



ARTAL







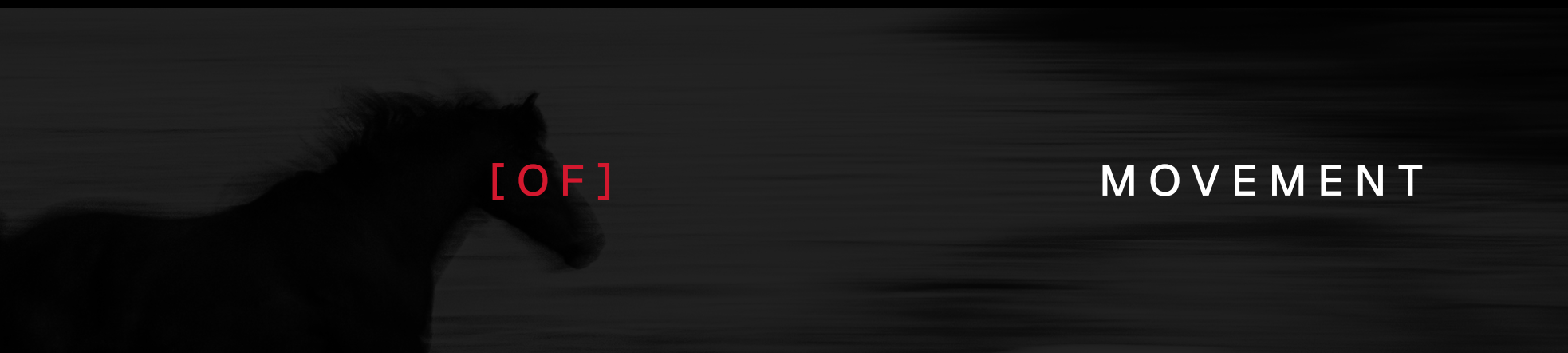
©

POWER IN VISION,  
GRACE IN EVERY MOVE.



A

WAY



[OF]

MOVEMENT

# OUR STORY

A COLLECTIVE  
FORCE IN MOTION

AT THE HEART OF ARTAL DEVELOPMENTS LIES A NAME THAT EMBODIES ITS PHILOSOPHY—ARTAL, MEANING “PACK,” REPRESENTS A UNIFIED STRENGTH, A COLLECTIVE FORCE MOVING AS ONE. FOR ARTAL, THE HORSE SYMBOLIZES ITS VALUES OF GRACE, POWER, AND VISION.

FOUNDED IN 1997, ARTAL BEGAN IN SAUDI ARABIA AND EXPANDED INTO EGYPT, BUILDING A REPUTATION FOR PRECISION AND INNOVATION OVER THE PAST 27 YEARS. THIS JOURNEY REFLECTS ARTAL’S COMMITMENT TO CREATING COMMUNITIES THAT THRIVE, WHERE PROGRESS IS DRIVEN BY A SHARED PURPOSE.

TODAY, ARTAL CONTINUES TO GROW WITH A FOCUS ON CRAFTING SPACES THAT SERVE BOTH THE PRESENT AND FUTURE, ALWAYS MOVING FORWARD, UNITED BY ITS VISION.



## THE HORSE: A REFLECTION OF ARTAL'S SOUL

MORE THAN A SYMBOL, THE HORSE IS THE EMBODIMENT OF ARTAL'S SPIRIT. IN EVERY DEVELOPMENT, EVERY PROJECT, THERE IS A GRACEFUL STRENGTH THAT DEFINES WHO WE ARE AND HOW WE MOVE FORWARD. THE HORSE CAPTURES THE CORE VALUES THAT SHAPE EVERY CORNER OF ARTAL'S JOURNEY.



# CORE VALUES

## GRACE

JUST LIKE A HORSE'S ELEGANT STRIDE, ARTAL'S DEVELOPMENTS ARE MARKED BY A SENSE OF REFINEMENT AND AESTHETIC BALANCE, DESIGNED WITH AN APPRECIATION FOR BEAUTY AND HARMONY.

## POWER

AT THE CORE OF ARTAL IS THE STRENGTH TO PUSH FORWARD, ALWAYS DRIVING PROGRESS WITH UNWAVERING RESILIENCE, JUST AS A HORSE MOVES WITH POWER AND PURPOSE.



## STABILITY

IN A WORLD THAT NEVER STANDS STILL, ARTAL'S PROJECTS ARE BUILT ON SOLID GROUND, PROVIDING A FOUNDATION THAT REMAINS STRONG, EVEN AS EVERYTHING AROUND IT EVOLVES. THE HORSE SYMBOLIZES THE STABILITY THAT IS CENTRAL TO EVERYTHING WE CREATE.

## SUSTAINABILITY

LIKE THE HORSE, WHICH THRIVES IN THE MOST DIVERSE ENVIRONMENTS, ARTAL IS BUILT TO LAST. OUR VISION IS ONE THAT EMBRACES LONG-TERM SUSTAINABILITY, ENSURING THAT OUR DEVELOPMENTS STAND THE TEST OF TIME—EFFICIENT, THOUGHTFUL, AND DESIGNED WITH THE FUTURE IN MIND.

## INNOVATION

MUCH LIKE THE HORSE'S ABILITY TO ADAPT TO ITS SURROUNDINGS, ARTAL IS QUICK TO INNOVATE, USING MODERN TECHNIQUES AND FORWARD-THINKING STRATEGIES TO MEET THE DEMANDS OF A CHANGING WORLD.



# A JOURNEY OF MOVEMENT AND PROGRESS ~

ARTAL'S JOURNEY IS ONE OF CONSTANT MOVEMENT, BUT ALWAYS WITH PURPOSE. JUST AS THE HORSE MOVES FORWARD WITH SPEED AND PRECISION, SO TOO DOES ARTAL. EVERY PROJECT WE UNDERTAKE IS A STEP FORWARD, A PART OF A LARGER JOURNEY MARKED BY CAREFULLY CRAFTED STRATEGIES, STEADY PROGRESS, AND AN UNWAVERING DEDICATION TO IMPROVING THE LIVES OF THOSE WE SERVE.

OUR WAY OF MOVEMENT ISN'T JUST ABOUT PHYSICAL DEVELOPMENT. IT'S ABOUT THE EMOTIONAL CONNECTION WE BUILD WITH EVERY FAMILY, EVERY COMMUNITY, AND EVERY PARTNER WE ENGAGE WITH. IT'S ABOUT CREATING SPACES WHERE PEOPLE CAN THRIVE AND GROW IN ENVIRONMENTS THAT ARE DESIGNED TO BE AS FUNCTIONAL AS THEY ARE BEAUTIFUL.



# DIVERSITY OF VISION: A PACK OF PROJECTS

JUST AS THERE ARE MANY BREEDS OF HORSES, EACH WITH ITS OWN UNIQUE TRAITS AND STRENGTHS, ARTAL'S PROJECTS REFLECT A DIVERSITY OF VISION. EACH PROJECT IS DISTINCT IN ITS PERSONALITY, BUT ALL SHARE A COMMON THREAD—EACH ONE IS CRAFTED WITH PURPOSE, STRENGTH, AND A COMMITMENT TO EXCELLENCE. WHETHER RESIDENTIAL, COMMERCIAL, OR MIXED-USE, EVERY DEVELOPMENT IS PART OF A LARGER PACK, UNIFIED BY A SINGLE VISION.

WE DRAW INSPIRATION FROM THE RAREST AND MOST ICONIC HORSE BREEDS, MUCH LIKE WE TAKE PRIDE IN CRAFTING UNIQUE, PURPOSEFUL PROJECTS. EACH PROJECT IS LIKE A MEMBER OF THE PACK—STRONG, RELIABLE, AND FULL OF CHARACTER, YET MOVING FORWARD IN HARMONY WITH THE REST.

# THE ART OF GRACE AND FORM

IN EVERYTHING WE CREATE, THE HORSE SERVES AS A SYMBOL OF GRACE AND FORM, REMINDING US TO BUILD WITH BOTH STRENGTH AND ELEGANCE. IT'S NOT JUST ABOUT FUNCTIONALITY, BUT ABOUT CAPTURING EMOTION AND TELLING A STORY THROUGH EVERY DESIGN CHOICE. THE HORSE REFLECTS THE EMOTIONAL CHARACTERISTICS OF ARTAL'S PROJECTS—MOVEMENT, FLEXIBILITY, AND A CONSTANT PURSUIT OF EXCELLENCE. IT REPRESENTS A COMMITMENT TO THE ART OF DEVELOPMENT, WHERE EVERY BUILDING, EVERY COMMUNITY, TELLS A STORY OF POWER, STABILITY, AND A VISION FOR THE FUTURE.







# A WAY OF MOVEMENT

AT ARTAL, WE BELIEVE THAT MOVEMENT IS PROGRESS. OUR TAGLINE, "A WAY OF MOVEMENT," SPEAKS TO THE ESSENCE OF OUR BRAND—A JOURNEY THAT NEVER STANDS STILL. WE MOVE FORWARD WITH STRATEGY, PASSION, AND AN UNWAVERING COMMITMENT TO DELIVER DEVELOPMENTS THAT ENHANCE THE LIVES OF THOSE WHO INHABIT THEM. OUR MOVEMENT IS STEADY, THOUGHTFUL, AND ALWAYS GUIDED BY A CLEAR PURPOSE: TO BUILD COMMUNITIES, CREATE LEGACIES, AND SHAPE THE FUTURE OF LIVING IN EGYPT.

ARTAL IS A COMPANY BUILT ON STRENGTH, GRACE, AND THE UNBREAKABLE POWER OF UNITY. AS WE MOVE FORWARD, WE INVITE YOU TO BE PART OF OUR JOURNEY—BECAUSE WE MOVE AS ONE.

# OUR VISION

ARTAL DEVELOPMENTS ENVISIONS A FUTURE WHERE INNOVATIVE DESIGN, SUSTAINABILITY, AND COMMUNITY-CENTRIC SPACES REDEFINE THE REAL ESTATE LANDSCAPE.

WITH EVERY PROJECT, WE AIM TO ELEVATE THE STANDARD OF LIVING, SHAPING ENVIRONMENTS THAT INSPIRE GROWTH, CONNECTION, AND PROGRESS. OUR VISION IS TO CONTINUE LEADING THE INDUSTRY WITH CUTTING-EDGE DEVELOPMENTS THAT BALANCE MODERNITY WITH HERITAGE, ENSURING THAT EVERY SPACE WE CREATE CONTRIBUTES TO A BETTER, MORE SUSTAINABLE FUTURE.





# OUR MISSION


AT ARTAL DEVELOPMENTS, OUR MISSION IS TO TRANSFORM COMMUNITIES THROUGH INNOVATIVE, SUSTAINABLE REAL ESTATE PROJECTS THAT PRIORITIZE FUNCTIONALITY, AESTHETICS, AND LONG-TERM VALUE. WE ARE COMMITTED TO DELIVERING EXCEPTIONAL DEVELOPMENTS THAT MEET THE EVOLVING NEEDS OF OUR CLIENTS, DRIVEN BY A LEGACY OF PRECISION, TRUST, AND EXCELLENCE.

OUR GOAL IS TO FOSTER ENVIRONMENTS WHERE PEOPLE AND BUSINESSES CAN THRIVE, CREATING SPACES THAT ARE BUILT TO LAST, BOTH IN QUALITY AND PURPOSE.

# OUR APPROACH

AT ARTAL DEVELOPMENTS, EVERY PROJECT BEGINS WITH A VISION—ONE THAT SEEKS TO CREATE MORE THAN JUST BUILDINGS BUT COMMUNITIES THAT THRIVE. WE BELIEVE IN THE POWER OF ENGAGEMENT, DESIGNING SPACES THAT ENCOURAGE PEOPLE TO CONNECT, GROW, AND FEEL AT HOME. OUR APPROACH BLENDS INNOVATION AND SUSTAINABILITY, ENSURING THAT EACH DEVELOPMENT NOT ONLY MEETS THE NEEDS OF TODAY BUT ALSO STANDS THE TEST OF TIME.





WE CAREFULLY SELECT PRIME LOCATIONS, INCORPORATE ECO-FRIENDLY SOLUTIONS, AND CREATE ENVIRONMENTS THAT FOSTER WELL-BEING. EVERY DETAIL IS CONSIDERED, FROM THE MATERIALS WE CHOOSE TO THE PEOPLE-CENTERED DESIGNS WE IMPLEMENT. FOR US, IT'S ABOUT BUILDING A FUTURE WHERE SUSTAINABLE LIVING AND COMMUNITY ENGAGEMENT COME TOGETHER, CREATING PLACES WHERE LIFE FLOURISHES AND STORIES UNFOLD.



# ARTAL'S HERITAGE

ARTAL DEVELOPMENTS IS BUILT ON THE FOUNDATION OF A STRONG EGYPTIAN-SAUDI PARTNERSHIP, BRINGING TOGETHER A RICH HERITAGE OF EXPERTISE AND EXTENSIVE EXPERIENCE. OUR JOURNEY BEGAN WITH A SERIES OF SUCCESSFUL DEVELOPMENTS IN SAUDI ARABIA, WHERE WE ESTABLISHED A REPUTATION FOR QUALITY, PRECISION, AND INNOVATION. THE KNOWLEDGE AND SKILLS GAINED FROM THESE PROJECTS HAVE BECOME THE CORNERSTONE OF OUR OPERATIONS IN EGYPT, ALLOWING US TO CREATE PROJECTS THAT BLEND THE BEST OF BOTH WORLDS—AUTHENTICITY AND FORWARD-THINKING DESIGN.





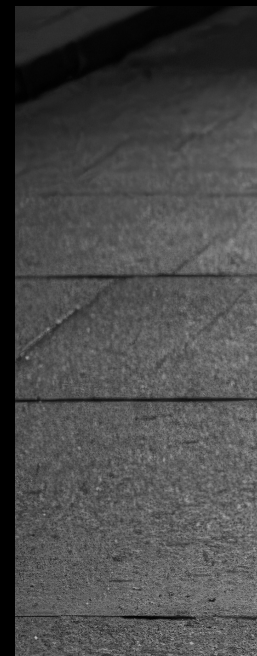
WITH A BOLD MOVEMENT AND A SOLID VISION, ARTAL CONTINUES TO PUSH THE BOUNDARIES OF REAL ESTATE, WITH A FOCUS ON EVOLVING COMMUNITIES AND UPLIFTING PEOPLE'S MINDSETS. OUR COMMITMENT TO INNOVATION, SUSTAINABILITY, AND PURPOSE-DRIVEN DEVELOPMENT GUIDES US AS WE SHAPE THE FUTURE OF LIVING, CREATING SPACES THAT INSPIRE AND EMPOWER, ALWAYS WITH AN EYE TOWARD PROGRESS AND EXCELLENCE.

# ACHIEVEMENTS

**27** YEARS // OF EXPERIENCE, SETTING NEW  
STANDARDS IN REAL ESTATE

**250 +** PROJECTS // COMPLETED  
ACROSS KEY REGIONS.

**10,000 +** UNITS // DELIVERED, ENRICHING  
THE LIVES OF THOUSANDS.





OVER THE YEARS, ARTAL DEVELOPMENTS HAS GROWN INTO A MARKET LEADER, MARKED BY SIGNIFICANT ACHIEVEMENTS THAT REFLECT ITS COMMITMENT TO PROGRESS:



EACH OF THESE MILESTONES SHOWCASES ARTAL'S ABILITY TO ADAPT, INNOVATE, AND DELIVER ON TIME, SOLIDIFYING ITS POSITION AS A PIONEERING FORCE IN THE INDUSTRY.

# CURRENT DEVELOPMENTS

IN ITS LATEST BOLD MOVE, ARTAL DEVELOPMENTS HAS PARTNERED WITH THE SAUDI-BASED BABADER GROUP TO BRING STRIDE, A GROUNDBREAKING MIXED-USE PROJECT IN THE HEART OF NEW CAIRO. LOCATED ON NORTH 90 STREET, THIS DEVELOPMENT SPANS 13,600 SQUARE METERS AND WITH A 225 METERS FRONTAGE OVER NORTH 90TH STREET, MARKING A NEW CHAPTER IN ARTAL'S JOURNEY OF INNOVATION AND COMMUNITY BUILDING.



STRIDE IS SET TO TRANSFORM NEW CAIRO, OFFERING A UNIQUE BLEND OF MODERN INFRASTRUCTURE AND STATE-OF-THE-ART SERVICES DESIGNED TO CATER TO BOTH RESIDENTIAL AND COMMERCIAL NEEDS.



THE PROJECT WILL BE ROLLED OUT IN FOUR PHASES, WITH COMPLETION EXPECTED BY 2028. EVERY DETAIL HAS BEEN CRAFTED WITH A COMMITMENT TO SUSTAINABILITY—FROM GREEN SPACES AND ADVANCED SECURITY SYSTEMS TO AMPLE PARKING AND HIGH-SPEED INTERNET, STRIDE REFLECTS ARTAL'S -27YEAR LEGACY OF DELIVERING PROJECTS THAT EVOLVE WITH THE NEEDS OF THE PEOPLE.

# DEVELOPING COMMUNITIES

AT ARTAL DEVELOPMENTS, CREATING COMMUNITIES IS AT THE HEART OF EVERY PROJECT. EACH DEVELOPMENT IS DESIGNED TO FOSTER CONNECTION, GROWTH, AND WELL-BEING BY PRIORITIZING PEOPLE-CENTERED DESIGN THAT MEETS THE NEEDS OF FAMILIES AND BUSINESSES.



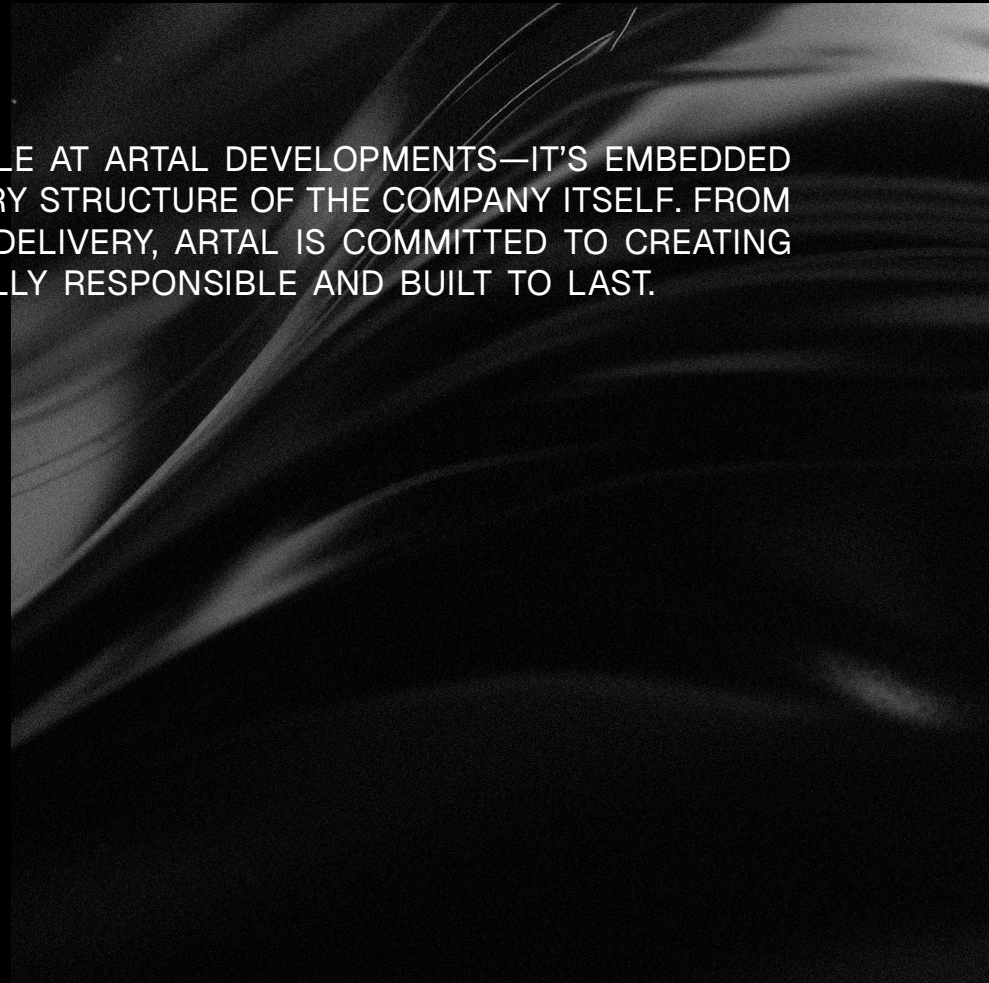
ARTAL ACTIVELY ENGAGES WITH CLIENTS FROM THE START, MAINTAINING AN OPEN DIALOGUE THROUGHOUT THE PROCESS TO ENSURE THAT PROJECTS REFLECT THEIR ASPIRATIONS. THIS COMMITMENT EXTENDS BEYOND COMPLETION, WITH ONGOING SUPPORT AND SERVICES TO ENSURE THAT THESE COMMUNITIES THRIVE. BY BUILDING MORE THAN JUST PROPERTIES, ARTAL DEVELOPS ENVIRONMENTS WHERE PEOPLE CAN GROW, CONNECT, AND BUILD LASTING FUTURES.





# SUSTAINABILITY AT THE CORE OF ARTAL

SUSTAINABILITY IS NOT JUST A GUIDING PRINCIPLE AT ARTAL DEVELOPMENTS—IT'S EMBEDDED IN EVERY ASPECT OF OUR PROJECTS AND THE VERY STRUCTURE OF THE COMPANY ITSELF. FROM THE EARLIEST PLANNING STAGES TO THE FINAL DELIVERY, ARTAL IS COMMITTED TO CREATING DEVELOPMENTS THAT ARE BOTH ENVIRONMENTALLY RESPONSIBLE AND BUILT TO LAST.







AT ARTAL DEVELOPMENTS, SUSTAINABILITY IS NOT JUST ABOUT CREATING SPACES—IT'S ABOUT CREATING A LEGACY THAT ENDURES, OFFERING INNOVATIVE SOLUTIONS THAT BALANCE AESTHETIC EXCELLENCE, COMMUNITY WELL-BEING, AND ENVIRONMENTAL RESPONSIBILITY. WE BELIEVE THAT A SUSTAINABLE FUTURE IS THE FOUNDATION OF A THRIVING COMMUNITY, AND THAT BELIEF IS AT THE HEART OF EVERYTHING WE DO.

# FOUNDER'S LETTER



OUR JOURNEY BEGAN WITH LANDMARK DEVELOPMENTS IN SAUDI ARABIA, WHERE WE BUILT A REPUTATION FOR EXCELLENCE. WHILE ADAPTING TO THE EVOLVING NEEDS OF THE COMMUNITIES WE SERVE. THIS RICH HISTORY OF SUCCESS ENABLED US TO BRING THE SAME EXPERTISE TO EGYPT, EXPANDING INTO KEY AREAS LIKE HELIOPOLIS AND NEW CAIRO.

WE PROMISE TO DELIVER NOT JUST PROJECTS BUT LASTING LEGACIES THAT WILL SHAPE THE LANDSCAPE FOR YEARS TO COME. TOGETHER, HAND IN HAND, WE INVITE YOU TO WITNESS WHAT'S NEXT—A FUTURE FILLED WITH INSPIRATION, EMPOWERMENT, AND A VISION THAT LEAVES A LASTING IMPACT.

【 ENG. ABDUL HAMEED TAHA // CHAIRMAN 】



AS WE CONTINUE TO GROW, OUR FOCUS REMAINS ON CREATING THRIVING COMMUNITIES—PLACES WHERE FAMILIES LIVE IN HARMONY, BUSINESSES FLOURISH, AND PEOPLE EXPERIENCE THE HIGHEST STANDARDS OF LIVING.

WITH A VISION FOR A FUTURE FILLED WITH POSSIBILITY, WE PROMISE TO ELEVATE WHAT WE OFFER—BRINGING NEW OPPORTUNITIES, DEVELOPMENTS, AND SPACES DESIGNED TO ENRICH LIVES. TOGETHER, WE WILL BUILD A FUTURE ROOTED IN GRACE, POWER, AND PROGRESS, ENSURING EACH STEP WE TAKE LEAVES A LASTING MARK. THE JOURNEY AHEAD HOLDS EXCITING SURPRISES, AND WE INVITE YOU TO MOVE FORWARD WITH US, HAND IN HAND, TOWARD WHAT'S TO COME.

【 ENG. MAHER TAHA // CEO 】



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GRACE IN EVERY MOVE.





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