



## Marking Its Third Anniversary, Partment Extends Offerings and Launches “PartmentX”

- *Three Years after launch, Partment unveils 10x yoy growth*
- *Partment X offers a groundbreaking platform empowering a new generation of investors to access premium properties and benefit from the same market growth that is driving Egypt’s real estate momentum*

**Cairo, Egypt – November 12, 2025** – Partment, the proptech innovator transforming how people own and experience real estate, has launched **PartmentX**, a platform that enables anyone to invest in property starting from just **EGP 50,000**. Coinciding with the company’s third anniversary, this launch marks a major step toward democratizing access to Egypt’s booming real estate market.

This initiative is driven by several factors, including the sharp rise in real estate prices without corresponding increases in earnings leaving many Egyptians unable to afford property ownership and investment. At the same time, Egypt is witnessing a boom in large-scale developments such as Modon and TMG in Ras El Hekma, Emaar in the Red Sea, G Developments and Marakez across Egypt. As investment opportunities expand, PartmentX introduces a fractional investment product in residential real estate, creating income-generating pathways and empowering a new generation of investors to participate in the market growth shaping the country’s real estate landscape. This is an extension to the previous offering of home co-ownership that Partment has pioneered in the market.

Since its launch, Partment has been at the forefront of fractional real estate ownership and property management in Egypt’s most sought-after destinations. Building on this success, the company introduced **Partment Stays**, a fully serviced, tech-driven platform that converts underutilized homes into high-performing short-term rentals and hospitality concepts. This expansion aligns with Egypt’s national tourism goals to attract 30 million visitors by the end of 2030, alongside the opening of the Grand Egyptian Museum and the ongoing accommodation shortage of 250,000 rooms. Today, Partment Stays operates hundreds of properties among which three fully managed, hotel-like buildings across Cairo, North Coast and the Red Sea, offering travelers, tourists, expats, and students a seamless hospitality experience, complete with smart check-in/check-out, exceptional cleanliness, and elevated service standards.

More properties are in the pipeline undergoing renovations and will soon join the collection, further expanding Partment’s footprint in the city’s vibrant hospitality scene.

Through these strategic moves, “**PartmentX**” introduces a smarter, more flexible investment model designed for young and mid-career professionals seeking to grow their wealth with transparency, convenience, and minimal entry cost. For affluent investors this acts as an easy-to-use diversification tool.

PartmentX leverages this momentum by combining Partment’s proven expertise in property selection, due diligence, and management with a seamless digital platform. Each property is carefully selected for its potential for capital appreciation, while Partment’s management infrastructure ensures high occupancy rates and strong rental yields.



“Our mission has always been to redefine the relationship between people and real estate whether through ownership, management, or now, investment,” said **Nadim Nagui, Co-Founder and CEO of Partment.** “PartmentX represents the next step in our journey, building on the fractional ownership solutions we pioneered in 2022. This launch opens the door for a new generation of investors to participate in Egypt’s real estate success story, delivering a fully digital and seamless experience”

“Real estate remains one of the most trusted paths to wealth creation, but accessibility has always been the challenge,” added **Nagui.** “With PartmentX, we’re solving that by turning what was once exclusive into an opportunity that’s open to all.”

As Partment celebrates three years of continuous growth and innovation, the company embraces the motto “3 Years, 3 Products, Same Trust, More Innovation” celebrating the company’s evolution across its three flagship offerings “co-ownership, PartmentX, and short-term vacation stays” while reaffirming its commitment to innovation and reliability in every experience it delivers.

The launch of **PartmentX** reinforces the company’s mission to make real estate smarter, more inclusive, and aligned with the evolving aspirations of modern investors. To mark this milestone, Partment is also launching a special 3-Year Anniversary competition for both existing and new clients. Winners will enjoy an exclusive match day meet-and-greet experience in Manchester with Partment’s Global Ambassador, Omar Marmoush.

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#### **About Partment:**

Founded in Egypt in 2022 by alumni from Uber, [Booking.com](https://www.booking.com), and Amazon, Partment is a leading proptech innovator specializing in real estate fractionalization and property management. Partment’s overarching vision is to transform idle properties into thriving, income-generating hospitality businesses and democratize access to the real estate asset class. The company achieves this through its core offering of fractional home co-ownership and the comprehensive Partment Stays platform, which handles property management and optimizes short-term rentals. This model was recently expanded with PartmentX, a specialized fractional real estate investment product.

Partment is backed by a strong institutional and strategic investor base, including A15, DPI Nclude, Plus VC, former Uber Chief Business Officer Emil Michael.

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