

## **MARAKEZ, the First Developer to Partner with NAWY UNLOCKED to Help Homeowners Turn Their Idle Properties into Income-Generating Assets**

**Cairo, Egypt – May 2025:** MARAKEZ, one of Egypt's leading mixed-use developers, has entered into a strategic partnership with NAWY UNLOCKED, the property finishing and rental management arm of Africa's largest proptech platform, NAWY. The collaboration aims to empower MARAKEZ homeowners by transforming their idle or unfinished properties into fully finished, income-generating units without the hassle of managing the process themselves.

This value-added service is designed to give MARAKEZ homeowners access to a streamlined, turnkey solution: NAWY UNLOCKED will handle everything from interior finishing and furnishing to tenant acquisition, ongoing property management, and maintenance. Homeowners will also benefit from a unique financing structure, with up to 50% of the finishing costs being covered. Those who opt to self-finance up to 60% will be eligible for an additional 10% on their rental return.

"At MARAKEZ, we're constantly exploring new ways to enhance the homeowner experience across our developments," said Ashraf Farid, Chief Business Development Officer of MARAKEZ. "This partnership with NAWY UNLOCKED reflects our ongoing commitment to delivering value beyond the sale - by helping our community capitalize on their property investments effortlessly."

Mahmoud Abdelmaksoud, Co-CEO of NAWY UNLOCKED, emphasized: "We're thrilled to join forces with Marakez to empower more homeowners to unlock the full potential of their properties. With NAWY UNLOCKED, we're removing every barrier - time, effort, and cost, so owners can enjoy passive income completely hassle-free."

The partnership marks another milestone in both company's journey to set new benchmarks in lifestyle-led real estate. For NAWY UNLOCKED, the move expands its reach and impact across a wider portfolio of premium residences.

MARAKEZ homeowners interested in unlocking rental income potential can learn more or enroll at: [www.nawy.com/nawy-unlocked/marakez-owners](http://www.nawy.com/nawy-unlocked/marakez-owners) or call 15812.

### **About MARAKEZ**

MARAKEZ is one of the largest mixed-use developers in Egypt with a portfolio of projects with one of the highest recurring revenue profiles in the country. Anchored by the flagship Mall of Arabia in West Cairo, MARAKEZ projects include AEON, the first residential project with residential towers in 6th October City and new urban communities, as well as District Five, East Cairo's leading mixed-use development in New Katameya. In addition to Mall of Tanta which opened in 2019, Town Center in 2020, and Mall of Mansoura that is opening soon. For more information about MARAKEZ please visit: <https://marakez.net/>

### **About NAWY UNLOCKED**

NAWY UNLOCKED is a first-of-its-kind service in Egypt that helps homeowners finish, furnish, rent out, and manage their properties — with the option of financing up to 50% of the upfront costs. NAWY UNLOCKED handles everything, turning idle spaces into hassle-free income sources.