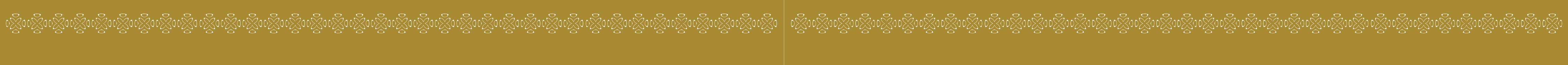
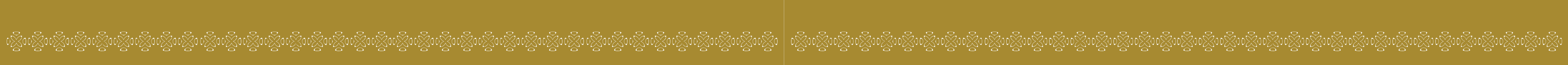




CLEOPATRA MALL
CAIRO








CLEOPATRA MALL
It's a great story



AN ICONIC DESIGN

Cleopatra Mall aims to set a new benchmark in mixed-use shopping and entertainment design. Currently under construction, the project opens in the last quarter of 2018. Its iconic design, described as **'a wave in the desert'**, will become a new Egyptian landmark. The mall's strategic location in the heart of Cairo's most prestigious expansion zone, 6th October City, will serve a total population of over **17 million people**.

Cleopatra Mall aspires to bring back the glorious history of one of the world's greatest civilisations to the future... who better to bring fashion back to Egypt than Cleopatra herself?

Cleopatra Mall has been the recipient of numerous awards, including **Best Retail Architecture (Arabia)**, **Best Retail Development (Egypt)** and **'Best Retail Architecture Worldwide'** with the International Property Awards 2010, and **'Best Future Project Award'** with the GLOBAL RLI Awards 2011. Davide Padoa, architect of Cleopatra Mall, has won RLI Designer of the Year for two years in a row, both in 2013 and 2014.



OPEN YOUR EYES TO EGYPT

Egypt, a country with a fast developing economy, is a major gateway between Europe, Africa and the Middle East. The country has a population of over 85 million people, more than 10 million tourists per year and is a major attraction for foreign investment.

Current Climate

The economic news is positive with continued financial and political support from Gulf countries, with foreign reserves increasing for the first time since 2013. The government is also seeking to increase trade outside of the Arab countries, eg. Russia for investments in energy, food and infrastructure projects.

The Egyptian government's financial position has now stabilised with the budget deficit decreasing by 8%, revenues are also improving-boosting industrial production and tourism. The government is now actively promoting investment in hospitality infrastructure and has approved 9 new projects worth an estimated EGP 391.6 billion for improvements in roads, electricity and sewage treatment.

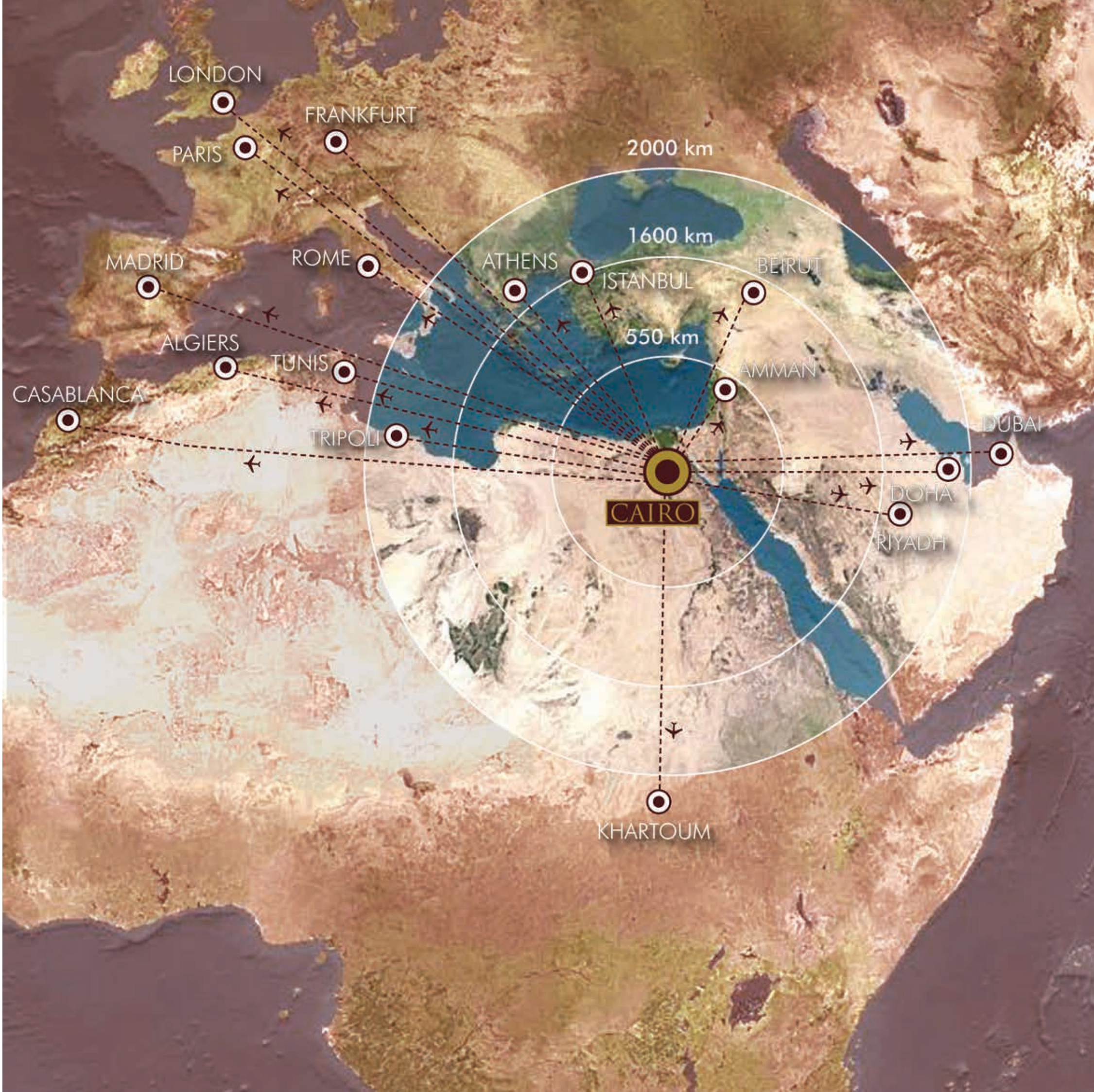
* Real GDP has increased 2.4% up from 1.8% in 2011 and 2.1% in 2013

* CPI % change is 10.1% in 2014 compared with 8.8% in 2013

CAIRO AIR TIME DISTANCES:

- | | |
|-------------------------|---------------------|
| • Casablanca: 4.5 hours | • Athens: 2 hours |
| • Madrid: 4 hours | • Istanbul: 2 hours |
| • Paris: 4 hours | • Beirut: 1 hour |
| • London: 4.5 hours | • Dubai: 3 hours |
| • Frankfurt: 3.5 hours | • Riyadh: 2hours |
| • Rome: 3 hours | |

*Source - JLL Q1 2014 Report Egypt.



CAIRO, THE GREAT METROPOLIS

Greater Cairo is the largest metropolitan area in Egypt and the largest urban area in Africa. The population in this area currently sits at approx. 20 million and is continually growing. 6th of October, an area in Cairo's new west, is showcasing its intent of reshaping Cairo's urban landscape.

Relevant Facts

- * Many multi-national companies are choosing to relocate to this area due to overcrowding and avoiding Downtown Cairo.
- * Largest proportion of new real estate housing units has been in 6th of October area.

IMMEDIATE CATCHMENT AREA:

- 20 MINUTES' DRIVE: 6 MILLION PEOPLE
- 40 MINUTES' DRIVE: 15 MILLION PEOPLE

Beyond the immediate catchment area, Cleopatra Mall will benefit of the high population density of the wider area in the Nile Delta. Alexandria, the second biggest city in Egypt, is only 3 hours north of Cairo. Also, Cleopatra Mall will benefit from the millions of tourists visiting the area each year.

*Source - JLL Q1 2014 Report Egypt.



WELCOME TO 6TH OF OCTOBER CITY

30 minutes' drive from Downtown Cairo, 6th of October City is a thriving new area with over 3 million inhabitants. Once a satellite city, it has become a major attraction for people living in Cairo. Many businesses have relocated their operations here and the wealthy middle and upper class citizens are drawn to its tranquil, beautiful and affluent atmosphere, while enjoying its proximity to Downtown Cairo. In addition, it benefits from the large number of tourists visiting the Great Pyramids of Giza, which are only a 20 minute drive away.

Cleopatra Mall is strategically located at the major crossroads that serves as the entrance to 6th of October City.

EXISTING MAJOR ATTRACTIONS:

1. Smart Village - Technology & Business Park
2. Hadayek El Mohandeseen residential compound
3. Dar El Fouad Hospital - The first hospital in Egypt, Africa and the Middle East to receive international accreditation by the Joint Commission International
4. Misr University for Science and Technology
5. 6th October University
6. Confederation of African Football
7. Media Production City - The largest media and information complex in Egypt
8. 6th October Airport - with private jet hire available
9. Great Pyramids of Giza
10. Mall of Arabia
11. Mall of Egypt



A NEW MALL FOR A PROUD EGYPT

In the early 1980s, Cleopatra Group launched its flagship company, Ceramica Cleopatra. CCG soon became a world leader in the ceramic tiling sector, but soon started to diversify into the agricultural, tourism, technological, media and real estate sector.

Cleopatra Mall, the latest project of the group, is aimed at a growing audience in Cairo and Egypt who are young, educated and affluent with a modern outlook on life whilst being conscious of Egypt's cultural heritage and standing in the world. The mall will not only change the urban landscape of Cairo, but it also symbolises Cleopatra Group's ambition to contribute to Egypt's dynamic economy and make Egyptians proud of their country.

With over 115,000 sqm of covered GLA, Cleopatra Mall features the most innovative concepts in contemporary retailing, whereby a comprehensive and balanced tenant mix with a large section dedicated to luxury, shopping, a fresh market, culture and entertainment is built around the personal needs of its guests. A futuristic fibre optic telecommunications system will enable the guests to work, enjoy and experience the mall as if it were the natural extension of their home. Cleopatra Mall is set to become the most popular destination mall in Cairo, Egypt and beyond, designed to offer the best shopping and entertainment experience available to young people and families alike.



A WAVE IN THE DESERT

Designed by world renowned retail architect Davide Padoa of Design International, the Cleopatra Mall project will create a new landmark building in 6th of October City on the outskirts of Cairo.

The concept takes ancient Egyptian laws of geometry, proportion and symmetry into the 21st century and the resulting architecture is contemporary and organic in design, reflecting on the past and looking into the future at the same time.

The iconic design is characterised by a gigantic canopy that covers the central area of the scheme with a span of over 200 metres. This grand gesture, defined by Padoa as 'a wave in the desert', is an architectural statement that covers both internal and external activities. The wave canopy marks the project's symmetry, which is further enhanced by the design of two towers at the corners of the site, a luxury hotel located on the left, and on the right, an office building suited as a global headquarters. Outside, the most distinctive feature is a 20,000 sqm artificial lake with waterfalls and a cybernetic fountain feature. The lake will also incorporate an evening laser beam display with musical accompaniment, creating an exciting and refreshing oasis of tranquillity in the new heart of 6th of October City.



It's a great story

Cleopatra Mall will be the central reference point within its surroundings and will give the area and its inhabitants a new identity. The fusion of old and new, excitement and tranquility, interior and exterior spaces makes Cleopatra Mall unique in Egypt, both in terms of architecture and as a meeting place for people. The project is the genesis of a new Egypt, a symbol of the country's new prosperity and recognition on the world stage.



It's a great story

Cleopatra Mall is expected to draw 1.5 million customers per month, which adds up to a staggering 18 million in its first year. This is projected to grow to 25 million customers per year after the first 3 years of trading.





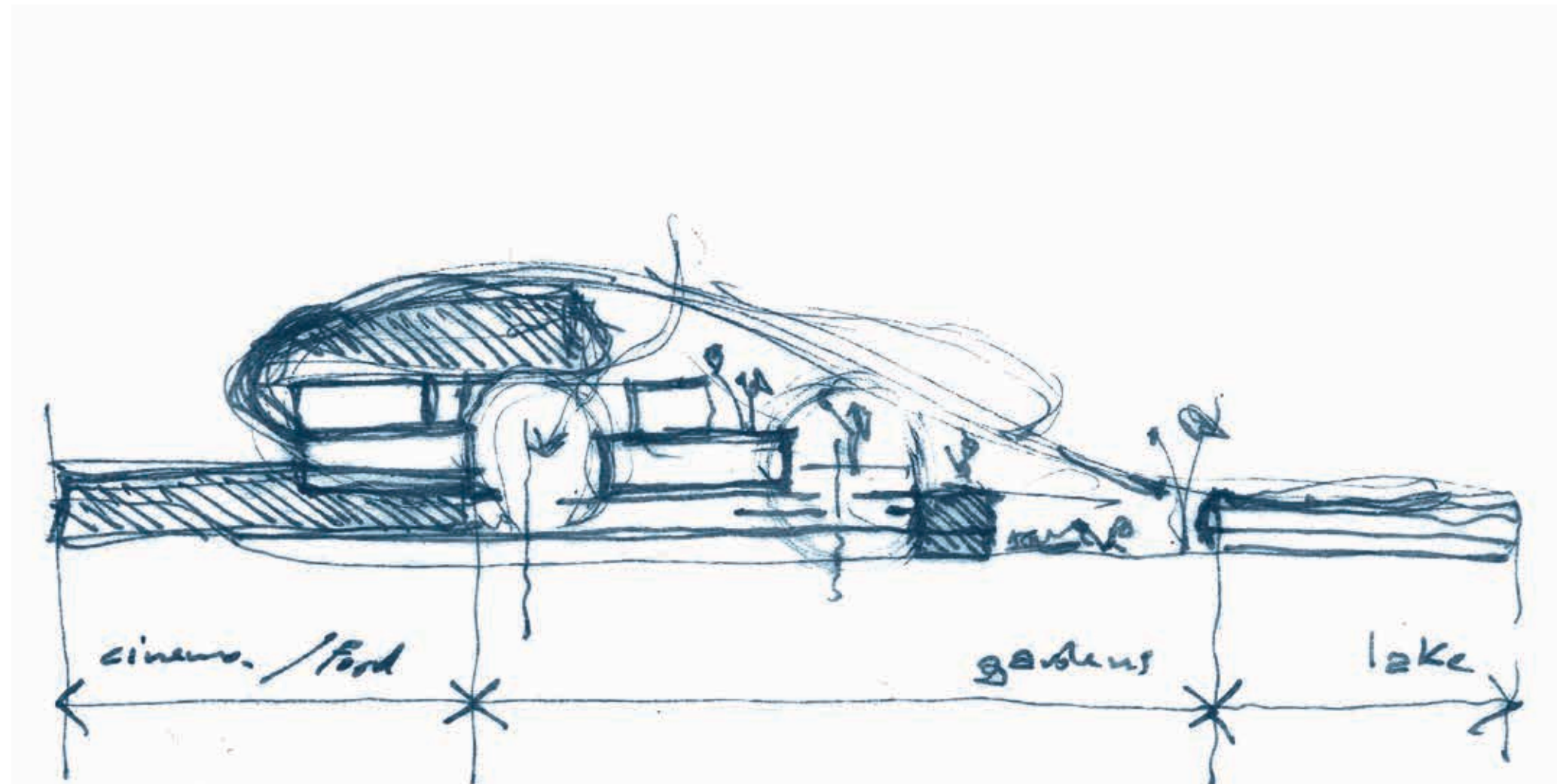
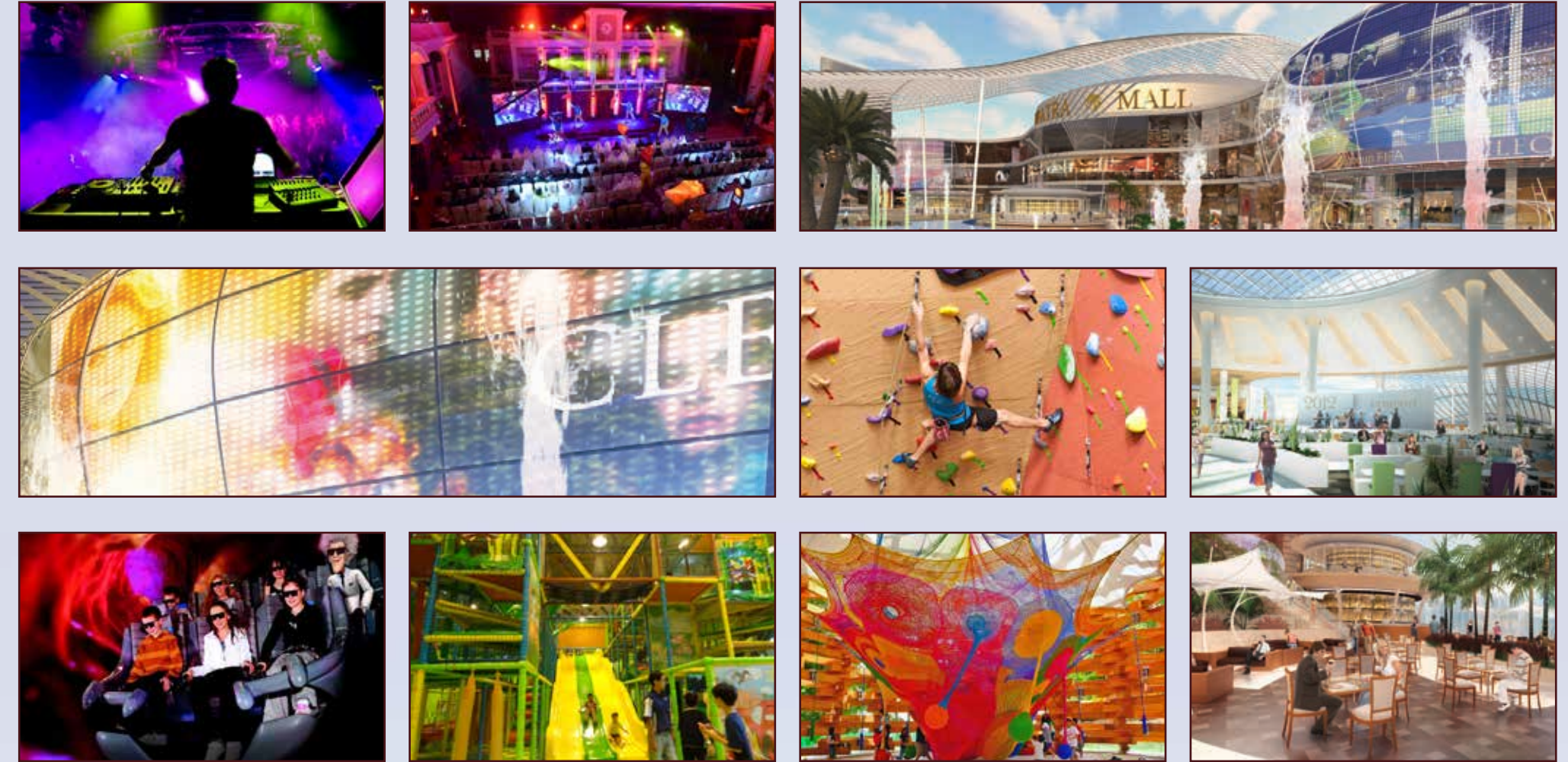
Lake & waterfall view

Cleopatra Mall features one of the largest multimedia displays in the Middle East and North Africa region, right above the lake in the outside area of the mall.

The lake and its falling waters will be surrounded by outdoor & indoor restaurants on the shopping centre side and by green dunes on the motorway side. This has been designed not just for aesthetic reasons but also to control the sound from the motorway.

A UNIQUE FUSION OF SPACES

The concept of Cleopatra Mall presents a unique fusion of interior and exterior spaces, which are all linked through the iconic canopy running across the building. Along the canopy, shoppers first reach the outdoor entertainment and fine dining area (1). Just under the canopy on the top floor comes the light and spacious food court and DJ bar area in the largest luxury mall in Egypt (2). At the top level of the building, the best entertainment will be offered with a 14-screen cinema complex, children's educational centre and even active sports facilities where visitors can surf, climb and sky dive (3).



2 PHASES... TO BE THE BEST

The project is built in two phases. Phase 1 is currently ongoing, with a targeted opening of October 2018.

PHASE 1:

Shopping mall:	150,000 sqm GBA (115,000 GLA)
Car park (5000 spaces):	130,000 sqm
TOTAL	280,000 sqm
CONSTRUCTION COSTS:	\$ 350,000,000
Number of direct jobs created:	5,000
Number of indirect jobs created:	20,000

PHASE 2:

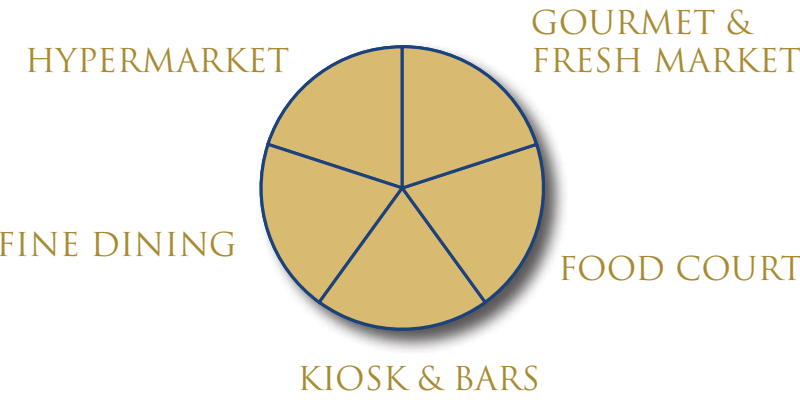
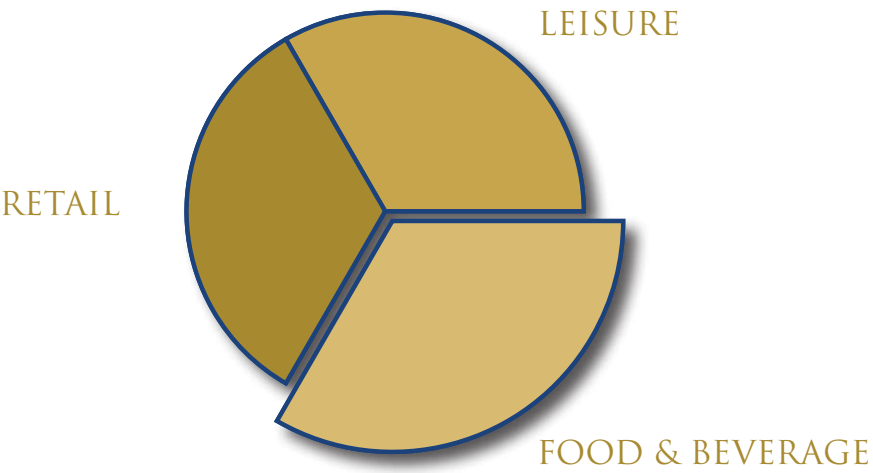
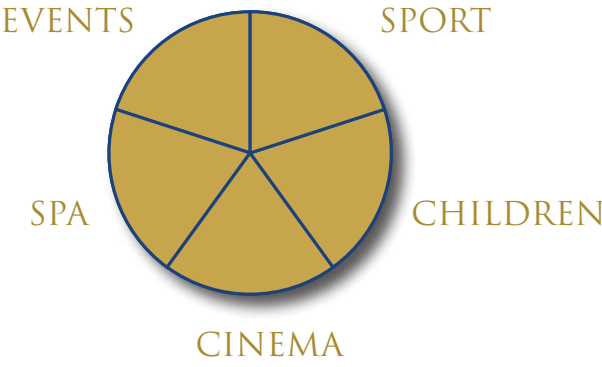
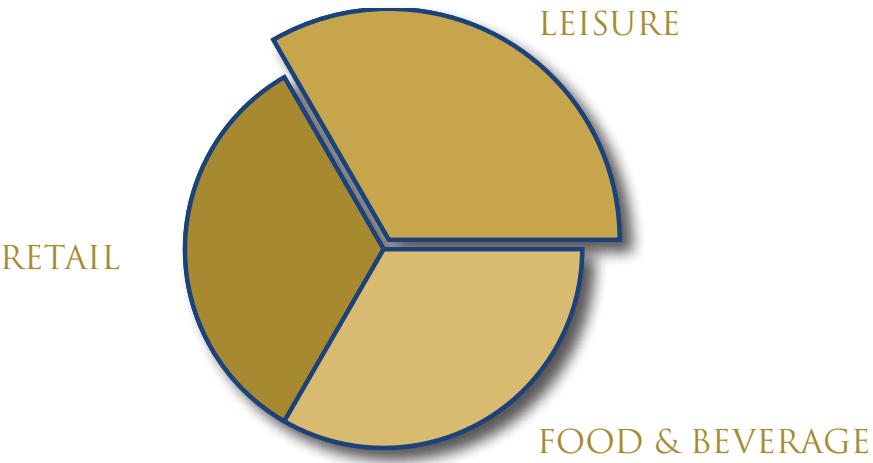
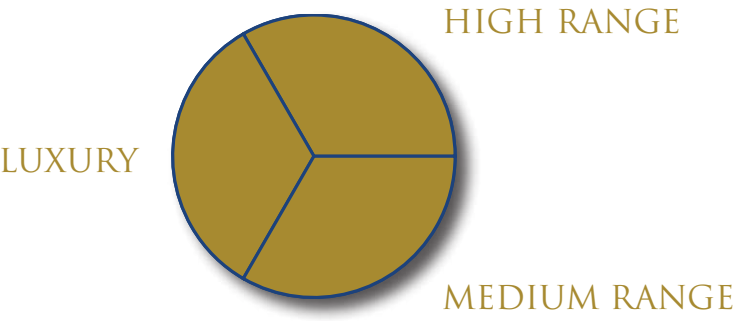
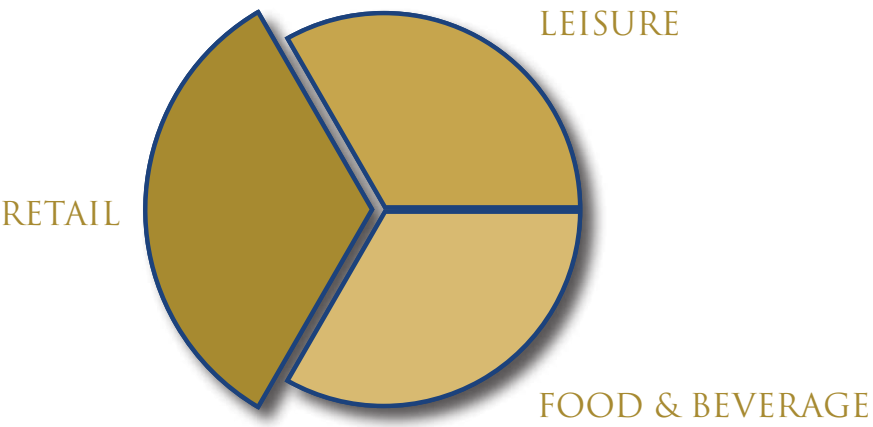
Mixed use development:	105,000 sqm GBA (70,000 GLA)
Car park (2500 spaces):	65,000 sqm
TOTAL	170,000 sqm
TOTAL PHASE 1 AND PHASE 2:	450,000 sqm



AN INTELLIGENT RETAIL MIX

One of the main challenges for the retail concept of Cleopatra Mall was to provide a shopping and entertainment mix that caters for the varied needs of the mall's customers. McArthur + Company is an internationally experienced shopping centre specialist over 35 years in the industry across Asia, Middle East Africa and North America. Their target clientele is a mix of affluent and educated residents living in the surrounding 6th of October City, the wider population of Cairo as well as international visitors coming to the area as tourists or on business. The result is a balanced combination of retail, leisure and food & beverage. Each of these main categories is then divided further to ensure that the range of services covers all potential needs, whether it be VIP luxury shopping or the traditional fresh market.

McARTHUR+COMPANY
SHOPPING CENTRE SPECIALISTS





- | | | | |
|---|---------------------------------------|---|--------------------------|
| ① | Hypermarket | ⑥ | Main entrance |
| ② | Cinema | ⑦ | LED panel |
| ③ | Mall and central plaza - luxury shops | ⑧ | Restaurant |
| ④ | Food court | ⑨ | Open area with waterfall |
| ⑤ | Parking entrance | ⑩ | Water fountain |

Terrace

Second floor

First floor

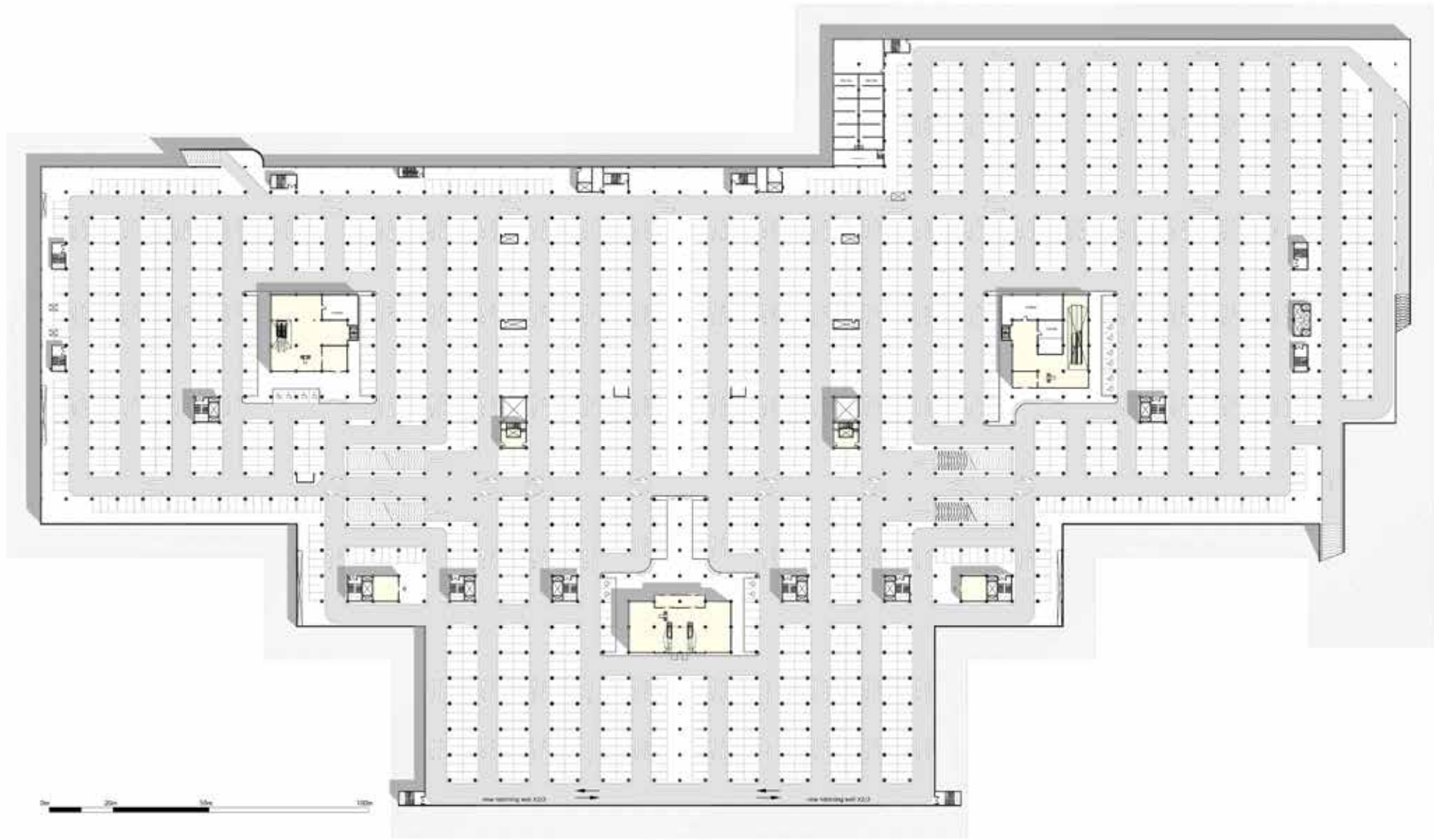
Ground floor

Second Basement floor

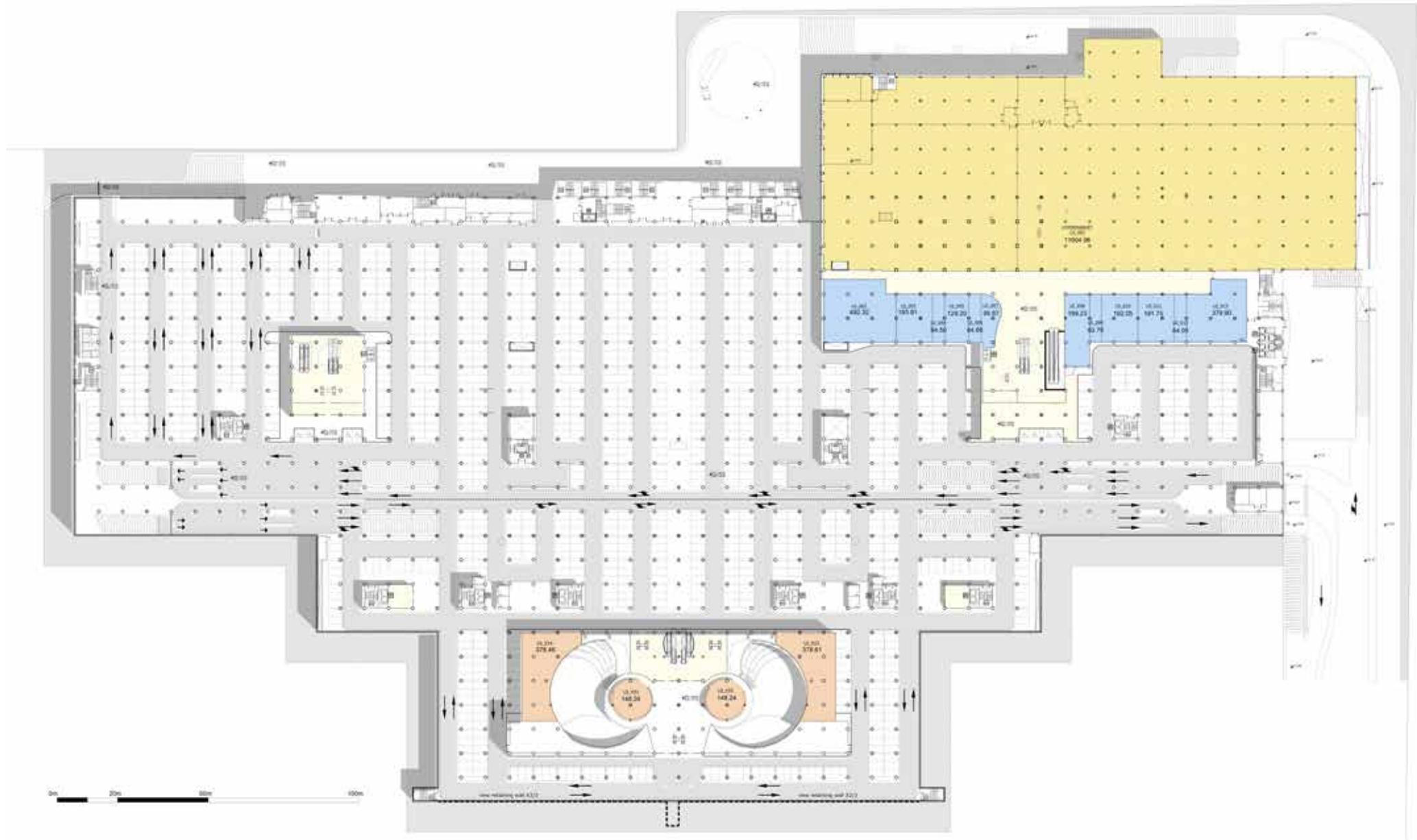
First Basement floor

- Department Store
- Restaurant Boulevard
- Large Leisure Anchor
- Aspirational Fashion
- Premium Retail
- Lifestyle Sport
- Gourmet Hypermarket
- Kids & Family
- Restaurant
- Luxury Village
- Lifestyle Home
- TV Studio

LEASING PLANS: SECOND BASEMENT FLOOR

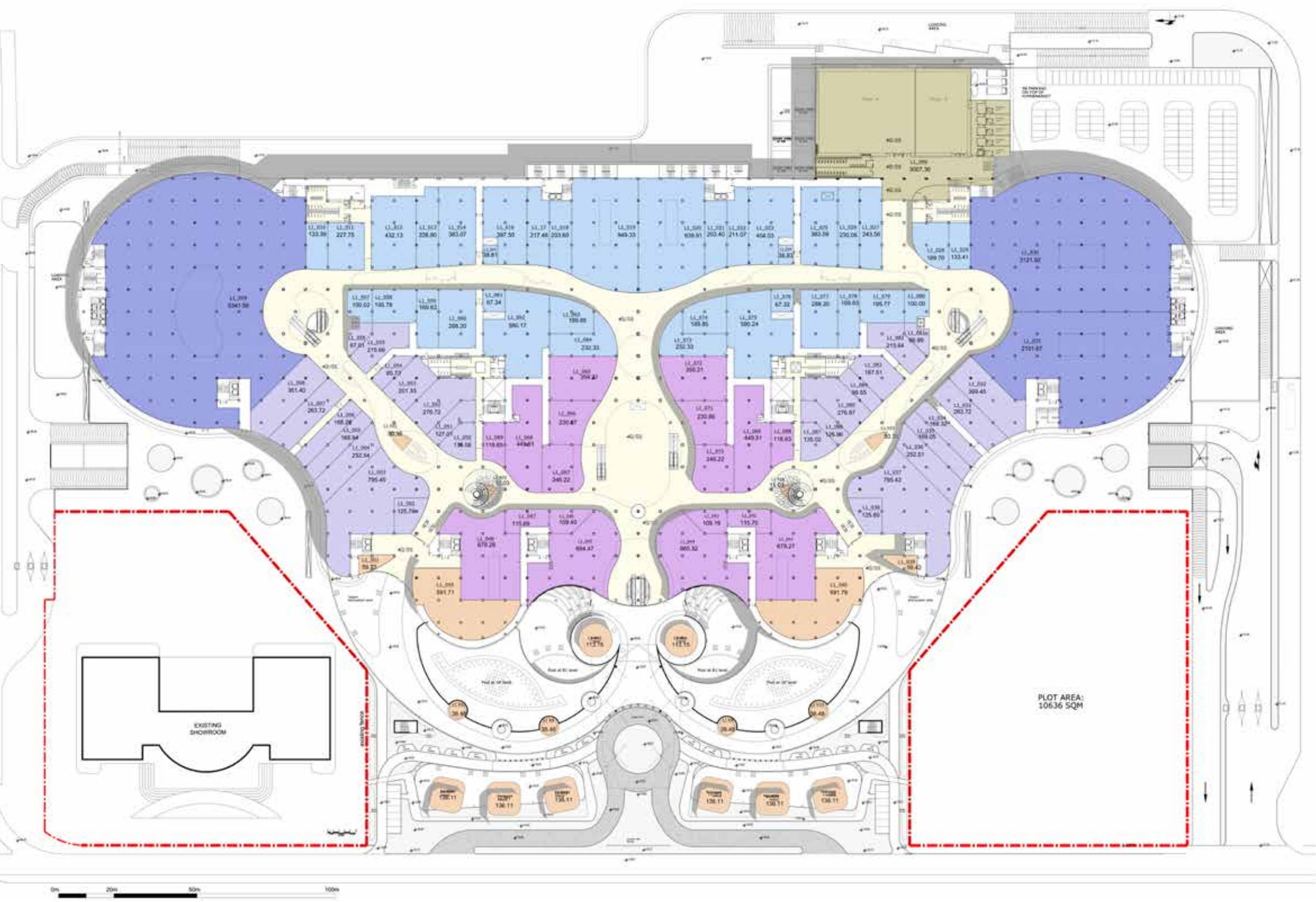


LEASING PLANS: FIRST BASEMENT FLOOR



- | | | |
|----------------------|---------------------|----------------|
| Department Store | Premium Retail | Restaurant |
| Restaurant Boulevard | Lifestyle Sport | Luxury Village |
| Large Leisure Anchor | Gourmet Hypermarket | Lifestyle Home |
| Aspirational Fashion | Kids & Family | TV Studio |

LEASING PLANS: GROUND FLOOR

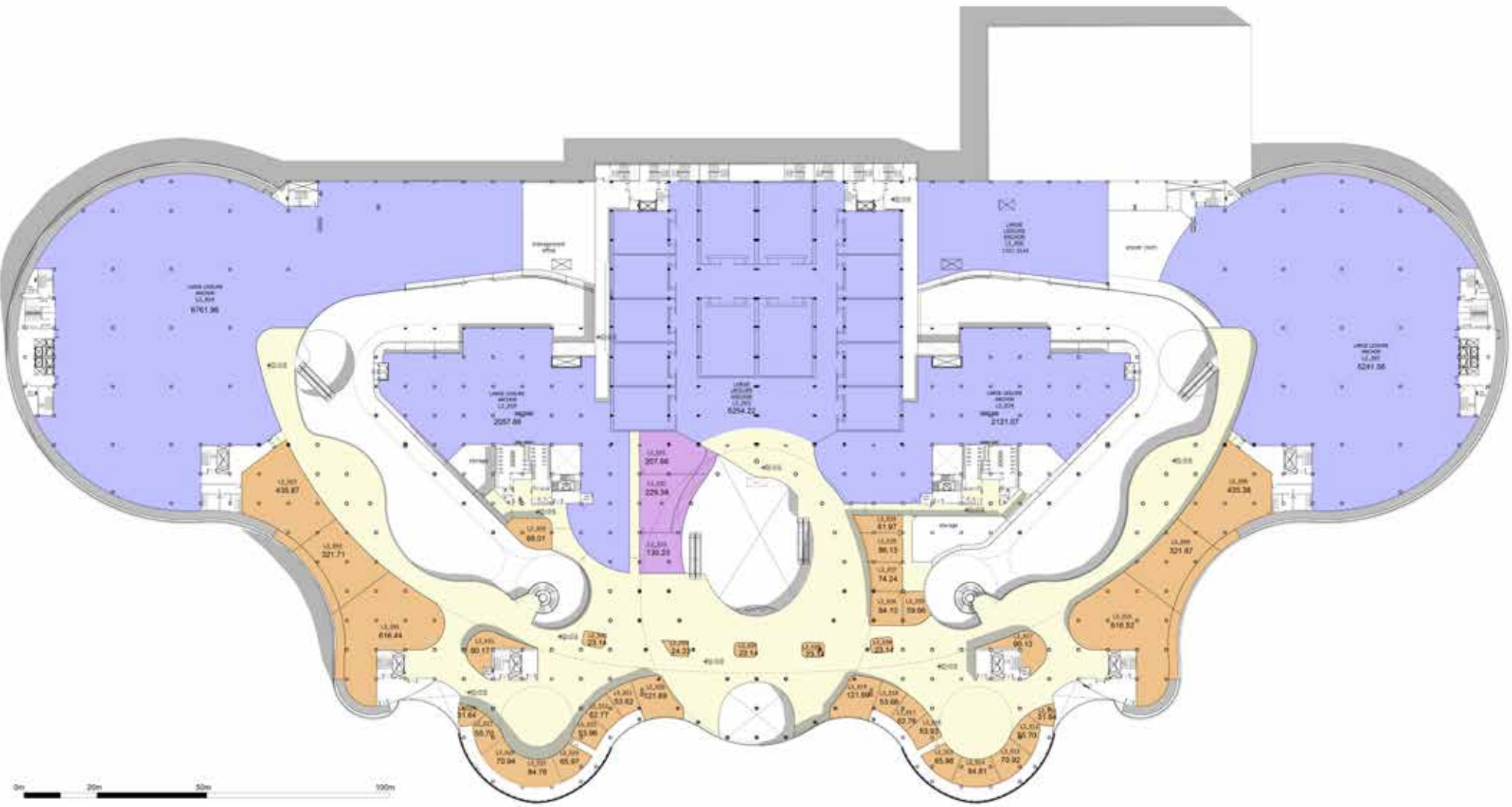


LEASING PLANS: FIRST FLOOR

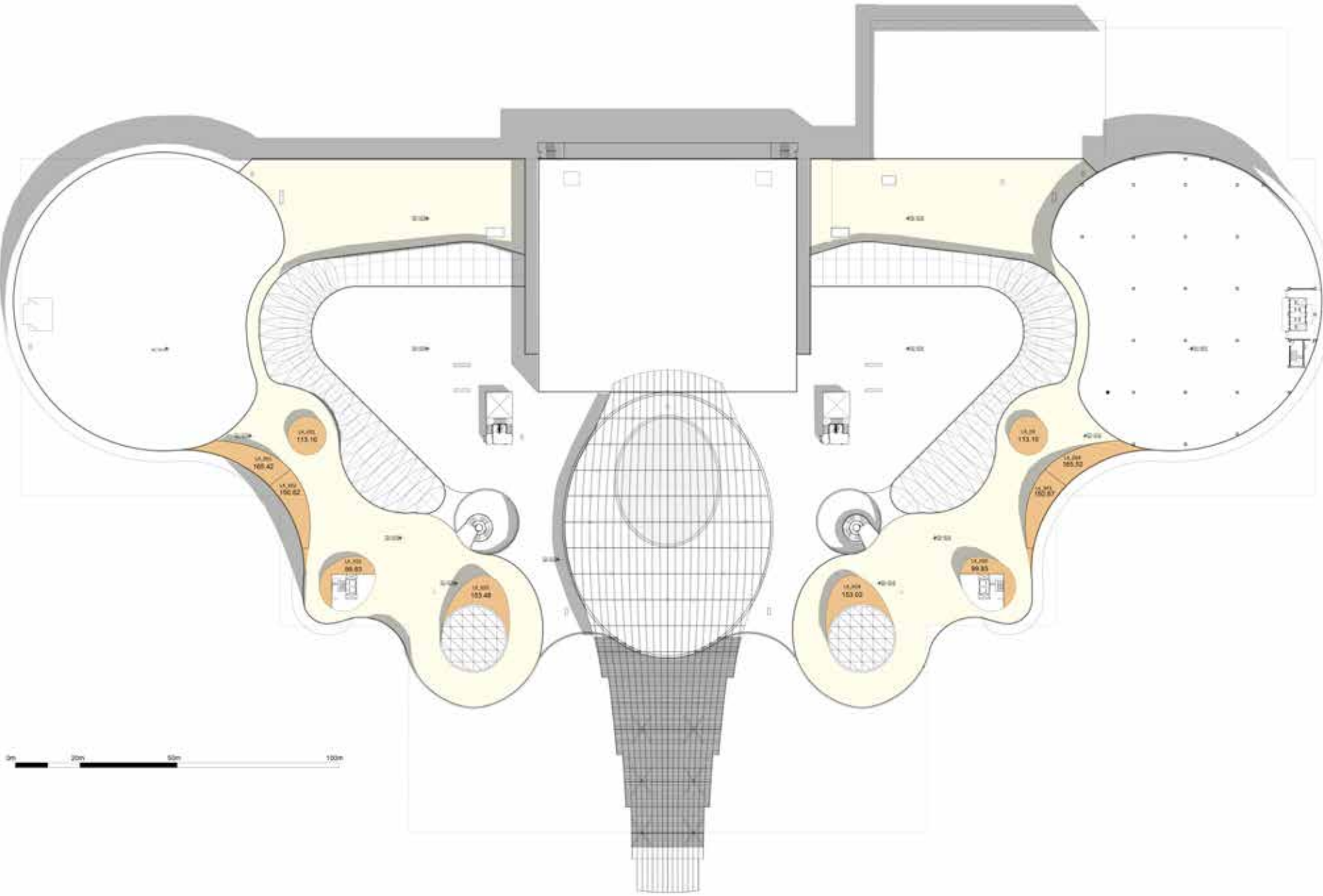


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LEASING PLANS: SECOND FLOOR



TERRACE



- | | | |
|----------------------|---------------------|----------------|
| Department Store | Premium Retail | Restaurant |
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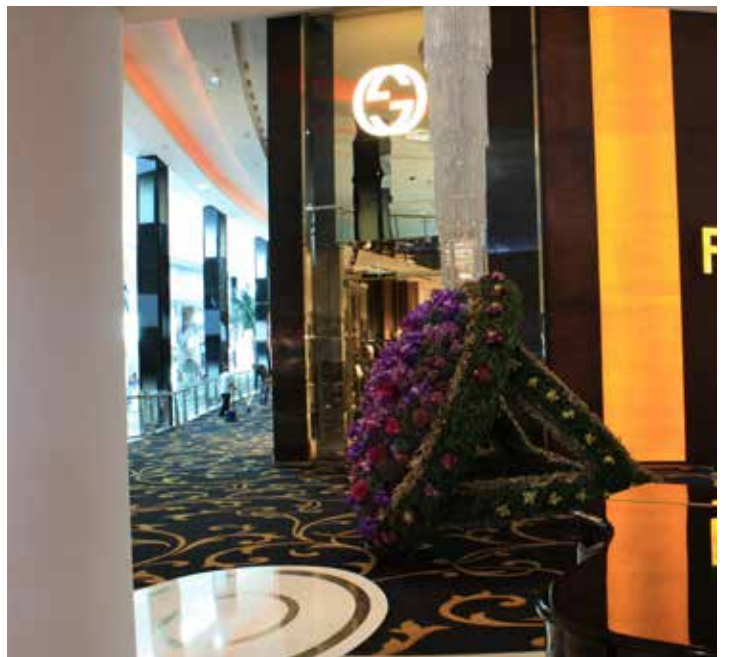


A MIX OF SERVICES IN ONE MALL

- The largest fountain with aquatic show in Egypt
- Prestigious premium court
- Over 300 shops
- Fine dining destinations
- Massive multiplex cinema complex
- Hyper market
- Spacious food court with more than 2000 seats
- More than 4 anchor stores
- Department store

BESPOKE SERVICES

- Valet parking and car valeting service
- Vip lounge
- Nursery and medical centre
- Broadband throughout the mall
- 465 shows/events per year (Cleopatra Court)
- Kids park
- Bank branches
- Mosque
- TV Studio





INNOVATIVE TECHNOLOGY

The roof of Cleopatra Mall features the innovative use of an ETFE film skylight system which consists of pneumatic cushions restrained in aluminium extrusions and supported by a lightweight structure. The cushions are inflated with low pressure air to provide insulation and resist wind loads. Originally developed for the space industry, the material is unique in that it does not degrade under ultraviolet light or atmospheric pollution as well as being self-cleansing. The system combines exceptional light transmission with high insulation alongside a multi-layered construction that has been selected to allow for intelligent control of solar energy which automatically changes the insulation and solar transmission properties as required. By printing overlapping graphics on multiple layers and integrating the cushions with sophisticated pneumatics, the different layers can be moved together and apart from each other, varying the amount of light and solar energy penetrating the building and the visual appearance of the envelope. These unique properties help to make the project energy efficient, cost effective and visually responsive to changing climatic conditions.

ETFE coverings also offers excellent acoustic properties as the material does not cause echoes in the mall interior. Even when burning, the material shrinks, not spreading flames by falling fragments.

LIGHT

During the day the skylight system and the precisely designed solar shading provide essential shields from the fierce Egyptian sun, this reduces the solar heat gain and helps minimise the energy consumption of the cooling system. At dusk, an intelligent architectural lighting control system balances the transition of day into night automatically. The project uses high efficiency and sustainable light sources such as LED, fluorescent, cold cathode and the latest metal halide technology. The external landscape lighting is solar powered.

WATER

Consumption of water will be closely monitored and meters installed in areas of heavy water use. Water efficient fixtures and fittings will be specified throughout the project, such as low-volume cisterns, thermostatic fixtures/valves, combined with self-cleaning ceramics, waterless urinals (in common areas), pressure/flow restrictors, Thermostatic fixtures/valves, Blade type hand driers.

HEAT & ENERGY

Energy efficiency was a high priority for the design team during the design development process, especially considering the extremely hot climate in Cairo. The energy performance of the building and systems were optimised by applying high performance design strategies, including the use of free-colling and heat recovery units, high efficiency appliances and HVAC systems as well as solar-thermal panels for hot water supply.

RECYCLING

Cleopatra Mall will introduce extensive recycling programmes for waste paper, card, metal and plastic. The waste fat from restaurant fryers will be converted into bio-diesel and a sustainable use handbook will be prepared for all the building users.

CONSERVATION

Chemical free cleaning supplies will be used. An enhanced refrigerant management and monitoring program will be introduced to eliminate the release of HCFC refrigerants into the atmosphere. Zero use of CFC-based refrigerants in heating Ventilation and Refrigeration systems







CLEOPATRA MALL

It's a great story

A PROJECT FOR:



ARCHITECTURE BY
DAVIDE PADOA OF:



LUCA CAPPUCCHETTI

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