



HYDE PARK
NEW CAIRO

Hyde Park: We're Keen on Supporting, Developing and Investing in the Growing Real Estate Sector in Egypt

Hyde Park Properties for Development has reaffirmed its eagerness to continue supporting and investing in the growing real estate market, as the company works against the clock to deliver its outstanding "Hyde Park" New Cairo development project with investments worth EGP 35 billion. The Company has also announced that there are more surprises to be revealed soon.

Commenting on this statement, Amin Serag, Chief Executive Officer of Hyde Park Properties for Development said: "Hyde Park is working relentlessly to maintain its strong position in the Egyptian real estate market, which is witnessing an unprecedented boom in light of the government's current direction to support the real estate sector, giving utmost attention to support investments, create an amiable environment for business, and offering more investment opportunities across various industries and sectors".

"The Company is working relentlessly to make both ends of this difficult development equation meet, which is to provide property services that exceed customer expectations with affordable prices that cater to different income segments. Hyde Park has also fostered a new approach across all of its projects, an approach that focuses on finishing all projects within 6 to 12 of delivery dates to achieve utmost client trust," Serag added.

Serag emphasised Hyde Park's commitment to establishing a leading role in the Egyptian real estate sector, which is an essential driving force for the growth and development for the country's economy. The real estate development sector also plays a prominent role in developing the economy and other reliant industries.

With regards to Hyde Park's latest project updates, Serag revealed that the Company has recently inked an agreement with an international consulting firm to revamp Hyde Park's master plan. This master plan upgrade aims to provide unique view levels for each residential unit, increase green spaces, introduce a main sports club and three clubhouses instead of two, and establish two international schools in addition to building a medical centre and a hotel. The upgrade also includes revamping the facades of all residential units and offering a wider variety of units areas ranging from 80 sqm to 1,200 sqm that are located in designated and distinguished zones.

"This master plan upgrade gained the appreciation of everyone with the launch of phase one of Park Corner, which was completely sold out in less than 30 days," Serag stated.

Serag added that, "in light of the Company's constant quest for customer satisfaction, Hyde Park



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has established a new management that offers support to homeowners throughout the finishing works of their units. The management has also partnered with several ceramic suppliers and interior designers to offer special discounts to the homeowners”.

It is worth mentioning that Hyde Park has made its home across an area of 6 million square metres in New Cairo’s most prominent areas. It is strategically located nearby the New Administrative Capital, Ain El Sukhna Road, and the New Ring Road. AUC is just around the corner and Cairo International Airport is a short 20-minute drive away. Hyde Park also overlooks, both, Road 90 and the New Ring Road, which gives it a competitive advantage among other developers.

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