



CENTRAL

NEW CAIRO

CENTRAL
**SALES
KIT**

CENTRAL



A Mixed-use Development that captures the spirit of a dynamic city, with an evolving blend of spaces and activities. Central comprises of Offices, Retail and entertainment offering relaxing shopping experience, eating, drinking, meeting, working and celebrating as well as enjoying the spaces and activities throughout the day and evening are key drivers to providing an active environment to be and to stay and spend the time in.

Design Parameters Are:

- Plot area = Approximately 85,547 m²
- Maximum height limit = (G + 6 levels)
- Total Built Up Area = 160,000 m²

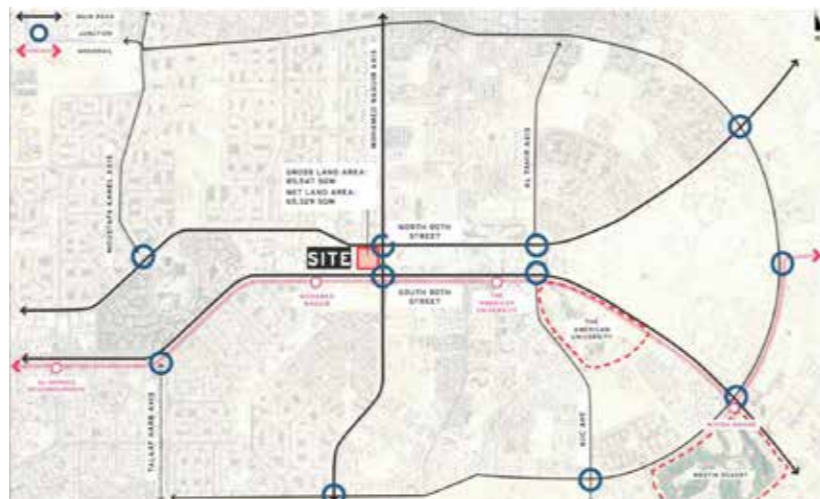


CENTRAL LOCATION

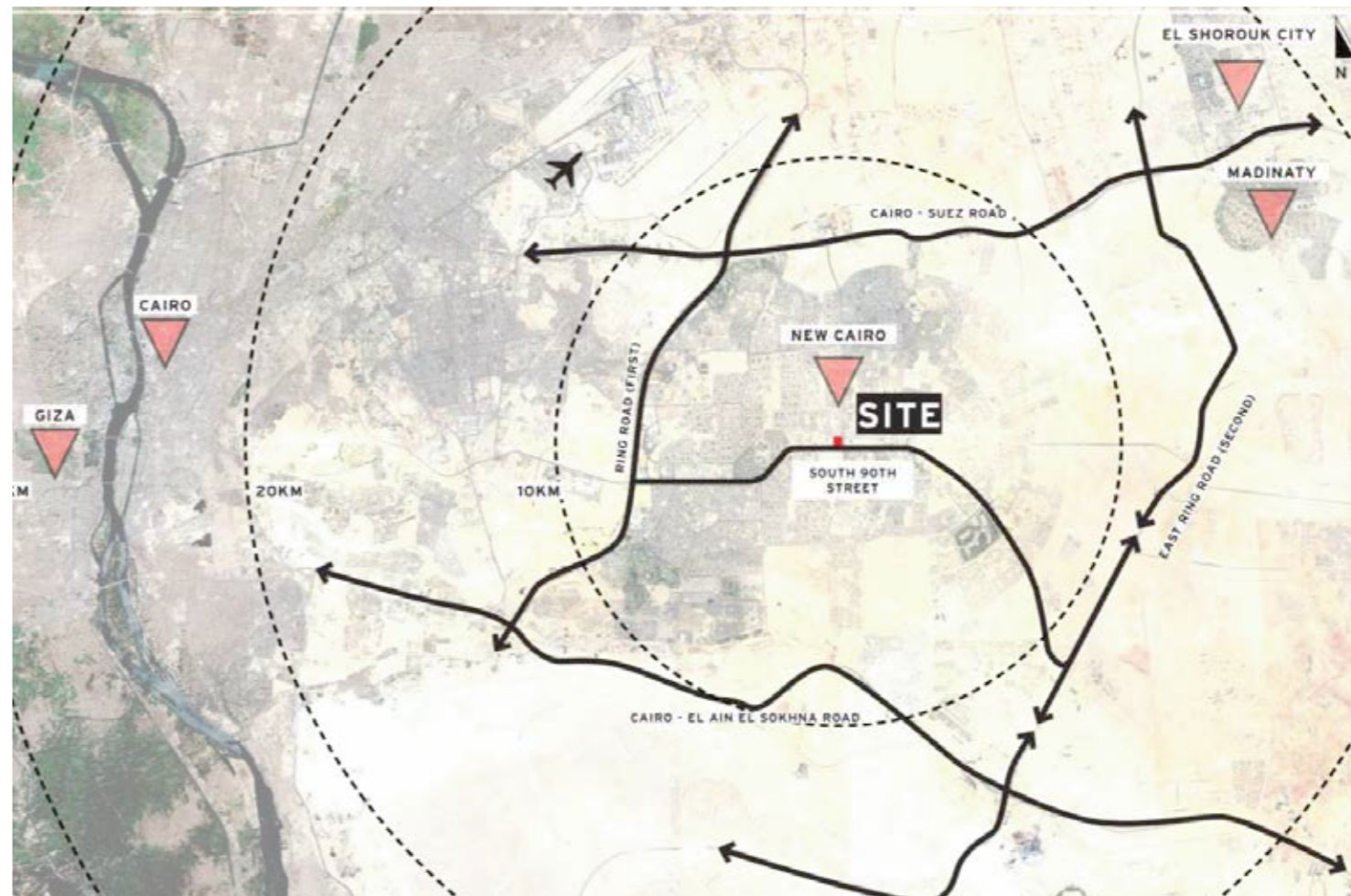


A 21-acres located on the three main axes of New Cairo, offering easy access from the Northern 90th Street & Southern 90th street and Mohamed Naguib Axis.

Central Point of 10 kilometers in the heart of New Cairo.



From	Distance (Km)	Approximate Time (minutes)
Nasr City	19.1	25
Mokattam	20.4	28
Cairo International Airport	19.6	27
Madinaty	23.8	30
Heliopolis	24.3	30
New Administrative Capital	37.6	54





CENTRAL BUSINESS



Central comprises of 10 office buildings accessible from North & South 90th streets as well as Mohamed Naguib axis, each 2 buildings sit elegantly on top of a podium.

Starting from the 2nd floor to the 6th floor with office spaces varying from 116 m² to 485 m² and 3.9 m floor to floor height; creating a professional setting for both small and large scale enterprises.

All office buildings have direct accessibility to ground and first floor's F&B and retail allowing both Employees and visitors to make use of as a retreat to unwind.

MAIN

ACCESSES TO THE PROJECT

North & South Portal

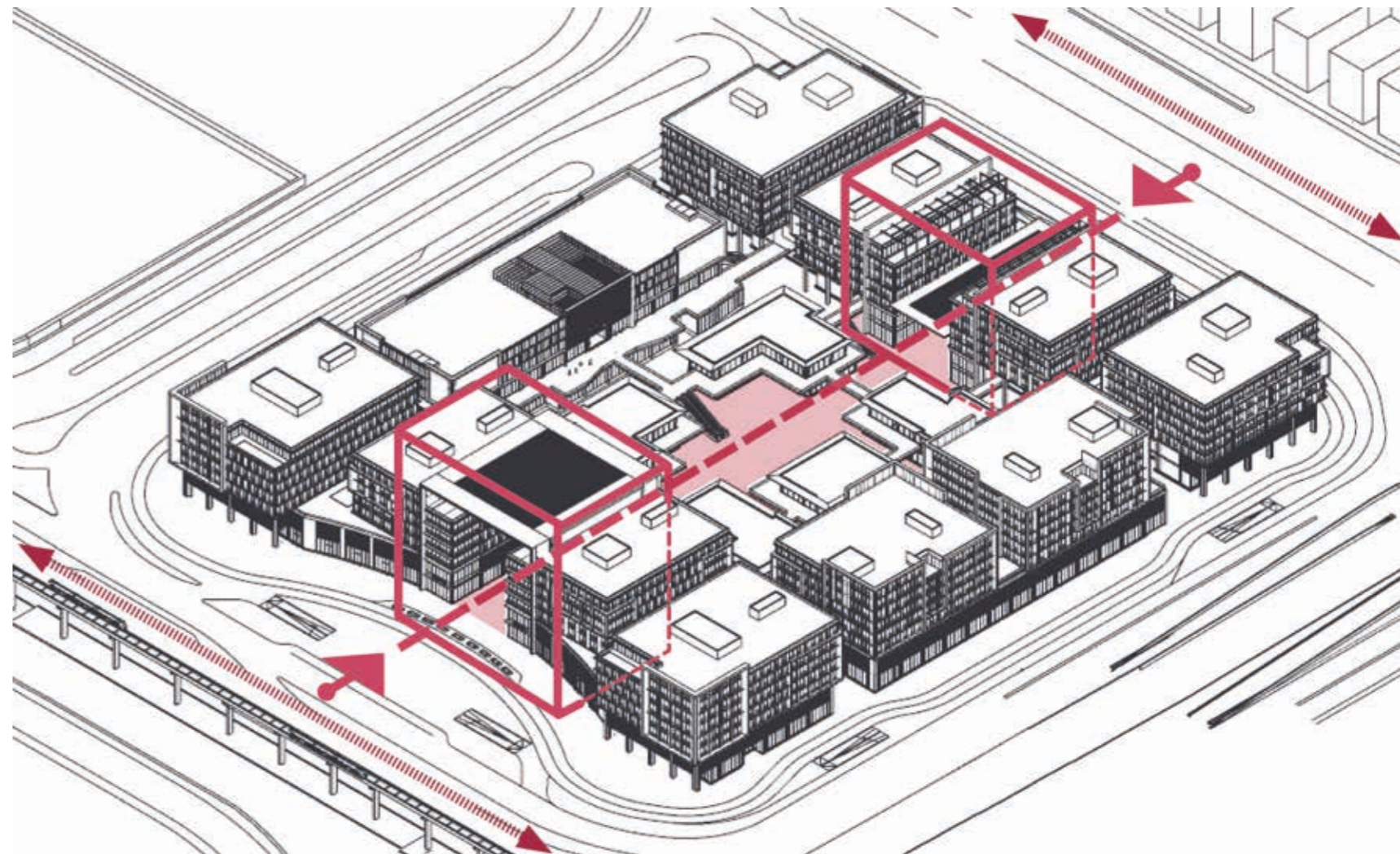
The North, South Portal canopies mark a Monumental entrance into the site. Giving the development a formal address to the 90th Street to the north as well as to the 90th Street on the south.

They mark the central axis which forms the "Grand Avenue" leading the public into the heart of "CENTRAL" in New Cairo.



Event Area

A place to be seen in and to access this high-end retail and F&B offer within the development. The heart of the development providing both retail as well as fine dining experience and A place to catch up with friends and family and to celebrate into the night.



BASEMENT LEVELS

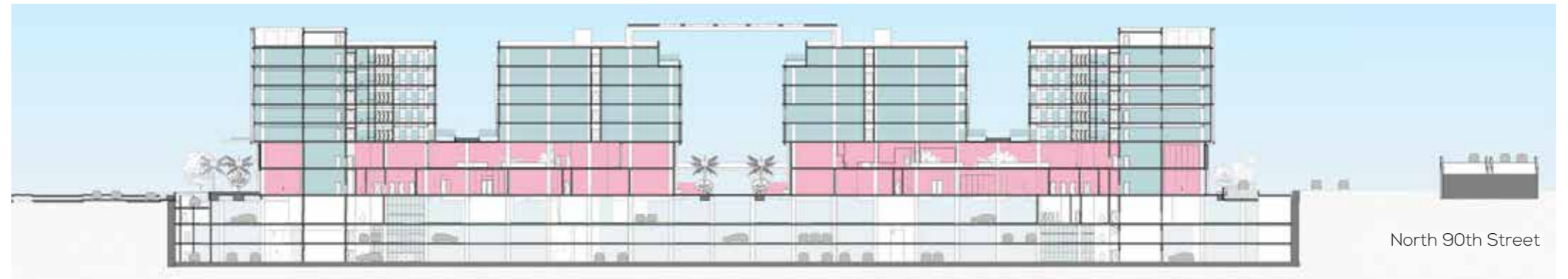
A 3 floor Basement for all project services and Parking.
Parking Accommodates around 4000 cars.



Site West Road

Mohamed Naguib Axis

SECTION CC



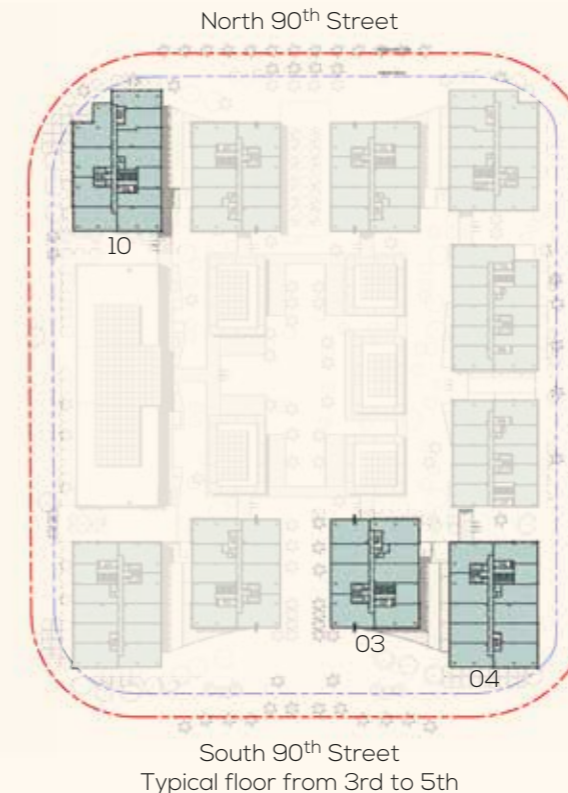
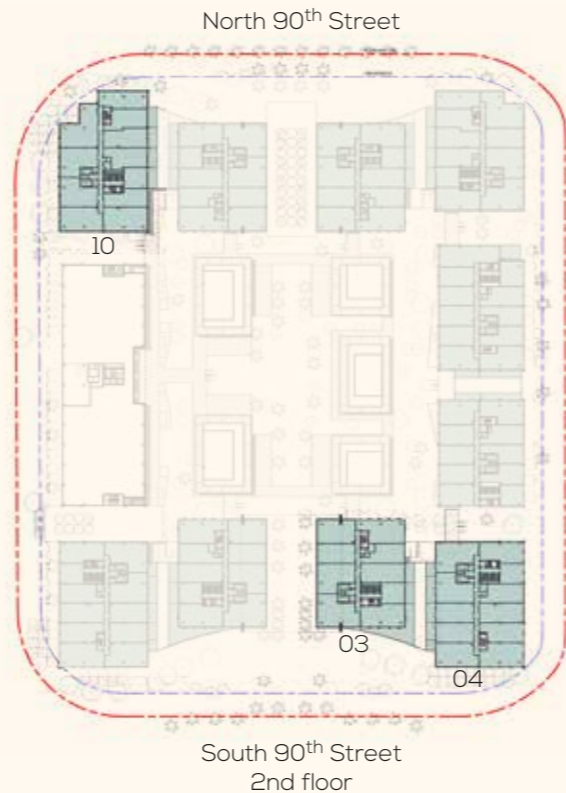
Site West Road

Mohamed Naguib Axis

SECTION DD

MASTERPLAN

Building	Total Number of units	Total BUA (m ²)	Average BUA (m ²)	Efficiency
03 2nd - 6th	44	9,547	217	80%
04 2nd - 6th	54	10,817	200	82%
10 2nd - 6th	54	11,307	219	82%



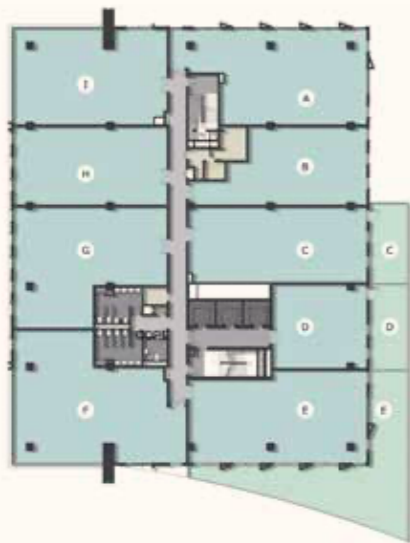
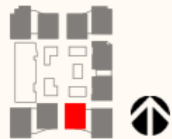
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2. ALL DIMENSIONS HAVE BEEN PROVIDED BY OUR CONSULTANT ARCHITECTS.
3. ALL MATERIALS, DIMENSIONS AND DRAWINGS ARE APPROXIMATE, INFORMATION SUBJECT TO CHANGE WITHOUT NOTICE.
4. ACTUAL AREAS MAY VARY FROM THE STATED AREA. DRAWINGS NOT TO SCALE. THE DEVELOPER RESERVES THE RIGHT TO MAKE REVISIONS.
5. ACTUAL UNIT AREAS, FRONT WINDOWS, PORCHES, TERRACES, LOGGIA AND EXTERIOR TRIM DETAIL MAY VARY BY ELEVATION STYLES AND FLOOR LEVEL.
6. EACH GARDEN PLOT WILL VARY BASED ON THE LOCATION OF THE BUILDING.
7. TERRACES & RECEPTIONS FACADES MAY VARY BASED ON THE FLOOR LOCATION

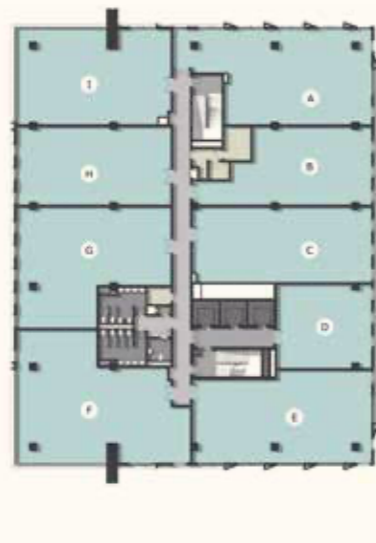
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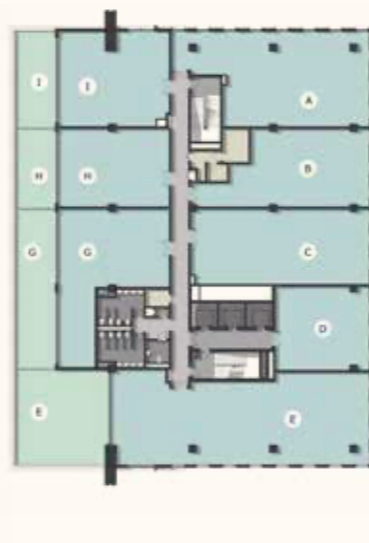
BUILDING 03



LEVEL 2



TYPICAL FLOOR PLAN - LEVEL 3 TO LEVEL 5

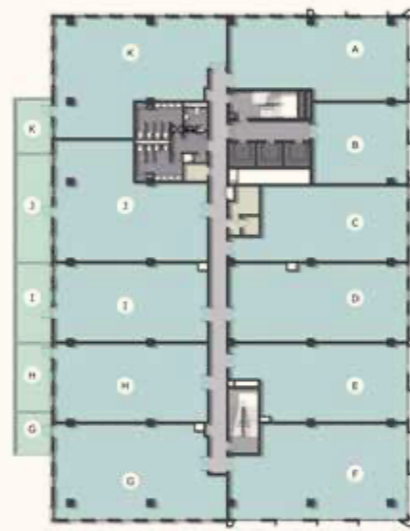


LEVEL 6

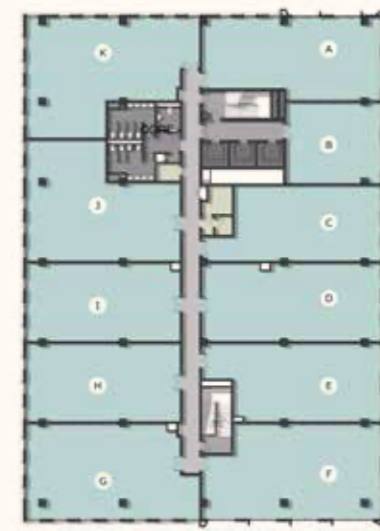
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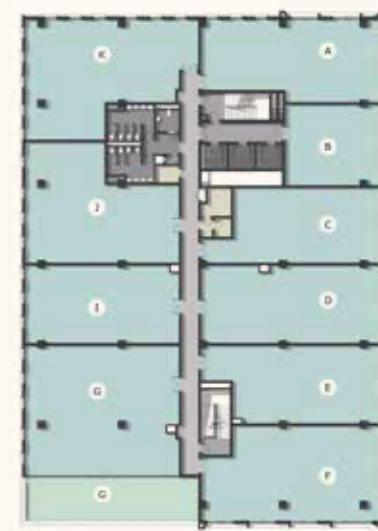
BUILDING 04



LEVEL 2



TYPICAL FLOOR PLAN - LEVEL 3 TO LEVEL 5



LEVEL 6

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