

SumouBlvd.



Introduction

Sumou Boulevard is the biggest ***mixed use project*** in East Cairo, and the first project of its kind in Mostakbal City. It will be developed on a land area of 250,000 sqm, and a built-up area of 500,000 sqm. It is expected to ***generate 100 billion Egyptian pounds in sales.***

The project aims to be a leading model in the Egyptian market for technology and innovation in the real estate sector, integrating hospitality, ***wellbeing, innovation and culture.***

SumouBlvd.

سُمُو للاستثمار
sumou investment 

PARAGON | Aadeer

SumouBlvd.

The first regenerative city in MENA, designed for human progress, anchored by the world's largest innovation-impact boulevard, where culture, innovation and wellbeing converge into a hospitality-driven urban life built to evolve for decades.

500k

BUILT-UP AREA (SQM)

2km

REALM

1.4B\$

INVESTMENT

250k

LAND AREA (SQM)



Sumou Investment is a leading company in Saudi Arabia that develops hospitality, entertainment, and real estate projects. It focuses on innovation, luxury, and culture to create world-class destinations that enhance visitor experiences and support the Kingdoms tourism and economic growth.





16+

YEARS OF ACHIEVEMENTS

60+

MILLION SQUARE METERS OF DEVELOPMENT AREA

3.5M

BUILDING AREAS

12k

RESIDENTIAL UNITS

06

PROVINCES IN SAUDI ARABIA

10

FULL SCALE DEVELOPMENT PROJECTS

07

SUPERSTRUCTURE PROJECTS

08

CITIES IN SAUDI ARABIA

03

NEIGHBOURHOODS & COMMUNITIES

SIGNED HOSPITALITY OPERATORS





SUMOU PARK

📍 Riyadh, Saudi Arabia

Sumou Park benefits from a prime location next to King Saud University and the iconic Diriyah (Diriyah Gate) development. With direct access to the Metro station, the project is going to be a vibrant hub; seamlessly blending connectivity, growth, and community.



SUMOU PERLA

📍 Khobar, Saudi Arabia

Sumou Perla is a premier mixed-use development in the heart of Khobar, the only destination in the city offering exclusive private beach living.



SUMOU TOWERS

📍 Jeddah, Saudi Arabia

Sumou Towers on Jeddah's Corniche unites luxury living, premium offices, a 5-star hotel, and vibrant retail, a landmark destination for life, work, and leisure.



SUMOU CENTER

📍 Khobar, Saudi Arabia

Sumou Center offers premier retail, a prime office tower, and a luxury residential tower, both with stunning 360° views of the sea and Al Khobar skyline.

Partners

Global Advisory and Consulting Partners



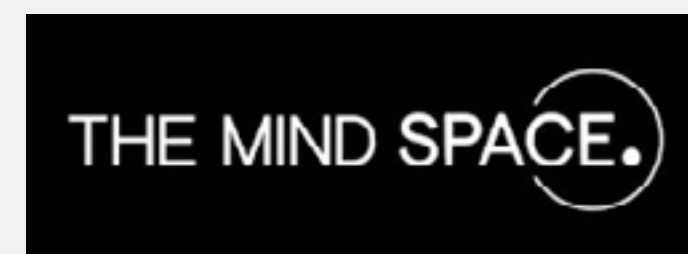
Wiedemann Lampe

the{code}

Technology and Intelligence Enabling Partners



Art, Culture and Local Innovation Spaces



PLUGANDPLAY (SOON)

Innovation Hub

Social Wellness Club

Art and Culture Centre

Innovation Platform



GLOBAL ADVISORY & CONSULTING PARTNERS

- The largest design firm in the world
- Mission-driven design firm focused on creating a better world through the power of design.
- Delivers innovative, research-driven, and collaborative solutions that positively impact the human experience.
- Reimagines cities, spaces, and everyday experiences to drive growth and meaningful change.
- Founded in 1965, with a global team of 6,000 professionals serving clients in 100+ countries annually.

DIFC - DUABI, UAE



ZHANGJIANG TWIN TOWERS - SHANGHAI, CHINA



ONE MICROSOFT PLACE - DUBLIN, IRELAND



JP MORGANCHASE TOWER - NEW YORK, USA



Wiedemann Lampe

BRANDING STUDIO

- Strategic brand consultancy focused on business transformation through cultural alignment and meaningful stakeholder engagement.
- Uses the unifying power of brand to inspire change from the inside out.
- Combines strategy, technology, and design to create brands that are authentic, compelling, and distinctive.
- Partners with organizations that enrich people's lives, helping build a more meaningful world.

DIRIYAH



LOUVRE ABU DHAB



E&



RAS EL HEKMA



**HOSPITALITY & BRANDED
RESIDENCE CONSULTANT**

- Strategic Advisor and Client Representative to the senior leadership team of A.R.M. Holding, supporting the development of purpose-led, culturally driven real estate projects shaping the future of community-focused living in Dubai.

Strategic Advisor to the CEO of AMAALA,

- shaping the destination's wellness strategy from inception and leading the Wellness, Sub-Committee of its Advisory Board for one of the world's most exclusive wellness destinations along the Red Sea.

An impact-driven and agile strategic advisory

- firm specializing in Wellbeing, Hospitality, and Destination Building.

A.R.M HOLDING - DUBAI, UAE



AMALAA - SAUDI



Sumou Boulevard started with a simple idea: the cities of tomorrow should do more than grow, they should nurture. It is designed for people who do not want to choose between ambition and belonging, or innovation and community, bringing work, life, culture, and wellbeing into one connected, human experience.

Inspired by Cairo's historic neighborhoods, where everyone knows each other, families stay close, and shared spaces weave people and moments together, it looks ahead while holding on to what matters, offering something rare today: a place where you can build the future without losing the feeling of home.

At its heart, Sumou Boulevard is a fully realized urban destination. An innovation district sits at its center, flowing into a walkable cultural boulevard alive with galleries, workshops, and open public spaces. Every element is thoughtfully layered, from expansive green areas to world class offices, three landmark hotels, branded residences, and fully serviced apartments.

Whether you come to work, stay, or settle in, Sumou Boulevard is not just another development, it is a sharper, more human take on city life, where everything revolves around how people actually want to live.

CULTURE

A vibrant cultural landscape that celebrates learning, creativity, and community—featuring museums, educational spaces, a central park, and an engaging art walk. It is a place where culture is lived daily, inspiring connection, expression, and a deeper sense of belonging.

INNOVATION

A dynamic ecosystem designed to spark ideas and accelerate progress—bringing together creative offices, a forward-thinking AI campus, and immersive experiential retail. This is where innovation becomes visible and interactive, fostering collaboration, discovery, and new ways of working and creating.

WELLBEING

A fully integrated wellness destination where luxury hospitality, branded residences, and advanced clinics come together along a continuous wellbeing loop. Designed to nurture body and mind, it offers a seamless lifestyle rooted in comfort, care, and elevated everyday living.

A CONNECTED CITY

10 mins

- FINANCIAL DISTRICT
- FOUR SEASONS MADINATY

20 mins

- CAIRO INTL AIRPORT
- KODE CLUB
- HELIOPOLIS CLUB SHEROUK

15 mins

- KATTAMEYA DUNES GOLF
- AUC
- NEW CAPITAL AIRPORT
- SUMOU BOULEVARD HQ
- ZED CLUB

THE FIRST REGENERATIVE CITY IN EAST CAIRO

Sumou Boulevard is strategically located in Mostakbal City at the heart of East Greater Cairo, positioned between East Cairo and the New Administrative Capital. Its prime location at the main gateway of the development ensures high visibility, strong foot traffic, and active engagement with residents and visitors entering the area.

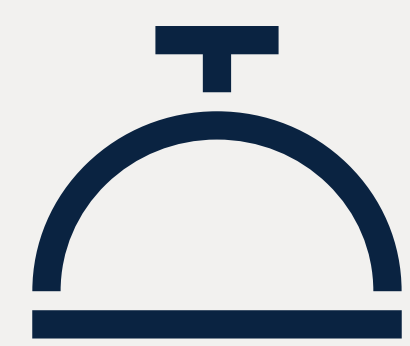


SUMOUBOULEVARD, MOSTAKBAL CITY

Sumou Boulevard is easily accessible with strong connectivity to the Middle Ring Roads. The district's location lies in between the New Capital and Madinaty.



A Mixed Use Project



HOSPITALITY



BRANDED RESIDENCE



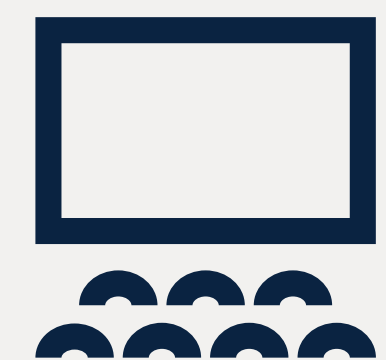
OFFICE & RETAIL



PARKS & RECREATION



ART & CULTURE



ENTERTAINMENT

RESTORATIVE LANDSCAPE & WELLBEING (CALM)

- Shaded Groves
- Fragrance gardens and sensory nature walks
- Quiet reflection gardens
- Informal picnic terraces
- Mosque
- Contemplative gardens with shaded seating

CIVIC/ACTIVE NODES

- Children's play landscapes
- Residential community plazas
- Vibrant civic gathering plaza
- Cafés, restaurants, Outdoor dining and café spill-outs

CULTURE (VIBRANT)

- Market / Souk
- Neighborhood supermarket Arts and culture plaza
- Sculpture garden courts
- Innovation hub terraces and networking decks
- Main civic plaza and flexible wevent lawn
- Outdoor amphitheater terraces

PUBLIC REALM INFRASTRUCTURE

- Continuous shaded arcades
- Social staircases and ramps
- Public drinking fountains and hydration points
- Cooling water rills and calm reflective pools
- Interactive and playful water features
- Public art installations

































WELCOME TO THE NEXUS

Courtyard 1:
Sanctuary

Courtyard 2:
Forum

Courtyard 3:
Commons



The Sanctuary

Private Residential Refuge

Designed with an elevated hospitality aesthetic, The Sanctuary is an exclusive retreat for the residents of The Nexus. Separated by lush, bermed landscape, this private garden and pool offers a sense of seclusion and quiet luxury. While serving as a tranquil escape from the urban energy, it remains visually connected to the project's broader context, balancing intimacy with a sense of place.

The Forum

The Collaborative Nexus

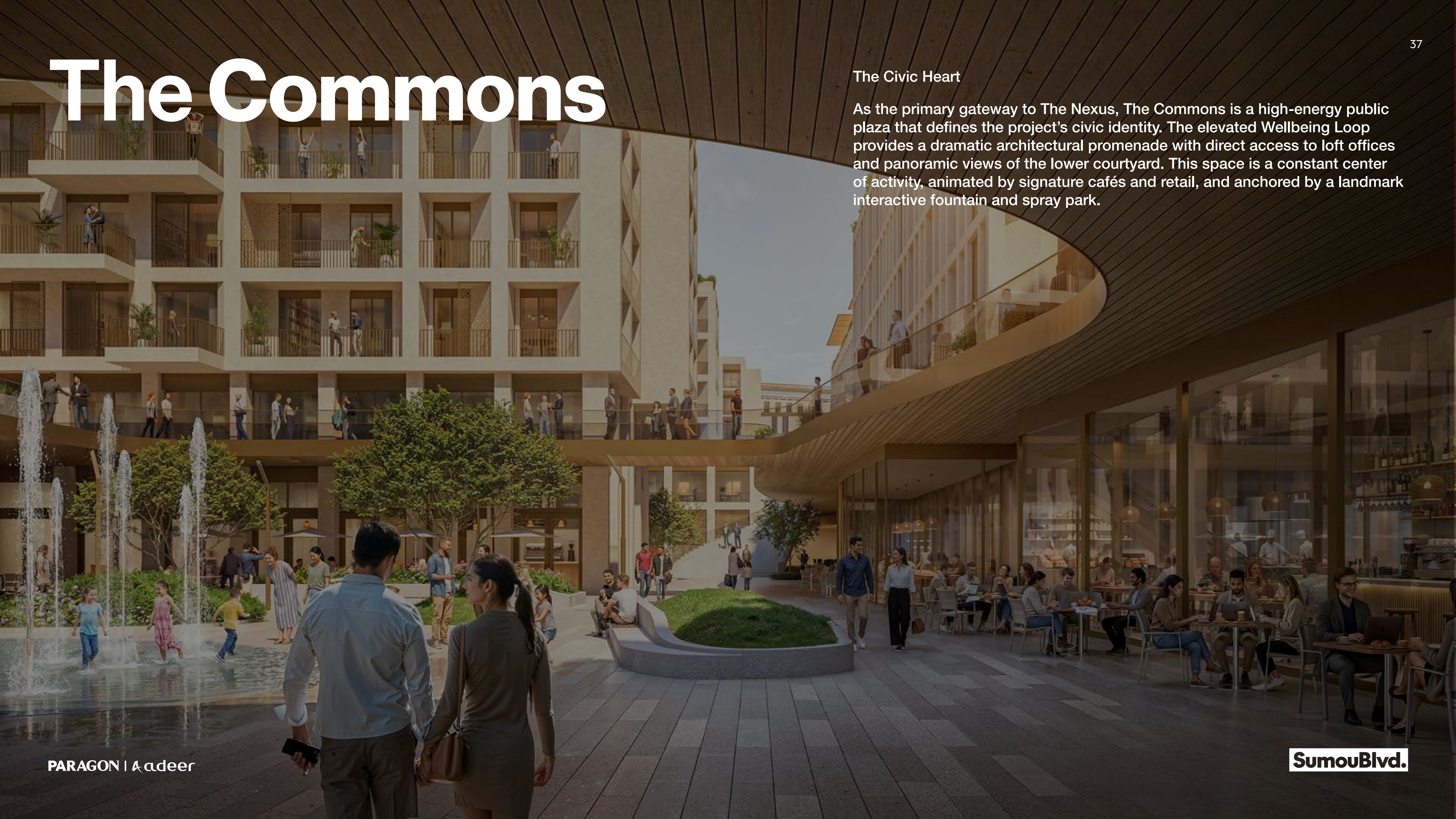
The Forum serves as a semi-public social anchor where the project's diverse programs converge. At the ground level, loft offices and boutique retail share a high-activity zone designed for seamless drop-offs and pedestrian flow. Above, an elevated residential terrace offers residents a private vantage point, while the Wellbeing Loop invites passersby to engage with the vibrant, multi-layered environment.



The Commons

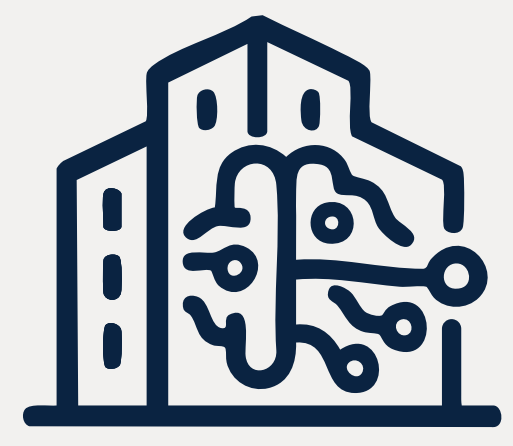
The Civic Heart

As the primary gateway to The Nexus, The Commons is a high-energy public plaza that defines the project's civic identity. The elevated Wellbeing Loop provides a dramatic architectural promenade with direct access to loft offices and panoramic views of the lower courtyard. This space is a constant center of activity, animated by signature cafés and retail, and anchored by a landmark interactive fountain and spray park.





Amenities



SMART BUILDINGS (BMS)



MULTI-ZONING
LANDSCAPE



HEAT DETECTION
SYSTEMS



CCTV WITH AI



CASHLESS PARKING
SYSTEM



AUTOMATED
CONTROLS



FIBER OPTIC
NETWORK TRIPLE PLAY



BACK-UP GENERATORS



GREEN &
ECO-FRIENDLY



COMMUNITY APP

LUXURIOUS LOBBIES

Front desk, waiting areas, concierge



HOSPITALITY SERVICES

Housekeeping and laundry



THE SPACE
MINIMAL ARCHITECTURE
INTERIOR REALITY
DESIGN
MONEY & SPACE
MATERIALS
MATERIALS
MATERIALS

PARAGON | A deer

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NURSERY



OUTDOOR LANDSCAPE AREAS

yoga and outdoor fitness activities



GYM



PRIVATE POOL



CAR CHARGING STATION



SAUNA



PRIVATE PLAY AREA FOR KIDS

for residents and their guests only with gathering areas and BBQ spots



Exclusive Launch

Luxury Living

BRANDED RESIDENCE

HOSPITALITY

SERVICED APARTMENTS

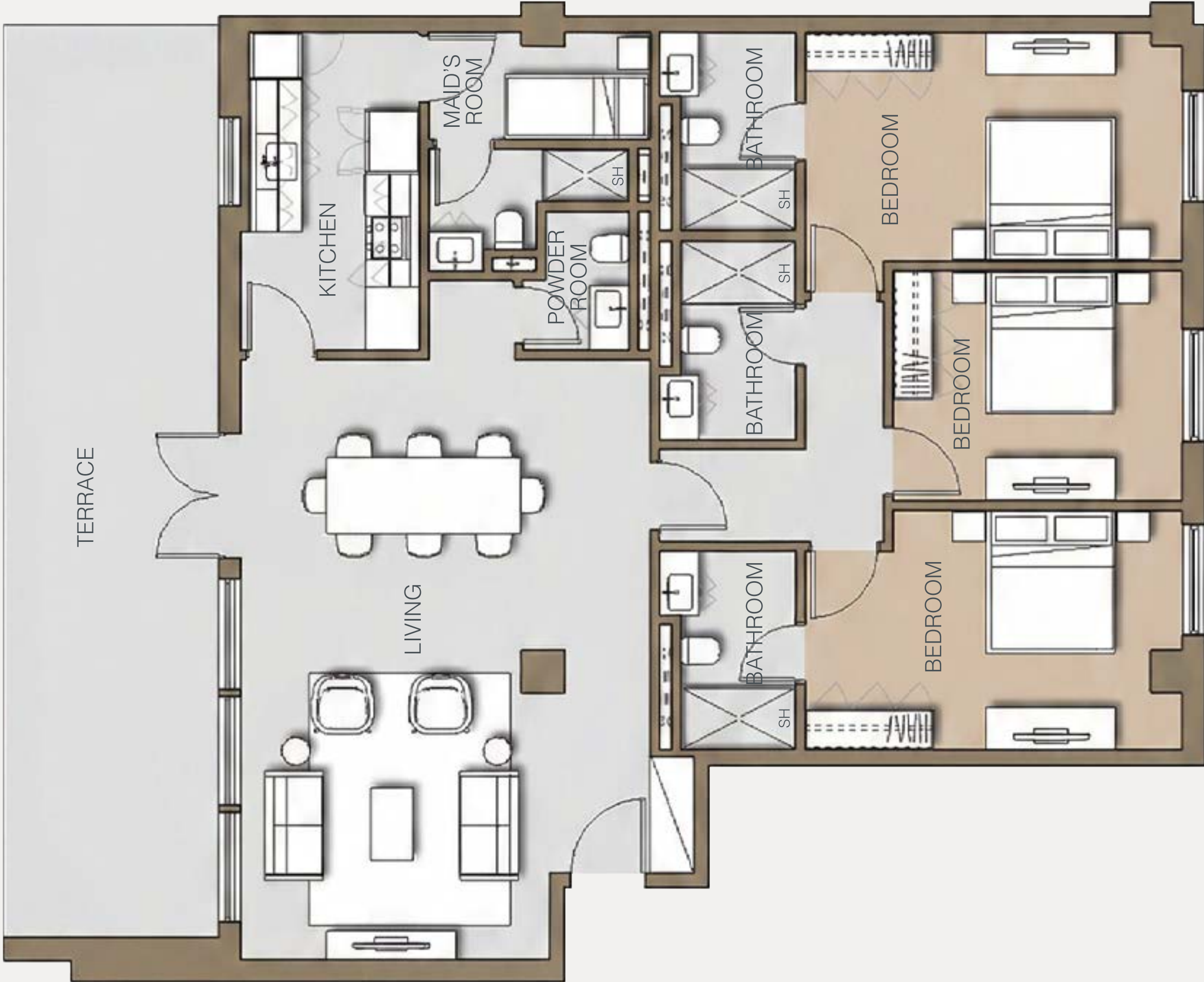
Inspired Living

Product Offering

Studio	1 Bedroom	Penthouse
Studio Plus	2 Bedroom	
	3 Bedroom	
	4 Bedroom	

APARTMENT LAYOUTS

Penthouse



The above plans are the base options not the only options for the floor plans. The rest of the options are to be revealed in the launch.

APARTMENT LAYOUTS

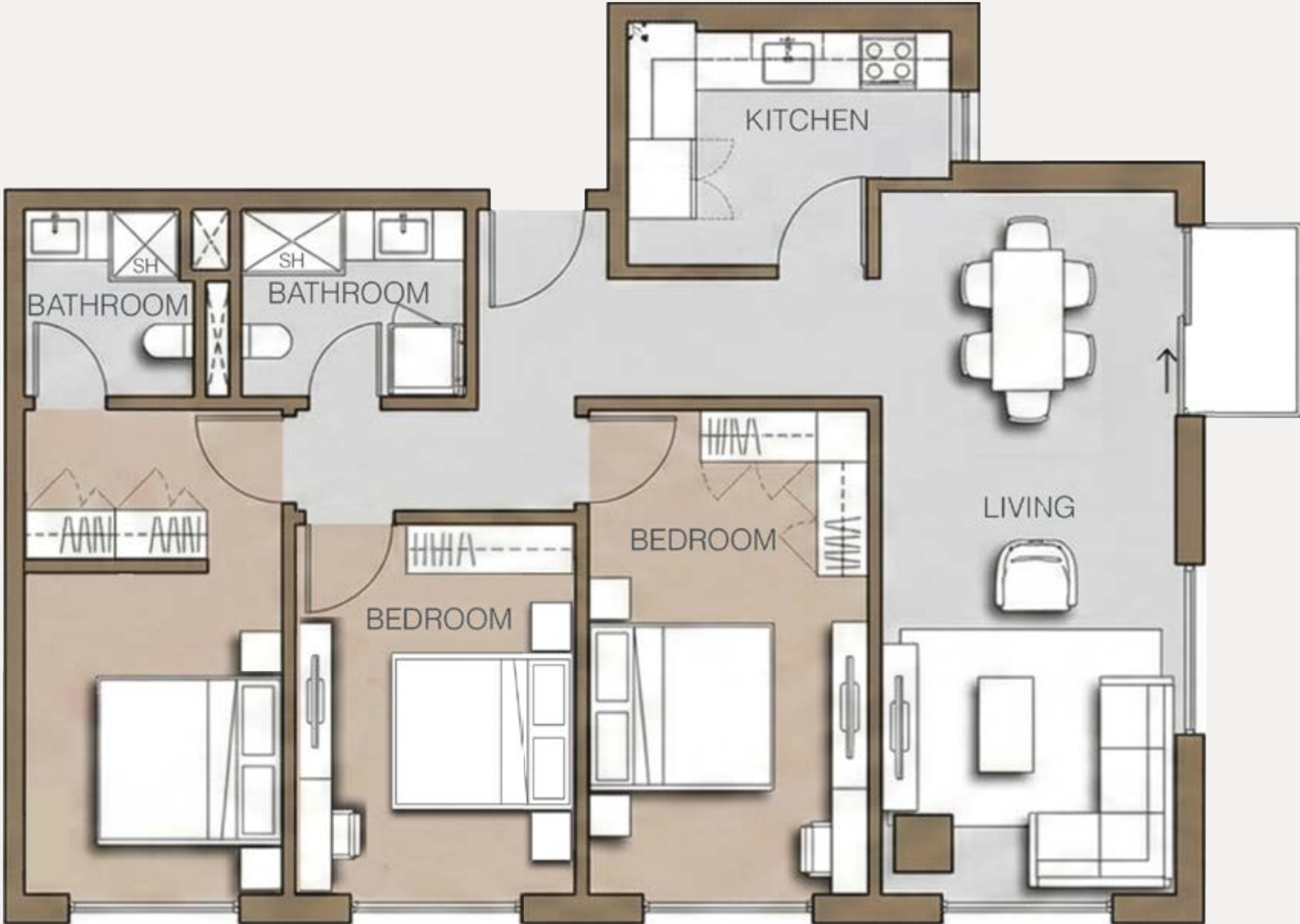
4 Bedroom



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APARTMENT LAYOUTS

3 Bedroom



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APARTMENT LAYOUTS

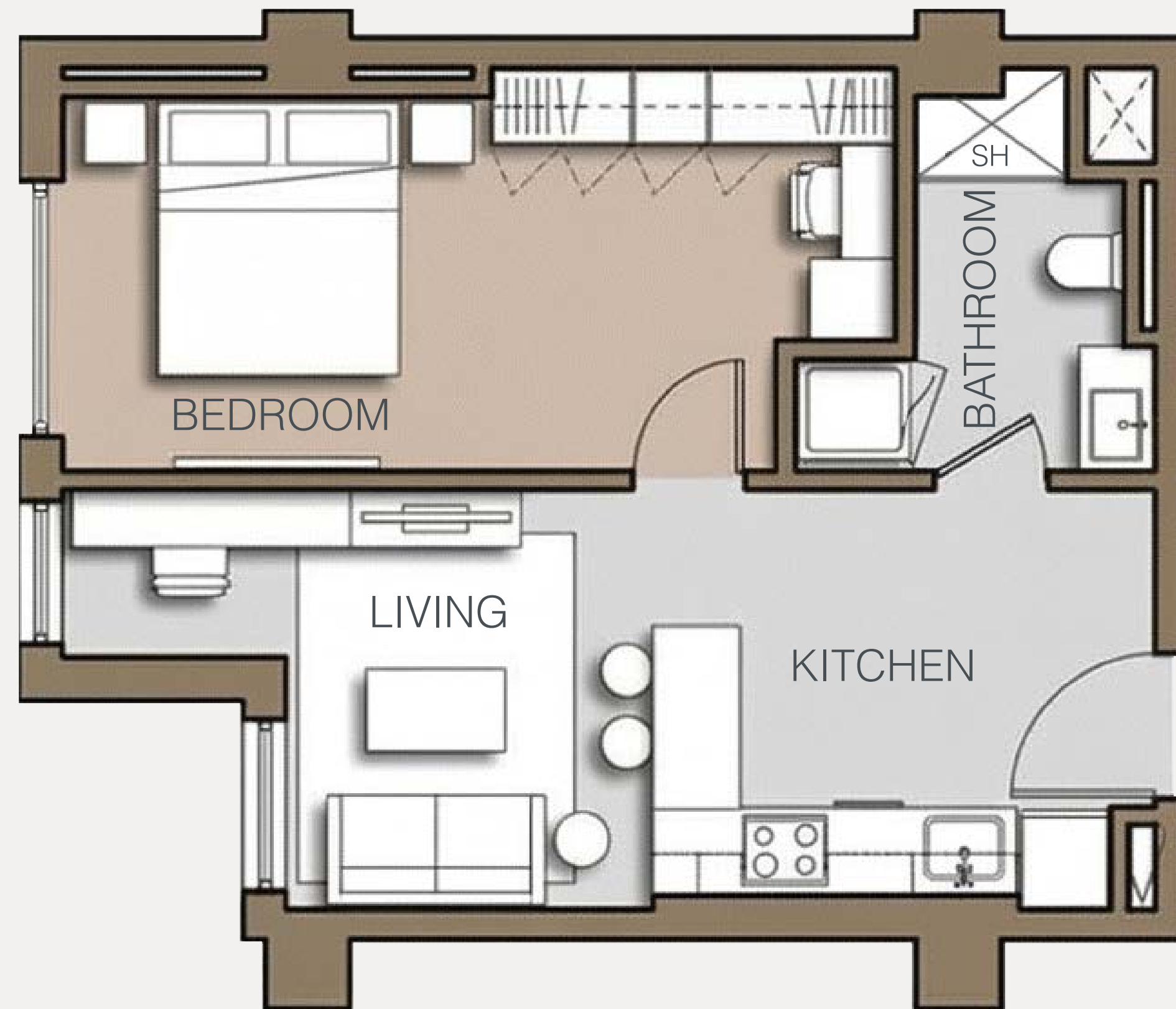
2 Bedroom



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APARTMENT LAYOUTS

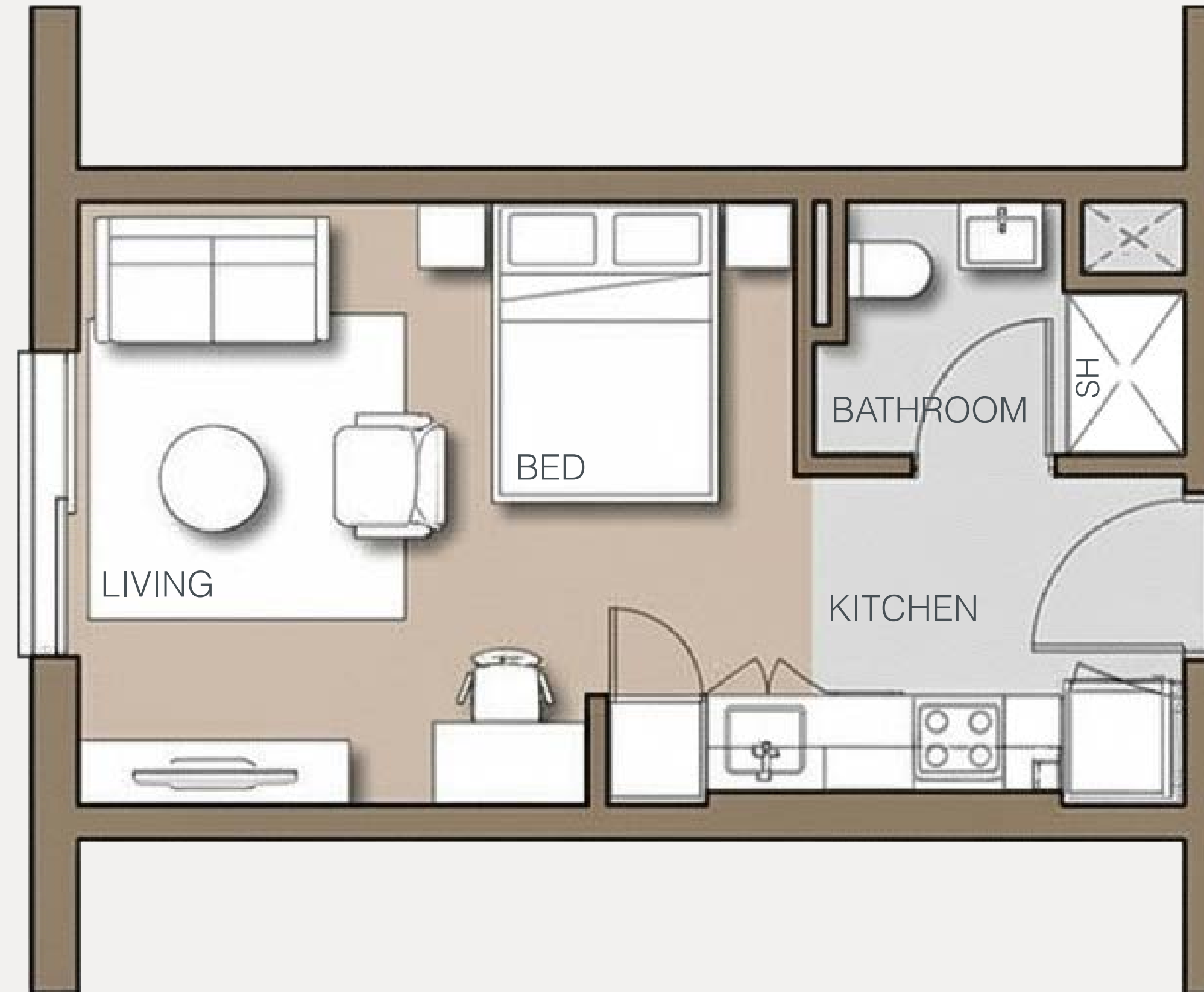
1 Bedroom



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APARTMENT LAYOUTS

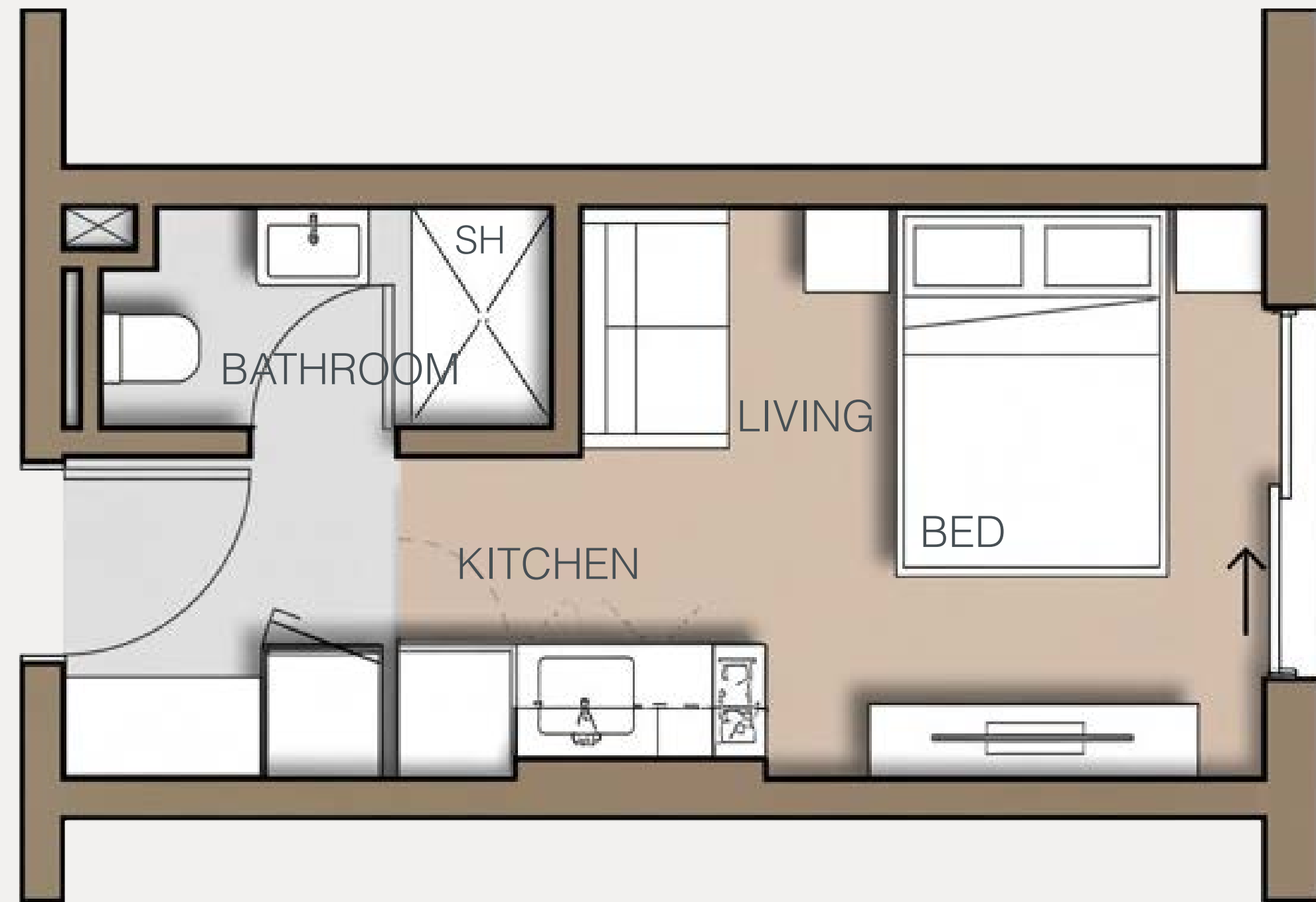
Studio Plus



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APARTMENT LAYOUTS

Studio



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Offices

DUPLEX OFFICES

HQ

SMART OFFICES

Working at Nexus

Product Offering

Smart Offices

HQ

Loft Offices

OFFICES LAYOUTS

Standard Office



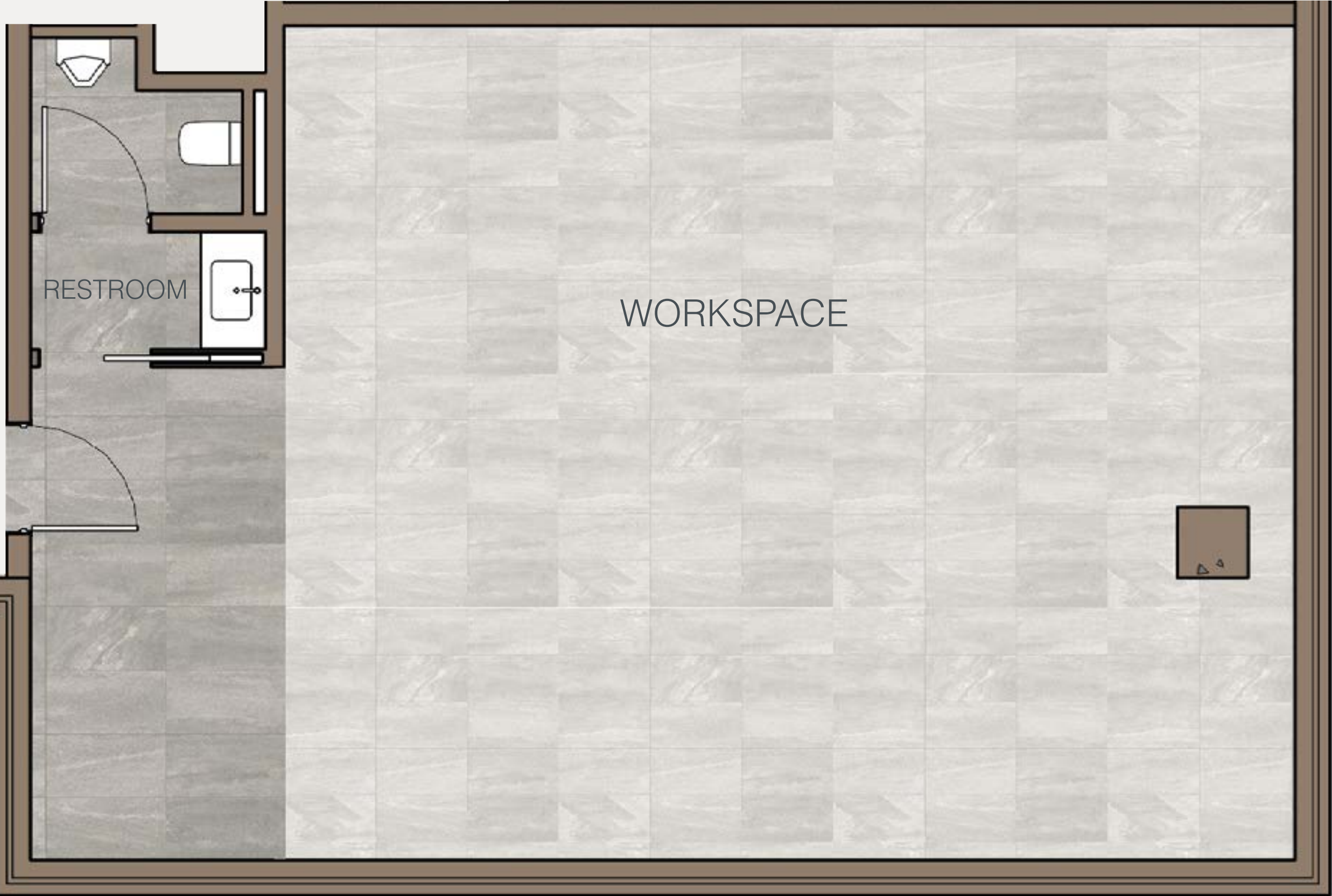
OFFICES LAYOUTS

Loft Office



OFFICES LAYOUTS

HQ



Finishing Specifications

Residential

*FULLY FINISHED WITH AIR CONDITIONING
AND DOUBLE GLAZED WINDOWS*

Offices

*CORE & SHELL
AND DOUBLE GLAZED WINDOWS*

SumouBlvd.

PARAGON | Adeer

PARAGON is a rising emblem of branded asset class, encapsulates a dynamic cohort of business visionaries who passionately strive to cultivate deep connections within the realm of innovative workspaces and branded residences. Our belief system is rooted in creating value, prioritizing well-being, enhancing productivity, fostering a collaborative culture and embedding sustainability.

Adeer enables global investment through technology-driven real estate and financial solutions and is Paragon's Saudi partner with a 200 million sqm land bank.