

# BADYÃ

A CITY OF NEW WORLDS



# OUTLINE



BADYÃ IS A  
DESTINATION

BADYÃ IS  
HAPPENING

BADYÃ IS  
FOR  
EVERYONE

# BADYÃ IS A DESTINATION

- Introduction
- Badyã is central
- We are building a city that is self-sufficient
- Badyã gives you both the city life and compound life
- Badyã key visions

# INTRODUCTION

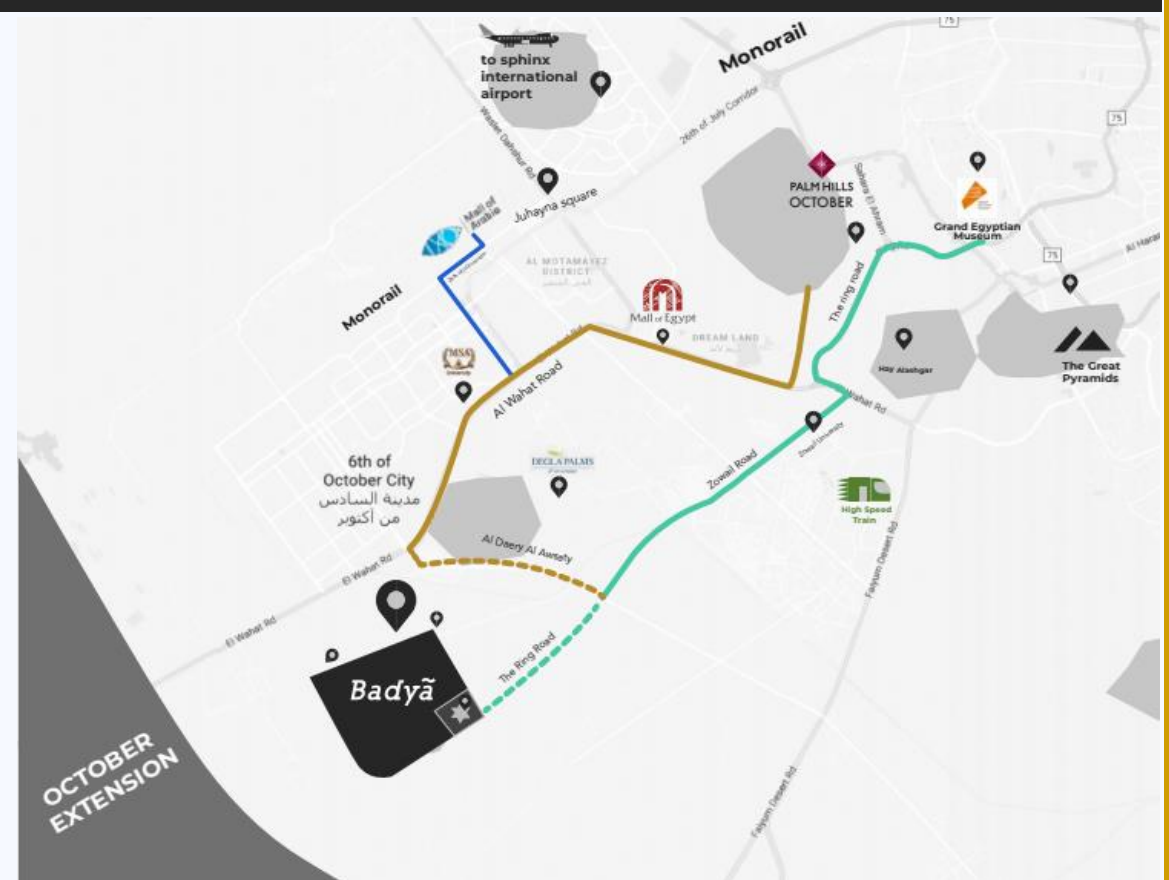
- BADYÃ is the first city developed by Palm Hills in partnership with the government.
- BADYÃ is located in the heart of the new 6<sup>th</sup> of October city, in a strategic location that links between old and new October city.



# BADYÃ IS CENTRAL

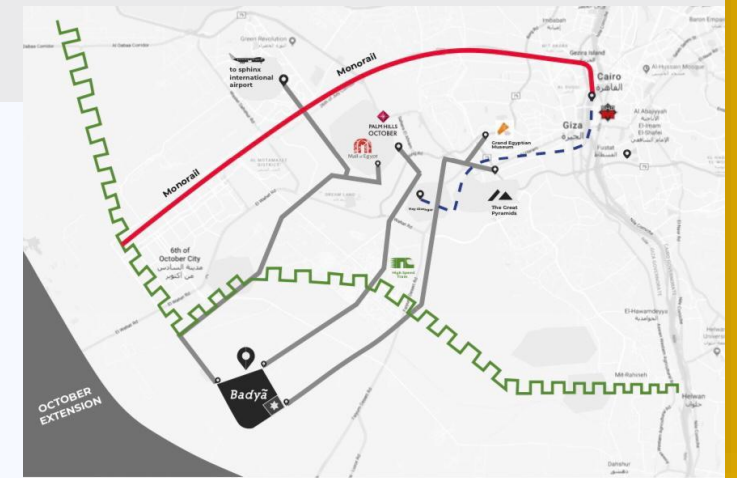
## Outside Connectivity

- Badyã is well connected
- It is accessible from 4 different routes
- Badyã is the focal point between the existing and extensions West of Cairo.



# PUBLIC TRANSPORTATION

- **For the first time in Egypt, it is no longer about where on the map our location is, it's about how accessible it is.**
- This location is at the heart of the West and it's the most connected to all highways and new transportation (Metro line, Monorail and High Speed Train)





# INSIDE CONNECTIVITY

- BADIYÄ is interconnected by a green spine and main pathway
- The Boulevard will be accessible via each district and zones, following the 5-10-15 principle where you are always:
  - 5 mins away from your daily needs
  - 10 mins away from your weekly needs
  - 15 mins away from your monthly needs





# BADYĀ IS SELF-SUFFICIENT

- Internationally accredited universities, schools and nurseries
- Luxury sports club and championship venues (Biggest sport club in the west)
- Green office spaces and cutting edge administration buildings
- Urban residential units and inspired landscaping, all interconnected
- Open air venues for retail, art, theatre, cinema and performance
- Galleries, cafes, roof top restaurants and nightlife
- Different types of parks
- Living Streets







**ROOF TOP RESTAURANTS**



**PARKS**



**CLUBHOUSE**



**LIVING STREETS**

**Gems School**

**Badyā University**

# BADYÃ GIVES YOU THE CHOICE OF THE LIFE YOU WANT

---



BADYÃ IS A CITY THAT KEEPS THE ADVANTAGES OF THE CITY LIFE AND COMPOUND LIFE.

BADYÃ AIMS TO ELIMINATE THE DISADVANTAGES OF BOTH, LEAVING THE CHOICE FOR YOU TO ENJOY THE BEST OF BOTH WORLDS.





# CITY LIVING VS. COMPOUND LIVING



## CITY LIVING

- Diverse in activities and people
- Vibrant and fully integrated living
- Convenience public transportation, walking, cycling
- Working and education opportunities
- Shop, dine work, have fun and live all in one place



## COMPOUND LIVING

- Safe and secured
- More privacy
- Less pollution
- Sense of neighbourhood
- Small community and tailored amenities
- Less Traffic
- Greener environment and eco- friendly living

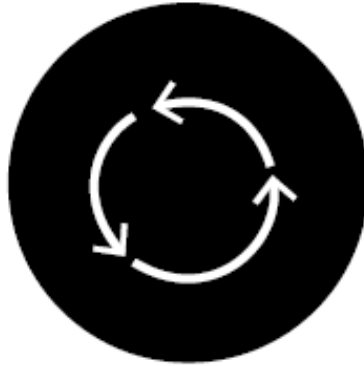
## BADYÃ KEY VISIONS



the safe +  
livable city



the green + active  
city



the walkable city



the smart +  
sustainable city



the creative city





the safe +  
livable city

# THE SAFE & LIVABLE CITY

## 4 LAYERS OF SECURITY

Phase 1A

### Security Concept



Gate-like Landmark Structures at District Entrances

### Number Plate Recognition Software

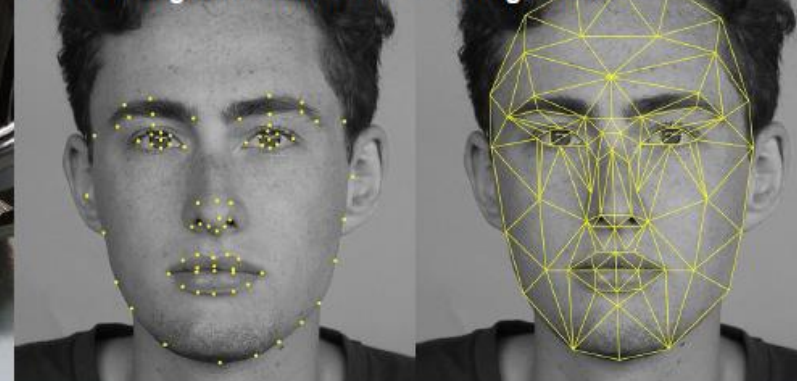


30.04.2018 – Project Name – Project Description

### Pleasant Design and Integration of Manned Gates at Compound Entrances



### Facial Recognition Software on Building Level



## THE GREEN & ACTIVE CITY (4 TYPES OF PARKS)

***95% of the population is 2 minutes away from any park***



COMMUNITY PARK

- One in each villa or apartment cluster
- 12 community park in each district
- Mini- mart, clubhouse, ATM, laundry pickup
- Green area for gatherings
- Playground
- E-bike station



LINEAR PARK

220 kilometres including:

- Active park
- Walking and cycling tracks
- Connection between each villa and apartment cluster

## THE GREEN & ACTIVE CITY (4 TYPES OF PARKS)

***95% of the population is 2 minutes away from any park***



THE COURTYARDS

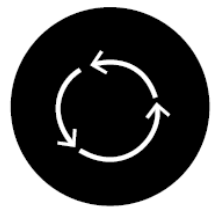
- The Courtyards are extended gardens for the apartments, only available in the apartment cluster
- Consists of quiet and active area to be convenient for everyone



THE FARM

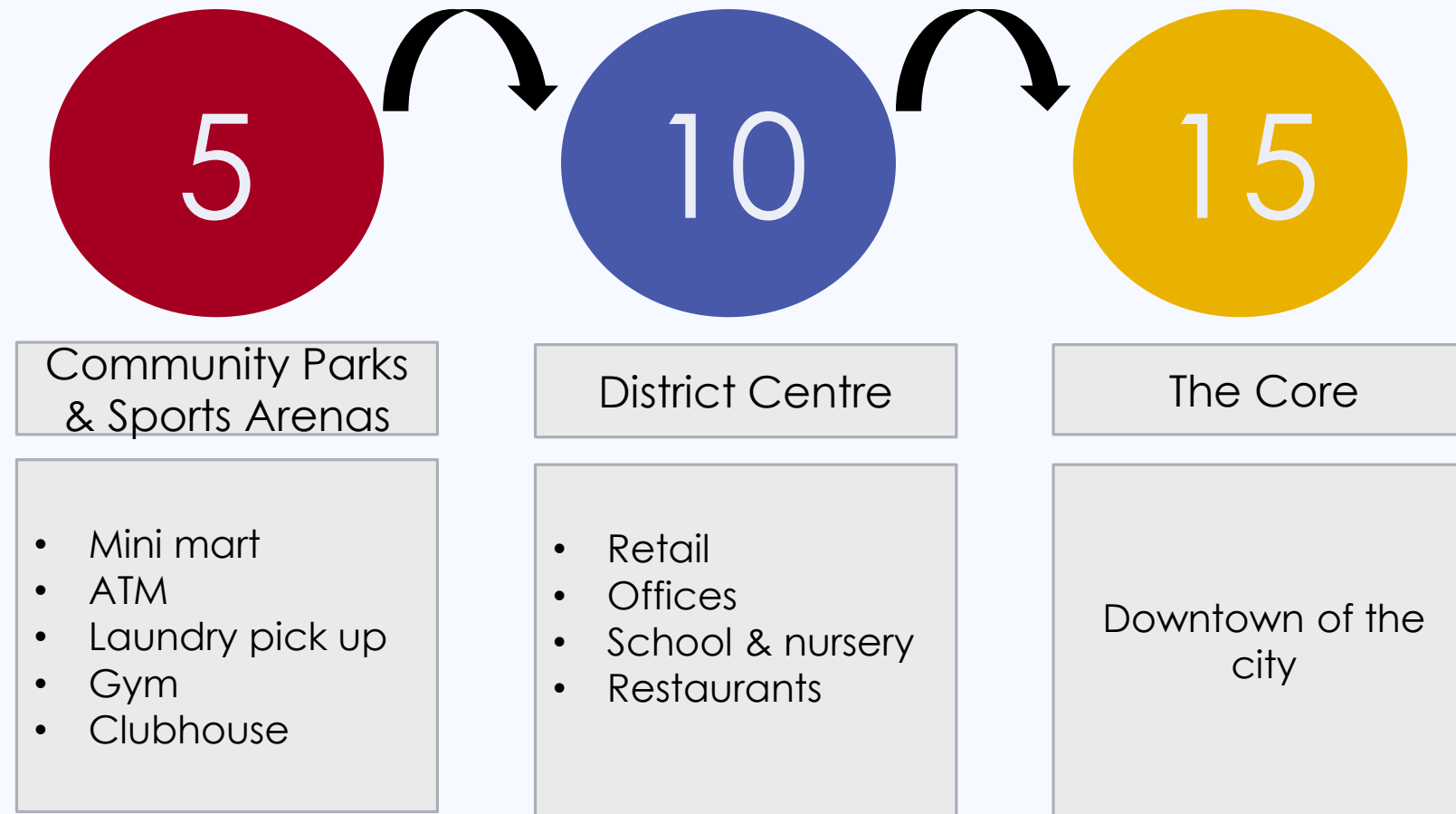
Providing your own food through an aquaponic farm





the walkable city

## THE WALKABLE CITY







the smart +  
sustainable city

# THE SMART & SUSTAINABLE CITY

- Micro- sensors: to detect air pollution, noise levels
- Intelligence lighting: Optimizing brightness and light based distance video monitoring
- Smart Parking in public spaces
- E-bikes
- Smart waste management
- Smart utility meters (to check the water, energy, electricity consumption)
- Smart home
- BADYÃ application
- Electric transportation
- Waste management
- Reducing operational cost by 20%
- Local food production
- Solar powered homes
- 30% renewable energy production
- Reducing water consumption( public areas for planting)





the creative city

# THE CREATIVE CITY

- **The City of Creativity**, where artistry shapes every bit of everyday
- **BADYĀ skyline**

BADYĀ skyline starts with the villas, to give them more privacy as a less condensed area, and then moving to the more condensed area with the apartments moving to The Core that is accessible from all clusters.

- Improving micro-climate (Green buffer & building designs)
- BADYĀ grand entrance experience



# BADYÃ IS HAPPENING

- Mansour Group Overview
- Palm Hills Developments History
- Government partnership
- Our consultants

# MANSOUR GROUP



## MANSOUR GROUP KEY FACTS & STATISTICS

60 k  
EMPLOYEES  
WORLDWIDE

<100  
COUNTRY  
PRESENCE

\$7.5 BN  
TOTAL REVENUE

1952  
YEAR OF  
FOUNDATION



# MANSOUR GROUP

(BRANDS, PARTNERS & INVESTMENTS)



Al Mansour  
Automotive



ISUZU



ACDelco

HERO



Mansour-Maghraby  
Investment &  
Development Company



CREDIT AGRICOLE

WEBER SHANDWICK



isobar

MAGNA

FP7/

Initiative



Mantrac

CATERPILLAR



Perkins

MAK

DELLEMC

DELTA

acer

ALLIANT SYRIS

AVAYA

DELL

IBM

Lenovo

TOSHIBA

TREND MICRO

QNAP

E.T.O.N

PORTINET

Lenovo

Enterprise



Manfoods



Al Mansour Holding  
Company for  
Financial Investments

METRO



FRESH  
FOOD  
MARKET

MINI METRO

Burgundy

TEPPAL BLANC

HIVEA



L'OREAL

Red Bull

IN FORT

ADAMWORKS

BUTTER ANGLES  
TOBACCO

YES!



Man Capital

VANGUARD

inspired

1984  
.VC

Uber

IHS

adyen

Spotify

airbnb

CollegeCafe

DIDI

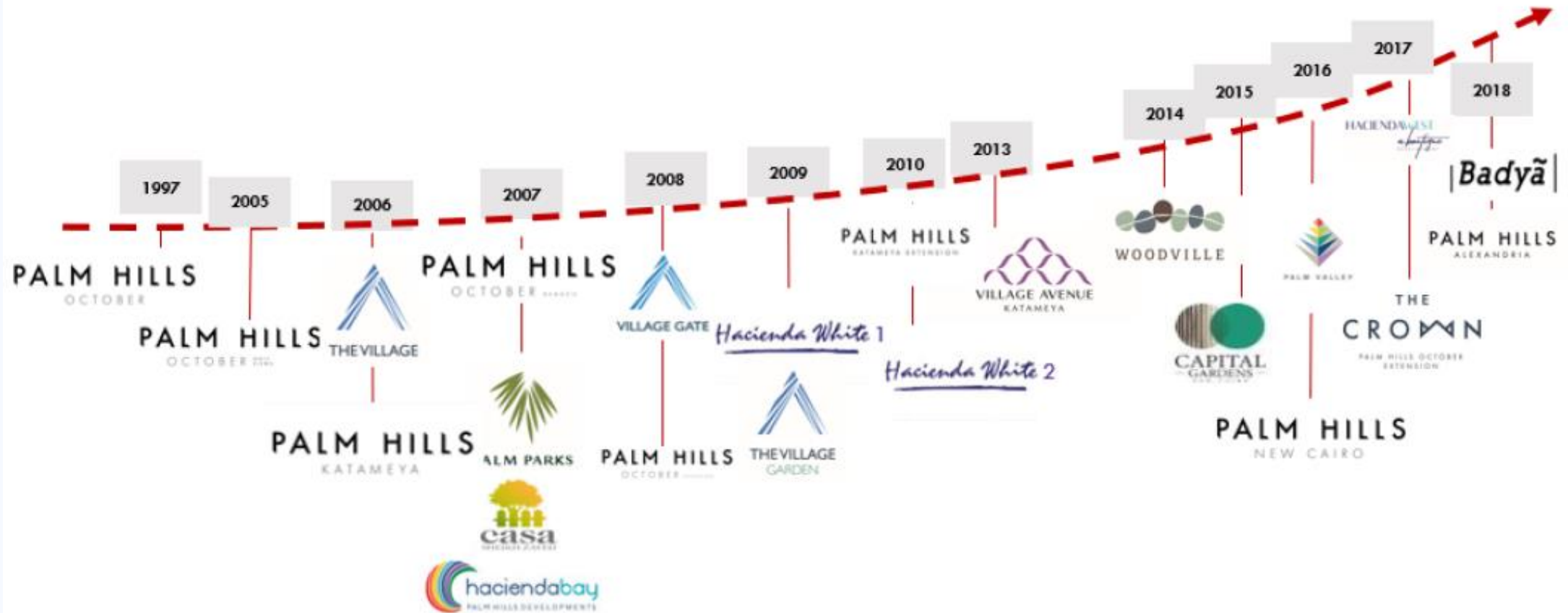
ECHOSCAN

f

SEAFOX



# PALM HILLS HISTORY



# PARTNERSHIP WITH THE GOVERNMENT

هيئة المجتمعات العمرانية الجديدة  
New Urban Communities Authority



Due to our credibility and history over the past years, we had the opportunity to work in partnership with the government. During the World Economic Forum that was held in Sharm El Sheikh in 2015, we signed our partnership with the government for BADYÃ in the most premium location and in the heart of the new 6<sup>th</sup> of October city.

- BADYÃ's location was tactfully chosen based on the infrastructure and road progression of the bigger Cairo's future expansion and master planning.
- Government partnership ensures facilitation of amenities, roads & infrastructure and support to populate the area.
- BADYÃ is a key landmark in the city expansion as its connected to all main roads and situated on the main highway road "Daery Awsaty" that links the West and the East side of Cairo and all the way to the New Alamein City.



# OUR CONSULTANTS & PARTNERS

SMART & COGNITIVE CONCEPT

PROJECT & CONSTRUCTION MANAGEMENT

MASTER PLANNING & ARCHITECTURE

ENGINEERING CONSULTANTS

ECONOMIC PLANNERS

SUSTAINABILITY CONSULTANT

MANAGEMENT SERVICES CONSULTANT





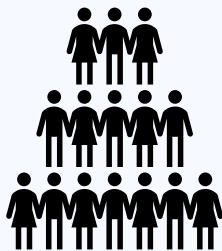
# BADYÃ IS FOR EVERYONE

- Target audience
- Our people
- Product mix

# TARGET AUDIENCE

---

PEOPLE



PRODUCT



PRICE



FAMILIES



SINGLE PARENTS



ADULTS



PEOPLE

STUDENTS

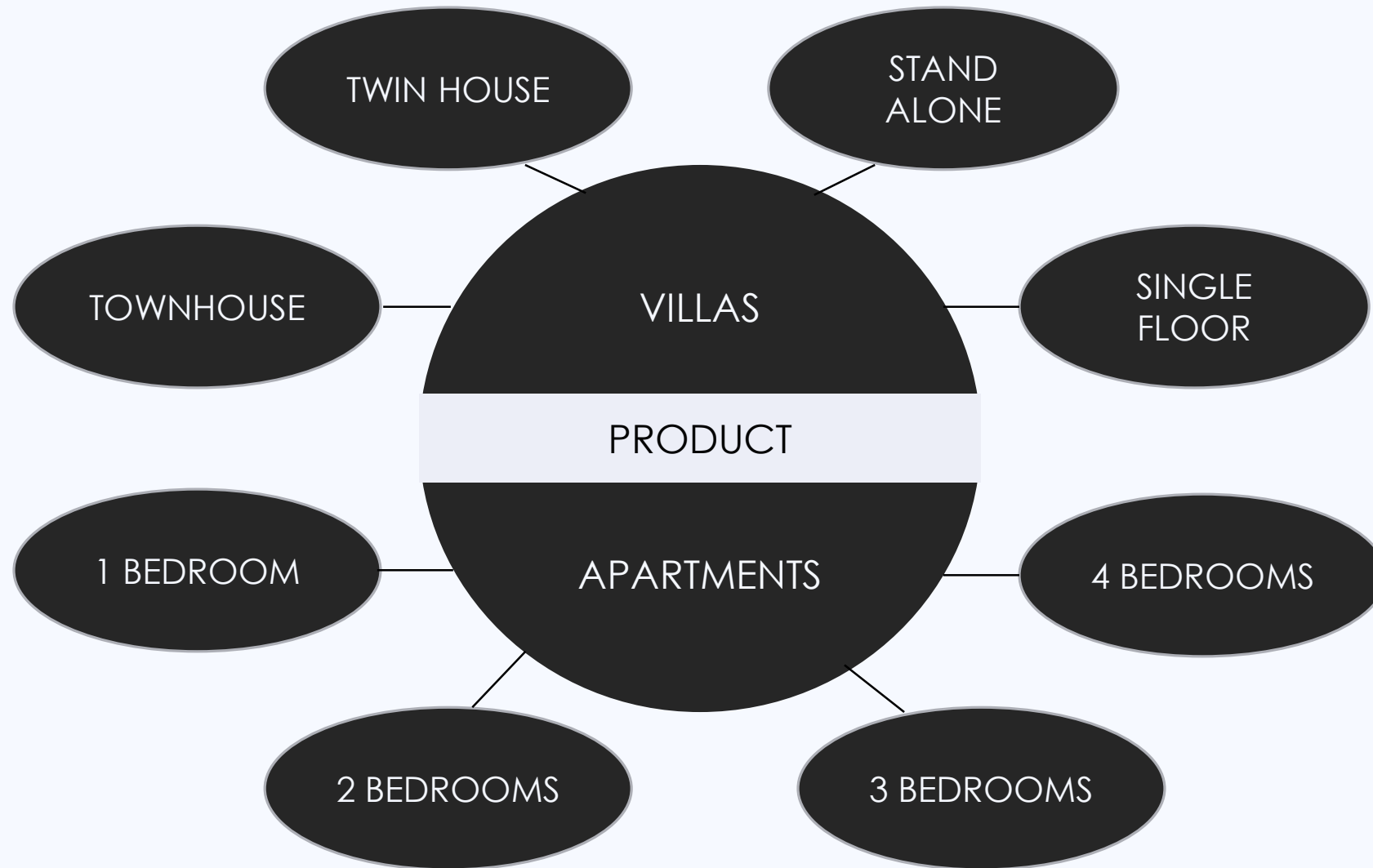


ELDERY



INVESTORS







# BADYÃ SELLING POINTS

---

- Ticket price
- Extended Payment plan
- Variety of products & areas
- Edge of life that provides both city & compound facilities in one place
- Accessibility of different routes leading to Badyã & future public transportations
- Construction progress & unit deliveries
- Site is a strong selling tool now for sales orientation along with mock up for villa and apartment
- Highest Commission schemes for sales & brokers in palm hills
- Ongoing launches for new phases for villas & apartments introducing new face-lifting of products & mix of inventory
- Investment opportunities due to scale of project
- Badyã target is tailored for everyone ( Families – young- investors- newly weds- All class categories of clients )
- Smart infrastructure so that client can subscribe the smart packages eventually once implemented



THANK YOU