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To begin with, I couldn’t be more proud to cap off such a tremendously rewarding year with numerous success stories and an all-time high in our financial accomplishments. This brought us atop of the sector in terms of new sales which recorded EGP 8.2 billion. Such results serve as great testament for the sustainable and growing demand on our product offerings and signature designs. A remarkable achievement was also reached on the number of homes delivered, whereby 2016 witnessed delivering 2,049 homes for their owners, achieving 30% and 14% versus FY2015 and FY2016 target respectively. 2016 also saw a rise in our land bank due to the ever-increasing demand for our products with an added 190 feddans as a natural extension of our flagship Palm Hills October network of communities. 2016 was also painted in a number of highly successful launches. To name a few; in Q4/2016 we launched Palm Hills New Cairo [PHNC] Phase 1 with 100% sellout of offered standalone units [villas] in less than a week. PHNC is our 1st co-development project with the New Urban Communities Authority. In addition, Palm Valley another successful launch for a project located within vicinity of our Palm Hills October flagship where life is all around. Slightly under 100% of Palm Valley was sold in less than a year. 2016 also marked major developments on our CSR front with our vastly integrated and multi-layered platform labelled . There’s a part we revere and hold dear and near to our hearts, giving back to our community and enabling a better future for Egyptians. The platform is centric around redevelopment of impoverished villages in Upper Egypt and The Delta. We don’t just reward our own great achievements so it was with great pleasure and honor to applaud the tremendous performance of our 27 Olympian and Paralympian medalists from the Rio Olympics.
Paralympics and crown them for their hard work in an event hosted by our Palm Hills Club. Collaborating with more than one established philanthropic entity in supporting do-gooder initiatives is another thing we’re proud of. This included joining forces with Rotary 6th of October and Kasr Al Aini Hospital to eradicate Virus ‘C’ and eventually announce our Palm Hills October development HCV – Free. Also collaborating with Ahl Misr to support the noble cause of burn prevention and treatment is another milestone we’re very happy with. Same applies to supporting Shefa’a Al Orman Cancer Hospital in Luxor to serve Upper Egypt people stricken with cancer the hardship of commuting all the way to Cairo to get treatment.

We also inked a partnership agreement with London Business School in UK to fully fund scholarships for Egyptian top graduates over a five year program. We believe their experiences from the specialized studies will contribute to enhancing their much sought after business skills in Egypt’s employment market and potentially help pushing our economic growth further. In line with our progressive and forward thinking vision, applying cutting edge technology through-out our functions is taking front seat. This is clearly evident in our war room, community as well as Investor Relation apps which target convenience and promptness of follow through as well as community build up as detailed in the respective section to follow. Being wired for number one clearly colors our strategy and is supported by shifting gears towards digital solutions, virtual realities show-casing our projects and digital marketing promoting them.

We have always prided ourselves on being the Employer of Choice and that was manifested in so many initiatives realized in 2017 and crowned by the Palm Hills employees’ engagement day, which was a great forum that allowed management and staff blend together in harmony clearly adorned with our corporate values; passion, drive, team building and positive can do attitude.

Our golf activities clearly achieved a massive feet with so many acclaimed tournaments hitting our signature courts in Cairo and the North Coast. Stemming from “why fix what is not broken,” last summer witnessed another year of great success to our laid-back Lake Yard hang-out destination with its selective hand-picked eateries and designers. Moreover, our summer club-house, state-of-the-art gym, 5-aside soccer fields all came to fruition last summer season as well.

Our Palm Hills Club has significantly stepped up to the plate serving in the provision of a great sense of integration and self-sufficiency to our Palm Hills October residents as well as members with the primary catchment areas. It has been a true joy managing all we managed last year and continuing to raise the benchmark as the prime developer of choice.

All the best,

Yasseen Mansour
ALL TIME HIGH RESULTS

Palm Hills Developments becomes number one Egyptian property developer in terms of new sales with record revenue, EBITDA, and handed over units in FY2016.

The Company continues to reap the benefits of its strategic direction of increasing construction spend while delivering record results driven by the accelerated construction program, becoming the largest property developer in Egypt, as the Company spent more than EGP5 billion on construction in 2014-2016, and thus largely avoided the impact of inflation and recent floatation of the Egyptian Pound.

In January 2017, the Company acquired 190 feddan in West Cairo from the Egyptian Ministry of Housing, which is considered a natural extension to Palm Hills Golf Views and Golf Extension, in line with its strategy to replenish the land bank, which is depleting due to the unprecedented demand for its product offerings and strong pace of construction as well as handovers.

New Sales recorded EGP8.2 billion, a growth of 29% YoY, surpassing FY2015 record of EGP6.3 billion and FY2016 target of EGP7 billion, positioning the Company as the highest selling Egyptian property developer. Growth in New Sales was driven by the strong demand across all regions coupled with an increase in YoY selling prices by 56% and 43% YoY for BUA of standalone units and apartments respectively. The average selling price of land grew 28% YoY.

Cash inflows from operations recorded EGP3.0 billion, of which EGP2.0 billion were spent on construction in line with the Company’s strategy to invest in construction to hedge inflation and speed up deliveries, in addition to EGP690 million spent on land installments.

The Company delivered 2,049 units, translating into 555k sqm of developed area, surpassing FY2016 handovers target of 1,800 units. Handovers grew 30% YoY, in comparison to 1,573 units for the same period last year, driven by the accelerated construction program to conclude all projects under developments during FY2017/2018. Delivered units surpassed the number of units sold during the period. It is worthy to highlight that the Company concluded Village Avenue project during 4Q2016.

Despite the changes in accounting standards, Revenue grew 55% YoY to record EGP5.6 billion, a record for the Company, driven by a stronger pace of unit deliveries, accelerated construction activities and healthy sales momentum in existing developments as well as recently launched projects. EBITDA grew 55% YoY recording EGP1.0 billion. Net Profit after Tax & Minority Interest grew 8% YoY at EGP640 million, despite the expiry of the Company’s tax exemption on December 31, 2015, coupled with higher Minority Interest YoY.
NEW SALES

29% YOY GROWTH TO REACH
EGP 8.2 BILLION

DELIVERED HOMES

30% YOY GROWTH TO REACH
2,049 UNITS

REVENUES

55% YOY GROWTH TO REACH
EGP 5.6 BILLION

NET PROFIT

8% YOY GROWTH TO REACH
EGP 640 MILLION
Palm Hills Developments successfully launched sales in Palm Hills New Cairo with 100% sellout of offered standalone units in less than a week!

The project represents the first co-development project between Palm Hills and the New Urban Communities Authority (NUCA) on a revenue sharing basis. On November 15, 2016, Palm Hills launched new sales of the first tranche, comprising of 157 standalone units - valuing EGP 1.04 billion - despite having booking orders and purchase requests for 250 units.

Palm Hills New Cairo is a planned integrated residential community in East Cairo spreading over 2.1 million sqm, approximately 500 feddans including 100 feddans reserved for commercial developments. The project is located in New Cairo, in proximity to the planned, new administrative Capital City announced by the Egyptian government. Construction of the first phase will begin in 2017, with all unit deliveries scheduled for completion in 2021.

An integral part of the project is the wide open spaces for everyone to enjoy. Parks are interspersed throughout Palm Hill New Cairo, each with its own charm, character, theme and vivid flora.

Palm Hills New Cairo luxury apartments were introduced to the market during Feb, 2017. Seamless designs are clearly manifested in 3 progressive type of residential apartment buildings. Apartments sizes range between 142 Sq m up to 250 Sq m catering for various needs and end-users' appetites.

Architectural designs are done by the worldly mastermind, award-winning architect Shehab Mazhar. Inspired by the upscale comfort and exclusivity of Mazhar's reservoir of architectural creations, Palm Hills New Cairo features his latest signature designs homogeneously woven in with the existing natural landscape using the latest trends, which will allow maximum natural light penetration. Consequently, infusing positive energy throughout the entire area, and creating aesthetically captivating in-house courtyards, thanks to huge vistas of open and inviting designs and functional space programming.

To ensure the most visually aesthetic design, whilst protecting the natural topography, the acclaimed US based award-winning master planning firm SWA specialized in urban planning, design and landscaping was enlisted to bring this vision to life. They have created a master plan around the surrounding topography lending to truly unique neighborhoods. Pedestrian trails play a vital role in sparking high levels of connectivity and recreation throughout the community. These trails enable easy access to the immense green space system and communal amenities.
SIGNATURE VILLAS

LUXURY APARTMENTS
Featuring villas, town homes and twins in the conveniently located 26th of July Corridor, neighboring Palm Hills October, Palm Club and Golf course, Palm Valley promises to be the life of the neighborhood with its innovative architecture and inviting landscape. It’s truly where life is all around.

Palm Valley was launched back in March 2016 and has successfully sold out slightly under 200 units. units till date out of a total 235. Construction has already kicked start in the site since January 2016 targeting delivery by 2018.
It is everywhere you go. Everywhere you walk. Everywhere you look. Everywhere you are. Whether bustling or serene. Whether indoors or out. Whether manmade or natural. Life is all around at Palm Valley, an addition to Palm Hills family.

including villas, townhomes and twins in a conveniently central location overlooking the 26th of July Corridor, neighboring Palm Hills October, Palm Club and Golf Course. Palm Valley promises to be the life of the neighborhood with its innovative architecture and inviting landscape.
CORPORATE SOCIAL RESPONSIBILITY

THERE IS A PART OF OUR JOB WE REVERE AND HOLD DEAR AND NEAR TO OUR HEARTS. WHEN IT COMES TO GIVING BACK AND ENABLING BRIGHTER FUTURES, THERE IS NOTHING WE CHERISH MORE AS AN ORGANIZATION. IT IS NOT SOLELY OUR DUTY AND RESPONSIBILITY AS HUMAN BEINGS TO ENSURE WE ALL HAVE THE CHANCE TO GET AND BE THE BEST WE CAN BE, BUT IT IS OUR PRIVILEGE AND PLEASURE TO BE IN A POSITION TO ENABLE PEOPLE TO DO SOMETHING ABOUT IT. SAID OUR CHAIRMAN MR. YASSEEN MANSOUR.
Launching our new Social Responsibility platform was an ambitious and gratifying achievement that grew from being a project in the pipeline, into a whole new way of seeing, feeling and approaching new endeavors. It is a venture that reinvigorated our spirits whilst rejuvenating areas in need. The project aims to transform villages into sustainable, model communities flourishing with life and opportunity via a package of interventions which include; revamping housing, providing reliable access to clean, potable water, implementing proper drainage and sewage systems, developing educational and health care facilities. It is the hopes of Palm Hills to reach as many Egyptians in need as possible and offer them the chance to grow towards a brighter tomorrow.

It started as a seed and sprouted into a field.

Our Chairman Mr. Yasseen Mansour has always been saying, “We are committed to continuing our role in developing our society, in parallel to evolving the real estate sector, creating employment opportunities, and orchestrating fully integrated urban communities, equipped with all the necessary services and facilities, Palm Hills Developments places its CSR work at the forefront of its strategic agenda. This is evident by the plethora of undertaken initiatives to support the country in its ongoing plan for development and prosperity.”
We at Palm Hills have always valued and rewarded hard work, ethics and passion so it was only natural for us to not only applaud the tremendous, record-setting performances of our Olympian and Paralympian prides and joys but we had to invite them and celebrate their success at the Palm Hills Club in a special ceremony, to show our appreciation and heartfelt acknowledgement. This was done as part of a magnanimous sport extravaganza, Egypt Fitness Fest, hosted at Palm Hills Club, 6th of October.

“We are proud of our Olympian and Paralympian champions, who have succeeded in achieving greatness amongst such strong competition, and have served as ideal role models for the rest of Egypt’s youths; an example of unconditional commitment. They are the embodiment of what Egypt’s youth can present to their country, We will continue to spearhead initiatives to support our young athletes,” said our Chairman. Mr. Yasseen Mansour who went on to award our 27 Olympic and Paralympic 2016 Champions, in recognition of their dire efforts to portray an honorary representation of Egypt on the map of international sports excellence, and their outstanding performance at the biggest sports event in the world.

Egypt Fitness Fest hosted by Palm Hills Club comprised a multitude of sports games, suitable for all ages, whilst enlightening attendees and participants about the important and integral role of sports for personal well being.
CORPORATE SOCIAL RESPONSIBILITY
In a move that stands out as a successful model of collaborated efforts of the business sector, civil society and governmental authorities, Palm Hills Developments signed a cooperation protocol with Kasr El Aaini Hospital and Rotary 6th of October to announce Palm Hills October hepatitis C-free. The initiative includes free examination & treatment for employees, site labor & their families. It is seen to be mainstreamed eventually to include all Palm Hills sites and projects.

The protocol does come in line with our keenness to positively contribute to the progress of the society and sustainable human development, whilst supporting the government’s efforts which aim at achieving cross sectors development, on top of which is the improvement of public health through the national campaign for the eradication of hepatitis ‘C’. The first phase of the project includes the examination of all employees and site labor in Palm Hills October development. The project will also apply to site labor families across Egypt’s governorates. All detected cases along with their families will be examined and treated for free.

The project operators aspire to extend a medical examination in the second phase to all the compound’s residents to achieve its goal which is “Palm Hills Compounds HCV-Free”, to provide a model for all property development projects and real estate companies to emulate such a positive model and announce 6th of October City HCV-Free and eventually the rest of the regions nationwide.
Palm Hills Developments sponsored the opening ceremony of the newly minted hospital in Luxor that is serving the people of Upper Egypt who suffer from cancer. The dream behind this project is to save the stricken the hardship of commuting all the way to Cairo to get their cancer treatment by ensuring the proper facilities, equipment and staff are readily available to them at any time, only a short distance away.
Along with London Business School, Palm Hills has unveiled a new pioneering initiative to be added to our increasingly multi-faceted CSR platform. We recently inked a partnership agreement with London Business School in the UK to fully fund scholarships for Egyptian top graduates accepted in London Business School’s MBA and Masters in Finance Programs. The five-year scholarships will cost a total of £175,000 with an average of £35,000 per academic year. According to the agreement, Palm Hills Developments will bear all incurring scholarship fees, with the program set to start as of 2017/2018.

Driven by Palm Hills’ faith and experience as a real-estate developer concerned with extending development beyond bricks and mortar, these scholarships will build on the dawn of a new generation of brilliant students in the fields of business administration and finance. We believe their experiences from the specialized studies will contribute to enhancing their much sought after business skills in Egypt’s employment market and potentially help pushing our economic growth forward. These scholarships take Palm Hills’ brand promise ‘Building On’ to another level, not confined to only development of integrated urban communities, but also extended to building up brighter future to Egypt’s business talent pool colored by sustainable human development.

Sir Andrew Likierman, Dean of London Business School, said: “We are looking forward to receiving the most brilliant and keenest Egyptian minds in economics and management. We will take advantage of this opportunity created by Palm Hills to make the fullest possible use of their studies at the school and make an influential, positive added value to their areas of specialization not only in Egypt, but also on the international arena”.

“The new scholarships will be available for Egyptian and African distinguished, top graduates, who seek to earn post-graduate degrees like MBA and MSF. We hope that the scholarship, which will start in the academic year 2017/18 will profoundly and positively influence the global commercial and financial system,” Sir Likierman added.”
In collaboration with Palm Hills Developments, El Rakeeba Blood Run event was held at Smart Village and aimed at establishing a blood drive and awareness campaign initiated by Bikers and their families. The day was directed to continue get the word out about the 57357 Hospital. Over 350 people donated and participated in the event and a great time was had by all.

The streets rumbled as a parade of bikers descended onto Smart Village for a Blood Run. It was a true and worthy tour-de-force of biking enthusiasts of all kinds and genders.
PALM HILLS TALENTS

SIMPLY OUTSTANDING!

Join us in congratulating our very own Reham Khaled and Ahmed Kamal for their outstanding achievement in having their work groups receive 1st and 2nd place respectively in the Real Estate Executive Program 2016 from the American University in Cairo’s School of Business. They managed this momentous feat competing with other participants from other renowned developers across Egypt and presented their thesis to top executives in the market today. Reham is our Cost Control Senior Manager in the Controls Department and Ahmed is our Portfolio Manager. Congratulations Reham and Ahmed from all of us here at Palm Hills Developments!

Also join us in congratulating Omar Hegazy our commercial project controls senior engineer was one of the speakers in the Project Management Institute Africa Conference. He presented a framework for creating value through the power generation construction organizations by tying tangible and intangible assets to work together through cause – and – effect links. The proposed framework is driven based on Strategic Business Map model which approaches organizations holistically to provide better understanding and alignment with the internal and external environment in which the organization operates, ensuring efficient implementation of its strategy. The model fills the gap between strategic management and project management, to support project management catering for the organization objectives.

REHAM KHALED

AHMED KAMAL

OMAR HEGAZY
Moreover, congratulations are in order to our Tennis champion Haytham Hamdy Gaber for taking over the Beach Tennis Masters Tournament hosted by Palm Hills Club: 1st the mixed doubles, 2nd in men’s singles and 3rd in men’s doubles. He was as well chosen to represent Egypt in Abu Dhabi International Beach Tennis Tournament and won 3rd place in men’s singles event. The tournament is part of the International Federation of Beach Tennis (IFBT) circuit of tournaments and was hosted by Hilton Abu Dhabi on December 20th-21st 2016. Aside from being a Beach Tennis champion, Gaber works as a Design Senior Manager in the Engineering department. He also takes his sport quite seriously, being a member of the Egyptian National Beach Tennis Team and a former member of the Egyptian National Tennis Team. On top of the above, Gaber is ranked the 45th worldwide in 2017. Let’s give a round of applause for being both a dedicated employee, and a sportsman!

HAYTHAM HAMDY GABER
The War room was created with the intent of reviewing critical missions as part of our program management to successfully accomplish our goals. The scope of these sessions includes setting plans, measuring performance and taking management actions, what-if scenarios for developments from inception to handover. It also allows for insightful decision making, knowledge sharing, sensitivity, collaboration platform to place pressure on contractors and their respective Palm Hills’ teams responsible for delivery.

It is a place where Virtual Reality (VR) allows Palm Hills Developments to overlook and supervise the project in an interactive computer generated environment even before the construction commences on site. It lets users walk through the project with 360˚ experience, giving them a feel of the quality of the final product.

THE IT & DATA MANAGEMENT TECHNOLOGY IN THE STATE OF THE ART WAR-ROOM FACILITY INCLUDES:

- **SAP [Dashboard Design] software** to measure Overall KPI (Key Performance Indicators) for all projects Time & Cost management

- **SAP Automatic Sensitivity Indicators** impact on cost of major construction commodities as steel, cement and labor. Same applies to the parametric fluctuations of US Dollar, VAT Tax and their implications.

- **CCTV: IIP cameras** are installed on sites with real time video capture to eye the on-ground progress achieved by the projects on-site, as implemented already in Haciendabay, Capital Gardens and Palm Valley projects.

- **BIM Building Information Modeling 3D**: Building Information Modeling (BIM) is a digital 3D representation of a project and its inherent characteristics. It is made of intelligent building components that include data attributes and parametric rules for each project component.

- **Palm Hills is the first developer to apply the 4th & 5th dimensional BIM model** for Time & Cost Modules, currently applied to Palm Valley project. Management & clients use it to visualize the development of construction activities along with their related costs over time. The tool provides real-time monitoring over site progress allowing the project parties to take any necessary timely corrective action.
As we continue expanding on a nationwide scale, our reach saw us open a brand new state-of-the-art sales office in Heliopolis on Al Thawra Street to expand our scope and embark on new frontiers to better serve everyone, everywhere. Such add on brings our total # of sales branches up to six branches throughout Egypt. Add to that our office regional sales hub based in Dubai and catering for the whole GCC markets.
Palm Hills Developments have launched its first ever Investor Relations [IR] mobile application, A full fledged high-tech mobile gadget targeting analysts, investors and shareholders of the Company, and regularly provides them with up-to-date financial data and information about the share price and company’s performance, its historical financial statements, along with issued press and earning releases. Users of the application can also easily and conveniently browse through a huge library of various financial documents, download them, and even send them through email.

The application has a highly interactive charting tool, which shows the share performance graph for as far as 3 years backwards, and has an investment calculator that calculates the investor’s return on his/her investment in Palm Hills’ share, during a specific holding period. Now Palm Hills’ share information and financial data required by investors are conveniently available at their fingertips.

The App supports offline mode as well, whereby you can read and download reports even in absence of internet connection.
In our constant push for customers' convenience and satisfaction, our client relations team successfully launched i-community APP, the leading and latest APP for gated communities, allowing customers and residents easy access to Palm Hills updates. It also enables them to engage with neighbors, discover surrounding activities, outlets and eateries, request maintenance services or report any issues they may feel need reporting. It is just another step of Building On to revolutionize the way you live and color it with convenience.
SOCIAL MEDIA

PALM HILLS DEVELOPMENTS

The 1st Real Estate Developer to use the updated tech-wave technology, ideas and user experience in Egypt…Welcome our new Website

WWW.PALMHILLSDEVELOPMENTS.COM

OLD WEBSITE

NEW WEBSITE

7,861 AVG. VISITS PER MONTH

10,979 AVG. VISITS PER MONTH

15,381 NUMBER OF PAGE VIEWS

68,346 NUMBER OF PAGE VIEWS

78.34% BOUNCE RATE

38.29% BOUNCE RATE
In our continued drive of Building On into new frontiers and arenas, we released our state-of-the-art website back in 2016 to offer the most user-friendly and convenient means of getting all what our stake-holders need to know about Palm Hills Developments and its projects. By always adopting the latest technologies, we remain at the forefront of the digital platform. In turn, we are launching our newly revamped website featuring the latest tech-wave in web-development. It’s designed to simplify the users’ browsing experience, while showcasing our corporate and projects portfolio in a well-formulated manner. The site is rich in many videos, info-graphics, and pictures supporting the key information areas about our happenings.
THE 1st REAL ESTATE DEVELOPER TO BE VERIFIED ON ALL SOCIAL MEDIA CHANNELS

On March 2016 we were the Only Real Estate Developer to be verified on all our Social Media Channels. [Facebook – Twitter – Instagram]

Verification is currently used to establish authenticity of identities of key individuals and brands on Facebook, Twitter & Instagram. Not all brands get verified and not all Key accounts, this goes through list of criteria that must be reviewed by the Facebook global team and their legal departments.

So NOW we are:

- Verified
- Official Representatives
- Trusted

And anyone can reach us smoothly and ignore any fake page/replica.
GOOD VIBES IS OUR HIT CAMPAIGN FOR SUMMER 2016

• 90 Million Impression
• Featured in more than 10 Lifestyle websites/channels
• Many Influencers and celebrities engaged with us during the campaign only for the love of experience and good vibes
Palm Hills Concierge by Quintessentially, a truly world class concierge service spanning the globe, brought to you by the formidable partnership of the market leading real estate developer, Palm Hills Developments and the leading lifestyle management and global concierge service provider, Quintessentially. Enjoy open doors, red carpets and a pampered royal treatment for any and all of your lifestyle requests at your beck and call, 24 hours a day, 7 days a week and 12 months a year. Indulge in travel, music, art, food, drink, hotels, spas, restaurants or go on an adventure of a lifetime, the world is your oyster with Palm Hills Concierge by Quintessentially, an intricately bespoke tailored lifestyle solution created especially for you, by us, as we together, continue to keep on raising benchmarks.
CONSTRUCTION PROGRESS

Each of our projects under construction is undergoing tremendous progress towards completion and our state-of-the-art real-time technologies allow engineers and home owners alike to have access to detailed by the minute advancements in construction.
BUILDING ON WEST

GOLF EXTENSION

- Overall project completion reached 60%
- Zones 1 to 8 are now livable inclusive of 355 units
- 241 units have been handed over to owners
- 10 owners are resident and more than 30 are moving in
GOLF EXTENSION

CONSTRUCTION PROGRESS

PALM HILLS | OCTOBER | GOLF EXTENSION
WOODVILLE

- Overall project completion reached 20%
- Fully finished Mockup is complete
- Zone 1 (including 25 fully finished units) will be ready for delivery by the end of 2017
• Overall project completion reached 85%
• Zones 1 to 7 are now livable inclusive of 664 units
• The overall project (including 924 units) will be completed by the end of 2017
• 275 units have been handed over to owners
• More than 100 owners are currently residents
BAMBOO EXTENSION

Bamboo Extension [already complete and finished]

- All phases are currently livable. Facility Management services by EFS inclusive of security, maintenance, and cleaning are furnished to owners.
BAMBOO EXTENSION
• 320 homes have been delivered to owners
• By end of 2017, almost 75% of the project will be complete with more than 80% of all non-residential work accomplished to conclude Golf Views project livable zones.
GOLF VIEWS
BUILDING ON EAST

PALM HILLS KATAMEYA

- Overall project completion reached 91%
- Infrastructure, landscape completion rate reached 91%
- Roads completed in livable zones 1, 2, 3, 4, 5, 6 and partially completed in livable zone 7.
- 334 units are ready for delivery
- 256 units handed over to owners

Palm Hills Katameya - Club House
- Construction will start in Q1 2017
PALM HILLS
KATAMEYA

CONSTRUCTION
PROGRESS

PALM HILLS
KATAMEYA

CONSTRUCTION
PROGRESS

PALM ROUND UP

62
• Overall project completion reached 94%
• Infrastructure, roads completion rate reached 90%
• 211 units are ready for delivery
• 190 units handed over to owners
VILLAGE GARDENS KATAMEYA

- Overall project completion reached 98%
- Infrastructure, roads and landscape completion rate reached 91%
- 1,047 units are ready for delivery
- 912 units handed over to owners
VILLAGE GATE

- Overall project completion reached 91%
- Infrastructure, landscape completion rate reached 88%
- 384 units are ready for delivery
- 245 units handed over to owners
VILLAGE AVENUE KATAMEYA

- Overall project completion reached 99%
- Infrastructure, landscape completion rate reached 97%
- 96 units are ready for delivery
- 84 units handed over to owners
HACIENDABAY

• Over All percentage of completion (POC%) reached 80%
• Residential Works POC% reached 77%
• Cabanas neared completion at 95%
• Roads Interlock completed 80%
• Landscape Works progress rate reached 67%
• All lagoons fully completed
• Utility Networks progressed at 83%
• Electrical and Road Lighting progress rate reached 82%
• E-Compound Network progress rate reached 78%
• Almost 90% of Contracted Units within 2016 livable zones was handed over to owners
• Almost 60% of Contracted units in HBay till date was handed over to owners
• Almost 50% of Delivered units owners were fully occupied last summer season 2016
• Around 75% of contracted and delivered units is planned to be occupied by owners next summer season 2017
• All roads in Livable Zones 2016 interlock completed with all required supporting utilities
HACIENDABAY

CONSTRUCTION PROGRESS
HACIENDA WHITE

- Over All percentage of completion [POC%] reached 85%
- Residential Works POC% reached 96%
- Cabanas fully Completed
- Roads completion reached 95%
- Landscape Works progress rate reached 90%
- Utility Networks progress rate reached 98%, nearing completion
- Electrical and Road Lighting progress rate reached 97%
- Almost 95% of Contracted Units within 2016 livable zones have been handed over to owners
- Almost 83% of Contracted units in HW1 till date have been handed over to owners
- Almost 53% of Delivered units were utilized by their owners last summer season Summer 2016
- Around 70% of contracted and delivered units are planned to be occupied by their owners next summer season 2017
- All roads in Livable zones were complete and supported with all required utilities during 2016
CONSTRUCTION PROGRESS

HACIENDA WHITE

Hacienda White
HACIENDA WHITE

• Over All Poc% Percentage Of Completion [Poc%] Reached 50%
• Residential Works Poc% Reached 51%
• Cabanas Progress Rate Reached 25%
• Roads Completion Reached 25%
• Landscape Works Progress Rate Is Kicking Start With 5%
• Utility Networks Progress Rate Reached 90%
• Electrical Network Progress Rate Reached 70%
• Road Lighting Progressed At 35%
• Almost 40% Of Contracted Units Within 2016 Livable Zones Have Been Handed Over To Owners
• Almost 11% Of Contracted Units In Hw2 Till Date Have Been Handed Over To Owners
• Around 25% Of Contracted And Delivered Units Are Planned To Be Occupied By Their Owners Next Summer Season 2017
• All Roads In Livable Zones Neared Completion During 2016 At A Rate Of 95%
AHEAD TO COME MORE
ORE TO COME
In December 2016, Palm Hills Developments signed agreements with Sarwa Capital, Arab African International Bank and Banque Misr (“the consortium”) in relation to its receivables securitization program. These agreements allowed the consortium to launch the Securitization Bond for a total consideration of EGP404 million after receiving the necessary regulatory approvals from the Egyptian Financial Supervisory Authority (“EFSA”). This milestone came in line with the Company’s plans to deleverage its Balance Sheet via monetization of receivables of up to c.EGP2.5 billion over 2-3 years.

The Bond was offered to local financial institutions via private placement over three tranches.

The Bond was fully underwritten by Arab African International Bank and Banque Misr. The consortium issued the Bond and promoted the subscription. Sarwa Capital acted as the transaction’s financial advisor. Arab Legal Consultants acted as the legal advisor for the securitization process, and Al Kamel Law acted as the legal advisor of PHD. Arab African International Bank acted as the sole custodian and Palm Hills’ financial advisor.
Palm Hills Developments signed an agreement with the Egyptian Ministry of Housing to acquire 190 feddan in West Cairo.

The land plot is strategically located adjacent to the Company’s existing developments in West Cairo including Palm Hills Golf Views and Golf Extension. The Company is currently finalizing the project’s master plan which is expected to include standalone units and commercial services, with new sales and reservations planned for this year. Such development represents a strategic addition to our land bank which we consider as a natural extension to Palm Hills Golf Views and Golf Extension, in line with our strategy to replenish our land bank, as we continue to utilize our land bank due to the unprecedented demand for our products portfolio, and the strong pace of construction and handovers.
PROJECT SITE MAP

PROJECT LOCATION MAP AND SURROUNDING NEIGHBORHOOD
THE EMPLOYER OF CHOICE

ENGAGEMENT DAY

The energetic Palm Hills Developments HR department arranged a full day out by having all the staff engage and interact together in an exciting environment full of team building activities hammering on the importance of team spirit, leadership, positive can-do attitude and making things happen. The Engagement Day allowed Palm Hills Developments to interact closely with all closely with all the employees and nurture our corporate culture, by clearly manifesting how Palm Hills Developments always strives to engage with its talent pool, whilst delivering on being the Employer of Choice.
THE EMPLOYER
OF CHOICE

We are... ENGAGED

WE ARE
ALIGNED
It was a glorious Saturday the 14th November, 2016 when the employees of Palm Hills gathered in front of corporate headquarters and geared up for a thrilling ride around Smart Village to further bolster not only our team spirit, but get some fitness out of it too! For those that didn’t have a bike, there were over 70 provided by Palm Hills!

Bescelletta - The Bike Shop exhibited their bicycle ranges in front of the Palm Hills building for an extended time with special offers to all Palm Hills employees and their families.
SPONSORSHIPS

Sometimes we see something we like, are interested in and want to contribute. Other times we want to get the word out on a program or forum we feel needs some support getting the word out. We pride ourselves on our selective worthwhile sponsorships.

The following are some of our key sponsorships this year.
Cairo ICT celebrated its 20th anniversary on 27 November, 2016. Africa and the Middle East’s premier technology event kicked off under the slogan “Disruption Digital Era”. Cairo ICT witnessed many changes and challenges in technology regionally and locally in its twenty years, leading to the new subject of the challenge/opportunity of digital disruption in the way we live and conduct business. The illustrious event took place with much fanfare and glory, seeing H.E Egypt’s President General Abd el-Fattah Al-Sisi leading dignitaries to the opening of the event. A record number of experts with over 70,000 visitors from all over the region converged to Cairo ICT, which has become a can’t-afford-to-miss conference and expo.

Palm Hills Developments took part by showcasing not only our development projects, but also our latest cutting edge technologies in the form of our i-Community application released by our client relations. The app is meant to allow our residents and customers a conveniently rewarding experience at just a click of a button. The app enables them to engage with neighbors, discover surrounding activities, outlets and eateries, request maintenance services or report any issues they may feel need reporting.
Al Mal – GTM held real-estate debate conference under the auspices of the Ministry of Housing, Utilities and Urban Development. The conference housed most of Egypt’s prominent real-estate developers and discussed a myriad of topics relating to the sector. Such included implication of devaluation, pricing, land provision and supply, middle and limited income housing, partnerships with government / New Urban Communities Authority (NUCA). Topics also included challenges facing the sector and gulf investments. Palm Hills was a platinum sponsor and was represented by our Co-CEO Tarek Abdel Rahman as a panelist.
Palm Hills was the main platinum sponsor for Akhbar Al Youm 3rd Economic Conference that took place between 12-14 November, 2016 and was presented by our CEO engineer Mohamed Sultan as a panelist. The conference shed light over several hot topics on the Egyptian government as well as the civil society radar screen. Main topics and sector subject highlight included; industry – tourism and real-estate sectors. It also included small, enterprises and micro finance – monetary and fiscal policies as well as economic reform packages and investment incentives. It also hammered on mega projects such Suez Canal – Private sector Corporate Social Responsibility – information technology and communication.
For some International flair, Palm Hills Developments maintained its premier position on the international front by sponsoring the popular La Liga 2015/16 season and featured on the stadium banners of ten key games.
Palm Hills Developments is long known for its great Golf courses. Now, you can enjoy a game of golf at Golf Views’ signature Golf course designed by the most awarded golfer in history, the legendary Golden bear himself, Jack Nicklaus. Brought to life, this mammoth 27-holes championship-ready golf course with the Great Pyramids of Giza as a unique backdrop. Accompanying the course is The Bear Golf Clubhouse, it features 2 accommodating floors and a spacious rooftop, visitors can enjoy a nice open-air terrace or garden surroundings, or pop up by the indoor/outdoor bistro for a delicious bite or thirst quenching drink, and maybe there’s something for you at the pro shop featuring the latest and greatest of the Golf world, or simply want to leave some personal belongings in your own personal locker. A team of qualified members and trained caddies are on hand to lend a hand.

If you think you’re a pro and want a challenge, you can join and compete in tournaments as we have monthly Golf tournaments, you can even have your kids join too!

The following are some of our higher profile golfing events:

- The Mediterranean Tour 2016
- The Monthly Challenge Series
- 17th Juniors and 8th Ladies Pan Arab Golf Championships
- Palm Hills Amateur Open
- X’mas Scramble
- Haciendabay Golf Course Opening
THE MEDITERRANEAN TOUR 2016

Palm Hills hosted the Mediterranean Tour from March 15th till March 17th 2016. The 1st class golf professionals from different European countries joined the thrilling championship over 3 days. The Mediterranean Tour followed by a Pro-Am event took place at Palm Hills on Friday 18th of March 2016, The winning team was the team of the professional James Scade and 3 amateurs Fares Abdel Aziz, Abdel Aziz Said and Essam Badawi.
October saw the inaugural Monthly Challenge Series tee off at the Palm Hills signature Course in Palm Hills October Golf Views development. Mohamed Aboul Fadl came out on top in the Division A standings, while Yousri Fouad came out tops in the Division B groupings.
All players enjoyed their golf during November Monthly Challenge, Palm Hills members dominated the two tournament’s divisions, Hussein Hosny won Division “A” and Hussein Hussein won Division “B”. Also the future generation enjoyed Event 2 of the juniors challenge, Youssef Kamal won the red tee division, Robin Tarrasenko won the orange tee division and Mohamed Shaker won the silver tee division.
We hosted on Saturday 3rd of December “The December Monthly Challenge & Juniors-Event 3”, all players enjoyed their golfing experience during The Challenge, Mamdouh El Sheikh won Division “A” and Tamer Milad won Division “B”. Best gross prize went to Teymour Abou El Kheir.

The juniors enjoyed Event 3 of The Juniors Challenge with strong presence from Alexandria juniors, Omar El Bialy won the red tee division, Adam Maysara won the orange tee division and Mohamed Shaker was able to keep his title and won the silver tee division.
17th JUNIORS AND 8th LADIES PAN ARAB GOLF CHAMPIONSHIPS

It was an honor and privilege for the Palm Hills course to host the Juniors and ladies Pan Arab Championships that ran from the 18th - 22nd October, 2016. It is the second time the course Championships have been played here. The Championships featured 3 divisions, Boys 18 and Under which was won by Tunisia and Boys 15 and Under which was won by Morocco and the Ladies draw which also saw a Moroccan victory.

Other players interacted and tried their hands at the different skills and trick shots available.
PALM HILLS AMATEUR OPEN

Over two grueling days filled with excitement, Ibrahim Ezzat was finally crowned 2016 Palm Hills Men’s Amateur Open Champion in an intense playoff against Issa Abou El Ela.

On the Ladies side, Fayrouz Hafez was crowned 2016 Palm Hills Ladies Amateur Open Champion.

Other winners included, Mohamed Abou El Ata who took the Men’s Net Division, Ibrahim El Gazaierly to the Men’s Stableford division and Dina El Gazzar taking the Ladies Stableford.

All players heaped praise on the course and playing conditions, a fact we value very much.
X’MAS SCRAMBLE

The X’mas Scramble is an annual tournament which occurs on Christmas with a fun and entertaining format, golfers played in teams, and the top 3 teams received prizes. In the 3rd place came the team of Mourad Ghanem, Galal El Hamamsy, Ninette Samman & Ahmed El Shalakany, while the runner up team was represented by Ayman Fathy, Kadry Britain, Amal Rateb & Dina El Gazzar.

The team of Hussein Hosny, Adham Hosny, Mohamed Mansour & Maged Abdel Tawab were crowned “The Xmas Scramble Champions”.

GOLFING
HACIENDABAY GOLF COURSE OPENING

Haciendabay 10 hole “Sanford” designed golf course was officially opened last summer season on Friday 29 July.
One tournament took place there, The Summer Open on Saturday 13 August, where Palm Hills Developments golf team proudly presented to the golfers community Haciendabay golf course. In this occasion a complementary golf tournament took place. All golfers enjoyed the high quality of the golf course condition and the Mediterranean sea breeze.
Once again, we hit the billboards almost as hard as we hit the sands of summer 2016 season with a Good Vibes campaign and good vibes we shared by all. With a host of venues and activities brought to you by our Lake Yard signature hang-out destination and the opening of our much anticipated golf course, this was the summer of all summers along the aesthetic shores of the North Coast.

The following are some of our key summer moments.
GOOD VIBES
AT 6IXDEGREES

GOOD VIBES
AT THE BEACH

GOOD VIBES
AT BEFIT LAKEYARD
LAKE YARD

After the incredible success last year, Lake Yard was back! haciendabay’s ultimate day and night destination with its revamped look and feel featured all the favorite selectively hand-picked eateries, designers, styles, trends, accessories, home-wares, pet services and more fun-filled summer goodies all enjoyed.

WHOLESOME ACTIVITIES

Chez Richard was the place for you and your new summer ‘do. Everyone let their hair down by day and didn’t let that frizz get in the way of a hot night out!

There was also a big splash coming Lake Yard, which had nothing to do with water! Hearts were racing and bouncing around, jumping off walls with our Trampoline Park.
SUMMER
A SET UP LIKE NO OTHER @ LAKE YARD
A SANE SUMMER @ LAKE YARD

No one drove themselves INSANE this summer chasing after the kids?

Why? Because SANE was present at Lake Yard summer 2016 with various workshops designed to develop an artistic and cultural mindset for your kids via several edutainment classes ranging from art, dancing, theatre to cooking. Edutainment curriculum included breakfast club and animation games as well. SANE is a talent hub that aspires to build a community that both learns and educates freely, one that accepts and celebrates all talents.
No lazy beach bums only perfect beach bums.

The leading brand in the Egyptian Health & Fitness industry was right at Haciendabay summer 2016! You bet, staying fit wasn’t an issue with BeFit drilling at Lake Yard this season. A wide range of classes and activities to meet different interests for all fitness levels with Head Coach Aly Mazhar and team were perfectly orchestrated.
Everyone found their perfect and personal vibe along the sun kissed shores and glistening waters. Whether cooling off with ICE COKE, or grabbing a bite at one of the many eateries no craving was left out at sea! Bean bags and hammocks for those who wished to relax while beach tennis and volleyball were on-hand for those wanting to smack some balls around. The beach truly became a place where adults became kids and kids could be kids.
SUMMER
VIGNETTES OF 50 DAYS OF SUMMER
HA CIEND A BAY
SALES OFFICE

BUSTLING WITH WALK IN’ S AND PROSPECTS
HACIENDABAY COMMUNITY CENTER AT YOUR BECK AND CALL 24/7
HACIENDABAY CLUBHOUSE AND COMMERCIAL SPACE

OPENED ITS DOORS LAST SUMMER SEASON
Another year, another Cityscape, another talk of the town. Our Palm Hills booth at Cityscape last April 2016, left people in awe to its quality and magnitude. Its unique design made it a one of a kind in every way. We had a built pavilion which served as a gallery, to showcase our nationwide projects portfolio. We completed the class and prestigious impression sought after with a water feature serving as a makeshift swimming pool which reflects the complimentary ancillary elements interwoven within our architectural mass. We embellished the booth with a lot of green elements and real plantations hammering on our Botanical Garden assets, that are our signature in all our developments. We even kept our guests entertained with our F&B provider: TBS served all the booth visitors with light delicious snacks and drinks. The footfall was amazing and our booth was always occupied with a large number of guests and prospects.
IN ACTION
BOOTH AND BRANDING
CORPORATE COMMUNICATION
THE NATION ON A STRING ART

When all real-estate players’ campaigns started to become mirror reflections of one another, and as the industry leader, we’ve always chosen to stand out from the clutter via distinctive, trendsetting communication that sets the market tone. Upon closing a chapter where our flagship projects have taken center role, we are entering into another, with new mega projects and new success stories. We couldn’t think of a better testament of differentiation than going conceptual with String Art to share our story. This is inspired by a rising type of contemporary art, which reflects attention to intricate details, accuracy, persistence, spread and breadth of scale which simply mirror our brand promise. Our message is centric around not only our unparalleled nation-wide projects across East Cairo, West Cairo and North Coast, but also re-instates the sense of continuity and well-kept momentum, without losing sight of giving back to our home country via the creation of 200k direct and indirect job opportunities.
This year, Palm Hills Club sponsored and hosted the famous Egypt Fitness Fest and El Fit competition. The event succeeded in bringing fitness fanatics of all nationalities from all around Egypt and the Middle East in one place to compete for the titles of the Fittest man and Woman in Egypt. All kinds of champions were crowned at the festival and rewarded for all the sweat, hard work and tears they put in over the weekend. The event covered a wide variety of activities fit for all ages and family members in efforts to raise awareness on the importance of maintaining a healthy and sports-oriented lifestyle while getting everyone familiar with the newest additions to the sports scene in Egypt. During the event, came the “Meet the Olympians and Paralympians” acknowledgement ceremony where our Chairman, Mr. Yasseen Mansour, honored 27 medalists from the Rio Olympics and Paralympics for their outstanding performance while representing Egypt.
EL HARA RAMADAN TENT

Our very own way of celebrating Ramadan Nights. Keeping the tradition alive and staying true to our culture is what El Hara at Palm Hills Club was all about. Last Ramadan we went all authentic with a modern twist. The croquet field was themed and transformed into an Egyptian “7ara” where visitors got to enjoy the original feel of Ramadan in a modern luxurious setup. As you stepped into El Hara, you found an array of traditional food carts and kiosks serving delicious Egyptian classics, bringing the familiar flavors of Ramadan to Palm Hills Club. Visitors were also enchanted by the oriental takht players while indulging in the specially-prepared iftar and Sohoor menus, while playing cards and Tawla sets were distributed to everyone, inviting them to enjoy a night of play and laughter with their friends and family.

Testimonial by a food blogger: “El Hara Tent inside Palm Hills Club is definitely one of the gems in 6th of October City for an unbeatable hangout. The service is excellent, the food is delicious and the weather is extremely refreshing. However, you might need to know a resident or a club member to make a reservation.”

- Omar’s Food (@omarsfood)

AMPHITHEATER

Last Ramadan, our Palm Hills Club launched its very own Amphitheater and ever since, the open-air venue has been used for entertainment, performances and football games screening. The sky is the limit with this one! From Euro cup games to El Classico to the Ahly and Zamalek games all the way to the Olympics, we had it all screened live to our members via our huge 4x4 screen. Members sat back and enjoyed games and movies while being served from our wide variety of F&B items and unique shisha flavors.

JUMPING FITNESS BY BEFIT

Fitness has never been as fun as it is with Coach Dalia brought to you by BeFit. Jump around and burn all those extra calories in the Jumping Fitness classes carried out at the club. Hurry up! Classes are filling up. The quicker you are, the more you jump, the more calories you burn and the more fun you get to enjoy with Coach Dalia!
HALLOWEEN

Our Palm Hills Club sponsored and hosted a very special and unique theatrical performance on the occasion of Halloween in our very own amphitheater. Written and directed by two of our fabulous members; Zazy Hafez and Nora Mohamadein, the play, مسرحية العلعوين (العلع وين): الرعب المصري was a huge hit to parents and kids alike. The simplicity in language helped break through to the hundreds of kids who attended the play and the educational hidden messages sent to kids through the impersonations of many historical characters was beyond powerful. A big round of applause was sent out from the crowd to all the actors and the team. Personally, we can’t wait for the series to be planned and rolled out throughout 2017 in collaboration with the Golden Theater team!

RAMADAN FOOTBALL TOURNAMENT

Palm Hills Club is known for having the best sports facilities in Town, and this Ramadan we teamed up with Goal Diggers to bring you their famous and revolutionary amateur football tournament for males and females, hosted at the club’s football field. Endless teams lined up for a chance to participate in this one-of-a-kind tournament for a chance to win flight and match tickets to watch the one and only FCB Barcelona team playing against Atletico Madrid at the infamous Camp Nou.

GYM

This year we face-lifted the gym to be the most exclusive workout destination in the vicinity for all fitness fanatics out there. The gym is equipped with the latest top-of-the-line sports equipment from Technogym with various activities such as: Cardio Training, Isotonic Training and Free weights, functional training and kinesis. The fitness area turned into a spacious upbeat and modern ambiance overlooking the tranquil blue waters of the large pool, and speaking of pools; The gym includes an independent aerobics room overlooking the facility’s indoor pool to engage and fuse all facility members together.

TENNIS

The Pro-Aroussy Tennis Academy was in full swing with promising juniors honing their skills. Also, it served as host for a series of Egyptian Tennis Federation sanctioned national ranking tournaments and introduced Beach Tennis right, smack, dab in the middle of the city!
BEFIT

More than just good workout sessions, Befit has officially launched at our club offering medium to long term programs that focus on wholly transformative experiences engaging both the body and mind with the core belief that a change in our day-to-day routine can result in better overall health and wellbeing.

With that belief in mind, Befit has designed programs that cater to a diverse pool of people taking into account agility, speed, fitness level, endurance, functional training and overall strength and conditioning. A big applause to the outstanding performance and show up in the outdoor arena.
Palm Hills’ FC Barcelona Escola had a dream year. After a rigorous training program, the fruits of their labor paid off tenfold. We are extremely proud of our boys, who not only rose to the occasions before them, but also soared beyond our wildest imaginations like the true champions they are. First our 2002-2003 team went on to win Egypt’s grueling U-12 youth football championship and claiming 1st place in the Egypt/Giza League and bringing home the silverware! Then, our 2006-2007 team went and competed in the international FCB Escola World Tournament in Barcelona and came home with their head’s held high by finishing 7th in a field of 32. It has been an outstanding performance …
Palm Hills Club launched its first hip, diverse and interactive Splash pad which also happens to be the first water play attraction, open in the city. Showcasing water features like rainbow arches, fountains, spray cannons, ground sprays, and spinning water wheel, the splash pad provides outdoor entertainment for all users, regardless of age or abilities. The splash pad is just a start to everything the club has in plan for its young members. Stay tuned for the full kids area revamp!
Street 88, your neighborhood friendly, 3-tiered community strip mall catering to all your needs, wants, wishes and dreams. Conveniently located and accessible to our October communities of over 2000 households in the greater Sheikh Zayed vicinity and our neighbors, Street 88 is the ideal, commercial retreat this side of the 26th of July Corridor. It is a fresh, leisurely change in a world of “more of the same.”

50% of the leasable plot are already up and running with reliable and favored operations by CIB, Fresh Food Market, La Coupe, 5 a sec, Munch N’ Bagel, a pet shop and pet services, a photographer, a ton of kids activities and a host more eateries and cafes, with Auntie loulous’s, El Nady pharmacy, formula Oneaderful, Ravish Burger, Toy & Toy, Bike & Run and Prime Clinics are all expected to open in 2Q2017.
3D ALONG THE 88

To further enhance the immersive, interactivity of Street 88 and engage and enthrall visitors, famous 3D artists were flown in from the States to create a whimsical scene and nurture an inspiring setting. It was a great time had by all, and some tricks of the trade were shared!