أصل

NEW CAIRO

# بين ما كان وما سيكون

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ASSL INTRODUCTION
ABOUT NEW CAIRO
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# ABOUT US

With over 20 years of experience in real estate and urban development, ARX delivers integrated projects across Egypt's most promising destinations, from New Damietta and the New Administrative Capital to New Cairo with our latest project, "Assl."

Our portfolio includes residential, serviced residential, commercial, and administrative units, designed with a vision that combines quality in every detail with an integrated experience, meeting our clients' needs while creating lasting value that brings together quality of life and promising investment opportunities.

ARX
DEVELOPMENT



# VISION

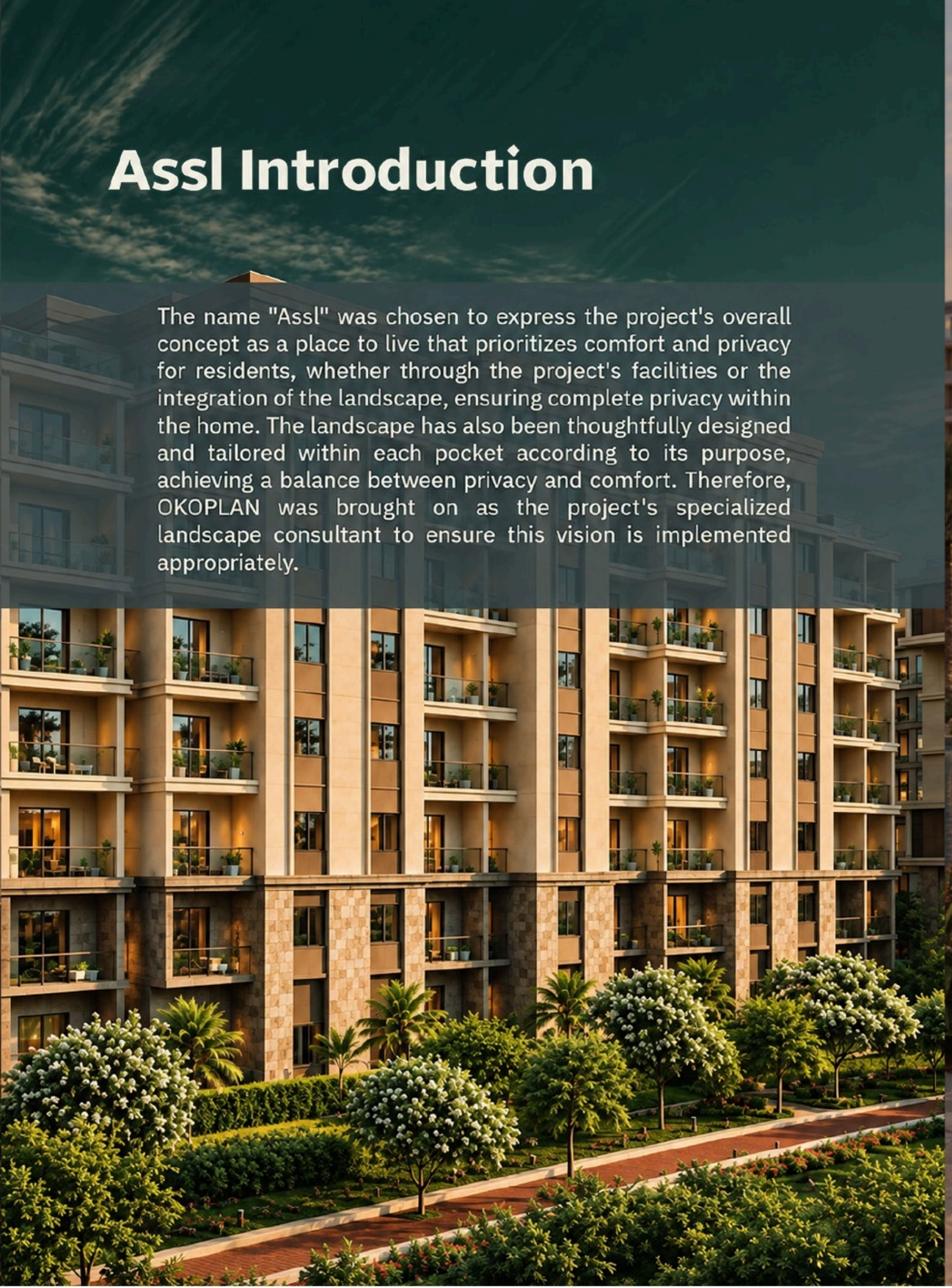
To be a leading urban development company by delivering sustainable and innovative projects that reflect our ambition to expand from local excellence to a strong global presence, inspired by our vision: "From the heart of the world to the world."

# Our Message

We operate according to a set of values that support our contribution to sustainable urban development with a distinctive character, in compliance with international environmental and engineering standards, through developing, executing, and delivering high-quality real estate projects that meet the needs and aspirations of all our success partners.

# Assl Introduction

The name "Assl" was chosen to express the project's overall concept as a place to live that prioritizes comfort and privacy for residents, whether through the project's facilities or the integration of the landscape, ensuring complete privacy within the home. The landscape has also been thoughtfully designed and tailored within each pocket according to its purpose, achieving a balance between privacy and comfort. Therefore, OKOPLAN was brought on as the project's specialized landscape consultant to ensure this vision is implemented appropriately.





# Between What Was and What Will Be

The slogan “Assl. Between What Was and What Will Be” reflects the project's vision of blending the authenticity and sophistication of the past with the modernity and growth of the future, making "Assl" an extension of its roots toward a more ambitious future.

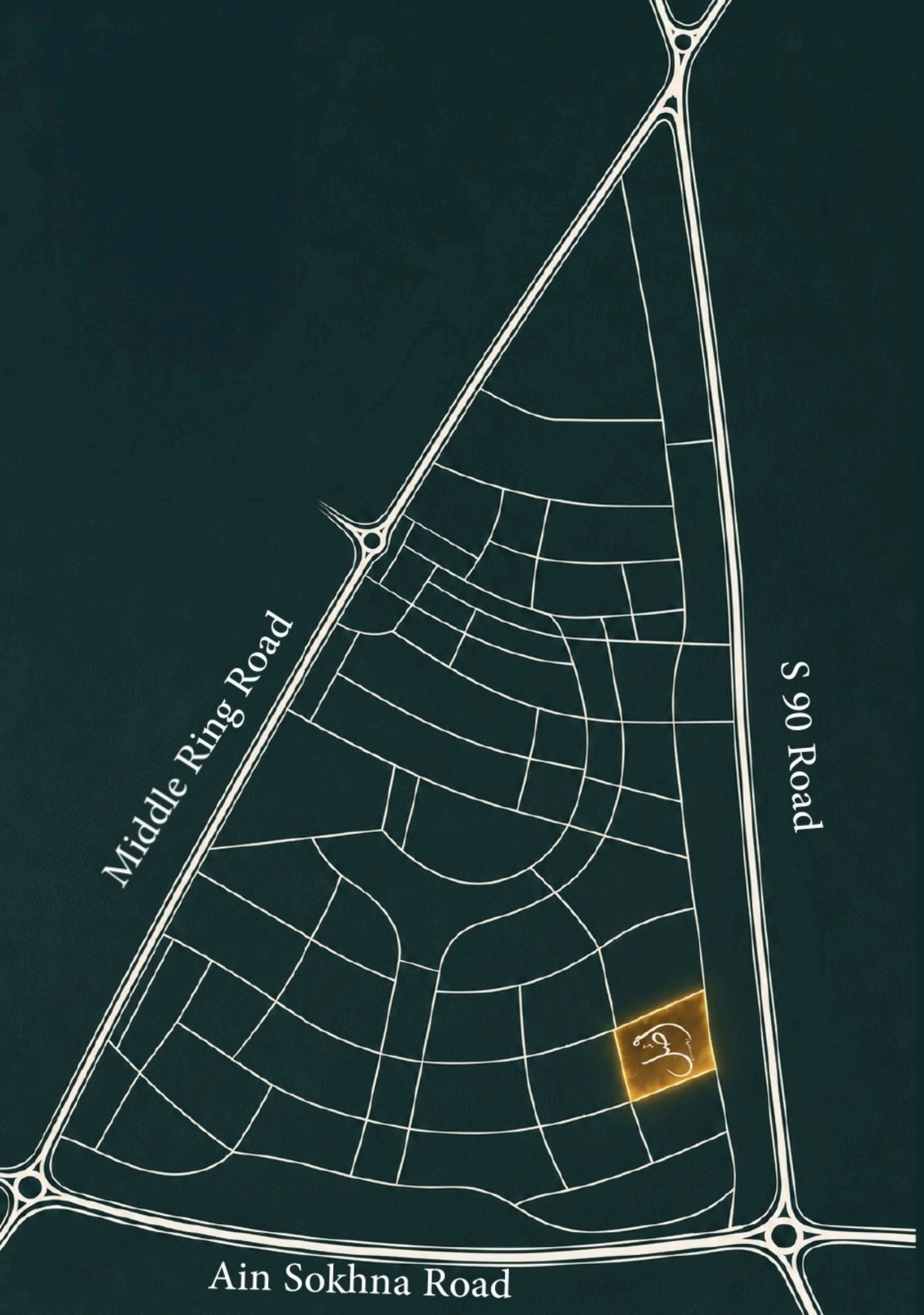
# About New Cairo

New Cairo is one of the most prominent modern destinations in East Cairo. Despite being a relatively new development, it has become one of the most attractive areas for both residential living and investment, thanks to its strategic location and promising real estate opportunities, as it:

-Offers a strategic location in East Cairo, with direct connections to major axes and main roads, including the Regional Ring Road, Suez Road, and Ain Sokhna Road, in addition to its proximity to Marshal Tantawy Axis.

-Includes some of the most important and vibrant areas, starting with First Settlement, followed by Third Settlement, then Fifth Settlement, and extending to Sixth Settlement, which represents a new extension of New Cairo’s urban and investment growth.

With its strategic location, modern infrastructure, and planning that avoids the challenges of previous urban development phases, Sixth Settlement offers a more advanced and future-ready extension, providing investors with an exceptional opportunity in a new destination with strong growth potential and sustainable value.




# Location

Assl is located in one of New Cairo's most strategic and fastest growing areas, at the heart of Sixth Settlement, a key link between major roads and vital destinations. Just 15 minutes from the New Administrative Capital and the Middle Ring Road, and 5 minutes from Fifth Settlement and AUC, so Assl offers a prime investment opportunity in an area with strong growth potential and lasting value.

# CLOSER TO THE ORIGIN OF EVERYTHING

**10 MIN**
Suez Road

**20 MIN**
Cairo International Airport

**5 MIN**
AUC

**15 MIN**
New Administrative Capital

## FACILITIES

### Hotel-Inspired Living

- Hotel-Inspired Building Entrances
- Smart Building Access
- Smart & Contactless Entrance Systems
- Smart Video Intercom
- Integrated Facility Management
- Periodic Maintenance of Roads, Façades and Common Areas

### Smart Security & Access

- Three Main Gated Entrances
- Smart Access-Control Gates
- Integrated CCTV Surveillance System
- Security-Integrated Camera Network
- Smart Visitor Management System
- Smart Parking Management System
- Integrated Fire Detection and Firefighting System

### Pools & Water Experiences

- Outdoor Swimming Pools
- Indoor Swimming Pools
- Heated and Cold-Water Pools
- Lagoon
- Jacuzzi
- Integrated Water Features
- Private Poolside Lounges
- Pool Deck
- Pool Café

## Sports, Fitness & Active Living

- Walking and Jogging Tracks
- Dedicated Cycling Paths
- Outdoor Fitness Zones
- Outdoor Gym
- Multi-Purpose Sports Courts
- Smart Sports and Activity Zone
- Secure Bicycle Storage

## Community & Social Life

- Fully Serviced Clubhouse
- Clubhouse Cafés and Hospitality Areas
- Social Gathering and Meeting Spaces
- Outdoor Community Lounges
- Nursery
- Safe Kids' Play Areas

## Wellness & Relaxation

- Relaxation Zones
- Meditation Areas
- Dedicated Reading Areas
- Shaded Pergolas
- Tranquil Outdoor Lounges

## Pet-Friendly Facilities

- Dedicated Dog-Walking Paths
- Pet-Friendly Zones
- Pet Care Facilities

## Landscape & Sensory Experience

- Diverse Landscape Experiences
- Curated Selection of Plants and Colors
- Aromatic Gardens
- Integrated Water Features
- Landscapes Designed for Privacy and Visual Comfort

## Parking & Mobility

- Dedicated Residents' Parking
- Surface Parking for Visitors
- Smart Parking Management System
- Electric Vehicle Charging Stations
- Bicycle Parking and Storage

## Smart Infrastructure & Connectivity

- High-Speed Fiber-Optic Network
- Central Satellite System
- Central Water Heating System
- Smart Common-Area Lighting
- Smart Facility Management Systems

## Sustainability

- Eco-Friendly Building and Finishing Materials
- Heat-Reducing and Energy-Efficient Materials
- Energy-Efficient Solutions
- Solar-Powered Outdoor Lighting
- Sustainable Landscape Design
- Water and Energy Conservation Systems

# Masterplan

Assl extends across 43 feddans, thoughtfully designed to meet diverse needs and create an integrated community that brings together living, investment, work, and leisure in a balanced setting. The project includes residential, commercial, administrative, medical, and hotel units, within a carefully planned layout that integrates different activities and meets everyday needs in one place.

RESIDENTIAL

COMMERCIAL

ADMINISTRATIVE

MEDICAL

HOTEL








CAFÉ & RESTAURANT
TULIP

# Our Partners

## Helnan International Hotels

HELNAN

Helnan International Hotels manages the hotel within Assl, with over 40 years of experience in hotel management and operations worldwide, and a hotel portfolio spanning Egypt, Denmark, Austria, and Germany. The company has also received the Green Hotel Certificate accredited under the Ministry of Tourism and was selected to host delegations of the World Travel & Tourism Council, reflecting its expertise in delivering international hospitality standards.

## OKOPLAN

ÖKOPLAN
ENGINEERING CONSULTATIONS

OKOPLAN is responsible for the landscape design of Assl and is one of the international companies specializing in urban planning and landscape design. Its notable work includes planning the extensions of major cities such as New Cairo, 6th of October, Badr, and El Shorouk. The company also received the Landscape Middle East Award in 2019.

## ZONING

FIVE-MINUTE CITY

**ZONE (1)**
THE COVE
Where people gather.

**ZONE (2)**
THE RETREAT
Where the mind slows down.

**ZONE (3)**
THE PULSE
Where movement begins.

**ZONE (4)**
THE NEST
Where memories grow.

**ZONE (5)**
THE CLUBHOUSE



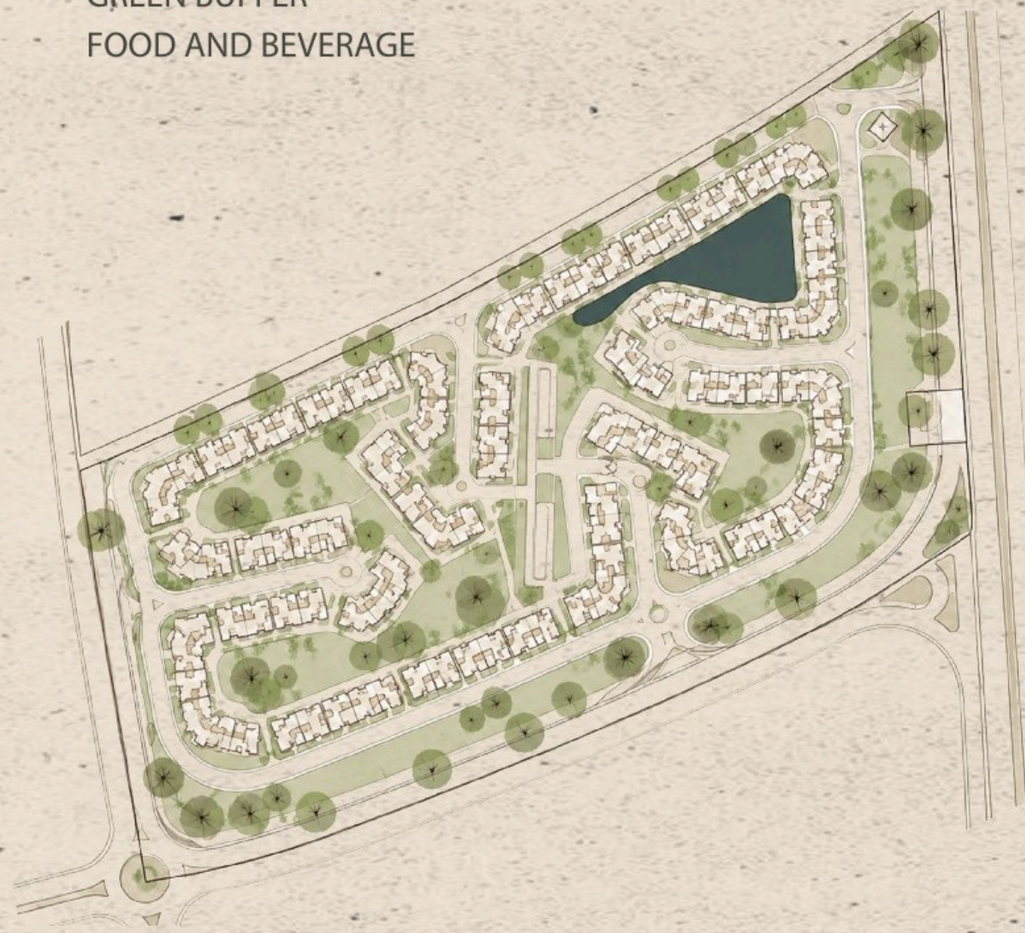
# ZONE 1 (The Cove)

LAGOON
JACUZZI
GATHERING AREA
POOL CAFE
POOL DECK



# ZONE 2 (The Retreat)

QUIET LAGOON
SUNKEN SEATING
CYCLING-JOGGING
POOL DECK
MEDITATION AREA
GREEN BUFFER
FOOD AND BEVERAGE



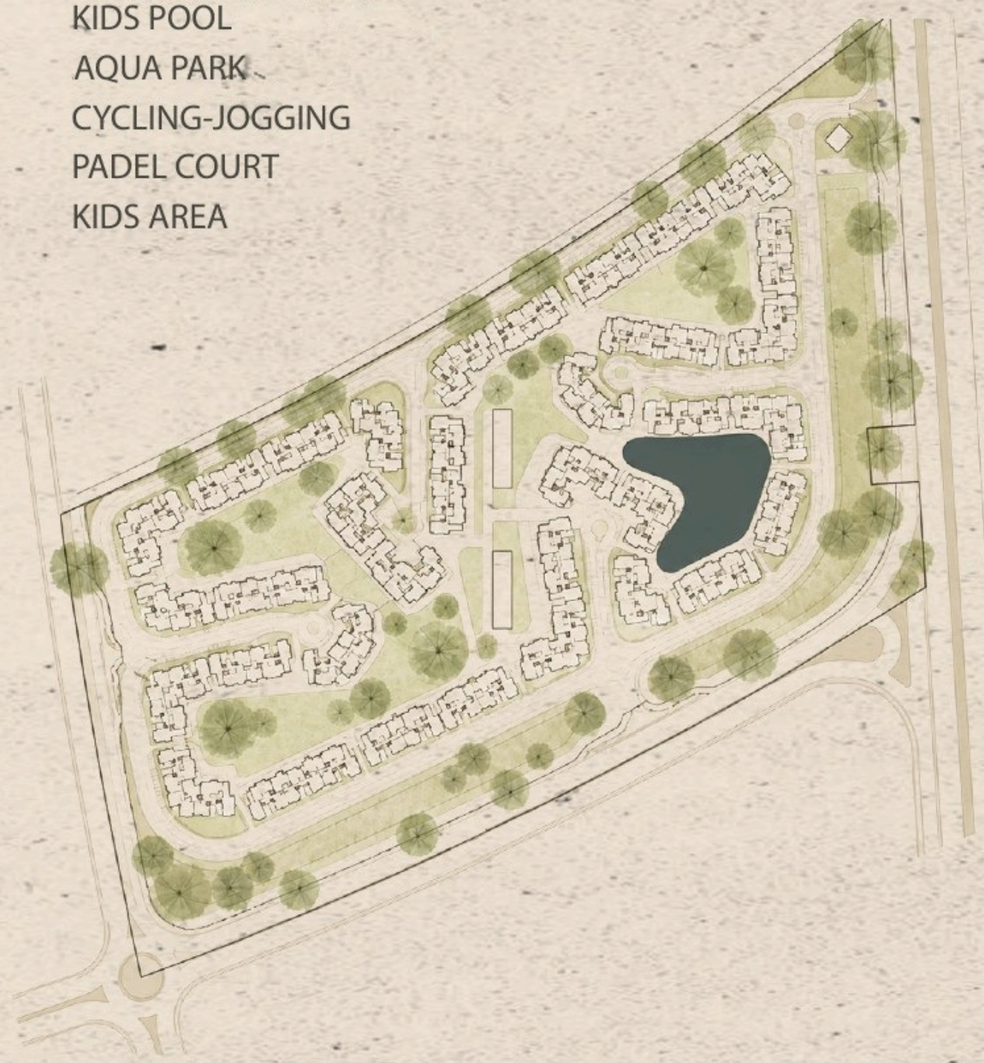
# ZONE 3 (The Pulse)

LAP POOL
GREEN BUFFER
OUTDOOR GYM
CYCLING-JOGGING
KIOSKS
FITNESS PLAZA
POOL
MULTI-USE COURT



# ZONE 4 (The Nest)

POOL DECK
WATER FEATURE
KIDS POOL
AQUA PARK
CYCLING-JOGGING
PADEL COURT
KIDS AREA



# DECISION

From a location that places you at the heart of key destinations, to an integrated community that brings together living, leisure, and investment; from technology that simplifies your everyday life to green spaces thoughtfully designed to inspire energy and activity every morning, while offering a sense of calm and peace in every moment; all the way to the details that shape your experience..
Assl offers you more than just a place to own. It is a choice of a place to live today and build lasting value for the future.



# ZONE 5 (Clubhouse)



THE CLUBHOUSE HUB



SWIMMING POOL



GYM



CAFÉ
& OUTDOOR SEATING



READING AREA



WALKING AREAS



NURSERY



# Commercial Experience

Life at Assl extends to a complete commercial experience, with a Strip Mall featuring leading international brands, along with a selection of restaurants and cafés, putting everything you need just steps away. At Assl, life goes beyond your home to become part of every detail of your day.





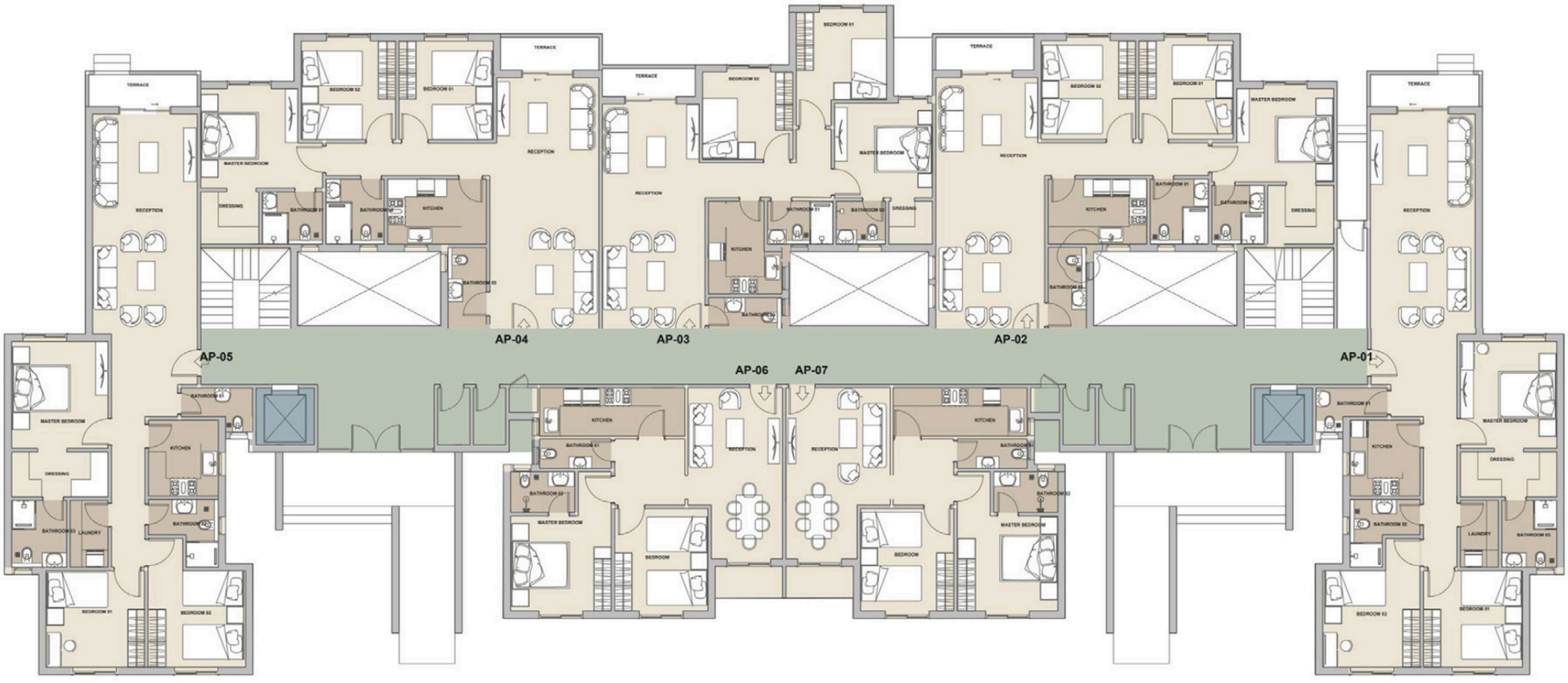

N
KEY PLAN
TYPE A
TYPE B
TYPE C
TYPE D
TYPE E
TYPE F
TYPE H
CLUB HOUSE




**PHASE 01**
**TYPE A**
**NUMBERS : 4 BUILDINGS**
**FLOOR NUMBER : GR+6+ROOF**
**AP PER FLOOR : 7**

# TYPE A

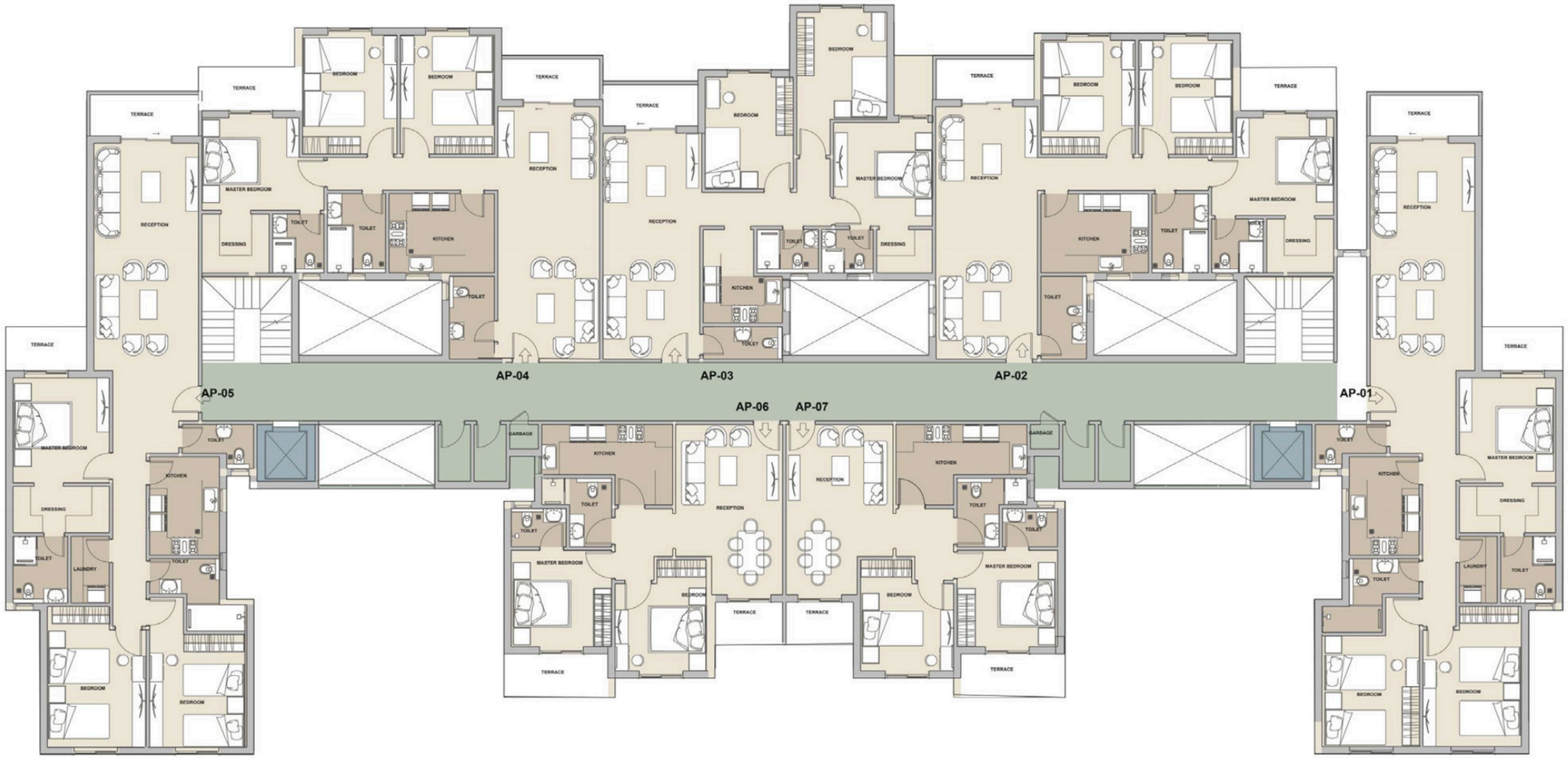
## GROUND FLOOR PLAN



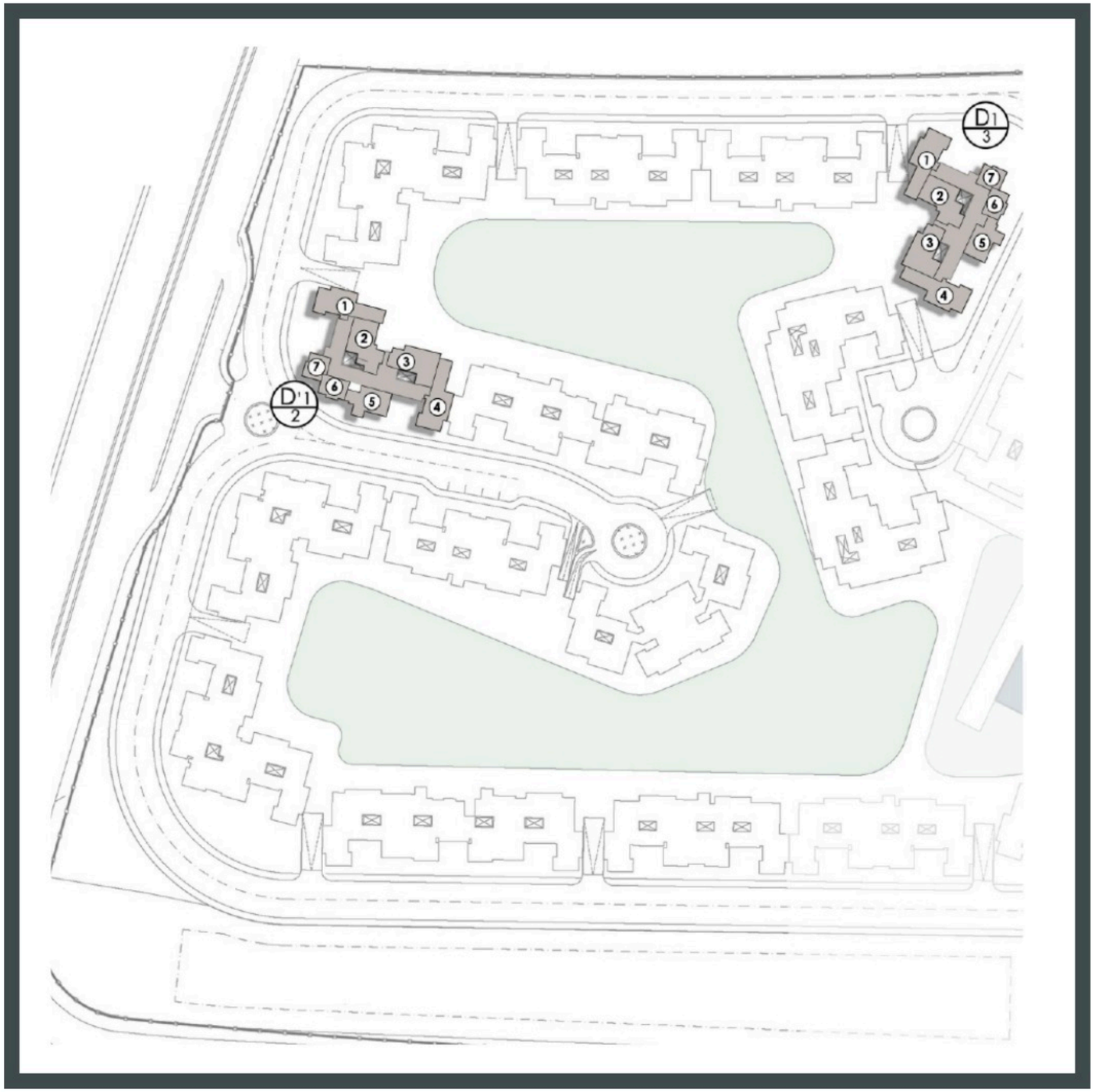

| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 |
|---|---|---|---|---|---|---|---|
| **AREA** | 158 $m^2$ | 143 $m^2$ | 127 $m^2$ | 143 $m^2$ | 158 $m^2$ | 92 $m^2$ | 92 $m^2$ |

# TYPE A

## TYPICAL FLOOR PLAN



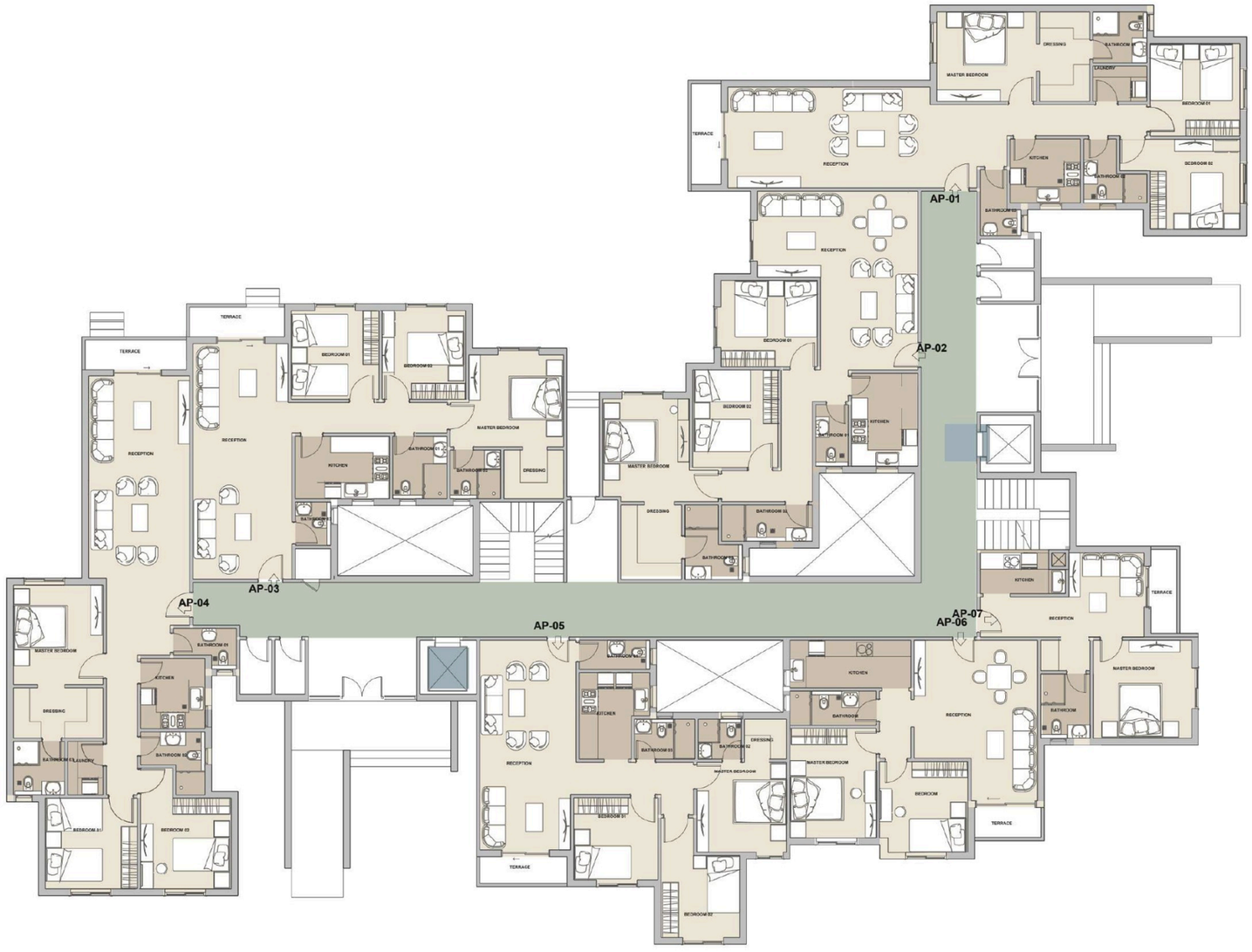

| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 |
|---|---|---|---|---|---|---|---|
| **AREA** | 178 $m^2$ | 159 $m^2$ | 137 $m^2$ | 161 $m^2$ | 178 $m^2$ | 104 $m^2$ | 104 $m^2$ |




**PHASE 01**
**TYPE D**
**NUMBERS : 2 BUILDINGS**
**FLOOR NUMBER : GR+6+ROOF**
**AP PER FLOOR : 7**

# TYPE D

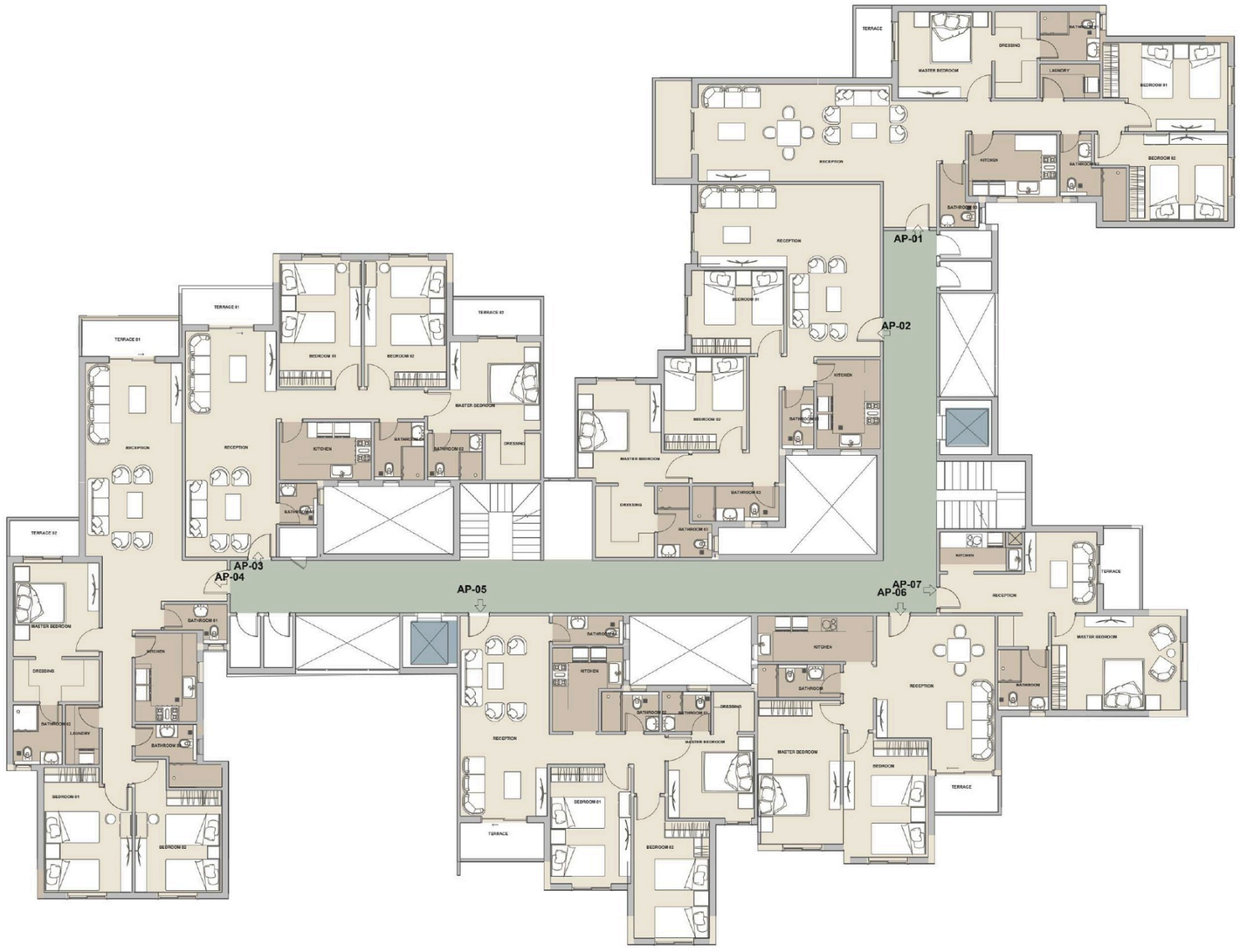
## GROUND FLOOR PLAN



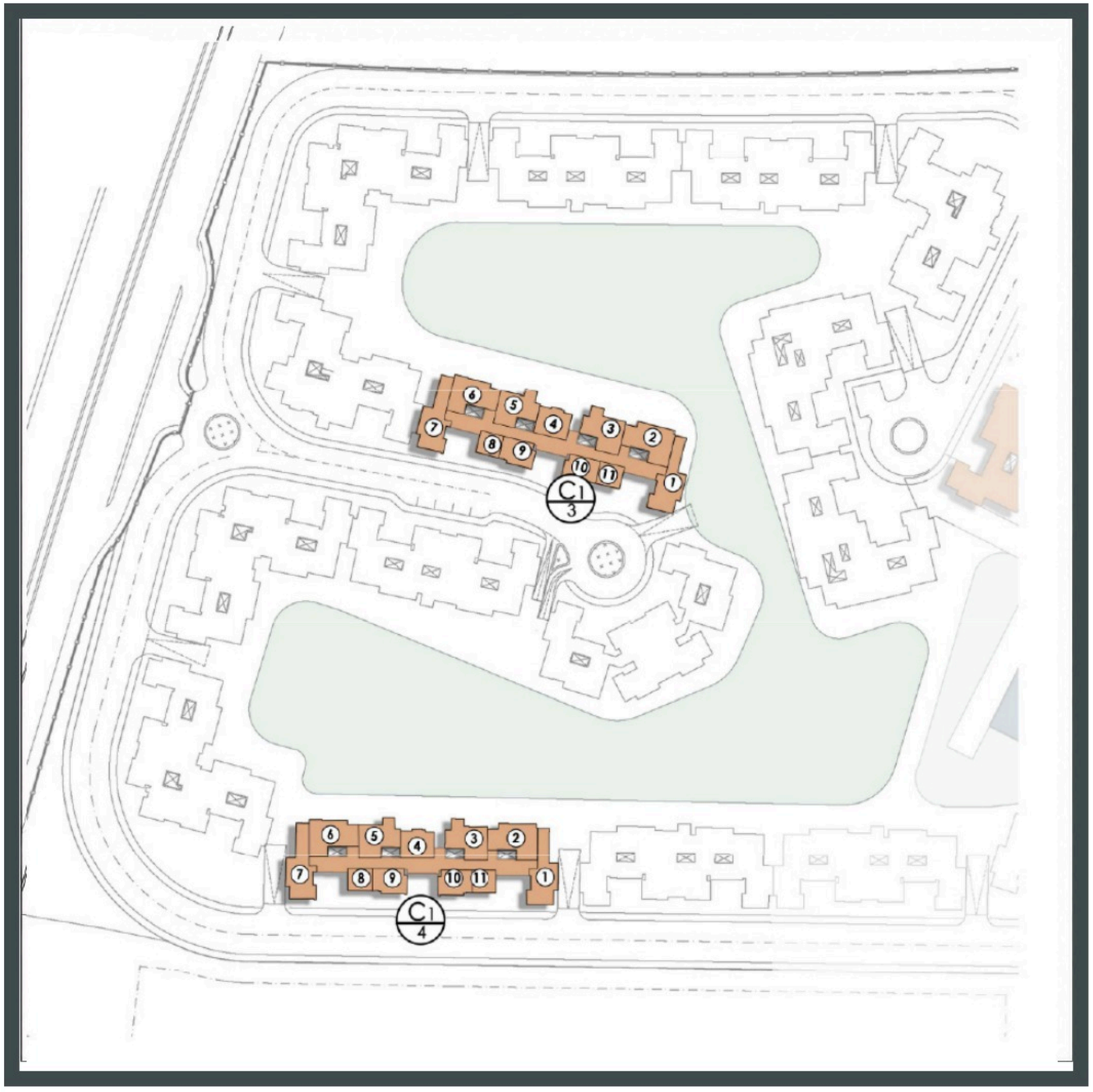

| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 |
|---|---|---|---|---|---|---|---|
| **AREA** | 157 $m^2$ | 147 $m^2$ | 140 $m^2$ | 157 $m^2$ | 123 $m^2$ | 93 $m^2$ | 61 $m^2$ |

# TYPE D

## TYPICAL FLOOR PLAN




| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 |
|---|---|---|---|---|---|---|---|
| **AREA** | 183 $m^2$ | 152 $m^2$ | 161 $m^2$ | 181 $m^2$ | 138 $m^2$ | 108 $m^2$ | 72 $m^2$ |




**PHASE 01**
**TYPE C**
**NUMBERS : 2 BUILDINGS**
**FLOOR NUMBER : GR+6+ROOF**
**AP PER FLOOR : 11**

# TYPE C

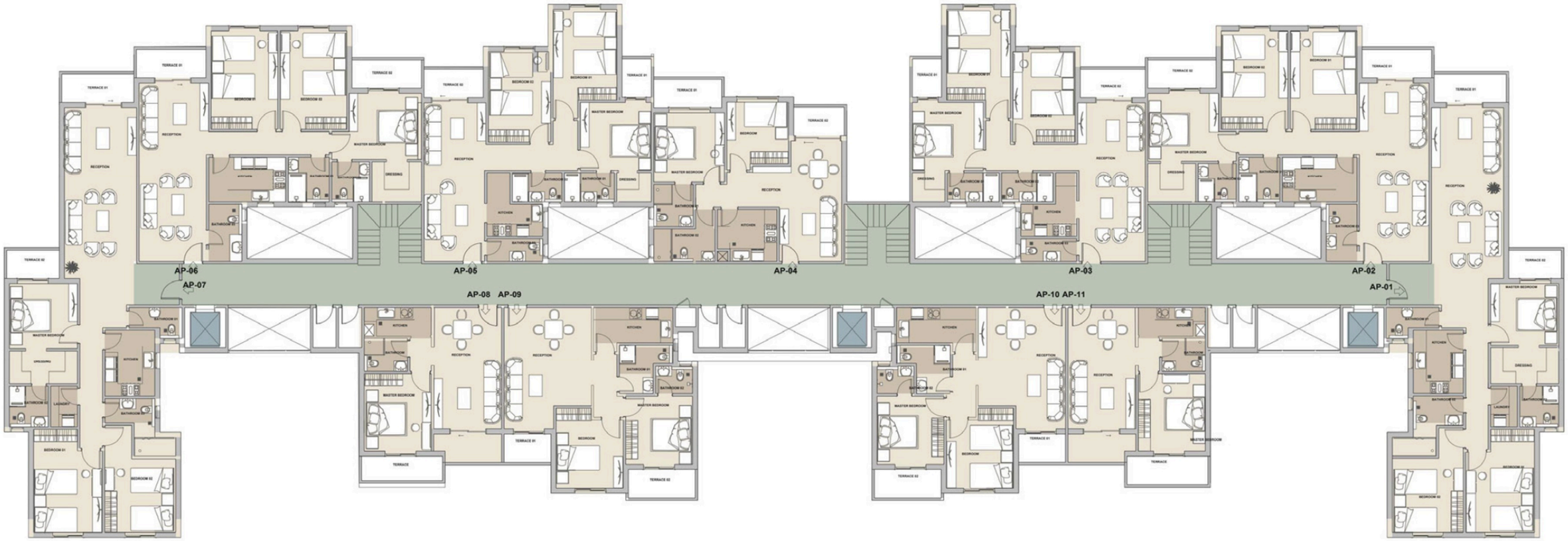
## GROUND FLOOR PLAN



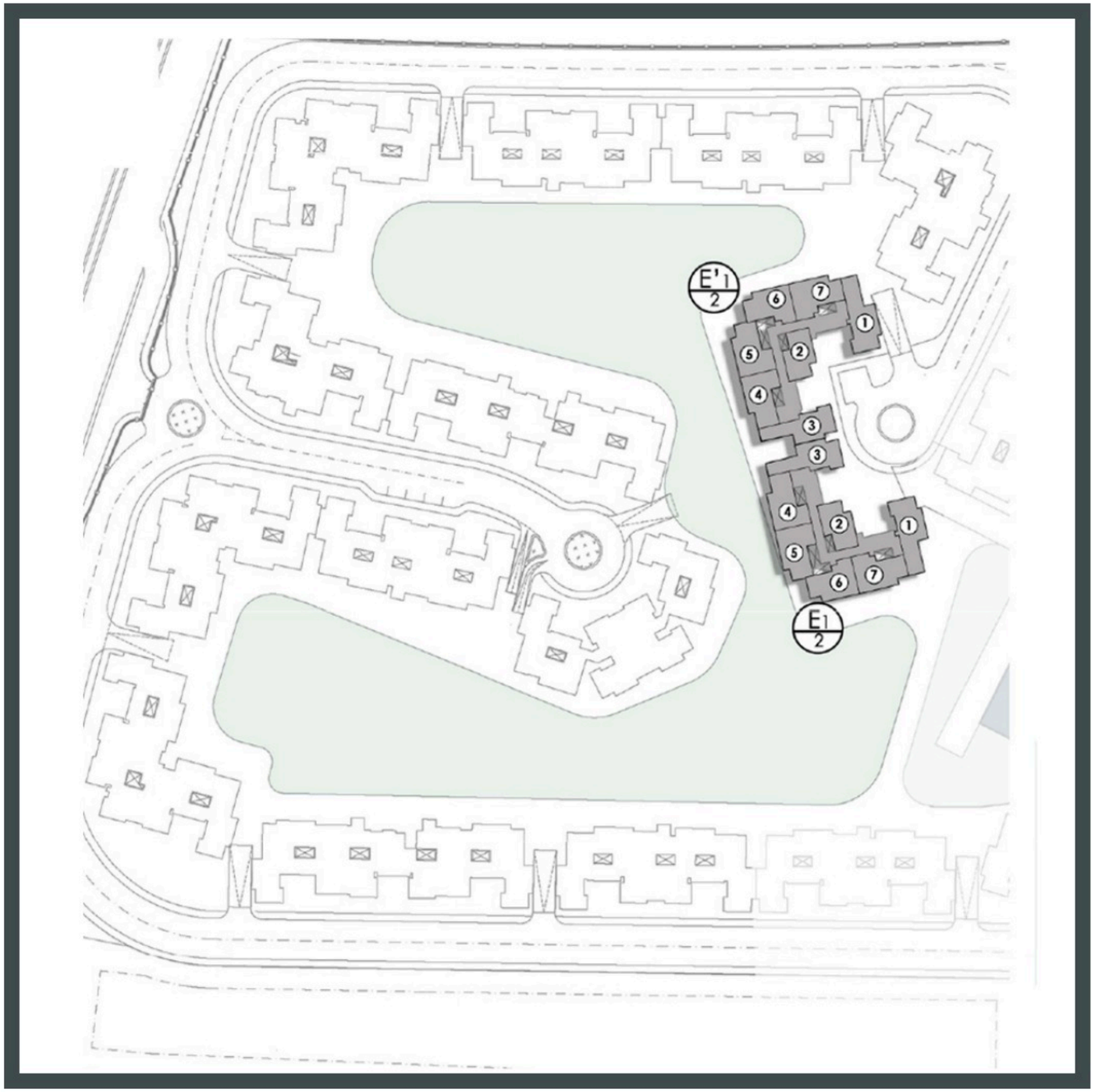

| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 | AP-08 | AP-09 | AP-10 | AP-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **AREA** | 155 $m^2$ | 142 $m^2$ | 127 $m^2$ | 100 $m^2$ | 123 $m^2$ | 142 $m^2$ | 154 $m^2$ | 65 $m^2$ | 90 $m^2$ | 90 $m^2$ | 65 $m^2$ |

# TYPE C

## TYPICAL FLOOR PLAN



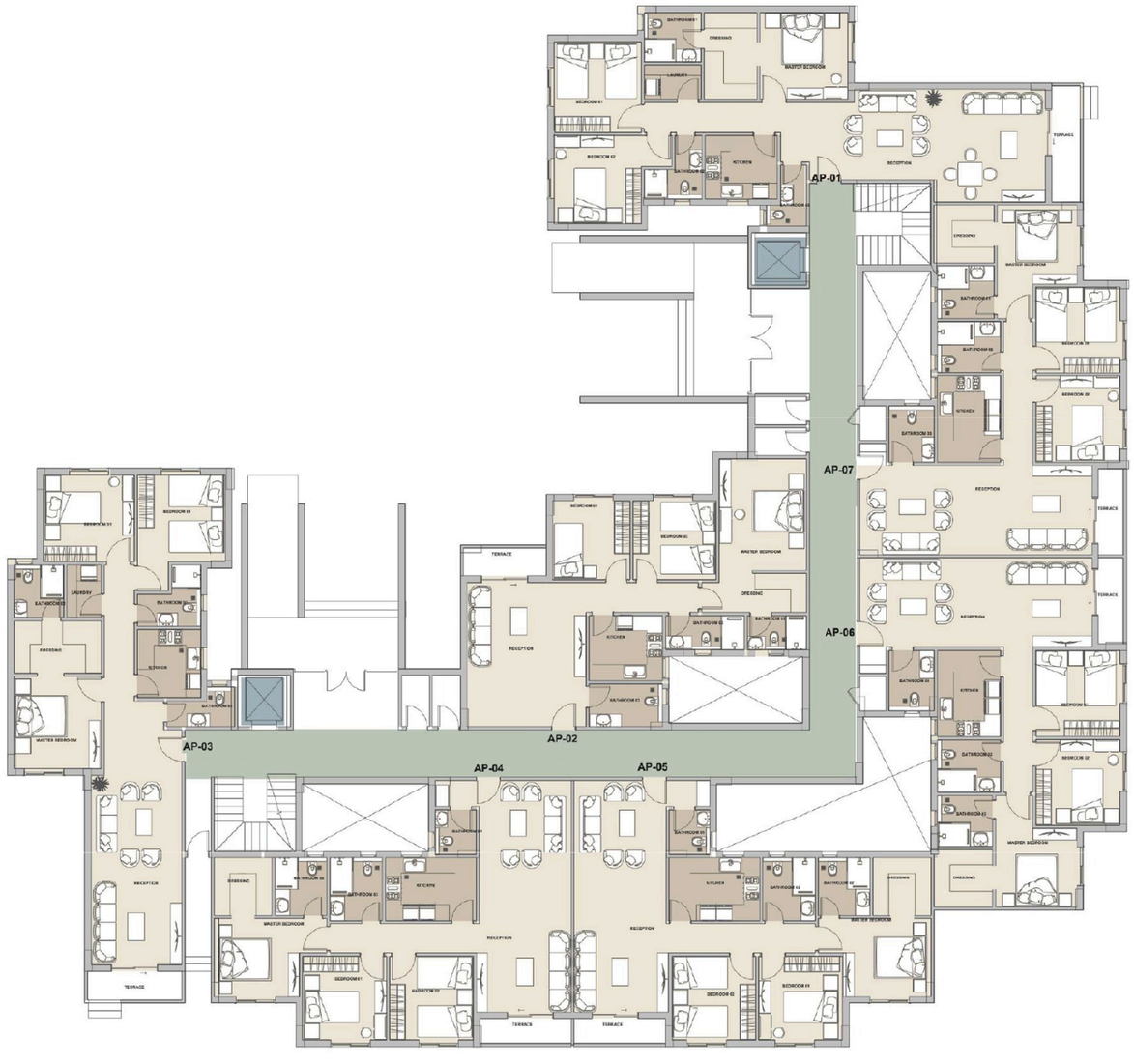

| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 | AP-08 | AP-09 | AP-10 | AP-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **AREA** | 179 $m^2$ | 162 $m^2$ | 140 $m^2$ | 101 $m^2$ | 137 $m^2$ | 163 $m^2$ | 179 $m^2$ | 74 $m^2$ | 104 $m^2$ | 104 $m^2$ | 74 $m^2$ |




**PHASE 01**
**TYPE E**
**NUMBERS : 1 BUILDINGS**
**FLOOR NUMBER : GR+6+ROOF**
**AP PER FLOOR : 7**

# TYPE E

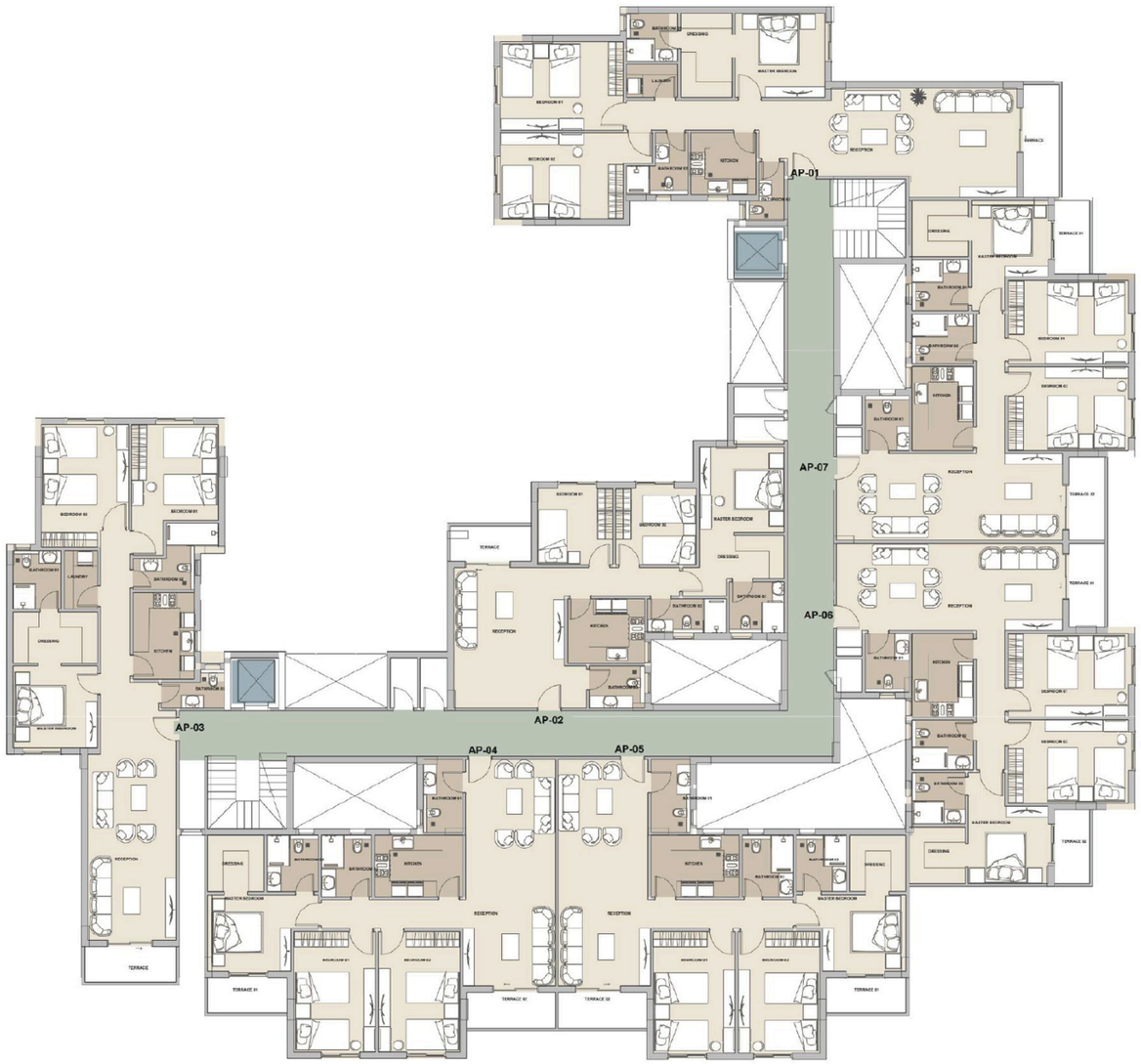
## GROUND FLOOR PLAN




| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 |
|---|---|---|---|---|---|---|---|
| AREA | 160 $m^2$ | 130 $m^2$ | 154 $m^2$ | 142 $m^2$ | 142 $m^2$ | 140 $m^2$ | 140 $m^2$ |

# TYPE E

## TYPICAL FLOOR PLAN




| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 |
|---|---|---|---|---|---|---|---|
| **AREA** | 175 $m^2$ | 131 $m^2$ | 169 $m^2$ | 164 $m^2$ | 164 $m^2$ | 163 $m^2$ | 163 $m^2$ |




**PHASE 01**
**TYPE F**
**NUMBERS : 1 BUILDINGS**
**FLOOR NUMBER : GR+6+ROOF**
**AP PER FLOOR : 8**

# TYPE F

## GROUND FLOOR PLAN




| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 | AP-08 |
|---|---|---|---|---|---|---|---|---|
| **AREA** | 156 $m^2$ | 94 $m^2$ | 93 $m^2$ | 156 $m^2$ | 131 $m^2$ | 147 $m^2$ | 147 $m^2$ | 131 $m^2$ |

# TYPE F

## TYPICAL FLOOR PLAN




| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 | AP-08 |
|---|---|---|---|---|---|---|---|---|
| **AREA** | 174 $m^2$ | 106 $m^2$ | 106 $m^2$ | 174 $m^2$ | 149 $m^2$ | 164 $m^2$ | 164 $m^2$ | 148 $m^2$ |




**PHASE 01**
**TYPE H**
**NUMBERS : 3 BUILDINGS**
**FLOOR NUMBER : GR+6+ROOF**
**AP PER FLOOR : 9**

# TYPE H

## GROUND FLOOR PLAN




| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 | AP-08 | AP-09 |
|---|---|---|---|---|---|---|---|---|---|
| **AREA** | 163 $m^2$ | 156 $m^2$ | 153 $m^2$ | 144 $m^2$ | 162 $m^2$ | 93 $m^2$ | 94 $m^2$ | 95 $m^2$ | 92 $m^2$ |

# TYPE H

## TYPICAL FLOOR PLAN




| UNIT | AP-01 | AP-02 | AP-03 | AP-04 | AP-05 | AP-06 | AP-07 | AP-08 | AP-09 |
|---|---|---|---|---|---|---|---|---|---|
| **AREA** | 185 $m^2$ | 157 $m^2$ | 154 $m^2$ | 165 $m^2$ | 181 $m^2$ | 107 $m^2$ | 108 $m^2$ | 108 $m^2$ | 107 $m^2$ |





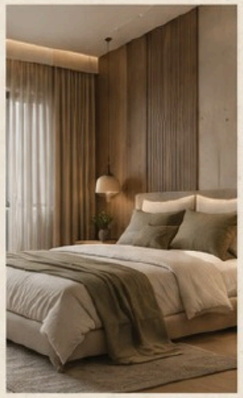
# FINISHING SUMMARY

A coordinated palette of contemporary finishes designed for comfort, practicality and visual consistency.



## RECEPTION & LIVING

- First-grade 60 × 120 cm porcelain flooring in a light-grey stone look, with matching skirting.
- Washable paint in warm off-white and sand beige, with a muted-olive accent.
- Gypsum-board ceiling with spotlights and soft LED lighting (3000–3500K).
- Limited TV feature wall in grey stone finish or decorative paint, with subtle HDF accent.



## BEDROOMS & CORRIDORS

- High-quality Smoked Walnut HDF flooring with matching skirting.
- Matte-white direct ceilings with simple surface-mounted light fittings.
- Washable warm off-white and sand beige paint, with muted-olive or soft-taupe accents.
- High-quality WPC internal doors with frames, accessories and handles in a coordinated light-wood finish.



## BATHROOMS

- First-grade 60 × 120 cm porcelain to walls and floors up to ceiling level, in sand-beige tones.
- Full waterproofing and slip-resistant shower flooring.
- Sanitary fixtures by Ideal Standard, Roca, Seramiksan, Duravit or approved equivalent.
- Approved-category mixers and shower sets, clear toughened-glass shower enclosure. LED-lit mirror and exhaust-fan provision.



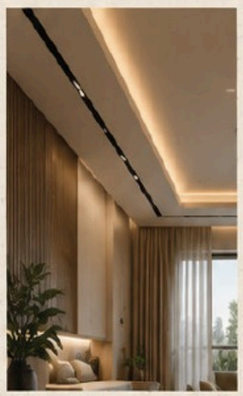
## KITCHEN

- First-grade 60 × 60 cm matte light-grey porcelain flooring.
- Matte-white direct ceiling with practical surface-mounted lighting.
- Coordinated water, drainage and electrical points according to approved kitchen drawings.
- Dedicated wall opening and electrical point for kitchen exhaust fan.



## ENTRANCE, INTERNAL DOORS & SMART SYSTEMS

- Armoured entrance door in approved wood finish with Smart Lock.
- Moisture- and scratch-resistant WPC internal doors.
- Video intercom connected to the building entrance, with TV, internet/data points and an in-unit communications panel.
- Smart access gates and organised smart parking.



## ELECTRICAL, LIGHTING & HVAC

- Elsewedy Electric wires and cables, with breakers by Schneider Electric, ABB or approved equivalent.
- Switches and sockets by Futina, SAS, Merlot, BTicino or approved equivalent.
- Spotlights as per layout, two-way bedroom lighting control and corridor motion sensors where indicated.
- Complete HVAC provisions including copper piping, insulation, condensate drainage, electrical supply, connection points and testing.

WARM SAND | LIGHT STONE | SMOKED WALNUT | MUTED OLIVE | BRUSHED METAL












D01







