**Urbnlanes Developments**

ABOUT US

OUR HERITAGE

The Legacy Continues

From our early beginnings, back in Kuwait in 1994, our devotion and dedication have never changed. We have prospered and thrived, three decades of commitment to the deals and promises we have made to our clients, taking the real estate market by storm with more than 100 projects. Now we are one of the Middle East’s largest real estate companies, with an immense number of projects and successes. First Group has started our legacy in Kuwait, and now we are continuing it in Egypt.

Our success stories lie in our choice to apply the latest technologies, so we can make architectural dreams come true. With our vast knowledge and experience in the field of development, we deliver the utmost results for our clients.

Needless to say, we are adhered to delivering the highest quality projects within the budget while delivering ahead of schedule.

**ART TO ARCHITECTURE**

Urbnlanes provides inspiration and beauty of construction for those who are looking for artistic architecture to help them make the world a more beautiful place. We believe that each and every project is a masterpiece on its own, inspiring the surroundings and embellishing the real estate market. Needless to say, we care that our projects have their own ambiance, stamp, and soul, it is not just another real estate project. It is a new piece of art that turned into architecture, it is the latest story to be told, it is the place where everyone is going to look and head to.

FACTS AND NUMBERS

The Real Deal

We took it upon us to upscale the real estate markets in Kuwait and Egypt with our signature high-end projects, owning it to our well established reputation and expertise.  
Here is where numbers talk about the legacy of Emeel Abdalla investments and its subsidiary companies First Group and Urbnlanes.

Passion, dedication, persistence, and many years of diligence take us to the following numbers by First Group, our sister company in Kuwait that operates under the umbrella of Emeel Abdalla investments.

**3** Pioneering decades

**+20** Towers on ground

**+100** Projects developed

**+35** Years of dedication

People of Urbnlanes

At Urbnlanes, we carefully choose our people based on their qualifications, values, and work ethics in order to match our vision, needless to say, we keep them on a continuous journey of growth, in addition to nurturing team cohesion, cooperation, and efficient communication.

Meet our board of members

Emeel Abdalla

Chairman and Founder of Emeel Abdalla Investments

Emeel Abdalla Investments started with the substantial succession of First group, which brought prominent landmarks to life, and now side by side with its sister companies, Urbnlanes, First United, and First ad, they continue the legacy of our proven track record and mastery in the industry. Thirty-six years ago, the company solidified its position in the Kuwait real estate market with an exemplary reputation. Growing our deep roots to face the market challenges day after day, non-stop and relentless, converting all the inputs in hand into higher-value outputs, having a grip over our core values, and believing in our vision, we have earned our prominence with colossal and honorable portfolio. The magnitude of the exerted effort to build such a legacy is undoubtedly terrific. Over the years, we have built 100+ robust projects that surpassed and pioneered, and today we pride ourselves in powering the real estate market of MENA; with persistence and tenacity, we have developed an alternate glaring future for our clients.

Mina Abdalla

CEO of First Group & Board Member of Emeel Abdalla Investments

We are abided by our vision. it portrays a better value of the real estate market by the way we set a new benchmark for quality, time and dedication. Our fortes lies in offering the highest level of service and commitment to our clients. We believe that our high standards and devotion to quality are what set us apart from other real estate firms.

Fadi Abdalla

CEO of Urbnlanes & Board Member of Emeel Abdalla Investments

The legacy we have built in Kuwait continues to live through Emeel Abdalla Investments subsidiaries; needless to say, Urbnlanes is here to take the market by storm and even boost it. Our history is full of exceptional accomplishments that speak for us, over 36 years of diligence, 100+ top-notch projects, and a vast is under construction. Urbnlanes is planned to be the future of First Group in Egypt, and to continue its unwavering success. Hand in hand with the aptly-selected partners, Urbnlanes is writing a pioneering story in the market; there is no slowing down for us.

Shady Abdalla

COO of Urbnlanes & Board Member of Emeel Abdalla Investments

Our core strategy lies in the impeccable plan of a well-thought-out broad range of tasks, that cover every single aspect, paving the way to Urbnlanes’ top-grade success. Our strategy is integral to the company’s mission, from outperforming the financial metrics to forecasting the upcoming challenge and overcoming it before it is even there. While propelling the wheel, we work very tightly with our team of experts to create a fresh essence for Urbanlanes, a new generation of highly-qualified individuals who are capable of seizing every ounce of opportunity for the bigger picture, Urbnlanes’ vision.

Nael Yacoub

Board Member of First Group

We adopt a philosophy of continuous growth and remarkable achievements. As a company and as a group of people we have a responsibility to do more and do better, and that has to be reflected in the lives we touch, we build teams that are passionate, empowered and of high-performance, regardless the challenges, we deliver.

Abdalla EL Eissa

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Vision

Urbanlanes plans on setting a new benchmark in the field of real estate development in Egypt by incorporating new upscaling standards of high quality, time, and maintenance. We aim to inspire the world through prominent buildings that not only reflect technicality but also mirror and give back to our community.

Mission

Urbnlanes wants to deliver a feeling through its buildings; positive energy that makes a difference with people in the space they inhabit whether they are residential, commercial, or office spaces. Our golden rule is to consider the artistic elements and aesthetics, in conjunction with the function, hence developing buildings that meet the occupant’s needs, client's expectancy and exceed the market scale, thus we take the industry to a new level of sophistication and innovation.

OUR CORE VALUES

**Exceptional Quality**

We believe that our high standards and commitment to quality are what set us apart from other real estate companies. We pride ourselves on providing exceptional service and delivering results that exceed our clients’ expectations leaving them satisfied with the end result.

**Adherence**

Our demonstrated history and vast expertise give us the edge in delivery dates, our sister companies in Kuwait built an impeccable reputation owing to the utter devotion and delivery ahead of schedule, and so does Urbnlanes, which is here to continue this legacy of commitment, dedication, and punctuality.

**Reliability**

Urbnlanes has redefined the clients’ experience in the market and changed notions, by dint of sheer diligence and devotion to delivering ahead of time, meeting our clients’ needs with the utmost quality that leaves our clients believing in us, they trust the word of Emeel Abdalla Investments and its subsidiaries due to our proven track record.

**Agility**

We are committed to delivering future value no matter the challenges in the status quo as we pivot and react in a fast and wise manner, our employees are engaged in the process, business priorities are clear to everyone, and with our exemplary expertise, our firm is beyond prepared.

Projects:

**Yellow Residence in New Cairo**

Yellow is a residential compound designed to provide residents with a life of bliss and empower them to reach their higher selves. The architecture and interior design of Yellow are carefully crafted to create a sense of calm and tranquility, with a focus on natural materials and open spaces to allow the community to thrive through an unparalleled experience.

Compound Yellow Residence New Cairo is a high-end mixed-use project developed by the real estate tycoon, Urbnlanes Development, across 24 acres of land. The Yellow New Cairo comes with a host of top-notch amenities from the stunning garden, sculptures, and water features to the yoga area, outdoor theater, and kids’ area.

LOCATED IN THE HEART OF NEW CAIRO

in close proximity to both the old and new Suez Road. This prime location offers easy access to the city’s major landmarks and attractions.

* 10 minutes away from Cairo International Airport.
* 12 minutes away from AUC.
* 12 minutes from El Rehab.
* 13 kilometers from Madinaty City.

Selling Points

Clubhouse

Yellow Residence has a high-end clubhouse which has a spacious lounge area and natural light offering you the best spot for socializing.

 Pets Area

At Yellow Residence New Cairo, there’s an outdoor area for pets complete with rooms and is equipped with waste disposal stations and other amenities.

Fitness Area

There is a wide variety of sports facilities from the equipped gym to the bike lanes, the Yellow Residence New Cairo has athletics covered.

Outdoor swimming pools

There are outdoor swimming pools within the Yellow Residence New Cairo Compound to make the residents enjoyable.

Commercial Area:

There’s a world-class commercial area in the Yellow Residence Compound, featuring plenty of retail and F&B options to cater to all tastes.

Property Types: apartments, clinics, and offices.

**Crown Residence**

lUXURIOUS SERVICED APARTMENT EXPERIENCE IN COLLABORATION WITH CROWNE PLAZA IHG HOTELS & RESORTS

About Crown Residence

Crown Residence, situated within the esteemed Yellow Residence compound, offers a luxurious  
serviced apartment experience in collaboration with Crowne Plaza IHG Hotels & Resorts. With  
meticulously designed apartments, premium amenities, and seamless integration with hotel  
services, Crown Residence sets a new standard for upscale urban living.  
Guests can expect exceptional facilities, personalized service, and a warm, welcoming  
atmosphere, making it the ultimate destination for both leisure and business travelers  
seeking comfort and convenience.

HOSPITALITY From A NEW PERSPECTIVE

Serviced Apartments

CROWN RESIDENCE PRIVILEGES:

Gym access.

24/7 security and CCTV surveillance for enhanced safety.

Private parking spaces ( one free slot per unit ).

swimming pool access.

Fully finished apartments with AC preparations.

Concierge services.

Valet parking for homeowners.

High-speed internet connectivity setup.

jogging track.

ADDITIONALLY, A RANGE OF À LA CARTE SERVICES ARE AVAILABLE :

Spa.

Nanny and child care arrangements.

Business equipment rental.

Computer technology assistance.

Private in-home catering.

Housekeeping services (daily, weekly, or as needed).

Maintenance services.

Laundry services.

Furniture, fittings, and equipment (FF&E).

Property rental services.

use of the business center.

Access to coworking spaces.

Facilities:

Gym

The gym at Yellow is a top-of-the-line facility that offers residents everything they need to maintain a healthy and active lifestyle. With its equipment, expert coaching, and variety of classes and services, it’s the perfect place for residents to stay fit and achieve their fitness goals.

Bike Lanes

A lane that winds through the compound’s beautiful landscaping and green spaces and is designed to provide a dedicated space for cyclists to ride, separate from vehicular traffic and pedestrian walkways to ensure everyone’s safety.

Outdoor Theater

A unique and exciting feature that brings the community together for entertainment and socializing. The theatre is designed to be a comfortable and inviting space, with plenty of seating and a large screen for movies and other events.

Parking Slots

The designated parking slots at Yellow are designed to be easily accessible and secure, with ample space for residents to park their vehicles comfortably.  Providing residents with safe and convenient parking options so they can enjoy peace of mind knowing that their vehicles are safe and protected.

For The Littleones

An area providing a safe and engaging environment for children to interact with each other and enjoy a range of activities. From playground equipment to games and toys, kids can have a blast while parents enjoy peace of mind, knowing that their children are in a secure and monitored space.

The Yellow Garden

Yellow is home to a vibrant and charming yellow garden that adds a pop of color to the community. This carefully curated garden features a variety of yellow flowers and plants that bloom throughout the year, creating a cheerful and welcoming atmosphere. A garden designed to radiate warmth and lift the spirits.

For Our Furry Friends

The outdoor area for pets at Yellow is a dedicated space that is designed to be safe and comfortable for dogs and other pets. The area is fully fenced, with plenty of room for pets to run and play, and is equipped with waste disposal stations and other amenities to ensure that it remains clean and well-maintained.

Sculptures & Features

Featuring stunning sculptures and water features that add a touch of elegance and sophistication to the community. With beautifully crafted pieces of art scattered throughout the grounds, residents can enjoy a unique outdoor experience. The water features provide a soothing ambiance with the sound of flowing water, creating a peaceful atmosphere.

Yoga Area

A serene area for the residents to practice mindfulness and relaxation.  Providing a peaceful environment for individuals to connect with their bodies and minds through the practice of yoga in an area that will be the perfect place to find your inner calm and rejuvenate your spirit.

Communal Spaces

An outdoor communal area for residents that is a lush and well-maintained space, with plenty of seating and shade for residents to relax and enjoy the outdoors. The area features beautiful landscaping and greenery which make it the perfect place for residents to gather and socialize with friends and neighbors.

Outdoor Pools

Yellow’s outdoor pool area is designed to create a sense of tranquility and relaxation, with   lush   landscaping, soothing water features, and a serene atmosphere that promotes wellness and well-being.  The perfect place for residents and their kids to unwind and have fun.

**Levels Business Tower in New Capital City**

The project area is 18,000 square meters, and the building occupies an area of ​​12,045 square meters. The area was distributed as follows:

The areas of the mall's floors range from 2,000 to 2,500 square meters. The garage is divided into 5 garages and is built on the project's total land area of 12,045 square meters. The first and second floors have the largest share of the land area, with an area of 45%. The remaining floors of the Levels Business Tower project in the administrative capital account for 17% of the total land area.

Location: Levels Business Tower is located in the Administrative Capital in the heart of the Downtown area, which is the largest investment and commercial area in the capital, with a distinctive view of the Green River on the northern axis of Bin Zayed. The project is also close to several important and easily accessible places and main roads.

-The Levels Business Tower project is conveniently located near the administrative capital, the government district, the ministries district, and the Egyptian Opera House.

-The Fashion District and the Monorail Station are also nearby the Levels Business Tower.

-It is a few steps away from the famous Al-Massa Hotel.

Selling Points

Unique Design

Creative designs of all administrative and commercial units of the mall according to the latest international systems in a beautiful view, where all units overlook the green river directly.

Car Garages

The mall includes 5 underground floors for car garages and maintenance services to avoid any crowding for Levels Business Tower customers.

Intelligent Facility Management System

The latest modern security systems are also available, where the latest fire alarm devices are available to avoid fires if they occur.

Property types: administrative, commercial, and tourist units