



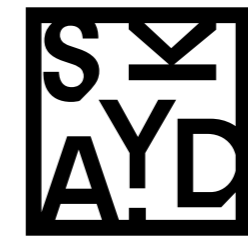
New Cairo
Bluetree.

It Happens Once.

SKY AD.
DEVELOPMENTS

NEWSLETTER 2022

WORDS FROM THE BOARD
SKY AD'S STORY
2022 HIGHLIGHTS
CONSTRUCTION UPDATE



BRIGHTER LIFE

NOW



WORDS FROM THE
BOARD.

SECTION ONE.

WORD FROM THE CHAIRMAN.



Saleh Mohamed bin Nasra Al Ameri

Diamond group chairman

It is with great honor that we announce the release of our second annual newsletter that highlights our milestones throughout 2022. Over the past 20-years, Diamond Group, one of the leading organizations in the United Arab Emirates, operating in a diverse range of industries and leveraging an exceptional real estate portfolio of over 17 projects across the UAE commercial, administrative, and services projects, with a total investments worth one billion dollars.

Following our success in the UAE, Diamond Group tapped into Egypt, leaving our footprint in yet another strategic, attractive and rapidly expanding market in the region, through SKY AD. Developments, the subsidiary and the real estate arm of Diamond Group in Egypt, has been able to position itself as one of the most reputable real estate companies in the Egyptian market.

With an interest to explore new horizons of investments and delve into the Egyptian real estate market, we perceived that the real estate scene in Egypt possesses exceptional advantages such as unprecedented urban development over the last few years, high demand rate, and economic stability. This urban renaissance tempted us to dilate our opportunities in Egypt.

Venturing in the Egyptian market is considered an added value to our portfolio of projects and a promising future for our strategic expansion plans to fortify our regional presence.

The Egyptian government endeavors has been giving us unwavering support, a pace that we take pride in. As always, they exert immense effort to brace foreign investments and incentives like the launching of numerous mega projects such as the New Administrative Capital. We strongly believe in Egypt's capabilities, leveraging the country's strong historical ties with the UAE aiming to bolster the bilateral cooperation between the two countries on all levels.

The formidable results of our first two years have been due to the determination of the team in Egypt and their highest endeavors, so I would like to seize this opportunity to acknowledge each and every one of them for making our business goals a tactile reality. We look forward to more accomplishments and an indelible imprint in the Egyptian market.

We hope you enjoy reading the rest of the newsletter.

WORD FROM THE CEO.



Eng. Abdelrahman Agamy

CEO of Diamond Group & SKY AD. Developments

As we conclude 2022, we dedicate this annual newsletter to showcase our latest accomplishments and milestones in the Egyptian Market during the previous period. Flourishingly, we have launched two leading projects in the New Administrative Capital in less than two years of starting our operations in Egypt.

The first is "Residence Eight", which is located in a very premium location in the NAC surrounded by the Diplomatic neighborhood from the west and overlooks 70 acres of greenery from the north, whilst the Green River lies to the south near the city center. The project is a mixed-use development that integrates residential, commercial, and administrative units extending over 23 acres.

We take pride in being the first developer in the real estate sector to sell 100% of the total launched units in record time with our first project achieving EGP 1.95 bn in sales. We are always keen to face any rising challenges in order to guarantee our commitment to delivering all the residential and commercial units in accordance to the agreed time-frame. As a result we walked our talk recording EGP 2.6 bn in sales by the end of 2022 and are still continuing our expansion plans.

We have witnessed remarkable results since the launching of Residence Eight project leveraging our speedy site acquisition, swift implementation, and construction work, and generating massive sales volumes in record time. These numerous factors are what tempts us to explore more areas of expansion in Egypt and venture more new investment opportunities as we are currently on the lookout for more expansion processes, namely at the east side.

On the commercial front, we launched Capital Avenue as our second project in the Egyptian market, located in the New Administrative Capital and overlooking the diplomatic area from

the east and the Green River from the south. The project is adjacent to the city center and a lineup of significant facades that include the Diplomatic District, the Promenade and the Open Club.

Capital Avenue spans an area exceeding 21,000 sqm and possesses a modern design that provides multi-use and diverse spaces for commercial, administrative, as well as medical components. Moreover, the project encompasses the essence of premium living in one of the quietest and most competitive locations in the New Administrative Capital by offering a comprehensive experience for both residents and visitors.

In 2022, SKY AD's Capital Avenue became the proud winner of The African Property Award for best mixed-use project in Egypt; building on SKY AD's previous achievements in the New Administrative Capital with Residence Eight, launched on 2021.

With projected and steady growth in 2023, the Egyptian market has become among the most promising in the region, attracting investors across the globe who eye major projects in Egypt, further encouraging our expansion strategy to develop constructively. We are proudly announcing that SKY AD. is acquired a 50 acres land in New Cairo and plans to implement an integrated urban project. The land is located in the heart of New Cairo, with a prime location, delivering our vision to the residents of New Cairo. Though it hasn't been a long time since we ventured in the Egyptian market, we managed to be a key player in the real estate scene through our vision to fulfill the demands of this unique market and fill the void through creating affordable, sustainable, and premium integrated communities.

SKY AD.'S STORY.

SECTION

TWO.

I. MILESTONES IN UAE.

DIAMOND GROUP COMPANY PROFILE.

Diamond Group is a renowned developer of local trading and industrial firms with a strong portfolio in the UAE, featuring different models of residential units and leisure facilities, that include schools, business parks, clubs, hospitals, residential and commercial projects that stretch from Abu Dhabi to Al Ain.



RESIDENTIAL TOWER:

Location: Danet, Abu Dhabi Project Value: 150,000,000 AED. Built Up Area: 28,500 sqm

Description:
3 Basements+Ground floor+17 floors



RESIDENTIAL TOWER:

Location: Danet, Abu Dhabi Project Value: 176,000,000 AED. Built Up Area: 39,000 sqm

Description:
3 Basements+Ground floor+ 6 Podium floors+32 floors



AL RABEEH ACADEMY:

Location: MBZ Area, Abu Dhabi Project Value: 150,000,000 AED.

Description:
School



RESIDENTIAL TOWER:

Location: Danet, Abu Dhabi Project Value: 150,000,000 AED. Built Up Area: 28,500 sqm

Description:
3 Basements+Ground floor+17 floors

RESIDENTIAL TOWER AT SARAYA:

Location: Saraya, Abu Dhabi Project Value: 165,000,000 AED. Built Up Area: 41,210 sqm

Description:
3 Basements+Ground floor+6 Podium floors+23 Typical floors+Roof floor



AL AIN CROMWELL HOSPITAL:

Location: Al Ain Project Value: 300,000,000 AED. Built Up Area: 25,000 sqm

Description:
2 Operation Theatres+51 Inpatient rooms
+Radiology section+Outpatient clinic+Emergency
+Pharmacy+Gym+Swimming pool



RESIDENTIAL BUILDING:

Location: Rawdhat, Abu Dhabi, C83 Project Value: 75,000,000 AED.

Built Up Area:
14,200 sqm

Description:
3 Basements+Ground floor+5 floors



ABU DHABI LADIES CLUB:

Location: Abu Dhabi Project Value: 150,000,000 AED. Built Up Area: 19,940 sqm

Description:
Olympic swimming pool+Beach+Spa+Tennis courts
+Squash courts+Multi-purpose hall gym+Retail area
+Restaurants+Cafés+Kid's play area



I. MILESTONES IN UAE.



AL AIN LADIES CLUB: (INVESTED WITH ADSC)

Location: Al Ain Project Value: 130,000,000 AED. Built Up Area: 18,000 sqm

Description:
Olympic swimming pool + Spa + Tennis courts + Squash courts + Multi-purpose hall gym + Retail area + Cinema + Restaurants + Cafés + Kid's play area

NAJMAT ABU DHABI RESIDENTIAL BUILDING:

Location: Abu Dhabi Project Value: 400,000,000 AED. Built Up Area: 89,440 sqm

Description:
Ground floor + 2 Podium floors + 25 Typical floors + Roof floor

1 Bedroom flat — 289 units 3 Bedroom flat — 55 units
2 Bedroom flat — 138 units Two levels of above-grade parking



AL MUSHRIF CLUB:

Location: Abu Dhabi Project Value: 60,000,000 AED. Built Up Area: 8000 sqm

Description:
Sauna + Steam swimming pool + Cross fit + Retail Shops + Restaurants + Cafés

OFFICES AND COMMERCIAL BUILDINGS:

Location: Reem Island, Abu Dhabi Project Value: 300,000,000 AED. Built Up Area: 69,500 sqm

Description:
2 Offices towers: 16 floors + 4 Podium floors



RESIDENTIAL TOWER:

Location: Al Raha Beach, Abu Dhabi Project Value: 85,000,000 AED.

Built Up Area: 16,000 sqm

Description:
2 Basements + Ground floor + 8 floors



AYIA NAPA COMPOUND:

Location: Saydiat Island, Abu Dhabi Project Value: 165,000,000 AED.

Built Up Area: 36,700 sqm

Description:
80 villas: Ground floor + 2 floors



AL RABEEH HIGH SCHOOL:

Location: Al Reem Island, Abu Dhabi Project Value: 250,000,000 AED.

Description:
Ground floor + 2 floors



II. MILESTONES IN EGYPT.

WHO WE ARE: SKY AD. AT A GLANCE.

SKY AD. Developments is a leading real estate company and a local affiliate of the Emirati, Diamond Group, a renowned developer of local trading and industrial firms. Our heritage is synonymous with the country's significant growth legacy, with a diverse portfolio entailing 17 projects in the UAE worth USD 1bn of investment.

At SKY AD. Developments, our progressive vision is driven by the idea of forecasting and delivering the untapped needs of the emerging Egyptian real estate scene, in an ongoing effort of catering to the client's evolving expectations, ever-growing demand for a world-class, innovative, and integrated commercial and residential communities, through the company's flagship project, "Residence Eight".

"Residence Eight" is SKY AD. Developments' first prominent project, located at the heart of the New Administrative Capital, is one of Egypt's latest, cutting-edge smart cities for urban development.

The Project offers its owners top-shelf experiences with luxury apartments and duplexes. Inspired by some of the most cutting-edge architectural & design concepts and a wide range of top-notch amenities and services.

In addition, the project's commercial strip is Capital Avenue, one of the biggest commercial projects in the R8 area in the New Administrative Capital and the winner of the African Property Awards "APA 2022-2023" as one of the best mixed-use projects in Egypt. The project was designed to offer various multi-use spaces for commercial and administrative activities as well as medical clinics to offer an exceptional shopping experience for the New Capital's residents and visitors.

All of this provides the company with a competitive edge and unrivaled scope for project expansion and diversification. With the objective of elevating the extraordinary.

III. SKY AD. DEVELOPMENTS' RESIDENTIAL PROJECTS:

RESIDENCE EIGHT IS SKY AD. DEVELOPMENTS' 1ST FLAGSHIP RESIDENTIAL PROJECT IN EGYPT

"Residence Eight" SKY AD. Developments' first project in Egypt, aspires to embody the spirit of premium living standards in one of the most prestigious locations in the new administrative capital in R8. The project's site is strategic as it oversees the diplomatic district from the west side, oversees the open view club from the north, while from the south it is surrounded by the green river, and near the downtown.

The project exemplifies an integrated community by delivering modern living solutions that meet customer expectations while also ensuring comfort, security, and privacy to our residents. The allocation of 80% of the project's total space to the residential component and 20% to the commercial component, together with the latest world-class architecture elements and designs, ensures a premium standard of living.

RESIDENCE EIGHT IS MORE THAN A PLACE TO LIVE; IT'S A VIBRANT LIVING EXPERIENCE.

What Makes Residence Eight Different

23 acres. Project span area.	82% of vast green areas	1,000 housing units
20% is used for business.	80% of the space is used for residential purposes	

Unparalleled Delivery Specs

The project was sold out in less than a year

World-Class Projects' Features

High-Quality Administrative, commercial, mixed-use units, and entertainment specs



III. SKY AD. DEVELOPMENTS' RESIDENTIAL PROJECTS:

INTRODUCING BLUETREE.

Imaginatively planned on 50 acres by SKY AD. in collaboration with world-renowned JZMK, Bluetree is a harmonious boutique experience where residential distinction and commercial excellence intimately intertwine with extensive nature. Envisaged as a holistic destination, the prime address captures a minimalist interpretation of modern-cozy living in the Golden heart of New Cairo, thanks to sleek G+4 family apartments with ultra modern facades that act as a natural extension to flowing water features, as well as limitless open spaces abounding by 81% across its masterplan.

Crisp, contemporary and more than meets the eye, living at Bluetree re-defines the ultimate in sustainability with a Mondrian art- inspired central park, boasting flowing water features, in addition to lush transitional spaces where residents can effortlessly walk or connect with peaceful settings, as well as their homes while taking in generous scenery. Bluetree promises well-being in abundance, thanks to safe cycling lanes, a vast jogging track and numerous fitness and wellness spots, steeped in a well-oxygenated ambience, second to none.

Luxury apartments and duplexes

Premium location in the golden square

10 acres
Central Park

50 Acres
Project Size

81%
Open Spaces

1,300
Number of units



III. SKY AD. DEVELOPMENTS' COMMERCIAL PROJECTS:



CAPITAL AVENUE

SKY AD. Developments Introduces its first international commercial project "Capital Avenue" Over two years, SKY AD. Developments has been relentlessly demonstrating its valuable addition to the Egyptian real estate market and transmitting its regional expertise, particularly in the New Administrative Capital through its premium projects.

Capital Avenue a commercial project spanning over an area exceeding 21,000 sqm, the project has many USPs that will distinguish it as the ultimate shopping destination in the

Administrative Capital. Leveraging on its prominent location, which is overlooking four main facades, most notably: the Diplomatic District, the Promenade and the Open Club, the project possesses a modern design that provides multi-use and diverse spaces for commercial, administrative as well as medical clinics to offer an exceptional shopping experience for the New Capital's residents and visitors.



21,000 m²

Project span area.

Location

Prime location in the R8 area, New Administrative Capital.

Mixed-use

- F & B
- Retail
- Clinics
- Administrative Offices

AWARDS

African Property Awards Winner.

As one of the best mixed-use projects in Egypt.



A woman with long brown hair is sitting on a black wicker chair. She is wearing a red, short-sleeved, off-the-shoulder dress. Her right hand is near her face, and her left hand is resting on the chair. In the background, there is a large green indoor plant in a wooden pot. The overall scene is set in a warm, indoor environment with soft lighting.

2022 HIGHLIGHTS.

SECTION

THREE.

SKY AD. LAUNCHES ITS SECOND PROJECT “CAPITAL AVENUE” IN THE NEW ADMINISTRATIVE CAPITAL.

As part of its ambitious plans to provide its customers in Egypt with integrated residential and commercial projects, SKY AD. Developments has announced the launch of “Capital Avenue” in the New Administrative Capital as its second project in the Egyptian market. Spanning an area of 21,000 m2, “Capital Avenue” is located in a prime location in the R8 area, one of the most competitive locations in the New Administrative Capital, overlooking the diplomatic area from the east, and the Green River from the south and near the city center.

The project's prominent location, which overlooks the diplomatic district, the promenade, and the open club, adds to its state-of-the-art design. The project provides suitable mixed-use buildings that provide diverse spaces for commercial & administrative offices as well as medical clinics, offering an exceptional experience for the New Capital's residents and visitors.



SKY AD. PARTICIPATES IN NILE PROPERTY EXPO 2022 IN KSA.

SKY AD. Developments has announced its participation in the first version of Nile Property Expo, which was held in Saudi Arabia in February 2022. This participation aimed to encourage Saudi Arabian clients to buy in the company's state-of-the-art commercial project, Capital Avenue, located in the New Administrative Capital as well as the remaining units of its residential project, Residence Eight. This comes in light of SKY AD.'s continuous support to exporting Egyptian real estate and attracting new clients leveraging the company's reputation in the Gulf and the integrated services the project provides.



SKY AD. DONATES TO AHL MASR HOSPITAL TO SUPPORT BURN VICTIMS AND PROVIDE THEM WITH HEALTH CARE.

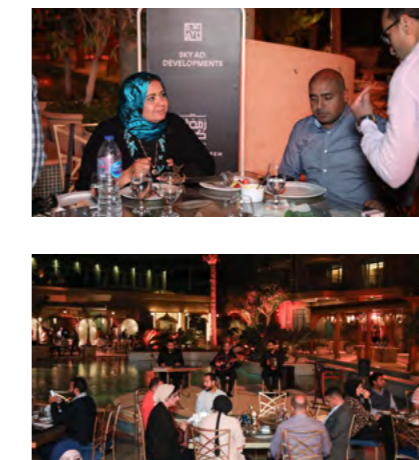
SKY AD. announced its donation to Ahl Masr Foundation for development in favor of Ahl Masr Hospital for the treatment of burns, free of charge, to support the necessary medical equipment for patients according to the best international standards, based on the vision of Sky Abu Dhabi Company in the field of social responsibility that adopts the slogan “For Humanity”. As one of the main axes in which it believes.

Mr. Mostafa Salah, Chief Commercial Officer of SKY AD, met with Dr. Heba Al-Sewedy, Chairwoman of the Board of Trustees of Ahl Masr Foundation for Development, to review the aspects of cooperation that can be provided to support burn patients, and to discuss the procedures required to equip the hospital.



SKY AD. DEVELOPMENTS PR IFTAR.

In light of the Holy month, the company hosted its second annual media Iftar gathering in a lively atmosphere in one of Egypt's finest hotels in Cairo. The gathering came as the company aims to establish a personal rapport with the Egyptian media. The company's spokespersons exchanged their views on the market and the potential investment opportunities with the media in addition to the latest updates of its projects, “Residence eight” and “Capital Avenue,” in the New Administrative Capital.



SKY AD. DEVELOPMENTS WINS THE AFRICAN PROPERTY AWARDS 2022-2023 FOR CAPITAL AVENUE PROJECT.

The African Property Awards Ceremony honored Capital Avenue project as one of the best mixed-use projects in Egypt. Expanding on an area of more than 21 thousand square meters, Capital Avenue is one of the largest commercial projects in the R8 area of the New Administrative Capital. The project has many USPs that will distinguish it as the ultimate shopping destination in the Administrative Capital.

It's worth mentioning that, African Property Awards 2022 is one of the most renowned and valuable awards in this field. The award is one of the largest in the real estate industry in the region and for almost 30 years it has been a mark of excellence for real estate developers.



SKY AD. DEVELOPMENTS RESIDENCE EIGHT PROJECT SELLS OUT IN LESS THAN ONE YEAR FROM LAUNCH.

SKY AD. Developments announced the selling out of its flagship project, Residence Eight, with its 1,000 units in less than a year from its official launch with contractual sales worth EGP 1.95 billion. This is a first in the real estate sector for a developer to sell 100% of the total launched units in record time with its first project.

Residence Eight spans over 23 acres with an approximate investment of EGP 4 billion in a distinguished place in R8 area in the New Administrative Capital, where 80% of the project is allocated for residential units and 20% is for commercial units. The 1000 units of the project encompass apartments and duplex units with various sizes to satisfy the different needs of the clients ranging from 80 m² to 360 m². The company also offered competitive installment plans for up to 10 years.



SKY AD. DEVELOPMENTS CORPORATE IFTAR.

During the Holy Month, the company hosted another special Iftar event for its employees as well as celebrating Q1 top achievers and rewarding stars of the month as part of the company-wide efforts to celebrate all top performers. The event took place at one of the top-notch hotels in Cairo, Egypt.



SKY AD. X BRGR SUMMER ACTIVATION.

In collaboration with BRGR, SKY AD. brought a Happy Hour every weekend at all BRGR branches in Sahel as all visitors would scratch and win cards from BRGR outlets every Friday during July and August 2022 as a chance to get free burgers and win premium gifts from SKY AD. BRGR activation took place in Almaza Bay, Seashell, Diplo, Telal, and Hacienda white.



SKY AD. SHOWCASES ITS INVESTMENT OPPORTUNITIES IN CAPITAL AVENUE THROUGH PARTICIPATING IN CITYSCAPE EGYPT 2022.

SKY AD. Developments participated in the 11th edition of Cityscape Egypt Exhibition, the largest real estate investment and development Exhibition in Egypt that was held from 21-24 September 2022. The company decided to partake in the event through its commercial project, Capital Avenue, to highlight SKY AD's latest projects and investment opportunities. Also, the company introduced exclusive offers during the exhibition as well as a teaser about acquiring the new land located in New Cairo.



SKY AD. DEVELOPMENTS ORGANIZES A MEDIA TRIP TO ABU DHABI TO SHOWCASE DIAMOND GROUP'S ACHIEVEMENTS IN THE UAE

SKY AD. Developments - a subsidiary of Diamond Group - has organized a 4-day trip for the Egyptian media representatives to delve into the 20-year-long established organization, Diamond Group, leading Emirati regional group specialized in real estate development, construction and facility management. With a diverse portfolio of projects and operations, the Group's investment amounts to USD 1 billion, through more than 17 projects in the UAE.

During their stay in Abu Dhabi, the media representatives were accompanied on a tour to some of the company's 17 iconic projects. H.E Mohamed Saleh Bin Nasra, chairman of the group, and Eng. Abdelrahman Agami, CEO of the group, and Mr. Mostafa Salah, CCO of SKY AD., were keen on meeting the attendees in person and briefing them on the strong Egyptian-Emirati ties. Furthermore, the media representatives acknowledged the group's remarkable footprint in the Emirati market where the group has delivered more than 1,500 units including residential and administrative buildings, schools, hospitals and social sports clubs extending over an area of more than 300,000 square meters.



BLUETREE PROJECT

Bluetree is SKY ADs' third project in Egypt and is distinguished by its unique designs that provide residents with privacy, comfort, and security, as well as offering integrated services to its residents amidst 81% wide-open spaces to provide a healthy and eco-friendly atmosphere. Moreover, the project includes a clubhouse, 10-acres central garden, kids' area, and cycling tracks for practicing various sports, entertainment, social, and artistic activities besides a wide range of smart services.

Moreover, the project offers a comfortable avant-garde living experience where all the project buildings are constructed on a ground-floor and four floors. The project includes various luxury apartments and duplexes, and the building area represents only 19% of the total space of the project.

Bluetree is distinguished by its strategic location in a prestigious area in The Golden Square, New Cairo, in addition to its proximity to the major axes and roads. The project is located next to Al Ahly Sports Club, 15 mins from the American University in Cairo (AUC), 15 mins from Cairo International Airport, 15 mins from the New Administrative Capital and 25 mins from Heliopolis.



CONSTRUCTION
UPDATES.

SECTION FOUR.

RESIDENCE EIGHT CONSTRUCTION PROGRESS

In line with SKY AD's plans, the company offers its clients a remarkable development plan that is integrated into its project "Residence Eight" and done in exceptional fast-paced progress as huge percentage of its construction was completed in just 24 months.

SKY AD. Developments is constantly eager on speeding up the execution of the projects according to the construction plans and working on fast development to pave the road to its ultimate growth. As the company established its flagship project located in the NAC "Residence Eight" and extends over 23 acres with an allocation of 80% of the total space to the residential component and only 20% to the commercial component.

The huge team of SKY AD. is behind all of this success and progress as this comes in parallel with the government's vision to focus more on urban development.



Plot no 10B, Mohamed Naguib Axis,
O1 Mall, first floor, Fifth Settlement,
New Cairo.

skyabudhabi.ae

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**SKY AD.
DEVELOPMENTS**