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- Business update
- About SODIC
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- Solid track record
- Strategy
- Q&A
BUSINESS UPDATE

"EGYPTIAN REAL ESTATE IS ONCE AGAIN DEMONSTRATING RESILIENCE IN A CHALLENGING MARKET"
TIMELINE: COVID-19 OUTBREAK IN EGYPT

source: Egypt Ministry of Health
COVID-19 SPREAD RELATIVELY LIMITED IN EGYPT

<table>
<thead>
<tr>
<th></th>
<th>WORLD</th>
<th>EUROPE</th>
<th>USA</th>
<th>AMERICAS</th>
<th>EGYPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td>7,430 mn</td>
<td>916 mn</td>
<td>322 mn</td>
<td>992 mn</td>
<td>96 mn</td>
</tr>
<tr>
<td>TOTAL CASES</td>
<td>29 mn</td>
<td>5 mn</td>
<td>6 mn</td>
<td>15 mn</td>
<td>101 k</td>
</tr>
<tr>
<td>TOTAL DEATHS</td>
<td>927 k</td>
<td>227 k</td>
<td>193 k</td>
<td>531 k</td>
<td>5.7 k</td>
</tr>
</tbody>
</table>

**Cases/Population**

- World: 0.393%
- Europe: 0.536%
- USA: 1.502%
- Americas: 1.060%
- Egypt: 0.060%

**Deaths/Population**

- World: 0.012%
- Europe: 0.025%
- USA: 0.060%
- Americas: 0.052%
- Egypt: 0.006%

source: WHO Dashboard
EGYPT IS ONE OF A HANDFUL OF ECONOMIES STILL PROJECTED TO GROW IN 2020

source: World Economic Outlook – IMF
**OPERATIONAL PERFORMANCE 1H 2020**
IMPACTED BY COVID – 19 ACROSS KPI’s

- **Gross Sales** -26%
  - Resi Sales flat
  - EGPs billion

- **Cancellations** increased slightly
  - % of gross sales

- **Collections** -20%
  - EGPs billion

- **Deliveries** -42%
  - units

<table>
<thead>
<tr>
<th></th>
<th>1H 2019</th>
<th>1H 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Sales</td>
<td>1.86</td>
<td>1.89</td>
</tr>
<tr>
<td>Resi Sales</td>
<td>0.68</td>
<td>0.06</td>
</tr>
<tr>
<td>Cancellations</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Collections</td>
<td>2.31</td>
<td>1.85</td>
</tr>
<tr>
<td>Deliveries</td>
<td>441</td>
<td>256</td>
</tr>
</tbody>
</table>

*Non Residential*  
*Residential*
FINANCIAL PERFORMANCE 1H 2020

INCOME STATEMENT IMPACTED BY ROLLED OVER DELIVERIES

<table>
<thead>
<tr>
<th></th>
<th>1H 2019</th>
<th>1H 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues -47% EGP billion</td>
<td>2.02</td>
<td>1.07</td>
</tr>
<tr>
<td>Gross Profits -48% EGP million</td>
<td>630</td>
<td>325</td>
</tr>
<tr>
<td>Operating Profits -69% EGP million</td>
<td>325</td>
<td>100</td>
</tr>
<tr>
<td>Net Profits -80% EGP million, excluding NCIs</td>
<td>336</td>
<td>68</td>
</tr>
</tbody>
</table>
FINANCIAL PERFORMANCE 1H 2020
BALANCE SHEET REMAINS HIGHLY LIQUID

<table>
<thead>
<tr>
<th>Cash and equivalents (EGP billion)</th>
<th>Bank Debt (EGP billion)</th>
<th>Receivables (EGP billion)</th>
<th>Client Deposits (EGP billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec-19 3.97</td>
<td>Dec-19 1.87</td>
<td>Dec-19 13.12</td>
<td>Dec-19 17.74</td>
</tr>
<tr>
<td>Jan-20 3.52</td>
<td>Jun-20 2.01</td>
<td>Jun-20 13.04</td>
<td>Jun-20 18.56</td>
</tr>
</tbody>
</table>

- Bank Debt
- Debt to equity
WITH OVER 20 YEARS OF EXPERIENCE SODIC IS ONE OF THE LEADING REAL ESTATE DEVELOPERS IN EGYPT
SODIC IN NUMBERS

- **+20 years** of operations
- **16 mn sqm** total land bank
- **9 years** future sales through existing land
- **660 employees**

**Performance in 2019**

<table>
<thead>
<tr>
<th>Item in EGP (unless stated otherwise)</th>
<th>2018</th>
<th>2019</th>
<th>YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross contracted sales</td>
<td>5.5 bn</td>
<td>7.3 bn</td>
<td>32%</td>
</tr>
<tr>
<td>Delivered Units, number of</td>
<td>1.079</td>
<td>1.176</td>
<td>9%</td>
</tr>
<tr>
<td>Revenue</td>
<td>3.726 mn</td>
<td>5.129 mn</td>
<td>43%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>1.226 mn</td>
<td>1.466 mn</td>
<td>20%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>336 m</td>
<td>702 m</td>
<td>109%</td>
</tr>
<tr>
<td>Net Profit attributable to equity holders</td>
<td>449 m</td>
<td>719 m</td>
<td>60%</td>
</tr>
<tr>
<td>Basic earnings per share</td>
<td>1.29</td>
<td>2.06</td>
<td>60%</td>
</tr>
<tr>
<td>Dividend per share</td>
<td>0.3</td>
<td>0.35</td>
<td>10%</td>
</tr>
<tr>
<td>Year-end cash and equivalents</td>
<td>4,165 m</td>
<td>3,974 m</td>
<td>NA</td>
</tr>
</tbody>
</table>

We operate in 3 main markets in Egypt: West Cairo is where our story began over 20 years ago. Our operations expanded to East Cairo, the largest and one of the fastest growing markets in the country. And we have been selling secondary beach homes in the North Coast since 2015.

**Breakdown of our +6mn sqm of unlaunched land**

- **39%** East Cairo
- **21%** North Coast
- **39%** West Cairo
FIVE COMPELLING REASONS TO INVEST IN SODIC

01 EARNINGS VISIBILITY
Our sales backlog provides visibility into our future revenues, while our receivables provide strong cash flow visibility, and our land bank 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.
01 EARNINGS VISIBILITY

SOLID TRACK RECORD FOR DELIVERING GROWTH

**STRONG GROWTH IN REVENUES**

<table>
<thead>
<tr>
<th>Year</th>
<th>Units Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>259</td>
</tr>
<tr>
<td>2012</td>
<td>424</td>
</tr>
<tr>
<td>2013</td>
<td>684</td>
</tr>
<tr>
<td>2014</td>
<td>491</td>
</tr>
<tr>
<td>2015</td>
<td>721</td>
</tr>
<tr>
<td>2016</td>
<td>1,060</td>
</tr>
<tr>
<td>2017</td>
<td>1,151</td>
</tr>
<tr>
<td>2018</td>
<td>1,079</td>
</tr>
<tr>
<td>2019</td>
<td>1,176</td>
</tr>
</tbody>
</table>

**CONTINUING TO DELIVER ON SCHEDULE**

- **HEALTHY COLLECTIONS WITH LOW DELINQUENCY**

<table>
<thead>
<tr>
<th>Year</th>
<th>EGP million</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>750</td>
</tr>
<tr>
<td>2012</td>
<td>1,292</td>
</tr>
<tr>
<td>2013</td>
<td>2,044</td>
</tr>
<tr>
<td>2014</td>
<td>2,049</td>
</tr>
<tr>
<td>2015</td>
<td>2,390</td>
</tr>
<tr>
<td>2016</td>
<td>3,127</td>
</tr>
<tr>
<td>2017</td>
<td>3,843</td>
</tr>
<tr>
<td>2018</td>
<td>4,298</td>
</tr>
<tr>
<td>2019</td>
<td>4,583</td>
</tr>
</tbody>
</table>

- **SOLID GROWTH IN ANNUAL SALES**

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross contracted sales, EGP million</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>741</td>
</tr>
<tr>
<td>2012</td>
<td>1,819</td>
</tr>
<tr>
<td>2013</td>
<td>2,730</td>
</tr>
<tr>
<td>2014</td>
<td>3,238</td>
</tr>
<tr>
<td>2015</td>
<td>4,641</td>
</tr>
<tr>
<td>2016</td>
<td>5,918</td>
</tr>
<tr>
<td>2017</td>
<td>5,871</td>
</tr>
<tr>
<td>2018</td>
<td>5,528</td>
</tr>
<tr>
<td>2019</td>
<td>7,273</td>
</tr>
</tbody>
</table>

**CAGR +33%**

Earnings Visibility

Solid track record for delivering growth
01 EARNINGS VISIBILITY
SOLID BACKLOG FOR REVENUES AND COLLECTIONS

Future sales to be generated from existing land

Future revenues from units already sold and currently under construction providing revenue visibility for the coming 3 years

Checks on hand and receivables generating EGP 4 billion of collection in the coming 12 months

Assets in SODIC West that are currently near completion and earmarked for lease
Our Land Bank: Solid presence in our three main markets: East and West Cairo, and the North Coast

60% developed

60% of total land

02 DIVERSIFIED LAND BANK
02 DIVERSIFIED LAND BANK
+6 MILLION SQM UNLAUNCHED LAND

- East Cairo: SODIC East, Villette & Eastown (39%)
- West Cairo: 500 Acres, The Estates, October Plaza & SODIC West (39%)
- North Coast: Malaaz (22%)

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

*Owned and controlled land available for development*
With potential to deliver c EGP 600 Million of recurring income in 2023
03 RECURRING INCOME
SODIC WEST EXISTING & NEAR COMPLETION ASSETS

KEY PROPERTIES: WEST CAIRO ASSETS WORTH EGP 4 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
03 RECURRING INCOME
PRIME ASSET IN EAST CAIRO

EDNC
Prime commercial retail space on road 90 adjacent to AUC

<table>
<thead>
<tr>
<th>Key Figures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>East Cairo</td>
</tr>
<tr>
<td>BUA</td>
<td>85,000</td>
</tr>
<tr>
<td>Leasable BUA</td>
<td>45,000</td>
</tr>
<tr>
<td>Market value of leasable inventory</td>
<td>EGP 3.9 billion</td>
</tr>
<tr>
<td>Land</td>
<td>147k sqm</td>
</tr>
<tr>
<td>Delivery</td>
<td>2022</td>
</tr>
</tbody>
</table>
04 DISCIPLINE
NON FAMILY OWNED WITH SOLID TRACK RECORD

- Olayan Saudi Investment Company
- ACT Financial Consortium
- Abanumay Family
- Ripplewood Advisors L.L.C.
- RIMCO
- Ekuity Holding
- Others

- 24 YEARS
  Full cycle experience: Successful navigation through the downturn demonstrated by over 10 successfully launched projects across 3 geographies

- 91% delivery ahead of schedule
  Brand equity built on solid track record to deliver on time and quality
04 DISCIPLINE
HIGHLY LIQUID BALANCE SHEET

- **EGP 2.3bn**
  Cash and cash equivalents, excludes 1.21 bn of clients maintenance deposits

- **0.38x leverage**
  Low leverage of 0.38x debt to equity, EGP 2.0bn bank debt outstanding

- **EGP 5.3bn**
  SODIC is well capitalized with strong access to the capital market

- **EGP 13bn**
  Of checks under collection providing strong visibility into our cash inflows

As at 30th of June 2020
<table>
<thead>
<tr>
<th>Project</th>
<th>Highlights</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>EDNC</td>
<td></td>
<td><strong>Amount</strong></td>
<td>EGP 1 bn</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Tenor</strong></td>
<td>7 years</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Financing</strong></td>
<td>CIB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Closing</strong></td>
<td>Dec 2019</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Leasable</strong></td>
<td>45,000</td>
<td></td>
</tr>
<tr>
<td>Villette</td>
<td></td>
<td><strong>Amount</strong></td>
<td>EGP 2.6 bn</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Signature development in the heart of New Cairo</td>
<td><strong>Tenor</strong></td>
<td>7 years</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Financing</strong></td>
<td>AAIB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Closing</strong></td>
<td>Sept 2020</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Leasable</strong></td>
<td>65,000</td>
<td></td>
</tr>
</tbody>
</table>
05 DIVIDEND YIELD AND STOCK PERFORMANCE
OUTPERFORMING PEERS AND THE MARKET

Source: Thomson Reuters; Represent market closing prices, volumes, and value as of 31st August 2020;
TR Egypt RE Developers is an index that constitutes of SODIC, Palm Hills, TMG, EMAAR and MNHD.
“OUR WELL DIVERSIFIED LAND BANK REFLECTS OUR RISK BALANCED APPROACH FOR GROWTH AND PROVIDES 9-10 YEARS OF SALES VISIBILITY ACROSS OUR KEY MARKETS”
+6 MILLION SQM UNDEVELOPED LAND BANK¹
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; includes VYE and 2 future projects

The Estates

Launched on Al Yosr land plot after finalizing the rezoning process and approval of the master plan

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, Villette, Eastown & October Plaza

¹Owned and controlled land available for development
**500 acres**
Mixed-use
3 neighborhoods
Launched VYE

<table>
<thead>
<tr>
<th>Key Figures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>West Cairo</td>
</tr>
<tr>
<td>Units</td>
<td>+5,000</td>
</tr>
<tr>
<td>Project Sales</td>
<td>c35 billion</td>
</tr>
<tr>
<td>Land</td>
<td>15% rev share+EGP 8.8 bn</td>
</tr>
</tbody>
</table>
### The Estates
**Single family homes**  
150 acres

<table>
<thead>
<tr>
<th>Key Figures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>West Cairo</td>
</tr>
<tr>
<td><strong>Units</strong></td>
<td>+540</td>
</tr>
<tr>
<td><strong>Project Sales</strong></td>
<td>+7 billion</td>
</tr>
<tr>
<td><strong>Margins</strong></td>
<td>C60%</td>
</tr>
<tr>
<td><strong>Land cost</strong></td>
<td>EGP 350mn</td>
</tr>
</tbody>
</table>
SODIC EAST
Mixed-use
655 acres

### Key Figures

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>East Cairo</td>
</tr>
<tr>
<td>Units</td>
<td>+8,000</td>
</tr>
<tr>
<td>Project Sales</td>
<td>c50 billion</td>
</tr>
<tr>
<td>Margins</td>
<td>C34%</td>
</tr>
<tr>
<td>Land</td>
<td>30% rev share</td>
</tr>
</tbody>
</table>
## NEXT GENERATION PROJECTS

### MALAAZ
- **Secondary Homes**
- **330 acres**

<table>
<thead>
<tr>
<th>Key Figures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>North coast</td>
</tr>
<tr>
<td>Units</td>
<td>+1,500</td>
</tr>
<tr>
<td>Project Sales</td>
<td>+17 billion</td>
</tr>
<tr>
<td>Margins</td>
<td>C32%</td>
</tr>
<tr>
<td>Land</td>
<td>28% rev share</td>
</tr>
</tbody>
</table>
“FOR OVER 20 YEARS SODIC HAS BEEN DELIVERING AWARD WINNING DEVELOPMENTS ACROSS ALL OUR MAIN MARKETS”
WEST CAIRO PROJECTS

9 mn sqm of land
74% developed
c.EGP 40 bn
Potential future sales
SODIC WEST
A FULLY INTEGRATED COMMUNITY

+7000 units

Residents 16,000

Potential population 28K

15% of Sheikh Zayed

25K cars in & out daily

3 schools

+200K BUA of commercial retail
OUR FLAGSHIP MIXED USE DEVELOPMENT

SODIC West is the largest planned mixed-use development in Egypt’s Sheikh Zayed area. Home to over 4,000 families today with a catchment area of 60,000 people. SODIC West is our flagship development, where it all began.
A VIBRANT COMMUNITY TODAY

KEY FACTS & FIGURES

1,500 acre
Of gross land

+7,400
Units

+6,300
Units delivered

Launched BUA 93%

Sold* 96%

*% of launched BUA as of 30th of June 2020 excluding Beverly Hills
WITH A COMPLETE OFFERING
KEY FACTS & FIGURES

31 acre
Of gross land

c600
Units

2020
Delivery starting

Launched BUA
80%

Sold*
74%

*% of launched BUA as of 30th of June 2020
LAUNCHING “THE ESTATES” ON
AL YOSR LAND

EGP 7bn
Of potential sales

c60%
Projected gross margins

c500
units

150 acre
Of gross land
LAUNCHING “VYE” ON 500 ACRES

- **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
EAST CAIRO PROJECTS

+5 mn sqm of land
47% developed
+EGP 50 bn Potential future sales
OUR LATEST DESTINATION IN EAST CAIRO

Launched BUA
- 11%

Sold*
- 70%

*% of launched as of 30th of June 2020

KEY FACTS & FIGURES

- 2,751k sqm Of gross land
- +8,000 Units
- 2021 Delivery starting

BUA
- 70%

Launched
- 130%

Sold*%
- 218%

*% of launched as of 30th of June 2020
**PRIME LOCATION ON ROAD 90**

In the heart of New Cairo, adjacent to the AUC

**KEY FACTS & FIGURES**

- **850k sqm**
  - Of gross land

- **+2,800**
  - Residential Units

- **+85K sqm**
  - Of commercial/retail space

**Launched Residential BUA**: 100%

**Sold***: 98%

*% of launched as of 30th of June 2020
LUXURY LIVING IN NEW CAIRO

KEY FACTS & FIGURES

- 1,260k sqm Of gross land
- c.2,500 Units
- Launched BUA 76%
- Delivery started 2018
- Sold* 88%

*% of launched as of 30th of June 2020
KEY FACTS & FIGURES

30k sqm
Of gross land

+400
Units

100%
Occupancy
NORTH COAST PROJECTS

caesar

malaaz

2 mn sqm of land
31% developed
+EGP 17 bn
Potential future sales
SODIC’S FIRST COASTAL DEVELOPMENT

KEY FACTS & FIGURES

- **440k sqm** of gross land
- **350** residential units
- **2018** delivery started
- **96%** launched BUA
- **100%** sold*

*% of launched as of 30th of June 2020
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 meters located on the Mediterranean North Coast of Egypt on kilometer 94 of Alexandria – Marsa Matrouh road.

The plots are 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**
  - Units
- **3Q18**
  - First Launch
- **14%**
  - Launched BUA
- **14%**
  - Sold*

*% of launched as of 30th of June 2020
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.

"OUR STRATEGY IS TO CREATE LONG-TERM VALUE THROUGH DISCIPLINED GROWTH WHILE ANCHORING VALUE IN THE BUSINESS THROUGH A PRIME LEASABLE ASSETS"
WHERE WE SEE OPPORTUNITIES
OUR CORE MARKETS AND BEYOND

WEST CAIRO
Opportunities:
Sheikh Zayed
New Zayed

EAST CAIRO
Opportunities:
NAC
New Cairo
## OUR STRATEGY:
**EXCELLING IN OUR CORE MARKETS + BUILDING UP SIZABLE RECURRING INCOME**

<table>
<thead>
<tr>
<th>Execute existing pipeline</th>
<th>• Develop of 6 mn sqm of land with over EGP 110 bn worth of future inventory</th>
</tr>
</thead>
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| Expand land bank          | • Locations of interest include:  
|                           |   • West Cairo  
|                           |   • East Cairo  
|                           |   • Opportunistically on coastal 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 |
Q&A
ANNEX I
SECTOR FUNDAMENTALS
TRENDS SUPPORTING GROWTH

01 DEMOGRAPHICS
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

02 CONSUMER PREFERENCE
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

03 INVESTMENT DEMAND
Healthy and predominantly non-speculative
- Demand continued 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

04 POLICY
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
GREATER CAIRO REAL ESTATE
STRONG DEMOGRAPHIC DEMAND DRIVERS

We estimate our addressable market is 10% of the population, a large and growing upper-middle class

- **c.200k** total marriages annually in Cairo
- **over 25k** Graduates from private universities mainly in Cairo
- **8-10%** of students in international schools
- **2.2mn** Population affluent neighborhoods
- **Population growth** 2.5%

Supply barely meeting demand in our target segment

- **+25k** units estimated annual new demand in Cairo in target segment
- **c.16k** Average number of units delivered in new urban communities of East & West Cairo for upper-middle & luxury class CAPMAS over past 2 years

source: capmas, management estimates
GREATER CAIRO REAL ESTATE
HOW BIG IS THE MARKET

Listed developers aggregated sales
Delivering c.17% growth in 2019 gross sales despite increased competition in non-listed space
EGP billion

Listed developers in units
2019

Annual contracted sales of listed real estate developers OCDI, PHDC, TMGH, EMFD, MNHD, ORHD;
Sources; companies regulatory filings and research reports (EGP bn)
ANNEX I
Additional information
Osama Saleh
Chairman (Non-Executive)
Osama Saleh is the newly appointed non-executive Chairman of SODIC as of April 1, 2020. Saleh has over 40 years of experience during which he held several leading positions in the public and private sectors. Saleh is a renowned Egyptian economist who once served as the Minister of Investment. Saleh served as the Chairman of the Egyptian Mortgage Finance Authority (MFA), Chairman of the General Authority for Investment and Free Zones (GAFI), and the Regional Manager of American Express Bank Ltd. He is currently the non-executive Chairman of the Board of Directors of Ayadi for Investment and Development, Ayadi for Urban Development, Abu Soma Tourism Development Company, and Damietta City Furniture Company. He is the Founder and Chairman of Riseinvest for Financial Consultancy and Investment Solutions and Chairman of the Egyptian Serbian Business Council. Saleh is also a board member of several authorities and companies, including the National Investment Bank, NL Capital Company, Akhbar Al-Youm Investment Company, and the Holding Company for Electricity Distribution. Saleh received a Bachelor’s from the Faculty of Commerce, Cairo University.

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 Abanamay 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. Abanamay has been serving the Board of Directors of several listed companies, private equity and equity funds including, Joussour, 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. Abanamay 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.

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.
EXECUTIVE COMMITTEE

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
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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

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, Villette 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 almost 20 years of experience in the real estate, project management & construction industries in Egypt & North Africa, Amer is responsible for setting & monitoring SODIC’s procurement strategy across all divisions as well as expanding SODIC’s land bank, and forming strategic partnerships with operators. 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 sqm 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.
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.
OVER 20 YEARS OF SUCCESS
SODIC HAS THRIVED THROUGHOUT THE CYCLES

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.

REPOSITIONING & GROWTH
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.
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.

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
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

2019
SODIC launches Allegria Residences
The Estates launched on Al Yosr Land
VYE launched on 500 acre plot
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