

Madinet Masr Secures FRA Approval to Establish “SAFE” Real Estate Fund

Cairo, 3 September 2025 – In a strategic move that reaffirms its leadership in real estate innovation, Madinet Masr (EGX: MASR.CA), one of Egypt's leading urban community developers and the first to introduce fractional property ownership to the Egyptian market, announced that the Financial Regulatory Authority's (FRA) Committee for Establishing and Licensing Companies has approved the establishment of two new entities, which are SAFE Real Estate Fund and SAFE for Securities Promotion, Underwriting, and Real Estate Investment Fund Management. This announcement crowns the company's ongoing efforts to introduce and develop innovative investment solutions in the Egyptian market, in line with evolving regulatory frameworks while reinforcing the real estate sector's role as a key driver of economic growth.

SAFE (Secure Assets for Fixed Earnings), developed by Minka Development, a subsidiary of Madinet Masr, and launched under the umbrella of Madinet Masr Innovation Labs, is the first platform of its kind in Egypt that enables investors to own fractional shares in real estate. It is also among the first platforms to apply for accreditation under the new regulatory framework for fractional real estate ownership launched by the FRA. This underscores Madinet Masr's commitment to innovation and to providing safe, flexible solutions that meet the evolving needs of investors, while working alongside the FRA to ensure transparency and investor protection, further enhancing the appeal of the Egyptian real estate market as a secure and sustainable investment destination. The application embodies Madinet Masr's vision of creating a new model for real estate investment participation, fostering long-term sustainable value, and supporting the sector's contribution to economic development.

SAFE is emerging as a reliable and innovative investment channel for income-generating real estate assets. During the first 8 months of its launch in December 2024, SAFE has handled transactions totaling nearly EGP 370 million in inventory value, facilitated the sale of over 7,400 property shares, and attracted more than 70,000 users to date. More than 2,800 investors have begun earning monthly rental yields starting from the month following their investment, with average annual returns of 10%, many of which are linked to the USD exchange rate. These milestones underscore the application's strong market positioning as one of the fastest growing proptech ventures in Egypt. By offering entry points starting at EGP 50,000 per share, the application is expanding access to real estate ownership while advancing Madinet Masr's strategic objective of promoting financial inclusion, enabling wealth creation, advancing the sector and supporting long-term sustainable development.

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About Madinet Masr



Madinet Masr is one of Egypt's leading urban development companies, with a legacy that dates back to 1959. With a commitment to sustainable growth, innovation, and community enrichment, Madinet Masr has played a pivotal role in shaping the urban landscape of Cairo and beyond.

The company is renowned for developing landmark residential, commercial, and mixed-use projects that integrate quality living with forward-thinking design. Flagship developments such as **Taj City** and **Sarai** reflect Madinet Masr's vision of building inclusive, future-ready communities that prioritize livability, accessibility, and long-term value.

Madinet Masr boasts a robust landbank of **12.8 million square meters**, enabling long-term development plans and a strong pipeline of future projects. This strategic asset base underscores the company's capacity to sustain growth and respond to evolving market demands.

Guided by its purpose — **to drive growth in Egypt by developing sustainable communities** — Madinet Masr is actively expanding its footprint across the country. The company leverages its deep market expertise, strategic partnerships, and customer-centric approach to deliver projects that enhance quality of life and foster long-term economic and social prosperity.

For more information, please visit: www.madinetmasr.com