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Al Marasem Development launches innovative real estate "Partners not Only Clients" investment plan

Driven by its integration-based growth strategy, Al Marasem 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 Fifth Settlement in 2017, 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.

Al Marasem considers luxurious residential compound offering first-rate services as 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 Al Marasem's 'Partnership' plan successfully overcomes this challenge with lower capital requirements.

Investors cover the partnership cost via paying 50% of the unit value, while Al Marasem for Assets Management owns the remaining 50%. Al Marasem'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 Al Marasem for Assets Management, investors thus become stakeholders in a high-return project valued at over EGP 1.4bn.

Benefits of Al Marasem Development's investment plan include:

Payment of 50% of the unit's value over a 4-year period, relieving the financial burden on investors.

Investing in an exclusive asset, located within the premises of the 'Golden Square' in New Cairo close to residential, business, and commer-

cial clusters, guaranteeing a high rate of return.

Opening up the doors to investing in megaprojects for investors with limited liquidity and investment experience.

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

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

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

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

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

Al Marasem Development said its 'Partnership' plan is aimed at rejuvenating the Egyptian real estate market and addressing the rise in supply versus demand fuelled by the large volume of developer-led projects using lucrative pricing and extended payment plans to appeal to clients. This, however, entails the risk of developers not meeting delivery timelines, as well as sub-par quality products.

For investors, Al Marasem 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.