents.

Families can enjoy a variety of quality moments that include long refreshing dips in one of the project many swimming pools, fun packed water activities or simply engage in active sports in any of our squash, tennis or football courts. The project also offers an array of beach-front dining options as well as a professional medical center to guarantee safe and memorable fun times for the whole family.

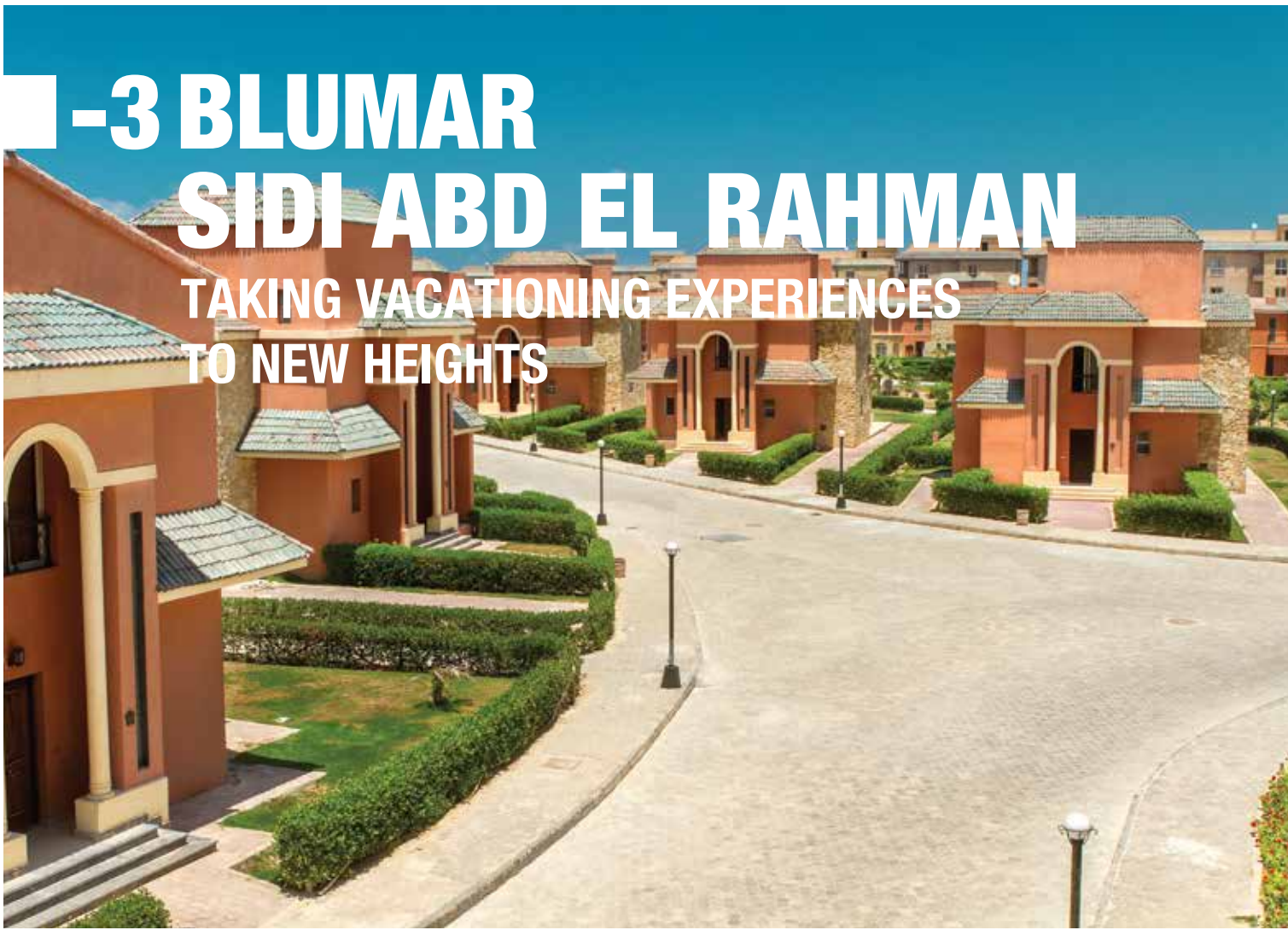




# -2 BLUMAR EL DOME

## THE IDYLIC BEACH PARADISE

The Idyllic Beach Paradise Running in parallel to the Red Sea's tranquil coastline and its breathtaking mountain views, welcomed its first resident in 2013 to redefine the concept of beachfront serenity in Ain El Sokhna. Nestled in a natural enclave in Wadi El Dome, the mix-use resort spans over 200,196 m<sup>2</sup> to unfold a lush coastal paradise, for 813 family to enjoy. Parents as much as kids are enjoying an interactive world of leisure zones, offering private beach relaxation, round the clock pool fun powered by an exciting Aqua Centre, in addition to a state of the art hotel with 59 elegant rooms to cater its guests all year round. Blumar El Dome is the place to relax and unwind, while our professional housekeeping and catering services take care of the details, so its residents only have to worry about having a good time.



# -3 BLUMAR

## SIDI ABD EL RAHMAN

### TAKING VACATIONING EXPERIENCES TO NEW HEIGHTS

Crowning an exclusive spot on the North Coast's turquoise shoreline, Blumar Sidi Abdel Rahman has welcomed its first resident in 2009 to stretch over an impressive 272,685 m<sup>2</sup>, creating a unique family vacationing experience like no other. Imaginatively conceived on varied elevations, all residents the 912 families were guaranteed an exceptional sea views and equal privacy for all homeowners alike. Embracing its own sun-drenched private beach, horizon beach pools, and a state of the art hotel Blumar Sidi Abdel Rahman guarantees to pamper all the family members in their Summer homes with its colorful variety of activities.





# -4 PYRAMIDS WALK

BEAUTY FOR EVERYONE



PYRAMIDS  
*walk*  
O C T O B E R

Came alive with the first family stepping in their new home in 2016 to start living a new concept of luxury in 6th of October, Pyramids Walk is the perfect family destination to connect with nature and each other while discovering the true art of integrated living. Covering a total area of 141,148 m<sup>2</sup>, the project is home to 278 happy family. To guarantee our residents are fit and in-shape, the project offers an impressive pyramid-shaped gym and a relaxing spa, in addition to a bustling commercial strip, a professional nursery and a swimming pool to guarantee fun times.



# -5 RIVER WALK

NATURE-INSPIRED LIVING AT ITS BEST



RIVER  
*walk*  
N E W C A I R O

Home to 96 families since 2012, they enjoy being strategically located in the heart of New Cairo, round the corner from Wadi Degla Square. River walk rolls out on 115,523 m<sup>2</sup> to provide a unique sense of uninterrupted serenity, residents are enjoying vast open green spaces, they wake up to breathtaking views of garden oasis and serene water features. Combining the highest degree of comfort with inviting hospitality, the project offers a bustling commercial area that rolls out on 12,376m<sup>2</sup> for daily entertainment in addition to round-the-clock security and maintenance services where residents feel safe and taken care of at home.







# -6 TIJAN ZAHRAA EL MAADI

THE BEST OF ALL POSSIBLE WORLDS



Tijan is where contemporary charm and natural simplicity blend together in perfect harmony so our residents can experience a go-slow life, while enjoying non-stop city action in the heart of Maadi. Ideally situated in a calm spot in Zahraa El Maadi. In 2014 ,1728 families started enjoying new beginnings, new homes and good mornings that starts with spectacular views of green landscapes and good nights that unwinds to serene water features. Covering an impressive area of 78,526 m², the development is a lively hub for young families, groups of friends and couples enjoying an exclusive lifestyle perfected by underground parking and 7/24 security for utmost comfort and convenience.



# -7 CANAL RESIDENCE

A DREAM-LIKE REALITY



Designed for our loyal fellow Maadians, to leave them with an expansive feeling that complements the site's spell-binding surroundings, Canal Residence is ideally situated in the heart of Sarayat El Maadi to introduce a spectacular contemporary interpretation of 19th century designs. Home to 40 families since 2012, with a total area of 4,200 m², the development's spacious and elegant duplexes afford total privacy for all its neighbors to become a big happy extended family. Together they enjoy spectacular views of gardens and tranquil pools. By seamlessly blending modern luxury with traditional architecture, Canal Residence is a unique and innovative concept of integrated living, boasting a fully equipped service center, round the clock security and maintenance services to cater to its residents' every need.





# DEVELOPING FORWARD

## NEW LAUNCHES

## NEOPOLIS INTRODUCES VILLA NEO: AN INNOVATIVE TOWNHOUSE CONCEPT

Wadi Degla Developments is proud to innovate in Neopolis by launching a smart design concept that aims at pushing the traditional boundaries of town houses to transform them into spacious contemporary realities known as "Villa Neo". Master planned with a timeless familiarity with Mostakbal City's iconic surroundings, "Villa Neo" not only pioneer in maximizing the use of space to satisfy residents' different desires but also redefine true contemporary luxury by offering total privacy and highly specified comfort in all aspects of life.

Rolling out on 545.5 acres of lush land, Neopolis City is a safe gated community and a graceful prelude to integrated luxury living, offering residents an exclusive opportunity to connect with nature, while enjoying an array of high end facilities built for their own comfort and convenience. Boasting a school of the highest standard, a cutting-edge nursery to promote development and learning and a state of the art clinic at its heart, the development provides a safe and healthy environment for young couples and families with kids who wish to enjoy a tranquil life. Lined by commercial, business and recreational complexes, Neopolis is also ideal for professionals who want to operate in a secure environment with private parking spots or anyone who wishes to enjoy a day out at The District the project's lively retail complex offering a variety of outdoor / indoor restaurants and coffeeshops. For the more energetic, Wadi Degla Club is also an exciting invitation to experience sports from a whole new perspective by joining any of its global leading academies.



## BRINGING YOU CLOSER TO THE HEART OF ACTION: PROMENADE NEW CAIRO

Wake up to a unique lifestyle blending utmost luxury with affordable comfort, located just five minutes away from the American University in Cairo and the lively atmosphere of Road 90. Ideal for families and young couples in search for tranquil living in the heart of city action, Promenade New Cairo is an integrated destination launched to offer high quality fully- finished units with concealed Acs in addition to secure parking lots guaranteeing a hassle-free life for all homeowners alike. Built with your convenience in mind the project is ideally situated just minutes away from Wadi Degla's Lotus Club, spoiling families for choices from a variety of activities that encourage a healthy lifestyle. Take in spectacular views of lush landscapes surrounding your home from every direction as you engage in an active lifestyle made easy with spacious private tracks, state of the art squash courts and a cutting-edge gym. When the day draws to an end, Promenade New Cairo's spa welcomes you to unwind and relax. Redefining the idea of leading a happy, quiet and integrated lifestyle.



## LIFE AT YOUR DOORSTEP: Promenade Maadi BREEZE SOLD OUT & HILLSIDE LAUNCHED

Expertly designed and magically brought to life to revolutionize the concept of integrated community living, Breeze is a new phase launched in Promenade Maadi to artfully combine worlds of uphill privacy with urban excitement to create a landmark work of architecture in the heart of the city.

Built with a spectacular view on Wadi Degla Club, the development is carefully plotted on varied land elevations to guarantee equal views and maximum exclusivity for all homeowners alike. Inspiring in both function and form every home enjoys its own private parking spot, as well as round the clock security services in addition to breathtaking scenery, while bringing alive superlative entertainment experiences and top-notch facilities at every doorstep. Take a refreshing dip in one of the project swimming pools, jog in any of our tracks, or simply hit the project's state of the art gym to uncharge then relax at the spa. BREEZE was sold out during 2017 and 2018 Witnessed the launch of HILLSIDE the second phase of Promenade Maadi. From elegantly appointed apartments and spacious duplexes to chic Penthouses, HILLSIDE offers a world of contemporary living options that combine the highest degree of comfort with affordable luxury to satisfy different tastes and budgets.



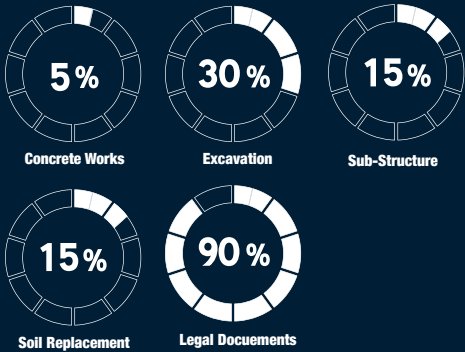


# CONSTRUCTION UPDATES

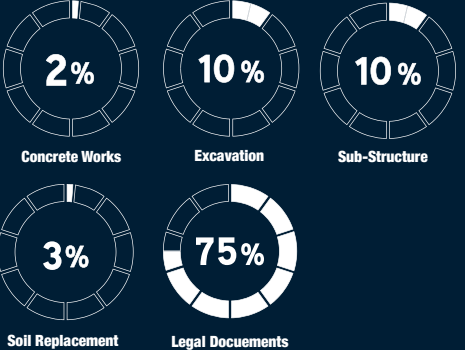
Wadi Degla Developments is happy to share its latest construction updates which reflect remarkable progress, as well as hard work and dedication to bring its unique vision to fruition so that you can soon move into your new home.

## NEOPOLIS

### Zone E



### Zone B



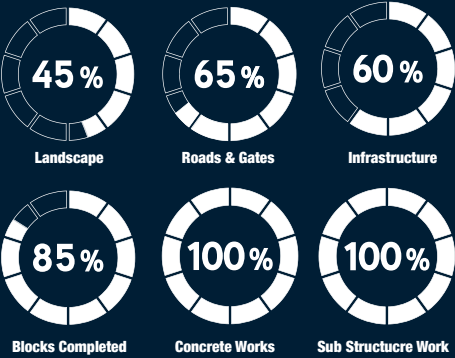
## PROMENADE 6 OCTOBER

### Delivery Date

# June 18

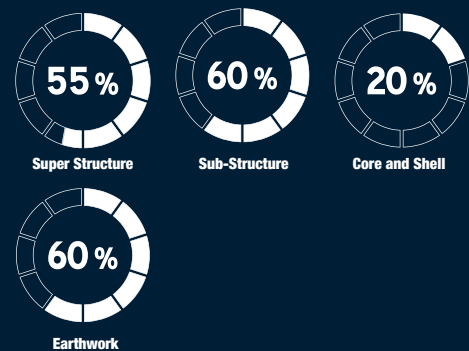


### Phase 1





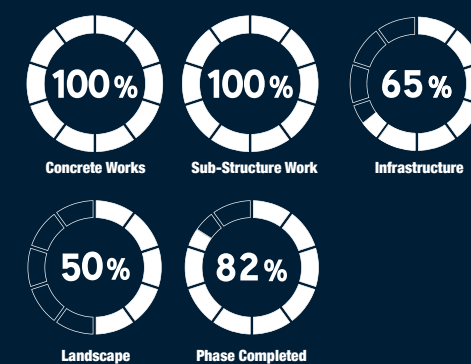
## Phase 1



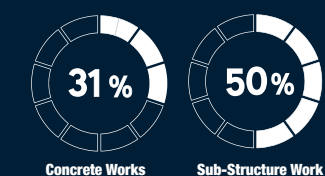
Delivery Date

**June 18**

## Phase 1

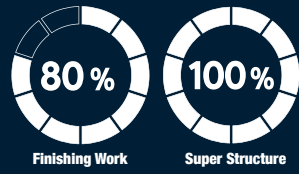


## Phase 2

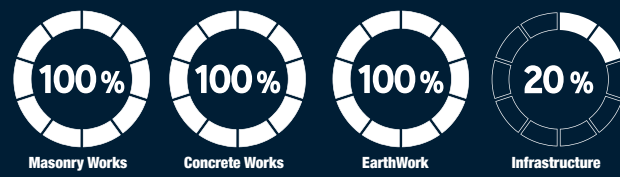




## Phase 1



## Phase 2

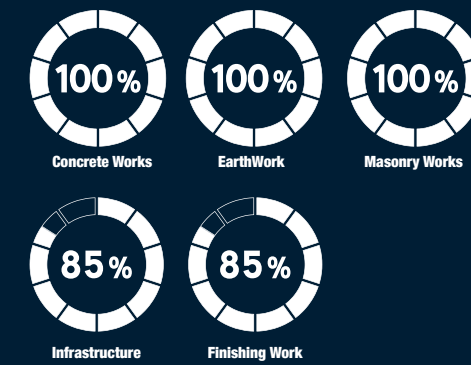


Delivery Date

# December 18



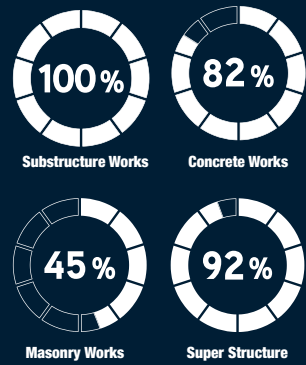
## Phase 2



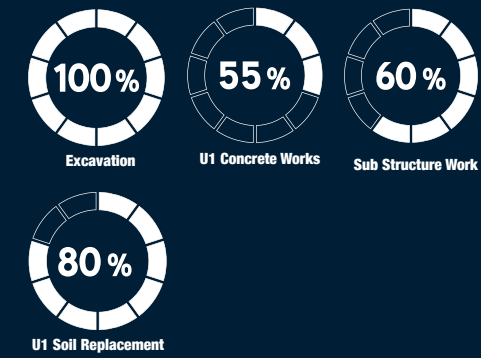


Delivery Date  
**December 18**

### Phase 1



### Phase 1





# WADI DEGLA DEVELOPMENTS MAKES HEADLINES

## WADI DEGLA HOLDING ACQUIRES THE MEDITERRANEAN CONTRACTING CO.

In a successful leap towards growing stronger in delivering world-class projects while fortifying its leading quality construction position in the market, Wadi Degla Holding is proud to announce acquiring the Mediterranean Contracting Co. (MCC); classified in Egypt under class one for its decades of expertise, highest standards of quality and financial stability. Today the company boasts two strong construction arms which are renowned Egyconst and MCC. The strategic move signifies Wadi Degla's financial stability as well as its strong commitment to ensure timely and efficient delivery. MCC alone has 250 professionals in the field, as well as several hundred construction projects in Cairo, Hurghada and numerous urban communities across Egypt.

## TAKING A FURTHER STEP IN INFORMATION TECHNOLOGY MANAGEMENT.

A 5 year-contract was signed with Salesforce - Forbes most Innovative Company - and the World's 1# Customer Success Platform with a multi-million contract to support Wadi Degla. Sales Force will be responsible for managing all Wadi Degla Development relationships and interactions with customers and potential customers as well as staying connected, streamline processes and improve efficiency & profitability

NEOPOLIS  
INTRODUCES  
A NEW  
**TOWNHOUSE**  
EXPERIENCE



# VILLA NEO

**5%**  
DOWNPAYMENT

**8 YEARS**  
EQUAL  
Installments

  
**WADI DEGLA** | **19917**  
DEVELOPMENTS



# ENJOYING STRONG PRESENCE IN EVENTS & EXHIBITIONS



## ELITE EXHIBITION KUWAIT

Committed to extend our excellence to the Gulf, Wadi Degla Developments took place in Elite Exhibition held in Kuwait on the 1st to the 6th of May. The event is one of the strongest real estate opportunities organized to bring together top developers with potential investors from Kuwait.



## NEXT MOVE EGYPT

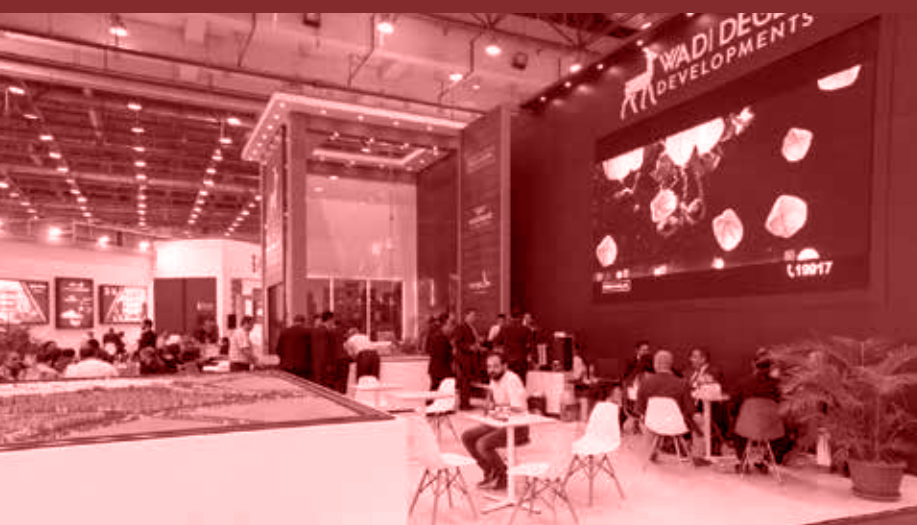
Wadi Degla Developments took part in Next Move's inaugural edition held at Cairo International Convention Centre from the 14th to the 16th of December where its sales team have successfully demonstrated strong dedication to achieve great sales for the company, alongside Egypt's top investors and developers.

## EGYPT PROPERTY SHOW DUBAI

Wadi Degla Development enjoyed a strong presence in Egypt Property Show (EPS) which took place on the 3rd of May in Dubai, enabling the company to gain strong brand exposure while showcasing its products to a vast target audience from all over the world.

## ELITE EXHIBITION EGYPT

As part of WDD's expansion strategy to connect with a wider target segment based in the Gulf, the company has successfully participated in Al Nokhba's second annual exhibition held in Egypt at Cairo International Convention Centre from the 10th to the 13th of August. The event presented an ideal opportunity for our sales team to introduce WDD's diverse portfolio of projects to a wide base of clients.



## CITYSCAPE 2018 EGYPT

Wadi Degla Development is usually keen to participate with a very strong footprint in Cityscape, the biggest real estate exhibition that takes place in Egypt every year. The sales team shows a great commitment and achievement year after year throughout the show.





# SPORTS ACHIEVEMENTS

## STAYING AHEAD IN THE GAME

### TENNIS

Mohamed Safwat surpassed more than 90 players in the ATP Ranking, winning 2nd in the Qunaitra Challenge Tournament.

Safwat also won 1st place in the Duo Compeon in Meknas International Tournament held in Morocco, as well as winning the Future International Tournament held in Sharm El Sheikh. The prominent player has also qualified to the Afro-European Group in the International Davis Cup.

### SQUASH

- Wadi Degla Club's squash team secures the Egyptian league for the 4th time in a row
- Our national team competes in the World Cup to win for the 3rd time in a row
- Raneem El Welily secures 2nd place at US Open, bringing home the Squash Spirit Award
- Nouran Gohar was crowned the first Egyptian to ever win Hong Kong's Tournament, as well as securing first in Macau Tournament

### THE RHYTHMIC GYMNASTICS

Habiba Mohamed Marzouk wins the African Tournament in Namibia, while topping the 2nd place in Egypt in the International Camp held in Russia.

### SWIMMING FINS

WDC's Swimming Fins team earned Egypt's Cup in the 12 ,11 and 13 year-old category.

### BASKETBALL

WDC's Basketball team qualified to the Premium League after recording a strong victory in the Champions of the Region League for the first division

### KARATE

Our Kumite Team for men successfully qualified to the first division in the league

### VOLLEYBALL

WDC's Women's Volleyball team wins 1st place in the first division tournament while securing 2nd place in Egypt's Cup.

### ARTISTIC GYMNASTICS

Shereen El Zeiny secured 3 African Tournaments while also participating in Canada's World Cup.

### ROLLER SKATING

WDC's Roller Skating team secured two Leagues, as well as winning the Egyptian Cup for the 3rd time in a row. The team also came 2nd in the International Tournament held in Roma.

### WOMEN SOCCER

WDC's Women Soccer team wins the Egyptian League for the 8th year, while also winning Egypt's Cup tournament.

The Junior team also scored a proud victory winning the Egyptian League.

### ARCHERY

Nagham Mohamed Mahmoud secures 1st place in the Golden Tournament for Archery, as well as Fatma Al Moatasem Bellah who came in 1st place in U13.

### SPECIAL NEEDS

Our Special Needs team wins 1st in Egypt's Swimming Cup in the 'Mental Disability & Autism' Category, while securing 1st place in the National Cup in the 'Down Syndrome' category.

### SWIMMING

WDC's Swimming team wins 2nd place in the short swimming tournament held in Cairo Stadium



# GROWING STRONGER INTERNALLY



## BEATING CANCER WITH BAHEYA

To help raise awareness on early Breast Cancer detection, means of prevention and treatment, Wadi Degla Developments' team attended a one-day educational workshop in collaboration with Baheya Foundation to empower women to take charge of their health.



## WORKING TOWARDS A COMMON GOAL

Wadi Degla Developments held an Internal Communication Event at Renaissance Hotel where its management team were introduced to the company's vision, mission and values to create a strong community united under one goal; staying ahead while serve clients better.

## CELEBRATING AL MAWLID AL NABAWI

Wadi Degla Developments held an Internal Communication Event at Renaissance Hotel where its management team were introduced to the company's vision, mission and values to create a strong community united under one goal; staying ahead while serve clients better.

## EMBRACING 2018 WITH A GIVING SPIRIT

2018 marked a special New Year for Wadi Degla's team, since it was announced as a new beginning blessed with the spirit of giving. By launching an internal 'Give' initiative aimed at spreading positive and generous vibes within the company, employees were encouraged to give toys and clothes in one big box, spreading the joy of giving in two different orphanages nearby.





# 19917

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## OUR SALES OFFICES

### Maadi

Wadi Degla Sporting Club – 4th district, Zahraa Al Maadi.  
46 Al Nadi Al Gedeed St., in-front of Al Kamar El Senaey.

### New Cairo

Wadi Degla Club – Al Tagamoa Al Awal. Building 69,  
Millemmium Tower, 90 Road.

### 6<sup>TH</sup> of October

Wadi Degla Club 1, Al Wahat Road, Al Rawda Compound.  
Wadi Degla Club 2, Al Central St., First District.

### Sheraton

The District, Autostrade - Cairo Airport