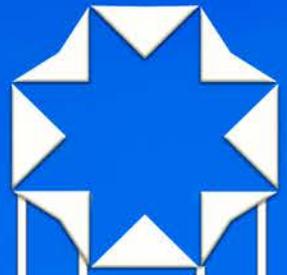




**MIDAR**  
MASTERING CITIES



MIDAR

 MIDAR

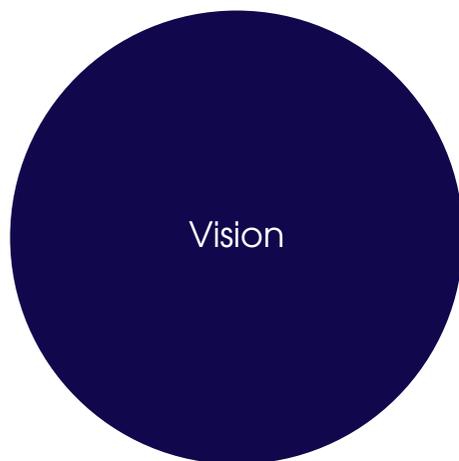
## About Us

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MIDAR is Egypt's leading master developer, specialized in urban development through the transformation of undeveloped land into fully-fledged, smart cities. This entails master planning, infrastructure development, and strategic implementation. Midar partners with top-tier real estate developers and regional investors to create sustainable urban spaces that leverage cutting-edge technology. It is a joint-stock company owned by robust financial institutions, entities.

## Vision & Mission

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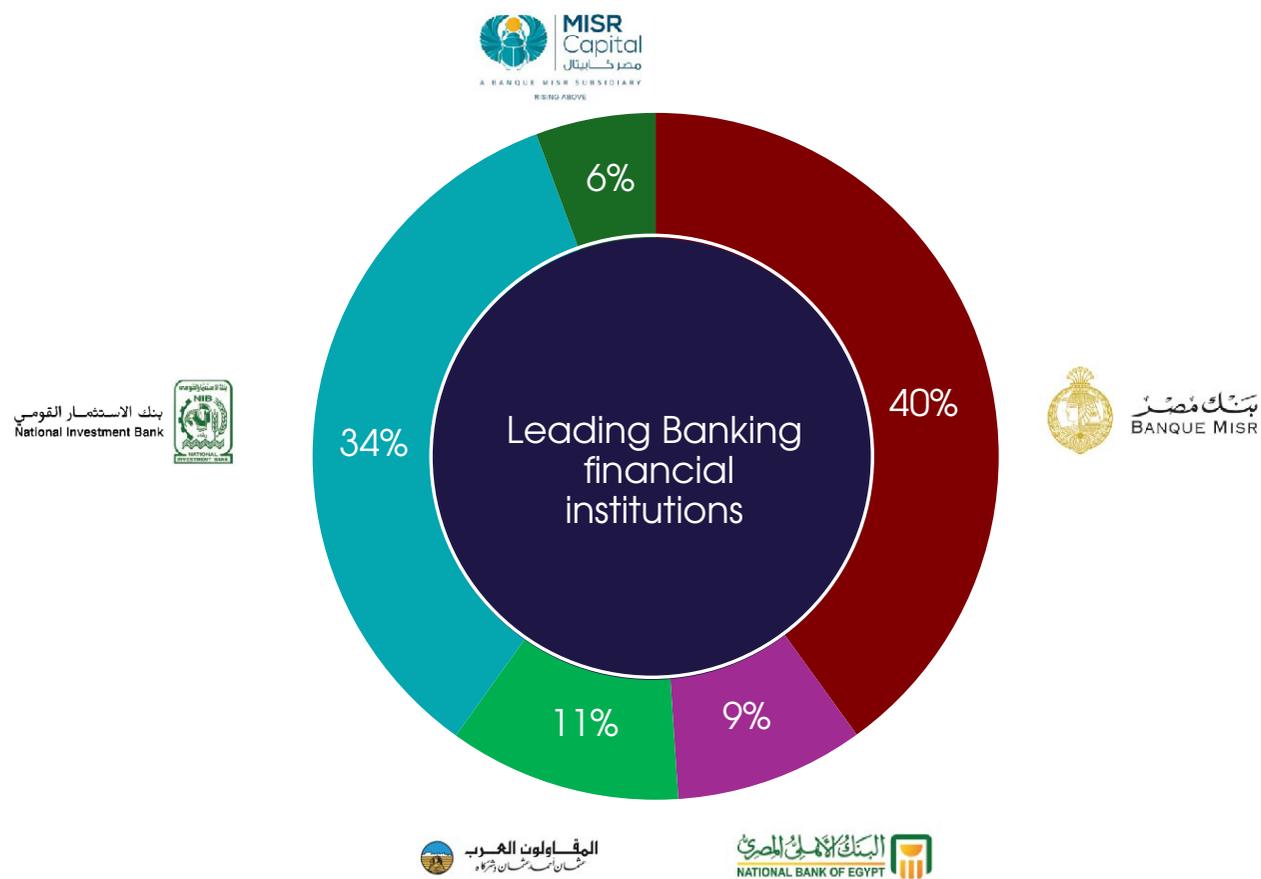


To be Egypt's leading master developer, building integrated, smart, and sustainable cities that inspire communities and elevate quality of life.



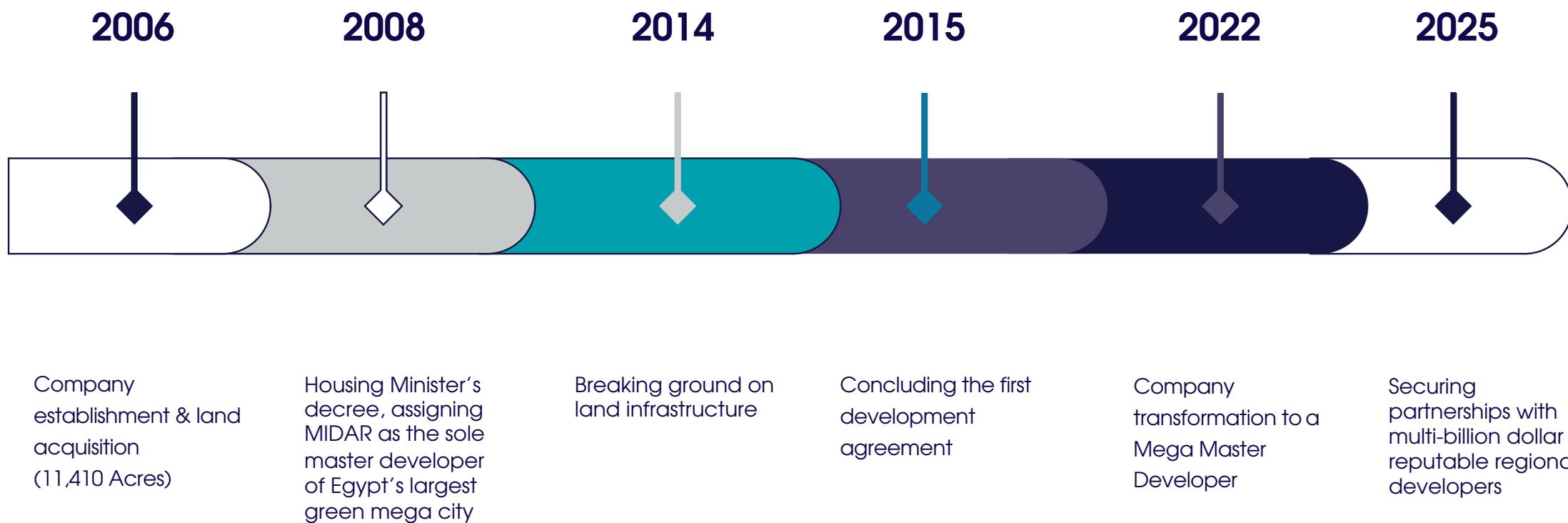
To deliver transformative developments through innovation, strategic partnerships, and sustainable design, creating long-term value for our stakeholders.

# Shareholders Structure



# Our Story

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## Business Model

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### Revenue Sharing

- Residential lands for a share of revenues generated by the development



### Straight Sales

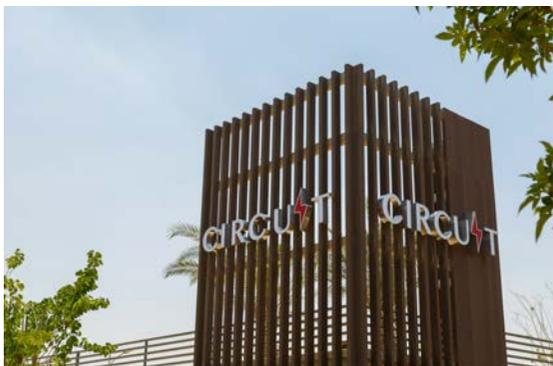
- Sell land plots to various developers across different clusters

### Equity Contribution

- In-kind contribution towards a joint venture, splitting equity with the co-developer in specific assets

## Ancillary Companies

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**CIRCUIT**

Electricity Company  
Licensed from EERA



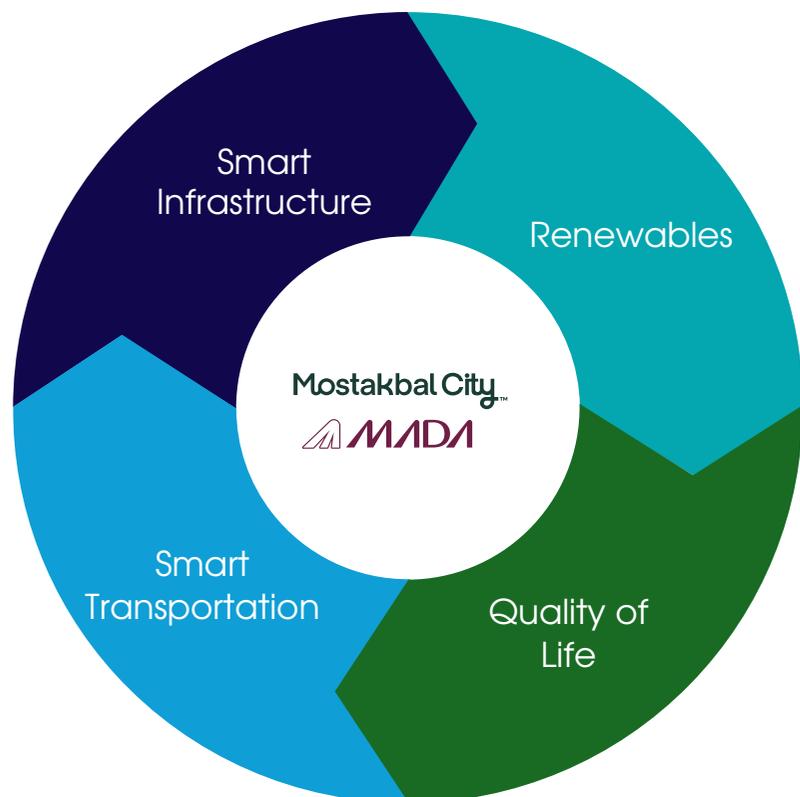
**Wayz**

Transportation Company  
Internal & external routes



Facility Management Company  
Full range city services

# Smart Sustainable Cities Model



## ■ Smart Infrastructure

Licensed to operate Internet of Things (IoT) technologies, enabling seamless integration of smart systems. High-Speed Internet Connectivity, Sensor Networks, Data Management and Analytics, Smart Utilities, Smart Buildings and Infrastructure, Urban Mobility Solutions, Citizen Engagement Platforms

## ■ Renewables

Implementation of renewable energy sources  
Energy-efficient buildings and smart grid systems  
Benefits of sustainable energy in reducing carbon footprint

## ■ Quality of Life

Focus on enhancing citizen well-being  
Access to healthcare, education, and cultural amenities  
Urban planning for green spaces and recreational areas  
cycling, and pedestrian infrastructure

## ■ Smart Transportation

Introduction of intelligent transportation systems (ITS)  
Integration of public transit  
Benefits of reducing traffic congestion and emissions

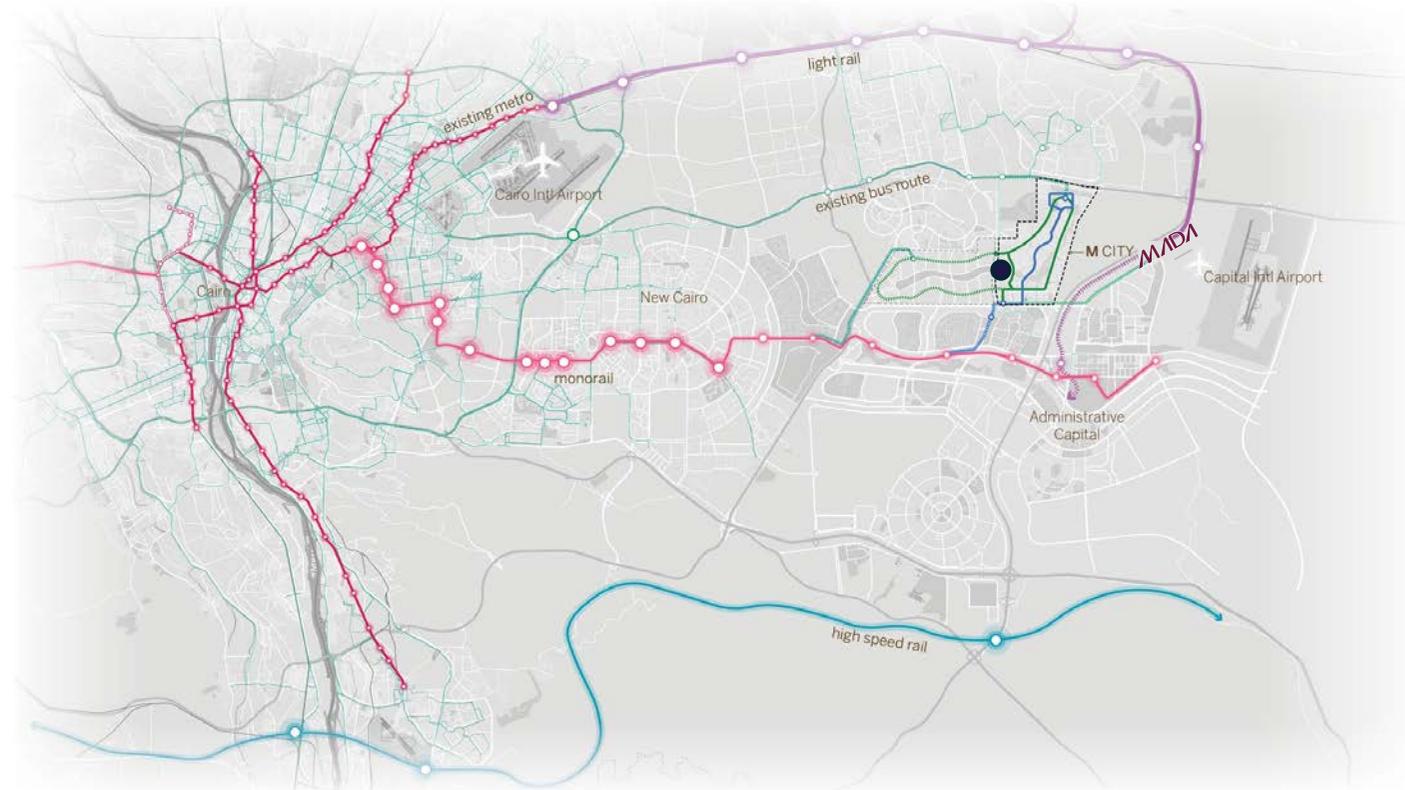
# Transit Location



**The Monorail Project** with the first line connecting the New Administrative capital with East Cairo, extending over 56.5km, containing 22 stations, to be completed over two phases.



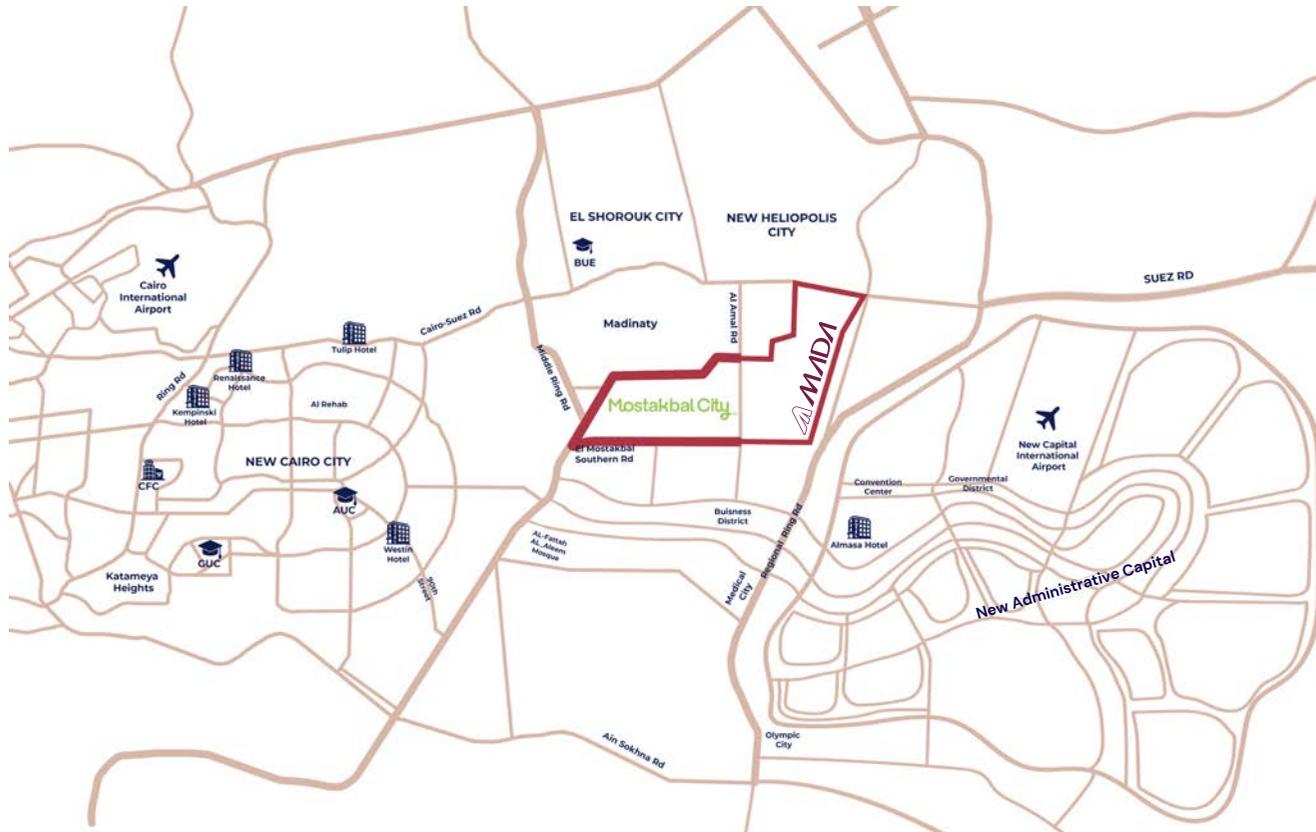
**Light rail transit**, links Cairo with the new administrative capital and eastern cities, aiming to cut traffic congestion, provide fast commuter service, and support development of new urban areas.



Mostakbal City™



# Mostakbal City Unique Location



## • Key Surrounding Elements



- 2 Airports (Cairo International Airport & East Cairo Airport)



- New Administrative Capital (including business districts, government administrative districts, & residential developments)



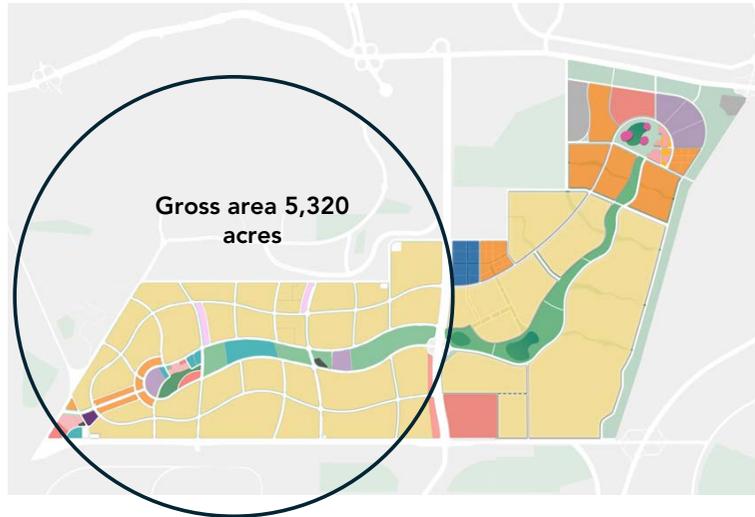
- Access to multiple key roads including Regional Ring Road, Middle Ring Road and Cairo Suez Road

# City Urban Evolution

- **Milestone Achievement:** "Proudly celebrating the complete sell-out of all residential plots, marking a pivotal moment in our city's growth."
- **Community Engagement:** "Our vibrant community is taking shape, with every plot sold, paving the way for the next phase of development."
- **Sustainable Growth:** "With every residential plot now sold, we continue to build on our vision of a sustainable, thriving urban landscape."



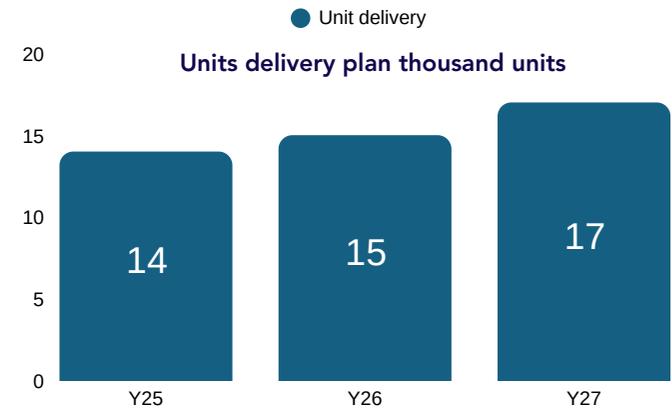
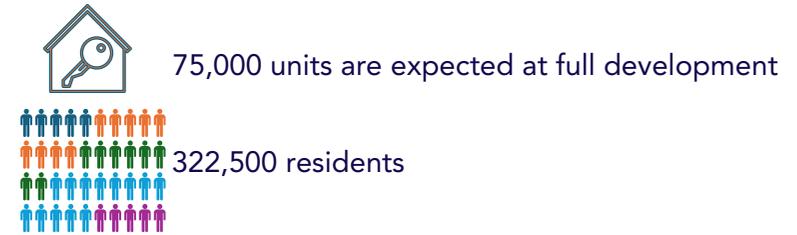
# Mostakbal City Facts



### City current MIDAR's self developments

|   |  |  |
|---|--|--|
| <p><b>Vibes</b></p> <p>18 acres</p> <p>Indoor padel tennis courts &amp; Drive thru area (Phase 1)</p> | <p><b>Mercato</b></p> <p>33 acres</p> <p>Commercial &amp; Service center (Phase 3 borders)</p> | <p><b>Sports Club</b></p> <p>44 acres</p> <p>Sports &amp; Social amenities (Phase 4)</p> |
|---|--|--|

### City's forecasted occupancy rate at full development





MC3

Mostakbal City





## Leveraging on the success story

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With a strategic landbank of 6,090 acres adjacent to Mostakbal City, MIDAR has successfully led the development of the masterplan for its new city, MADA. The masterplan was crafted in collaboration with global urban design leader SOM (Chicago office), reflecting MIDAR's commitment to world-class planning standards. To ensure the commercial and strategic viability of the project, McKinsey & Company conducted a comprehensive business model analysis, forming part of a broader transformation and value-creation strategy for the company.

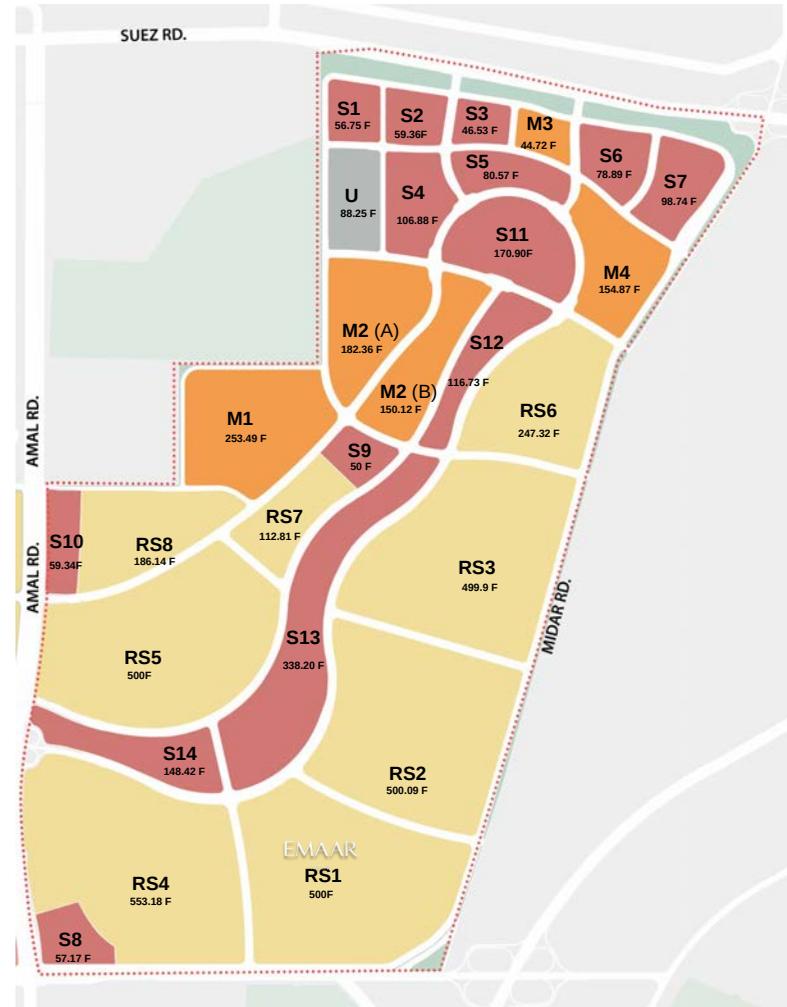
### Creating an unprecedented landmarks in Egypt

MADA is primed to become one of Egypt and the Middle East's well-renowned developments, focusing heavily on commercial & entertainment factor. This includes plans to build a **world-class, world-renowned regional mall, world-renowned theme park** attracting visitors from all over the region.



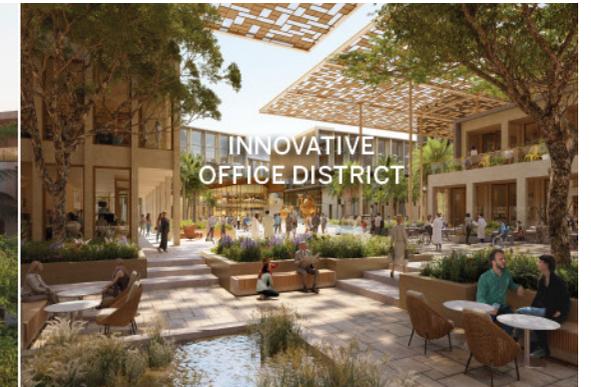
# MADA Masterplan

- |  |                  |  |                       |
|--|------------------|--|-----------------------|
|  | Office           |  | Cultural              |
|  | Retail           |  | K-12 Education        |
|  | Hotel            |  | Residential           |
|  | Entertainment    |  | Mixed-Use Residential |
|  | Hospital         |  | Residential Amenity   |
|  | Higher Education |  |                       |



# City of Landmarks

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# MADA City Facts



City's forecasted occupancy rate at full development



85,000 units are expected at full development



370,000 residents



