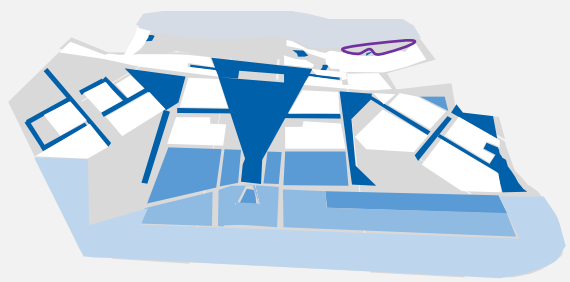


New Alamein City is located in El-Sahel (North Coast), one of the most favored seaside destination for Egyptians and lately tourists where the weather is usually milder than the Red Sea in summer and plenty of luxury compounds. New Alamein City is considered the First model of the new generation of the one million population cities which will be one of the best touristic cities in Egypt. It includes international shopping centers and residential and tourist towers. The total area of New Alamein city is about 49,000 feddans. The city comes within the project to develop the North West Coast to accommodate the population increase in other governorates. The region is planned to accommodate 34 million capita by 2052, not only in Alamein but over the extension of 450 kilometers along the Mediterranean coast

Location

Located on the International Coastal Rd between Wadi Al-Natron exit and Al-Dabaa comprising an area of around 49,000 feddans; a strategic location surrounded by Alamein Intl. Airport, Borg Al-Arab Intl. Airport, and Al-Dabaa Rd & Wadi Al-Natron Rd for travelers coming from Cairo by car



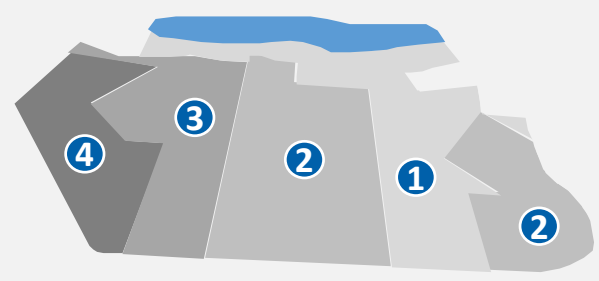
The city also contains 6 lakes connected with an area of 1,700 feddans, medical center with an area of 44 feddans, and a 14 km beach front

Main Components

- Residential** | 14 Districts
- Services** | 5,000 Feddans
- Hospitality** | 7,770 Feddans
- Industrial** | 5,000 Feddans
- Logistics** | 3,000 Feddans
- Educational** | 1,000 Feddans

Phasing

- Phase 1** | 14,300 Feddans
- Phase 2** | 14,000 Feddans
- Phase 3** | 9,900 Feddans
- Phase 4** | 10,700 Feddans



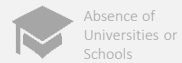
Milestones

- Contract to incept a desalination plant with a capacity of 150,000 m3/ day
- Agreement to implement electricity networks to provide 540 MW
- A term sheet protocol was signed between Urban Communities and École Hôtelière de Lausanne
- MOU with Marriott Hotels to manage and operate two hotels with a total capacity of 600 rooms

El-Sahel Before & After New Alamein

Limited Services

Most crucial amenities were not met to conveniently transform the spot from a summer destination to an all-year-round city...



Absence of Universities or Schools



Unreliable medical Aids or Low Publicity on the Reliable ones



Jammed Highways due to Unorganized resort entries and Low Supply of Local Transportation



Overpriced Hotels and Absence of Serviced Apartments



Absence of Sports Centers/Clubs

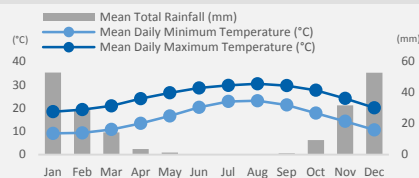


Overpriced Food Chains Blocking the high demand on the destination to only higher economic classes

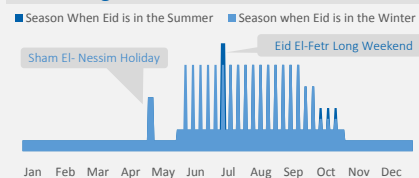
Low Temperature

...since that Sahel is considered a seasonal destination given its weather conditions...

Weather in Sahel



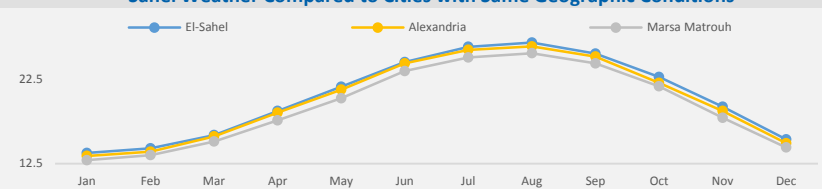
Average Annual Flow of El-Sahel Goers



Weather Compared to Other Cities

...; however, other destinations with similar weather qualified with just the main resources to be primary governorates and a first home for millions, ...

Sahel Weather Compared to Cities with Same Geographic Conditions



Better Services

... therefore, with recent plans for future facilities & amenities in the district, New Alamein City is set to have edgy components compared to other cities similar in geographic conditions



El-Sahel is no longer going to be just a summertime travel getaway. The destination will have all the facilities qualifying the district to be a first home spot instead of the normal routine. Utilizing the excess of land available for development in the area along with the continued efforts by the government and the assistance of the UN and relevant organizations working in the field to demine all landmines from Alamein battle during World War II, many residence who invested millions to own and maintain their homes in the North Coast to enjoy only 3 months per season might seize the opportunity to make their second home a primary beach side residence

Coldwell Banker Commercial Advantage (CBC Advantage)

CBC Advantage is a full service commercial real estate company located in New Cairo, Egypt. The company specializes in commercial, industrial, retail, residential, land development, and real estate investment covering the following services:

- Acquisition & Disposition Services
- Corporate Services
- Tenant Representation
- Capital Services
- Distressed Assets
- Start-up and Small Businesses
- Investment Analysis
- Landlord Representation
- Property Management
- Real Estate Development
- Market Research and Valuation

Our professional agents specialize in various property types and are able to provide a deep knowledge of our market that allows us to formulate the best possible business strategy at all times.

www.coldwellbanker-eg.com

For more details, please contact | **Sherif Hassan**, Development Director