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## ACQUIRED 123 ACRES EXTENSION TO THE ORIGINAL 150 ACRE PLOT



### THE ESTATES

NEW ZAYED

#### **Project Highlights:**

Location

First launch

Sellable BUA

Launched BUA as of 30 Sept 2021

Gross contracted sales since launch to 30 Sept 2021

September 2019

West Cairo

+160,000 sqm

c. 84%

c. EGP 3 billion

#### The new plot adds:

Gross land area

c. 518,000 sqm

Additional sellable BUA

c. 235,000 sqm

Additional expected future sales

c. EGP 10 billion

Land cost

c. EGP 1.24 billion

# LAUNCHED JUNE ON THE NORTH COAST, GENERATING EGP 2.74 BILLION OF SALES IN OCTOBER 2021





#### **Project Highlights:**

Location

Gross land area

First Launch

Number of units

Sellable BUA

**Projected sales** 

Sales horizon

Number of hotel rooms

Land Cost

North Coast

c. 1.2 million sqm

October 2021

c.2,600

c. 430,000 sqm

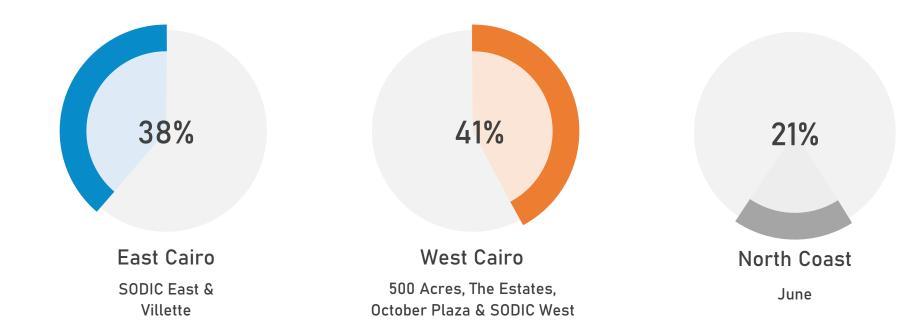
c. EGP 22 billion

7 Years

c. 250

c. EGP 2.7 billion + 15% of collections

### OUR LAND BANK TODAY c.6 MILLION SQM UNLAUNCHED LAND

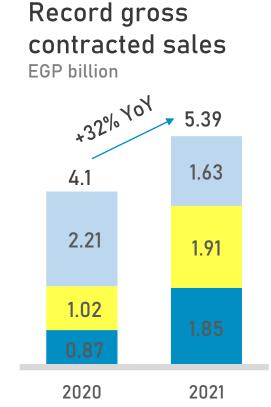


PROVIDING INVENTORY TO COVER SOME 9-10 YEARS OF SALES IN ALL OUR MAIN MARKETS

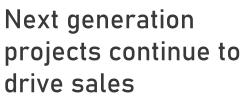




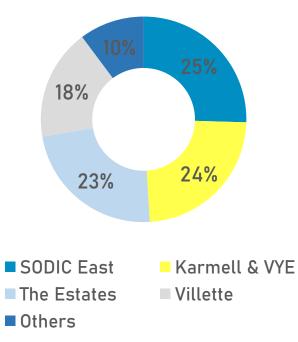
# OPERATIONAL REVIEW 9M 2021 STRONG PERFORMANCE OF SODIC EAST DRIVE SALES 500 ACRE SUSPENSION IMPACTED CANCELLATIONS



Q2 Q3

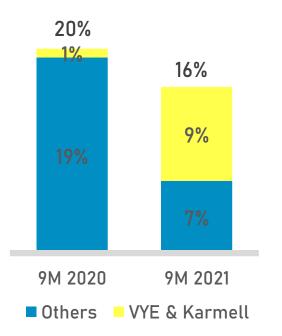


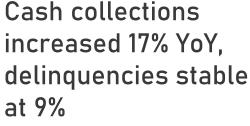
% of gross sales

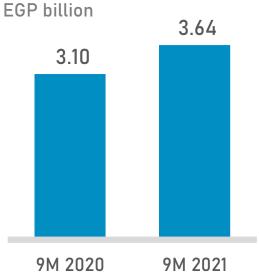


## Cancellations increase on the back of 500 acre suspension

% of gross sales





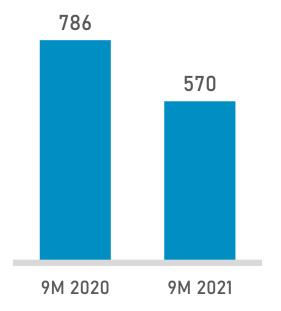




# OPERATIONAL REVIEW 9M 2021 YOY GROWTH AVERAGE VALUE OF DELIVERED UNITS SLIGHT DELAY ON CAPEX MAINLY ON 500 ACRES

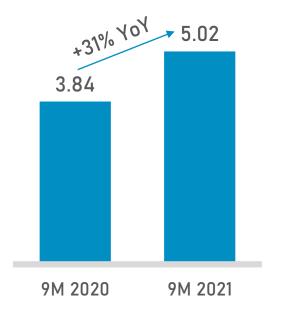
### Continuing to deliver across our projects

# of delivered units



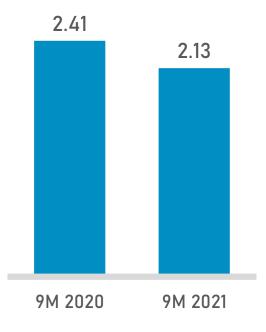
### Delivering higher value units

Average delivered unit value, EGP million



## CAPEX spent on construction

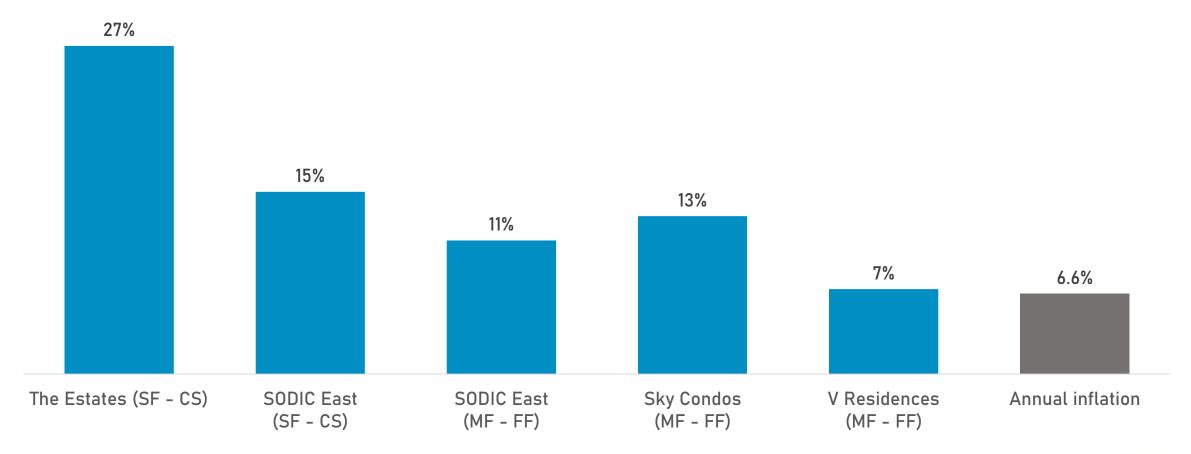
EGP billion





## HEALTHY DEMAND SUPPORTING PRICE INCREASES PRICE INCREASES ABOVE INFLATION

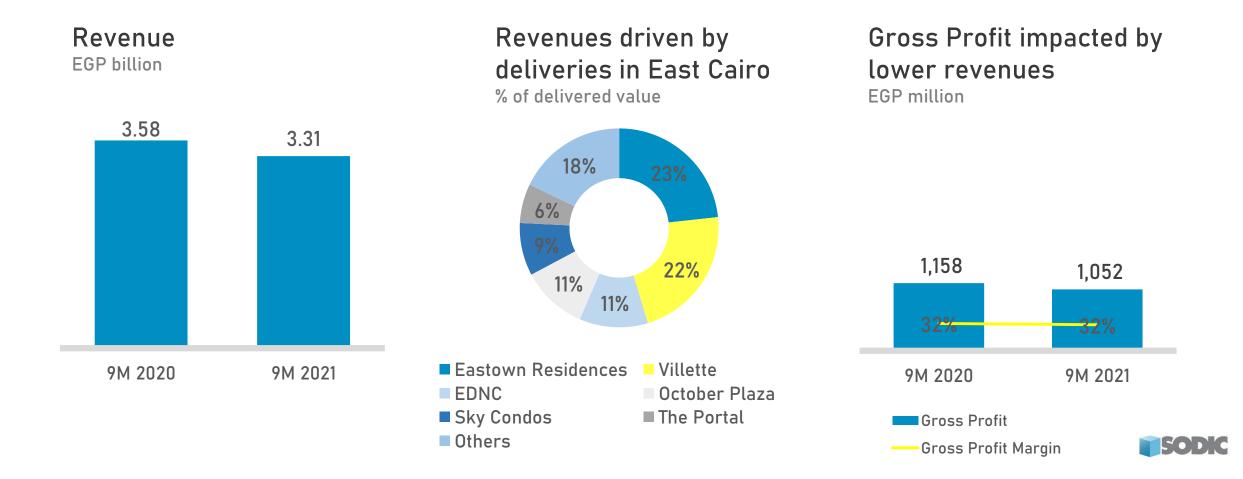
% increase in selling prices on our projects during 9M 2021







# FINANCIAL REVIEW 9M 2021 REVENUES REFLECT LOWER DELIVERIES YoY; GROSS PROFIT MARGIN STABLE AT 32%



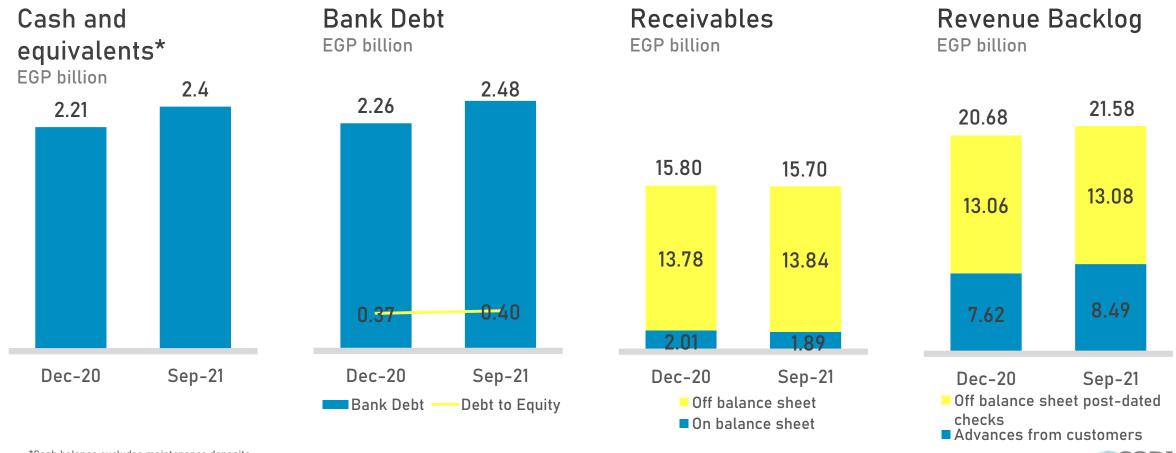
# FINANCIAL REVIEW 9M 2021 OPERATING PROFITABILITY IMPACTED BY LOWER REVENUES





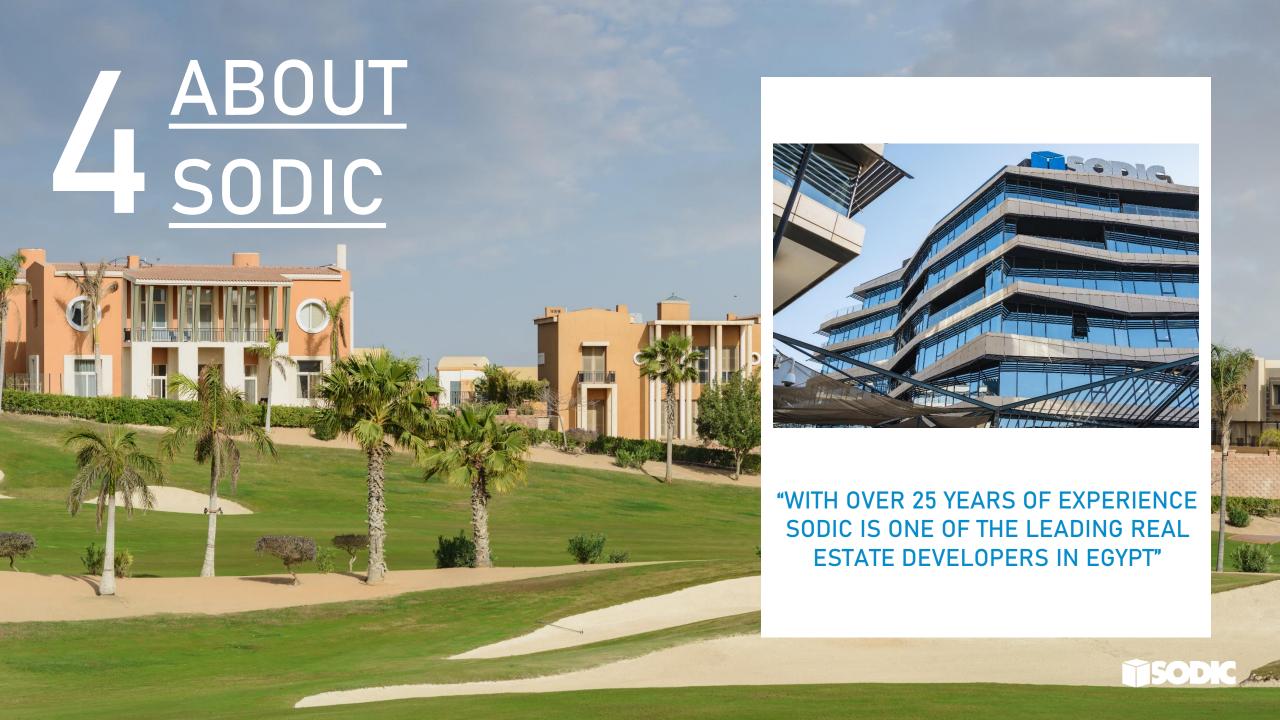


# FINANCIAL REVIEW 9M 2021 BALANCE SHEET REMAINS HIGHLY LIQUID, STRONG VISIBILITY FOR COLLECTIONS & REVENUES









### 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 land bank provides 9-10 years of sales visibility in all our markets

02 DIVERSIFIED LAND BANK

The diversity and quality of our land bank of circa 6 million meters secures 9-10 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. The portfolio has the potential to deliver some EGP 600 million of recurring income by 2024

04 DISCIPLINE

A non-family-owned business, SODIC has been prudently run by management for 25 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, 2019, and 2020 bearing testament to our commitment to having a sustainable distribution to our shareholders



### SODIC IN NUMBERS











660 employees

<u> 25</u> years

of operations

16 mn sqm

total land bank

years future sales through existing land





**+15,000 +11,000** 

+20,000

units sold across our projects

units delivered across our projects residents today



+78,000

beneficiaries from education initiatives past 3 years



INPS

<u>44.7</u>



2020 SODIC HQ

**95%** 

powered by Solar Energy



integrated projects

across 3 geographies

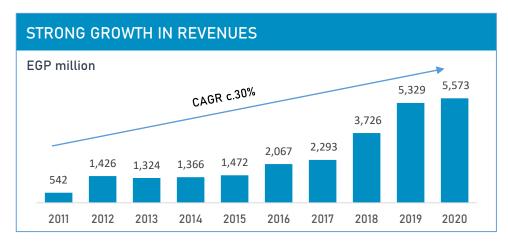
#### Performance in 2020

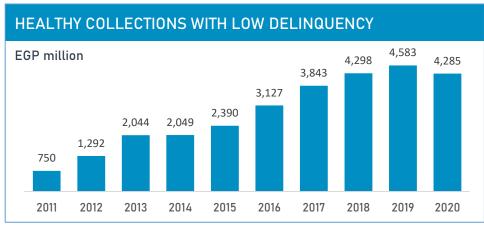
Item in EGP (unless stated otherwise)	2019	2020	YoY growth
Gross contracted sales	7.3 bn	7.4 bn	2%
Delivered Units, Number of	1,176	1,163	(1%)
Revenue	5,329 mn	5,573 mn	(7%)*
Gross Profit	1,466 mn	1,781 mn	15%*
Operating Profit	702 mn	1 bn	42%*
Net Profit attributable to equity holders	719 mn	820 mn	13%*
Basic Earnings per Share	2.06	2.3	12%
Dividend per Share	0.55	0.55	-
Year-end cash and equivalents	2866 mn	2210 mn	NA

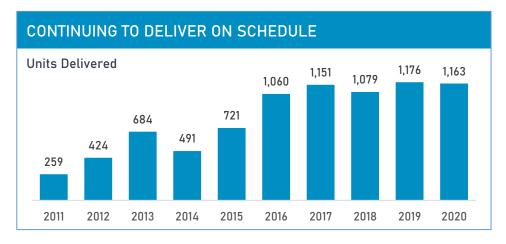
We operate in 3 main markets in Egypt. West Cairo is where our story began over 20 years ago. Our operations expanded to East Cairo, the largest and one of the fastest growing markets in the country. And we have been selling secondary beach homes in the North Coast since 2015.



## 01 EARNINGS VISIBILITY SOLID TRACK RECORD FOR DELIVERING GROWTH









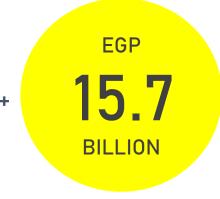


## 01 EARNINGS VISIBILITY SOLID BACKLOG FOR REVENUES AND COLLECTIONS

+



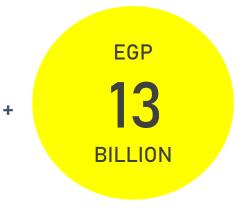
Future sales to be generated from existing land<sup>1</sup>



Checks on hand and receivables generating EGP 4.4 billion of collection in the coming 12 months<sup>2</sup>



Future revenues from units already sold and currently under construction providing revenue visibility for the coming 3 years<sup>2</sup>



Inventory value at market price of assets that are currently near completion and earmarked for lease







caesar

june.

Our Land Bank: Solid presence in our three main markets: East and West Cairo, and the North Coast

c16mn

SQM of total land

65%

developed



**WEST** 

**CAIRO** 

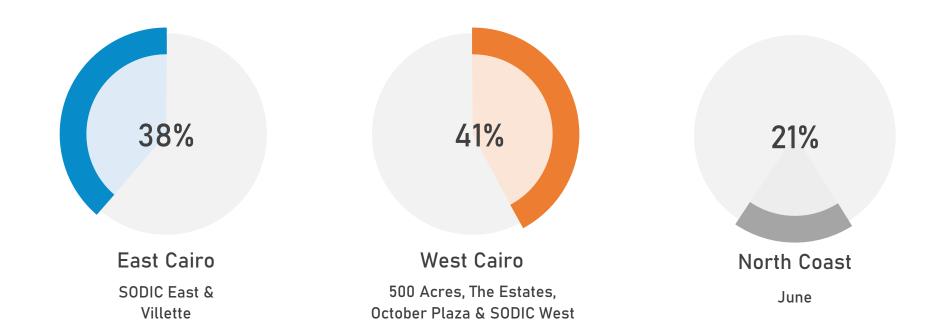






Owned and controlled land available for development as of 30/06/2021, in addition to the 123 acre plot announced on 2/9/2021, and reflecting the partnership agreement announced on 13/9/2021 for 280 acres on the North Coast

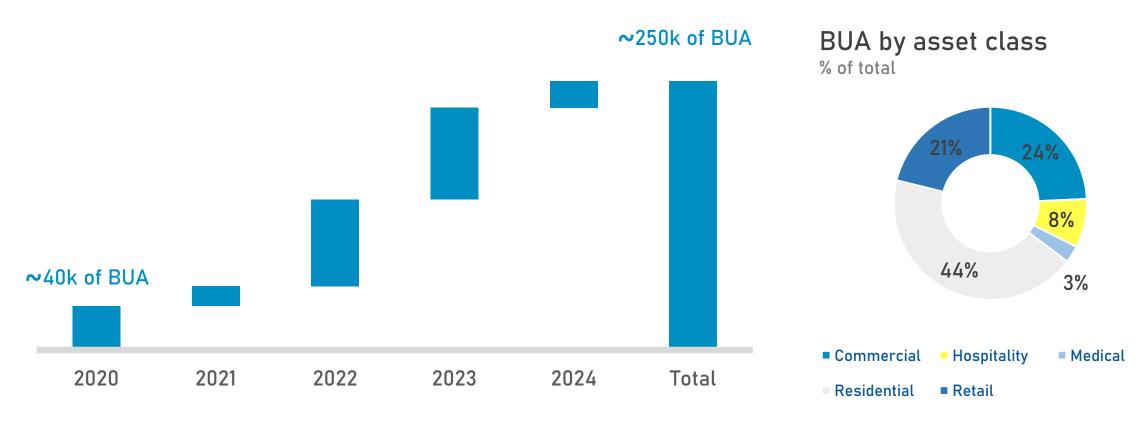
## 02 DIVERSIFIED LAND BANK c.6 MILLION SQM UNLAUNCHED LAND



Providing inventory to cover some 9-10 years of sales in all our main markets



## 03 RECURRING INCOME AN ATTRACTIVE DIVERSIFIED PORTFOLIO OF NEAR TERM COMPLETION PROPERTIES



With potential to deliver c EGP 600 Million of recurring income in 2024



### 03 RECURRING INCOME

# KEY PROPERTIES: ASSETS READY TO MONETIZE IN OUR MATURE DEVELOPMENTS IN WEST CAIRO

### **Assets Near Completion**



WMC Medical 7,300 sqm



The Portal
Offices
12,500 sqm

### **Existing Delivered Assets**



The Polygon
Office
7,600 sqm



The Strip Retail 19,600 sqm



Forty West
Hospitality & Mix-Use
20,600 sqm



The HUB Retail 11,400 sqm





retail space on adjacent to AUC

Location BUA

Leasable

Market value of leasable inventory

Delivery

**Key Figures** 

2022

East Cairo

84,000

39,000

EGP 4 billion



## 04 DISCIPLINE NON FAMILY OWNED WITH SOLID TRACK RECORD

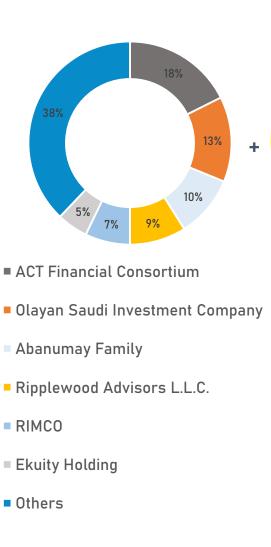
Successful navigation

through the downturn

demonstrated by over 10

successfully launched

projects across 3 geographies





Brand equity built on solid track record to deliver on time and quality

## 04 DISCIPLINE HIGHLY LIQUID BALANCE SHEET

EGP 2.4 bn

Cash and cash equivalents

0.4x leverage

low leverage of 0.4x debt to equity, EGP 2.48bn bank debt outstanding

EGP 6.2bn

SODIC is well capitalized with strong access to the capital market

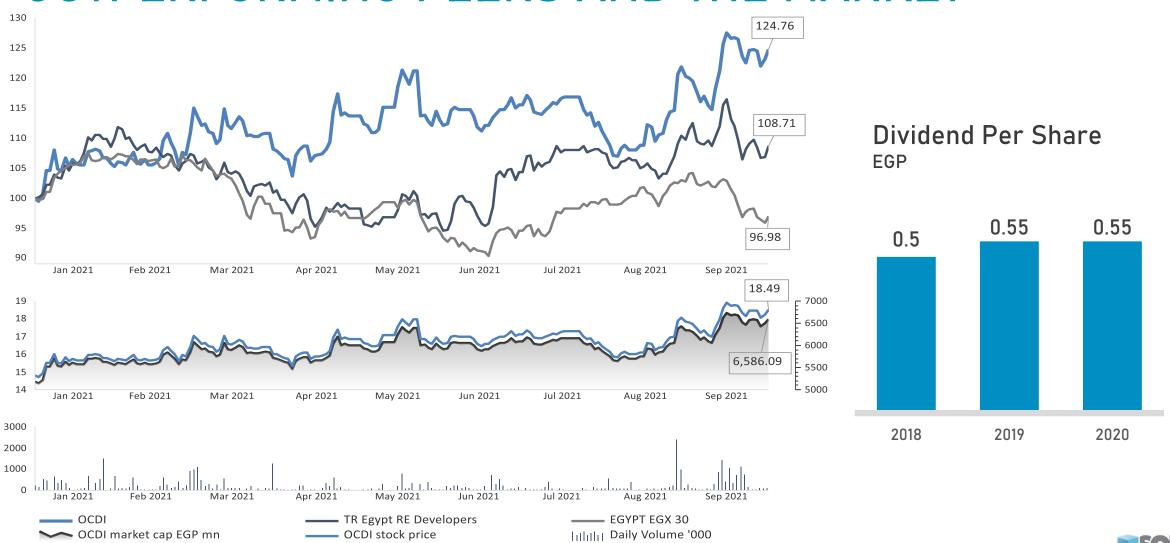
EGP 15.7bn

Of checks under collection providing strong visibility into our cash inflows





## 05 DIVIDEND YIELD AND STOCK PERFORMANCE OUTPERFORMING PEERS AND THE MARKET

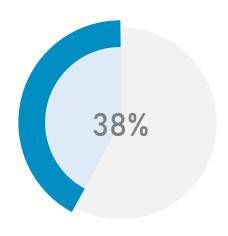




Source: Thomson Reuters; Represents market closing prices, volumes, and values between 1/1/2021 and 30/09/2021; TR Egypt RE Developers is an index that constitutes of SODIC, Palm Hills, TMG, EMAAR and MNHD.

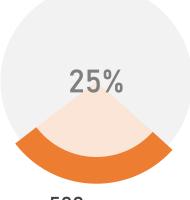


# c.6 MILLION SQM UNDEVELOPED LAND BANK¹ SPREAD ACROSS OUR MAIN FUTURE DEVELOPMENTS



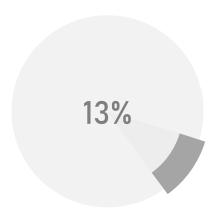
#### **SODIC EAST**

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



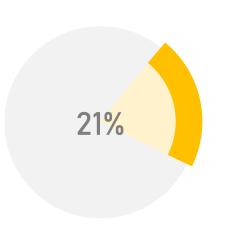
500 acres

Co-development agreement in West Cairo with NUCA; Includes VYE, Karmell, and 1 future project



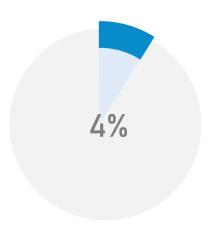
#### The Estates

Launched on Al Yosr land plot after finalizing the rezoning process and approval of the master plan, acquired a 123 acre extension in September 2021



#### June

Co-development
agreement on the
Mediterranean north
coast signed in
September 2021. Located
8 km East of Caesar.



#### Remaining Land

Launched projects in East & West Cairo including Villette, October Plaza, and SODIC West







Key Figures

Location

Gross Land Area

Units

\_\_\_\_

Sellable BUA

**Project Sales** 

**Land Cost** 

c. 1.1 million sqm

West Cairo

+2.1 million

sqm

+6,000

c. EGP 44

billion

15% rev share+ EGP 8.8 bn









#### **SODIC EAST**

Mixed-use 655 acres

#### **Key Figures**

Location

Gross Land Area

Units

Sellable BUA

Projected Sales

Margins

**Land Cost** 

on East Cairo

c. 2.8 million sqm

c. 5,000

c. 1.1 million sqm

+ EGP 50 billion

c.34%

30% rev



## NEXT GENERATION PROJECTS JUNE





June Secondary homes 280 acres **Key Figures** 

Location

Gross Land Area

Units

Sellable BUA

Projected Sales

Hotel

**Land Cost** 

**North Coast** 

c. 1.2 million sqm

c.2,600

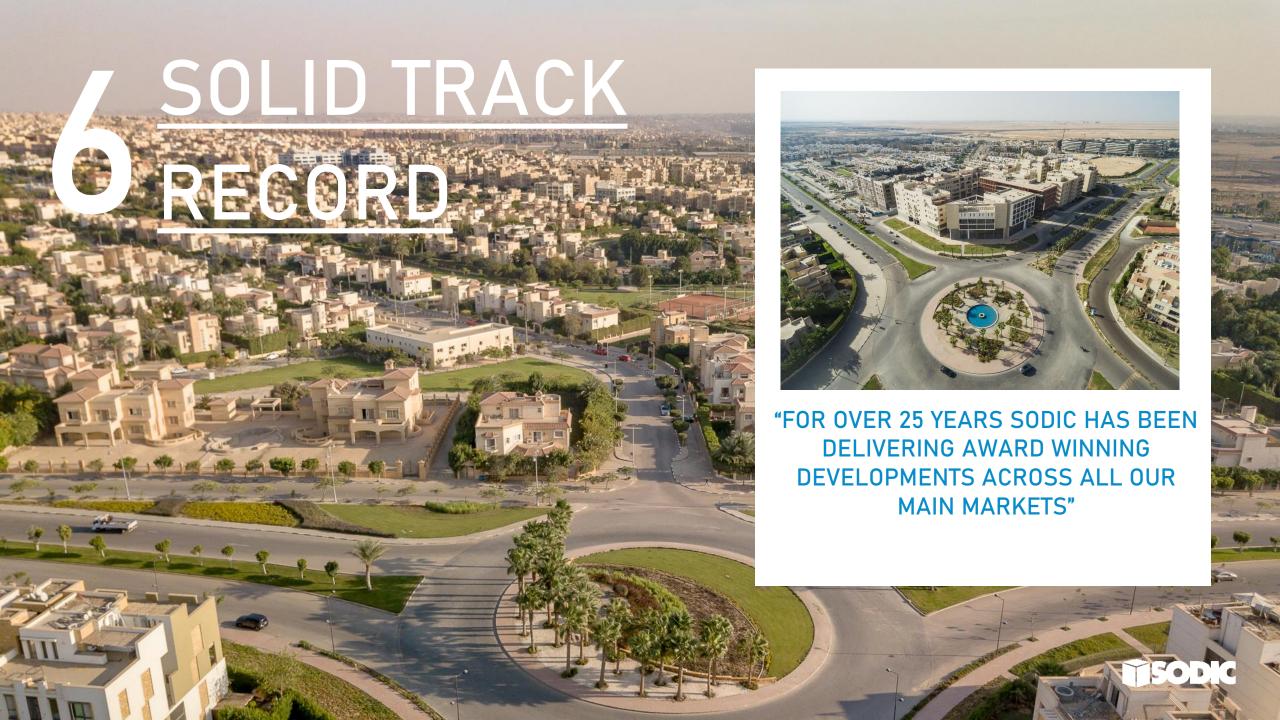
c. 430,000 sqm

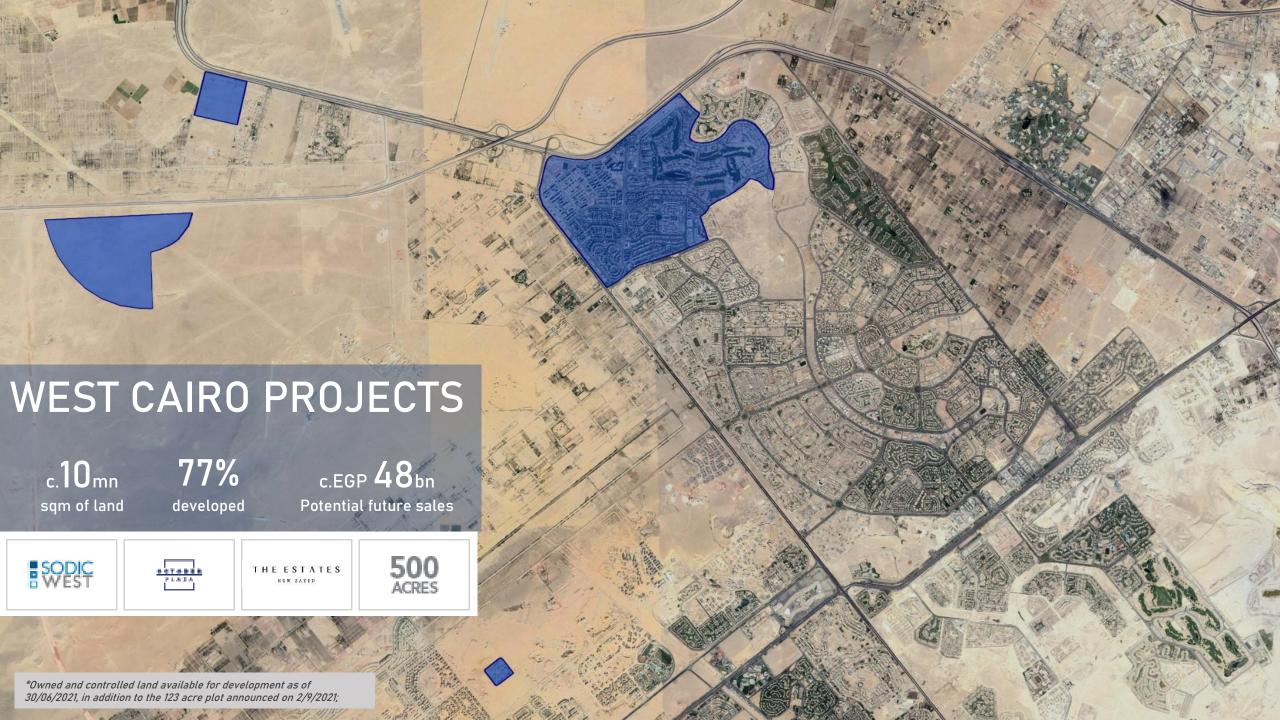
c. EGP 22 billion

250 rooms

c. EGP 2.7 billion + 15% rev share

EODI









### **OUR FLAGSHIP MIXED USE DEVELOPMENT**

SODIC West is the largest planned mixed-use development in Egypt's Sheikh Zayed area. Home to over 6,000 families today with a catchment area of 60,000 people. SODIC West is our flagship development, where it all began.







The Hub







### A VIBRANT COMMUNITY TODAY

KEY FACTS & FIGURES

**1,500 acre** Of gross land

**+7,400** Units

+6,400 Units delivered Launched BUA



Sold\*



 $^{*}$ % of launched BUA as of 31st of December 2020 excluding Beverly Hills





### WITH A COMPLETE OFFERING











KEY FACTS & FIGURES

31 acre
Of gross land

c.600 Units

2020 Delivery started Launched BUA



Sold\*



\*% of launched BUA as of 31st of December 2020







# **KEY HIGHLIGHTS**

## LAUNCHING "THE ESTATES" ON AL YOSR LAND

c.EGP 7bn

Of potential sales

c.60%

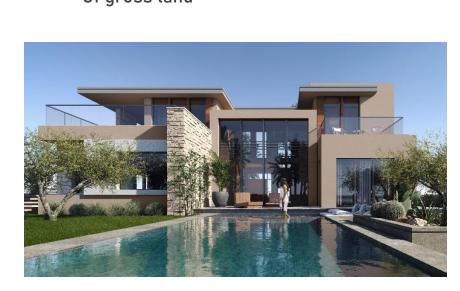
Projected gross margins

c.450 units

THE ESTATES

150 acres
Of gross land

NEW ZAYED











### LAUNCHING "VYE" and "Karmel" ON 500 ACRES

Karmell New Zayed

c.EGP 44 bn

Of potential sales

15%

**KEY HIGHLIGHTS** 

Share of revenue for NUCA

10 years

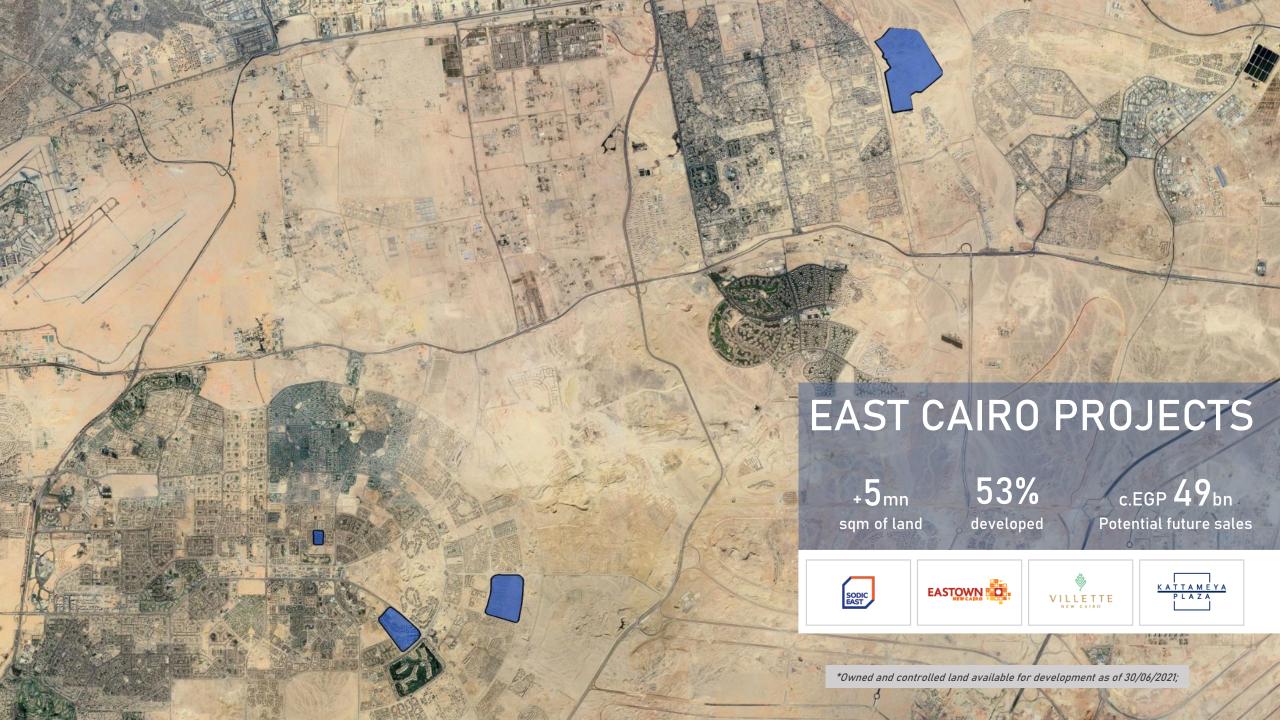
Sales horizon

EGP 8.5bn

Fixed payment on the land









## OUR LATEST DESTINATION IN EAST CAIRO

Launched BUA



Sold\*



\*% of launched as of 31st of December 2020



**KEY FACTS & FIGURES** 

2,751k sqm Of gross land

**+8,000** Units

2021
Delivery starting







### 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



Sold\*



\*% of launched as of 31st of December 2020

















### LUXURY LIVING IN NEW CAIRO

KEY FACTS & FIGURES

1,260k sqm Of gross land

**c.2,500** Units

2018 Delivery started Launched BUA



Sold\*



\*% of launched as of 31st of December 2020





KEY FACTS & FIGURES

30k sqm Of gross land

+400

Units

100%

Occupancy

















### caesat

## SODIC'S FIRST COASTAL DEVELOPMENT

Launched BUA

& FIGURES

475k sqm Of gross land

350

Residential units

2018

Delivery started



Sold\*



\*% of launched as of 31st of December 2020







## REPLENISHING OUR LAND BANK ON THE NORTH COAST



## 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 3,000 highly capable employees that have advanced EDARA to one of the leading firms in the field of property management in Egypt.

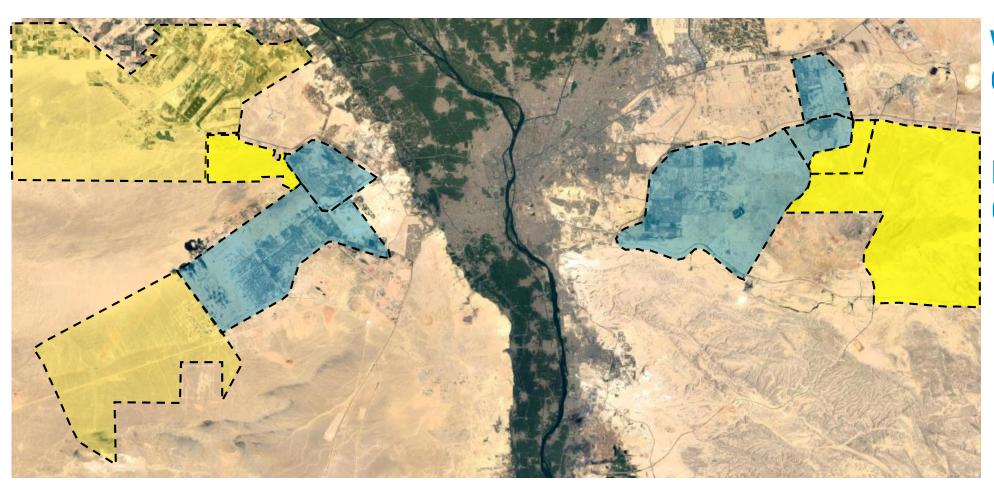
EDARA Property Management has been awarded and accredited with the ISO 9001:2008 Quality Standards, ISO 18001:277 Occupational Health and Safety System, and ISO 14001:2004 Environmental Management System.







## 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

**Execute existing pipeline** 

• Develop of c.6 mn sqm of land with over EGP 118 billion worth of future inventory

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



# 





### TRENDS SUPPORTING GROWTH

### **DEMOGRAPHICS**

01

### **CONSUMER PREFERENCE**

12

### INVESTMENT DEMAND

03

## POLICY

### 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

### 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

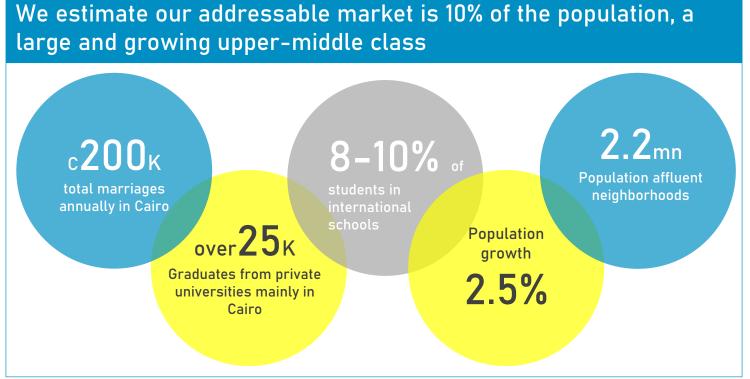
### Healthy and predominantly non-speculative

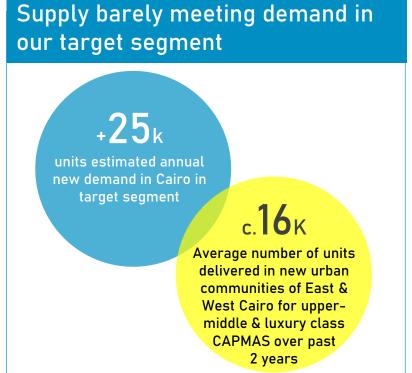
- Demand continued post devaluation and despite high interest rates
- Investment in real estate as an inflation hedge is a long term trend and deeply rooted in our culture
- A familiar and tangible investment
- Cultural norms: Parents often buying property for second generation tenants
- With rental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

### 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





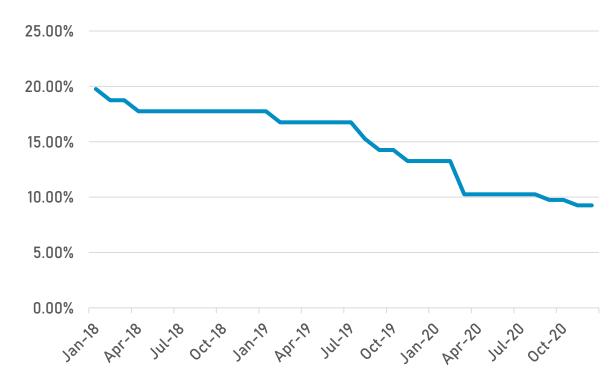
source: capmas, management estimates



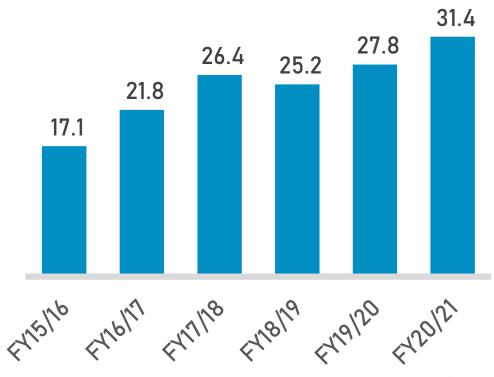
## POSITIVE INDICATORS SUPPORTING MARKET INTEREST RATE CUTS AND SURGE IN REMITTANCES BOOST LOCAL DEMAND

Interest rate cut 10.5% from Jan 2018 peak, 4% cut in 2020

Central Bank of Egypt overnight lending rate, %



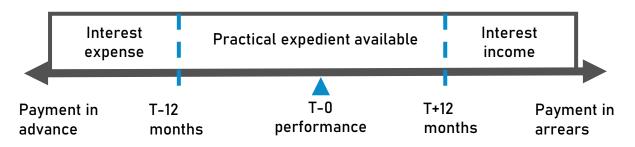
Remittances growing annually USD billion







## ADOPTING EAS 48 REFLECTING IFRS 15 REVENUE FROM CONTRACTS WITH CUSTOMERS



- Continuing to recognize revenue upon delivery
- An interest expense is calculated for the period from collecting the installment until the unit handover date
- Accrued interest expense is capitalized in Work In Process and later recognized in cost of unit sold
- The same accrued interest expense is added to Advances
   From Customers account and later recognized as revenue
- Interest income from installments post unit handover was previously accounted for in Other Operating Revenues will now be accounted for in Revenues to comply with EAS 48

Income Statement	Before New EAS	EAS 47 effect	EAS 48 effect	EAS 49 effect	After New EAS
Revenues	5,008	-	565	-	5,573
Cost of revenue	(3,246)	-	(547)	-	(3,793)
Gross profit	1,763	-	18	-	1,781
GPM	35%				32%
Net Profit	873	(2)	18	(3)	886
Balance Sheet	Before New EAS	EAS 47 effect	EAS 48 effect	EAS 49 effect	After New EAS
Advances - from customers	6,684	-	936	-	7,619
Work in progress	13,439	-	936	-	14,375
Trade and notes receivable	1,210	(2)	10	-	1,218
Trade and notes receivable long term	787	-	7	-	794



## ILLUSTRATIVE EXAMPLE - ECONOMICS OF A UNIT SALE MAIN ASSUMPTIONS

Sales & COGS							
Unit price 1,000,000.00							
Unit cost	650,000.00						
Down Payment	5%						
Installments years	8						

Collections & Construction Schedule											
Year	2022	2023	2024	2025	2026	2027	2028	2029	2030		
Collections	13.9%	11.9%	11.9%	11.9%	11.9%	11.9%	11.9%	11.9%	3.0%		
Construction & land	25%	25%	25%	25%							

	Milestone 1: Day of contract	Period 1: Between date of contract and delivery	Milstone 3: At delivery	Period 2: Post delviery
Period/milestone	2022	2022 - 2026	2026	2026 - 2030
Assets (Receivables)	On balance sheet: Zero Off balance sheet: Total amount of uncollected post-dated checks on hand	On balance sheet: Zero off balance sheet: total amount of uncollected post-dated checks on hand	On balance sheet: NPV amount of uncollected post dated checks on hand off balance sheet: zero	On balance sheet: NPV amount of uncollected post dated checks on hand off balance sheet: zero
Assets (WIP)		Construction costs + land costs + Interest calculated on collected amounts to date		
Liabilities (advances from customers)	Collected down payment amount	Down payment + collected installments + interest calculated on collected amounts to date	Zero	Zero
Revenues	-	-	Cash collected + accrued interest on collected amounts + present value of remaining installments	interest component of remaining installments
COGS	-	-	Construction costs + land costs + Interest calculated on collected amounts to date	



## ILLUSTRATIVE EXAMPLE - ECONOMICS OF A UNIT SALE INCOME STATEMENT

	2022	2023	2024	2025	2026	2027	2028	2029	2030
	Before delivery			At delivery	After Delivery				
Revenue (From Cash Collections)	-	-	-	-	495,313				
Revenue (From Interest on Cash Collections)					101,125				
Revenue (From NPV of Future Installments)					425,256				
Interest Income from Installments	-	-	-	-	27,653	25,936	17,422	7,993	428
Total Revenue	-	-	_	-	1,049,346	25,936	17,422	7,993	428
COGS (Construction Cost & Land)	-	-	-	-	(650,000)				
COGS (Capitalized Interest)					(101,125)				
Total COGS	-	-	-	-	(751,125)	-	-	-	-
Gross Profit	-	-	-	-	298,221	25,936	17,422	7,993	428
Taxes	-	-	-	-	(67,100)	(5,835)	(3,920)	(1,798)	(96)
Net Income	-	-	-	-	231,121	20,100	13,502	6,195	332



## ILLUSTRATIVE EXAMPLE - ECONOMICS OF A UNIT SALE BALANCE SHEET AND CASH FLOW

		2022	2023	2024	2025	2026	2027	2028	2029	2030
		Before Delivery				Delivery Year	After Delivery			
	Cash	(23,438)	(67,188)	(110,938)	(154,688)	(103,037)	9,877	124,707	241,659	271,250
	Notes Receivables	-	-	-	-	385,938	267,188	148,438	29,688	-
Assets	Deduct: Unamortized Interest					(51,779)	(25,843)	(8,422)	(428)	-
	Work in Progress (Construction Cost)	162,500	325,000	487,500	650,000					
	Work in Progress (Interest on Installments)	6,539	24,972	56,158	101,125					
	Total	145,602	282,784	432,720	596,438	231,121	251,221	264,723	270,918	271,250
=										
Liabilities	Advances from Customers (Cash Collected)	139,063	257,813	376,563	495,313					
Liabililies	Advances from Customers (Capitalized Interest)	6,539	24,972	56,158	101,125					
+										
Equity	Retained Earnings					231,121	251,221	264,723	270,918	271,250
	Total	145,602	282,784	432,720	596,438	231,121	251,221	264,723	270,918	271,250
		2022	2023	2024	2025	2026	2027	2028	2029	2030
	Down payment collection	50,000								
Inflows	Instalments collections	89,063	118,750	118,750	118,750	118,750	118,750	118,750	118,750	29,688
	Total inflows	139,063	118,750	118,750	118,750	118,750	118,750	118,750	118,750	29,688
		4			4					
	Construction payments	(162,500)	(162,500)	(162,500)	(162,500)	-	-	-	-	-
Outflows	Taxes			-	-	(67,100)	(5,835)	(3,920)	(1,798)	(96)
	Total outflows	(162,500)	(162,500)	(162,500)	(162,500)	(67,100)	(5,835)	(3,920)	(1,798)	(96)
	Net cashflows	(23,438)	(43,750)	(43,750)	(43,750)	51,650	112,915	114,830	116,952	29,591
	Cumulative	(23,438)	(67,188)	(110,938)	(154,688)	(103,037)	9,877	124,707	241,659	271,250



### **BOARD OF DIRECTORS**



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, NI 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)

SODIC's Managing Director, Magued Sherif, has over 35 years of professional experience. The architect began his career as a Site Engineer with Orascom Construction Industries in 1986. Early in his career, Sherif worked as Head of the Privatization Unit at Arthur Anderson and spent seven years at Bechtel Egypt and Bechtel Limited. Sherif's past positions include several leadership positions with prominent companies in the industry. He was Egypt Country Head and Properties Chief Executive Officer at Majid Al Futtaim Properties. For 10 years, he served as General Manager and Senior Vice President at Palm Hills Developments, starting from the company's inception. Sherif was also Chief Executive Officer and Managing Director at Hyde Park Properties for Development from 2012 to 2014. Sherif was most recently the Co-Founder and Managing Director of The Venturers LLC and the Co-Founder of AA Investments LLC, both in Orlando, Florida. Sherif holds a BSc in Architecture from Cairo University, Egypt, and an MBA from the American University in Cairo.



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.



Johnathan Franklin
Board Member (Non-Executive)

Jonathan Michael Franklin is the former Chief Executive Officer of Olayan Financing Company, the entity that holds the Olayan family investments and businesses in the Arab world. Franklin joined Olayan in 2007 as Head of Investments and was appointed CEO in 2019, having also served as President of the Industrial Division from 2010 to 2016. He is a member of the Executive Committee of Olayan Financing Company and a member of the boards of Olayan Saudi Holding Company, Olayan Real Estate Company and Abu Soma Development Company. Franklin started his career with JP Morgan, primarily in New York, where he was a member of the Mergers and Acquisitions department, focusing on transactions in the energy sector. He returned to London after 17 years with JP Morgan to join Chase Manhattan Bank as Head of Investment Banking for oil and gas companies in Europe, the Middle East and Africa. He was a partner at Ernst and Young from 2001 to 2005, leading the firm's UK and European M&A advisory business. Franklin holds a BA Hons degree in History from Cambridge University.



### **BOARD OF DIRECTORS**

### **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, SODIC's Chief Financial Officer, joined SODIC in May 2013. Elhamawy has overseen the successful completion of SODIC's EGP 1 billion capital increase, as well as the signing of over EGP 6 billion of medium-term debt facilities. Prior to joining SODIC, Elhamawy spent eight years as a Director within Beltone's investment banking division, where he 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 Madinet Nasr Housing & Development, as well as advising Amer Group on its IPO. Elhamawy holds a BA in Business Administration from the American University in Cairo and is a CFA charter holder.



### 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

SODIC's Managing Director, Magued Sherif, has over 35 years of professional experience. The architect began his career as a Site Engineer with Orascom Construction Industries in 1986. Early in his career, Sherif worked as Head of the Privatization Unit at Arthur Anderson and spent seven years at Bechtel Egypt and Bechtel Limited. Sherif's past positions include several leadership positions with prominent companies in the industry. He was Egypt Country Head and Properties Chief Executive Officer at Majid Al Futtaim Properties. For 10 years, he served as General Manager and Senior Vice President at Palm Hills Developments, starting from the company's inception. Sherif was also Chief Executive Officer and Managing Director at Hyde Park Properties for Development from 2012 to 2014. Sherif was most recently the Co-Founder and Managing Director of The Venturers LLC and the Co-Founder of AA Investments LLC, both in Orlando, Florida. Sherif holds a BSc in Architecture from Cairo University, Egypt, and an MBA from the American University in Cairo.



Omar Elhamawy

Chief Financial Officer

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#### Nabil Amasha

Chief Commercial & Operations Officer

Nabil Amasha, SODIC's Chief Commercial and Operations Officer, has over 25 years of experience. Prior to joining SODIC, Amasha was the Chief Commercial Officer of Emaar Egypt, having joined Emaar in 2008. He also served as Chief Marketing Officer of the global logistics and transportation company Aramex, where he was responsible for 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. He also received hospitality training in the US. Amasha received his degree in Construction Management from California State 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 Operating Officer** 

Shehab Elorabi is SODIC's Chief Operating Officer with over 30 years of experience in construction and real estate development in the US, UAE and Egypt. He joined SODIC in 2009 as Executive Director of project controls, and held the position of Chief Technical Officer from 2013 to 2017. After a two-year tenure as Chief Projects Officer at Dubai Properties, he returned to SODIC at the end of 2018 as Chief Operating Officer. Prior to joining SODIC in 2009, he spent five years of his professional life in Dubai, where he held the position of Senior Development Manager with real estate developer Nakheel Co. LLC, following his post as Projects Control Manager at Hill International. His experience in Egypt before that included time spent with Turner International and International Bechtel Inc. Elorabi started his career with Bechtel Corporation in the US as a Project Controls Engineer, where he spent the first six years of his professional career. Elorabi received his BSc in Industrial Engineering/Operations Research from the University of California, Berkeley, and holds an MBA from Golden Gate University in San Francisco.



Ayman Amer

Chief Business Development & Procurement Officer

Ayman Amer is the Chief Business Development and Procurement Officer at SODIC. He has over 20 years of experience in the real estate, project management and construction industries in Egypt and North Africa. Amer is responsible for setting and monitoring SODIC's procurement strategy across all divisions, as well as expanding SODIC's land bank and forming strategic partnerships with operators. Prior to joining SODIC, Amer spent four years as Procurement and Cost Control Manager at Turner International Middle East (TIME), following his post as Senior Procurement Engineer at Orascom Construction Industries (OCI). Amer holds a BSc in Architectural Engineering from Cairo University and a diploma in Project Management from the American University in Cairo as a Certified International Procurement Professional.



Ahmed El Halawany

Chief Development Officer

Ahmed El-Halawany is the Chief Development Officer at SODIC. El-Halawany has over 15 years of experience in managing the development portfolio of prominent real estate players in Egypt and the region. Prior to joining SODIC, El-Halawany served as the Chief Development Officer at Orascom Development, Egypt, where he led the real estate business unit in El Gouna with special focus on projects' progress, revenues, deliveries and cash flow management. El-Halawany also served as the Development Director for Malls & Residential at Marakez, the Development Director at Eagle Hills Properties and held the same role at SODIC, overseeing Eastown for two years. Earlier in his career, El-Halawany spent five years as the Development Manager at Emaar Properties, Mivida, following his role as Design Architect at Dar El Handasah. El-Halawany holds a BSc in Architecture from Cairo University.



Yasser Elsaid

Chief Technical Officer

Yasser El Said is the Chief Technical Officer at SODIC, with over 30 years of experience in real estate, project management and construction sectors in Egypt and the Gulf region. In his capacity, he oversees the technical, controls and design divisions. Prior to joining SODIC in 2010 as Senior Projects Manager, El Said spent four years as a Project Manager at the Dubai-based Nakheel Co., as well as Construction Manager at Hill International project management firm. During his work in Egypt, El Said spent nine years with «ABB SUSA», operating in USAID projects. El Said holds a BSc in Civil Engineering from Mansoura University.



### **EXECUTIVE COMMITTEE**



Nadine Okasha

Strategy, Research & Public Relations Executive Director

Nadine Okasha is the Strategy, Research and Public Relations Executive Director at SODIC. In her current capacity, Okasha heads SODIC's strategy management office and market research unit as well as SODIC's public relations and corporate citizenship functions. Prior to joining SODIC, she held the position of Business and Organizational Development Senior Manager at Azza Fahmy Jewelry from 2007, where she oversaw the Dubai and Bahrain markets. In 2004, Okasha relocated to France, where she held the role of Business Development Manager and Headquarter Representative at Kato International S.A.S, tasked with growing the UK and German markets. Okasha began her career in Nasgeyat for Trade and Industry in a marketing role in February 2003. Okasha earned her BSc degree in Chemical Engineering from Cairo University in 2002 and her certification 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. He enjoys over 15 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. Before that, Samir had successfully led the HR startup for three new operations, including WIND Mobile in Canada. 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. In 2011, Samir joined Vodafone as Senior Team Leader for Organization Effectiveness and Change. He started his career in 2005 with Saudi German Hospitals Group, Dubai. Samir holds a BA in Business Administration from the Faculty of Commerce, Cairo University, 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 SODIC's Chief Information Officer. He enjoys more than 30 years of professional experience in the areas of information technology and corporate systems. Among his achievements is founding and leading the first in-house fiber-to-the-home and triple-play residential project in 2009. Salah's previous experience includes serving as Vice President of Technology at Palm Hills Developments where he was responsible for the company's strategic direction and execution of all IT projects and systems. Previously, he headed the Communications and Government divisions in Microsoft where he was responsible for sales and key strategic initiatives supporting the company's growth. Before joining Microsoft, Salah contributed to establishing the Commercial International Life (now AXA) as Head of Information Technology. He began his career at Commercial International Bank (CIB), where he held various positions in information technology and operations. Salah holds an MSc in Information Technology from Middlesex University in London.



## 25 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.





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**





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.







### 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



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



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

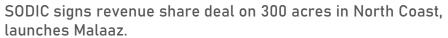
2017

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



MALAAZ

**SODIC launches EDNC** 

2019

SODIC launches Allegria Residences

The Estates launched on Al Yosr Land

VYE launched on 500 acre plot

2020

SODIC launches Karmell

SODIC achieves record sales despite COVID-19 challenges











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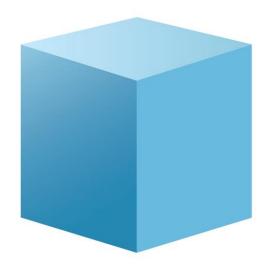
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