

**vie**

Built  
around  
the human  
experience.

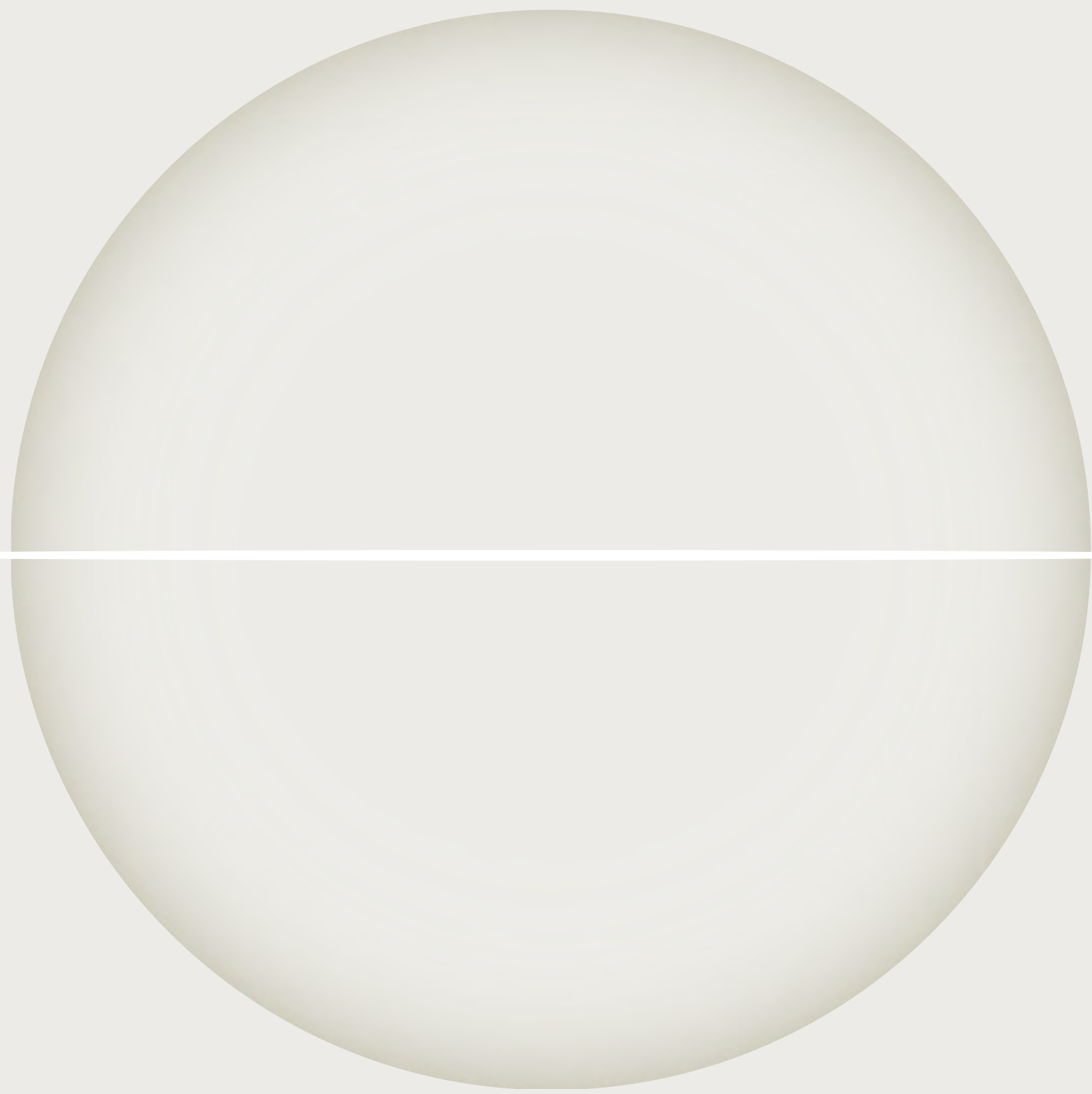
LIFE, CONSIDERED IN  
EVERY DETAIL.

Today, what matters most is how environments support the people who live within them quietly, intelligently, and over time.

VIE Communities develops environments with a clear focus on the human experience. We design spaces that respond to how people live today, while remaining adaptable to how life evolves tomorrow.

Through intelligent systems, disciplined execution, and a commitment to quality of life, VIE creates developments that feel considered, future-ready, and enduring.



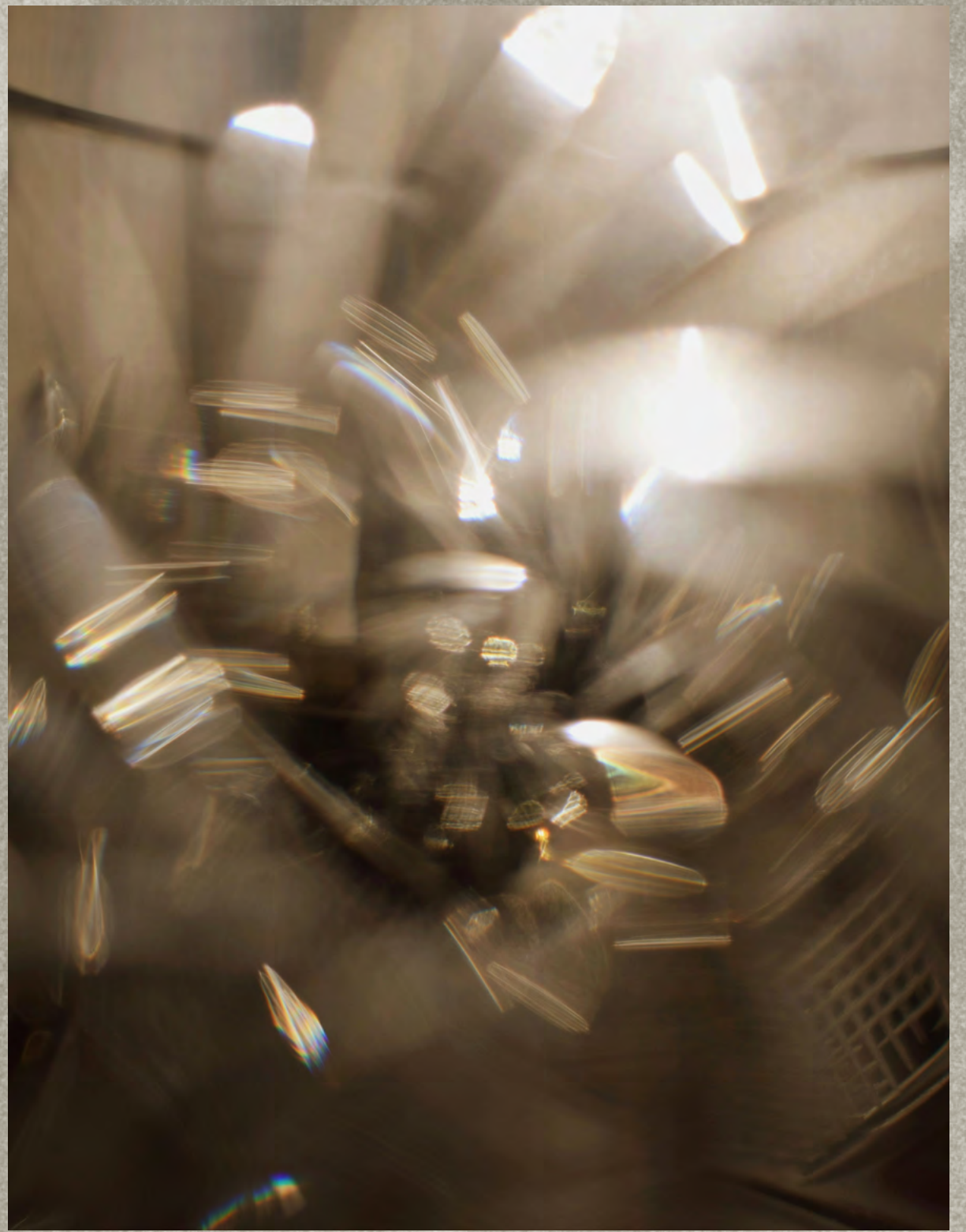


# Our Essence

VIE Communities is a design and intelligence-led real estate developer shaping environments around the realities of modern life.

The company is guided by long-term thinking and decisive leadership, ensuring clarity of direction and consistency in execution.

Our work begins with understanding the realities of everyday life and how they shift over time. From there, we apply intelligent systems, thoughtful design, and disciplined execution to create environments that feel intuitive, considered, and enduring.




At vie, design is never superficial, and innovation is never added for effect. Every element is intentional, guided by clarity rather than excess, and informed by long-term thinking rather than short-term trends. We believe the most successful developments are those that quietly support daily life reducing friction, enhancing wellbeing, and remaining relevant as needs evolve.

DESIGNING BEYOND TODAY



# Ownership & Leadership

BUILT ON FORESIGHT.  
SUSTAINED BY EXPERTISE.



VIE Communities is founded and led by Dr. Haitham Samir, whose direction defines the company's development vision and operational discipline. A pioneering figure in Egypt's real estate sector, his work is guided by strategic clarity, measured judgment, and a deep understanding of how environments endure and perform over time.

The company's structure is strengthened by the strategic investment expertise of Damas Real Estate, led by Tawhid Abdullah, contributing market insight, capital strategy, and disciplined growth execution, alongside the refined luxury sensibility of Glamour Jewelry under Tarek Soliman, where craftsmanship, precision, and customer experience define standards of quality.

Together, this alignment brings development leadership, investment intelligence, and luxury brand discernment into one integrated framework, forming a structure defined by strength & permanence.



# Thinking That Endures

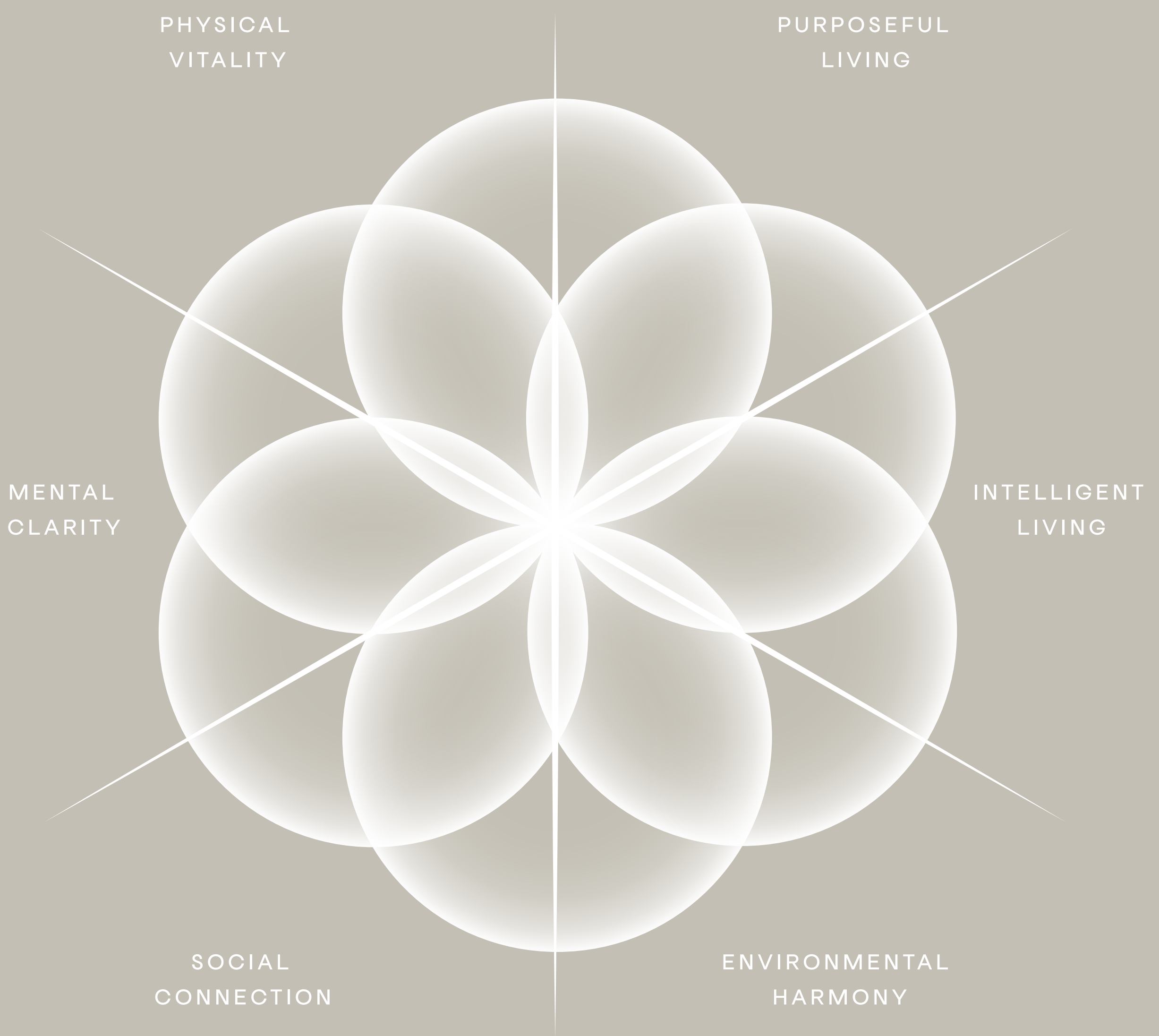
**INTELLIGENCE ENGINEERED  
INTO EVERY LAYER.**

VIE Communities is defined by how we think before we build. Our approach is rooted in clarity, restraint, and intelligent decision-making. We question every element, remove what is unnecessary, and focus on what meaningfully improves daily life.

Intelligence at VIE is embedded from the start; in planning, systems, and long-term design thinking. This allows our developments to function intuitively, adapt over time, and avoid the noise and excess that quickly date many projects.

By making deliberate choices and maintaining disciplined execution, VIE creates environments that feel calm, considered, and built to last.

# A HOLISTIC APPROACH TO LIVING WELL



At VIE, wellness is not treated as an amenity or an added layer. It is embedded into the way environments are conceived, designed, and experienced.

THE SIX DIMENSIONS OF WELLBEING

Our approach to wellness real estate is grounded in the understanding that quality of life is shaped by multiple, interconnected dimensions. Each development is designed to support these dimensions in a balanced and intentional way, creating environments that feel supportive, intuitive, and enduring.



### **PHYSICAL VITALITY**

Environments are designed to support movement, rest, and everyday health. Spatial planning, circulation, and access to active and restorative spaces encourage a balanced, sustainable lifestyle.



### **PURPOSEFUL LIVING**

VIE designs environments that support focus, productivity, and meaningful daily routines. Spaces are planned to accommodate work, creativity, and personal growth as naturally as leisure.



### **MENTAL CLARITY**

Clarity is built into the experience of space. Through thoughtful layout, material selection, & controlled sensory input, environments are designed to reduce cognitive overload and promote calm.

## **SOCIAL CONNECTION**

Human connection is considered at every scale. Shared spaces are designed to encourage interaction without intrusion, supporting both community engagement and personal boundaries.



## **ENVIRONMENTAL HARMONY**

Developments are designed in dialogue with their surroundings. Natural elements, environmental responsibility, and long-term sustainability are integrated to create a sense of balance between built and natural environments.



## **INTELLIGENT LIVING**

Technology and systems are seamlessly integrated to simplify daily life. Intelligence is embedded to enhance comfort, efficiency, and adaptability without drawing attention to itself.

LAUNCHING SOON

# commercial development

NEW CAIRO

DESIGNING BEYOND TODAY

LAUNCHING SOON

# residential development

NEW CAIRO

DESIGNING BEYOND TODAY