



SPOTTED: The infamous Backstreet Boys take a tour around Egypt's most iconic sights ahead of their concert at ZED East!

Cairo, Egypt: 30 April 2023 – American pop music icons Backstreet Boys paid a visit to Egypt, exploring some of the country's most iconic landmarks and attractions. During their stay, they had the opportunity to venture to the Giza Necropolis, where they marveled at the awe-inspiring Great Pyramid of Giza, one of the Seven Wonders of the Ancient World.

This cultural excursion and scenic tour aimed to get the Backstreet Boys to take in the country's rich culture, the warm hospitality of the Egyptian people and engrain some unforgettable experiences during their first trip to the land of the pharaohs.

This round of activities took place ahead of the scheduled date of the 1st of May 2023, when the Backstreet Boys are gearing up to hit the stage for the first time ever in Egypt. The highly anticipated event is set to take place at ZED East, Ora Developers Egypt's landmark project on the east side of Cairo. As the venue hosts, the event is part of Ora Developers Egypt and TicketsMarche's aim to provide offerings that help reinforce Egypt's position as an outstanding entertainment hub in the region.

Haitham Mohamed, CEO of Ora Developers Egypt, also commented on the festivities by affirming: "We are very excited to present our visitors with musical talents and concert experiences, from various genres, that have never been presented in Egypt. We know that, through these events, we will transform our projects into unparalleled entertainment and musical destinations for all visitors showing how they are iconic venues fit for one of kind shows. We aim to present the audience with a surreal experience that puts Egypt on the map in terms of the future of music and entertainment scene. It is a momentous step for our company and operations to be able to bring some of the most famous and sought after musical talents to one of the most historically and visually riveting countries in the world, Egypt."

Ora Developers Egypt now builds upon its proven track record in sparking happiness following the success of the various other festivals, entertainment events and musical performances held at the developer's lifestyle destinations over the past few years. Various megastars have graced the stage at ZED Park in the ZED El Sheikh Zayed project - along with musical performances held during the Shuffle Music Festival as well as the highly anticipated yearly ZED Winter Festival.

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About Ora Developers Group:

Ora Developers Group has a proven track record of creating beautiful environments that balance exceptional thinking with enduringly sensitive design in several markets such as London, Cyprus, Grenada, Pakistan, and Egypt. Ora Developers Group's developments are living, breathing lifestyle destinations with a real sense of community spirit – bringing opportunity for all and offering a wide range of enjoyable lifestyle experiences.

Ora Developers Egypt entered the Egyptian market in 2018 to become the first in the country to introduce park-side living with the sole vision of harnessing the natural beauty of Egypt's extraordinary landscapes and managing the development process from conception to realization. In addition to the various



residential development projects: ZED El Sheikh Zayed, ZED East, Pyramids Hills, Solana, and SilverSands which is located on the North Coast. Ora Developers Egypt boasts leading investments in commercial real estate, office spaces, parks, sports, and recreational clubs, as well as hospitality.

ABOUT TICKETSMARCHE:

TicketsMarche has been established in the region since 2008. It has become the leading ticketing company in the country, elevating the entertainment industry and transforming the ticketing experience in the minds of generations. International concerts, ground-breaking theatrical performances, conferences, film festivals, sporting events, and more, have become a one click ticket buying experience. With its customers in mind, TicketsMarche continuously works to develop and facilitate its services, to offer the best user-friendly system possible.

For further information please contact:

Mahmoud Salama, Hill+Knowlton Strategies

mahmoud.salama@hkstrategies.com

+20 102 766 7717