PRE Group announces a strategic partnership with Hilton for an integrated hospitality portfolio representing a total investment of approximately EGP 14 billion

The partnership includes 10 hotel and branded residences under five Hilton brands, offering up to 2,000 rooms located across Ain Sokhna, the North Coast, and East Cairo.

CAIRO, Egypt – 10 November 2026 – PRE Group today announced a strategic partnership with Hilton for the signing of six hotels and four branded residential developments in Egypt. Located in Ain Sokhna, the North Coast, and New Cairo, the developments represent a total investment of approximately EGP 14 billion. The partnership will see the development of an integrated hospitality portfolio, adding up to 2,000 hotel rooms and branded residences to Egypt's hospitality offering.

The agreement was signed by Waleed Zaki, Founder and CEO of PRE Group, and Guy Hutchinson, President, Middle East & Africa at Hilton, in the presence of His Excellency, Prime Minister H.E. Dr. Mostafa Madbouly, ministers, officials, and representatives from both companies.

The developments will span five Hilton brands including Canopy Hotels, Tapestry Collection by Hilton, Hilton Hotels & Resorts, DoubleTree by Hilton, and Hilton Garden Inn. They will be located within PRE Group's destinations Telal Ain Sokhna, Jebal Ain Sokhna, Telal El Alamein, and Ivoire East.

The partnership supports Egypt's Vision 2030 and its ambition to attract more international visitors, showcasing the country's diverse tourism offering, from its extensive coastlines and natural landscapes to its rich cultural heritage. As a labour-intensive industry with strong multiplier effects across supply chains, the project portfolio is expected to create thousands of direct and indirect jobs upon full operation

Waleed Zaki, Founder and CEO of PRE Group, said, "Our expansion into the hospitality sector, through our partnership with a global hospitality operator of Hilton's scale, builds on our group's legacy and expertise in the Egyptian market. It reflects our vision of developing an integrated hotel portfolio to world-class standards. In collaboration with our partners at Hilton, we have selected a diverse range of its global brands to align with the nature and location of each project and meet the needs of different customer segments, delivering the most suitable brand and experience for every destination."

He added: “Significant investment in infrastructure, transport links, and airports have helped create new opportunities for private-sector investments across the hotel and hospitality sectors. We aim to build on the experiences of successful markets that have positioned tourism as a key driver of economic growth. Our new projects will play an active role in delivering exceptional hospitality experiences that strengthen the competitiveness of Egypt’s destinations.”

The partnership forms part of PRE Group’s strategy to integrate hospitality into its residential developments. Hotels, services, and amenities will complement the residential offering, creating experiences for residents and visitors throughout the year.

Carlos Khneisser, Chief Development Officer, Middle East & Africa, Hilton, said, “Egypt has been part of Hilton’s story for more than 65 years, and we continue to see significant opportunities for growth across the country. Our partnership with PRE Group reflects our shared confidence in the future of Egypt’s tourism sector and enables us to bring the right brands and experiences to destinations with distinct growth potential. It also marks a further step in extending Hilton’s hospitality beyond the hotel stay and into homeownership. Together, these developments will strengthen our presence in key locations and introduce more guests and residence owners to Hilton’s world-class hospitality.”

The partnership follows a hospitality study commissioned by PRE Group covering 12 of its developments across East and West Cairo, the North Coast, Ain Sokhna, and Marsa Alam. The study identified hotels and branded residences as a priority for the company’s next phase of growth.

The agreement also supports the country’s efforts to develop the hotel sector and achieve its national targets. Egypt’s national tourism strategy aims to increase hotel capacity to approximately 300,000 rooms and attract nearly 30 million tourists annually by 2030. This goal is expected to encourage private-sector investment and partnerships with leading international hotel brands, enhancing the competitiveness of Egyptian destinations and elevating the quality of the country’s tourism offering.

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About PRE Group

PRE Group entered the Egyptian market in 2007 and has since become one of the country’s leading real estate developers, listed on the Egyptian Exchange. The Group has established itself as a trusted partner in developing integrated communities built on three core pillars: superior quality, continuous innovation and strategic locations. Its subsidiaries bring more than 120 years of combined experience in real estate development, management and investment. With a strategic

land bank exceeding 12 million sqm, PRE Group's footprint spans across Greater Cairo, the North Coast, Ain Sokhna, Alexandria, and Marsa Alam. Through 16 residential, commercial and coastal projects, PRE Group is redefining integrated living in Egypt, guided by a vision focused on sustainability, added investment value, and pioneering living experiences. To date, PRE Group has delivered more than 10,200 units. For more information, visit pregroup-eg.com.

About Hilton

Hilton (Nasdaq: HLT) is a leading global hospitality company with a portfolio of 28 world-class brands comprising more than 9,600 properties and over 1.4 million rooms, in 144 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed over 4 billion guests in its more than 100-year history. Named as the No. 1 World's Best Workplace by Great Place to Work and Fortune, Hilton aims to create the best culture for its 500,000 team members around the world. Hilton has introduced industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 270 million Hilton Honors members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free Hilton Honors app, guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on Facebook, X, LinkedIn, Instagram and YouTube.

About Branded Residential by Hilton

Branded Residential by Hilton extends the light and warmth of hospitality for which Hilton is known worldwide, creating opportunities to own real estate at globally renowned properties in the world's most desirable addresses. The portfolio delivers elevated offerings from estate homes in resort settings to private residences in iconic urban cities, rooted in a philosophy of care and attention to the resident experience across categories, with commercial success across all market segments, from luxury to lifestyle and beyond. With 13 world-class brands spanning 100 residences trading and pipeline, Branded Residential by Hilton brings Hilton's century of influence and expertise in global hospitality to a culturally-savvy, design-forward and diverse, best-in-class portfolio. Learn more at hiltonbrandedresidences.com.