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AlMarasem Development launches innovative real estate investment plan "Partners, not Only Clients"

Driven by its integration-based growth strategy, AlMarasem Development announced the launch of its latest real estate investment plan, "Partners, not Only Clients" complementing Fifth Square, its inaugural real estate project launched in Cairo's 5th Settlement in 2017 and scheduled for delivery in 2020 (Phase I). This cutting-edge investment plan leverages the security as well as the short, medium and long-term profitability of real estate investment.

AlMarasem considers luxury residential compounds offering first-rate services an ideal investment, owing to higher returns from resale or high rental yields. The high value of capital needed may prevent clients from investing in high-return real estate assets, but AlMarasem's 'Partnership' plan successfully overcomes this challenge with lower capital requirements.

Investors cover the partnership cost via paying 50% of the unit value, while AlMarasem for Assets Management owns the remaining 50%. AlMarasem's ownership of a 50% stake of the project makes it a solid investment partner with a focus on asset acquisition, development and management. By partnering with AlMarasem for Assets Management, investors thus become stakeholders in a high-return project valued at over EGP 1.4 billion.

Benefits of AlMarasem Development's investment plan include:

1. Payment of 50% of the unit's value over a 4-year period, relieving the financial burden on investors.
2. Investing in an exclusive asset located within the premises of the 'Golden Square' in New Cairo close to residential, business and commercial clusters, guaranteeing a high rate of return.
3. Opening up the doors to investing in mega projects for investors

with limited liquidity and investment experience.

4. Delivery of the 'in-partnership' unit within specified timelines guaranteed by AlMarasem Development's renowned reliability and 50% project stake.

5. Resale of investors' 50% of units is allowed before or during delivery at market price, anticipated to appreciate by 10%-15% annually because:

a. Exclusive units with impeccable service standards are among local and international investors' preferred assets

b. The plan's flexibility allows investors to sell, rent or buy the remaining 50% of the unit upon delivery.

6. The remaining 50% of the unit can be purchased by investors in the future at the same contractual value as an additional partner benefit.

For investors, AlMarasem Development's track record in the market, spanning over 22 years, makes it a trusted investment partner and developer. The company's commitment and credibility will continue to underpin its real estate investment projects.

In line with AlMarasem Development's integrative vision the company launched its new project, Lake Residence, within its Fifth Square development, providing clients with the highest quality finished units fully equipped with ACs and appliances.

Lake Residence's serviced units offer exclusive luxury services and benefits including a fresh water lake surrounded by two beaches with North Coast sands; sports and entertainment facilities featuring courts, a running track, a gym as well as restaurants, coffee shops, a children's nursery and play area, high speed internet and parking garages.