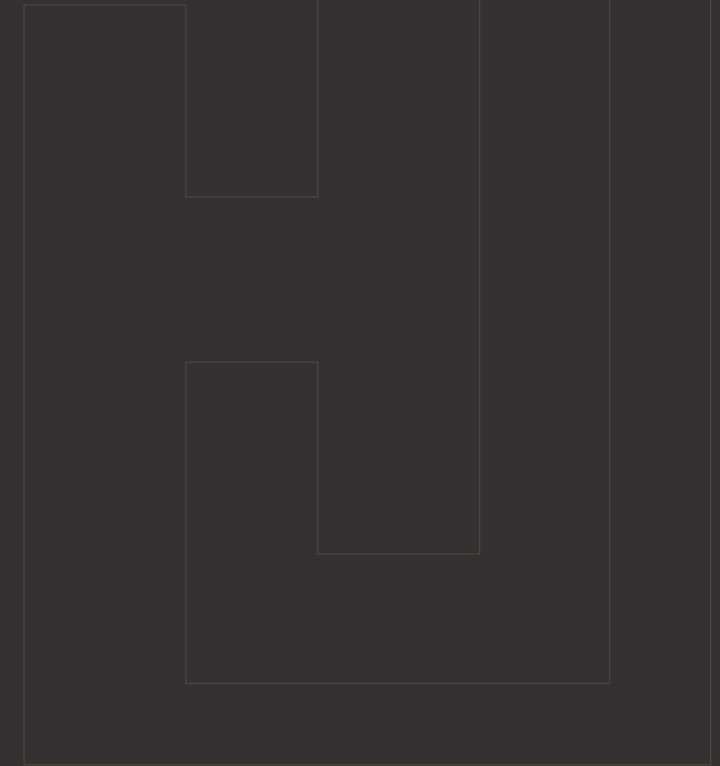




HOMETOWN
DEVELOPMENTS



WORD OF CHAIRMAN

“ OUR SUCCESS IS A RESULT OF OUR BELIEF IN WHAT WE DO, OUR COMMITMENT TO COMPLETING OUR MISSION, AND OUR SPIRIT OF CHALLENGE AND PERSEVERANCE IN PURSUIT OF A BETTER TOMORROW. AS EGYPT'S REAL ESTATE INVESTMENT AND DEVELOPMENT SECTOR EXPERIENCES RAPID GROWTH AND EXPANSION IN ALL DIRECTIONS, IT HAS CREATED SIGNIFICANT OPPORTUNITIES FOR COMPANIES AND INSTITUTIONS OPERATING IN THESE SECTORS TO EXPAND, PROSPER, AND INCREASE THEIR INVESTMENTS . FROM THIS VANTAGE POINT, HOMETOWN IS COMMITTED TO MAINTAINING ITS PIONEERING STATUS IN THE REAL ESTATE MARKET BY LEVERAGING ITS EXTRAORDINARY HUMAN RESOURCES AND COLLABORATING WITH ALL OF ITS VALUABLE BUSINESS PARTNERS. . ”

Mr. Diao El Din Farag
Chairman of the Board of Directors



OUR COMPANY

HOMETOWN DEVELOPMENTS is an Egyptian corporation based in Cairo. Established in 2017 by businessman and industrialist Mr. Diao El Din Farag with a unique vision and clear goals to make a paradigm shift for a better future brimming with innovation and creativity in order to serve as a benchmark for the real estate market across Egypt, starting with the New Administrative Capital.

2015

2017

2018

2019

2020

2021

DR. EMAN SALAH DEPUTY CEO

Dr.Eman Salah has over 19 years of expertise in the fields of Real Estate, Constructions, Total Quality Management and Marketing Solutions. She has worked as a General Manager and member of the Board of Management in a variety of firms with diverse work cultures, covering a wide range of responsibilities.

She is actively involved in the establishment and implementation of effective management systems in accordance with international standards. Eman earned her DBA in Business Administration from the Arab Academy for Science and Technology and Maritime Transport in 2019, her MBA in Business Administration from AASTMT in 2016, and her Master degree in Quality Management (MQM) from same university in 2008 , as well as a B.Sc. in Business Administration with a major in finance. She also has advanced training in subjects such as quality management, marketing research, sales principles, and so on. Last but not least, Eman is an active participant in civil society activities, serving as a member of various NGOs and participating in charitable initiatives..



MR. MOHAMED GAMGOUN

Mr. Mohamed is Hometown's Chief Financial Officer. For the last 15 years, Mr. Mohamed has been devoted to real estate development and investment. His extensive corporate finance and investment job experience has been diversified to cover and expand from the MENA region to South Africa. Corporate finance, real estate development fund raising, hotel management agreements, tax planning, and deal structuring are among his areas of expertise. Additionally, Mr.mohamed is a Certified Management Accountant (CMA)



DR. TAREK SLIMAN

Dr. Tarek is Hometown's General Project Manager. Dr. Tarek has over 21 years of experience working as a project management expert for numerous multinational organizations in Egypt, Germany, Saudi Arabia, Qatar, the United Kingdom, and Belgium, where he implemented projects from inception to completion while maintaining industry-leading quality standards. He has strong business acumen over the years of experience gained from working with varied work cultures. Dr. Tarek earned a Doctorate of Business Administration in 2017 from Maryland University in the United States, as well as a B.Sc. in Architectural Engineering from Helwan University





Vision

Our vision is to be a benchmark in all sectors of the real estate market, and the preferred employer of real estate professionals. We are committed to establishing collaborative connections based on transparency and mutual trust in order to foster long term client relationships. As we grow, we will adhere to these ideals that have benefited our firm and clients throughout the years.

Mission

Providing high quality residential and commercial properties that meet the rising expectations of our clients and thereby contribute to the creation of a brighter tomorrow. Our commitment to our clients extends beyond the sale by providing services that ensure maximum satisfaction and utilization of their properties, And we are constantly expanding our portfolio in order to meet and exceed their expectations. Delivering exceptional returns to our shareholders. Creating a healthy and supportive work environment that enables our employees and partners to reach their full potential and abilities. Assuring a secure, healthy, and harmonious community atmosphere inside our projects, where people feel "at home." Additionally, we engage in a range of community based Corporate Social Responsibility (CSR) initiatives. We make a concerted effort to uphold our social duties to the community.

VALUES

We are committed to these core values:

Integrity

Honesty and fairness are critical components of how we conduct business and interact with others. We will accept personal accountability for our actions.

Respect For People

We treat one another fairly, with trust and respect, while recognizing and appreciating our cultural and individual differences. We will foster a culture that emphasizes collaboration and individual growth.

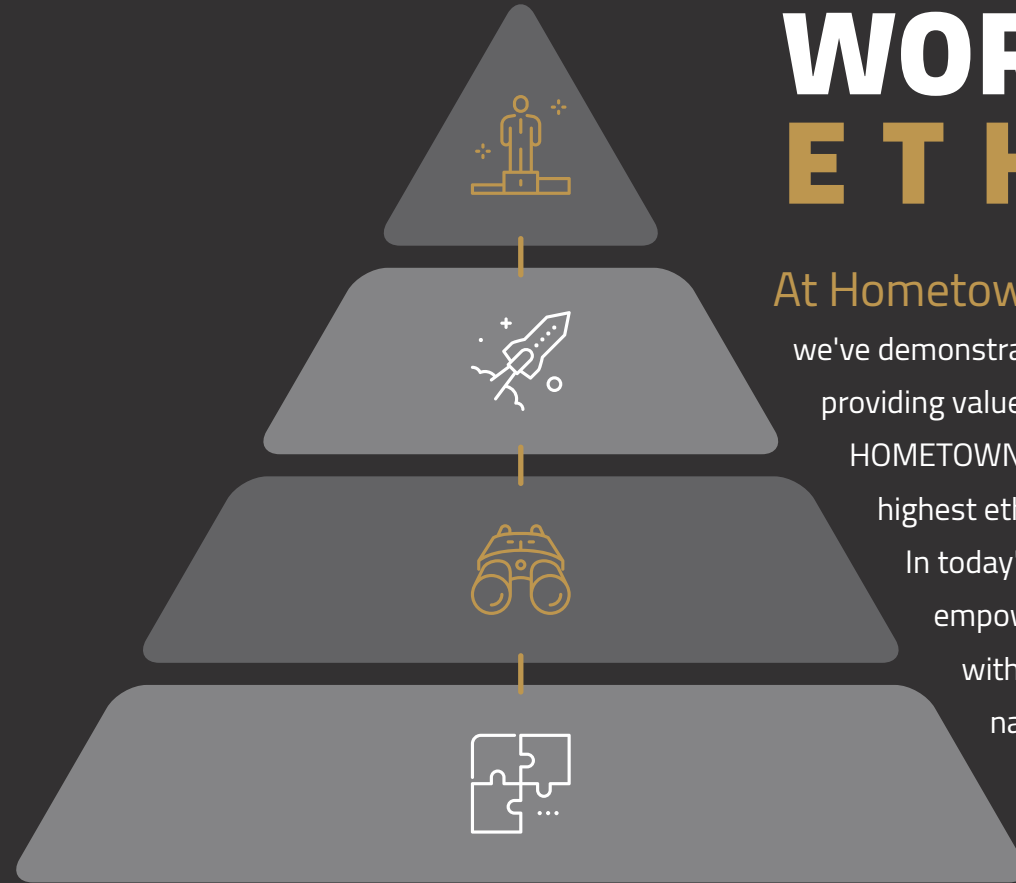
Customer Focus

We are devoted to enhancing the quality of our projects and services on a continuing basis and will always aim to anticipate and exceed customer expectations.

Ethical Conduct

While successful achievement of our goals is vital, we will operate in a manner consistent with the highest ethical standards.





WORK ETHICS

At Hometown our people are passionate about doing the right thing. Together, we've demonstrated that we can succeed while also being a powerful force for good, providing value to our clients and shareholders and opportunities for our people.

HOMETOWN is unique because of our shared commitment to operating with the highest ethical standards and making a positive difference in everything we do.

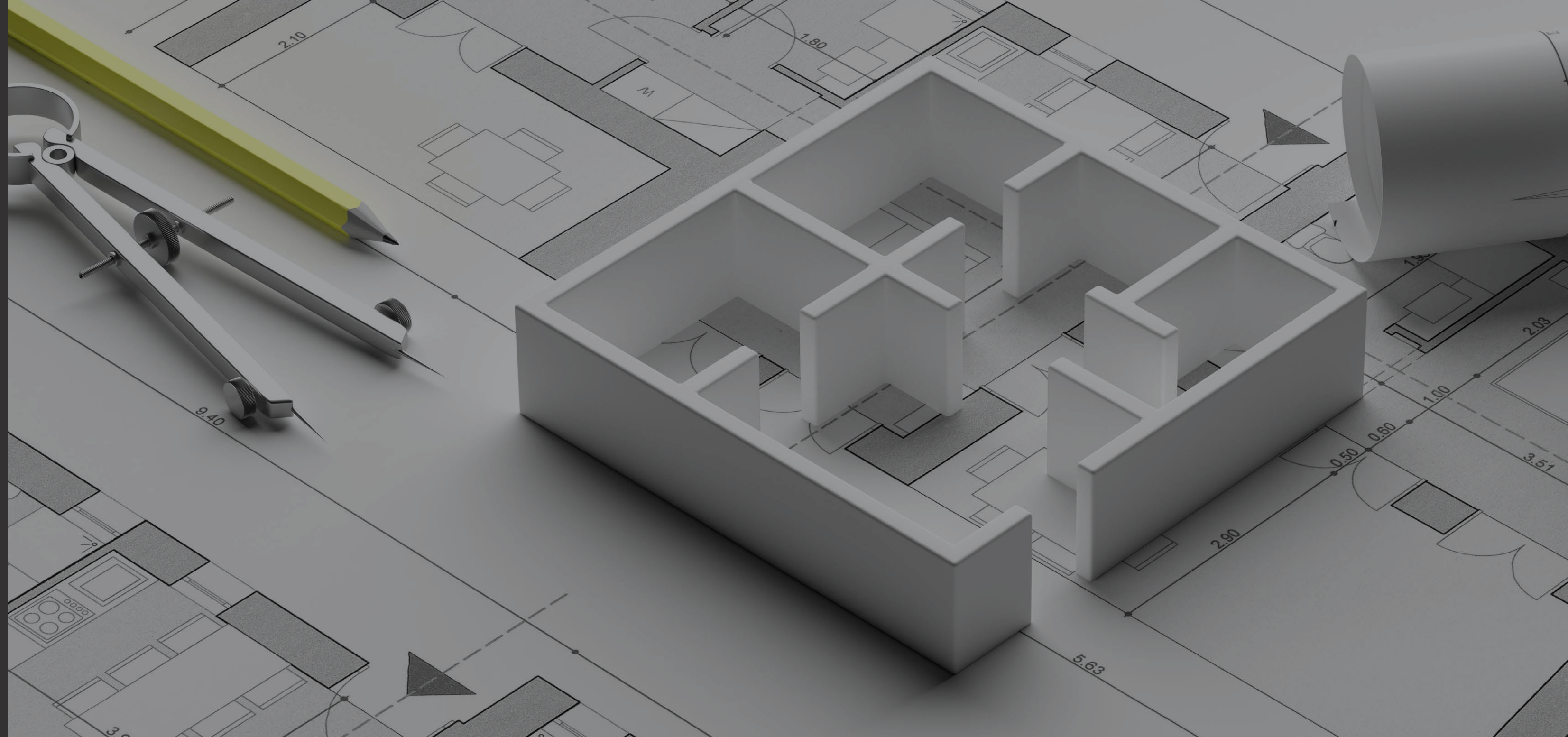
In today's environment, we go beyond compliance; we innovate with integrity, empower our people to make good decisions, act responsibly, and speak up with confidence. We want to help our people make ethical behaviour a natural part of what they do every day with each other, our clients, our business partners, and our communities with our Code of Business Ethics.





HOMETOWN
DEVELOPMENTS

PROJECTS





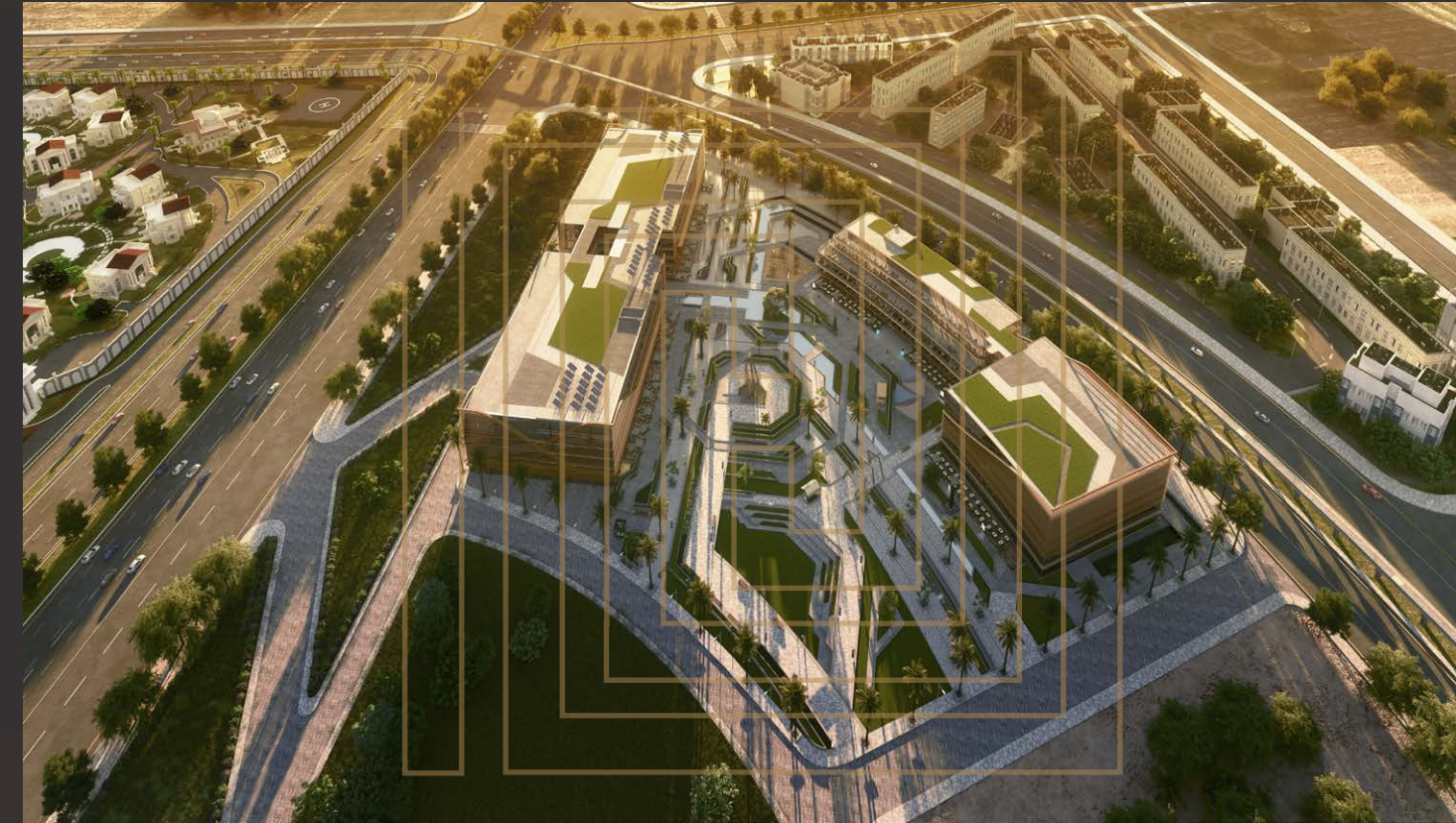
LaFayette
DOWNTOWN MALL

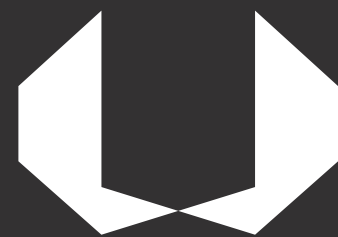


LaFayette Is one of Hometown's latest mega projects in the New Administrative Capital, reinventing the concept of commercial centers in Egypt, with a distinct focus on leisure and entertainment. The mall has over 600 stores and 85 restaurants & cafes. LaFayette



LaFayette is located in plot land Number 1, in the Downtown area. One of the most unique and prime locations in the New Capital in front of AL Masa Hotel, next to monorail station and nearby governmental & central bank district.





UDORA
NEW CAPITAL



UDORA represents the next generation of malls in Egypt bringing the latest trends in mall design, designed as a lifestyle mall with unique fashion retails, food & beverage, home styling, and show rooms.



UDORA is located at one of the most unique and prime locations in the New Capital with unique and direct view on AL Masa Hotel, and minutes away from the monorail central station , governmental & central bank district, Green River & the opera house.



Village



The Village and laFayette are strategically connected with a huge breathtaking landscape area of 25,000 M². Takes place in the heart of Lafayette community mall in front of the central banks district zone.



The Village is distinguished by its appealing restaurants and applying all the essential operational services, such as service corridors, service elevators, and loading area





Less than minutes from Administrative capital International airport, ZAHA's Mall is located in the Central Business District in the new capital. The mall location is perfect and it will attract visitors from outside the New Capital not only people who live nearby.



ZAHA'S mall is the first mall in Egypt Inspired by the engineer Zaha Hadid, In the form of waves, which makes the entire mall face directly overlooking the axis of hope, Where it is located in the MU23 area, on the axis of hope, directly linking the Suez Road and Ain Sokhna.



FUTURE



Market Development

In line with Egypt's 2030 vision, we intend to complete and deliver all of our current projects as soon as possible, and to invest in new projects across Egypt, in all sectors of the real estate market, including commercial, residential and second home developments, as well as the associated services.



Innovation

As part of our vision to be a benchmark in all aspects of real estate market, we intend to maintain our leadership position by embracing Innovations in real estate industry and preparing for the city of the future while adjusting to changes in technology and consumer behaviour



Sustainability

Sustainability is a top priority for us as we seek to increase long term value generation. We will cover the three pillars of business sustainability: the economic pillar and corporate governance; the environmental pillar and green building; and the social pillars including social responsibility.



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CORPORATE SOCIAL RESPONSIBILITIES

Along with our strong commitment to our customers, we are always looking out for the greater good of our community; this is our responsibility, and it is our obligation to contribute in any way possible to provide best care and support.

HOMETOWN engages in a range of community based Corporate Social Responsibility (CSR) initiatives. We make a concerted effort to uphold our social duties to the community.



AWARDS

We Are Proud To Have Been Awarded ISO 9001 Certification. ISO 9001 is widely recognized as the international standard for organizational quality. It ensures that services meet the needs of clients through an effective quality management system. HOMETOWN is able to demonstrate the following through our ISO 9001 certification:

that the systems in place comply with the International Organization for Standardisation's (ISO) strict requirements, and our commitment to providing our clients with a high quality and consistent service by utilizing efficient management processes and consistently delivering high quality products and services

We are committed to continuous improvement and growth. Attaining and maintaining ISO 9001 certification proves that we have the necessary processes and systems in place.

CONTACTS



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