



**ALMARASEM**

**COMPANY PROFILE**



# ALMARASEM

## COMPANY OVERVIEW

ESTABLISHED



1997

EMPLOYEES



3,700

TURNOVER (2020)



7.9 Bil.  
EGP

PLANNED  
TURNOVER (2021)



9.5 Bil.  
EGP

CERTIFICATES



## AL MARASEM GROUP OF COMPANIES





# OUR MISSION

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Al Marasem is committed to provide a variety of services through its group of companies in a professional manner while exceeding the expectations of its valued clients by developing new value-added services. A Safe workplace remains our first priority while providing an environment of challenge, opportunity and growth for all employees through teamwork and planning.

AL MARASEM is dedicated to a planned, managed growth while delivering the highest level of service to every client through constantly seeking ways to improve our efficiency and productivity. We make good decisions based on long-term goals rather than short-term gain and ensure thorough satisfaction of our clients, as we closely monitor the execution and performance of our enterprises in compliance to the International Standards and State of Arts.



# ALMARASEM

## CONTRACTING



**AIRPORTS**

**6 PROJECTS**



**RESIDENTIAL**

**9 PROJECTS**



**EDUCATIONAL**

**1 PROJECT**



**MEDICAL**

**4 PROJECTS**



**COMMERCIAL**

**4 PROJECTS**



**HOTELS**

**6 PROJECTS**



**RECREATIONAL**

**5 PROJECTS**



**TRANSPORTATION**

**1 PROJECT**



CAIRO INTERNATIONAL AIRPORT (TERMINAL 1)



SHARM AL-SHEIKH INTERNATIONAL AIRPORT



HURGHADA INTERNATIONAL AIRPORT



AUTOMATED PEOPLE MOVER (APM)



## MAJOR COMPLETED PROJECTS

### NATIONAL COMPANY WITH INTERNATIONAL STANDARDS

Ever since its inception in 1997, Al Marasem has firmly positioned itself at the forefront of the Egyptian construction sector by targeting strategic mega projects that have contributed to the overall growth of the local market.

Al Marasem boasts a diverse portfolio of outstanding projects in various construction business lines executed for both the public and private sectors which lead to being recognized by the Egyptian Federation for Construction and Building Contractors as a **FIRST-CLASS GENERAL CONTRACTOR**.



AL REHAB RESIDENTIAL COMPOUND



ALLEGRIA RESIDENTIAL COMPOUND



BLANCA (MARASSI RESORT)

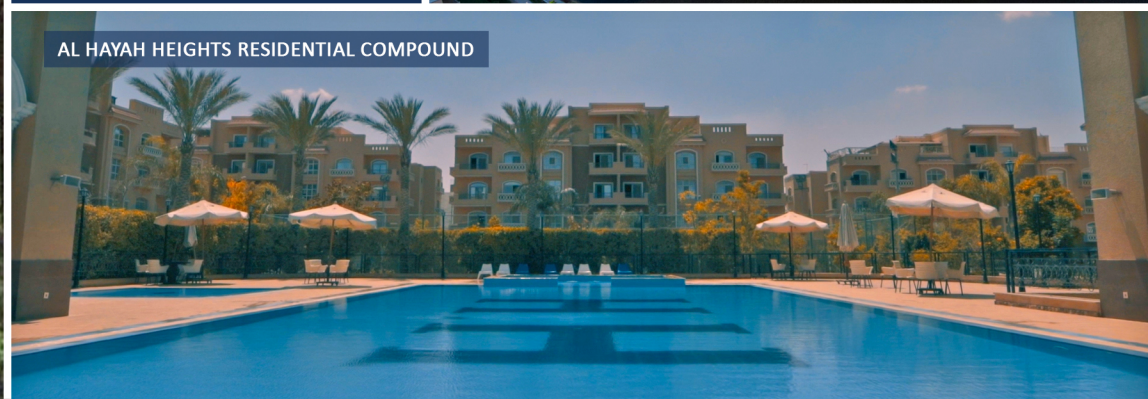


MIVIDA RESIDENTIAL COMPOUND



## MAJOR COMPLETED PROJECTS

AL HAYAH HEIGHTS RESIDENTIAL COMPOUND





Suez Medical Complex Project



R5 Residential Compound – New Capital



New Capital Central Park – Green River



Magdy Yacoub Heart Foundation



## MAJOR RUNNING PROJECTS

New National Cancer Institute 500 500 Hospital - Zayed City







# ALMARASEM

REAL ESTATE DEVELOPMENT

BUILDING FOR  
OTHERS  
**NOW FOR YOU**





In 2017, Al Marasem stepped in Egypt's real estate sector with the launch of its mixed-use compound "Fifth Square " and cemented its brand amongst the best developers in the local market. We pride ourselves on Al Marasem's ability to successfully implement its first project as a developer in record time, while adhering to the highest quality standards and fully meeting the expectations of its clients. .







# ALMARASEM

## CONSTRUCTION INDUSTRIES





METAL WORKS FACTORY



READY-MIX CONCRETE FACTORY



ALUMINUM FACTORY



PRE-CAST FACTORY



WOOD WORKS FACTORY



CEMENTITIOUS FACTORY







**ALMARASEM**  
**TRADING**

In 2015, Al Marasem Trading was incepted to serve the construction arm by supplying most of the construction materials in demand.

# ALMARASEM TRADING PARTNERS

## Walls & Floors



## Steel



## Electric Equipment & Wiring devices



## Doors & Hardware



## Cement



## Kitchens







# ALMARASEM

## ASSETS MANAGEMENT

Al Marasem assets was established in 2020 to enable operating and managing the recently developed projects amounted to 9 Billion EGP and signified in:

Hotels and hotel apartments:

- Lake Residence in “Fifth Square” comprises 131 hotel rooms in addition to 317 hotel apartments (New Cairo: operation starts end of 2023).
- Marina Resort comprises 80 hotel rooms in addition to 104 hotel apartments (North Coast: operation starts 2022).
- Amira Resort comprises 250 hotel rooms (Ras Sidr-Red Sea: operated).

Retail:

“The Mall” in “Fifth Square” is an additional asset comprises around 320 retail units (New Cairo: operation starts end of 2023)





## (HOTELS & HOTEL APARTMENTS)





A photograph of a family celebrating outdoors. A man in a plaid shirt and a straw hat with sunglasses is crouching down, looking at a young girl. A woman in a pink hat is laughing and holding the girl. There are pink and yellow balloons in the background, and shopping bags are visible in the foreground. The scene is bright and festive, suggesting a shopping or family event.

## RETAIL (THE MALL)

Al Marasem invaded the retail business by investing in its latest project "The Mall"

The mall is planned to be one of the largest malls in New Cairo with a diversified mix of activities varying between Fashion, electronics, houseware, a large food court, restaurants and cafes, a Hyper market, a variety of services along with over a 6,500 sqm dedicated for leisure and entertainment comprising of a large kids area and a cinema complex hence serving all family members. In addition to the above, it also comprises a bank complex with its private parking spaces to facilitate clients' access





# OVER 320+ STORES



**72,000**  
SQM

OF MALL  
GROSS LEASABLE AREA

**600**  
M

ELEVATION LENGTH  
FACING NORTH 90 STREET

**6000**  
SQM

HYPERMARKET



**10** SCREENS  
CINEMA  
**5,000**  
SQM

**3,000**  
PARKING  
SPACES  


# PHENOMENAL CATCHMENT AREA

**THE MALL** strategic location is easily accessible from all Cairo's main roads and vital highways, and is only 5 minutes away from **THE AMERICAN UNIVERSITY** in Cairo, 10 minutes from **HELIOPOLIS**, 20 minutes from **CAIRO FESTIVAL CITY** and 27 minutes from **CAIRO INTERNATIONAL AIRPORT**

## NEW CAIRO'S POPULATION

CURRENT

IN 2025



2.2

MILLION PEOPLE

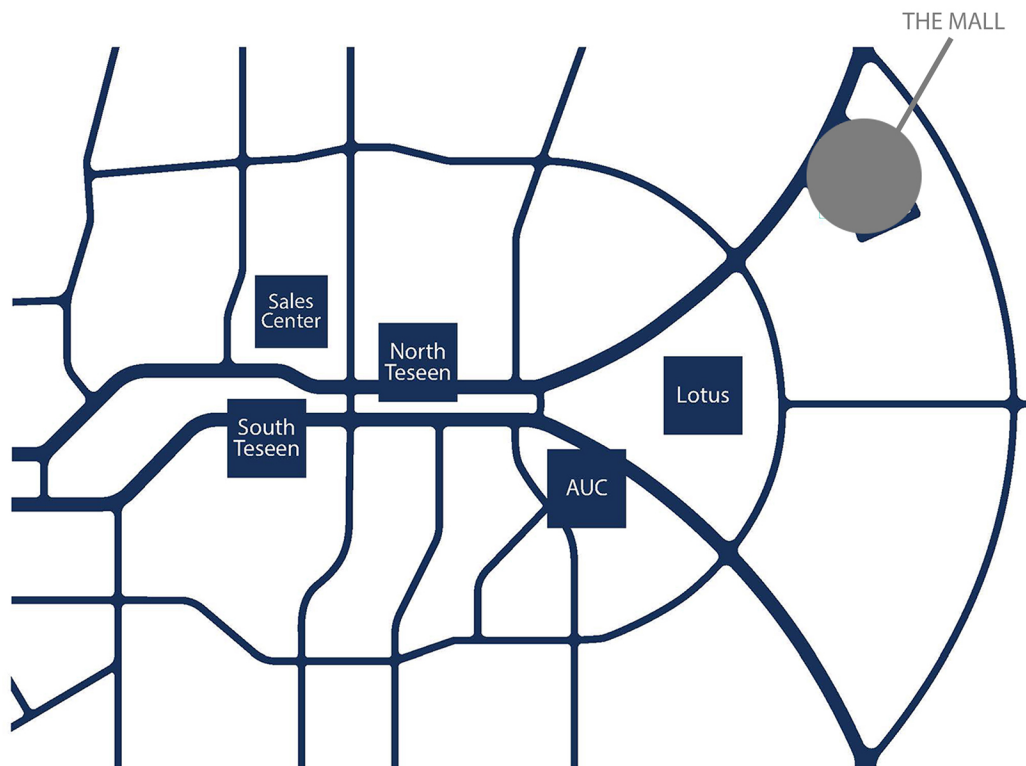


4.4

MILLION PEOPLE



EXPETED POPULATION GROWTH  
BY 2025 OVER 100% ACCORDING TO NUCA





## RETAIL

THE MALL OFFERS EVERYTHING A  
SUCCESSFUL RETAILER NEEDS,  
THIS INCLUDES FLEXIBLE UNITS, MULTIPLE  
LEVELS, DOUBLE HEIGHT FACADES,  
NATURAL DAYLIGHT AND MODERN  
DESIGNS

### 108 FASHION STORES

**31 JEWELRY & GOLD  
SILVERWARE & ACCESSORIES  
WATCHES STORES**

### 16 FURNITURE HOME APPLIANCES STORES

**11 ELECTRONICS & MOBILES  
TELECOM STORES**

### DEPARTMENT STORES







## ALMARASEM

### RETAIL & AGENCIES



A new member that is planned to be originated in 2021 to reach optimum operation of Al Marasem's new retail asset : "The mall" and to guarantee its sustainable business success through targeting & acquiring premium franchising accounts and international brands in multi-functional activities such as : fashion, Food & beverage, entertainment, electronics, sportswear, foot wear, bags etc.... the acquired franchises will not be limited to Al Marasem retail properties but will also target entities in the newly developed destinations in New Cairo, New Capital and Sheikh Zayed.

This new member's first mission will be to attain an exceptional standard for the retail property it will collaborate with. It will also target to be a successful player the same as all other members of Al Marasem's group of companies





# ALMARASEM

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