



# THE BOARD CONSULTING

Actualizing Opportunities

**H1 2023**

*Newsletter*

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## WHAT IS THE BOARD CONSULTING

### THE BOARD

is a Business **Consultancy**  
with a Commercial **Philosophy**

WE SUPPORTING DEVELOPERS TO STRATEGISE AND GROW

BUSINESS  
STRATEGY



COMMERCIAL  
MIX STRATEGY

DEVELOPMENT  
MIX STRATEGY

### THE BOARD CONSULTING'S PURPOSE

Is to be a positive economy catalyst.

We believe that knowledge forms the core foundation for sustainable growth.

With knowledge and information, developers, manufacturers, and service providers will be capable of measuring their performance and building solid strategies.

### HENCE, WE PASSIONATELY SHARE KNOWLEDGE

with the purpose of evolving the market and enabling developers to make better decisions. building solid strategies.



THE BOARD CONSULTING



## Preamble Before We Start

This report is formulated with passion for sharing knowledge and supporting in the evolution of the real estate sector.

All figures in this report have been generated after extensive analysis by The Board Consulting team and represent only The Board Consulting's perspective, estimations, and forecasts on the real estate market dynamics.

**Real Estate  
H1 Total Sales**

Newsletter  
*July 2023*

A hand in a white shirt points towards the center of the image. The background is a blurred digital interface with various financial charts, including line graphs, bar charts, and a world map. The text is overlaid on this background.

# H1 Theme

## Hard Planning Times

WHERE PANIC PURCHASE MODE IS ON

21%

45%

72%

90%

# H1-2023 REAL ESTATE 10 KEY HIGHLIGHTS

1

Another hit for the EGP currency devaluation against USD p with %20 from 24.7 To 29.5

2

A vast discrepancy in developers' sales strategies between CAUTIOUSNESS, AND SALES BOOST.

3

CONTINUOUS PRICE INCREASES led developers to revisit their pricing strategies

4

A significant share of the sales pie is directed towards INVESTMENT rather than residing.

5

VUCA is still casting a shadow on the real-estate market.

6

Developers' significant dependence on LOCAL FINISHING MATERIALS compensating to importing difficulties.

7

Aggressive customer demand to SECURE CURRENT CAPITAL and LEVERAGE FROM PRICE APPRECIATION.

8

Unprecedented number of launches in North Coast

9

Despite the economic difficulty, developers have a massive appetite to ACQUIRE NEW LANDS

10

EXPANDING TO THE GCC ESPECIALLY, KSA is a general theme on developers' agenda.



# THE BOARD CONSULTING TOP 10 RANKING H1 2023

Top 10 Exceeding **168 BN EGP** of Sales with **88% increase** over last year H1



**1. 51 BN**



**2. 25 BN**



**3. 17 BN**



**4. 13.4 BN**




**5. 13.3 BN**

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**6. 12 BN**



**7. 9.6 BN**



**8. 9.3 BN**



**9. 9.2 BN**



**10. 9 BN**



# INSIGHTS ON THE TOP DEVELOPERS OF H1 2023

1



51 BN

TMG has been the real estate market leader, and this year TMG IS FURTHERLY SPREADING ITS MUSCLES AND SHOWING UNPRECEDED GROWTH, doubling its sales figures in comparison to the 2nd place.

21BN of sales in Q1 took the market by surprise, yet TMG continues to astonish the market by achieving almost 30BN in Q2.

3



17 BN

With very steady steps, PALM HILLS DEVELOPMENT remains in the 3rd place; focusing on the CONSISTENT NEW RELEASES especially, in its old projects in West Cairo and new phases launched in its latest projects (BADYA & PHNC).

Building its proposition on STRONG BRAND NAME, COMPETITIVE PRICES, AND EXTENDED PAYMENT PLANS ARE THE KEY TRIGGERS FOR SUCCESS.

2



25 BN

ORA maintained second place in the real estate sector for the second quarter in a row.

STRIKING A BALANCED RATIO between HIGH SALES VALUE AND P/SQM with its premium projects; focusing on a selective niche segments.

RELYING ON THE GREAT IMAGERY OF ENG. NAGUIB SAW-IRIS, SOLANA and SILVERSANDS were the most significant success factors in H1 2023.



# INSIGHTS ON THE TOP DEVELOPERS OF H1 2023

4

**FOUNDERS**

**13.4<sup>BN</sup>**

FOUNDERS is the actual proof of the market NEED GAP for RTD units with AFFORDABLE & COMPETITIVE PRICES, which led FOUNDERS to be in the 4th place; Founders is a joint venture between the real estate veterans Al Ahly Sabbour and Hyde Park and is predominantly focused on the commercial side of the business.

Founders has big potential to further GROWTH by building on its brand strategy and corporate brand awareness.

6

**Tatweer<sup>MISR</sup>**

**12<sup>BN</sup>**

Tatweer Misr was very successful in LEVERAGING its SALES IN Q2 to reach almost 9Bn of sales. This success have been predominantly by their new project SALT in North Coat that contributed with more than %50 OF ITS TOTAL H1 SALES.

With the news to EXPAND IN RIYADH in collaboration with Naif EL Rajhi, Tatweer takes a new leap to be a prominent REGIONAL player.

5

**CITY EDGE  
DEVELMENTS**

**13.3<sup>BN</sup>**

CITY EDGE's RTD projects in NAC and their recently launched project in NEW CAIRO (V40) significantly kept the developer on track to be amongst the TOP 5 developers in sales value.

7

**MOUNTAIN  
VIEW**

**9.6<sup>BN</sup>**

After holding the inventory in Q1 along with lands withdrawal, MOUNTAIN VIEW in Q2 is maintaining same pattern of sales that was led by its projects in WEST CAIRO; contributing to more than %60 of total H1 sales.

Mountain View recently launched its North Coast project (LVLS), and is expected to have high SALES GROWTH in Q3.





## INSIGHTS ON THE TOP DEVELOPERS OF H1 2023



**LMD°**

**9.3<sup>BN</sup>**

H1 of 2023 was a promising half for LMD to step into the top 10 selling developers, most of LMD sales are driven by its flagship project ONE NINETY, followed by its LATEST LUXURY RESIDENTIAL PROJECT STEI8HT; showing its diversity of offering from RESIDENTIAL AND COMMERCIAL UNITS.

**SODIC**

**9.2<sup>BN</sup>**

Led by the newly appointed Ayman Amer, SODIC is witnessing vast land acquisitions especially in North Coast after collaboration with SAFI group on the new 440Acres land.

SODIC showed a great sales performance in Q2 led predominantly by West Cairo and North Coast projects.

**10**

**NEWGIZA**

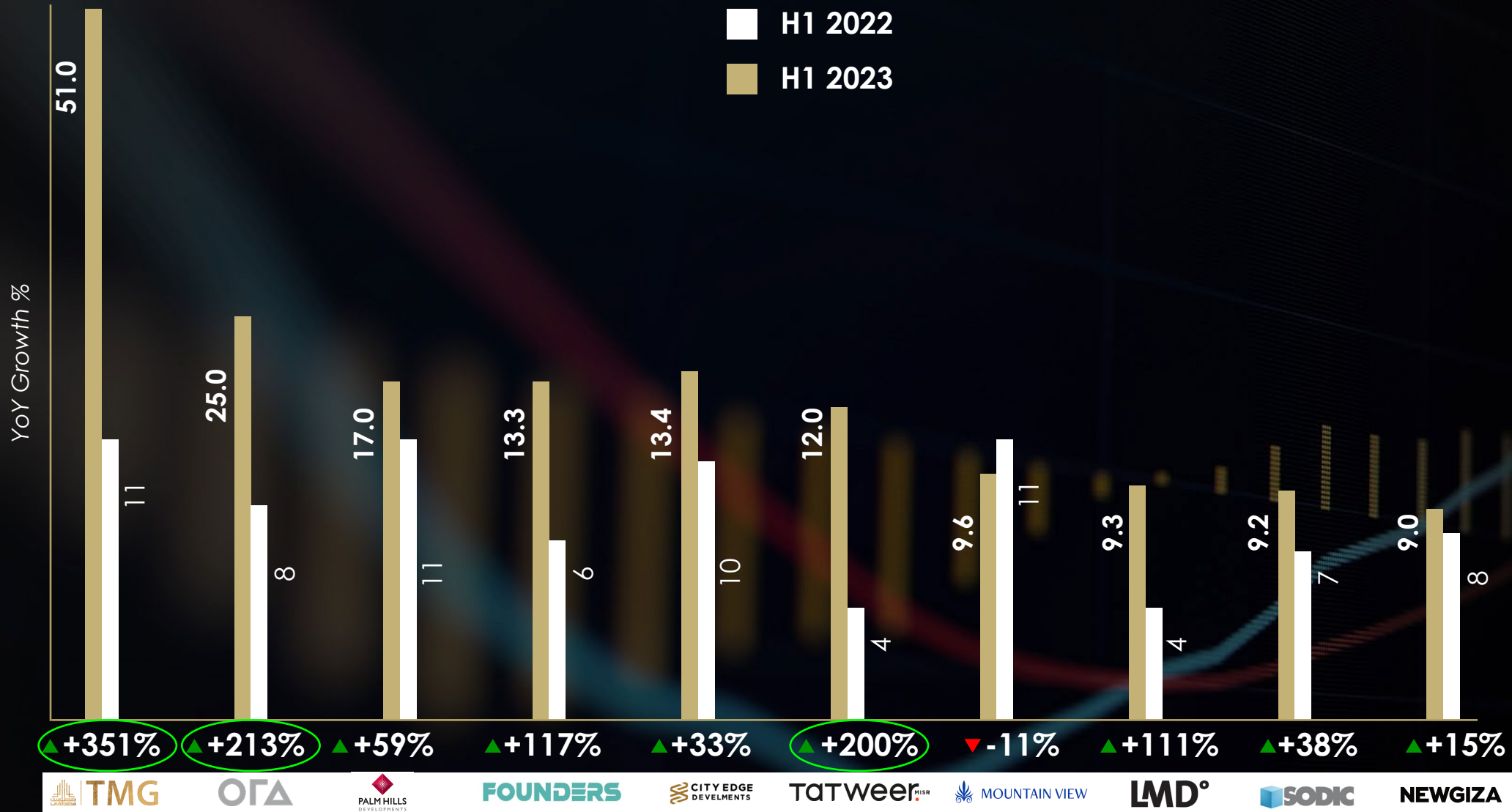
**9<sup>BN</sup>**

With its UNIQUE OFFERING and units, NEWGIZA came in the 9th place, Seashell Playa is its key project which contributed with more than 60% in H1 sales, and after its recent project launching in North Coast (Playa Ras El Hikma), New Giza is expected to be one of the TOP SELLING developers in North Coast.



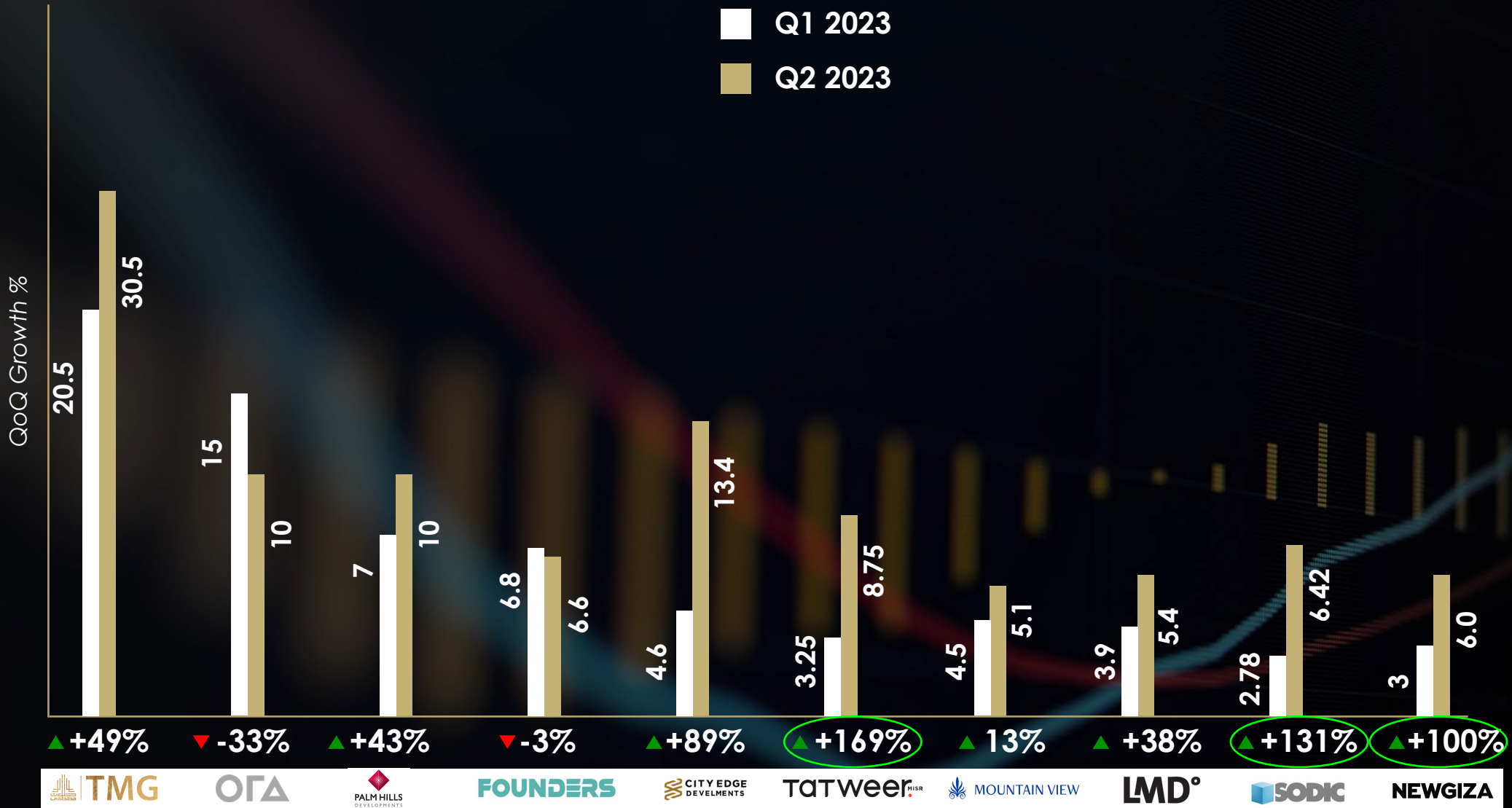
# DEVELOPERS' SALES ANALYSIS

## TOTAL SALES IN H1 2022 VS. H1 2023



# DEVELOPERS' SALES ANALYSIS

## TOTAL SALES IN Q1 2023 VS. Q2 2023



## INSIGHTS ON OTHER KEY DEVELOPERS

### KEY DEVELOPERS NOT ON H1 TOP 10

**EMAAR**  
MISR

For the first time Emaar is out of the top 10 ranking.

Emaar that was cautious in its launches in H1 have achieved total sales of 8.85 Bn.

Considering that in July Emaar have achieved another 10 Bn only in the latest launch of Soul North Coast

**SAUDI EGYPTIAN DEVELOPERS**

With its wide diversified projects across Egypt, SED achieved 8.8 Bn of sales.

The remarkable achievement is “Marina M8” with a sales value of 4Bn which highlights the appetite of customers for old North Coast area

**ORASCOM DEVELOPMENT**

Orascom have achieved almost 7.7 Bn across its projects in West Cairo and Red Sea.

○ West led its sales figures followed by El Gouna.

**MISR ITALIA PROPERTIES**

Misr Italia that was on the top 10 list in Q1 slowed down in Q2, despite its successful launch Solaire in North Coast which contributed to 4 BN.

**مدينة مصر  
Madinet Masr**  
تأسست ١٩٥٩

The uprising Madinet Masr with its innovative management, successfully maintained sales performance to reach 7Bn of sales.

Madinet Masr took positive steps in launching its new project “ZAHW” in ASSYUT.

**ahly sabbour DEVELOPMENTS**

AL-AHLY SABBOUR reached a total sales of 6.7 where it doubled its sales in comparison to H1 of last year.

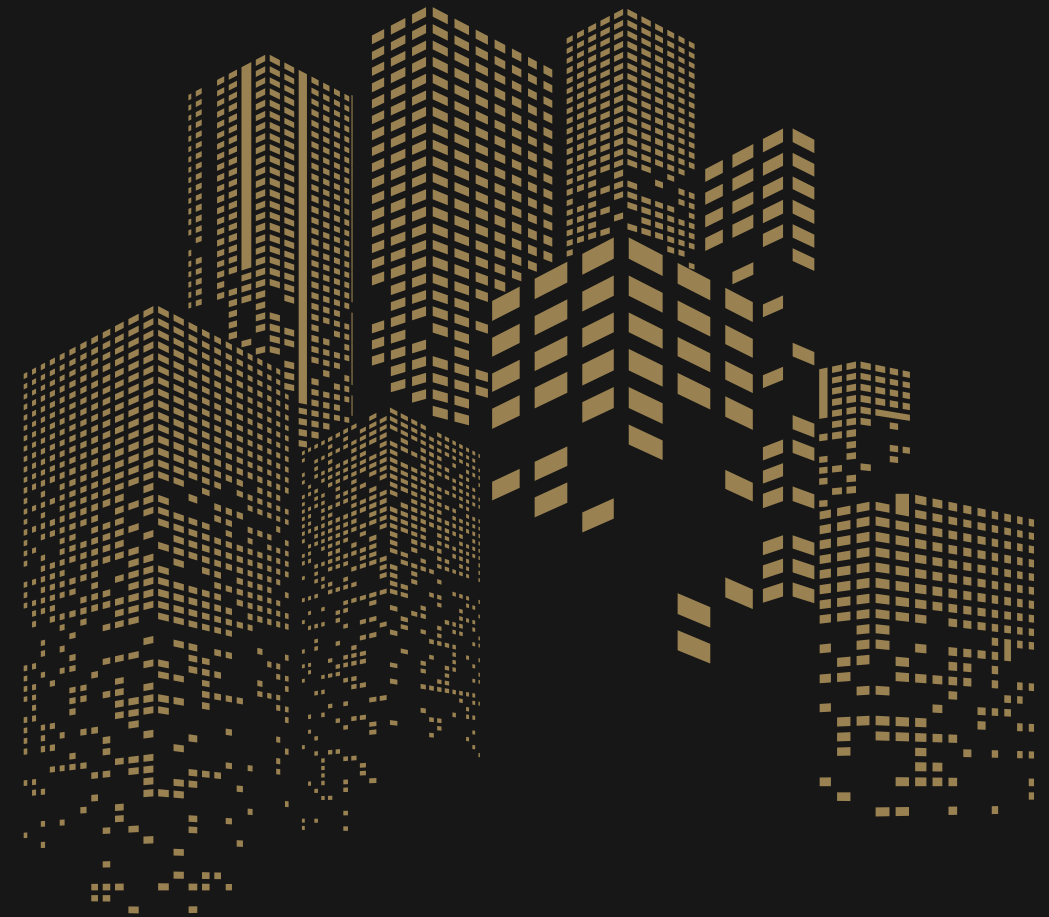
Al Ahly Sabbour have done a logo uplift to showcase the new era for the company.



## ***NEW PROJECTS LAUNCHES***

Became an opportunity catcher period for clients to hijack the initial prices and get the maximum leverage of the price increases post launches.

***LET'S HAVE A QUICK LOOK AT H1  
NEW LAUNCHES IN  
GREATER CAIRO  
& NORTH COAST***



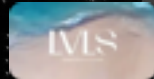
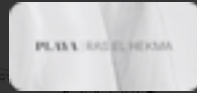
# 2023 NEW PROJECTS LAUNCHES HIGHLIGHTS

## NORTH COAST

**NEWGIZA**



MOUNTAIN VIEW



## EAST CAIRO



## WEST CAIRO



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*Eager For More?*

**CONTACT US TO SUBSCRIBE TO THE FULL FLEDGED  
AND MOST COMPREHENSIVE REAL ESTATE STUDY**

**2023 R.E.A.L**

**EGYPTIAN REAL ESTATE ANNUAL LANDSCAPE**

*Study*



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IT IS THE MOST IMPORTANT TIME FOR  
DATA-DRIVEN DECISION-MAKING WITH  
ALL THE DYNAMICS OCCURRING. NOW,  
BUY OUR

# Yearly Report

R.E.A.L

REAL ESTATE ANNUAL LANDSCAPE STUDY

And get all the details of the real estate  
market.

Compare historically, analyze the  
trends, examine the now, and foresee  
the future.

## THE REPORT INCLUDES:

- The real estate market from a macroeconomic perspective
- Market sales and growth analysis with historical reflections for the past 5 years
- 2022 sales ranking
- Top 10 achievers zoom in
- Top market leaders deep dive
- Developers to watch out for  
(high-potential developers in the market)
- Regional split performance with a special focus on East, West, and North Coast
- 2023 H1 top 25 developers performance & insights
- 2023 foresight and expectation

TO GET REAL ESTATE LANDSCAPE DYNAMICS FULL REPORT CONTACT US THROUGH:

E-mail: [info@theboardconsulting.com](mailto:info@theboardconsulting.com)

Phone Numbers: 01222811118, 01000630921, and 01095873765

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*Stay Tuned*

For

**NORTH COAST NEWSLETTER**



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# ADVISES FOR DEVELOPERS

- **If you don't have a strong finance and procurement teams, get them NOW!**
- **Strategize well your pricing and your NPV, they are assets for sustainability.**
- **In the heart of difficulties lie opportunities, be prepared to ride on the panic purchase mode, wisely.**
- **Don't oversell at low prices to attract customers.. this will ruin the organization**
- **Be efficient and smart in your marketing campaign.**
- **Do your events at your land to endorse credibility.**

**And finally, Build, Build, Build!!**



THANK YOU



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