

An aerial photograph of a beach. The top half of the image shows deep turquoise water. The bottom half shows a sandy beach with white foam from waves washing onto the shore. The text is overlaid on the water and sand.

*South***MED.**

EGYPT

THE REAL MEDITERRANEAN

A TMG DEVELOPMENT





welcome to SOUTHMED...

A New Global Destination Rising on the Mediterranean...

Discover a world of distinction, integration, luxury, culture, and natural beauty

in this destination project. Immerse yourself in the charm of the region as you enjoy world-class lifestyle, integrated amenities, unique beachfront activities, exquisite dining, breathtaking views and so much more. Whether you seek ultimate relaxation or endless adventures, SouthMED offers an unparalleled experience that will captivate your heart and soul. Experience the allure of the South Mediterranean at SouthMED, where luxury meets convenience in a truly exceptional setting.



SouthMED Prime Location

Nestled in an exceptionally prime location on the Southern Mediterranean in the opulent Egyptian North Coast shoreline, SouthMED is perfectly situated at Kilo 165 on the Alexandria-Matrouh Road. Its strategic positioning offers easy accessibility, with a flight distance of 2-5 hours from European and Gulf countries. For added convenience, the Al Alamein Airport is just an 15-minute drive away, ensuring seamless travel connections for residents and visitors alike.

“YOUR OASIS BY THE SEA”

Discover the SouthMED Living Experience

SouthMED's design concept is brought to life by the world renowned design firms OBMI and SWA, known for their innovative approach and exceptional attention to detail. Inspired by the natural beauty of the Egyptian North Coast, the project seamlessly integrates modern luxury with the serene coastal surroundings. The project design vision focuses on creating a harmonious blend of indoor and outdoor living spaces, interaction with nature, offering residents and visitors a unique and immersive experience that captures the essence of coastal living. From the carefully curated color palette to the thoughtful placement of each element, every detail is thoughtfully considered to ensure a luxurious and inviting environment for everyone will step into the project.

It's Time to Move
& CROSS
THE SEA



An aerial photograph of a coastal town, likely in the Caribbean, featuring numerous white, multi-story buildings with flat roofs and arched windows. The town is built on a hillside, with a prominent church tower visible on the right. The ocean is a deep blue, and several small boats are visible in the water. The text "IT'S TIME TO MOVE SOUTH!" is overlaid in a large, white, serif font on the left side of the image.

IT'S TIME
TO MOVE
SOUTH!

The Masterplan

"SouthMED" is a masterfully planned 23mn sqm of breathtaking Mediterranean plateaus of magnificent beauty and charm.

A unique development that harmoniously combines an array of premium components meticulously designed to captivate and inspire, and to create a truly exceptional coastal experience in a future destination for luxury seekers.



O B M I

swa



KEY PLAN:

- | | | | |
|--------------------|-------------------------|--|---------------------------------|
| V1. Luxury Villas | G1. Golf Apartments | 6. Service Area | 13. Marina Apartments (Group B) |
| V2. Luxury Villas | G2. Golf Apartments | 7. Theme Park | 14. Marina Apartments (Group C) |
| V3. Luxury Villas | G3. Golf Apartments | 8. The Village | 15. Marina Apartments (Group D) |
| T1. Twin Villas | G4. Golf Apartments | (Concerts, Exhibitions, Festivals & Art Gallery) | 16. Beach Club |
| T2. Twin Villas | 1. Main Arrival Feature | 9. Town Center 1 | 17. Beach 1 |
| C1. Lagoon Chalets | 2. Sales Center | 10. Town Center 2 | 18. Beach 2 |
| C2. Lagoon Chalets | 3. Regional Mall | 11. Town Center 3 | 19. Beach 3 |
| C3. Lagoon Chalets | 4. Arrival Landscape | 12. Marina Apartments (Group A) | 20. Kempinski Hotel |
| C4. Lagoon Chalets | 5. Service Area | | 21. Luxury Hotel |

A woman with long dark hair, wearing a red backless dress, stands on a pool deck looking out at a sunset over the ocean. The sun is low on the horizon, creating a warm orange glow. The pool deck is in the foreground, and the ocean waves are visible in the distance. The sky is filled with soft clouds.

ALL-SEASON DESTINATION AWAITS

Discover the allure of SouthMED, embrace the changing seasons against a backdrop of coastal beauty and immerse yourself in a world where every moment is an opportunity to experience something new. Whether it's enjoying the spring fresh breath, basking in the summer sun, relishing the crisp air of autumn, or cozying up by the fire in winter.

SouthMED offers a year-round escape like no other. Your journey begins here, where each season brings a fresh perspective and a world of possibilities awaits.

Day Life in SOUTHMED..

Embrace the Sun and Adventure

From the moment the sun rises over SouthMED, a world of possibilities awaits you.

Bask in the warm glow on our pristine beaches and swimmable lagoons, explore shopping and entertainment by the sea, or partake in thrilling outdoor activities like water sports and hiking. Take a leisurely stroll along the waterfront, embark on a scenic hike, or simply unwind with a book under a shady palm tree.

In SouthMED, every day is a chance to embrace the beauty of nature and the excitement of exploration.



Night Life in SOUTHMED..

Unleash Your Inner Night Essence

As the sun sets, SouthMED comes alive with a vibrant nightlife scene that caters to all tastes and preferences. Indulge in exquisite dining at our gourmet restaurants, sip on signature cocktails at stylish bars, or dance the night away at energetic clubs and lounges.

Whether you prefer a romantic evening under the stars or a lively night out on the town, SouthMED offers a diverse array of entertainment options to make your evenings unforgettable, including the thrills and sophistication of our premier options. Join us as we celebrate the night with laughter, music, and endless opportunities for fun and excitement.



MED Marina @ SouthMED.

**EXPERIENCE SEASIDE SOPHISTICATION
WHERE THE BEST OF THE WORLD EXPERIENCES EXIST..**

A one-of-a-kind experience rivaling the very best of Porto Cervo, Amalfi, and Capri in a new modern destination carved within the cliffside with spectacular, amazing all-around views.

For luxury seekers and yacht enthusiasts, the MED Marina at SouthMED provides a world-class facility with state-of-the-art amenities and services, where luxury meets leisure in a stunning waterfront setting. Boasting a picturesque backdrop of yachts, sailboats, and crystal-clear waters, The Marina is a bustling hub of activity and relaxation for residents and visitors alike.

MED Marina, provides unique seafront residences with 360 panoramic views overlooking the entire Mediterranean Sea and special private beach experience, 2.5 km stretch of stunning marina waterfront promenade, designer stores, and world- class cuisines, and stunning boutique hotels.

MED Marina.. The largest marina rising on the mediterranean.



THE MAGNIFICENT BEACH

International, Family and Recreational Beach Clubs

*SouthMED boasts a stunning 8 km stretch of a
pristine beach on the Egyptian North Coast
shoreline.*

*With the stunning sun, crystal-clear water and
golden sands, the beach in SouthMED offers the
perfect setting for relaxation and rejuvenation.
Whether you're looking to soak up the sun, take
a stroll along the shoreline, or enjoy water sports
activities, the beach in SouthMED provides a
tranquil escape for all visitors.*

*For a truly luxurious experience, be sure to
visit SouthMED's exclusive Beach Club, where
you can relax in style with personalized service,
gourmet dining, and stunning ocean views.*



MESMERIZING CRYSTAL LAGOONS

Capturing Moments of Serenity

The crystal lagoons at SouthMED provide a picturesque backdrop for strolls, unique swimming experiences, morning yoga sessions, and sunset family gatherings. Residents can enjoy the soothing sounds of nature and the gentle lapping of the water against the shore, creating a serene ambiance that rejuvenates the soul. Surrounded by lush greenery and vibrant flora, the lagoons at SouthMED create a natural oasis within the bustling community.

Whether you seek a moment of solitude or a gathering place for socializing with neighbors and friends, the lagoons offer a tranquil setting for all to enjoy.



SIGNATURE GOLF COURSES

A Game with Charm

Experience the pinnacle of golfing excellence at SouthMED's world-class 18-hole golf courses with breathtaking sea views. Nestled along the pristine coastline, these exceptional courses offer a truly unparalleled golfing experience for golfers of all skill levels.

Designed to harmonize with the natural landscape, the golf courses at SouthMED showcase panoramic vistas of the sparkling sea, providing a stunning backdrop for your game. Immerse yourself in the beauty of the coastal surroundings as you navigate challenging fairways and meticulously maintained greens.

Whether you're a seasoned golfer looking to hone your skills or a newcomer to the sport, the courses at SouthMED offer a welcoming and inclusive environment for all.



IMPECCABLE HOSPITALITY SERVICES

Discover Unparalleled Experience

In SouthMED, we take pride in offering a diverse selection of hotels to suit every taste and preference, ensuring a truly personalized and unforgettable stay.

From boutique jewels to lavish getaways and exquisite waterfront hotels, our accommodations cater to a range of lifestyles and wants, assuring each guest a unique and fulfilling experience. Indulge in the intimate charm and exquisite design of our boutique hotels, where attention to detail and personalized service create an ambiance of sophistication and elegance. Immerse yourself in a world of luxury at our opulent hotels, where lavish amenities, impeccable service, and breathtaking views redefine the meaning of indulgence.

For those seeking a waterfront escape, our marina hotels offer a seamless blend of nautical charm and upscale comfort, providing a front-row seat to mesmerizing seascapes and vibrant marina life.

Experience the finest in hospitality, comfort, and style at our collection of hotels, where every detail is designed to exceed your expectations and create lasting memories of your time in SouthMED.



INTEGRATED SERVICES & AMENITIES

Your Every Need

Anticipated & Met in SouthMED

SouthMED goes above and beyond to anticipate and meet your every need. Experience the convenience and peace of mind that come with our comprehensive day-to-day services, freeing you to focus on enjoying all that our destination has to offer from the day-to-day shopping, healthcare facilities, business and administrative services ensuring to stay connected to work commitments or simply prefer a dedicated workspace for personal projects, SouthMED is committed to creating a conducive environment that allows you to make the most of your time away while staying productive and stress-free.

We understand the importance of providing a seamless and comfortable experience for our people. Our dedicated maintenance management guarantees that every aspect of your stay is taken care of, to keep your accommodations in top condition, ensuring that your comfort is never compromised. You can rest easy knowing that our round-the-clock security system is always on hand to ensure your safety and peace of mind throughout your stay.



INTERNATIONAL SHOPPING & ENTERTAINMENT

*Indulge in Retail Bliss and Unwind
with Shopping Therapy*

Step into a world of retail bliss and entertainment in SouthMED's vibrant commercial and entertainment centers. From trendy boutiques and artisanal shops line the bustling streets, to lively entertainment venues and cultural hubs.

SouthMED offers world class venues and destinations such as the village and the open air mall where destination F&B comes to gather with world class shopping, a theme park for family's to enjoy.



Dining & More

Embark on a Mediterranean Culinary Journey

SouthMED offers a diverse culinary journey through a diversity of restaurants that showcase the vibrant flavors and rich traditions of the Mediterranean region. Each restaurant in SouthMED is a unique dining destination that captures the essence of a different cuisine.

With authentic decor, music, and ambiance that reflect the cultural heritage of that country, you can expect a culinary experience that is as diverse as the Mediterranean itself.



HEALTH & WELLNESS

Your Trusted Partners

In SouthMED, we are committed to providing unparalleled healthcare services that give priority your well-being and comfort above all else.

Feel safe while being surrounded several medical service providers while enjoying your stay in SouthMED.

Escape the hustle and bustle of everyday life and immerse yourself in a world of relaxation and rejuvenation at SouthMED's luxury spa and wellness center. Our exquisite spa facilities offer a sanctuary for your senses, where you can unwind and rejuvenate in a serene and peaceful environment.



SPORTS FACILITIES

Elevate Your Vacation Experience

For people looking for an energetic and lively vacation, SouthMED offers a range of sports courts and facilities to cater to your fitness and leisure needs. Whether you enjoy a friendly game of tennis, basketball, or volleyball, our well-maintained courts provide the perfect setting for outdoor recreation and friendly competition.

SouthMED's offers a world class sports and athletics center designed to accommodate players of all skill levels, from beginners to seasoned athletes, ensuring that everyone can participate and enjoy the thrill of sports in a picturesque setting.



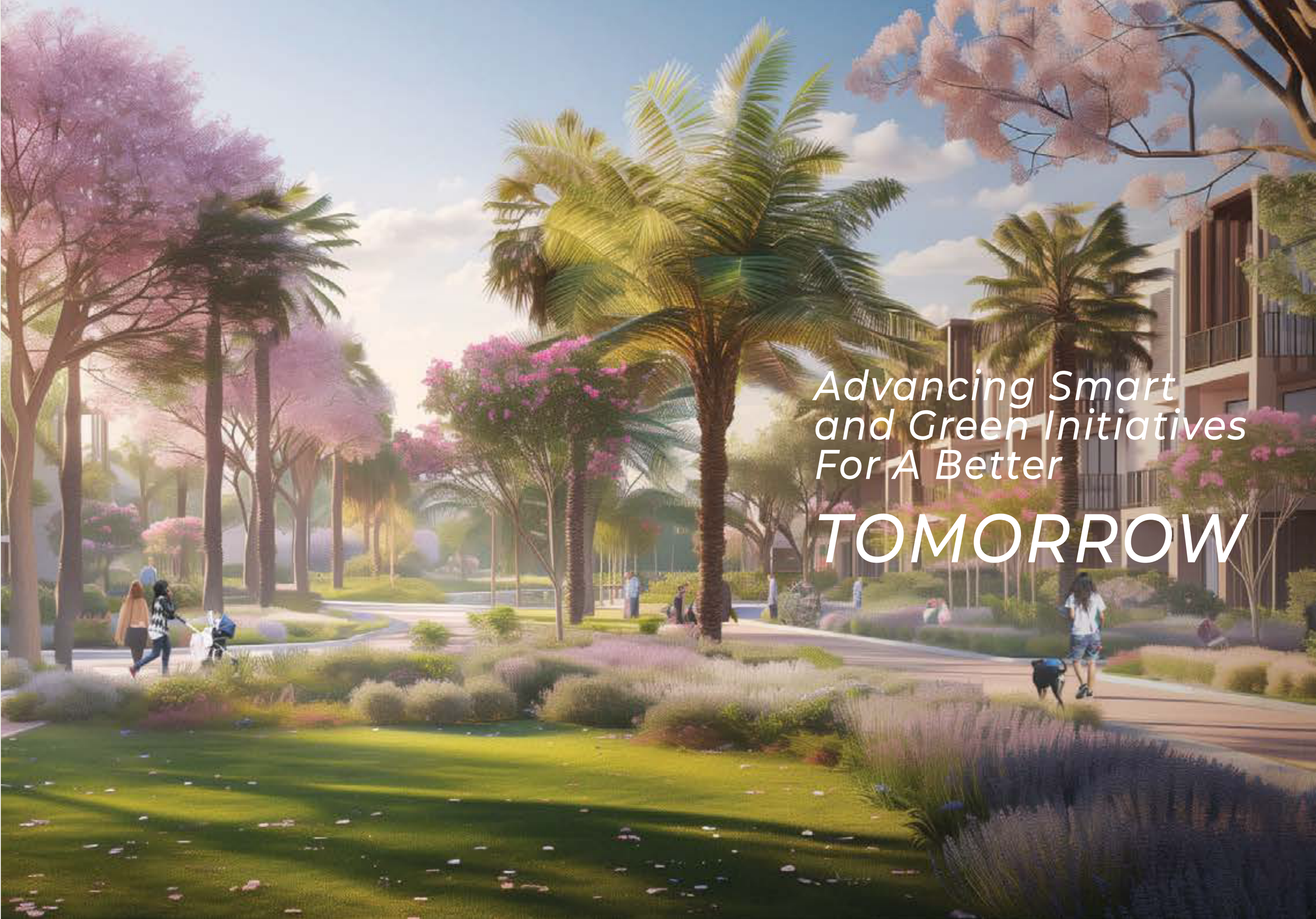
SMART & SUSTAINABLE LIVING

SouthMED is aimed to be a vision for a sustainable and eco-friendly future.

The project incorporates smart and green principles to ensure a harmonious relationship between nature and urban living. With the most up-to-date ways to provide renewable energy through the integration of solar panels and efficient networks, smart lighting and irrigation, innovative transportation and traffic flow control, the latest garbage collection and separation system, and other applications and services that will provide an unmatched green, smart, and sustainable environment.

Smart Home Experience a one-of-a-kind living experience with SouthMED smart home services, which are an essential element of the project's design intended to improve living standards and increase comfort levels.

Modern smart technologies are safely installed in SouthMED to efficiently control and organize lights and appliances. Simple-to-use smartphone apps offer remote control functionality, enhancing overall comfort and saving time and energy.



*Advancing Smart
and Green Initiatives
For A Better*
TOMORROW



THE RESIDENCES

Where you have it all

SouthMED is the first to offer this diverse range of residential options in 52 thousand units from different types to suit every lifestyle, accommodating the wide spectrum of individuals and families.

Everyone will find a space, whether it's in one of the many spacious beachfront villas, semi-attached or attached villas, marina apartments, golf chalets, lagoon apartments or Luxury Branded Residences.

SouthMED Villas

Luxuriate in Seaside Serenity

Escape to a world of tranquility and beauty with SouthMED's exquisite villas boasting breathtaking views.

The luxury Villa zone spanned over 6mn sqm of terraced lagoons and waterfalls where the villas are planned to all face the sea and catch the north breeze designed to focus on wellness and relaxation. These villas vary in size from 650 sqm stand alone Villa to 200 sqm semi-attached villas.

The crown jewel of this area is the four seasons hotel designed as the center piece of the Villa beach area.

Choose your own villa from the various types and spaced just tailored to your needs.





Standalone Villa



Semi-attached Villa



Lagoon Chalets

The lagoon chalets area of about 6mn sqm designed as a series of interlocking flowing lagoons filled with green lush islands that house the unique two story chalets and residences. The chalets are two doty homes each with direct access to private beach and swimmable lagoon.



Golf Residences

The golf residences overlook a world-class 18-hole golf course that expresses natural slopes of splendor with open seaside panoramas offering a unique experience that brings the best of both worlds together.



Marina Apartments

Unrivalled Coastal Living

SouthMED offers premium fully finished apartments overlooking the Mediterranean's largest and most integrated marina, providing residents with optimum living standards by the sea.

For those who seeks luxury and convenience, Marina apartments are the perfect option for your accommodation in SouthMED.

Choose your preferred apartment type from the range of options available, and experience the ideal harmony of elegance, practicality, and integration for an ultimate living experience.

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Branded Residences

The Comfort of a Home and the Luxury of a Hotel

In SouthMED, we offer a selection of premium serviced apartments that combine the convenience of a fully-equipped residence with the luxury and amenities of a hotel.

Our selection of serviced apartments provides a comfortable and stylish living space that caters to your every need in a spacious and beautifully furnished apartment fully equipped with modern amenities to ensure a seamless and enjoyable stay.

Enjoy the perfect blend of comfort, convenience, and luxury for your ideal stay.

INTERNATIONAL DESIGN FIRMS

Partnering with the best and the most talented, professional and credible master planning and architecture firms in the world, OBMI and SWA well-respected design practices with extensive international experience and a focus on creating high-quality, contextually-appropriate projects that consider sustainability and user experience.



OBMI is a globally renowned master planning and architecture firm, distinguished for its creation of distinctive designs tailored to high-end hotels, luxury private residences, and dynamic urban spaces. With a legacy dating back to 1936, OBMI remains steadfast in its mission to collaborate closely with clients, translating their visions into three-dimensional forms that authentically reflect their surroundings and possess unparalleled market appeal. Operating through multiple design studios worldwide, OBMI adopts an integrated approach that melds responsive design methodologies, cutting-edge innovations, and technical acumen to craft destinations that are not only experientially memorable but also environmentally sustainable and financially viable.

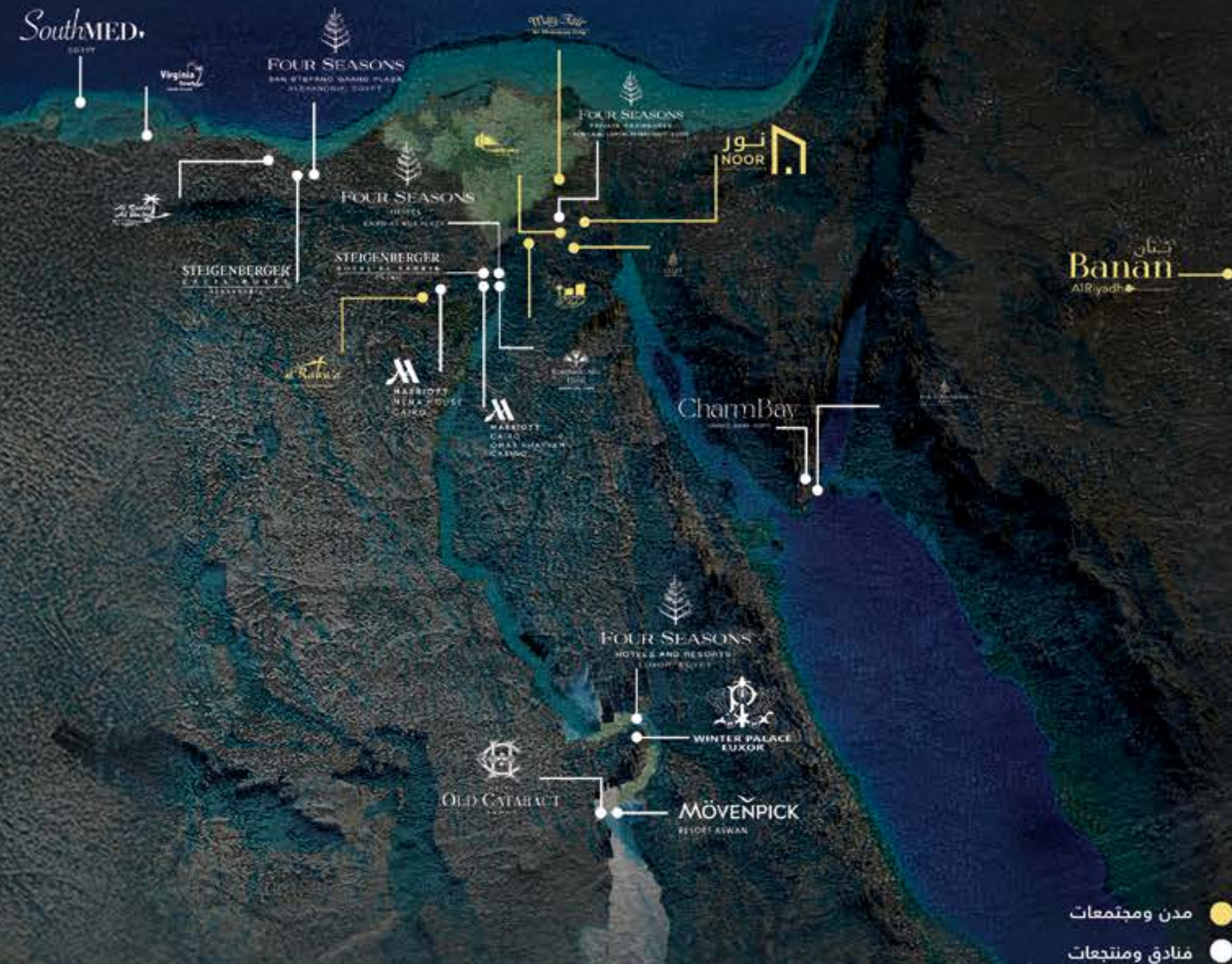
swa

A unified collective of eight independent studios, SWA is devoted to place making for people and ecosystems across the globe. We're relentless in the pursuit of bold, leading-edge design, and believe our work is strengthened by both individuality and collaboration. Over sixty years ago, SWA became one of the first 100% employee-owned design firms in the U.S. a big deal then, and even more relevant today. Emerging in a time of cultural revolution, we're well-versed in finding opportunities where others may see obstacles, bettering the world one place at a time. The work is central to building healthy, thriving communities and ecosystems. Landscape is the bridge between the built and natural worlds—essential infrastructure for a livable future. SWA has built a legacy of exceptional design over generations. The methods, materials, and mindsets are valuable. They are driven by the immense possibilities offered by new technologies and ideas.



LANDMARK PROJECTS ACROSS EGYPT & EXPANDING GLOBALLY

Talaat Moustafa Group (TMG), a leading conglomerate with a special emphasis on real estate and hospitality development, with an outstanding track record of creating large, vibrant, and luxury hotels, resorts, cities, and communities, providing high-quality experiences accompanied by superb amenities, with over 55 years of experience and an accumulated footprint of more than 107 million sqm, to stand today as an industry giant that presents world-class developments across all real estate asset classes.



TMG Sales Centers in Egypt, KSA, and UAE

EGYPT

Head Office

34/36 Musaddak St. Dokki, Giza, Egypt 12311.

Telephone: (+202) 3301 6701 - (+202) 3331 2000

Heliopolis

115 Omar Ibn Al Khattab St., Heliopolis.

Telephone: (+202) 2419 6924 – (+202) 2416 1901

El Sheikh Zayed

Arkan Plaza - Building F3 - Ground Floor - Banks District

- Shop AY-205 & VY-204, El Sheikh Zayed City -

Entrance 2 in front of the New Urban Communities

Authority Building.

Telephone: 0111 788 0775

Madinaty – New Cairo

1. Madinaty Sales Tent, next to the Main Gate

Telephone: (+202) 2112 4656 - (+202) 2112 4666

2. Building H, at Open Air Mall, Madinaty Gate 2

3. Online Sales Office: B10 Service Center

Al Rehab – New Cairo

Gateway Mall, Al Rehab City – Gate 12

Telephone: (+202) 26940500 / (+202) 26923880

Celia – New Capital

Sales Tent, Celia Compound – New Capital

Noor – Capital Gardens

Sales Tent, Noor City Site – Capital Gardens

Alexandria

388 El Geish Road, Zizinia

Telephone: (+203) 581 9000 - (+203) 582 1184

KINGDOM OF SAUDI ARABIA

Head Office in Saudi Arabia

Northern Ring Road - Exit 7 - Al-Taawun District 3285 -

Building No. 3281 – Al Riyadh 12478 – 8346 – PO Box: 11586.

Faisal Sales Office

King Faisal Charity Institution, King Fahd Road, Al Olaya,

North Tower, 3rd floor.

Telephone: (+96611) 465 1699

Jeddah Sales Office

Palestine street, Jamjom Center, entry 5, third tower- 6th floor

- P.O.# 21426, Jeddah - Kingdom of Saudi Arabia

Telephone: (+96612) 660 2696

Banan Main Sales Office

Banan project showroom, in front of Al Fursan Suburb sales

center affiliated with National Housing Company NHC.

UNITED ARAB OF EMIRATES

Dubai

Metropolis Tower - Business Bay Area Burj Khalifa Street -

Behind Old Town District, 20th Floor - Office 2001, P.O Box: 22217

Telephone: (+971) 4242 8166

ABU DUABI

Alia Tower - 535 Khalifa Bin Zayed St, 3rd Floor -

Office 032, P.O Box: 32626

Telephone: (+971) 2671 6990