PRESS RELEASE

Brassbell Hospitality Group to Develop USD 55 Million Hospitality Project Opposite the Grand Egyptian Museum

The project reflects BHG's investment-led growth strategy, focused on developing revenue-generating hospitality assets, attracting foreign direct investment and creating long-term value in Egypt's real estate sector.

Cairo, Egypt | November 2026: Brassbell Hospitality Group (BHG) and Misr Abu Dhabi for Real Estate Investment (MAD) have signed a Memorandum of Understanding for the development of a hospitality project valued at approximately USD 55 million, located directly opposite the main entrance of the Grand Egyptian Museum in Giza. DO Capital acted as financial advisor to BHG in connection with the transaction.

Under the agreement, MAD will provide the land, while BHG will lead the development of the project, taking responsibility for shaping its hospitality concept, overseeing development management and managing its future hotel operations. The proposed development will comprise a 200-room hotel.

The project marks a significant step in BHG's evolution as an integrated hospitality development and operating platform, extending its role beyond hotel management into the creation of real estate assets with clear operating models and long-term revenue potential. BHG's approach brings together development expertise, investment structuring and hospitality operations to create assets designed to generate sustainable income and lasting value.

Attracting foreign direct investment (FDI) into Egypt is central to BHG's investment-led development strategy. In this transaction, DO Capital is playing an active role as BHG's financial advisor, leading the structuring and promotion of the investment opportunity. Working alongside BHG, DO Capital is supporting the development of the transaction's financial framework and positioning the project to attract investment capital. This collaboration reflects BHG's approach to developing revenue-generating hospitality assets through a combination of development expertise, operational capabilities and structured investment, connecting international capital with opportunities in Egypt's real estate and hospitality sectors.

The agreement follows a hospitality advisory and partner-selection process supported by HVS, which brought its sector expertise to the discussions between MAD and BHG and oversaw the process leading to the agreement. HVS's role included advising on the request-for-proposals process and supporting the identification of a hospitality partner aligned with the site's investment potential and market positioning.

HVS was represented at the signing by Hala Matar Choufany, President for HVS Middle East and Africa, and Alain Debare, Partner at HVS. Commenting on the agreement, Hala Matar Choufany said:

> *"Hospitality investment requires a clear understanding of the market and the ability to align development plans with its evolving requirements. We are pleased to have overseen the process between MAD and Brassbell Hospitality Group and to have supported the parties in reaching this agreement. We look forward to following the project's progress."*

Ahmed Ibrahim, Chairman and CEO of Brassbell Hospitality Group, said:

> *"This partnership represents an important step in how we see the future of hospitality and real estate development in Egypt. Our focus is on creating assets that go beyond their physical development, with a clear operating model, sustainable revenue potential and long-term value. By bringing together investment, development and hospitality management under one platform, we aim to unlock opportunities that can attract international capital while contributing to the growth of Egypt's hospitality sector."*

Commenting on the transaction, Marwan Younis, Board Member at DO Capital, added:

> *"This transaction represents the kind of investment opportunity that can help unlock the potential of Egypt's hospitality and real estate sectors. Our role has been to structure and promote the investment proposition, bringing together the financial framework and market positioning needed to connect the project with investment capital. We believe that hospitality-led developments, supported by strong operators and sound investment structures, can create sustainable returns while contributing to Egypt's appeal as an investment destination."*

For MAD, the agreement represents a step in advancing its GEM plot. Maged Salah El Din, CEO and Managing Director of MAD, stated:

> *"Egypt's hospitality sector continues to present significant opportunities for investment, driven by the country's rich cultural offering, evolving tourism landscape, and growing demand for diverse accommodation experiences.*

> *We are pleased to reach this agreement with Brassbell Hospitality Group as we take another step towards developing our GEM land plot.*

> *Identifying the right approach to each development is an important part of our investment process, and this agreement allows us to move forward with a partner whose expertise is aligned with the hospitality sector. We look forward to seeing the plans take shape."*

Strategically positioned opposite the Grand Egyptian Museum, the project is set to contribute to Giza's growing hospitality offering, serving the increasing demand for accommodation around one of Egypt's most significant cultural and tourism landmarks.

The signing marks the beginning of the next phase of the project, as BHG and MAD proceed with due diligence, investment structuring and the development of definitive agreements.

ENDS

MEDIA ENQUIRIES

For further information or press enquiries, please contact:

Hana Iskandar
Brassbell Hospitality Group
Hana@brassbell.net