

A RHYTHM *of life*, PERFECTLY BALANCED



O1_ ABOUT SODIC



ABOUT SODIC

A LEADING REAL ESTATE DEVELOPER WITH OVER 30 YEARS OF EXPERIENCE IN
LARGE SCALE, MIXED-USE COMMUNITIES IN WEST, EAST CAIRO AND NORTH COAST.

+14

DEVELOPMENTS
ACROSS
3 GEOGRAPHIES

+19K

UNITS SOLD

+15K

UNITS DELIVERED

+35K

NUMBER OF
RESIDENTS

NPS +61

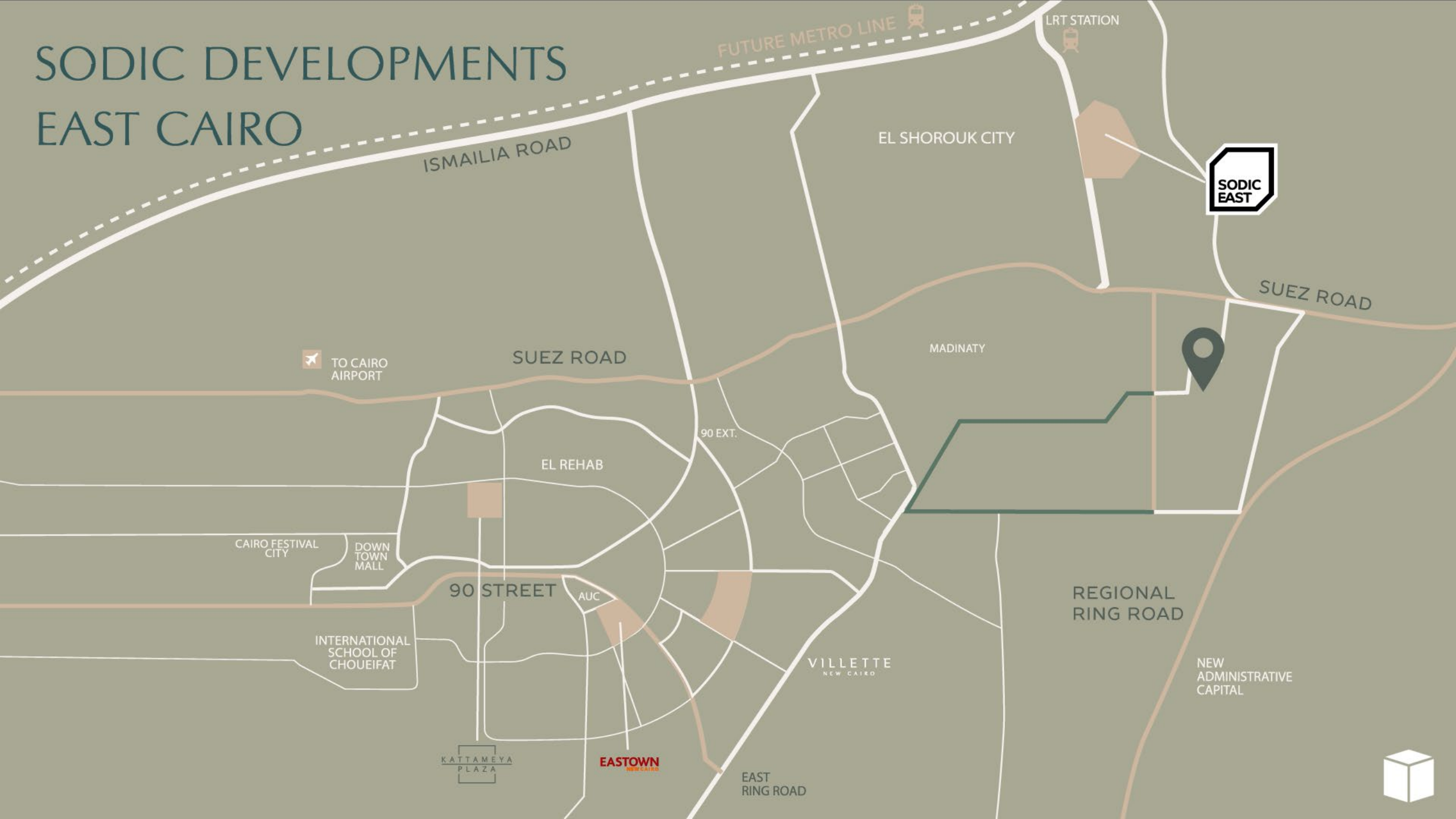
CUSTOMER
SATISFACTION

23MN SQM

TOTAL LAND BANK



SODIC DEVELOPMENTS EAST CAIRO



STRATEGIC LOCATION

30 MIN

CAIRO
INTERNATIONAL
AIRPORT

20 MIN

AUC

5 MIN

NEW CAPITAL
THE GOVERNMENT
DISTRICT

25 MIN

SODIC EAST

15 MIN

VILLETTE

20 MIN

EASTOWN



02_ BRAND STORY



A RHYTHM OF LIFE, PERFECTLY BALANCED



BRAND STORY

INTRODUCING SODIC'S FIRST WELLNESS
MIXED USE COMMUNITY IN MADA CITY



BRAND STORY

THIS DESTINATION IS NOT JUST A PLACE TO LIVE
IT'S A PLACE DESIGNED TO HELP YOU LIVE MORE



BRAND STORY

HERE WELLNESS ISN'T AN AMENITY YOU VISIT, IT'S WOVEN INTO
EVERY STREET, ROOFTOP, GARDEN, AND SHARED MOMENT



BRAND STORY

FROM ENDLESS GREENWAYS TO FLOWING WATERWAYS
TO EDIBLE LANDSCAPE AND FOREST TRIALS



BRAND STORY

THIS DESTINATION CREATES A NEW RHYTHM TO LIFE
THAT IS PERFECTLY BALANCED



BRAND PERSONALITY

MINDFUL
WARM
REFINED
GROUNDED
CURIOUS
ACTIVE

ADVENTUROUS
CONSCIOUS
ALIGNED
INTUITIVE
FLOWING
WHOLESOME



EASTVALE



BEHIND THE NAME

"**EAST**" HONORS THE PROJECT'S LOCATION IN MADA CITY — A NEW HORIZON FOR EAST CAIRO, WHERE THE SUN RISES OVER EGYPT'S EXPANDING FUTURE. IT SPEAKS TO NEW BEGINNINGS, FRESH PERSPECTIVES, AND THE DAWN OF A DIFFERENT WAY OF LIVING.

EAST VALE

"**VALE**" REFERS TO A VALLEY—A RICH, SHELTERED LANDSCAPE WHERE NATURE THRIVES IN BALANCE.

VALES ARE PLACES OF ABUNDANCE, WHERE WATER FLOWS, GARDENS FLOURISH, AND LIFE TAKES ROOT IN HARMONY WITH THE LAND.



O3_ DESTINATION VISION



EXPERIENCE FORMULA

SOCIABILITY

THE DAILY RHYTHMS &
GATHERING
OPPORTUNITIES THAT
FORM
COMMUNITY BUILDING

OPENNESS

EACH DISTRICT UNIQUE
CHARACTERISTIC THAT
ARE THOUGHTFULLY
CONNECTED

DIVERSITY

THE VARIETY OF LIVING
WORKING & GATHERING,
SERVING FULL SPECTRUM
OF HUMAN NEEDS

INTEGRATION

EXPERIENCES THAT
ENRICH CONNECTIONS
AND DAILY LIFE BETWEEN
RESIDENTS AND VISITORS

CURIOSITY

THE DISTINCTIVE
ELEMENTS THAT GIVE
EACH DISTRICT A SENSE
OF DISCOVERY



O4_ THE MASTERPLAN





WORLD CLASS MASTER PLANNER

DESIGNED BY INTERNATIONALLY RENOWNED PLACE MAKERS **EDSA**, KNOWN FOR CREATING DESTINATIONS THAT WORK IN HARMONY WITH NATURE. EACH NEIGHBOURHOOD IS DESIGNED WITH ITS OWN CHARACTER, COMING TOGETHER IN A SEAMLESSLY CONNECTED COMMUNITY.



SPACES FOR EVERY MOMENT

WELLNESS
BOULEVARD

GARDEN
TRAILS

WELLNESS
CLUB

SPORTS &
RECREATIONAL
FACILITIES



- 1 RESIDENTIAL ENTRANCE
- 2 NON-RESIDENTIAL ENTRANCE
- 3 RETAIL VILLAGE
- 4 BUSINESS DISTRICT
- 5 CLUB S
- 6 WELLNESS CLUB
- 7 WELLNESS BOULEVARD
- 8 SINGLE FAMILY
- 9 MULTIPLE FAMILY



13%
FOOTPRINT

1.3 KM
WELLNESS BLVD
AVG. WIDTH
80 M

85%
SINGLE FAMILY

15%
MULTIPLE
FAMILY

+20K SQM
WATER
FEATURES

+20 ACRES
RECREATIONAL
FACILITIES

+4,500
UNITS

+1,450
PHASE 1 UNITS

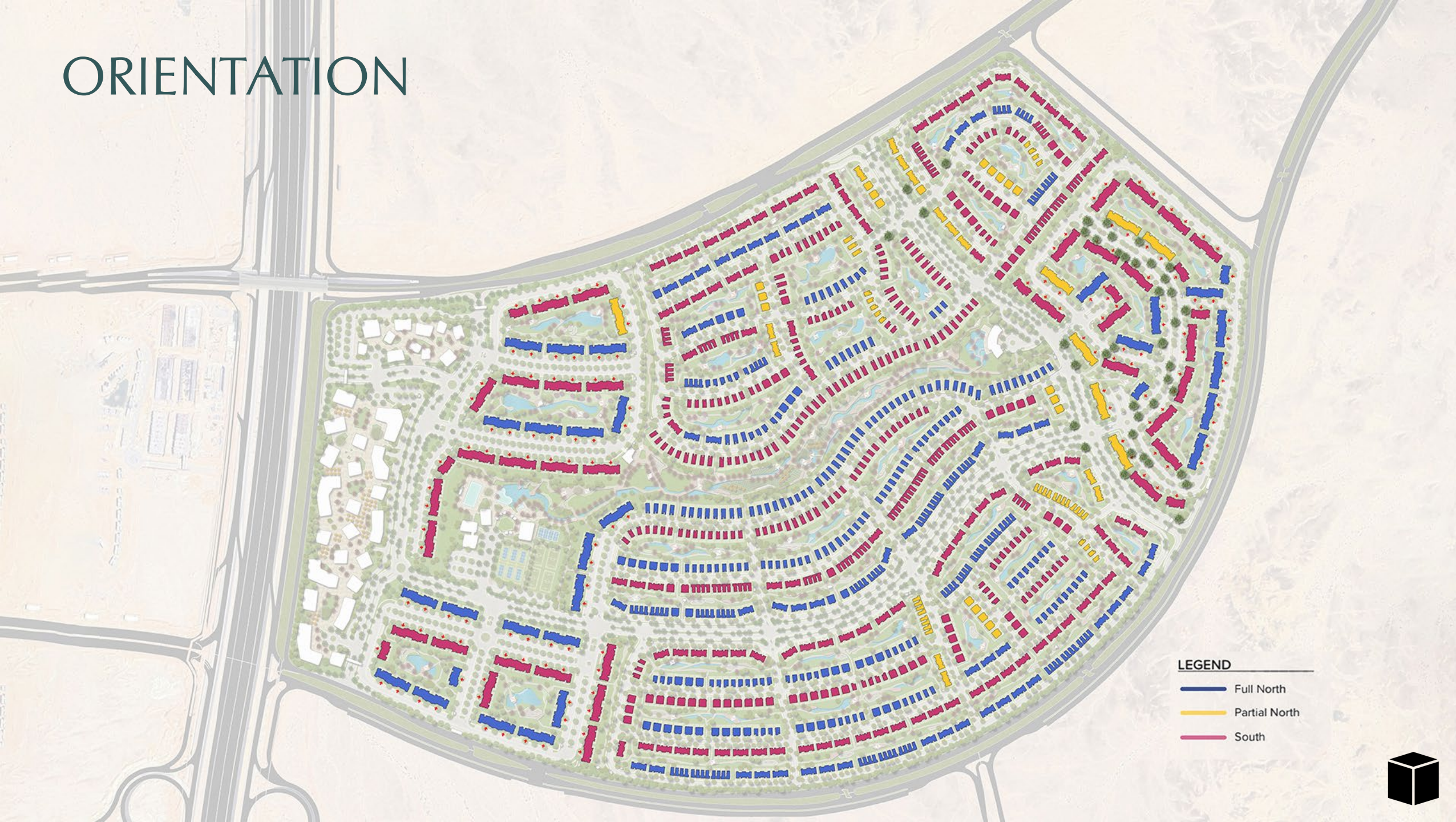




UNIT TYPES



ORIENTATION

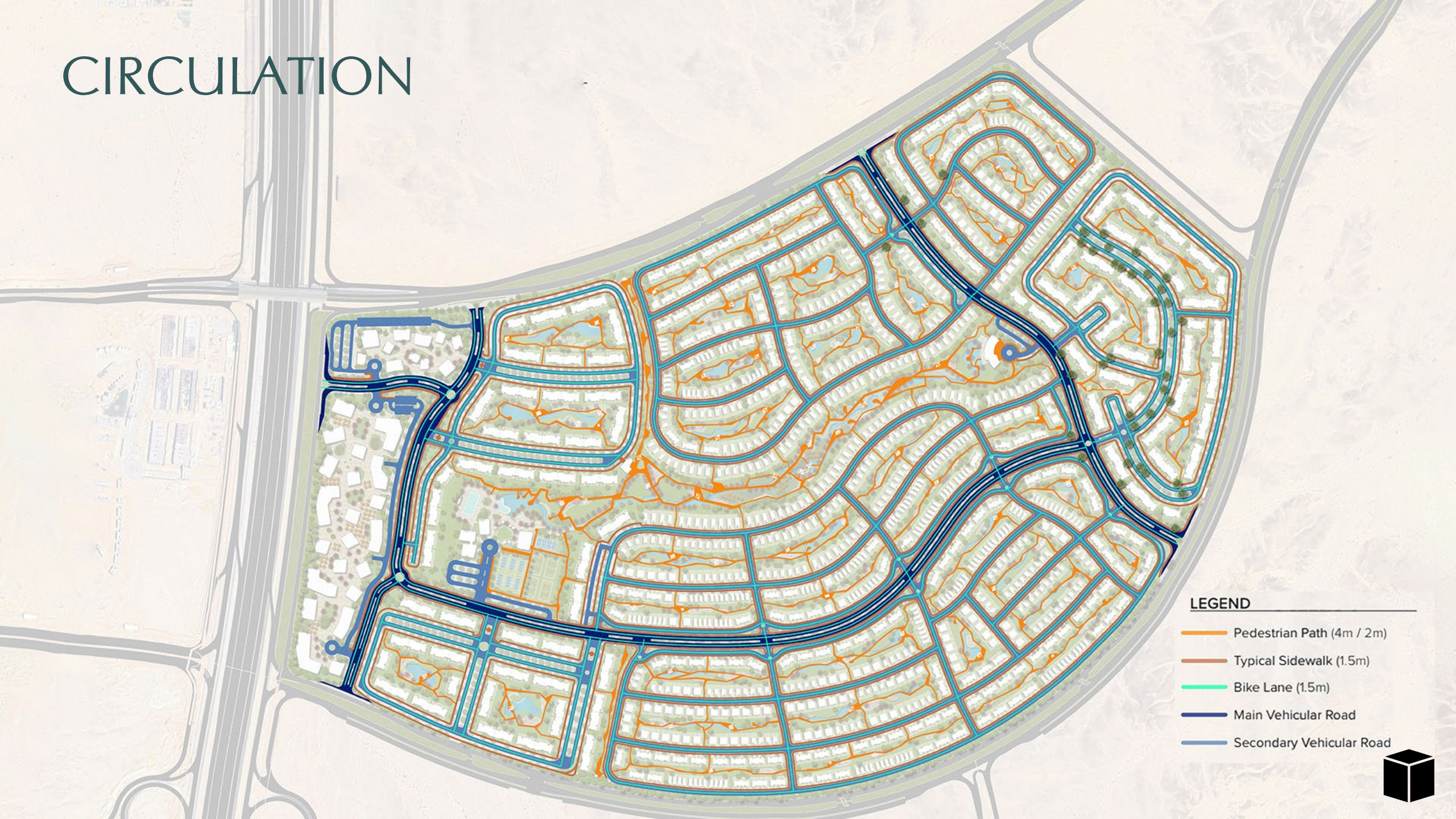


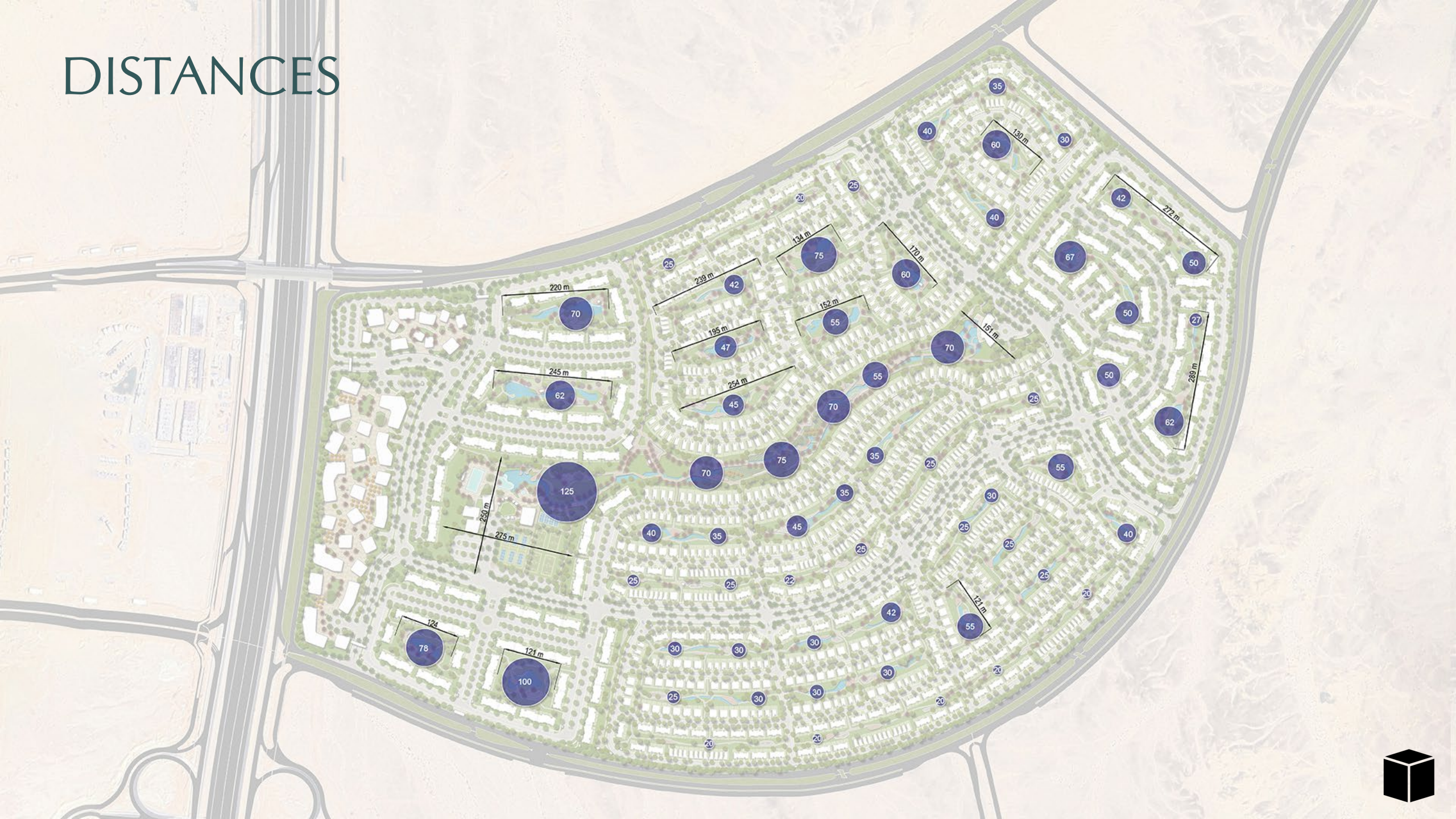
LEGEND

- Full North
- Partial North
- South



CIRCULATION



[illegible]

O5_ HOME TYPES



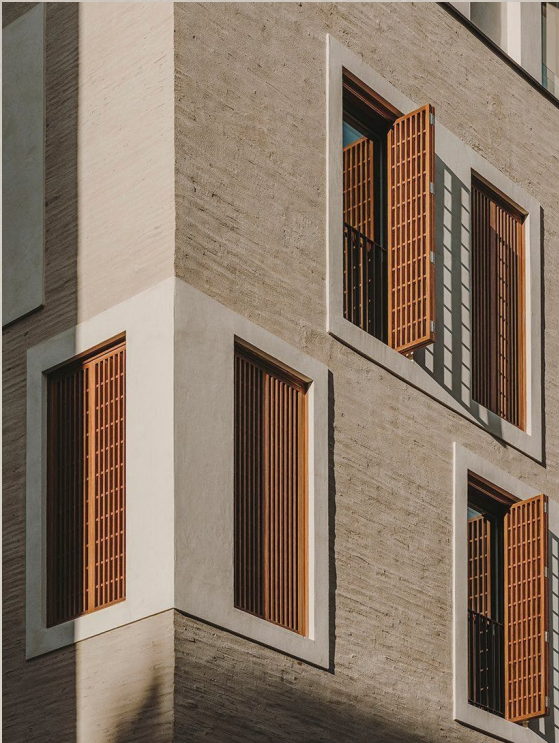
A woman with brown hair tied back, wearing a white dress, sits in a wooden armchair on a balcony, reading a book. The balcony has a metal railing and a small round wooden table with a bottle and some items on it. In the background, there is a modern residential complex with multiple stories, palm trees, and a central water feature. The sky is blue with some clouds.

RENOWNED GLOBAL ARCHITECTS

PBD ARCHITECTS IS A DESIGN-FOCUSED ARCHITECTURE AND INTERIORS FIRM BASED IN SYDNEY. THE COMPANY HAS RAPIDLY GROWN TO BE RECOGNISED AS A MARKETPLACE LEADER IN THE CREATION OF PRACTICAL AND BEAUTIFUL RESIDENTIAL, COMMERCIAL AND HOSPITALITY BUILDINGS FOR CLIENTS ACROSS A WIDE RANGE OF SECTORS



THE DESIGN STORY



DESIGN PATTERN



SLEEK GEOMETRY



NATURE INFUSED



SCANDANIVIAN INSPIRED



THE DESIGN STORY



DOUBLE HEIGHT SPACE



WINTER GARDEN



INDOOR - OUTDOOR LIVING



COLOR PALETTE



THE LARGE VILLA

5 BED | 310 SQM



THE LARGE VILLA

5 BED | 310 SQM



THE LARGE VILLA

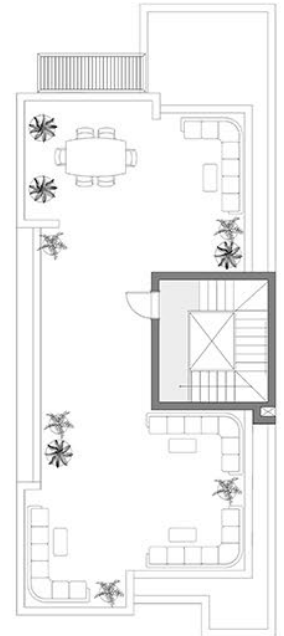
5 BED | 310 SQM



GROUND FLOOR



FIRST FLOOR



ROOF

THE MEDIUM VILLA

4 BED | 250 SQM



THE MEDIUM VILLA

4 BED | 250 SQM

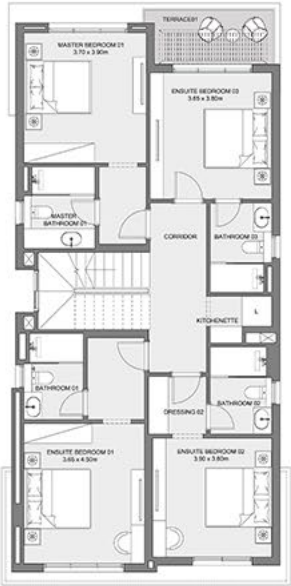


THE MEDIUM VILLA

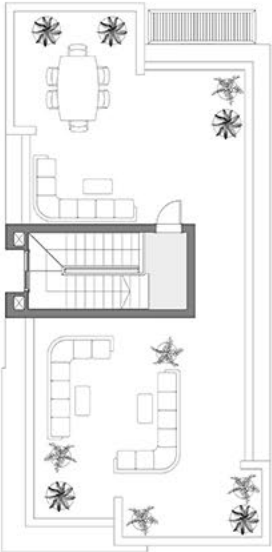
4 BED | 250 SQM



GROUND FLOOR



FIRST FLOOR



ROOF

THE SMALL VILLA

3 BED+ L | 220 SQM



THE SMALL VILLA

3 BED+ L | 220 SQM

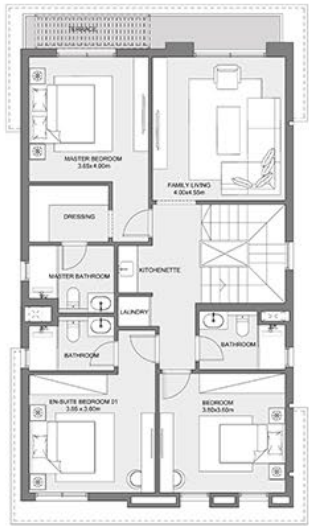


THE SMALL VILLA

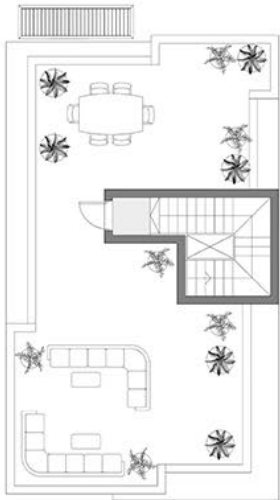
3 BED+ L | 220 SQM



GROUND FLOOR



FIRST FLOOR



ROOF

THE URBAN VILLA

3 BED + L | 215 SQM



THE URBAN VILLA

3 BED+ L | 215 SQM



THE URBAN VILLA

3 BED+ L | 215 SQM



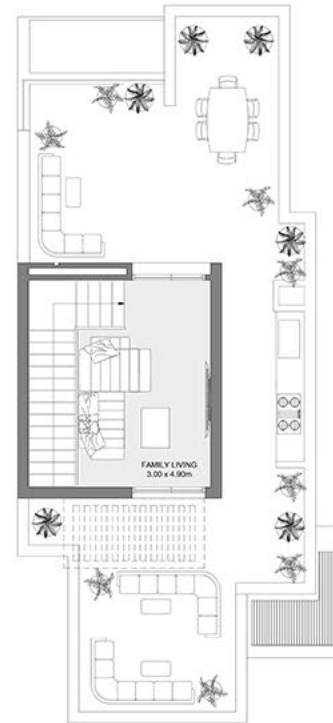
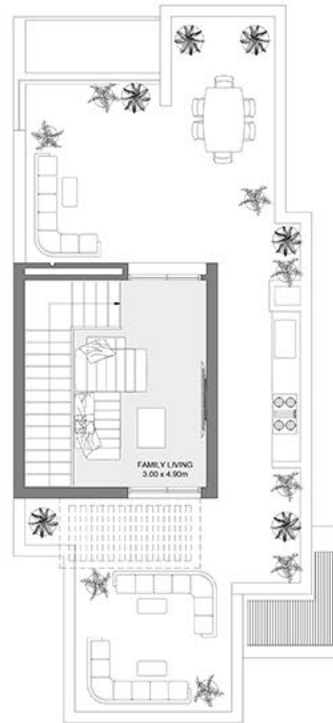
THE URBAN VILLA

3 BED+ L | 215 SQM



THE URBAN VILLA

3 BED+ L | 215 SQM



THE TWIN VILLA

4 BED | 217 SQM



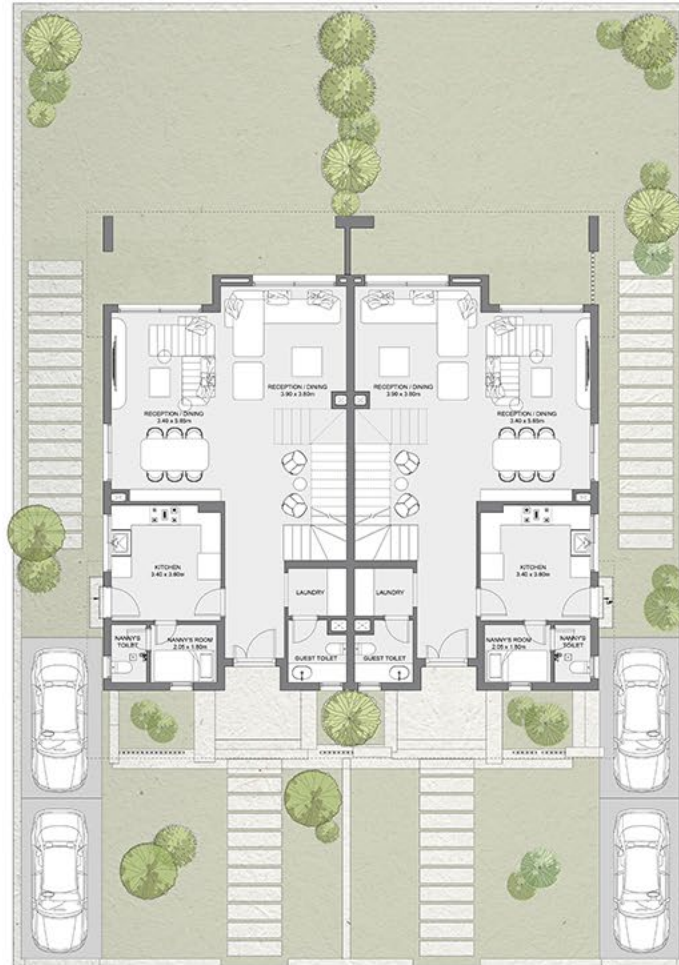
THE TWIN VILLA

4 BED | 217 SQM

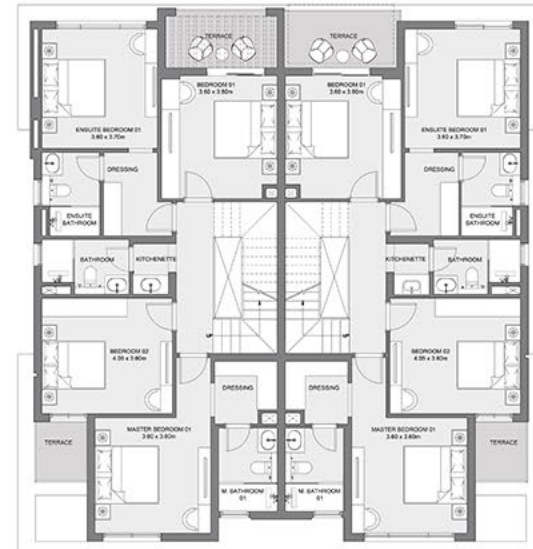


THE TWIN VILLA

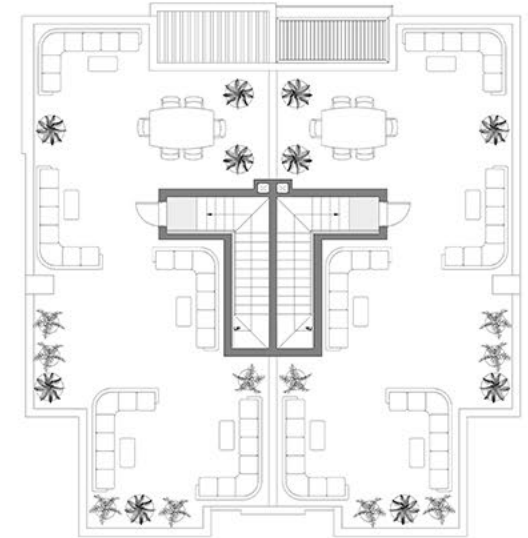
4 BED | 217 SQM



GROUND FLOOR



FIRST FLOOR



ROOF

THE TOWNHOUSE

3 BED | 180 SQM



THE TOWNHOUSE

3 BED | 180 SQM



THE TOWNHOUSE

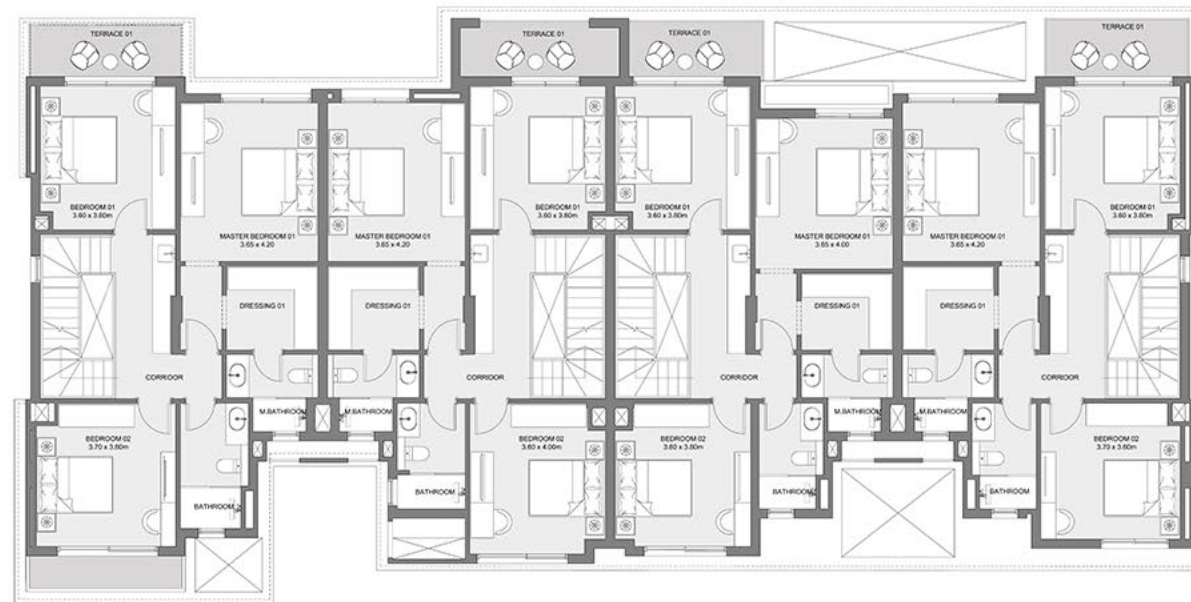
3 BED | 180 SQM



GROUND FLOOR

THE TOWNHOUSE

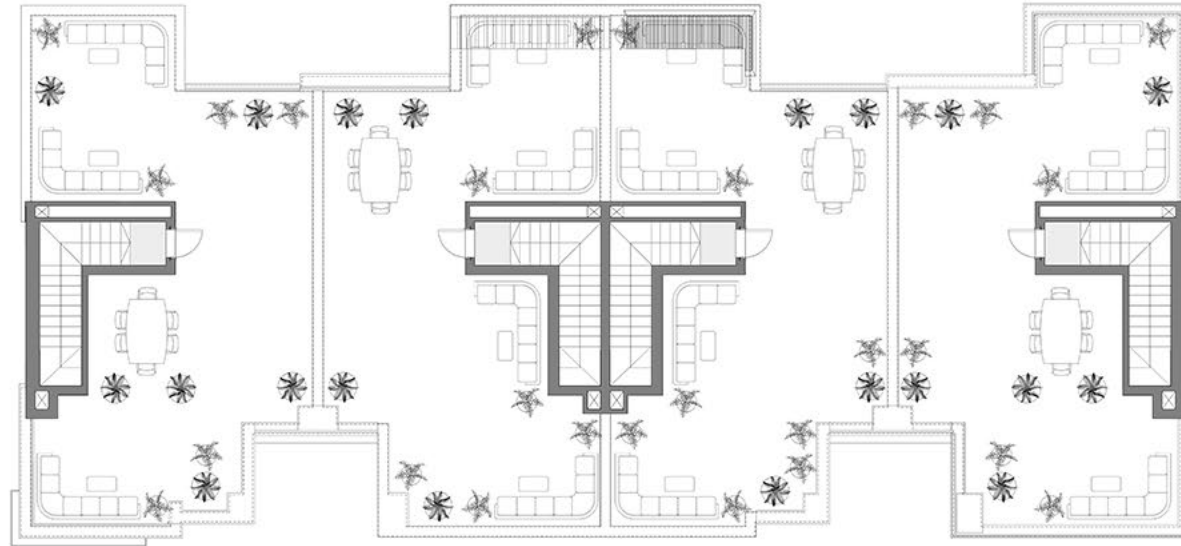
3 BED | 180 SQM



FIRST FLOOR

THE TOWNHOUSE

3 BED | 180 SQM



ROOF





THE APARTMENTS



THE APARTMENTS



THE APARTMENTS

1 BED | 80 SQM

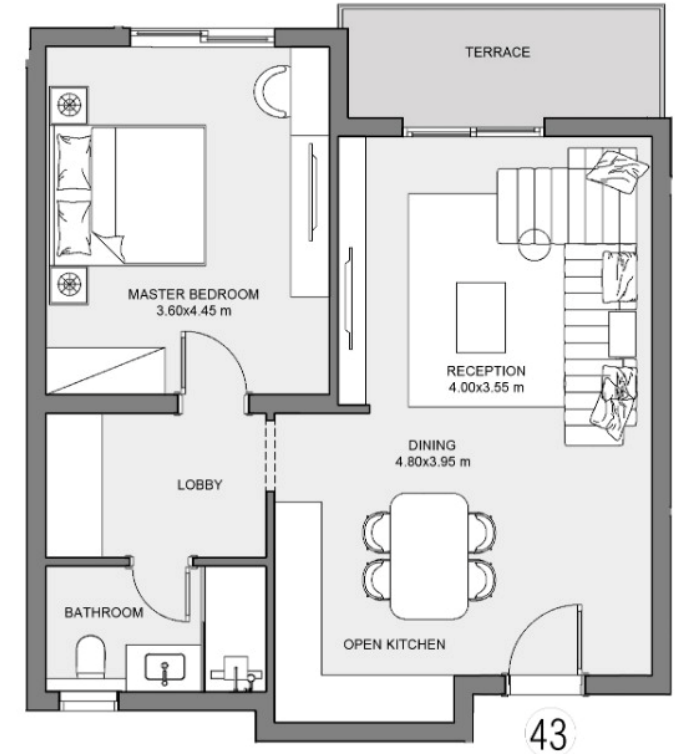
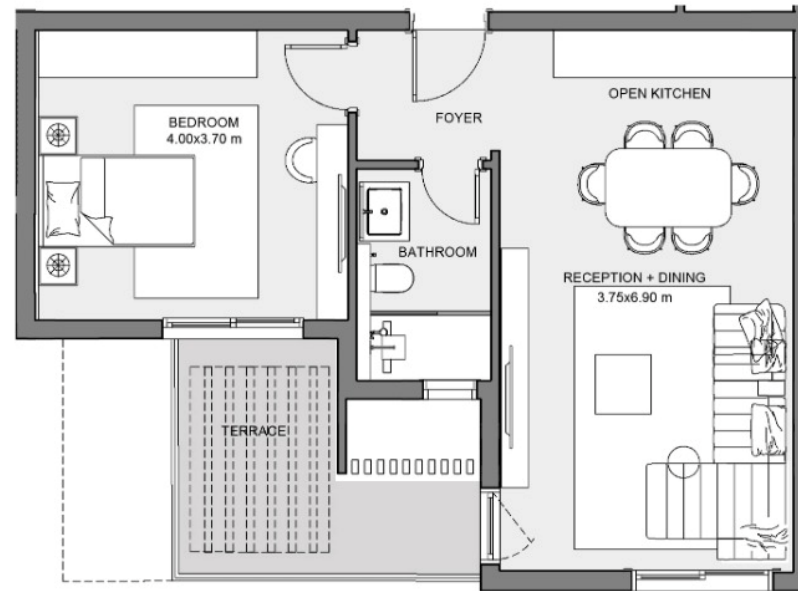
2 BED | 125 SQM

3 BED + N | 175 SQM



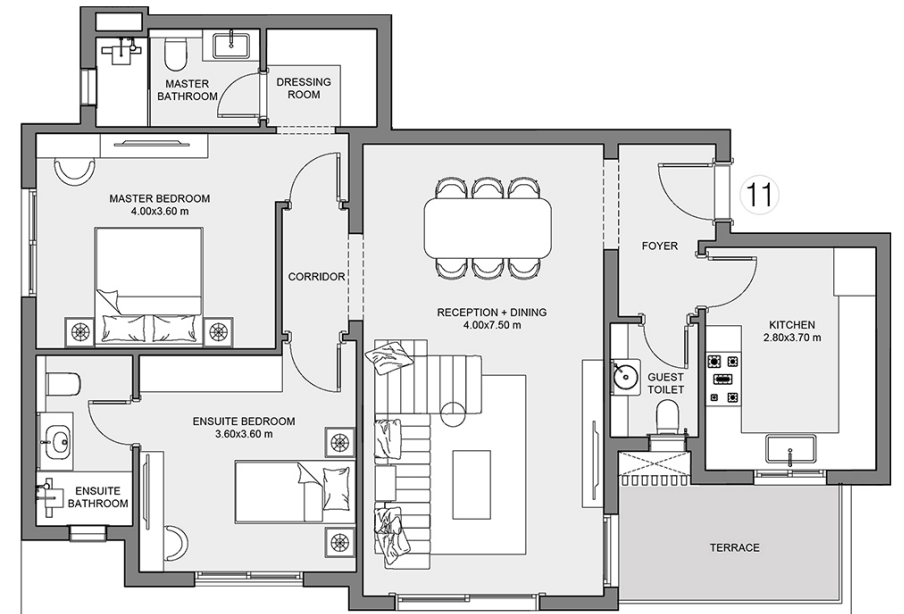
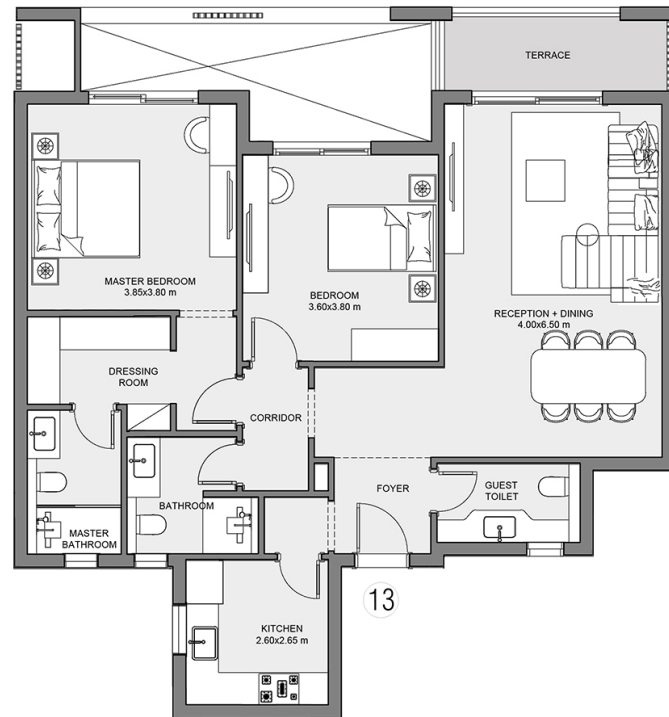
THE APARTMENTS

1 BED | 80 SQM



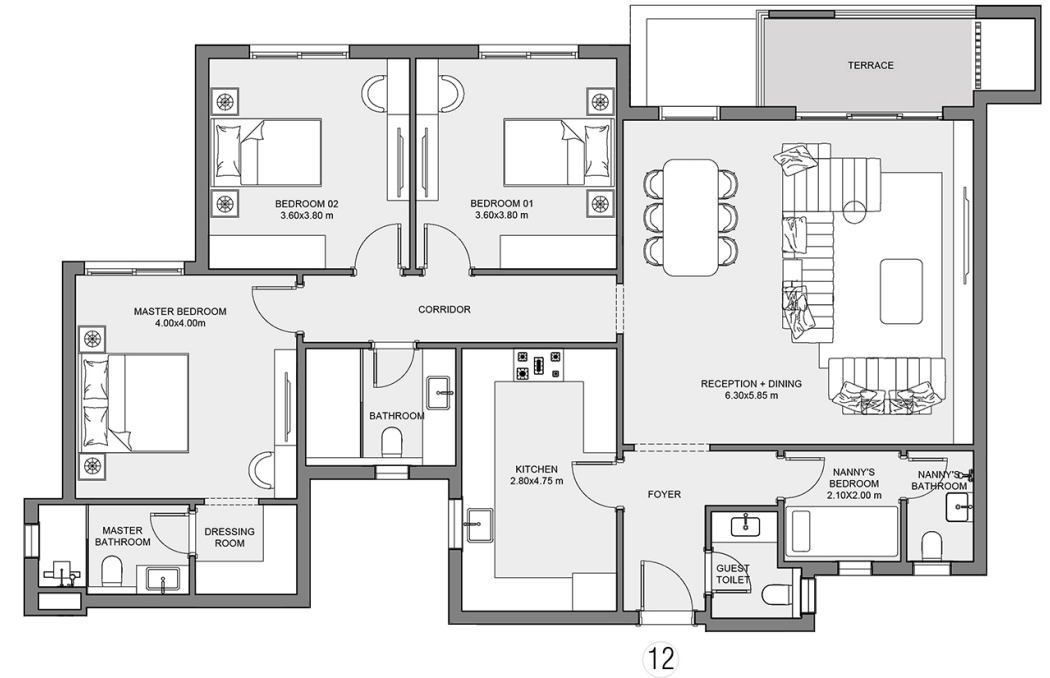
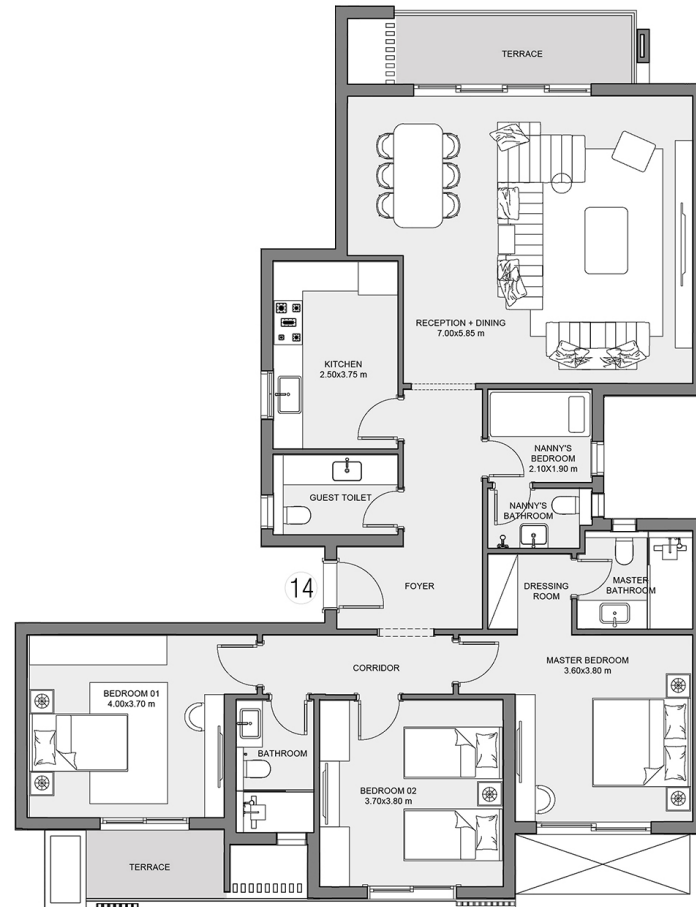
THE APARTMENTS

2 BED | 125 SQM



THE APARTMENTS

3 BED + N | 175 SQM







O6_

INTERIOR FINISHES



THE INTERIOR DESIGN



THE INTERIOR DESIGN



THE INTERIOR DESIGN



FINISHING SPECIFICATIONS

1. ENTRANCE, CORRIDORS, RECEPTION & DINING AREAS

- FLOORS HDF
- WALLS PAINT
- CEILING PAINT

2. STAIRCASE (IF APPLICABLE)

- FLOORS MARBLE
- WALLS PAINT
- CEILING PAINT

3. KITCHEN (WITHOUT CABINETS)

- FLOORS HIGH QUALITY PORCELAIN
- WALLS PAINT
- CEILING PAINT

4. GUEST TOILET & POWDER ROOMS

- FLOORS HIGH QUALITY MARBLE
- WALLS HIGH QUALITY MARBLE WITH PAINT
- CEILING PAINT

5. BATHROOMS (EXCEPT NANNY'S BATHROOM)

- FLOORS HIGH QUALITY PORCELAIN
- WALLS HIGH QUALITY PORCELAIN WITH PAINT
- CEILING PAINT

6. BEDROOMS

- FLOORS HDF
- WALLS PAINT
- CEILING PAINT

7. LIVING AREAS

- FLOORS HDF
- WALLS PAINT
- CEILING PAINT

8. NANNY'S ROOM & DRIVER'S ROOM

- FLOORS HIGH QUALITY CERAMIC
- WALLS PAINT
- CEILING PAINT

9. NANNY'S BATHROOM

- FLOORS HIGH QUALITY CERAMIC
- WALLS HIGH QUALITY CERAMIC
- CEILING PAINT

10. TERRACES

- FLOORS HIGH QUALITY PORCELAIN
- WALLS HIGH QUALITY EXTERIOR PAINT

11. ROOF TERRACES

- FLOORS HIGH QUALITY PORCELAIN
- WALLS HIGH QUALITY EXTERIOR PAINT

12. SANITARY WARE

HIGH QUALITY SANITARY FIXTURES & FITTINGS

13. DOORS

OAK VENEERED MDF

14. AIR CONDITIONING

NON-INVERTER SPLIT UNITS - COOLING ONLY
(EXCEPT NANNY'S AND DRIVER'S ROOM - PROVISIONS ONLY)

15. HEATERS

- NOT INCLUDED - PROVISIONS ONLY
- CONVENTIONAL WATER HEATER DESIGN
- MAX ELEC. LOAD = 2 KW – 220V

16. ALUMINUM WORKS

HIGH QUALITY SINGLE GLAZED ALUMINUM FRAMES



07_ LAUNCH PHASE







- MF
- TH
- TW
- Small Villa
- Medium Villa
- Large Villa
- Urban Villa



LAUNCH PAYMENT PLAN

5%

DOWN PAYMENT

UP TO

9 YEAR

PAYMENT PLAN

250k

MULTIPLE FAMILY EOI

500k

SINGLE FAMILY EOI



LAUNCH STARTING PRICES

TOWNHOUSE

EGP 27.9 MN

TWIN VILLA

EGP 34.5 MN

URBAN VILLA

EGP 39.2 MN

SMALL VILLA

EGP 44.8 MN

MEDIUM VILLA

EGP 49.2 MN

LARGE VILLA

EGP 55.9 MN



LAUNCH STARTING PRICES

1-BED
EGP 8.5 MN

2-BED
EGP 12.9 MN

3-BED + N
EGP 16.5 MN



THANK YOU

