

Madinet Masr Launches "The Butterfly" in Mostakbal City with Nature-Inspired Modern Designs Targeting Sales of EGP 64 Bn

"The Butterfly" project draws its design inspiration from the butterfly's wings, blending residential areas with breathtaking landscape and plenty of water features in a visually appealing harmony.

Cairo, 8 September 2024 – Madinet Masr (stock code MASR.CA), one of Egypt's leading urban community developers, announced the launch of its latest project, "**The Butterfly**," by Minka a signature community by Madinet Masr. As an exclusive boutique developer, Minka complements Madinet Masr's offerings by providing signature communities and innovative real estate products. Strategically located on Al Amal Axis in Mostakbal City, the project represents a new milestone in the company's successful journey, targeting sales of EGP 64 billion. **The Butterfly** exemplifies Madinet Masr's commitment to creating integrated, sustainable urban communities by blending premium design with sustainability standards, all aimed at enhancing the quality of life for its residents.

Spanning 187 acres, **The Butterfly** elevates the concept of integrated communities by offering a serene natural environment surrounding the residential units, enabling residents to enjoy a peaceful and relaxing lifestyle. The project features luxurious residential units with modern designs inspired by the modern Mediterranean architectural style, overlooking landscape and water features, characterized by warm, natural colors. The residential units include standalone villas between 175 and 240 sqm, S-Villas with an area of 238 sqm and townhouses ranging from 245 to 256 sqm, providing various options to meet residents' diverse needs.

The Butterfly boasts a unique design inspired by the shape of butterfly wings, where residential areas blend seamlessly with the green spaces and water features, enhancing both the visual appeal and functionality of the project. These spaces are carefully designed to offer residents privacy while maintaining easy access to the project's all services and commercial facilities. The project's vibrant commercial area is a standout feature of the project, which spans a 729-meter frontage along Al Amal Axis, making it an ideal destination for shopping, dining, and relaxation. The commercial area offers a range of premium shops and fine dining restaurants catering to the needs of both residents and visitors.

Commenting on the launch, **Eng. Abdallah Sallam, President and CEO of Madinet Masr**, stated: "The launch of **The Butterfly** marks a significant milestone in our ambitious expansion plans and land portfolio diversification. This project represents the company's first investment in Mostakbal City, one of Egypt's most promising new cities." He continued, "At **The Butterfly**, we've blended luxury with sustainability by utilizing eco-friendly building materials and incorporating modern technologies to optimize energy and water usage, reinforcing our commitment to creating sustainable urban communities that meet the evolving needs of our customers."

The Butterfly sets a new standard for sustainable urban development, utilizing innovative practices to achieve sustainability. These practices include using eco-friendly building materials, energy-efficient technologies, and water-saving methods, and adhering to sustainable construction standards, aiming to create a balanced community.

The project features expansive green spaces, water features, and facilities like a health club, community center, and dedicated walking and cycling paths, making it an ideal environment for balanced living amidst nature.

Located in a strategic location on Al Amal Axis, the project is surrounded by several key cities, including the New Administrative Capital, El Shorouk, and New Heliopolis, ensuring easy and quick access. It has been meticulously designed to offer its residents the highest standards of security and comfort, with thoughtfully planned entrances and exits that ensure a safe and integrated living experience.

The launch of **The Butterfly** follows the announcement of a strategic collaboration between Madinet Masr and Midar for Investment and Urban Development to develop a mixed-use urban project on Al Amal Axis within Mostakbal City. This partnership is part of Madinet Masr's commitment to expanding residential projects that meet the needs of its customers, enhancing their living experience with the highest standards of quality and luxury, and contributing to Egypt's economic growth.

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About Madinet Masr

Madinet Masr, one of Egypt's leading urban community developers was established since 1959. Headquartered in Cairo and listed on the Egyptian Exchange in 1996 (EGX), Madinet Masr operates under a robust corporate governance structure and is committed to delivering exceptional value to all its stakeholders. Rebranding from Madinet Nasr to Madinet Masr in 2023, the company has become one of the most innovative real estate brands in Egypt, capitalizing on a long and successful track record of delivering distinguished and multi-functional developments that drives growth in Egypt by developing sustainable communities. Madinet Masr has become a prominent community developer and urban planner in Egypt after developing Nasr City, the largest neighborhood in Greater Cairo with a population of over three million people. Since then, It has actively taken on large-scale projects to transform sizeable areas of land into contemporary, integrated communities. Today, Madinet Masr has two well-known mega developments which are Taj City and Sarai in East Cairo. Taj City, a 3.6 million sqm mixed use development positioned as a premier destination, and Sarai a 5.5 million sqm mixed use development strategically located in front of Egypt's New Administrative Capital. Madinet Masr has launched Zahw in 2023, its first expansion project outside of Cairo Governorate. Zahw is a 104-acre mixed use development strategically positioned in west of Assiut Governorate beside Assiut's airport and 15-minute away from its center. Zahw compliments the contemporary real estate products in Upper Egypt.