**Prime Developments**

ABOUT US RECREATING LEGACIES PRIME DEVELOPMENTS IS ONE OF THE LEADING COMPANIES IN THE FIELD OF REAL ESTATE DEVELOPMENT IN EGYPT AND HAS SWIFTLY MADE A NAME FOR ITSELF BY CREATING DISTINCTIVE PROJECTS THAT FEATURE EXQUISITE DESIGNS, PRIME LOCATIONS, EXCELLENT VALUE, AND EXCEPTIONAL SERVICES. THE COMPANY HAS AN AMBITIOUS STRATEGIC PLAN BASED ON COMMITMENT AND CREDIBILITY TO MEET THE REQUIREMENTS OF ITS CUSTOMERS AND CRAFT EACH PROJECT TO BE A UNIQUE AND LUXURIOUS WORK OF ART. THE COMPANY'S CHAIRMAN, ENG. ISHAK ANWAR, HAS BEEN A DRIVING FORCE BEHIND THE COMPANY'S SUCCESS AS HIS VISION AND EXPERTISE HAVE PLAYED A PIVOTAL ROLE IN EVOLVING THE COMPANY. IN ADDITION, ENG. ISHAK ANWAR HAS A WEALTH OF EXPERIENCE IN THE REAL ESTATE INDUSTRY, HAVING SUCCESSFULLY FOUNDED TWO COMPANIES, "CREATIVE INTERNATIONAL", SPECIALIZED IN ENGINEERING DESIGNS, FINISHING, AND CONTRACTING IN KUWAIT, AND "IG", SPECIALIZED IN REAL ESTATE DEVELOPMENT AND CONTRACTING IN EGYPT.

CREATIVE INTERNATIONAL iS ONE OF THE LEADING COMPANIES IN KUWAIT, SPECIALIZED IN ENGINEERING DESIGNS, FINISHING, AND CONTRACTING. THE COMPANY WAS FOUNDED BY ENG. ISHAK ANWAR IN PARTNERSHIP WITH ENG. BADR KHALID SAUD AL HASSAN IN 2012. THE COMPANY OFFERS A DIVERSE OF SERVICES INCLUDING INTERIOR DESIGN,DECORATION WORKS, AND CONSTRUCTION OF VILLAS, RESIDENTIAL BUILDINGS, CHALETS, COMMERCIAL BUILDINGS, SHOWROOMS, SCHOOLS,OFFICES, AND RESTAURANTS FOR KNOWN BRANDS LIKE SWIMS, JACK & JONES, UFFF, TABLE OTTO, SAN, AND MAIN OFFICES FOR ROYAL GROUP. IG IS A COMPANY SPECIALIZED IN REAL ESTATE DEVELOPMENT AND CONTRACTING. THE COMPANY WAS ESTABLISHED IN 2019 IN CAIRO BY ENG. ISHAK ANWAR IN PARTNERSHIP WITH ENG. GAMAL AZER EL NESR. SINCE ITS INCEPTION, IG HAS SUCCESSFULLY DELIVERED 9 FACTORIES AND 5 RESIDENTIAL BUILDINGS IN BADR CITY IN AN EXCEPTIONALLY SHORT PERIOD OF TIME; IN ADDITION TO 4 COMMERCIAL BUILDINGS IN BADR CITY, INCLUDING “EAGLE MALL” WHICH WAS EXCAVATED, CONSTRUCTED, AND OPERATED IN JUST TWO YEARS. THE MALL FEATURES A WIDE VARIETY OF POPULAR BRANDS, INCLUDING BANQUE MISR, RANEEN, EL MALKY, MAX GYM, AND ZACK'S FRIED CHICKEN.

PRIME DEVELOPMENTS HAS JOINED THE REAL ESTATE MARKET BY LAUNCHING TWO REMARKABLE PROJECTS IN THE NEW ADMINISTRATIVE CAPITAL, HARMONT AND MIDTOWER, IN ADDITION TO ION WHICH IS THE COMPANY'S FIRST RESIDENTIAL PROJECT IN THE NEW ADMINISTRATIVE CAPITAL. MOREOVER, THE COMPANY HAS A VISIONARY PLAN TO LAUNCH MORE PROJECTS IN THE FUTURE. HARMONT IS THE COMPANY’S FIRST PROJECT IN THE NEW ADMINISTRATIVE CAPITAL; IT IS AN EASILY ACCESSIBLE MIXED-USE TOWER STRATEGICALLY LOCATED IN THE LIVELIEST LOCATION IN THE HEART OF THE DOWNTOWN WHICH MAKES THE BUILDING CLOSE TO ALL THE DISTINCTIVE LANDMARKS IN THE ADMINISTRATIVE CAPITAL. MIDTOWER IS THE COMPANY’S SECOND PROJECT IN THE NEW ADMINISTRATIVE CAPITAL. THE PROJECT IS STRATEGICALLY LOCATED IN THE HEART OF THE DOWNTOWN OF THE NEW ADMINISTRATIVE CAPITAL; DIRECTLY OVERLOOKING A SCENIC VIEW OF THE CENTRAL PARK. ION IS THE COMPANY'S FIRST RESIDENTIAL PROJECT IN THE NEW ADMINISTRATIVE CAPITAL, R8; IT IS A FULLY INTEGRATED SMART COMPOUND BASED ENTIRELY ON SMART SYSTEMS IN PARTNERSHIP WITH TELECOM EGYPT, THE STRATEGIC PARTNER FOR SMART SOLUTIONS, TO INTEGRATE THE MOST ADVANCED TECHNOLOGIES AND SENSORS INTO THE COMPOUND'S INFRASTRUCTURE TO MONITOR ALL FUNCTIONS, SERVICES, SECURITY, AND SAFETY. PRIME DEVELOPMENTS ACHIEVED THE HIGHEST GROWTH RATES IN ITS INVESTMENTS BY CONTINUOUSLY WORKING HARD AND CLOSELY MONITORING MARKET DYNAMICS AND CUSTOMER PREFERENCES. MOREOVER, THE COMPANY IS DETERMINED TO ASSEMBLE A TEAM OF WORLD-CLASS CONSULTANTS AND PARTNERS TO ENSURE THAT ITS PROJECTS ARE OF THE LATEST AND HIGHEST QUALITY.

CHAIRMAN’S QUOTE

ENG. ISHAK ANWAR

“WE SAY WHAT WE DO AND DO WHAT WE SAY”

STRONG RELATIONSHIPS AND SUCCESSFUL PARTNERSHIPS ARE BUILT ON TRUST. WHEN WE SAY WHAT WE DO AND DO WHAT WE SAY, WE EARN OUR CUSTOMERS' TRUST. WE FOLLOW THROUGH ON OUR COMMITMENTS AND WE ARE COMMITTED TO OUR VALUES. THIS TRUST IS ESSENTIAL FOR STRONG RELATIONSHIPS AND SUCCESSFUL PARTNERSHIPS.

MISSION WE AIM TO PROVIDE TAILORED, INNOVATIVE, AND CREATIVE SOLUTIONS TO ENSURE THE BEST POSSIBLE OUTCOME IS ACHIEVED. TO CONTINUE TO BE A WORLD-CLASS AND PIONEERING DEVELOPMENT COMPANY. IN ADDITION, WE STRIVE TO EXCEED OUR CUSTOMERS’ EXPECTATIONS THROUGH SUPERIOR-QUALITY CONSTRUCTION. ALL THROUGH TRANSPARENCY, IMPROVISED SPECIFICATIONS, TIMELY DELIVERY, AND THE UTMOST DEGREE OF PROFESSIONALISM. VISION OUR VISION IS TO ACHIEVE THE DIVERSITY THAT CUSTOMERS CONSTANTLY SEARCH FOR. CREATE A LONG-TERM BOND WITH OUR CUSTOMERS THAT LASTS A LIFETIME, EXPAND THE DIVERSITY OF OUR PROJECTS, AND PROVIDE OUR CUSTOMERS WITH THEIR DESIRED NEEDS.

ASPIRE FOR BETTER

ONES ALWAYS DESIRE THE BEST FOR THE FUTURE, BECAUSE NATURALLY HUMANS ALWAYS LOOK FORWARD TO THE NEW, UNEXCEPTIOAL, AND UNUSUAL ASPECTS. ASPIRE FOR BETTER IS OUR PLEDGE AND RESPONSIBILITY TO BRING YOU A BETTER TOMORROW.

BRAND VALUES

INTEGRITY REFLECTION OUR COMPANY’S STANDARDS TO BUILD A STRONG CONNECTION WITH OUR CUSTOMERS BASED ON TRUST AND HONESTY.

DIVERSITY WE WORK HARD TOWARDS ESTABLISHING DIFFERENT UNIQUE PROJECTS TO CATER TO ALL MARKET NEEDS.

EXPLORATION WE AIM TO INVEST IN NEW, INNOVATIVE, VISIONARY, AND ADVANCED APPROACHES TO COME UP WITH THE BEST POSSIBLE OUTCOME.

PROJECTS

139 COMMERCIAL UNITS

1000 RESIDENTIAL APARTMENTS

523 ADMINISTRATIVE UNITS

HARMONT

IS THE COMPANY'S FIRST PROJECT IN THE NEW ADMINISTRATIVE CAPITAL. IT IS AN EASILY ACCESSIBLE MIXED-USE TOWER STRATEGICALLY DESIGNED TO COMBINE BETWEEN FUNCTIONALITY AND LUXURY. THE PROJECT IS STRATEGICALLY LOCATED IN THE HEART OF THE DOWNTOWN OF THE NEW ADMINISTRATIVE CAPITAL, IN THE MIDDLE OF THE GOVERNMENTAL DISTRICT AND THE GREEN RIVER, A FEW MINUTES AWAY FROM THE MOSQUE OF EGYPT, NEAR THE MONORAIL STATION, MAKING THE BUILDING CONNECTED TO EVERY PLACE IN THE NEW CAPITAL.

HARMONT IS CONSTRUCTED WITH A UNIQUE DESIGN THAT ALLOWS ALL FLOORS TO GET NATURAL LIGHT EXPOSURE WITHOUT GETTING AFFECTED BY THE SUN'S HEAT. IN ADDITION, THE SMARTLY DESIGNED BUILDING OFFERS A MAGNIFICENT VIEW, OVERLOOKING GREENERY LANDSCAPES FROM EVERY ASPECT ALL AROUND THE TOWER AND MARVELOUS SPACES, DESIGNED TO GUARANTEE COMFORT AND PROVIDE ALL THE NEEDED FACILITIES AND AMENITIES. THE TOWER IS AN EXTRAORDINARY ARCHITECTURAL BUILDING; CONSISTS OF A GROUND FLOOR AND 12 FLOORS, INTRODUCING AN IMMENSE WORK EXPERIENCE FOR ADMINISTRATIVE AND COMMERCIAL UNITS TO BE BENEFICIAL FOR BOTH THE BUSINESS OWNER AND THE CONSUMER.

**Project's Design**

Harmont is constructed with a unique design that allows all floors to get natural light exposure without getting affected by the sun’s heat. In addition, the smartly designed building offers a magnificent view, overlooking greenery landscapes from every aspect all around the tower and marvelous spaces, designed to guarantee comfort and provide all the needed facilities and amenities. The tower is an extraordinary architectural building; consists of a ground floor and 12 floors, introducing an immense work experience for administrative and commercial units to be beneficial for both the business owner and the consumer.

MIDTOWER

MIDTOWER MIDTOWER IS THE COMPANY'S SECOND PROJECT IN THE NEW ADMINISTRATIVE CAPITAL. THE PROJECT IS STRATEGICALLY LOCATED IN THE HEART OF THE DOWNTOWN OF THE NEW ADMINISTRATIVE CAPITAL; DIRECTLY OVERLOOKING A SCENIC VIEW OF THE CENTRAL PARK.

MIDTOWER IS DESIGNED TO COMBINE BETWEEN INNOVATION, MODESTY, AND CONTEMPORARY; YET WITH A TOUCH OF APPLICABILITY, REALITY, AND AUTHENTICITY; REFLECTING THE PROJECT'S SLOGAN “BOLD YET REAL” THE BUILDING IS DESIGNED IN A CREATIVE MODERN L-SHAPE DESIGN THAT MADE 90% OF THE UNITS IN THE TOWER HAVE A DIRECT VIEW OF THE CENTRAL PARK. MIDTOWER CONSISTS OF A GROUND AND 12 FLOORS COMPRISING COMMERCIAL AND ADMINISTRATIVE UNITS WITH VARIOUS SPACES. THE GROUND, FIRST, AND SECOND FLOORS WILL BE ALLOCATED FOR COMMERCIAL UNITS; FOR INSTANCE, INTERNATIONAL BRANDS, RETAIL SHOPS, RESTAURANTS, AND CAFES. AS FOR THE FLOORS FROM THE THIRD TO THE TWELFTH FLOOR, THEY WILL BE ALLOCATED FOR ADMINISTRATIVE UNITS

ION

ION CREATED THE CONVERGENCE OF INNOVATION AND FACILITATION TO FORGE DEEP CONNECTIONS AND TRANSFORM THE WORLD INTO A SMARTER, MORE ACCESSIBLE ECOSYSTEM, MAKING LIFE EASIER AND SMARTER FOR PEOPLE IN MEANINGFUL WAYS. ION IS THE COMPANY'S FIRST RESIDENTIAL PROJECT IN THE NEW ADMINISTRATIVE CAPITAL, R8; IT IS A FULLY INTEGRATED SMART COMPOUND BASED ENTIRELY ON SMART SYSTEMS IN PARTNERSHIP WITH TELECOM EGYPT, THE STRATEGIC PARTNER FOR SMART SOLUTIONS AND CONNECTIVITY, TO INTEGRATE THE MOST ADVANCED TECHNOLOGIES AND SENSORS INTO THE COMPOUND'S INFRASTRUCTURE TO MONITOR ALL FUNCTIONS, SERVICES, SECURITY, AND SAFETY.

PARTNERS IN SUCCESS

TELECOM EGYPT

TELECOM EGYPT IS THE FIRST TOTAL TELECOM OPERATOR IN EGYPT PROVIDING ALL TELECOM SERVICES TO ITS CUSTOMERS INCLUDING FIXED AND MOBILE VOICE AND DATA SERVICES. TELECOM EGYPT HAS A LONG HISTORY OF SERVING EGYPTIAN CUSTOMERS FOR OVER 160 YEARS MAINTAINING A LEADERSHIP POSITION IN THE EGYPTIAN TELECOM MARKET BY OFFERING THE MOST ADVANCED TECHNOLOGY, RELIABLE INFRASTRUCTURE SOLUTIONS, AND THE WIDEST NETWORK OF SUBMARINE CABLES.

MIMAR

IS A LEADING PROFESSIONAL DESIGN PRACTICE PROVIDING CONSULTANCY SERVICES. ESTABLISHED IN GULF REGION IN 1997, MIMAR HAS A LONG HISTORY OF PARTNERING WITH SPECIALTY CONSULTANTS & INTERNATIONALS AS A LOCAL CONSULTANT THROUGHOUT THE MENA REGION.

MOHARAM BAKHOUM

IS ONE OF THE OLDEST, LARGEST, AND MOST EXPERIENCED MULTIDISCIPLINARY ENGINEERING CONSULTANCY COMPANIES CURRENTLY OPERATING WORLDWIDE. THE COMPANY OFFERS SERVICES IN MULTI-DISCIPLINARY TASKS IN THE FIELDS OF PLANNING, DESIGN, PROJECT MANAGEMENT, AND CONSTRUCTION SUPERVISION - THE ENTIRE RANGE OF CONSTRUCTION-RELATED ACTIVITIES.

HAFEZ ARCHITECTS

IS A LEADING DESIGN STUDIO FOR ARCHITECTURE, PLANNING, AND INTERIOR DESIGN. WITH MORE THAN 50 YEARS OF EXPERIENCE AND MORE THAN 1200 PROJECTS. HAFEZ CONSULTANTS HAVE SUCCESSFULLY HANDLED ALL DIFFERENT TYPES OF PROJECTS.

EFS

IS A REGIONAL LEADER IN DELIVERING INTEGRATED FACILITIES MANAGEMENT SERVICES ACROSS THE MIDDLE EAST, AFRICA, SOUTH ASIA, AND TÜRKEY. EFS HAS BEEN ACCREDITED FOR OVER 20 YEARS IN PROVIDING QUALITY SERVICES TO SOME OF THE BIGGEST REGIONAL NAMES.