

Strategic Partnership Between Talaat Moustafa Group (TMG) and SOKNA to Provide a Civilized Cemetery Experience in Egypt

- Development of BOSTAN Cemeteries is the first phase of the partnership between TMG and SOKNA.

In a pivotal step aimed at creating a qualitative leap in the cemetery sector in Egypt, TMG announced the signing of a strategic partnership with SOKNA, where both parties collaborate to provide a comprehensive, organized, and dignified cemetery experience in Egypt. This partnership integrates TMG's long-standing legacy in high-quality real estate development and construction excellence with SOKNA's specialized expertise and research-based vision aimed at improving and developing the overall experience, thereby redefining cemetery services in Egypt and achieving a qualitative leap in this sector.

The first phase of this partnership begins with SOKNA assuming the sales and management of BOSTAN cemeteries, which were developed and built by TMG on 188 acres in a prime location easily accessible via the Suez Road. BOSTAN project was designed to offer a new civilized experience that supports individuals and families before, during, and post the times of bereavement, as the project includes all the components needed by the deceased's family through a comprehensive master plan that ensures ease of access for families, including directional signage, dedicated waiting areas, event halls, a mosque, in addition to providing 24-hour security and safety measures, along with carefully studied solutions to address the challenges faced by families during times of bereavement.

Within the framework of this partnership, TMG will provide direct support to SOKNA's mission by allocating SOKNA offices within all locations and branches of TMG across the republic. Furthermore, the group will also provide the necessary operational and strategic support to ensure the implementation of an integrated experience for cemetery owners and visitors in all joint projects.

Both companies share a firm belief in the necessity of accelerating the improvement and development of all customer needs, which forms the foundation upon which this strategic partnership was based, as TMG will provide solutions that contribute to facilitating the public's acquisition of cemeteries through flexible payment methods that align with market needs, making these projects accessible to a wider segment of society.

Mr. HESHAM TALAAT MOUSTAFA, CEO and the Managing Director of TMG, stated: "At TMG, we are keen on developing integrated urban communities that meet the various needs of residents. Through our experience in developing these communities, we noticed a clear gap and need in the cemetery services sector for a more organized and professional management model for this sector. Moreover, with our partnership with SOKNA, we seek to provide a new standard for cemetery services that aligns with the integrated community model we adopt, allowing for a combination of TMG's expertise in real estate development and SOKNA's distinguished and specialized operational capabilities in providing organized solutions that meet growing market needs and contribute to raising the level of services provided to the Egyptian families.

On his part, Engineer AHMED GABALLAH, Founder and CEO of SOKNA, said, "We are pleased to announce this strategic partnership, which we have worked closely with TMG to develop over the past period. We value TMG's support, backed by a track record full of strong reputation and local, regional, and international presence. This partnership allows us to provide an integrated, organized, and dignified experience that individuals and families deserve when facing the times of bereavement and it also opens wide horizons for smooth future expansion on both regional and global levels."

It is worth noting that BOSTAN cemeteries will include continuous maintenance services and integrated facilities, as well as all the needs and solutions designed and provided based on SOKNA's field experience spanning seven years, alongside extensive local and international research. The name "BOSTAN" was chosen to reflect the partnership's mission in providing an authentic Egyptian experience rooted in heritage and culture; instead of replicating foreign models or alienating the experience, the project respects the Egyptian culture. The public can start booking and inquiring today via SOKNA's hotline number 16297.

About TMG:

Talaat Moustafa Group (TMG) Holding is one of the largest leading Egyptian entities, with experience spanning more than five (5) decades in the real estate development and hospitality sectors. The group specializes in establishing and managing integrated urban communities and distinguished hospitality projects, uniquely providing the most prestigious residential, commercial, and tourism projects according to international standards. The group's hospitality system includes a selection of the most luxurious and prominent hotels in Egypt, and it continues its expansion through strategic partnerships with major global operators, reinforcing its leading position as a major contributor to the development of the tourism sector and economic growth in Egypt. In recent years, TMG has adopted a strategy for regional expansion by launching new projects in the Kingdom of Saudi Arabia and Sultanate of Oman, as the Group seeks to replicate its successful model in Egypt.

About SOKNA:

SOKNA is Egypt's first end-to-end funeral service dedicated to providing the deceased with care and respect at the completion of their life's journey. From the moment of loss, SOKNA looks after every logistic with expertise and compassion; allowing family members the peace of mind to focus on what matters most: Honoring the lives of their loved ones.

<https://www.sokna.com>

Call the hotline 16297 or WhatsApp (+2) 010 668 55555 for immediate assistance.

SOKNA Facebook Page

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