

## Following its Success:

### **Madinet Masr sets a new standard for fractional real estate investment in Egypt with SAFE recording nearly EGP 300 Million in less than 6 months**

*Reinforcing its commitment to transparency, Madinet Masr is among the first to seek accreditation for SAFE under the FRA's new framework.*

**Cairo, 25 June 2025** – Madinet Masr (EGX: MASR.CA), one of Egypt's leading real estate development companies, announced that SAFE (Secure Assets for Fixed Earnings), a first-of-its-kind fractional real estate investment platform, is among the first platforms to apply under the Financial Regulatory Authority's (FRA) initiative to regulate the fractional real estate market. This step reflects Madinet Masr's ongoing commitment to shaping a secure, transparent, and future-ready investment, while driving innovation and enhancing investment accessibility in Egypt and beyond.

SAFE is emerging as a reliable and innovative investment channel for income-generating real estate assets. Since its launch in December 2024, SAFE has handled transactions totaling nearly EGP 300 million in inventory value, facilitated the sale of over 5,600 property shares, and attracted more than 65,000 users within its first six months of operation. More than 3,500 investors have begun earning monthly rental yields starting from the month following their investment, with average annual returns of 10%, many of which are linked to the USD exchange rate. These milestones underscore the application's strong market positioning as one of the fastest growing proptech ventures in Egypt. By offering entry points starting at EGP 50,000 per share, the application is expanding access to real estate ownership while advancing Madinet Masr's strategic objective of promoting financial inclusion, enabling wealth creation, advancing the sector and supporting long-term sustainable development.

Commenting on the milestone, **Eng. Abdallah Sallam, President and CEO of Madinet Masr**, said: "SAFE embodies our vision for delivering innovative concepts that revolutionize real estate market by pioneering fractional ownership in Egypt. It reflects our strategic ambition to reshape the future of property investment by making it more inclusive, accessible, and digitally enabled. The momentum we've seen in just a few months confirms the market's appetite for innovative, secure, and flexible investment models that respond to the evolving needs of today's investors."

He added: "As an application, SAFE is a cornerstone of our broader innovation roadmap, supporting our vision to drive financial inclusion and sustainable economic growth through fractional ownership. As it evolves, the application will continue to empower individuals to build wealth through accessible and smart real estate investment solutions with a robust pipeline of projects valued at over EGP 1 billion expected within its first year. We are pleased to be among the first companies to apply under the Financial Regulatory Authority's (FRA) initiative to regulate the fractional real estate market."

**For his part, Salah Katamish, Senior Vice President of Investment & Strategy at Madinet Masr, commented:** "SAFE was engineered to simplify real estate investment without compromising on security, returns, or user experience. From onboarding to portfolio tracking, every aspect of the application was built to meet the expectations of today's digitally savvy investors. The early numbers show a clear and growing demand for flexible, high-yielding, and trustworthy property-backed investments. We are currently expanding our property pipeline and introducing new features, further enhancing the application's

value proposition. As it continues to grow, SAFE remains committed to transparency, trust, and long-term value creation for its users, partners, and stakeholders.”

Developed by Minka Development, a subsidiary of Madinet Masr, and launched under the umbrella of Madinet Masr Innovation Labs, SAFE is an application that introduces fractional ownership to the real estate sector. It promotes transparency, aligns with national regulatory standards, and strengthens investor confidence in the Egyptian real estate market. SAFE continues to advance as a reflection of Madinet Masr’s steadfast commitment to innovation and financial inclusion. With plans underway to introduce the application to regional markets, the company remains focused on expanding SAFE’s impact and accessibility. Guided by a clear future vision, Madinet Masr is paving the way for broader investment participation and sustained value creation across the real estate sector.

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### About Madinet Masr

Madinet Masr is one of Egypt’s leading urban development companies, with a legacy that dates back to 1959. With a commitment to sustainable growth, innovation, and community enrichment, Madinet Masr has played a pivotal role in shaping the urban landscape of Cairo and beyond.

The company is renowned for developing landmark residential, commercial, and mixed-use projects that integrate quality living with forward-thinking design. Flagship developments such as **Taj City** and **Sarai** reflect Madinet Masr’s vision of building inclusive, future-ready communities that prioritize livability, accessibility, and long-term value.

Madinet Masr boasts a robust landbank of **12.8 million square meters**, enabling long-term development plans and a strong pipeline of future projects. This strategic asset base underscores the company’s capacity to sustain growth and respond to evolving market demands.

Guided by its purpose — **to drive growth in Egypt by developing sustainable communities** — Madinet Masr is actively expanding its footprint across the country. The company leverages its deep market expertise, strategic partnerships, and customer-centric approach to deliver projects that enhance quality of life and foster long-term economic and social prosperity.

For more information, please visit: [www.madinetmasr.com](http://www.madinetmasr.com)