

**caesar**  
Valley



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## THE SODIC SOCIETY

Society

/sə'saɪti/

Noun: Society

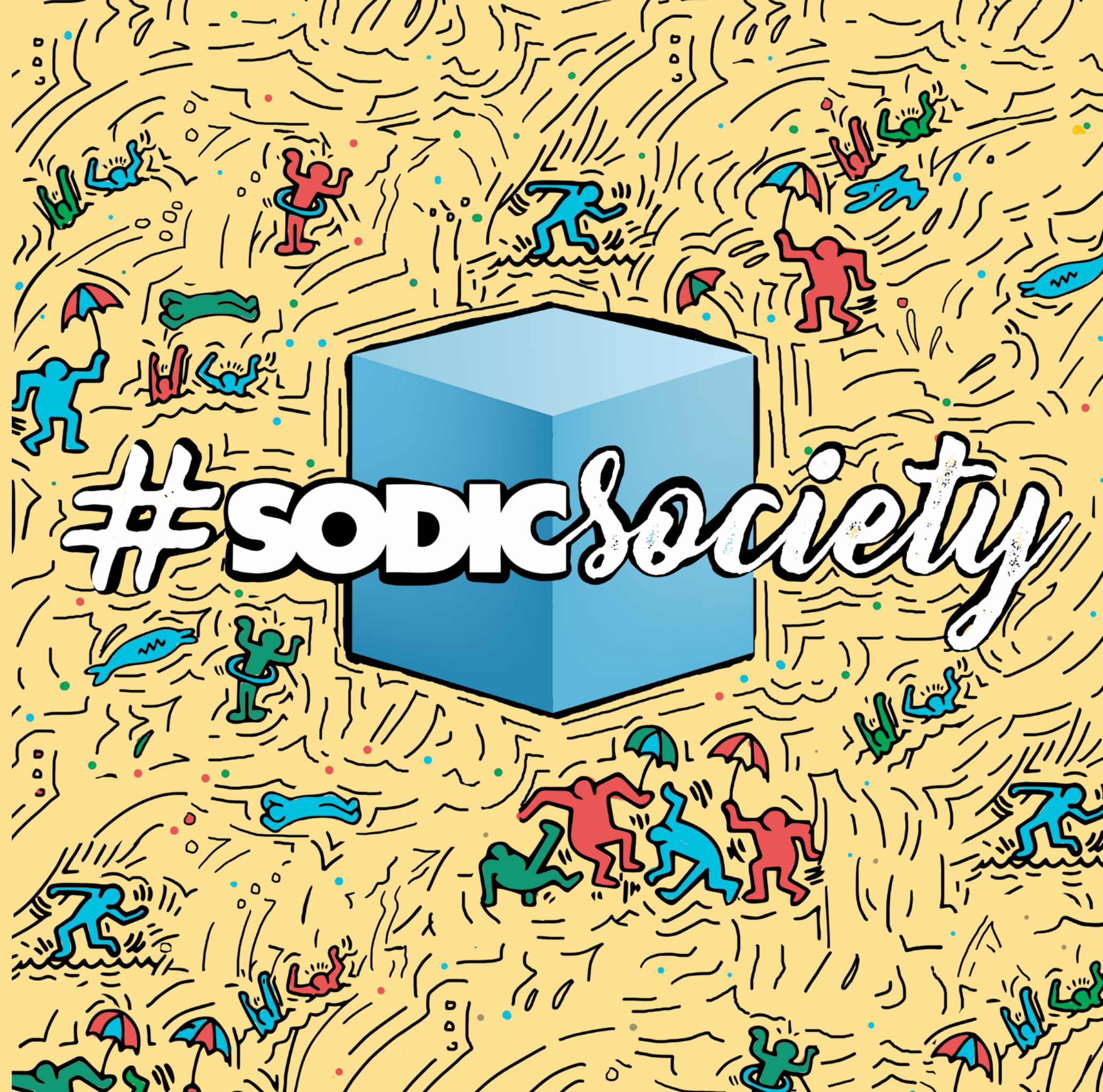
*"An organised group of persons associated together for benevolent, cultural, scientific, artistic, political, patriotic, or other purposes"*

*"A highly structured system of human organisation for large-scale community living"*

At SODIC, we aim to continuously outdo ourselves in all aspects of our work. SODIC has graduated from simply developing a community to becoming a society.

We believe in the essence of "society". In the power of art, sports, culture, sustainability and knowledge to name a few. SODIC is a place maker - building on our vision of Human Developments, we aspire to create holistic communities which reflect societies, credibility, innovation and value for all our stakeholders.

The SODIC Society - the society everybody wants to live in.



## WELCOME TO CAESAR

TAKING YOU BACK TO THE ORIGINAL ESSENCE OF THE NORTH COAST

Caesar is your ultimate sea-side refuge, the place for you to indulge in a paradise hideaway with a unique recipe of natural beauty, mixed with simplicity, seclusion and tranquility. Caesar takes you back to the original essence of the North Coast, capturing the nostalgic feeling of a genuine summer holiday reminiscent of Agamy and Montazah.

By bringing back the timeless authenticity and charm of the good old days, you're guaranteed to enjoy life's simple pleasures in the most exclusive residential community on the North Coast.



## LOCATION & CONNECTIVITY

CAESAR SPANS OVER 1.5KM OF BEACH FRONT, ALONG ONE OF THE MOST BEAUTIFUL BAYS ON EGYPT'S NORTH COAST.

Caesar, located at km 82 on the Alexandria-Matrouh Road, spans over 1.5km of beach front along one of the most beautiful bays on Egypt's North Coast. The new Fouka road, which is currently operational, will facilitate a much smoother commute from Cairo, leading you straight to Caesar, providing a hassle-free drive to your summer getaway in only two hours. Caesar's bay overlooks a rock outcropping, which is claimed to be the site of a cladivata wreckage: the remains of a Roman merchant ship. This unique location, which serves as the inspiration behind our name, adds to the already picturesque view seen at our beach fronts, which are divided into a unique Bay and an equally formidable open sea area.

Caesar's beach front directly overlooks Ras El Hekma, making it essentially a large bay where the majority of homes are guaranteed a spectacular view of the clear, calm, pool-like sea water. In harmony with our view of providing the ultimate summer experience, your surrounding community is comprised of hand-picked clientele. At Caesar, we offer you all the essentials needed to guarantee a relaxed and care-free summer break.



## DESIGN & ARCHITECTURE

WITH OUR CLIENTS' CONVENIENCE IN MIND, THE SIMPLE YET INTRICATE LANDSCAPING IS TAILORED TO CATER TO YOUR SUMMER HOME NEEDS

Caesar is designed with our clients' convenience in mind; the simple, yet intricate landscaping is tailored to cater to your summer home needs. Caesar is decorated with sandy footpaths that allow for easy, barefoot strolls, while the large, airy courtyards allow the Mediterranean breeze into your home. Outdoor spaces are interwoven, creating individual identities for each neighbourhood, all the while maintaining a sense of flow within the entire community. Moreover, with outdoor areas being in excess, fitness activities will be a part of your daily routine; children's areas and walking paths allow the entire family to engage in outdoor activities, day and night. From the yellow desert dunes to the white coastal sands, Caesars' most prominent feature is its topography, which includes five-stepped tiers that run parallel to the coastline. At more than four metres level to level, the terraced landscape allows for

a mesmerising view of the Mediterranean, and gives way for the northern breeze to flow freely throughout the premises. The tiers are made of limestone blocks quarried from the site, and include planted troughs between the elevation drops. Palm trees and luscious vines line the roads, with pockets of green grass and trees for shading the key communal areas, ensuring breezy weather on hot summer days. At Caesar's centre, there is an escarpment that extends approximately 150 metres into the sea, providing several recreational areas for the open sea lovers, including a plunge pool and a diving area. The escarpment divides the beach into two distinct zones, the open sea to the South, characterised by summer breezes and lapping waves, and the bay to the North.



## THE VALLEY

Caesar Valley is a private community with a limited number of attached chalets that make ultimate use of interior as well as exterior space. The natural typography of the land has dictated for this elite neighbourhood to be naturally inclined which creates the Valley's unique beauty effect. All homes have astounding views of the lush landscape and various water features amidst the neighbourhood.

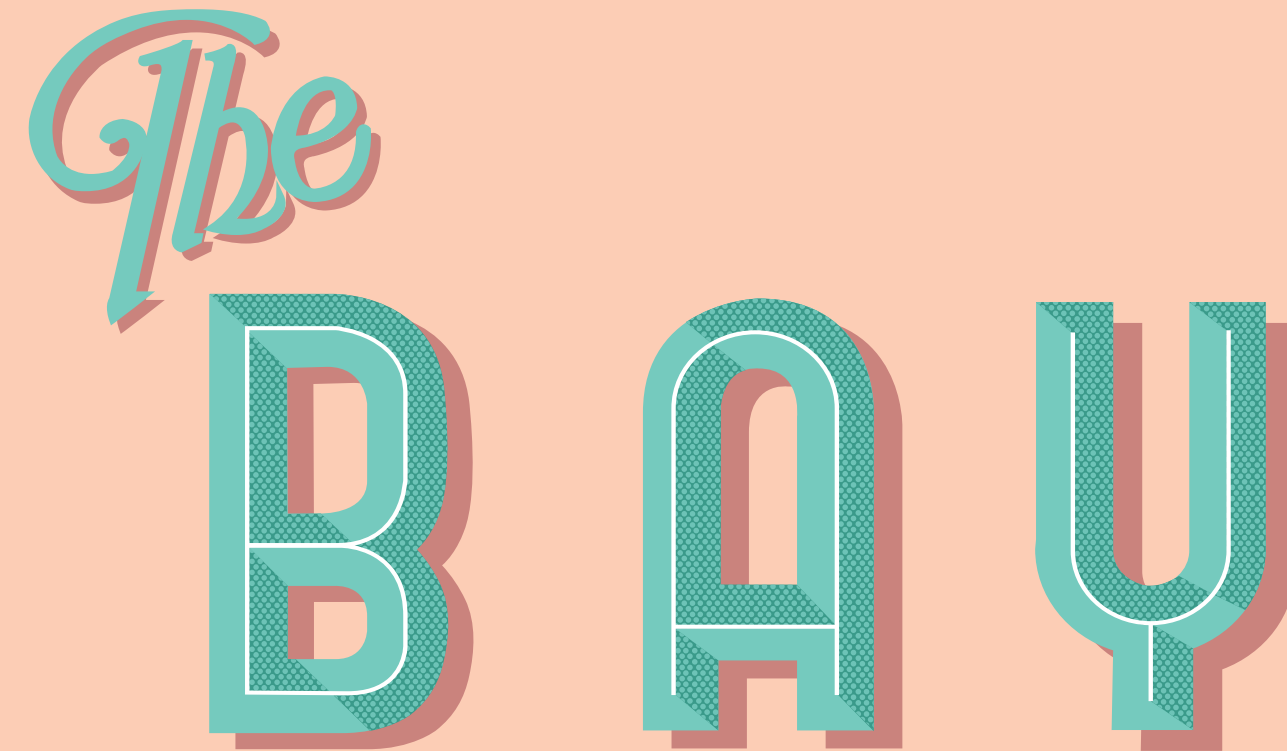
Caesar's Valley provides residents with the best of both worlds, allowing them complete serenity and privacy, yet only a short walk away from Caesar's facilities, including the hotel and the bustling hub of the development, The Green Spine.

The  
VALLEY

## THE BAY

CRYSTAL CLEAR, POOL-LIKE WATERS, SPANNING ALONG A GLORIOUSLY SANDY COAST

Caesar's bay delivers on our promise of quietude with its serene, crystal clear, pool-like waters, that spans along a gloriously sandy coast. Just a short walking distance from the restaurant and The Pier, The Bay is the perfect spot to unwind and take a dip, while your children safely play in the nearby playgrounds. Our relaxed and intimate atmosphere truly allows our homeowners and guests to enjoy a soul-soothing, genuine summer getaway.





## THE BEACHFRONT

A SPARKLING BEACH, WITH A PALM-LINED SHORE AND PRISTINE OPEN WATERS

Our sparkling beachfront, with its palm-lined shore and pristine open waters, is the perfect spot for the brave of heart; the athletic and adventurous who appreciate a little challenge on the open sea. The Beachfront offers a wide array of beach activities such as canoeing, kayaking and various outdoor sports for the athletic and adventurous who appreciate a little challenge on the open sea, while also providing a laidback, rustic atmosphere for those who favour the peace and quiet.

*The*  
**BEACH FRONT**

## THE PIER

THE PERFECT SOCIAL ENVIRONMENT FOR LIFETIME MEMORIES

The Pier is your chance to savour the exceptional views of Caesar as a whole; with its walk-ways, decks, and signature restaurant, its unique location serves as a natural divider between The Bay and The Beachfront areas. Caesar's Pier offers a unique social environment for all our residents, making it the perfect place for families and friends to gather and make memories during those long, laughter-filled summer days.



THE PIER

## THE RESTAURANT

BRINGING YOUR COMMUNITY TOGETHER THROUGHOUT THE DAY

Following years of success in Allegria, Tempo has now made a new home at Caesar. Strategically located on the Bay with spectacular views and natural understated elegance, Tempo offers guests the chance to have a delectable and charming dining experience. Catering to different age groups and varying lifestyles, our beachside restaurant will bring the community together throughout the day, as well as serve as an enjoyable hangout for those breezy summer evenings.

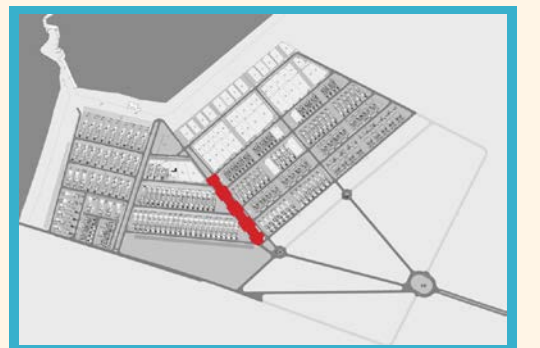
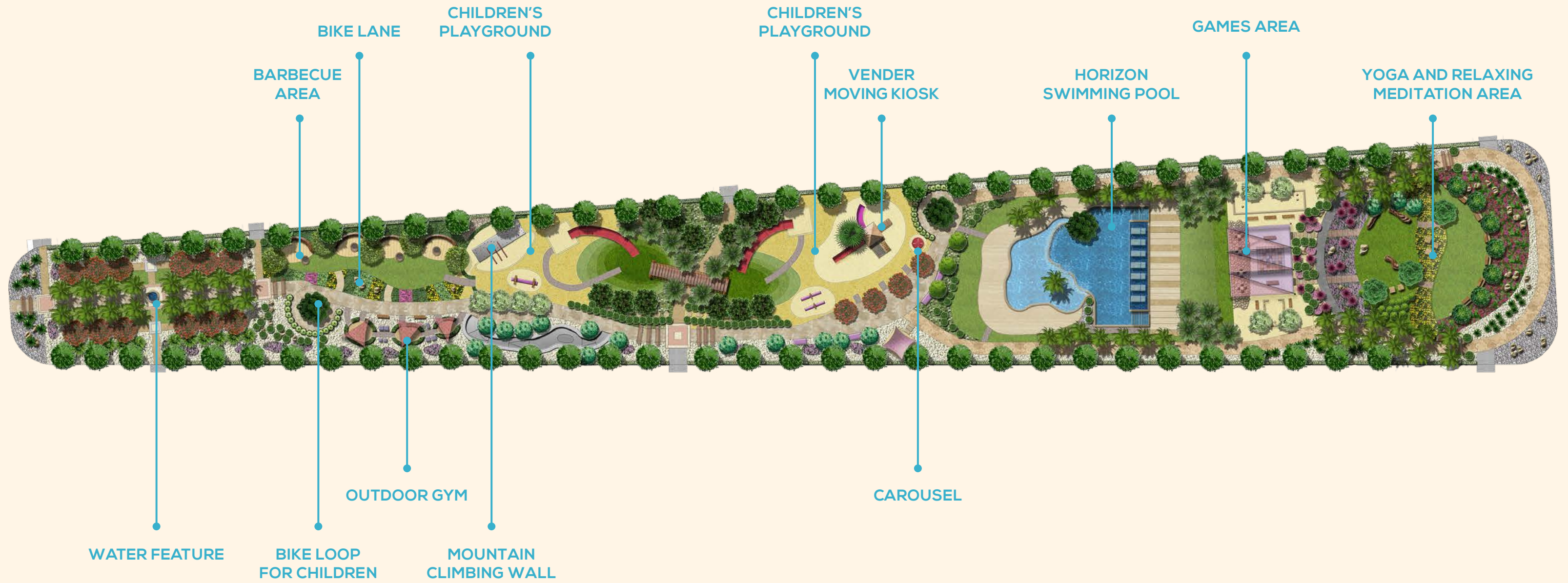
*The*  
RESTAURANT

## THE GREEN SPINE

The Green Spine offers residents a plethora of choice when it comes to activities. This 9000m<sup>2</sup> that encompasses the Spine are the heartbeat of Caesar. Bring out your sporty side at the outdoor gym or take a quick ride on your bike on designated bike trails as you look out onto luscious greenery. Meet up with friends at the Gathering Point after getting some munchies from the F&B zone as you head to the beach or enjoy some quality time and indulge in delicious lunchtime steaks at the BBQ area after a long day on the beach. For those who enjoy peace and tranquility on those sunny summer days, the yoga and meditation area is the perfect place for you, while the avid swimmers will surely appreciate the Horizon Swimming Pool, overlooking flawless views all around. Parents need not worry about their young ones with various activities available including a bike loop area and two designated playground areas complete with slides, swings and tunnels where they can safely play their hearts out all summer long.

*The*  
**GREEN SPINE**

# THE GREEN SPINE



## MASTER-PLAN & FLOOR PLANS

### DISCLAIMERS:

All information deemed reliable but not guaranteed. Actual terms and conditions are contained in purchase contract annexes for each specific unit.

1. Room dimensions are consistent with structural elements and do not reflect wall finishes or construction tolerances.
2. Diagrams are not to scale and are for illustrative purposes only.
3. SODIC reserves the right to make minor alterations.
4. All renderings and other visual materials, designs, façades are for illustrative purposes only and are subject to change.
5. All landscaping visuals are for illustrative purposes only and are not included in the property.
6. Balconies and planters may differ depending on the selected building façade type. Please see contract annex for exact terrace configuration and planter option.
7. This brochure contains material, which is owned by or licensed to SODIC. This material includes, but is not limited to, the design, layout, look, appearance and graphics. Reproduction is prohibited.



MEDITERRANEAN WINDS



SUNRISE



# MASTER-PLAN



SUNSET

# THE VALLEY MASTER-PLAN



MEDITERRANEAN WINDS



SUNRISE



SUNSET



## LEGEND

- CH 10 Attached Chalet
- Hotel Area
- Hotel Parking



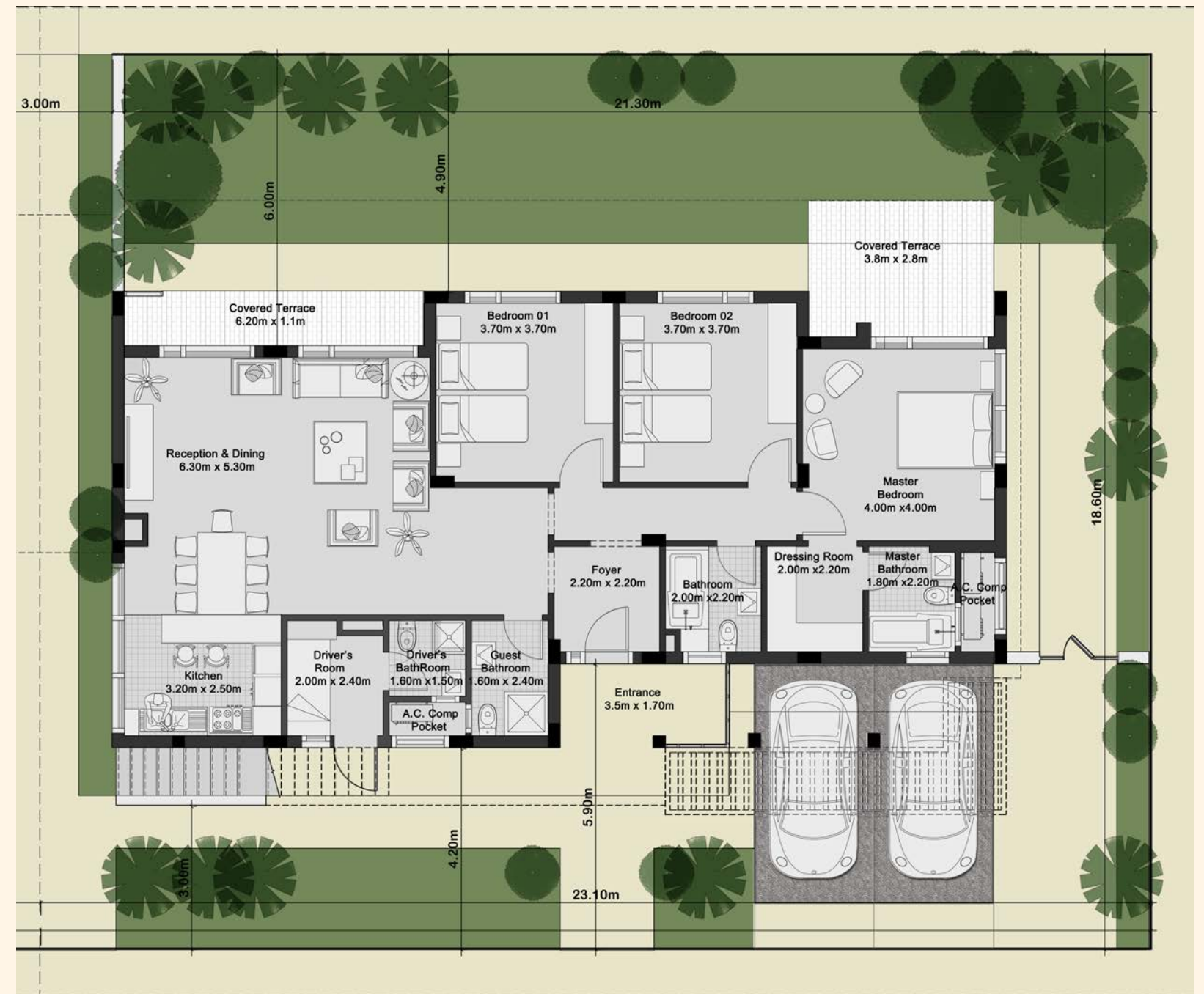


CH.10  
ATTACHED CHALET  
FRONT VIEW



CH.10  
ATTACHED CHALET  
BACK VIEW





GARDEN UNIT

GROUND FLOOR	150 m <sup>2</sup>
COVERED TERRACE	26 m <sup>2</sup>
TOTAL AREA	176 m <sup>2</sup>

GARDEN UNIT

GROUND FLOOR	150 m <sup>2</sup>
COVERED TERRACE	26 m <sup>2</sup>
TOTAL AREA	176 m <sup>2</sup>

Standard garden sizes shown for indicative purposes only.



FIRST FLOOR UNIT

FIRST FLOOR	150 m <sup>2</sup>
COVERED TERRACE	20.9 m <sup>2</sup>
TOTAL AREA	170.9 m <sup>2</sup>



FIRST FLOOR UNIT

FIRST FLOOR	150 m <sup>2</sup>
COVERED TERRACE	20.9 m <sup>2</sup>
TOTAL AREA	170.9 m <sup>2</sup>

## EDARA & SECURITY

MAXIMUM EFFICIENCY IN OPERATIONS, TRANSPARENCY IN TRANSACTIONS AND PROFESSIONALISM IN MANAGEMENT

EDARA Property Management is a wholly-owned subsidiary of SODIC, established in 2010 for the management of SODIC's properties. EDARA's over-riding belief is that service charges should not be just a cost, but rather an investment, that would yield a very real return, measurable in each development's sustainability and value.

The internal company structures are designed for maximum efficiency in operations, transparency in transactions and professionalism in management all of which embody international codes of best practice. EDARA's beliefs truly manifest in the services that are uniquely offered in all of SODIC's developments, including Caesar.

With full property management and domestic maintenance services upon your request, you'll no longer have to worry about laundry, plumbing, or even car-care services, as well as dealing with other services including waste control, street

lighting, electricity network maintenance, environment friendly pest and rodents control. In addition, EDARA focuses heavily on the safety of our residents, offering twenty-four-hour, seven-days-a-week services such as monitoring the gates, and providing fixed and mobilised security points. Moreover, private and fully equipped ambulances, and private fire control trucks are readily available for immediate action.

As such, EDARA is the only property management company in Egypt today that has been awarded three International ISO Certificates for property management:

1. Quality Management Systems: ISO 9001:2008
2. Health and Safety Management Systems: OHSAS 18001:2007
3. Environmental Management Systems: ISO 14001:2004

## ABOUT SODIC

Building on a history of almost two decades of successful operation in Egypt, SODIC is one of the country's leading real estate development companies. Headquartered in Cairo and listed on the Egyptian stock exchange, SODIC brings to the market award-winning large-scale developments, meeting Egypt's ever growing need for high quality housing, commercial and retail spaces.

We pride ourselves on our passion for excellence and commitment to fostering long-term relationships with our clients, shareholders, business partners and employees, which has helped us grow into the corporation we are today.

NO.14

BE PART OF CAESAR