

BADYĀ

A CITY OF NEW WORLDS



OUTLINE

BADYĀ IS A
DESTINATION

BADYĀ IS
HAPPENING

BADYĀ IS
FOR
EVERYONE

BADYĀ IS A DESTINATION

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

INTRODUCTION

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



BADYĀ IS CENTRAL

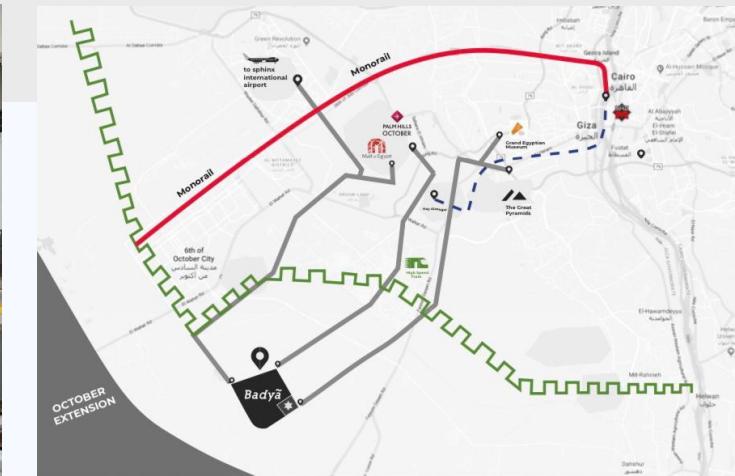
Outside Connectivity

- BADYĀ is well connected
- It is accessible from 4 different routes
- BADYĀ 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

- BADYĀ 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

BADYĀ GIVES YOU THE CHOICE OF THE LIFE YOU WANT



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

BADYĀ 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

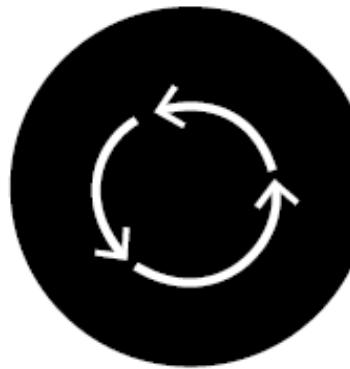
BADYĀ KEY VISIONS



the safe +
livable city



the green + active
city



the walkable city



the smart +
sustainable city

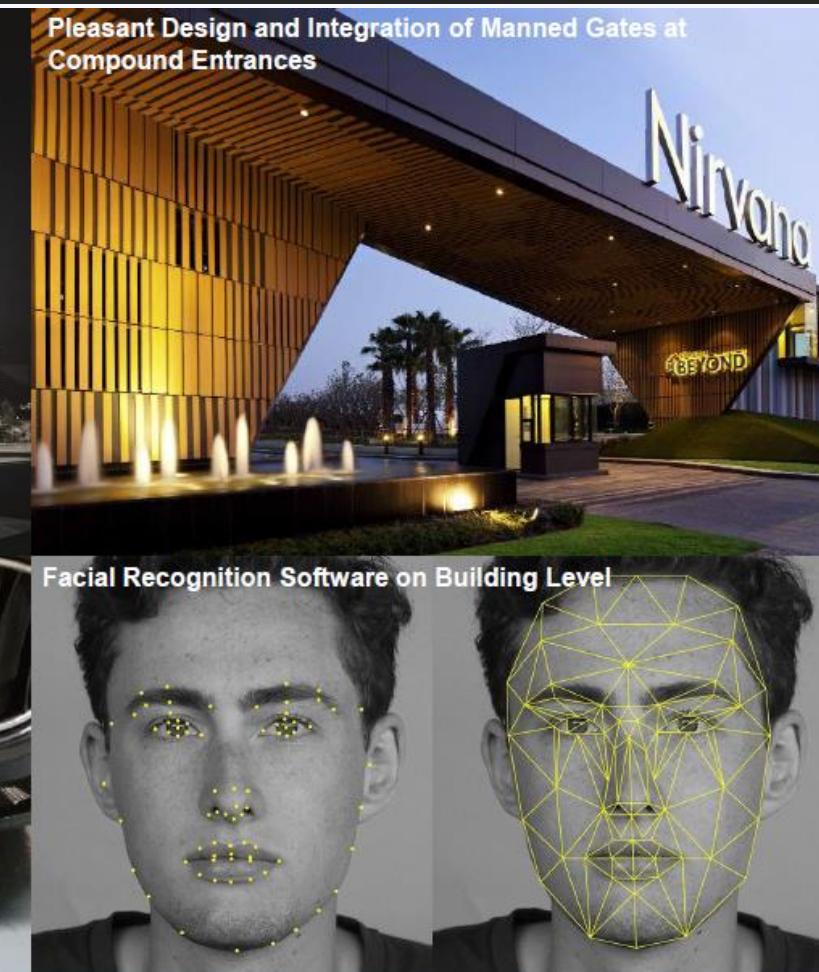
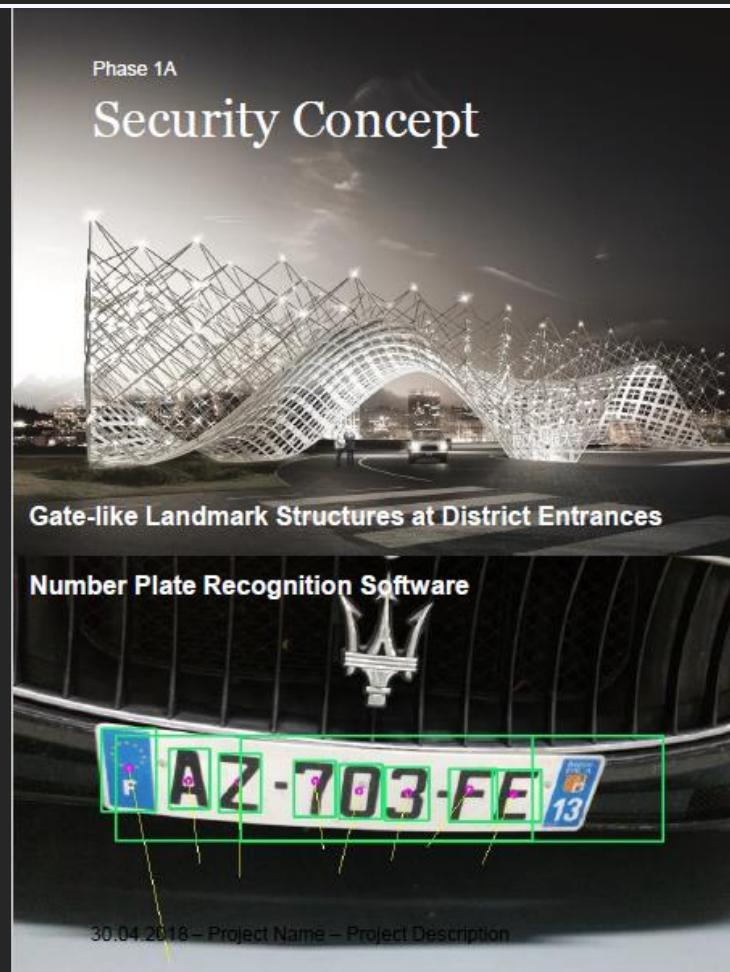


the creative city



the safe +
livable city

THE SAFE & LIVABLE CITY



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



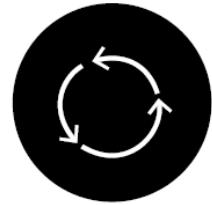
THE COURTYARDS

- 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

5

Community Parks
& Sports Arenas

- Mini mart
- ATM
- Laundry pick up
- Gym
- Clubhouse

10

District Centre

- Retail
- Offices
- School & nursery
- Restaurants

15

The Core

Downtown of the
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
- BÄDYÅ 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 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



BADYĀ 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)



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 BADYĀ in the most premium location and in the heart of the new 6th of October city.

- BADYĀ'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.
- BADYĀ 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



AS+P AS+P Albert Speer + Partner
Architects, Planners
Frankfurt



McKinsey
& Company

EY
Building a better
working world

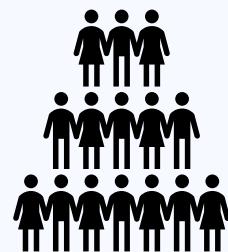


BĀDYĀ IS FOR EVERYONE

- Target audience
- Our people
- Product mix

TARGET AUDIENCE

PEOPLE



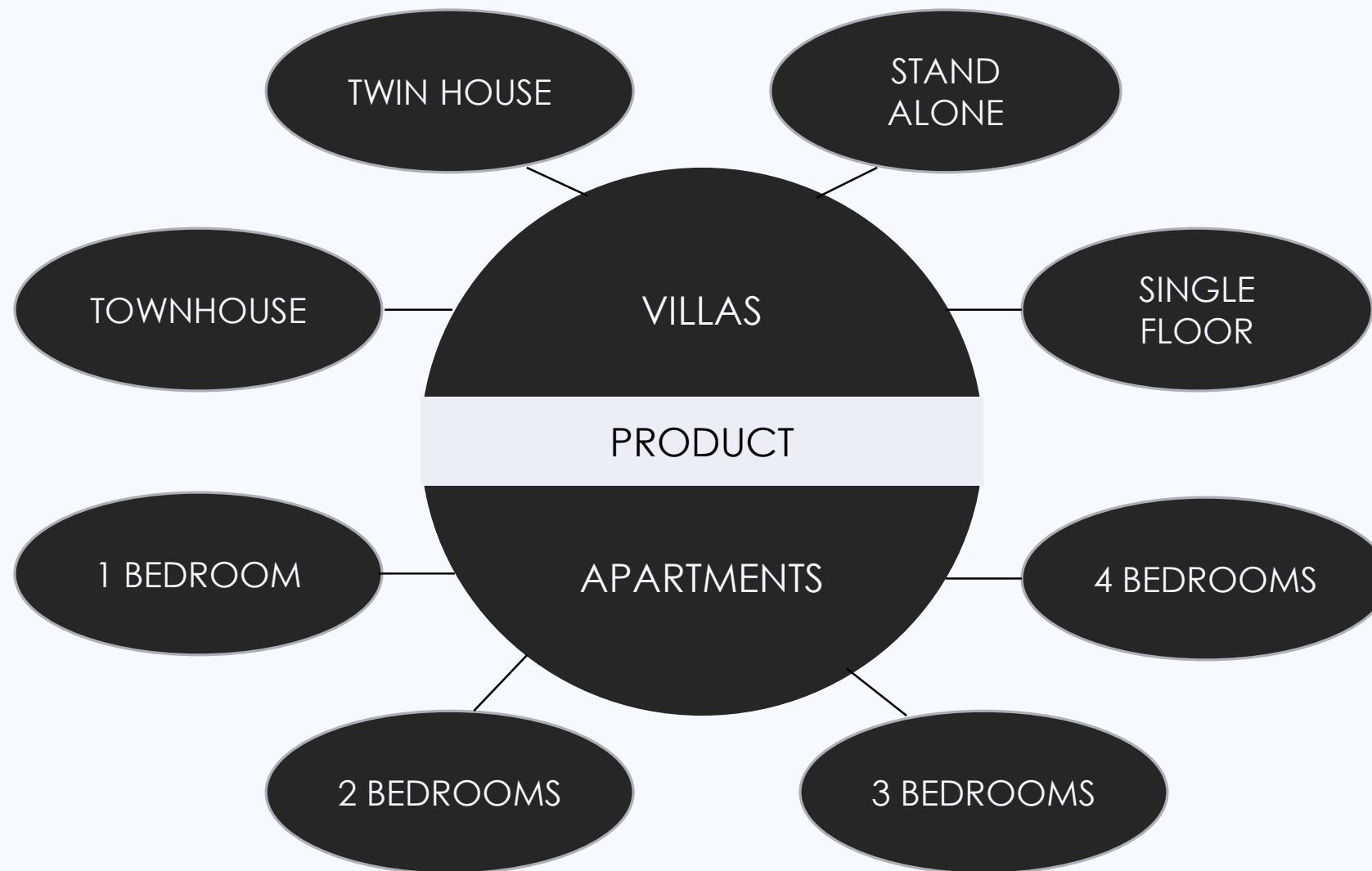
PRODUCT



PRICE







BADYĀ 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 Badyā & 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
- Badyā 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