



THE BOARD CONSULTING
Actualizing Opportunities

North Coast 2026 Season Opening Newsletter

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We Are a Regional Business Consultancy with a Commercial Philosophy



The Board Consulting aims to be a catalyst for positive economic change. We believe knowledge is the foundation of sustainable growth. By equipping developers, manufacturers, and service providers with essential information, we empower them to measure performance and build effective strategies.

Our goal is to share knowledge to evolve the market and help developers make informed strategic decisions.



We operate across different sectors

We craft unique and focused strategies across a variety of sectors



Real Estate



FMCG



Fashion and Retail



NGOs



Hospitality



Education



Private Equity



Medical and Industrial



Financial Institutions



A PROVEN TRACK RECORD OF IMPACT

**Across 6
Countries**

**100+
Clients**

**12+
Industries**

**180+
Success Stories**

With a presence in key regions, we collaborate with international partners and adapt to varying cultural and business landscapes, ensuring innovative solutions and exceptional value for our clients and communities.



- EGYPT
- UAE
- KSA
- IRAQ
- Kuwait
- Oman

Preamble Before We Start



THE BOARD CONSULTING
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This report is crafted with a passionate commitment to sharing knowledge and contributing to the advancement of the real estate sector and the Egyptian Economy.

All figures presented in this report are the result of thorough analysis conducted by The Board Consulting team. They reflect The Board Consulting's perspective, readings, estimations, and forecasts of the real estate market dynamics.





North Coast Is The **Second Biggest** Selling Region In
Egypt After East Cairo.

With Total Sales In 2025 Reaching Almost
520 Bn EGP,

North Coast Became The Ultimate Destination For
Investment And International Sales.

North Coast I How The Region Looks Today

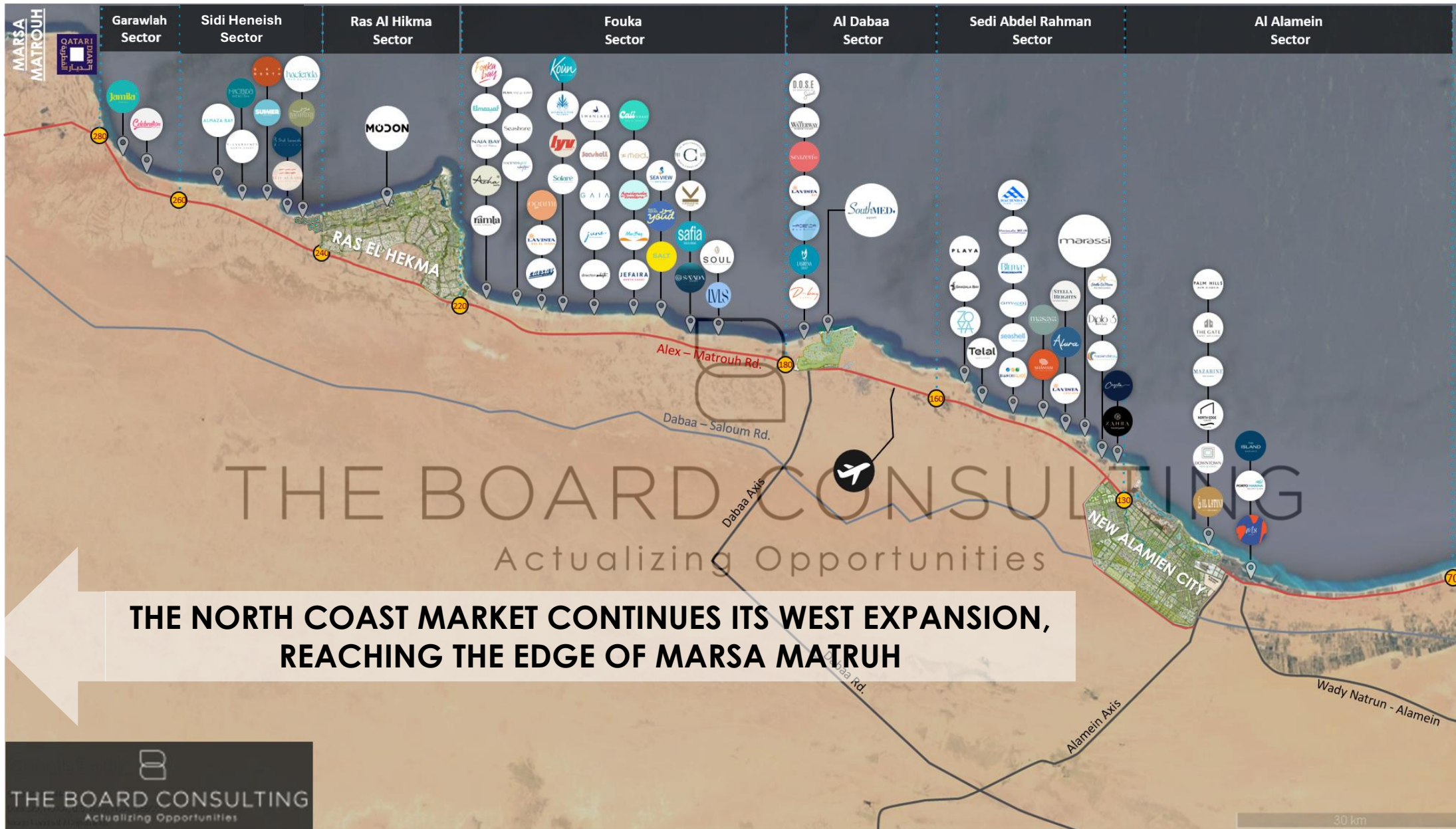
A TOTAL OF +230 KM OF BEACH FRONT

North Coast Facts

+70 Active Selling Projects

Over ~35K FD. Land Area

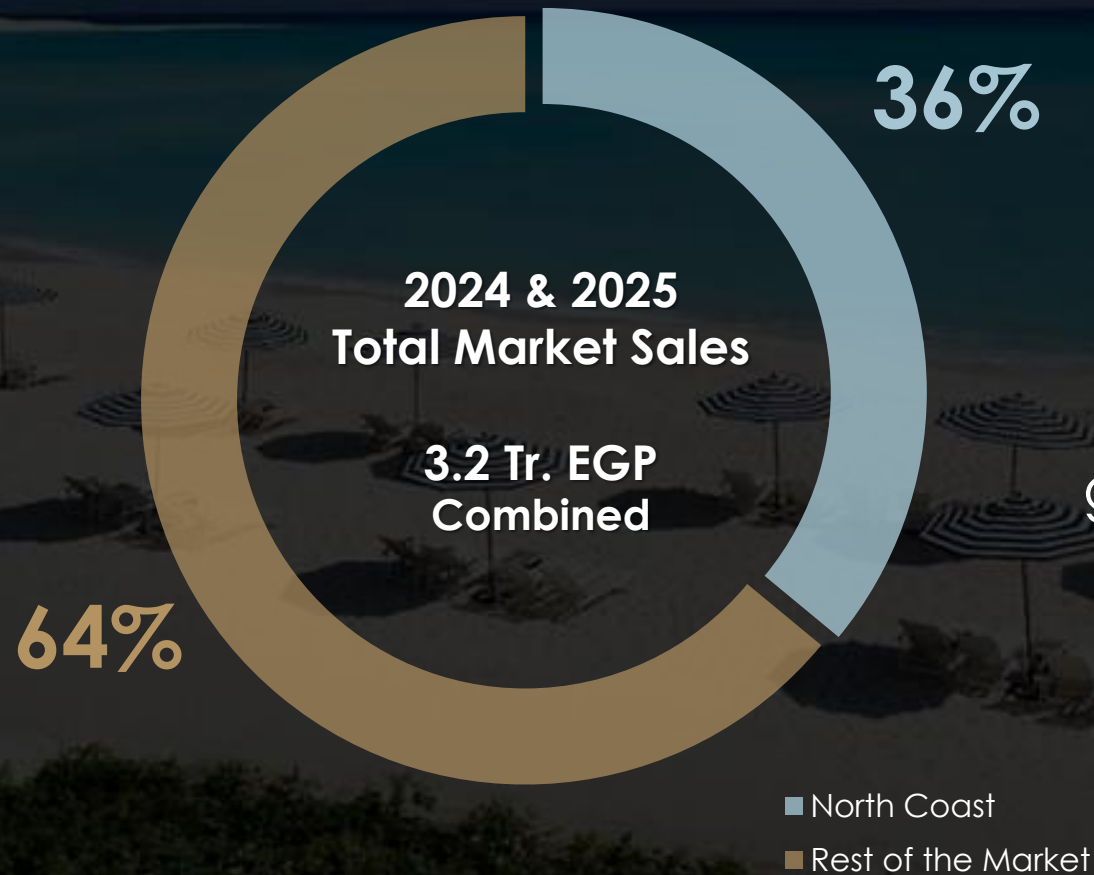
With ~245K Residential Total Units



THE NORTH COAST MARKET CONTINUES ITS WEST EXPANSION, REACHING THE EDGE OF MARSAA MATROUH

North Coast I Market Share

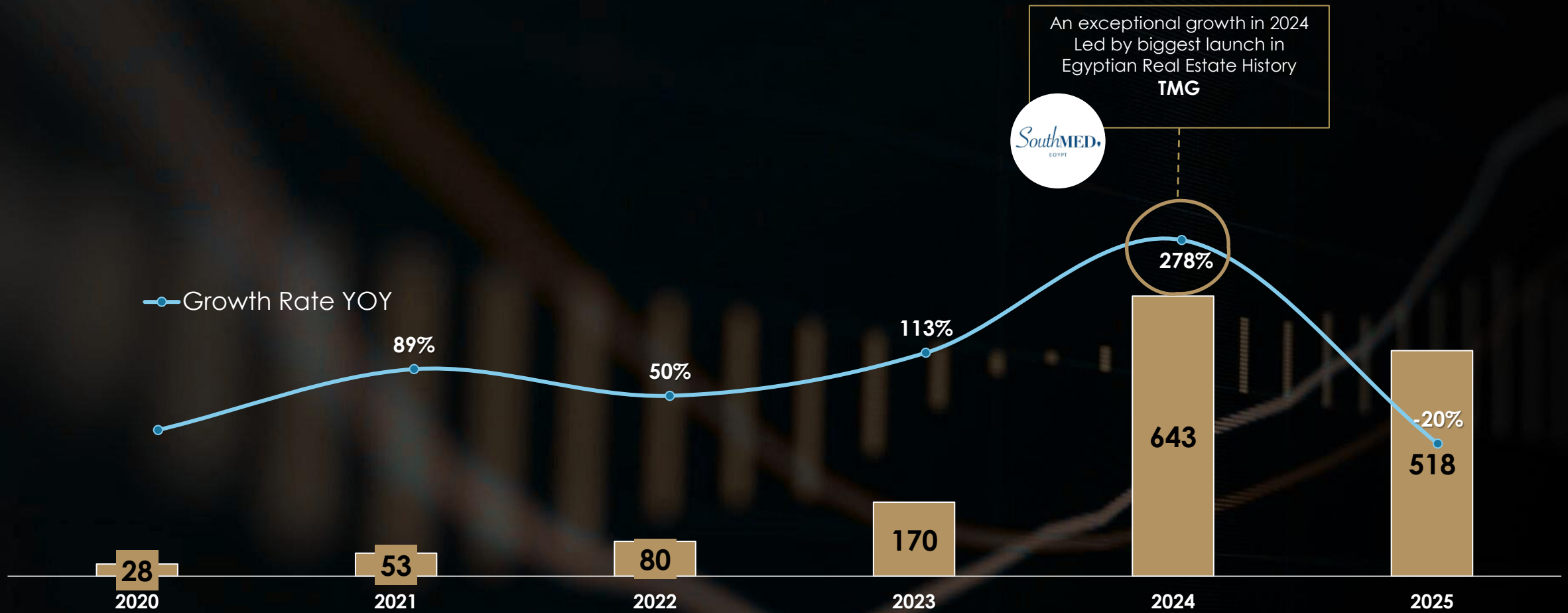
2024 & 2025 Was The Top Selling Years In Egyptian Real Estate Market



North Coast Represents **ONE THIRD** the Egyptian gated market sales in 2024 & 2025 reaching **1.2 Trillion EGP** in two years

North Coast I Historical Sales Value Growth

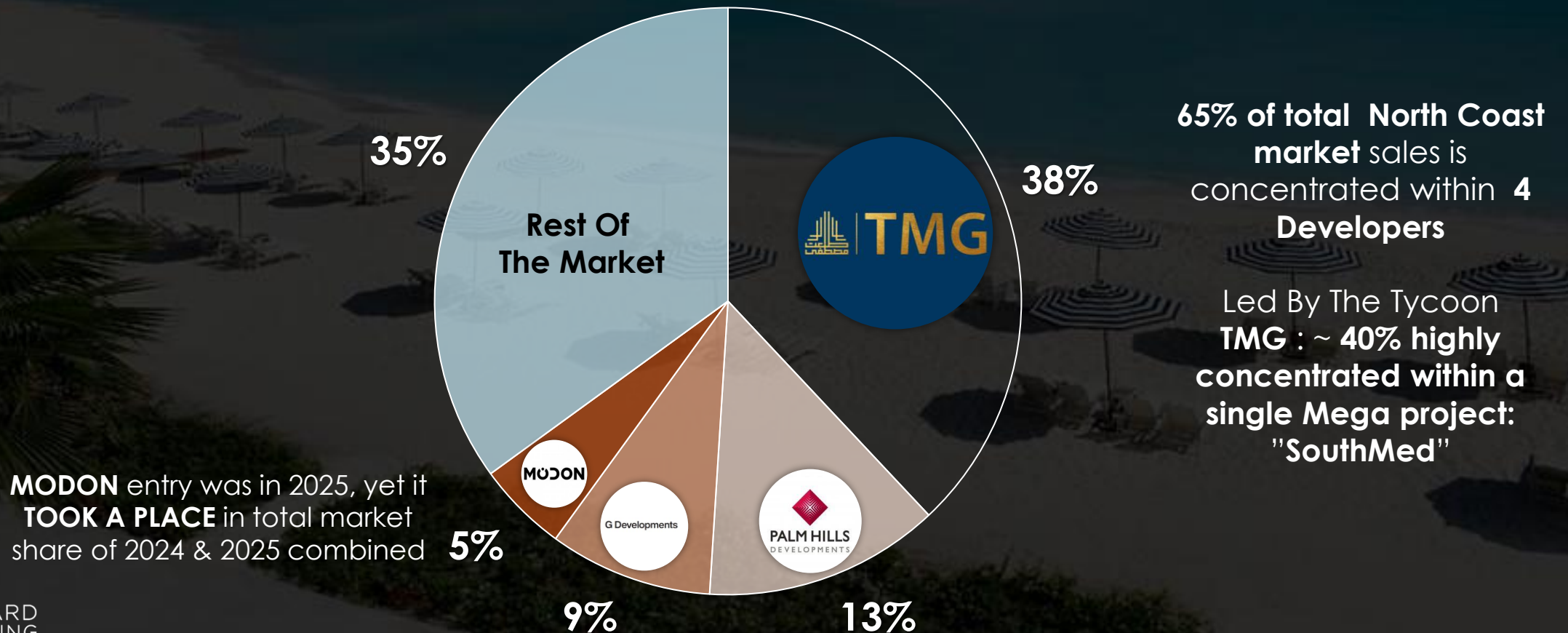
How North Coast Market evolved over the years
Sales in Bn. EGP



North Coast I Market Share Analytics

Who Are The Top Selling Developers In North Coast?

2024 & 2025
Total North Coast Sales
1.2 Tr. EGP Combined 2 Years



North Coast I 2025 Top Selling Developers

In 2025 the top 3 Developers sold with 255 Bn. EGP
Representing 50% of total North Coast Market Sales



130 Bn.



79 Bn.



46 Bn.

Let's take a closer look at the North Coast's top three developers, exploring their key differentiators, latest launches, and the strategies shaping their market leadership.

North Coast I The Top 3 Developers Current Offering

FACTS ABOUT KEY PROJECTS



Land Area
5,500 FD

Beach Front
8 KM

Location
Al Dabaa

Product Mix

Chalet, Apartment, Twin, Town, Villa, Serviced & Branded Units.

Key Anchors

- International Marina and a marina club
- Four Seasons Hotel and Branded Units
- Built over 60m of Heights allowing the full project sea view
- 107 Kilometers of swimmable Lagoons
- Gated Community for each phase
- Golf club and Signature Golf Course
- International wellness center
- 5 Stars Hotels
- 2-3 boutique hotels
- International Theme Park
- International Commercial Hub
- Kyma Beach



Land Area
4,500 FD

Beach Front
4.5 KM

Location
Ras El Hekma

Product Mix

Beach residence by Montage, Apartment, Town, Villas.

Ras El Hekma Key Anchors

- 1 international marina + 3 domestic marinas.
- Two 18-hole golf courses.
- Premier equestrian center
- 10,000-capacity amphitheater
- International airport
- Free-Zone
- Business district
- Wellness Zone
- Luxury Hotels
- International Sports Hub



Land Area
1,400 FD

Beach Front
4.8 KM

Location
Sidi Heneish

Product Mix

Chalet, Apartment, Twin, Villa.

Key Anchors

- Magnificent beach nature
- Sea Front Amphitheatre
- Waterpark
- 3 International Hotels
- International Signature beach clubs
- Palm Hills Sports Club
- Community Hubs

North Coast Customers Approach

Beyond developer reputation, project amenities, and community offerings, buyers are increasingly focused on affordability.

Today, **payment plans** have become a key decision factor, with customers prioritizing **monthly installments** and how they fit within their **disposable income**.

North Coast I Top 3 Projects Current Offering Comparison



April/May
Launch



CHALET

ATTRIBUTE	SouthMed	Hacienda Ras El Hekma	Wadi Yemm
Unit Type	2BR Sea View Chalet	2BR Beach Home	2BR Beach Plaza Apartment
BUA (sqm)	97	100	108
Location / View	Sea View	Lagoon View	Partial Sea View
Ticket Price	12M (10 Yrs Price)	14.5M (10 Yrs Price)	17M (8 Yrs Price)
DP %	Starting 1.5%	5%	5%
Initial Cash Commitment	212K	725K	850k
Installments	63.9K/ Quarter	127.6K / Quarter	478K / Quarter
Payment Term	Up to 15 Years	10 Years	8 Years



TOWN & TWIN

ATTRIBUTE	SouthMed	Hacienda Ras El Hekma	Wadi Yemm
Unit Type	Twin House 3BR	Twin House 3BR	Town Corner 3BR
BUA (sqm)	231	280	255
Location / View	Sea View	-	Partial Sea View / Golf
Ticket Price	41.5 M (10 Yrs Price)	44 M (10 Yrs Price)	45M (8 Yrs Price)
DP %	Starting from 1.5%	5%	5%
Initial Cash Commitment	712K	2.2M	2.25M
Installments	213K /Quarter	387 M /Quarter	581K /Quarter
Payment Term	Up to 15 Years	10 Years	8 Years

North Coast I Top 3 Projects Current Offering Comparison

April/May
Launch



VILLAS

ATTRIBUTE	SouthMed	Hacienda Ras El Hekma	Wadi Yemm
Unit Type	Villa 4 BR	Villa 5 BR	Villa 4 BR
BUA (sqm)	329	340	308
Location / View	5th Row	5th Row	5th Row
Ticket Price	59.7M (10 Yrs Price)	78.0M (10 Yrs Price)	82.0M (8 Yrs Price)
DP %	Starting 1.5%	5%	5%
Initial Cash Commitment	1.12M	3.5M	4.1M
Installments	337K/ Quarter	686K / Quarter	2.5M / Quarter
Payment Term	Up to 15 Years	10 Years	8 Years

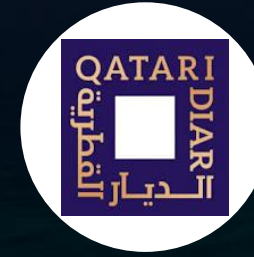


PREMIUM
WATER FRONT
VILLAS

ATTRIBUTE	SouthMed	Hacienda Ras El Hekma	Wadi Yemm
Unit Type	Villa 5 BR	Villa D 4 BR	
BUA (sqm)	501	515	
Location / View	Sea View	Sea View	
Ticket Price	91.2M (8 Yrs Price)	125M (8 Yrs Price)	
DP %	Starting 1.5%	5%	
Initial Cash Commitment	1.79M	6.35M	
Installments	539k /Quarter	3.71M / Quarter	
Payment Term	Up to 15 Years	8 Years	

Though That TMG and Palm Hills offerings have bullet payments while Modon has equal instalments, SouthMed's Offering Of 1.5% DOWN PAYMENT AND 15-YEARS Tenor Are Creating A Very Attractive Financing Propositions From Initial Payment And Monthly Instalment Perspectives.

New Launches | Sample of The Current and Upcoming Major Launches



Montage

FOUR SEASONS

hacienda
RAS EL HEKMA

ALAM AL ROUM
NORTH COAST

Coming Soon

WADI YEMM
RAS EL HEKMA

SouthMED.
EGYPT

The Super Exclusive Montage Branded Residence Is composed of only 96 Ultra Luxury Sea Front Villas By The International Brand Montage Hotels & Resorts.

With a magnificent Masterplan over 5K acres, TMG Anchors the Hospitality sector By combining Its' Most Premium And Highest Selling Project SouthMed with the ultra-Luxurious proposition of the Four Seasons.

The Newest Entry To Palm Hills Hacienda Series Is An Anticipated Project Due To Its Location And nature beauty of their beach front (Disney) along their attractive development mix.

Endorsed by the credible name of Qatari Diar, Alam El Room will rejuvenate one of the most unique lands of North Coast, Alam El Roun is predicted to create an unprecedented project near Marsa Matrouh

Nations of Sky is preparing to launch its first coastal project spanning over 325 Acres and with an 800m beachfront in a very strategic location.

Key Trends in The Market I Branded Villas as the Ultra Luxury standard



An international resort brand launching just **96 villas** in **Wadi Yemm Ras El Hekma** with prices starting from **144 MN EGP**.



From TMG's hospitality portfolio and already proven success in Sharm Bay, **SouthMed** is preparing to launch **branded villas attached to the hotel**.

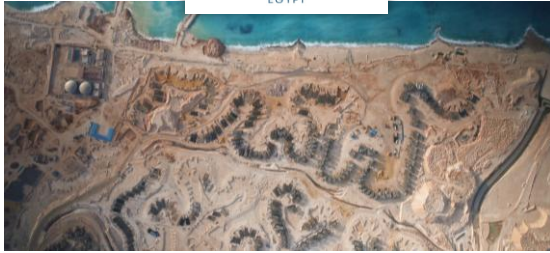


SODIC formed a strong partnership with **Nobu Hospitality** across multiple projects with **Ogami** being the newest addition.

Branded Villas offer an ultra-luxury sea front experiences from international brands. These partnerships showcase a transformation in the region of north coast to an internationally recognized destination for the posh community.

Key Trends in The Market | Construction Progress Is King

SouthMED,
EGYPT



TMG's construction is on full strength, with phase 1 concrete work finished already, with first delivery scheduled for 2028

رأس الحكمة
RAS EL HEKMA



Modon shows strong credibility signals, within one year of launch, clients can see tangible on-ground construction progress.

Seashell Ras El Hekma



G Developments continues a stellar construction progress in Seashell Ras El Hekma as one of the top developers in North coast in the past years.

SILVERSANDS
NORTH COAST



Ora delivers its premium villas in Silversands, showcasing its final look and coastal living experience.

COMPETITION ISN'T JUST ABOUT SALES ANYMORE, WHAT CUSTOMERS ARE ABOUT IS THEIR OWN UNIT BEING USABLE ON THE PROMISED TIMELINE AND QUALITY.

Spain sold over 95,000 homes to foreign buyers in 2025, demonstrating the power of real estate exports in attracting global capital.

As geopolitical dynamics continue to shift, Egypt has a significant opportunity to position the North Coast as an international real estate destination.

Achieving this vision will require collaboration among developers and government to place the North Coast firmly on the global investment map.





R.E.A.L Real Estate Annual Landscape

This report provides an in-depth analysis of the real estate market, covering key macroeconomic trends, sales performance, and regional dynamics. It examines top developers, sales volumes, and market leaders while highlighting operational insights. The findings offer a comprehensive view of the sector's performance and future outlook.

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UNDERSTANDING CONSUMERS BEFORE MAKING STRATEGIC DECISIONS

The Board Consulting's proprietary intelligence reports help organizations uncover how consumers think, behave, choose, and purchase.



BRAND DNA

Understand how consumers perceive brands and identify the drivers shaping preference and loyalty.



Brand Essence
Assessment



Perceptions
Analysis



Positioning
Indexing



Brand
Personification
Analysis



Communication
Evaluation



SEGMENTICS

Identify who buys, why they buy, and where the largest opportunities exist.



Psychographic
Segmentation



Market Demand
Sizing



Sector
Valuation



Investment
Intent



Purchase
Drivers



Actionable insights. Smarter strategies. Sustainable growth.



TRANSFORMING MARKET SIGNALS
INTO STRATEGIC DECISIONS



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