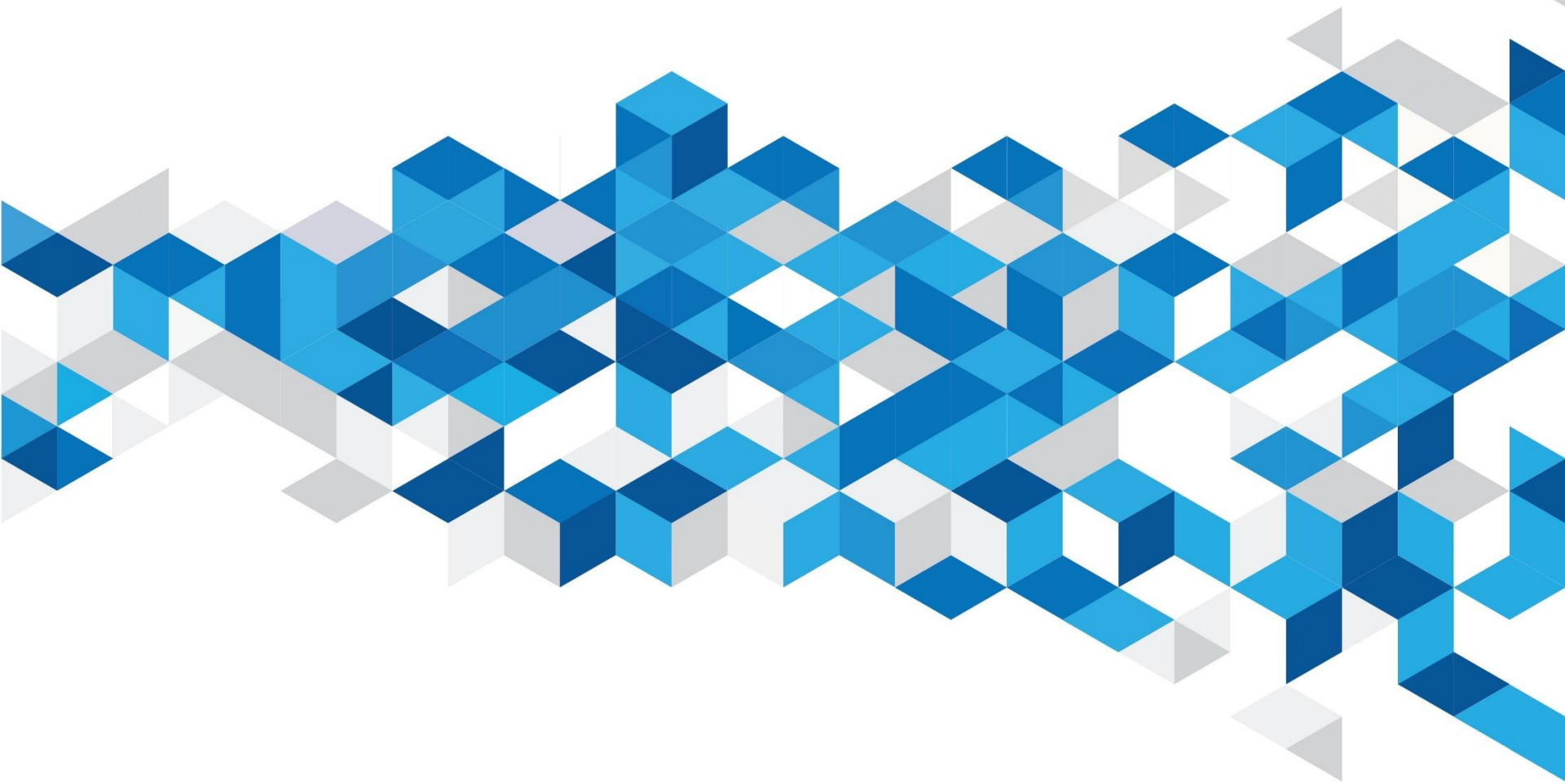




INVESTOR PRESENTATION | April 2020





01

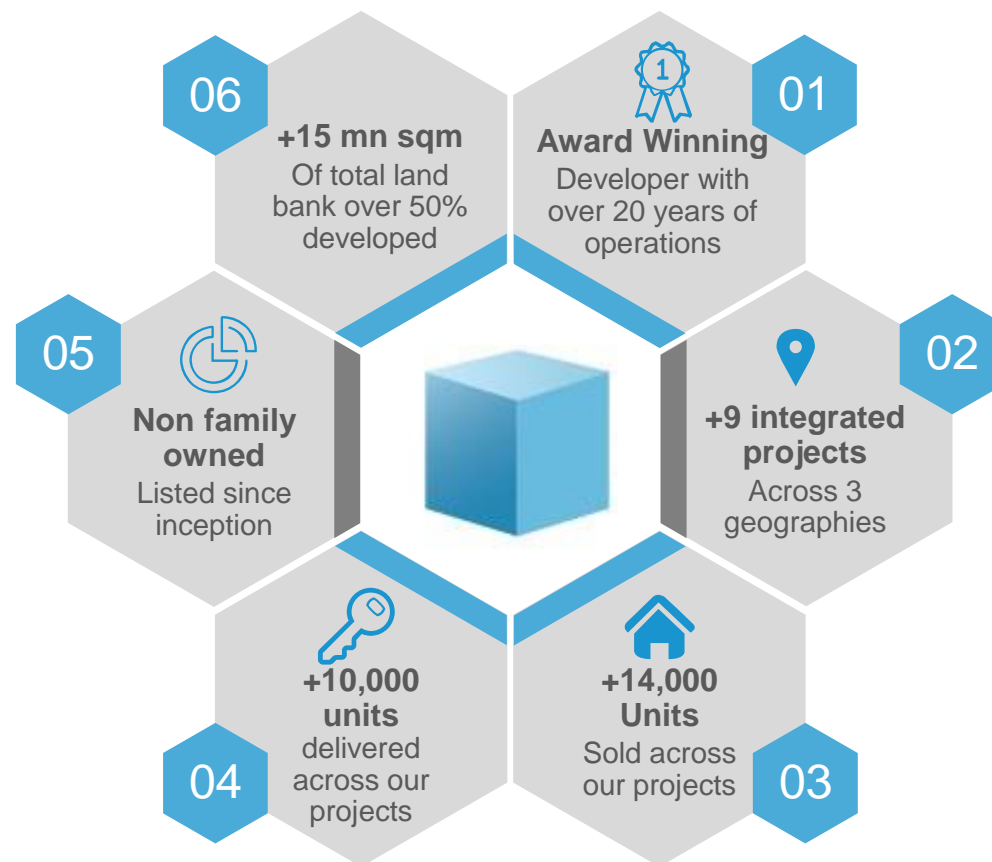
**SODIC**

On the forefront of the  
property market

**“With over 20 years of experience SODIC is one of the  
leading real estate developers in Egypt”**

# SODIC AT A GLANCE

A leading real estate developer





## FIVE COMPELLING REASONS TO INVEST IN SODIC

### 01 EARNINGS VISIBILITY

Our sales backlog provides visibility in to our future revenues, while our receivables provide strong cash flow visibility, and our landbank provides 9 to 10 years of sales visibility in all our markets

### 02 DIVERSIFIED LAND BANK

The diversity and quality of our land bank of 6.4 million meters secures 9 to 10 years of sales in all our markets while providing the company with resilience to respond to interruptions to any specific market or project

### 03 RECURRING INCOME

Our portfolio of prime assets in our mature developments retained to generate future recurring income. With a market value of over EGP 11 bn, our portfolio has the potential to deliver some EGP 600 million of recurring income by 2023

### 04 DISCIPLINE

A non-family-owned business, SODIC has been prudently run by management for over 20 years since its inception. Our strong governance framework and our disciplined approach to managing the business has yielded positive returns for our stakeholders and allowed the company to deliver ahead of schedule 91% of the time.

### 05 DIVIDEND YIELD

Supported by our liquid balance sheet, solid financial performance, and strong cash flows, SODIC distributed cash dividends for 2018 and 2019, bearing testament to our commitment to having a sustainable distribution to our shareholders



# OVER 20 YEARS OF SUCCESS

SODIC has thrived throughout the cycles

## Repositioning & Growth



FORTY WEST



**2006**

SODIC welcomes a new management team

**2007**, launches Allegria transforming the company's brand identity into a luxury developer.

**2008**

SODIC diversifies its land bank and acquires 1 million sqm in East Cairo.

**2009**

Venturing into the commercial segment with The Polygon and The Strip developments and luxury mixed use development Forty West.



## Solid Foundations

**1996**

SODIC established as a publicly traded company with more than 6,000 shareholders.

The company purchases its first 10 million sqm plot of land in Sheikh Zayed as part of its founders' vision of developing a residential community on the Western outskirts of Cairo.

**1997**

SODIC launches its Beverly Hills development on a 1.7 million sqm plot of land, which today is home to over 2,900 families



## Flourishing in an improved environment



**2014**

Concluded land disputes and was the first developer to acquire a sizeable land plot after the 2011 revolution, buying a 301-acre plot in New Cairo and launches Villette.



**2015**

SODIC enters the North Coast launches Caesar.



**2016**

Concludes deal with Heli on SODIC EAST  
SODIC launches Westown Medical Centre — SODIC's first medical development

## Thriving despite challenges

**2011**

First developer to launch a project after the revolution with its Westown Residences, which sold out within 48 hours.



**2012**

SODIC launches Westown Hub, its first leasable asset in SODIC West



**2013**

Launch of its Eastown Residences development, a project that has reeled in phenomenal success in terms of sales and price appreciation.





## Another cycle of growth begins

### 2017

With the devaluation behind us 2017 lays the ground for another growth cycle. SODIC East's landmark first launch of EGP 1.7 billion was sold out.

Issuance of presidential decree rezoning Al Yosr to residential land bringing the plot one step closer to monetization.



### 2018

SODIC signs revenue share deal on 300 acres in North Coast, launches Malaaz.

SODIC awarded 500 acre plot in West Cairo in partnership deal with NUCA.

SODIC launches EDNC

M A L A A Z



### 2019

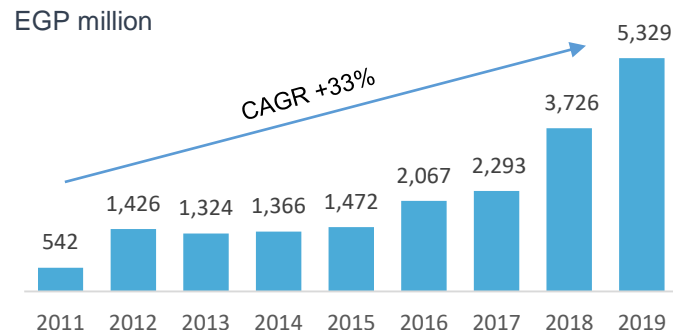
SODIC launches Allegría Residences

The Estates launched on Al Yosr Land

# GROWTH REFLECTED ACROSS BUSINESS KPIs

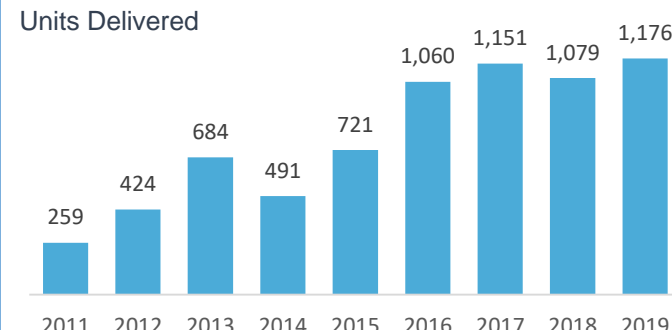
## Strong growth in revenues

EGP million



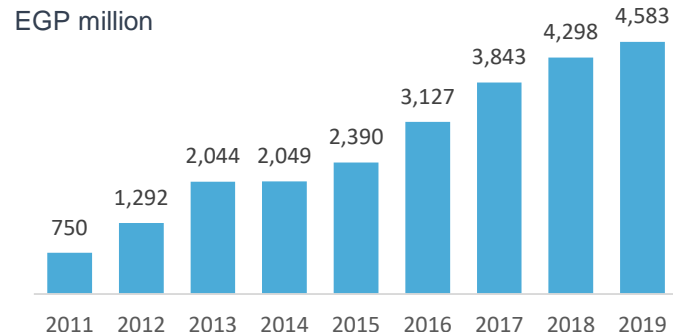
## Continuing to deliver on schedule

Units Delivered



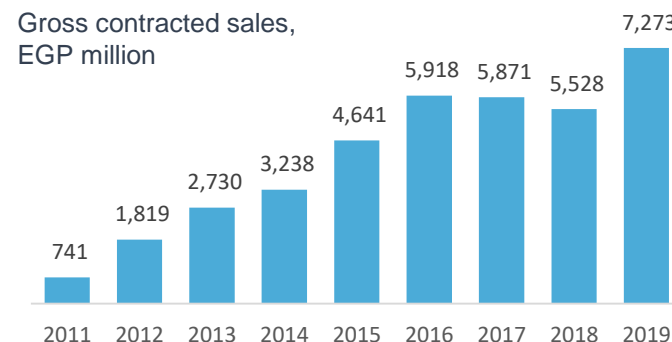
## Healthy collections with low delinquency

EGP million



## Solid growth in annual sales

Gross contracted sales,  
EGP million





# With a Unique Value Proposition

SODIC's established brand, performance record and healthy financial position provide the perfect backdrop for sustainable growth

1

## BRAND EQUITY

Strong demand for SODIC products, allows us to pricing at a premium to the market. In addition to access to land partnership deals through our strong brand and ability to monetize land.

2

## TRACK RECORD

Full cycle experience:  
Successful navigation through the downturn demonstrated by over 20 successfully launched developments

3

## SOLID FINANCIAL POSITION

Strong operational performance & resilient financial results

4

## NON FAMILY OWNED

Institution with strong corporate governance



- Olayan 14%
- Abanumay 10%
- Ripplewood 9%
- RIMCO 7%
- Ekuity 5%
- Others 55%



## LIQUIDITY SUPPORTING GROWTH

For execution of existing projects and new expansions





## TRENDS SUPPORTING GROWTH

### Demographics

01

#### Real demand backed by demographics

- At over 100mn the population is the largest in the region
- Young population 70% under 35
- 936,000 marriages a year
- 2% population growth
- Housing gap of 3 million units
- SODIC estimates that its addressable upper middle income market accounts for 10%-15% of the population

### Consumer preference

02

#### Favoring gated communities in new cities

- Quality of life and a secure gated community is driving tenants from the densely populated city center
- East & West Cairo are autonomous satellite cities offering their residents all the amenities needed
- With most of the organized office space as well as new school and university campuses located in these new cities, these suburbs have become the destination of choice for most new home buyers
- With most developers offering payment plans and in the absence of the mortgage market, off plan purchases appeal to most buyers

### Investment Demand

03

#### Healthy and predominantly non-speculative

- Demand continues post devaluation and despite high interest rates
- Investment in real estate as an inflation hedge is a long term trend and deeply rooted in our culture
- A familiar and tangible investment
- Cultural norms: Parents often buying property for second generation tenants
- With rental yields at 5-7% and historical property appreciation on SODIC developments estimated at 20-30% annually, real estate has historically delivered attractive returns

### Policy

04

#### Government is playing a pivotal role in catalyzing growth

- Interest rate cuts
- Mandate to expand national footprint from 7-15% by 2050 with through availing land in New Urban Communities
- Significant infrastructure investments including road, electricity plants and airports that are catalyzing growth



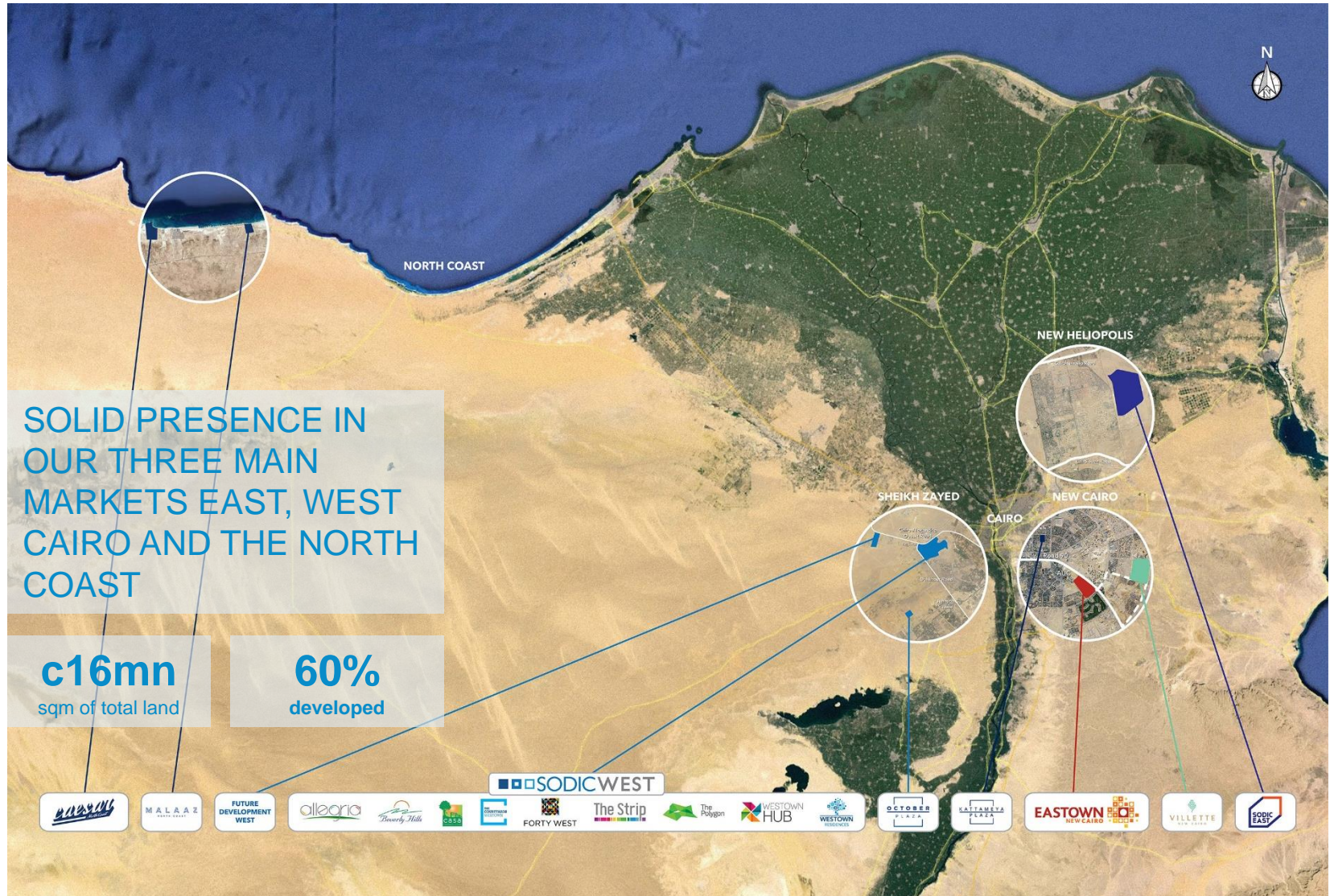
A photograph of a modern, multi-story apartment building with white facades and balconies featuring glass railings. The building is set against a clear blue sky. The image is used as a background for the slide.

# 02

## OUR LAND BANK & Projects

**“Our well diversified land bank reflects our risk balanced approach for growth and provides 10 years of sales visibility across our key markets”**

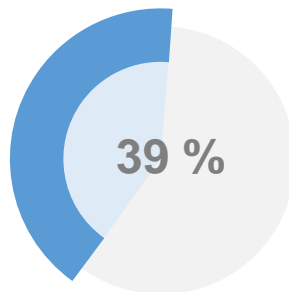




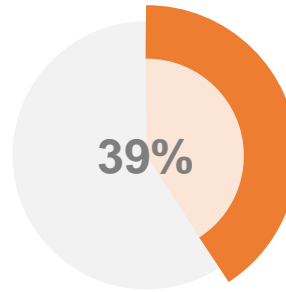


## c16 MILLION SQM LAND BANK<sup>1</sup> +6 MILLION SQM UNLAUNCHED

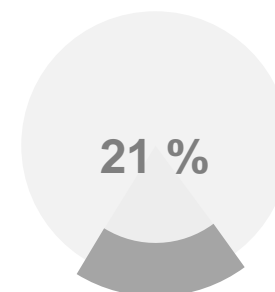
Diversified across our main markets



East Cairo  
SODIC East, Villette & Eastown



West Cairo  
Al Yosr, October Plaza & SODIC West, 500 acres



North Coast  
Malaaz

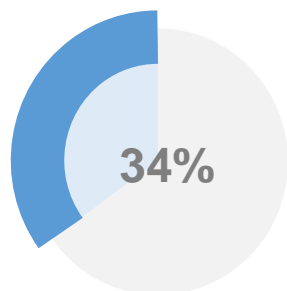
## PROVIDING INVENTORY TO COVER SOME 9-10 YEARS OF SALES IN ALL OUR MAIN MARKETS

<sup>1</sup>Owned and controlled land available for development



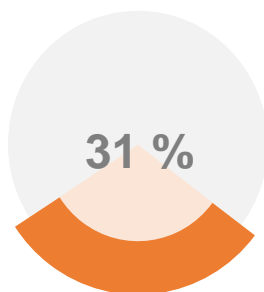
## +6 MILLION SQM LAND BANK<sup>1</sup>

Spread across our main future developments



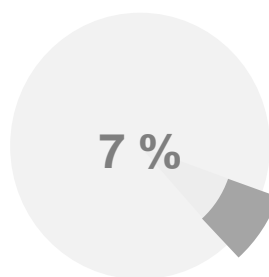
### SODIC EAST

A 655 acre co-development with Heliopolis housing. This plot is strategically located in New Heliopolis off Cairo Suez Road. Master planed by SASAKI



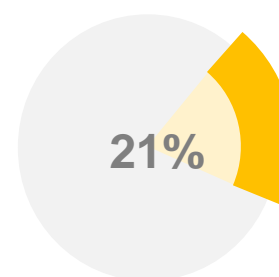
### 500 acres

Co-development agreement in West Cairo with NUCA



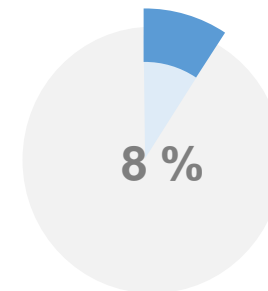
### Al Yosr

Successfully finalized the rezoning process with the master plan approved and ready for launch in 2H19



### Malaaz

Co-development agreement on the Mediterranean north coast signed in March 2018. Located 8 km East of Caesar.



### Remaining Land

Continuing to monetize new phases of launched projects in East & West Cairo including SODIC West, Vilette, Eastown & October Plaza

<sup>1</sup>Owned and controlled land available for development







2018



# A VIBRANT COMMUNITY TODAY



Beverly Hills



Allegria



Polygon



The Hub

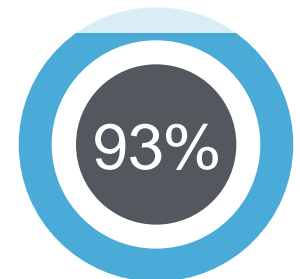
## KEY FACTS & FIGURES

**1,500 acre**  
Of gross land

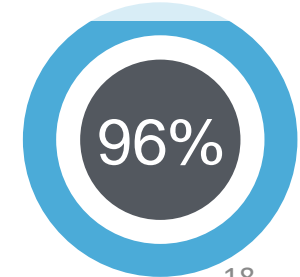
**+7,400**  
Units

**+6,300**  
Units delivered

## Launched BUA



**Sold\***



18

\*% of launched BUA as of 31<sup>st</sup> of December 2019 excluding Beverly Hills



# WITH A COMPLETE OFFERING

---







2017



2018

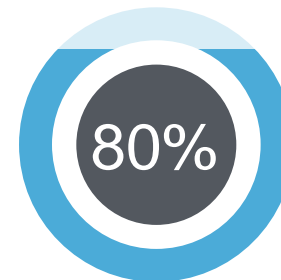
## KEY FACTS & FIGURES

**31 acre**  
Of gross land

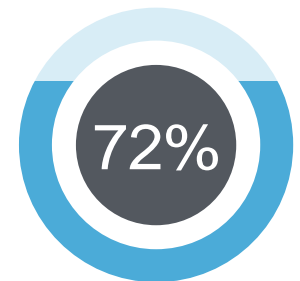
**c600**  
Units

**2020**  
Delivery starting

**Launched Area**



**Sold\***



\*% of launched as of 31<sup>st</sup> of December 2019



# Two new projects in West Cairo

About  
SODIC

Our  
Land  
Bank &  
Projects

Our  
Strategy

Perform  
ance  
Review

Additional  
information

## KEY HIGHLIGHTS

**EGP 7bn**

Of potential sales

**c60%**

Projected gross margins

**c500**

units

**150 acre**

Of gross land

### AL YOSR: Launching “The Estates”

- Located only 5 mins away from SODIC West, our flagship development in West Cairo, Al Yosr is a 150 acre plot that has been rezoned from agricultural land to residential.
- The project was launched during the last week of September 2019 with circa EGP 1 billion of presales recorded



THE ESTATES

NEW ZAYED

# Two new projects in West Cairo

About  
SODIC

Our  
Land  
Bank &  
Projects

Our  
Strategy

Perform  
ance  
Review

Additional  
information

# VYE



## 500 acres: Launching “VYE”

- In March 2019, SODIC signed the partnership agreement with the New Urban Communities Authority (NUCA) for a 500 acre plot in The Sheikh Zayed Extension area
- The plot is expected to comprise some 5,000 units generating an estimated total sales of circa EGP 35 billion over a period of ten years
- VYE, the first of three planned neighborhoods on the plot, was launched in December 2019, recording EGP 1 billion in presales

## KEY HIGHLIGHTS

**c. EGP 35 bn**

Of potential sales

**15%**

Share of revenue for NUCA

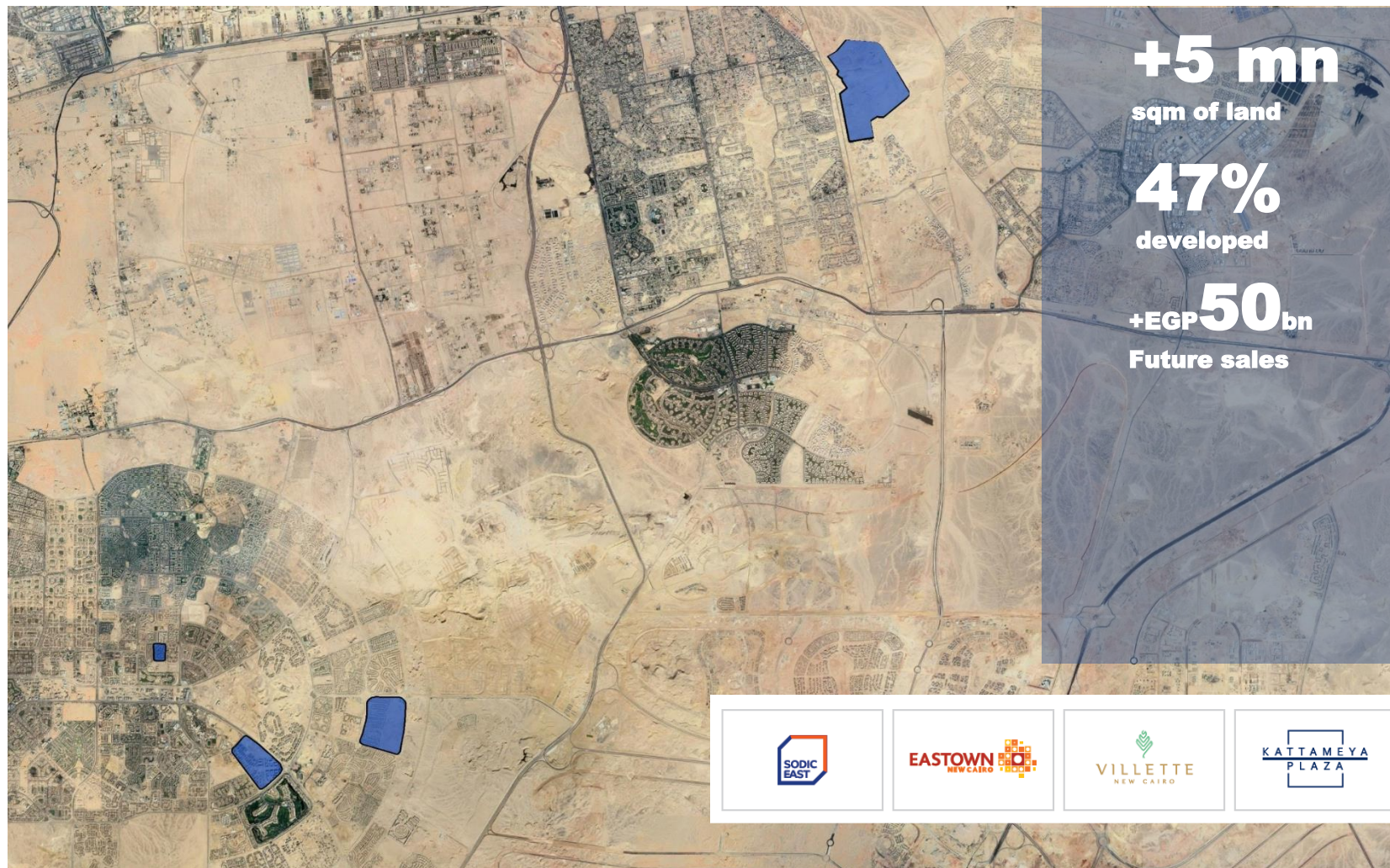
**10 years**

Sales horizon

**EGP 8.5bn**

Fixed payment on the land









# OUR LATEST DESTINATION IN EAST CAIRO

## KEY FACTS & FIGURES

**2,758k sqm**

Of gross land

**+8,000**

Units

**2021**

Delivery starting

Launched BUA

12%

Sold\*

61%

\*% of launched as of 31<sup>st</sup> of December 2019





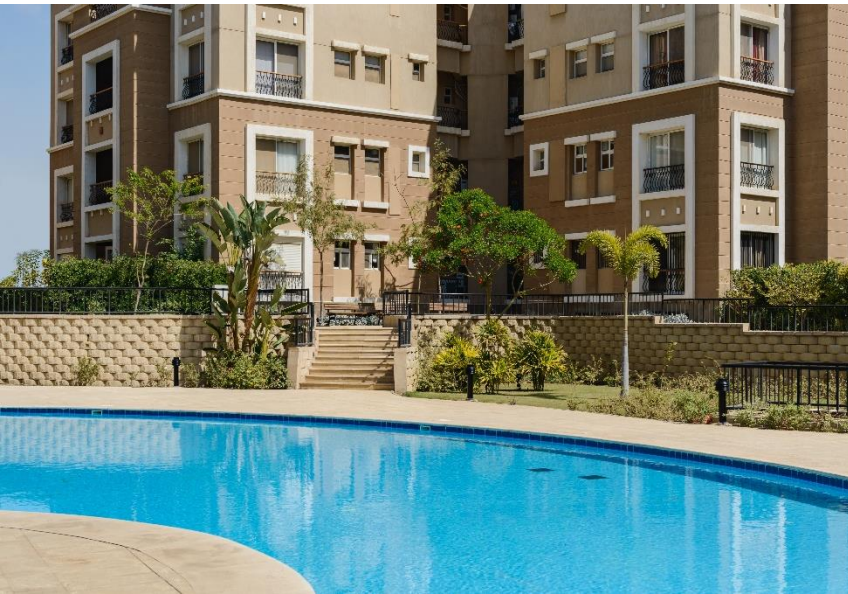


## KEY FACTS & FIGURES

**30k sqm**  
Of gross land

**+400**  
Units

**78%**  
Occupancy







# LUXURY LIVING IN NEW CAIRO

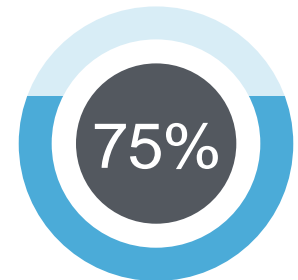
## KEY FACTS & FIGURES

**1,260K sqm**  
Of gross land

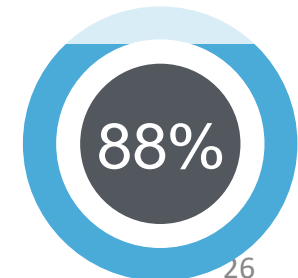
**c.2,200**  
Residential units

**2018**  
Delivery started

**Launched BUA**



**Sold\***



26

\*% of launched as of 31<sup>st</sup> of December 2019



# PRIME LOCATION ON ROAD 90

In the heart of New Cairo, adjacent to the AUC

Launched  
residential BUA

**850k sqm**

Of gross land

**+2,800**

Residential Units

**+85K sqm**

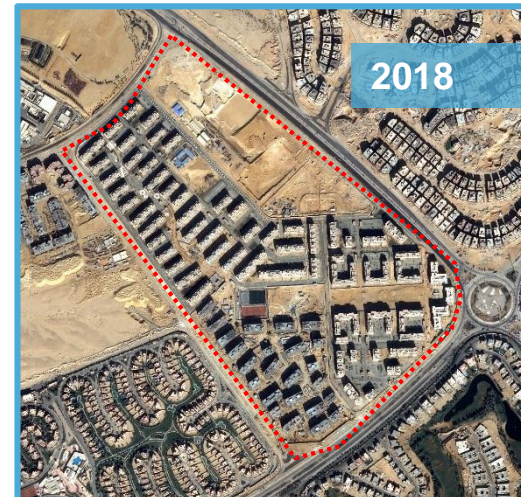
Of commercial/ retail space

100%

Sold\*

97%

\*% of launched as of 31<sup>st</sup> of December 2019









# SODIC's FIRST COASTAL DEVELOPMENT



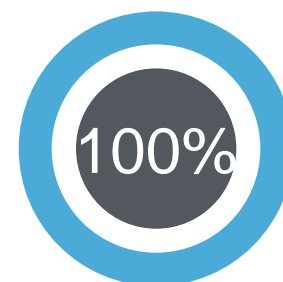
## KEY FACTS & FIGURES

**440K sqm**  
Of gross land

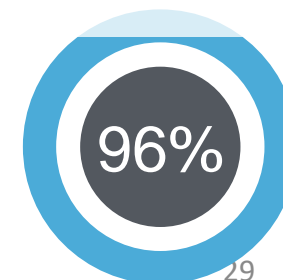
**350**  
Residential units

**2018**  
Delivery started

Launched BUA

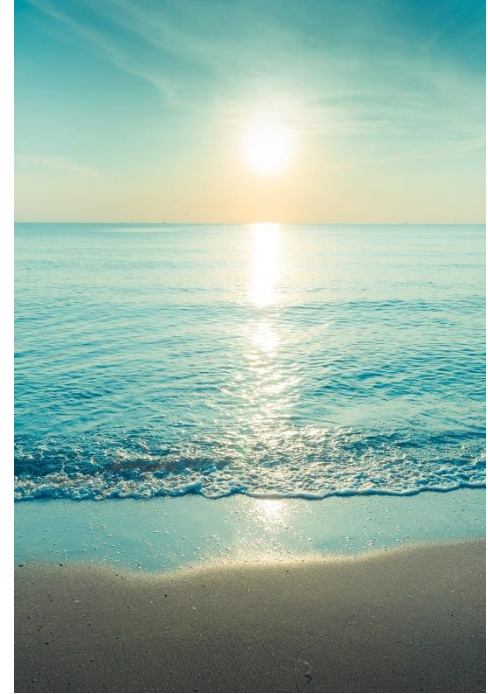


Sold\*



29

\*% of launched as of 30th of December 2019



# REPLENISHING OUR LAND BANK ON THE NORTH COAST

In March 2018 SODIC signed two revenue share agreements for two privately owned adjacent plots with a total land area of 1.5 million square metres on the Mediterranean North Coast of Egypt. The plots are located on kilometre 94 of Alexandria – Marsa Matrouh road. The 1.5 million square metre plot is expected to generate total sales of over EGP 19 billion over a period of seven years and comes in line with SODIC's growth strategy and expansion plans in second home markets.

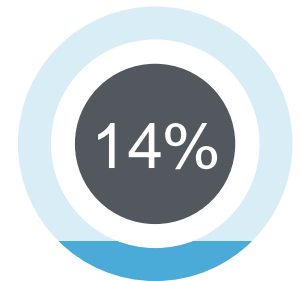
## KEY FACTS & FIGURES

**1,550K sqm**  
Of gross land

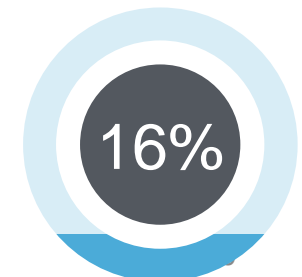
**c.2,200**  
Residential units

**3Q18**  
First launch

Launched BUA



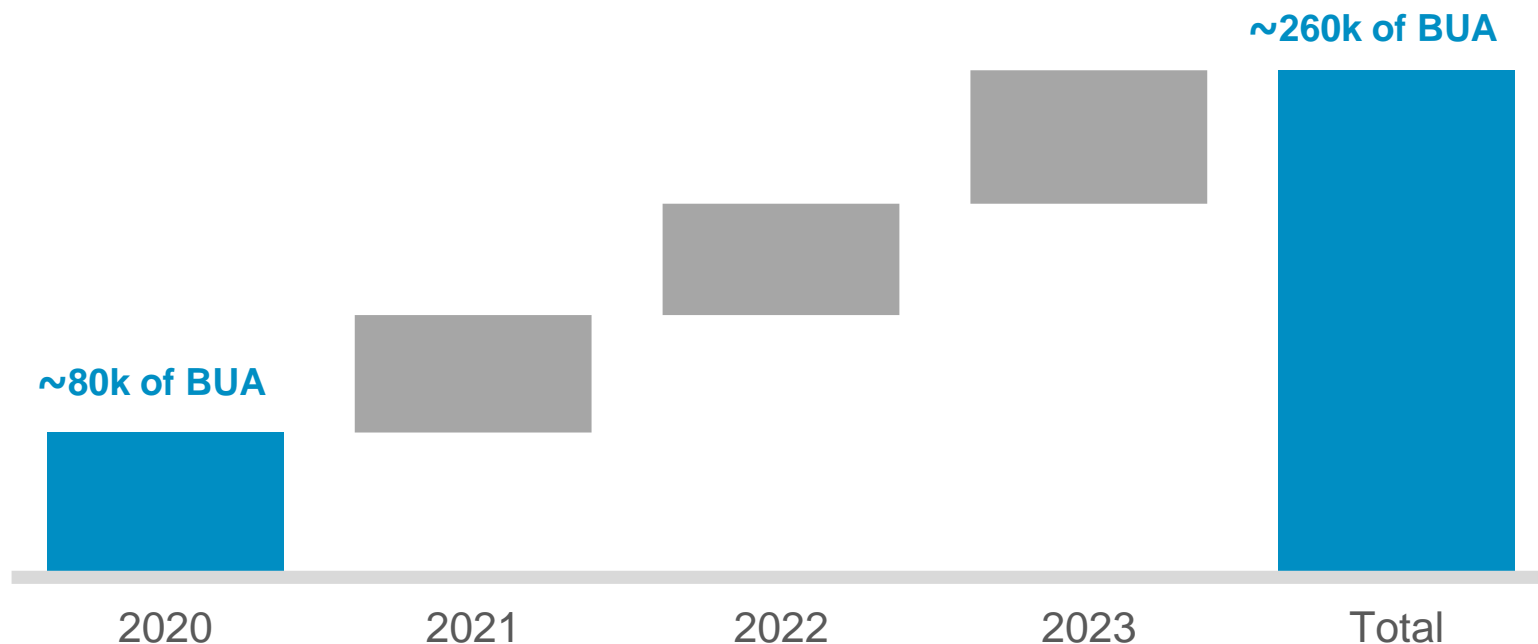
Sold\*



\*% of launched as of 31<sup>st</sup> of December 2019



## EXISTING BUILDINGS AND SHORT TERM DELIVERY PIPELINE WORTH OVER EGP 11 BILLION



**With potential to deliver c EGP 600 Million of recurring income in 2023**





# Building Up Recurring Income

About  
SODIC

Our  
Land  
Bank &  
Projects

Our  
Strategy

Perform  
ance  
Review

Additional  
information

## KEY PROPERTIES: WEST CAIRO EXISTING ASSETS WORTH EGP 3.7 billion



**Polygon**  
Office  
9,400 sqm



**Forty West**  
Hospitality & Mix-Use  
21,000 sqm



**WMC**  
Medical  
8,000 sqm



**The Portal**  
Offices  
15,000 sqm



**The Strip**  
Retail  
15,000 sqm



**The HUB**  
Retail  
8,000 sqm



## KEY PROPERTIES: EAST CAIRO EDNC PROVIDING 49,000 SQM LEASABLE BUA BY 2022

### KEY FACTS & FIGURES

**90k sqm**

Total BUA

**147k sqm**

Gross land area

**49k sqm**

Leasable BUA

**EGP 3.9 billion**

Market value of leasable  
inventory



# EDARA DRIVING VALUE IN OUR DEVELOPMENTS

---

EDARA Property Management is a wholly owned subsidiary of SODIC created to manage large-scale developments. Launched in 2010, the company takes advantage of the skills and expertise of its over 1,450 highly capable employees that have advanced EDARA to one of the leading firms in the field of property management in Egypt.

EDARA Property Management has been awarded and accredited with the ISO 9001:2008 Quality Standards, ISO 18001:277 Occupational Health and Safety System, and ISO 14001:2004 Environmental Management System.



URS is a member of Register of Standards in Egypt (RSRE).

URS is a member of Register of Standards in Egypt (RSRE).

URS is a member of Register of Standards in Egypt (RSRE).



## A DISTINGUISHED DEVELOPER





# 03

## OUR STRATEGY GROWTH

**“Our strategy is to grow and create long-term value by being the leading real estate developer in our markets, focused on creating and delivering sustainable human developments that redefine the real estate market as we know it.”**



# GROWING IN NEW MARKETS

While excelling in our core markets today

### Execute existing pipeline

- Develop of c7 mn sqm of land with over EGP 130 bn worth of future inventory

### Expand land bank

- **Locations of interest include:**
  - East Cairo
  - Second homes on coastal cities
  - Secondary cities

### Build up recurring income

- Gradual build up of our recurring income portfolio, targeting EGP 600 million of revenues
- Leverage our existing property and facility management company EDARA and further develop its expertise



# 04

## PERFORMANCE OVERVIEW

**“Through our prudent management and our strong appetite for expansion, SODIC has been able to deliver profitable growth”**



## 43% AVERAGE PROJECT MARGINS

Project (EGP Mn)	Sellable Inventory Profitability <sup>1</sup>		Percentage Sold (Value)	
	Total Launched Inventory	Development Cost <sup>2</sup>	Sold Inventory	Projects' GPM <sup>3</sup>
Allegria	4,453	3,070	4,424	31%
Kattameya Plaza	655	444	655	32%
Forty West	1,024	803	908	22%
WTR	2,248	1,254	2,243	44%
Polygon	1,537	939	1,303	39%
The Strip	353	202	353	43%
One16	520	241	454	54%
The Portal	507	214	461	58%
SIX WEST	202	84	117	58%
October Plaza	1,629	942	1,150	42%
ETR	6,999	4,045	6,710	42%
The Courtyards	1,708	886	1,703	48%
Villette + Sky Condos	9,973	5,580	8,406	44%
Caesar	1,770	1,068	1,676	40%
SODIC East	2,991	1,899	1,759	37%
EDNC	1,882	750	1,585	60%
Malaaz	1,468	576	182	61%
Allegria Residences	1,120	523	791	53%
The Estates	1,927	888	863	54%
<b>Total</b>	<b>42,965</b>	<b>24,409</b>	<b>35,744</b>	<b>43%</b>

<sup>1</sup> All figures in EGP unless otherwise stated

<sup>2</sup> Excludes the investment cost of leasable assets

<sup>3</sup> Expected gross profit margin, excluding NPV adjustments and estimated based on projects budget and reflects the estimated profitability for the entire launched project (delivered and undelivered units) GPM illustration here excludes capitalized interest expense

SODIC East sales presented net of 30% revenue share of Heliopolis Housing

Malaaz sales presented net of 28% revenue share of the land owner

VYE sales presented net of 15% revenue share of NUCA



## DELIVERING +1,100 UNITS IN 2020

Project	Delivery				Execution	
	Number of Launched Units	Delivered Units	Percent Delivered	Delivery Start Date	Development Cost <sup>2</sup>	Percent Completion <sup>3</sup>
Allegria	1,249	1,242	99%	2010	3,070	100%
Kattameya Plaza	488	472	97%	2013	444	100%
Forty West	221	180	81%	2012	803	98%
WT Residences	1,391	1384	99%	2013	1,254	100%
The Polygon	311	300	96%	2013	939	98%
The Strip	84	65	77%	2012	202	100%
WT Hub	48	0	0%	2014	96	100%
ET Residences	2,839	1926	68%	2016	4,045	81%
The Courtyards	776	691	89%	2017	886	95%
Villette + Sky Condos	1,724	524	30%	2018	5,580	60%
One16	125	-	-	2020	241	58%
The Portal	78	-	-	2021	214	75%
SIX WEST	44	-	-	2021	84	27%
October Plaza	207	-	-	2020	942	59%
CASA <sup>4</sup>	63	62	98%	2013	NA	100%
Caesar	352	242	69%	2018	1,068	88%
SODIC East	865	-	-	2020	3,181	11%
EDNC	202	-	-	2021	750	41%
Malaaz	276	-	-	2021	1,146	2%
Allegria Residences	147	-	-	2022	523	7%
The Estates	200	-	-	2023	888	1%
<b>Total</b>	<b>11,690</b>	<b>7,088</b>	<b>61%</b>		<b>26,357</b>	<b>NA</b>

**c.12,000 launched units under development (58% delivered) with an investment cost of EGP c27 billion**

<sup>1</sup> All figures as of 31<sup>st</sup> of December 2019. <sup>2</sup> Investment cost represents the expected construction and land costs. Figures are in EGP million.

<sup>3</sup> Percentage completion represents CAPEX paid.

<sup>4</sup> CASA is a jointly owned project (80% Palm Hills subsidiary & 20% SODIC). SODIC owns 63 apartments

## Summary Consolidated Income Statement

EGP in mn	2019	2018
Total revenue	5,329	3,726
Cost of goods sold	(3,864)	(2,500)
<b>Gross profit</b>	<b>1,466</b>	<b>1,226</b>
Gross profit margin	27%	33%
<b>Operating profit</b>	<b>702</b>	<b>336</b>
Operating profit margin	13%	9%
<b>Net profit before tax</b>	<b>930</b>	<b>738</b>
Taxes	(209)	(287)
Non controlling interest	(2)	(2)
<b>Net Profit After Tax and Minority Interest</b>	<b>719</b>	<b>449</b>
Net Profit Margin	13%	12%

## Selected Consolidated Balance Sheet Items

EGP in mn	2019	2018
<b>Assets</b>		
Total Assets	33,287	26,986
Work In Process	13,645	8,820
Long Term & Short Term Net Trade and Notes Receivable	13,123	11,722
Cash and cash equivalent	3,974	4,165
<b>Liabilities &amp; Shareholder Equity</b>		
Bank Credit Facilities & Long Term Loans	1,874	1,520
Advances from Customers	17,744	17,139
Total Equity	5,452	4,907



A photograph of a modern, multi-story building with a glass and concrete facade. The building has a series of balconies and a large courtyard in front of it. The courtyard is paved with light-colored tiles and features a row of palm trees and a rectangular planter bed with low-lying plants. The sky is blue with some clouds. The entire image has a light blue overlay.

**05**

**ADDITIONAL**  
INFORMATION



# Board of Directors

[About SODIC](#)[Our Land Bank & Projects](#)[Our Strategy](#)[Performance Review](#)[Additional information](#)

**Hani Sarie El Din**  
**Chairman (Non-Executive)**

Dr. Hani Sarie El Din is a prominent legal practitioner in Egypt and the Middle East with over 25 years of experience in corporate, banking, and capital market. In addition to his private professional career, Dr. Sarie El Din has served in executive and non-executive public positions including, Chairman of Capital Market Authority, Board Member of the Central Bank of Egypt, General Authority for Investment, and the first official US-Egyptian Fund to promote investment in Egypt. Dr. Sarie El Din holds a Ph.D. in International Business Law from Queen Mary and Westfield College, University of London.



**Magued Sherif**  
**Board Member (Executive)**

Magued Sherif is SODIC's Managing Director, appointed September 2015. Sherif enjoys almost 30 years of professional experience, including several leadership positions with prominent companies in the industry. Past positions include Egypt Country Head and Properties Chief Executive Officer at Majid Al Futtaim Properties Egypt as well as General Manager and Senior Vice President at Palm Hills Developments for a 10-year period starting from the company's inception. More recently Sherif was Chief Executive Officer and Managing Director at Hyde Park Properties for Development from 2012-14. Sherif was most recently the co-founder and managing director of The Venturers LLC in Orlando, Florida, as well as the co-founder of AA Investments LLC, Orlando. Earlier in his career Sherif worked as the Head of Privatization Unit at Arthur Anderson, in addition to spending 7 years at Bechtel Egypt and Bechtel Limited. He began his career as a Site Engineer with Orascom Construction Industries in 1986. Sherif holds a Bachelor's degree in Architecture from Cairo University, Egypt, in addition to an MBA from the AUC.



**Walid Abanumay**  
**Board Member (Non-Executive)**

Dr. Walid Sulaiman Abanumay has been the Managing Director of Al-Mareefa Al –Saudia Company since 1997. Prior to this, he served in the Treasury and Corporate Banking Departments of SAMBA Financial Group. Dr. Abanumay has been serving the Board of Directors of several listed companies, private equity and equity funds including, Jousour, Beltone Financial, UGIC, Mena Capital Fund and GB Auto. He also served in the Boards of SAFCO, Nasr City, Al-Inmaia, Al Raya Holdings and Al Masafi. Dr. Abanumay holds a B.Sc. degree in Computer Science from Southern Illinois University, a Master's degree in Management Information Systems from the University of Illinois and a Ph.D. in Business Administration majoring in Finance from Southern Illinois University.



**Sabah Barakat**  
**Board Member (Non-Executive)**

Sabah Taysir Barakat is the Vice President of Olayan Financing Company, based in Riyadh, and is responsible for overseeing a portfolio of wholly owned and joint venture companies in the fields of energy, construction, and real estate development. From 2003-2008, Barakat was Vice President of Bechtel Group. From 1998-2003, Barakat was the Regional Vice President of National Grid Plc. From 1986-1998, Sabah worked for the Costain Group Plc., a leading international contracting firm, specializing in infrastructure, energy, and building construction. Barakat graduated in 1986 with an Engineering degree from London University as a Chartered Engineer, and a member of the UK's Institute of Civil Engineers. Barakat holds an MBA in Engineering Management and is a member of the UK's Chartered Institute of Management.

**Timothy Collins**  
**Board Member (Non-Executive)**

Mr. Collins is the CEO and senior MD of Ripplewood Advisors LLC. Before founding Ripplewood, Mr. Collins worked for Cummins Engine Company, Lazard Frères & Company and Booz, Allen & Hamilton. Mr. Collins is the Chairman of AS Citadele banka and serves on the board of EFG. Mr. Collins has served on a number of other public and private company boards including Asbury Automotive, Shinsei Bank, Advanced Auto, Rental Services Corp., CIB, Gogo and Citigroup [after it accepted public funds]. He serves as the Senior Becton Fellow and Visiting Lecturer at Yale Law School and is the Chairman of the Yale School of Management Board of Advisors. Mr. Collins has a BA in Philosophy from DePauw University and a MBA in Public and Private Management from Yale University's School of Management.



# Board of Directors

[About SODIC](#)[Our Land Bank & Projects](#)[Our Strategy](#)[Performance Review](#)[Additional information](#)

## Elizabeth Critchley

### Board Member (Non-Executive)

Mrs. Critchley is a Partner of Ripplewood, and runs the day to day operations. Before joining Ripplewood, Mrs. Critchley was a Founding Partner of Resolution Operations which raised £660 million via a listed vehicle at the end of 2008, and went on to make three acquisitions in financial services (Friends Provident plc for US\$2.7 billion, most of Axa's UK life businesses for US\$4 billion, and Bupa for US\$0.3 billion). This consolidation strategy was financed through a combination of debt and equity raisings, as well as structured vendor financing. Until forming Resolution Operations, Mrs. Critchley was a Managing Director at Goldman Sachs International where she ran the European FIG Financing business. Mrs. Critchley has structured, advised, or invested in transactions with more than fifty global financials and corporates. Mrs. Critchley has a First Class Honours Degree in Mathematics from University College London.



## Omar Elhamawy

### Board Member (Executive)

Omar Elhamawy is the Chief Financial Officer of SODIC, as well as, the Managing Director of SODIC's fully owned company SOREAL for Real Estate Investment. Since joining SODIC in May 2013, Elhamawy has overseen the successful completion of SODIC's EGP 1 billion capital increase, as well as, the signing of several medium term facilities. Prior to joining SODIC, Elhamawy spent eight years as a Director within Beltone's Investment Banking Division, where he highly focused on the real estate sector through his close involvement in both M&A and Capital Market transactions. His most notable transactions include advising Mena for Touristic and Real Estate Investments on a capital increase, advising Beltone Private Equity on the tender offer and acquisition of Nasr City Housing and Development, and advising Amer Group on its IPO, among many others. Elhamawy holds a bachelor's degree of Business Administration from the American University in Cairo and is a CFA Charterholder.



## Hisham El-Khazindar

### Board Member (Non-Executive)

Hisham El-Khazindar is the Managing Director and Co-Founder of Qalaa Holdings. El-Khazindar also serves on the board of several leading regional companies including El Sewedy Electric and Magrabi Retail, and on the Advisory Committee of the Emerging Markets Private Equity Association. He also serves as a Trustee of the American University in Cairo, a Trustee of the Cairo Children's Cancer Hospital, and as a Fellow of the Aspen Institute's Middle East Leadership Initiative. Prior to co-founding Qalaa Holdings in 2004, El-Khazindar held the position of Executive Director of Investment Banking at EFG Hermes where he advised on landmark M&A and IPO transactions in the region. During the period 1999-2000, El-Khazindar was on secondment to Goldman Sachs in London. El-Khazindar holds a BA in Economics from the American University in Cairo and an MBA from Harvard Business School.



## Hussein Choucri

### Board Member (Non-Executive)

Hussein Choucri is the Chairman and Managing Director of HC Securities & Investment. Choucri is also a Board Member of the Holding Company for Tourism and Cinema (HOTAC), Edita Food Industries, Integrated Diagnostics Holdings (IDH), and the Egyptian British Business Council (EBBC). In addition, Choucri is the Chairman of the Board of Trustees of Shefaa Charity Foundation. Choucri held the position of Managing Director at Morgan Stanley, New York from 1987 to 1993, before serving as an Advisory Director until December 2007 where he was responsible for business activities in the emerging markets of the Middle East and the Indian Subcontinent as well as taking part in a number of privatization projects in Turkey, India and Argentina. Prior to joining Morgan Stanley, Choucri worked with Abu Dhabi Investment Company and participated in arranging several Euroloan and Eurobond financings for sovereigns and private sector companies. Choucri received a Management Diploma from the American University in Cairo and a B.A. from the Faculty of Commerce, Ain Shams University.





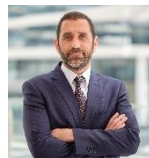
# Executive committee

[About SODIC](#)[Our Land Bank & Projects](#)[Our Strategy](#)[Performance Review](#)[Additional information](#)

## **Magued Sherif**

### **Managing Director**

Magued Sherif is SODIC's Managing Director, appointed September 2015. Sherif enjoys almost 30 years of professional experience, including several leadership positions with prominent companies in the industry. Past positions include Egypt Country Head and Properties Chief Executive Officer at Majid Al Futtaim Properties Egypt as well as General Manager and Senior Vice President at Palm Hills Developments for a 10-year period starting from the company's inception. More recently Sherif was Chief Executive Officer and Managing Director at Hyde Park Properties for Development from 2012-14. Sherif was most recently the co-founder and managing director of The Venturers LLC in Orlando, Florida, as well as the co-founder of AA Investments LLC, Orlando. Earlier in his career Sherif worked as the Head of Privatization Unit at Arthur Anderson, in addition to spending 7 years at Bechtel Egypt and Bechtel Limited. He began his career as a Site Engineer with Orascom Construction Industries in 1986. Sherif holds a Bachelor's degree in Architecture from Cairo University, Egypt, in addition to an MBA from the American University in Cairo.



## **Omar Elhamawy**

### **Chief Financial Officer**

Omar Elhamawy is the Chief Financial Officer of SODIC, as well as, the Managing Director of SODIC's fully owned company SOREAL for Real Estate Investment. Since joining SODIC in May 2013, Elhamawy has overseen the successful completion of SODIC's EGP 1 billion capital increase, as well as, the signing of several medium term facilities. Prior to joining SODIC, Elhamawy spent eight years as a Director within Beltone's Investment Banking Division, where he highly focused on the real estate sector through his close involvement in both M&A and Capital Market transactions. His most notable transactions include advising Mena for Touristic and Real Estate Investments on a capital increase, advising Beltone Private Equity on the tender offer and acquisition of Nasr City Housing and Development, and advising Amer Group on its IPO, among many others. Elhamawy holds a bachelor's degree of Business Administration from the American University in Cairo and is a CFA Charterholder.



## **Nabil Amasha**

### **Chief Commercial & Operations Officer**

Nabil Amasha is SODIC's Chief Commercial & Operations Officer. Amasha has over 25 years of experience having held leadership positions in areas of Change Management, Corporate Strategy, Marketing Management, Business Development, Sales, Brand management and Communications and covering a diverse range of industries including real estate, retail and logistics. Prior to joining SODIC, Amasha was the Chief Commercial Officer of Emaar Egypt, having joined Emaar in 2008. During his tenor at Emaar Amasha managed the company's Commercial Strategy, Marketing Communications, Sales, Product Development, Public Relations, Digital assets, Customer Relationship Management, CSR and Contact Center. He also served as Chief Marketing Officer of the global logistics and transportation company Aramex where he was responsible for all Brand Development, Business Development, Communications and Public Relations in 37 countries. Earlier in his career, Amasha was the Business Development and Marketing Director of an American fast food chain in Egypt and KSA and has also received Hospitality training in the US. Amasha is a graduate of the California State University, having received a degree in Construction Management from the university in 1992. He has completed several courses in marketing, hospitality, finance, real estate development and other topics from various institutions



# Executive committee

About  
SODIC

Our  
Land  
Bank &  
Projects

Our  
Strategy

Perform  
ance  
Review

Additional  
information



## Shehab Elorabi

### Chief Operations Officer

Responsible for the company operations beginning with inception and development of the business plan through Sales Launch, Design, Construction and ultimately delivery of the projects to the end users. Shehab previously served as the Chief Technical Officer of SODIC and Director of Project Controls for a combined total of 8 years from 2009 to 2017. He briefly left in 2017 to assume the position of Chief Officer, Project Execution and Delivery, for Dubai Properties returning to Sodic in March 2019. Shehab was responsible for the execution and delivery of some of Sodic's largest developments including Allegria, Westown, Eastown, Villetta and Caesar. During his previous tenure as Chief Technical Officer, Shehab was one of the corner stones behind SODIC's Value proposition. Prior to joining Sodic, Shehab worked for large development companies and multinationals including Nakheel, and Hill International in Dubai, Fluor International and Turner International in Egypt, and Bechtel Corporation in the USA. His experience spans Residential, Mixed Use, Hospitality and Commercial Real Estate Developments as well as the Power Generation Industry. He holds an MBA from Golden Gate University in California, and a bachelor's of science degree in Industrial Engineering and Operations Research from UC Berkeley, USA.



## Ayman Amer

### Chief Business Development & Procurement Officer

With more than 16 years of experience in the real estate, project management & construction in Egypt & North Africa, Amer is responsible for setting & monitoring SODIC's procurement strategy among all functions as well as expanding the land bank & find new opportunities for company's growth & development. Amer Joined SODIC in 2010 as Procurement Manager; prior to this he spent 4 years as Procurement & Cost Control Manager at Turner International Middle East (TIME) following his post as Senior Procurement Engineer at Orascom Construction Industries (OCI). Amer holds a diploma in the project management from the American University in Cairo, Certified International Procurement Professional & a Bachelor degree of Architectural Engineering from Cairo University.



## Ramy Raafat

### Chief Development Officer

With over 18 years of experience in the entire real estate development and investment lifecycle. In his capacity, he is responsible for SODIC's real estate portfolio with the vision and mission to revitalize existing communities and revolutionize new profitable destinations. Since Raafat joined SODIC in 2015, he successfully introduced new innovative offerings and added 2.7 million sq.m to the company's land bank.

Prior to joining SODIC, Raafat worked with Palm Hills Developments, where he managed the company's entire real estate portfolio with full P&L accountability as Portfolio Management Director. He also worked for GSSG Holding, YMM Investments-Dubai & MEINHARDT Consulting Engineers and Project Managers –Dubai and successfully managed international flagship developments such as Burj Dubai Development, the Dubai Mall and the Address Hotel, JAL twin Towers and Agha Khan Center in Dubai. Ramy holds BSc in Civil Engineering, Master's degree in Real Estate Development and Management from Heriot Watt University in the UK and acquired the Project Management Professional “PMP” certification from PMI in USA.



## Yasser Elsaid

### Chief Technical Officer

With 26 years of experience in the real estate, project management & construction in Egypt and Gulf area, Eng Yasser is managing and overlooking the portfolio's Management team, control team and design team. Yasser joined SODIC in 2010 as Senior Projects Manager. He previously spent four years as a Project Manager in Gulf area (Dubai) based Nakheel Co. as well as having held the post of Construction Manager at Hill International Project Management Firm. In addition Yasser has spent nine years with ABB SUSA working in USAID projects all over Egypt and started his career working with Arab Contractors. Yasser holds a Bachelor degree of Civil Engineering from Mansoura University on 1991.





# Executive committee

[About SODIC](#)[Our Land Bank & Projects](#)[Our Strategy](#)[Performance Review](#)[Additional information](#)

## Nadine Okasha

### Strategy, Research & Public Relations Director

Nadine Okasha is the Strategy, Research & Public Relations Director at SODIC. In her capacity as Head of Strategy Management Office Okasha oversees strategy formulation, cascading and management for SODIC and heads the market research unit serving the business. Okasha has also been overseeing SODIC's public relations and corporate citizenship functions since 2013. Okasha joined SODIC in August 2010 as a Marketing Manager, prior to that she held the position of Business & Organisational Development Manager in Azza Fahmy Jewelry from 2007 where she launched the company's first online store and oversaw the Dubai & Bahrain markets. In 2004 Okasha relocated to France where she held the role of Business Development Manager & Headquarter Representative at Kato International S.A.S, France, tasked with growing the UK & Germany markets. Okasha began her career in Nasgeyat for Trade and Industry in a marketing role in February 2003. Okasha completed her BSc in chemical engineering from Cairo University in 2002 and was certified from The Wharton School of Business Executive Development Program in 2009.



## Ahmed Samir

### Human Resources Executive Director

Ahmed Samir is SODIC's Human Resources Executive Director, with over 13 years of human resources experience across different industries and operating levels. Prior to joining SODIC in 2014, Samir held the position of Head of Organization Development at Orascom Telecom Holding, where he lead the planning of OD activities on a group level, developing its framework & value agenda. Prior to that Samir had successfully lead the HR start-up for 3 new operations including WIND Mobile in Canada where he oversaw the Organization Design, Manpower Planning, Compensation Structures, and HR OPEX & CAPEX. Before joining Orascom, Samir held the position of Organization Consultant at LOGIC Management Consulting and was involved in building an array of HR Foundations for many clients across various industries. Samir joined Vodafone in 2011 as Organization Effectiveness and Change Senior Team Leader and started his career in 2005 with Saudi German Hospitals Group in Dubai. Samir holds a Bachelor of Arts degree in Business Administration from Cairo University, Faculty of Commerce, as well as a number of certifications from renowned HR institutes including HAY Group, Towers Watson and SHL.



## Hisham Salah

### Chief Information Officer

Hisham Salah is the Chief Information Officer of SODIC. Salah has 25 years of professional experience in the areas of information technology and corporate systems including founding the first in-house residential fiber-to-the-home project in Egypt in 2009. Salah's previous experience includes serving for eight years as Vice President of Technology at Palm Hills Developments, in addition to spending seven years with Microsoft as the Head of Communications sector and later, the Head of Government sector in Egypt, where he was responsible for sales and key strategic initiatives supporting the company's growth. Before joining Microsoft, he contributed in establishing the Commercial International Life Insurance Company (CIL) as Head of Information Technology. Salah began his career in Commercial International Bank (CIB), where he held various positions in Information Technology and Operations. Salah holds a Master of Science degree in Information Technology from Middlesex University in London.

This Presentation is intended for information purposes only and does not constitute or form part of an offer for sale or subscription or an invitation or solicitation of an offer to subscribe for or purchase securities of any kind and neither this document nor anything contained herein shall form the basis of any contract or commitment from any party whatsoever. Information, including but not limited to financial information, in this presentation should not be considered as a recommendation in relation to holding, purchasing or selling shares, securities or any other instruments in or, in entities related to, SODIC or any other company.

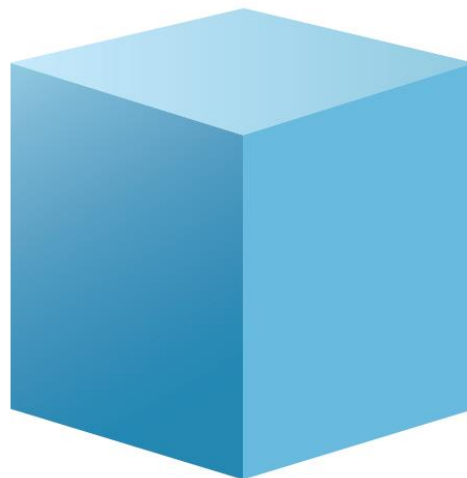
This Presentation contains important and privileged information on SODIC which is solely owned by SODIC and may not be relied on or used by any person whosoever for any purpose, and therefore shall be kept secret and confidential by any receiving party.

This document includes forward-looking statements. The words "believe", "anticipate", "expect", "intend", "aim", "plan", "predict", "continue", "assume", "positioned", "may", "will", "should", "shall", "risk" and other similar expressions that are predictions of or indicate future events and future trends identify forward-looking statements. These forward-looking statements include all matters that are not historical facts. In particular, the statements regarding strategy and other future events or prospects are forward-looking statements. Recipients of this document should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors that are in many cases beyond the control of the Company. By their nature, forward-looking statements & projections involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Forward-looking statements are not guarantees of future performance and the Company's actual results of operations, financial condition and liquidity, and the development of the industry in which the Company operates may differ materially from those made in or suggested by the forward-looking statements contained in this document. The cautionary statements set forth above should be considered in connection with any subsequent written or oral forward-looking statements that the Company, or persons acting on its behalf, may issue. Various factors could cause actual results to differ materially from those expressed or implied by the forward-looking statements in this document including worldwide economic trends, the economic and political climate of Egypt, the Middle East and changes in business strategy and various other factors.

All information contained in this presentation, including but not limited to information relating to the Egyptian real estate and financial markets, are compiled from sources known to be reliable and/or publicly available data reasonably assumed to be accurate (the "Source Data"). The Source Data may contain errors and/or inaccuracies; SODIC provides no warranties or guarantees of any kind, expressed or implied, and accepts no responsibility whatsoever, with regard to the accuracy, completeness or correctness of the Source Data used in the Presentation.

This disclaimer is to be considered an integral part of the Presentation and SODIC's liability in respect of this Presentation and is to be governed by Egyptian law under the jurisdiction of Egyptian courts.





## **SODIC Investor Relations**

### **Contact Information**

#### **Heba Makhlouf**

hmakhlouf@sodic.com

(+202) 3827 0300

#### **Omar Nashaat**

onashaat@sodic.com

(+202) 3827 0300

IR Website

[ir.sodic.com](http://ir.sodic.com)