**Saudi Egyptian Developers**

Aboutn SED

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Founded in 1975, SED is a joint partnership between the Saudi and Egyptian govern- ments that focuses on developing and in- troducing the Egyptian market with break- through destinations that add value through innovative solutions and strategies.With a track record and objective to create communities that shape future landmarks, the company has delivered around 24,000 housing units currently inhabited by more than 114,000 individuals. The group’s current portfolio carries a variety of over 50 land- mark projects within Egypt presenting a mix of luxurious residential towers as well as mixed-use communities such as Jayd New Cairo, Bleu Vert New Capital and Nile Towers Maadi. SED’s future investments and developments carry the establishment of 7 new projects across Egypt.

**Our Vision**

Seeking to become a leading company in real estate development and investment  
in Egypt and provide purposes per modernity, experience, and differentiation to its  
clients and stakeholders.

**Our Mission**

To grow interest in our company by a broader range of clients and build upon our  
current clients’ continued trust and loyalty through our offering.

OurLegacy

45 Years of legacy iconic towers equally Owned by Saudi Arabia & Egyptian governments better value for money across different product categories high quality and credibility for delivery on time diversified product offering including residential and commercial.

OurManagement

MOHAMED EL-TAHER: CHIEF EXECUTIVE OFFICER

MOHAMED ABDULHAFE: CHIEF COMMERCIAL OFFICER

SHAIMAA HAMZA: CHIEF DEVELOPMENT OFFICER

YASSER SALAH: CHIEF FINANCIAL OFFICER

HEBA AL AMIN: CHIEF PEOPLE & ORGANIZATION OFFICER

WAEL NABIL: CHIEF PROJECTS OFFICER

MOHAMED TELEB: TENDERING & PROCUREMENT DIRECTOR

TAREK GALAL: LEGAL DIRECTOR

Our Projects

Crafting Homes & Embracing Life

``We are a reputable and well-known real estate lifestyle developer in Egypt, recognized for our trustworthiness. Our objective extends beyond constructing properties. We are dedicated to crafting communities that residents truly cherish. These communities evolve into homes, vibrant with life and everything that brings us joy. Home is more than just a physical space; it's a profound emotion, and we pledge to deliver that sentiment to you each day.``

**CENTRAL NEW CAIRO**

True to its name, Central is situated at the center point of New Cairo’s crossroads. Central is set to transform the business and commercial scene, offering a mixed-use development that captures the spirit of a dynamic city with an evolving blend of spaces and experiences.

Offering a variety of office types alongside a selection of the most refined retail and entertainment, bringing an outstanding world-class experience to New Cairo.

Whether searching for the ideal office space for a corporation, a go-to spot for your daily coffee runs, or a family-friendly venue, Central will meet you at the crossroads.

Every design element at Central is weaved into the ideation of the destination and its overall experience. As you enter, Central’s retail podium serves as a backdrop and initial layer on the ground and first level. As you travel a level higher you are introduced to a variety of grade A offices activating the skyline and providing highly flexible spaces for corporates and individuals. Vertical circulation between office buildings and commercial zones provide easy hasslefree access. Right at the middle, you’ll find the main boulevard which acts as the main axis connecting the Project’s North and South entrances leading to the heart where a selection of the finest world renowned dining venues come together along with the latest trends in retail. These one-of-a-kind central courtyards form an important part of the holistic design by becoming the heart of the development. At Central, a world full of business, retail, dining and entertainment.

A WORLD CLASS ARCHITECTURAL MASTERPIECE

Master-planned and designed with luxury and convenience, Central celebrates a truly unique architectural style that creates an anchor between North and South. Modern glass facades with sleek linear details and clear open skies in every direction and are finalized with grand entrance canopies. North & South Portals The iconic North and South entrances act as canopies making a monumental entrance. An address pinned on both the North & South 90th street which leads through a getaway into the Grand Avenue. Courtyard Pavilions The heart of the development provides a selection of the finest retail and dining experiences. An address to catch up with friends and family and to celebrate into the night. Central’s Boulevard & Main Plaza The Main Plaza will provide a perfect setting for festivities and performances activating the Centre of the project. The central boulevard which traverses this space gives the heart of the development perfect sight lines to draw the public into the project.

A STRATEGIC LOCATION AT THE CROSSROADS OF NEW CAIRO

Central is strategically located on the three main axes of New Cairo, North and South 90th, and Mohamed Naguib Axis; it is considered the most reachable location in the city. The Project is situated within a 30-kilometer radius from Downtown Cairo and the New Administrative Capital. Ideally positioned within a 10-kilometer radius in the heart of New Cairo, Central holds an ideal location with Cairo-Suez Road in the North, Cairo-Sokhna Road in the South, the Ring Road on the West, and the Regional Ring Road on the East.

EXCEPTIONAL INTERIORS AT EVERY CORNER Finest quality of Finishes & Elegant timeless Facades. Designed with the utmost attention to details using the finest materials & style.

PROJECT AREAS Design Overview Plot Area = Approximately 86, 000 m2 Total Built Up Area = Approximately 160,000 m2 Height = G + 6 levels

THE MASTERPLAN

At Central, 10 office buildings elegantly top 5 superlative podiums of retail and dining, a courtyard of 5 buildings offering an elevated F&B experience in the heart of the project, as well as a dedicated Family Entertainment Center that caters to all family members throughout the day/week. With direct access from North and South 90th streets as well as Mohamed Naguib axis offices are truly in the heart of New Cairo and minutes away from its most prominent locations creating the ideal professional setting for both small and large-scale enterprises.

CENTRAL FACILITIES:

1- Fire Alarm. 2-Fire Fighting. 3-Public Address. 4- Access Control. 5- CCTV. 6- Telephone, Data & TV. 7- Security System. 8- Building Management System. 9- Smart Parking Management. 10- Conveying System Elevators/ Escalators. 11- HVAC Heating, Ventilation & AC. 12- Electric Supply & Emergency Backup System 13- Waste management System. 14- Voice evacuation System. 15- Smoke management System.

Designed by WATG, a global multi-disciplinary design firm specializing in Strategy, Master Planning, Architecture, Landscape and Interiors. Creating landmark urban WATG and leisure destinations with eight offices across three continents.

**BLEU VERT**

Integrated Residential Compound in the heart of the New Capital and on the “Bin Zayed” Axis. The Project Total area: 70 acres consists of 1792 Residential units with various types: - Apartments with different areas in 54 Buildings. - Single family parcel including 34 semi-finished Twin Villas and 70 semi-finished Town Houses.

STRATEGIC LOCATION: BLEU VERT is strategically located directly on the axis of Mohammed bin Zayed that links the New Administrative Capital to the old one and right next to the Cathedral Church and Al Masa hotel.

A WHOLE NEW WAY OF LIFE Precisely designed to exude elegance and beauty, you will not only own a luxurious home but you will also have a life full of comfort, safety and tranquility with a wide spectacular landscape and common spaces.

CLUBHOUSE

The ultimate venue for family gatherings where you can practice various activities and enjoy the swimming pool during the beautiful sunny days. The clubhouse has a kids open playing area, a couple of courts that match the international standards, gym facility and spa.

The Spa

Disconnect and unwind at the spa, offering complete remedies for relaxation and meditation to stimulate and restore your wellbeing with its revolutionized amenities.

SECURITY

A very high level of security and privacy where a specialized team manages the security system in the compound, using the latest global surveillance systems and trained security personnel.

MASTER PLAN Integrated Residential Compound in the heart of the New Capital and on the “Bin Zayed” Axis

70 acres Project’s Total area 1792 Residential units

Apartments with different areas in 54 Buildings

Single family parcel including 34 semi finshed twin villas, 70 semi finshed town houses

MAIN ENTRANCE COMMERCIAL AREA APARTMENTS CLUB COMMON SPACE TOWN HOUSES TWIN HOUSES

**Marina 8 - M8 By The Lake**

A modern urban community in Alamein City on Egypt’s North Coast, perfectly situated south of the Roman open museum at Kilo 99. Spanning 245 feddan.  
M8 by the lake showcases Contemporary Coastal Architecture with a focus on creating inviting, naturally  
lit spaces. The design features buildings occupying just 27 acres, or about 17% of the site, with its layering levels offering a serene environment overlooking a tranquil lagoon. Arched windows and a sophisticated blend of white, beige, and stone cladding on the facades create a timeless, elegant aesthetic.  
M8 by the lake also boasts a dynamic recreational promenade by the artificial lake, crystal-clear waters, green spaces, and a range of residential options from expansive standalone villas to modern townhouses, chalets, and apartments all within a thoughtfully planned infrastructure, with dedicated pedestrian paths, supporting both tourism and community living.

Types: > Standalone Villas > Twin Villas > Townhouses > Chalets > Apartment buildings

Community Offering: + Pedestrian paths + Contemporary Coastal Architecture + Lagoon + Yacht Marina and Lake Promenade + Green Spaces + Private & Public Beaches + Retails Zones

**Arabesque Downtown Cairo**

Inspired by the artistic essence of the area, Arabesque is the first fully finished, ready-to-move phase that’ll begin writing the story of Al Fustat Compound with 79 buildings, 1924 residential and 18 commercial units.  
The decadent, stylistic phase is bordered by two prominent Islamic-era buildings: The Tulunia era house and Fatimid era ‘Hammam’.

Residents can take their time and explore the history surrounding them at their own pace, taking the occasional break from culture to enjoy full access to Al Fustat’s commercial amenities as well.

PROJECT OVERVIEW

Reigniting the true power of Al Fustat begins with fortifying and honouring its history while also aligning it with the progressive needs of people today. The Al Fustat development is a grand endeavour that will include various social spots, at tractions, and services, unparalleled to any other development the city has seen before.

LIVING IN A MODN HISTORIC DISTRICT THE HOMES OF AL FUSTAT

Admiring out-of-reach history from afar is a thing of the past. Co-exist in the middle of Old Cairo and live out your cultural curiosity forever.

Al Fustat Compounds is a living gated community near the Magra Al-Oyoun aqueduct, intertwined with the cultural and historic aura of the vivacious Old Cairo, breathtaking views, and hundreds of opportunities to explore, see, and experience culture.

The arabesque-inspired aesthetic The Homes of Al Fustat of the space makes it a modern monument in itself, harmoniously melting into the area’s aesthetic with comfortable apartments that are accessible and well-equipped with the modern amenities they need.

Own a piece of history, and admire the charismatic fare of Old Cairo, right from your new home as a ‘forever tourist’.

ARABESQUE THE FIRST CHAPTER OF AL FUSTAT

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Residents can take their time and explore the history surrounding them at their own pace, taking the occasional break from culture to enjoy full access to Al Fustat’s commercial amenities as well.

A MONUMENTAL HOME ARCHITECTURAL STYLE

Very few people can say they have historical monuments in their backyard, let alone Living in Living in Arabesque means walking below grand arches. Admiring stone cladding on building facades. Tracing intertwining plant and abstract curvilinear motifs with your eyes and fngers. It’s a life of aesthetic admiration.

The decorative traditions of the 10th century are a part of your modern-day sanctuary, intertwining the essence of the development’s architecture through impressive elements that tie in your home to the Islamic spirit surrounding it.

PLACES NEARBY

Located in the core of the city, the homes of Al Fustat will be near various metropolitan districts in Cairo such as Al Manial, Zamalek, Downtown, and El Sheikh Zayed. Accessibility to Salah Salem Road, Ring Road, and Civilization Road allows you to get wherever you need to be in minutes.

FOR THE JETSETTES INVESTING IN AL FUSTAT

The homes of Al Fustat compound work like ideal launchpads for travelers and backpackers who want to Investing in Al Fustat explore the city’s every corner without the logistical hardships of commuting with various iconic attractions only minutes away from their location.

The ideal AIRBNB for lovers of culture, history, and new experiences

Living with history has never been this seamless.

**IL-LATINI**

One of the main districts in this new city neighboring the Heritage City with boundless views of lakes and a distinct architecture, it is easy to forget you aren’t strolling Madrid’s Gran via with the sights, sounds and sensations that invite you in. Il LATINI offers residents a premium lifestyle surrounded by landscaped greenery with countless paths for you to stroll along. Il LATINI offers a great way of life, all of its own.h quality, value for money real estate solutions through mixed used development to better serve our customers.We are the go-to trusted community value add services partner, providing high quality, value for money real estate solutions through mixed used development to better serve our customers.

Location:

The future is present. With the rise of New Alamein, you will be introduced to the world of tomorrow today. Be at the heart of a central 4th generation city destined to be the next big thing for investments, business and economics, both nationally and internationally. Immerse yourself in a pioneering city that boasts historical, touristic, residential, industrial and entertainment comforts and conveniences. You will find hotels and movie theatres abound along with a landmark Opera House and monumental Roman Theater for live performances.

Along with museums and neighbouring historical sights, it will serve as a cultural complement to the 5 internationally accredited universities housed. Enjoy easy accessibility by plane, train, boat or car to New Alamein where you may also find yourself riding a high-speed train connecting you to Sokhna, passing through the New Capital City. The future is here, and it looks bright, in New Alamein.

IL LATINI ARCHITECTURE Latin Architecture is known for its European style interlaced with classic characteristics. In line with the growing European trend of leaning towards a modernist approach, Il Latini offers a natural environment lush with life, sweeping spaces and a hidden complexity of design within a simple, charming facade that gives everything about the place, a more brilliant perspective.

VARIETY OF SPACES Find the apartment of your dreams ranging from customizable 62sqm to 250 sqm, going from 1 bedroom up to 4 bedrooms. These high-quality finished homes are ideal for both individuals and families looking for a fresh new start in a thriving environment, with an amazing all-year climate.

Amenities

Access Control

Fire Alarm

Telephone, Data

Conveying System Elevators/ Escalators.

Waste management System

Building Management System

Fire Fighting

TV.

HVAC Heating, Ventilation & AC.

Voice evacuation System

CCTV

Public Address

Security System

Electric Supply and Backup System

Smart Parking Management

**Marina 8 - M8**

Staying up till sunrise.  
Basking in it till the moon says hello.  
Making time for the things you love most.  
Staying quiet as the energy of those around you, while others enjoy tranquil clear lakes. Board games and cards. Movie nights and beach racket. Water sports and ambient tunes.  
and the elements of summer collide, and dance together like the scene of a movie. Some soak in the salt-coated foamy ocean,  
The free-spirited energy of living simply. Family. Chosen family. Experiences. The fundamentals of what makes summer great are all coming back at M8.

Location:

Located between gates 3 and 4, this latest city of Marina brings panoramic views of swimmable lakes, contemporary architecture and flair. It is the canvas on which everyone can engrave their summer memories and relive moments they’ve been craving to repeat.

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**NILE PEARL**

Consisting of two towers overlooking the Nile River, both 23 floors and 72 meters high. The towers are constructed to perfection, built on an area of 10,000m² in Maadi. The first tower comprises 190 residential units and the second is a five-star hotel under the management of Hilton Global Hospitality. Hilton will be offering its services to the occupants of the residential tower.Given their prime location and breathtaking Nile view.

Location:

SED Nile Towers is centrally located in one of the most luxurious districts, Maadi district. They are deliberately located 7km from downtown, 9.5km from Zamalek. With easy access to the ring road they are strategically located within 30 minutes from Cairo International Airport. Not only are the towers overlooking the Nile’s widest spot, but are also in sight of the ancient Pyramids of Giza having them only 18km away.

Amenities:

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Public Address

Security System

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**JAYD**

The Place that will provide you with a life full of peacefulness and elegance. It is a unique and comfortable residential community that provides you with the ideal lifestyle. The Project consists of 120 buildings with a total of 1900 luxury housing units in 5 different models. Each building consists of a (Basement + Ground Floor + 4 Recurring Floors) and includes services such as Clubhouse, and Mall.

Location:

In the heart of New Cairo, it spreads over an ideal area of 70 acres that were chosen specifically for you. JAYD is easily accessible due to its proximity to main roads and highways such as Suez road and Sadat axis.

Amenities:

Access Control

Fire Alarm

Telephone, Data

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Voice evacuation System

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Smart Parking Management

**Sawary New Alexandria**

Sawary is impressively built on 417 acres directly overlooking Lake Mariout, Set to become the first and largest of its kind in Alexandria. The project’s vision is built around its center feature; a community-life in the heart of New Alexandria centered around all your needs for a comfortable, luxurious, and modern lifestyle. Sawary aims to become the city’s biggest landmark, and pave the way for a modern, gated compound that offers an unprecedented life experience at the coastal city.

Location

Planned with residents’ convenience in mind, Sawary enjoys a central location at the intersection of the International Coastal Road and Cairo Alexandria Road. Easily accessible from vital roads such as the Qabari and Alexandria Agriculture Road, the development not only boasts a strategic location reachable from any point, but is also surrounded by vital attractions such as Carrefour, a lively entertainment and retail hub, the Police Medical Hospital and an exhibition area.

Amenities:

Access Control

Fire Alarm

Telephone, Data

Conveying System Elevators/ Escalators.

Waste management System

Building Management System

Fire Fighting

TV.

HVAC Heating, Ventilation & AC.

Voice evacuation System

CCTV

Public Address

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