

WESTLANE *Blvd*

W *Blūd*
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EGYPT'S LEADING REAL ESTATE DEVELOPER.

Palm Hills Developments is a leading real estate company in the Egyptian market, primarily developing integrated residential, commercial real estate as well as resort projects. Founded in 2005 by Mansour and Maghraby Investment and Development Company [MMID], the company, which is listed on the Egyptian Stock Exchange and London Stock Exchange, traded under the symbols "PHDC.CA" and "PHDC.LI" respectively, was the result of a vision to create self-sufficient and well-integrated communities. Presently, Palm Hills Developments possesses one of the largest land banks in the country and is rapidly growing into a regional player, thanks to a geographically diversified land bank suitable for the development of a broad range of real estate products all fashioned to cater for customers' need gaps and preferences. Currently, Palm Hills Developments has a portfolio of spanning different development stages nationwide, and spreading over 27 million square meters [sqm] in Egypt.



A WORD FROM the CHAIRMAN

"As the Egyptian real estate market continues to flourish, the need for true added value, integrated communities has never been greater. Recognizing this early on, Palm Hills Developments was fortunately able to take part of this exciting change in the real estate investment climate, to contribute in driving the country's economy forward.

Capitalizing on market opportunities by acquiring land in strategic locations and developing communities for a rapidly growing demand, Palm Hills Developments became a trend-setter for innovative, fully integrated communities, as an Egyptian developer. With one of the largest land banks in Egypt and a multitude of projects in residential, commercial and tourism destination resorts under its helm, Palm Hills Developments is growing with strong momentum; offering high standards of quality and a seamless livable experience.

As the result of a dynamic market, we are able to push our boundaries, develop and recreate better livable communities, and as a result, better living conditions for all. What has long set us apart is a deep commitment to innovation and an innate ability to tap into the needs and aspirations of our clients, offering the highest value and return on their properties.

At Palm Hills Developments, we believe that the core of our success stems from the belief that, by setting standards in quality, price and delivery, we will turn every integrated community into a success story, your success story."

Yasser Mansour



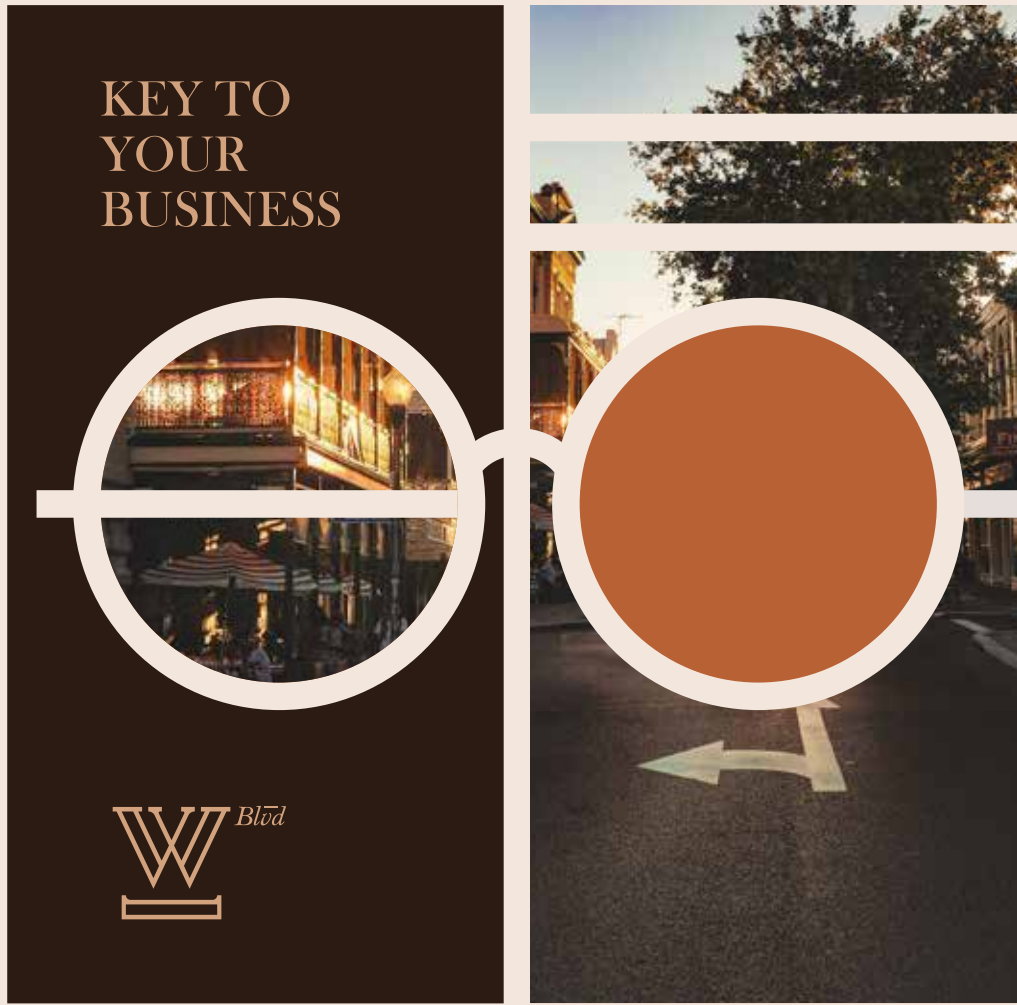
COMMERCIAL PROFILE.

Becoming the first choice that comes to your mind as the real estate developer is what we, at Palm Hills Developments, aspire.

We take utter pride in what we offer to our very distinctive communities offering quite proficient facilities and services, that meet their every need.

Our all-inclusive scene provides commercial and retail units. With our offices, medical, education and F&B services, there is too little that's undiscovered to our community and visitors.





We bring you a well-rounded complex with extravagant amenities and spacious tailor-made offices, clinics, retail and F&B to cater all your needs.

GENERAL INFORMATION

G+2

Basement
38,000 m²

1st Floor
16,866 m²

Ground Floor
17,487 m²

2nd Floor
15,655 m²



RESIDENTS

18,000 / 7.5
feddans



Will be moving to Palm Hills Developments by 2023. Which of them 579 residents are already living in Palm Parks

COMMERCIAL USAGE

Offices
249

Clinics
43

F&B
35

Pharmacies
03

Retail
37

Banks
07

Westlane Land Area
56,000 m²



ACCESSIBILITY

Facing the Palm Parks compound



10 min from Mehwar Road

9 min from Ring Road

10 min from Desert Road

Directly on Waslet Dahshur road

5 min to Juhayna Square

BUSINESS & LEISURE

Office spaces and commercial mix will adorn your business life, with lavish facilities catering to the surrounding developments and local communities needs.

Total BUA

50,000 m²



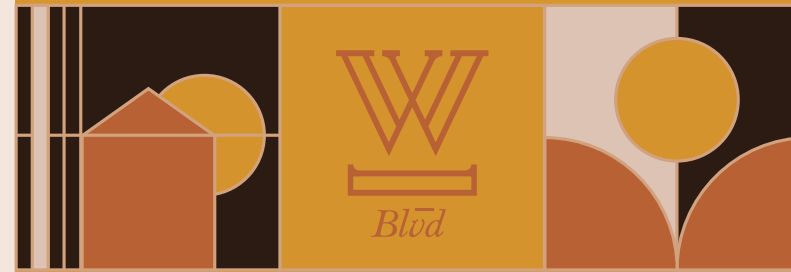


Westlane Blvd

WEST POPULATION FACTS.

Today West Cairo is considered one of the fastest growing modern neighborhoods in Cairo, with more than 200,000 residents expected to double in number by the end of 2020.

The city of 9,500 acres is one of the current best places to invest in Egypt as it promises to remain one of the hottest spots of the country thanks to its incredibly strategic location and unlimited surrounding facilities.



the WEST.

CAIRO'S TOURISTIC DESTINATION

Some of the remaining traces of our ancestors' cradle of civilization days surround West Cairo, making it an iconic touristic destination not to be missed.

Prepare yourself to witness pharaonic history all-around from the Great Pyramids of Giza, to Sakkara and the Grand Egyptian Museum set to open later in 2020.

A multitude of experiences await in West Cairo, now considered the Hub of Egypt, easily reachable through Cairo's main roads and close to the new Sphinx Airport.

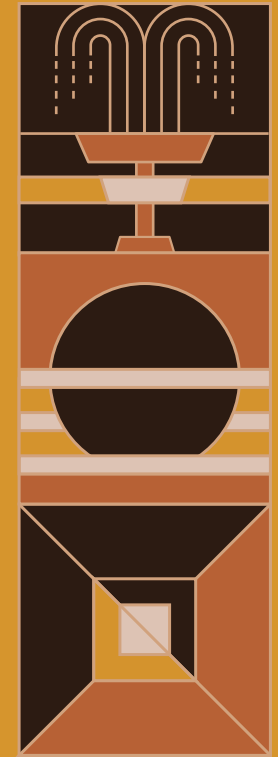




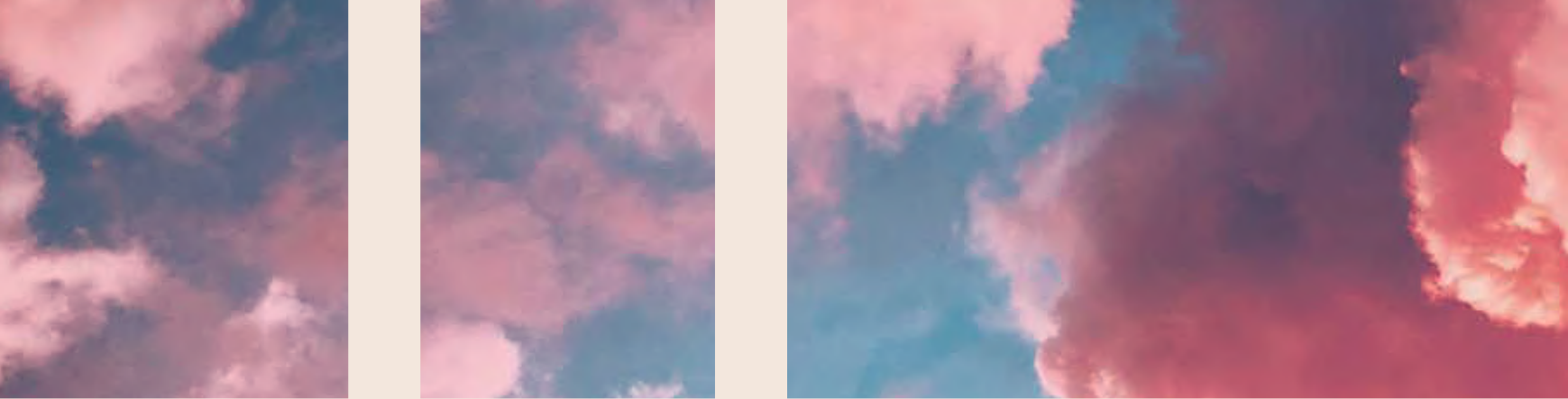
the DOWNTOWN YOU MISS

We're taking you back to a time when Cairo was once referred to as Paris of the Middle East. When our downtown area was the place to be, where you could walk around and fill your eyes with grand architecture, high end shops with fully decorated windows

and above all find the best restaurants and cafes in town around every corner. It's the place that had it all, from your office to the hottest venues in town, all located in the heart of the city, and that is the heritage that we aspire to revive here at Westlane Blvd.



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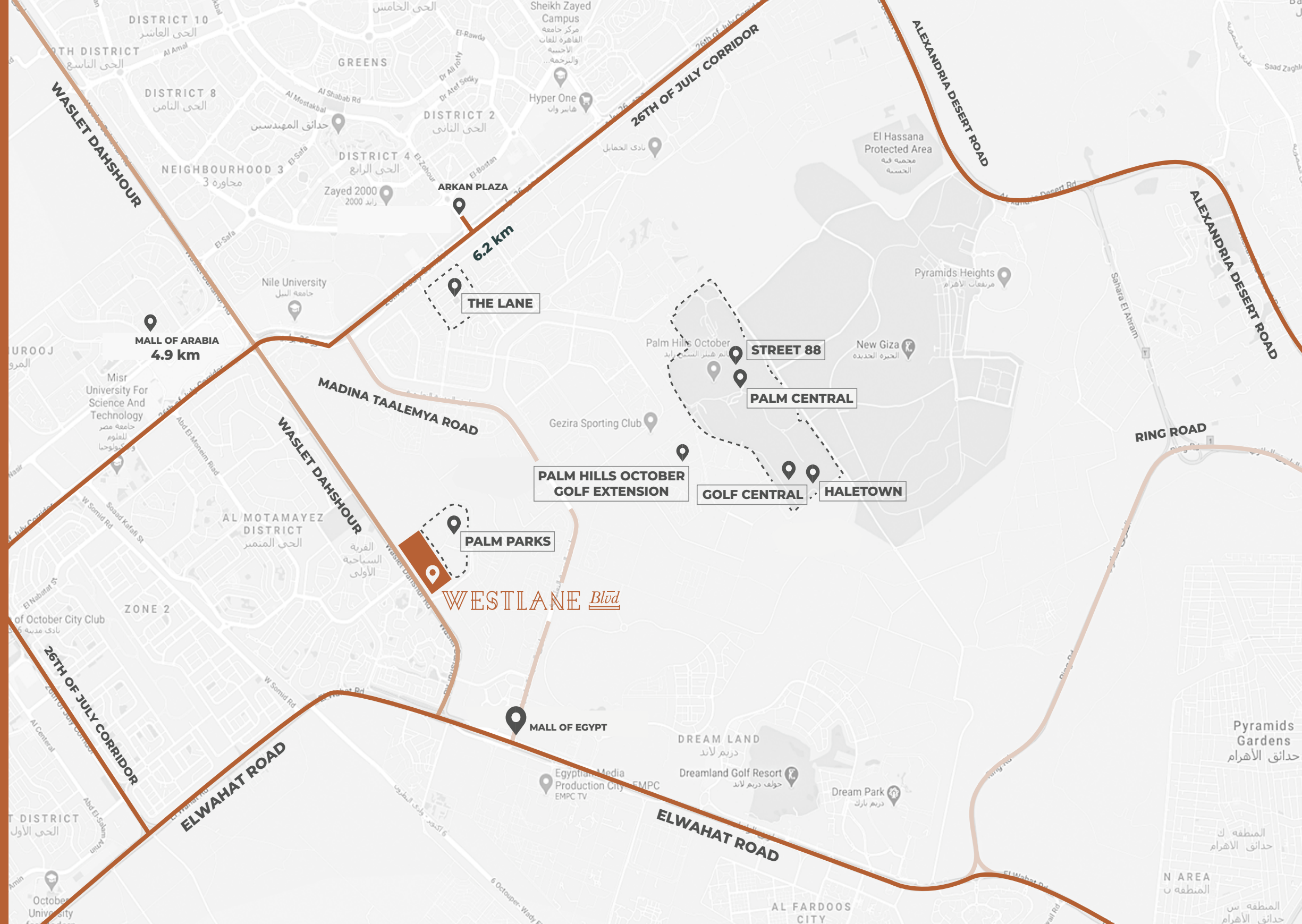
a STREATERY COMES TO LIFE

The real street experience is what sets us apart, that's why we aspire to bring you the best a street has to offer, from gleaming city lights, sidewalk eateries, to indie live band performances and much more.

Let us treat you to a Michelin star studded experience in a European tram station setting, taking your taste buds on a gastronomic voyage around the cuisines of the world.



the LOCATION



the ROADS
LEADING TO
WESTLANE BLVD



Westlane Blvd

Built on a 56,000 m² strip facing Palm Parks Compound in the center of Zayed, Westlane Boulevard is set to become the newest commercial landmark of West Cairo.
Our complex is strategically situated near Cairo's main roads, Mehwar and Ring Road, making it an accessible destination to everyone all over Cairo.



Palm Hills Developments

ABOUT

WESTLANE *Blvd*



Introducing Westlane Blvd, inspired by the cosy european side walk cafes and narrow streets, we bring you a commercial complex with an edge to set us apart. Drifting far from the mainstream, this is your new hip destination to eat, work and shop in a different european like city vibe. For the trendsetters, those who are down to try something new and seek to trade the typically dull outings for a more authentic experience, we're taking you on a degustation journey from straight outta Cairo street gourmet eats to a number of traditional international cuisines.

YOUNG FAMILIES

We've got an area designated for younger families at one end of the walking strip, with kids activities and dining spaces nearby to watch your kids play as you rest and munch.

YOUNG PROFESSIONALS

As for young professionals, we've got a quiet area on another end of the complex for offices, co-working spaces and cafes.

MATURED FAMILIES

Lastly, we specifically designed a corner for matured families with the high-end eateries and boutiques at your disposal.

the PROJECT
LAYOUT



DOME+PARTNERS

an UNLIMITED FACILITIES

A well-rounded complex is what we are all about, from eateries to offices and retail services, all your needs are met. Let us spoil you with a variety of facilities guaranteed to please, as we have a corner for every customer.

Westlane Boulevard is set to be divided into three different areas to serve our diversified clientele, ranging from young families and single professionals to matured families.



WESTLANE Blvd



We bring you a multitude of differently sized office spaces to suit the needs of established businesses and start ups alike. All designed to be easily accessible, we offer stand alone business units, to better suit your professional needs. Relocate or start a new business in the new downtown of Zayed, with a multitude of facilities surrounding your office.

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WESTLANE Blvd



Let us spoil you with the vibrant sidewalk cafe experience that you long for as we bring you a multitude of cafes that do not only differ in terms of culinary offerings, but also in terms of atmosphere. We give our tenants the freedom of choice between cosy rooftops or full terraces, street corners, piazza view and indoor or outdoor spots to better address the wants of our clientele.

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WESTLANE Blvd



We know that the typical indoor mall shopping isn't enjoyable for everyone, so we brought you the street shopping experience that you cherish the most while traveling abroad. Find your favorite high end street shopping experience in the heart of Westlane Blvd, with high facades of decorated windows guaranteed to win you over.

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WESTLANE *Blvd*



Because we care for your wellness, we've got you covered with a dedicated space for polyclinics to operate, either as stand alone clinics or as part of our Westlane Blvd walking strip offerings.



WESTLANE Blvd



the BOUTIQUE SHOPPING

This is not your typical boutique hotel, but rather a hotel for boutiques, as we bring you a multitude of upscale international, as well as local, boutiques all grouped under one roof.

Get lost in our very own concept store world of sophisticated fashion and beauty trends, offering you endless experiences to live.



Palm Hills Developments



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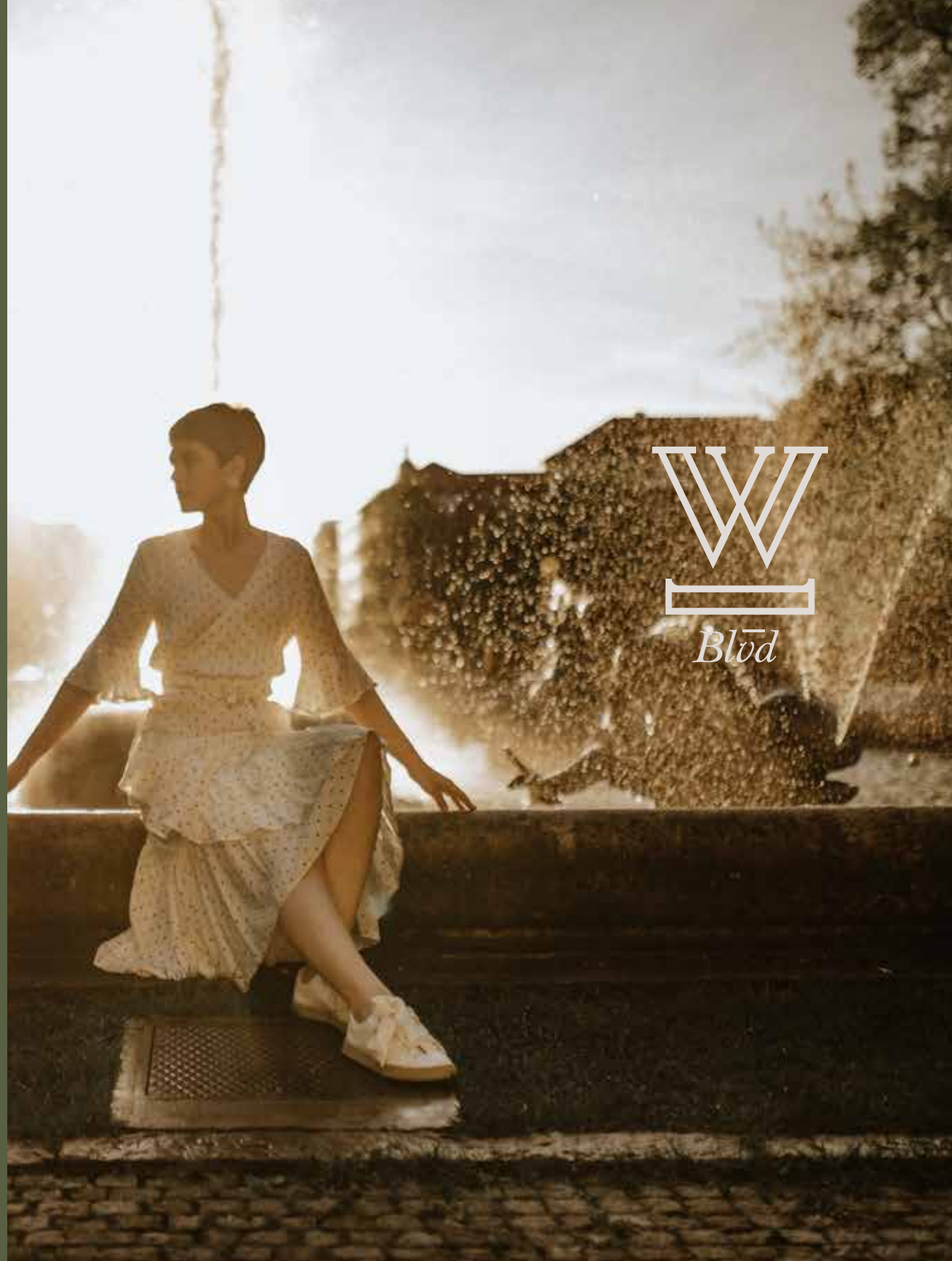
the Family Entertainment Center

You don't have to travel abroad anymore to find an indoor amusement park that is guaranteed to wow you. We specifically designed a spacious indoor amusement park and arcade to entertain the likes of young children to teenagers with our differently themed attractions and playgrounds.



a TASTE OF
EVERY CITY

Westlane Blvd



WESTLANE
Blvd

WESTLANE Blvd

This is no ordinary hangout spot, this is your gateway from Cairo to the rest of the world. We are taking you on a voyage to the most iconic foodie cities to live the local experience. Travel to Rome, Sicily and Athens from the heart of Cairo to savor fresh authentic delicacies at the center of narrow streets, famous piazzas, buildings and unique architectural masterpieces. Get to witness a cultural melting pot at the intersection of every square at Westlane Boulevard.

Palm Hills Developments

Project
Perspectives
& Floor Plans





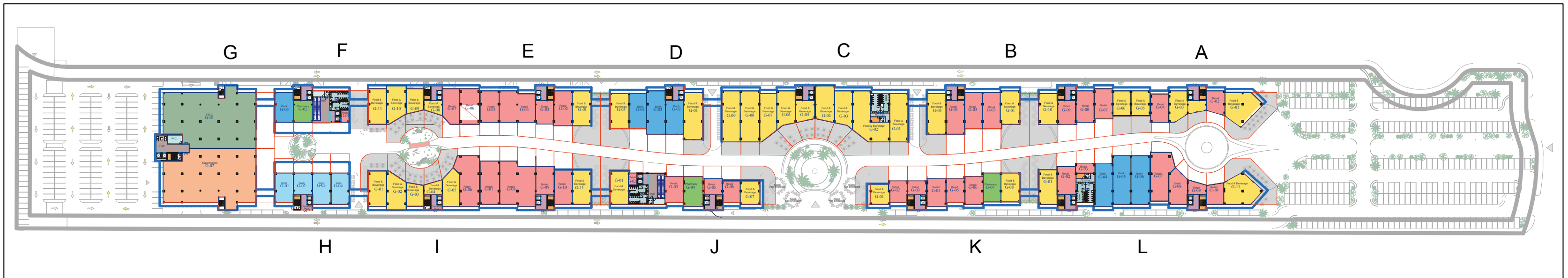
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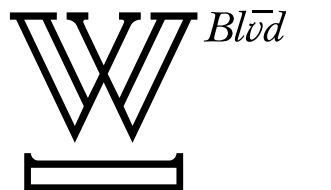
Ground Floor

Department Legend

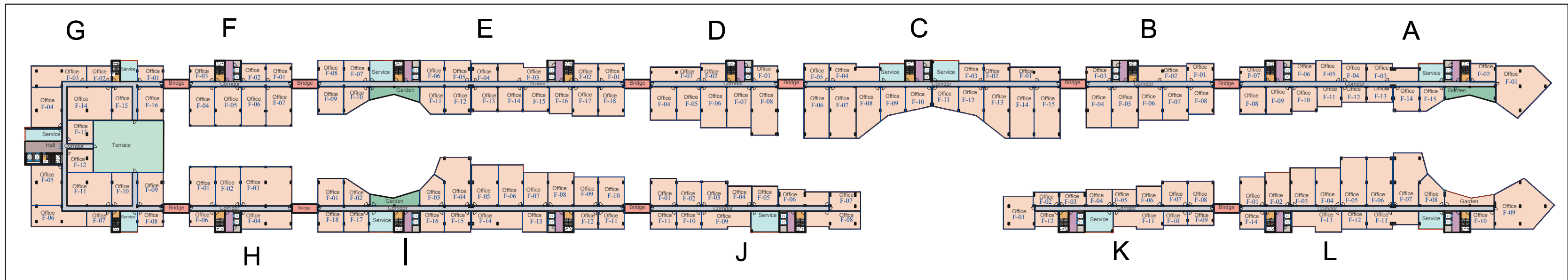
- Food & Beverage
- F.E.C
- Kiosk
- Retail
- Supermarket
- Bank
- Pharmacy
- Gym

DISCLAIMER

- 1- Renders and accompanying visual materials are not to scale and are intended for illustrative purposes.
- 2- All landscaping, pools, furniture are not included in the property and solely for illustrative purposes.
- 3- Windows, decks, porches, terraces, and the exterior elements may vary upon elevation.
- 4- Roof finishes and pergolas are for presentation purposes only and are optional based on client's request.
- 5- Palm Hills Developments retains the right to make alterations.



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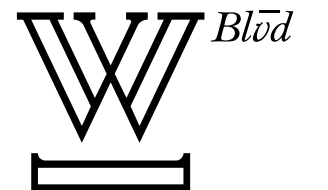
First Floor

Department Legend

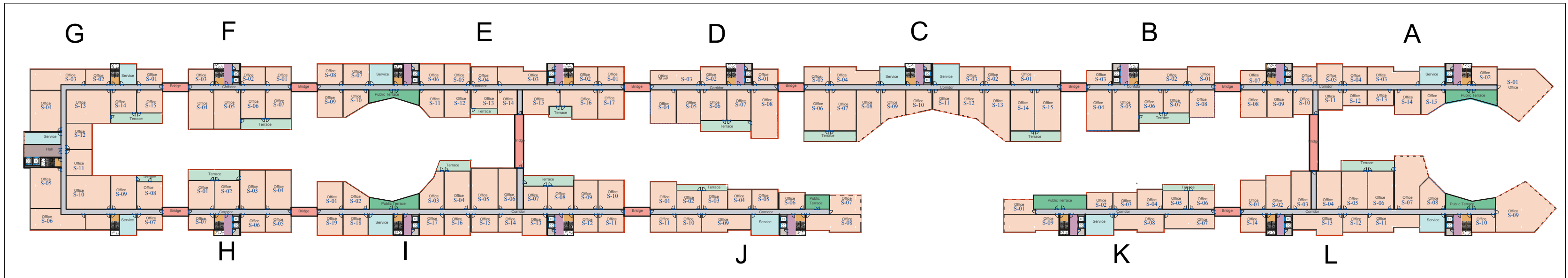
- Bridge
- Corridor
- Elevator Hall
- Fire Escape Stairs
- Garden
- Hall
- Office
- Service
- Technical Room
- Terrace

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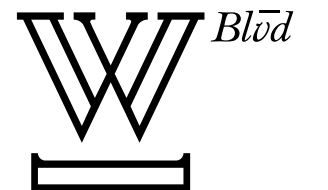
Second Floor

Department Legend

- Bridge
- Corridor
- Elevator Hall
- Fire Escape Stairs
- Hall
- Office
- Public Terrace
- Service
- Technical Room
- Terrace

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our PARTNERS



WESTLANE *Blvd*

DOME+PARTNERS

CONCEPT DESIGN

Working hand in hand to bring to our clientele a complex that breaks the norms of a commercial complex.

XPLACE
WE CREATE SMALL WORLDS

CO – DEVELOPER

Helping us bridge the gap between the customer and their desired product or service.

URBAN
DEVELOPMENT

RETAIL MANAGEMENT PARTNER

Our Partners in bringing the concept to light.

CAP
CONCEPT FOR ARCHITECTURE AND PLANNING
DR. HASSAN EL ZAMLY

ARCHITECTURE AND PLANNING PARTNER

Our partners in envisioning how we can assemble the project.