



IR PRESENTATION 1H2024 - SEPTEMBER UPDATE



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Publicly held since 2007
EGX: TMGH.CA / TMGH EY

The largest Egyptian real estate developer



Talaat Moustafa Group Holding (“TMG Holding”, “TMG”) is a renowned Egyptian conglomerate with a rich history spanning over 50 years in the real estate sector and the second-largest EGX-listed company by market capitalization as of September 2024.

TMG stands out with its unparalleled integrated real estate business model, specializing in the development of diverse real estate asset classes—including residential, hospitality, retail, entertainment, office, medical facilities and others. These efforts contribute to the creation of expansive, integrated mixed-use communities, built on a scale unmatched by any local or regional developer. Leveraging its extensive size, unmatched track record, and strong brand equity, TMG does not just develop properties; it creates entirely new destinations and establishes itself as the sole market maker in these regions. The growing strength of its recurring income sources implanted in its communities, as well as its growing ability to generate substantial revenues in hard currencies, sets the company apart from other market players.

Starting its development operations in 1985, it has evolved into the largest developer of integrated communities in Egypt. TMG is known for its exceptional ability to create vibrant cities that offer a seamless blend of convenience, comfort, and community living. This is achieved through a diverse range of high-quality housing solutions, top-notch amenities, extensive green spaces, and well-planned infrastructure.

In the last six years alone, TMG Holding has witnessed remarkable growth in property sales, soaring from EGP 13 billion in 2017 to an impressive EGP 143 billion in 2023, and a whopping EGP 426 billion booked in the first 8 months of 2024, a figure which is unprecedented in Egypt. This exponential rise underscores the strong brand equity and customer appeal of the Group’s diverse product offerings.

TMG Holding’s influence extends to the hospitality industry, with a portfolio of luxurious properties in key tourist destinations in Egypt. From opening the country’s first Four Seasons hotel in Sharm El Sheikh in 2002 to owning 3,500 operating rooms in 11 upscale properties, with an additional 1,500 keys under development, TMG has established itself as a prominent player in the hospitality sector. The largest recent milestone in the hospitality operations was achieved in 2024 with the acquisition of a controlling 51% stake in Legacy Hospitality, owning a portfolio of 7 historical and iconic properties in Cairo, Alexandria, Luxor and Aswan.

Following years of aggressive and opportunistic expansion, TMG’s impressive land footprint now covers a vast area of 107 million sqm, stretching across Egypt and Saudi Arabia. Iconic projects like Al Rehab and Madinaty, massive integrated sustainable cities of 10 million sqm and 33.6 million sqm respectively, showcase the Group’s commitment to elevating living standards and setting industry benchmarks, with its unique and unmatched ability to undertake the development of some of the largest real estate projects in the country and the region. Continuing to push boundaries, TMG recently launched its first international project, Banan, a sustainable smart city spanning 10 million sqm in Riyadh, Saudi Arabia, as well as its first project in the Egyptian North Coast, SouthMed, spanning over 23 million sqm, which marked the most successful real estate project launch regionally and globally in the recent history, with sales exceeding EGP 270 billion in less than two months. In a truly remarkable achievement, TMG’s entry into the North Coast market resulted in the sale of over 11,400 units—surpassing the combined sales of all the region’s largest developers during the past two decades.

In addition to residential neighborhoods and upscale hospitality projects, TMG has developed 436 thousand sqm of prime non-residential space within its communities, along with retaining ownership of 116.5 thousand sqm of prime retail and commercial areas in strategically positioned flagship properties. The Group is also gaining traction in the leisure and wellness sector, enhancing Cairo’s sporting club scene with two operational sporting clubs catering to around 200 thousand members, with plans for more clubs in upcoming projects, such as Noor, Celia, Privado, Banan and others.

With a steadfast commitment to growth and innovation, TMG Holding continues to make significant achievements, solidifying its presence both locally and internationally as a leading brand in the real estate and lifestyle sectors.

Market capitalization
(as of September 2024)
~EGP125bn

Turnover (1H2024)
EGP17.0bn

Backlog (1H2024)
EGP245bn

Total assets (1H2024)
EGP312bn

RESIDENTIAL PROJECTS

RECURRING INCOME

HOTEL PROJECTS

COMMERCIAL

ENTERTAINMENT

Disclaimer
Certain information disclosed in this presentation consists of forward looking statements reflecting the current view of the company with respect to future events, and are subject to certain risks, uncertainties and assumptions. Many factors could cause the actual results, performance or achievements of the company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward looking statements, including worldwide account of trends, economic and political climate of Egypt, the Middle East, and changes in business strategy and various other factors. Should one or more of these risks or uncertainties materialize or should underlying assumptions prove incorrect, actual results may vary materially from those described in such forward looking statements.



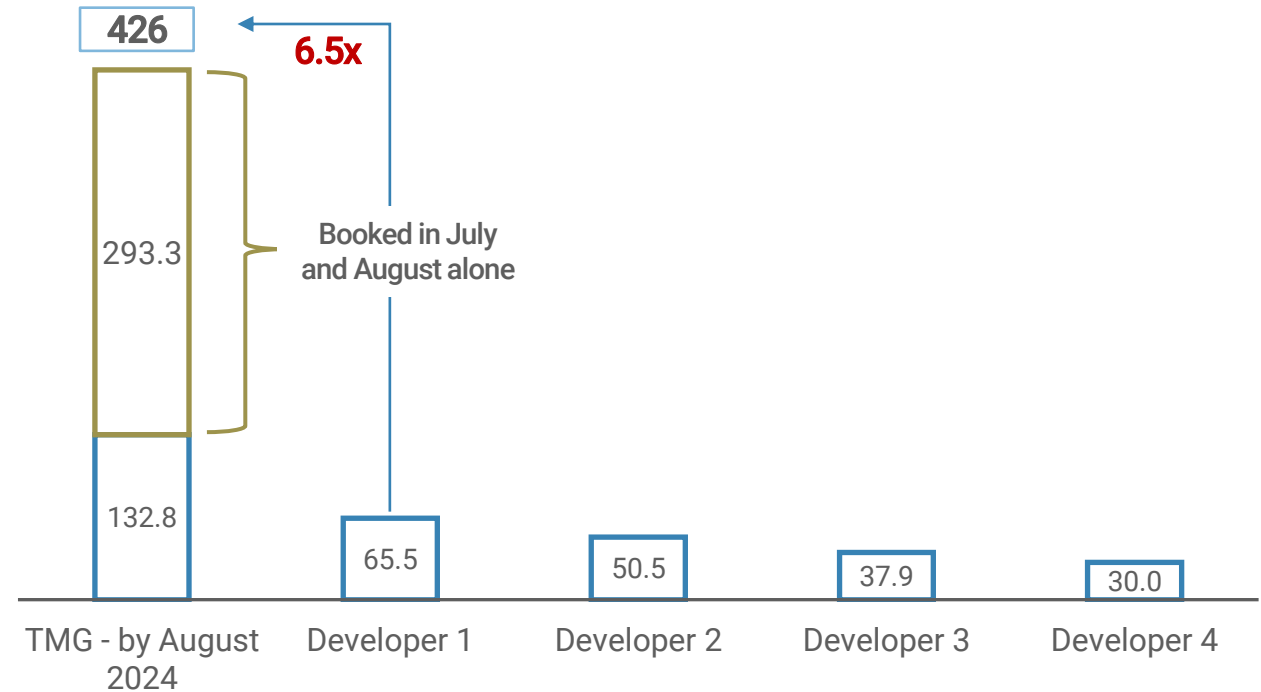
- I** Leading developer of mixed-use projects in MENA with an unparalleled track record and trusted brand equity with +50 years proven experience in developing successful projects - USD 8.8 billion* of sales till end-August 2024, more than the top-9 market players combined
- II** The only player that has the capacity, expertise, track record in design, development, delivery and management of vibrant communities with significant scale (from 2 million sqm to +30 million sqm projects)
- III** Visionary leadership, strong governance and shareholder support
- IV** Largest luxury hospitality player in the region with a robust expansion plan over the next 3 years, creating an unmatched portfolio of quality FX generating assets with c. 5,000 hotel keys under control
- V** Building one of the largest retail portfolios capitalizing on the unmet demand for commercial destinations
- VI** Proven capabilities for sales and deliveries are unrivaled by any player regionally in terms of volume and full reliance on internal sales channels, evident in the fact that the Banan and SouthMed projects have already achieved their annual sales targets in less than a month post launch
- VII** Regional player, with presence in Egypt and Saudi Arabia, with possible future expansions in the GCC and the region, creating one of the largest regional real estate and hospitality platforms
- VIII** Proven ability to raise prices, and ability to offer extended payment plans addressing affordability while shielding against cost inflation, benefiting from long-term asset appreciation in addition to value creation in luxury developments

The unmatched scale of TMG capabilities



- After years of meticulously executing its visionary management strategy, TMG has emerged as the undisputed market leader in Egypt by sales.
- After two major project launches in 2024 that reshaped the competitive landscape in both Egypt and Saudi Arabia, the company has achieved sales in the first eight months of the year that exceed the combined sales of its top nine competitors in Egypt.
- The gap is expected to remain wide for the foreseeable future, on the back of the Company's rapid growth since 2017 and its successful geographic expansion. By creating new markets, the company has established a foundation that will sustain its sales for over 20 years.
- New projects are earmarked for launch in 2025, which will sustain the already unmatched sales momentum, specifically with the inauguration of the Spine – the downtown area of Madinaty.
- Value generated through successful residential sales continues to translate into increasing value stemming from recurring income segments indefinitely, on the back of affluent populations attracted by TMG's unique value proposition.

Sales achieved by select competitors in Egypt in 1H2024 [EGPbn]



According to latest market intelligence and consultancy reports, the combined sales value of the top nine companies in Egypt (excluding TMG) amounted to EGP 309 billion, which is less than TMG's standalone sales by the end of August 2024. Additionally, sales from the second-largest competitor were approximately 50% lower than TMG's sales in the first half of 2024.

Why invest in TMG?



MENA's leading developer offering safe exposure to the key growth sectors of the Egyptian economy

TMG provides investors with balanced and diversified exposure to the rapidly expanding residential, service, and hospitality sectors in Egypt and Saudi Arabia. The company leverages its visionary management strategy, unparalleled branding strength, and extensive execution capabilities to create and capitalize on new opportunities. As the largest and most liquid non-bank corporate listed on the EGX, it offers a safe entry to Egypt and long-term growth visibility, hedged by:

- ownership of prime real estate and hospitality assets
- some 30% of revenues denominated in FX as of 1H2024
- 63% of gross profit generated from recurring income segments, exceeding historical targets
- massive net cash position of EGP 35 billion (equivalent to approximately 1/3 of market cap)
- some USD 400 million worth of cash deposits in hard currencies
- minimal leverage (net cash-to-equity of 29%)
- key subsidiary, Arab Company, enjoys the highest corporate rating in Egypt

#1 Egyptian RE developer by market cap

50 years track record

107mn sqm land footprint

97mn sqm in Egypt,

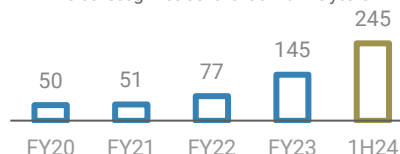
10mn sqm in Saudi Arabia

EGP 426 bn Sales (by August 2024)

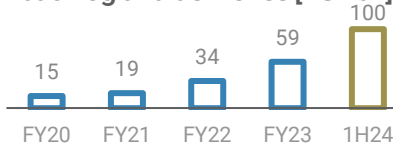
c.11% of sales from KSA

Backlog [EGPbn]

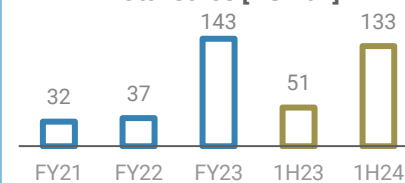
To be recognized as revenue within 5 years



Expected net cash flow from backlog and deliveries [EGPbn]



Total sales [EGPbn]



c3,500 operational hotel rooms

C1,500 rooms under development

436k sqm prime GLA portfolio under management

of which 116k sqm directly owned, almost entirely least out

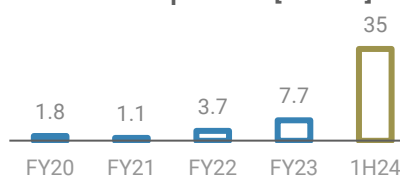
197k club membership current capacity

Sold c79k memberships

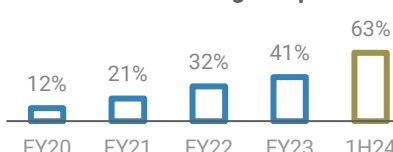
634k sqm of club areas under development

Pre-sold c23k memberships

Net cash position [EGPbn]



Historical contribution of recurring income lines to gross profit



c30% of 1H2024 revenues generated in hard currencies, target to increase to 60%

Five main segments delivering stable revenue in local and foreign currencies



The Group transformed into a significant exporter of real estate and tourism services. This transformation has generated substantial income in foreign currency, effectively hedging the value of its operations with unique real estate assets and projects. Following are key financial highlights (1H2024) and value drivers of each segment of the Group

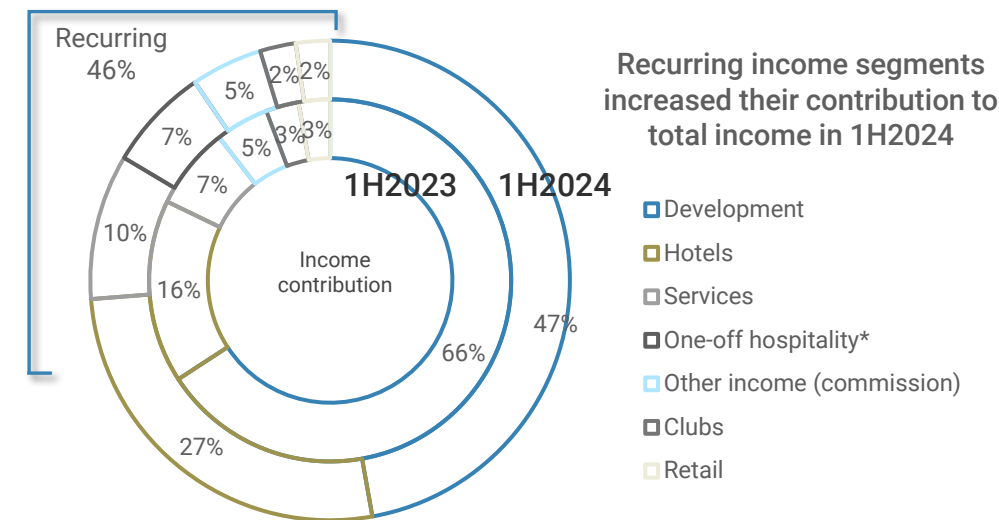
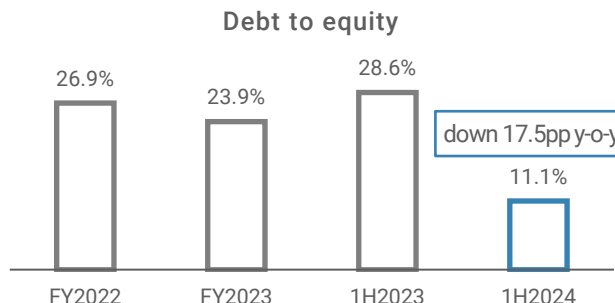
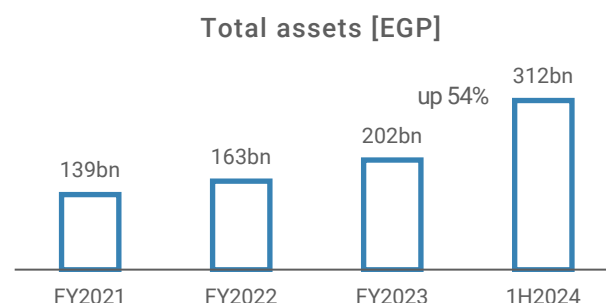
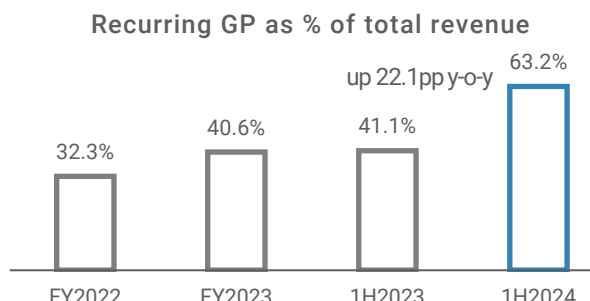
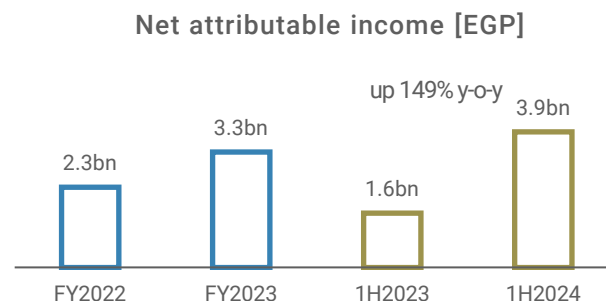
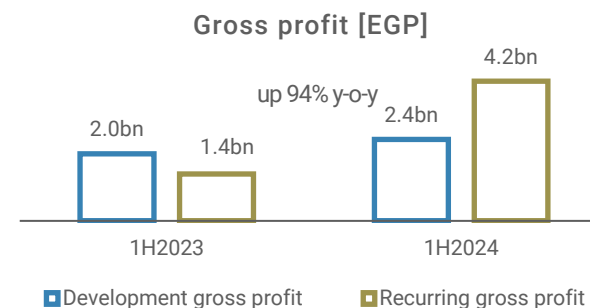
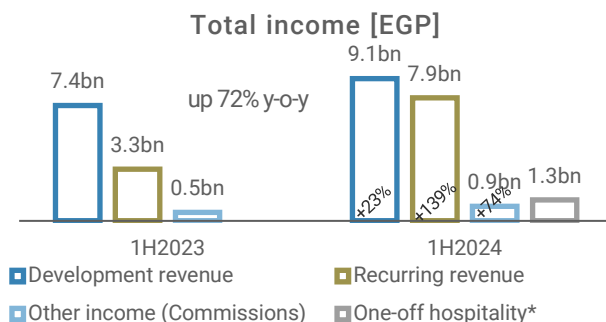
	Real Estate development	Hospitality	Leasing (Rentals)	Sporting clubs	Others
Financial KPIs	- Revenues of EGP9.1bn contributing 54% to total revenues - Gross profit of EGP2.4bn contributing 37% to total gross profits	- Revenues of EGP5.1bn contributing 30% to total revenues. - Gross profit of EGP3.4bn contributing 52% to total gross profits	- Revenues of EGP445mn contributing 2.6% to total revenues - Gross profit of EGP361mn contributing 5.5% to total gross profits	- Revenues of EGP467mn contributing 2.7% to total revenues - Gross profit of EGP206mn contributing 3.1% to total gross profits	- Revenues of EGP1.83bn contributing 11% to total revenues, and other income of EGP933mn driven by third-party sales - Gross profit EGP193mn contributing 2.9% to total gross profits
Projects Overview	Egypt projects: - Al Rehab (10mn sqm) - Madinaty (33.6mn sqm) - Celia (2.1mn sqm) - Noor (21mn sqm) - South Med (23mn sqm)* Regional Projects: - Banan (10mn sqm) in Riyadh, Saudi Arabia	Operating Properties: - Four Seasons Nile Plaza - Four Seasons Sharm El Sheikh - Four Seasons San Stefano - Kempinski Nile Hotel (Cairo) - Marriott Mena House (Giza) - Marriott Omar Khayamm - Sofitel Old Cataract - Sofitel Winter Palace - Movenpick Resort (Aswan) - Steigenberger Cecil (Alex.) - Steigenberger Tahrir (Cairo) Upcoming: - Four Seasons Madinaty - Four Seasons Luxor - Marsa Alam Resort - Four Seasons Pyramids	Flagship Properties: - Open Air Mall (Madinaty) - All Seasons Park (Madinaty) - East Hub (Madinaty) - Gateway Mall (Al Rehab) - Avenue Mall (Al Rehab) - San Stefano Mall (Alexandria) Upcoming: - The Spine (Madinaty) - Commercial and retail in Banan, Saudi Arabia	Operating Properties: - Al Rehab - Madinaty - Madinaty Golf - Celia (partially) Upcoming: - Privado - Noor - Madinaty Expansion - Banan, Saudi Arabia	Other sectors of activity: - Transportation - Utilities management (water, waste, etc.) - Personal services (cleaning, plumbing, car maintenance, etc.)
Key Developments	- Development of existing projects - Expand regional footprint through new projects <i>Increasing group's landbank and geographic footprint</i>	- Renovation of Legacy assets with allocated CAPEX and operators' upgrade - International markets expansion <i>Enhancement in ADRs & occupancy as a result of improvement in asset quality</i>	Launch of the Spine and Banan commercial & retail areas <i>Increasing group's recurring income contribution and FX denominated revenues</i>	Launch of sports clubs in new projects, and monetizing from existing ones <i>Complementing the group's projects in creating a community while increasing recurring revenue</i>	Venture into projects that will create value to shareholders <i>Maintaining quality of the group's communities while diversifying revenue streams and recurring income</i>

Note (*): Development management agreement

Record performance with net income growing by 149% y-o-y in 1H2024, outperforming all other real estate developers



The successful implementation of management's long-term vision, grounded in a robust business strategy, is generating continuous growth in profitability and yielded strong financial results during 1H2024



- The Group achieved total consolidated revenues of around EGP 17.0 billion, marking a significant increase from EGP 10.7 billion in the corresponding period of the previous year, representing a remarkable year-over-year growth rate of 59%. The figure does not include EGP1.3bn stemming from the recognition of FY2023 accrued income of Legacy Hospitality, and EGP933mn in other income including income from third-party sales.
- Gross profit was up 94% y-o-y, reaching EGP6.6bn, of which 63% was generated by recurring income assets.
- Net profit after tax and minority interest of EGP3.9bn, up 149% y-o-y.
- Net cash position of EGP34.8bn as at end-1H2024, compared to EGP 6.5 billion as at end-1H2023.
- Net cash-to-equity of 29%, debt-to-equity ratio of 11.1% only, it remains one of the lowest leverages in the sector. In early 2024 the Company paid the FX denominated debt carried out by the hospitality operations.

Consistently delivering one-of-a-kind strategy and long-term goals

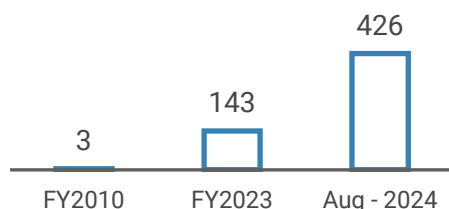
1.



Maintaining and growing sales momentum

- EGP 426 billion (or USD 8.8 billion*) in property sales achieved YTD, 5.6x y-o-y
- Two new launches in 2024:
 - SouthMed (North Coast, Egypt), sales reached EGP 270 billion in less than two months
 - Banan (KSA), attracting over EGP 47 billion in SAR-denominated sales in about four months since launch

New Sales (EGPbn)



Note *: Assuming USD:EGP of 48.5

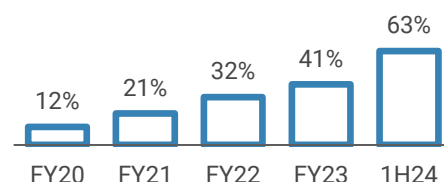
2.



Expanding recurring income lines

- Acquisition of seven iconic hotels in Egypt, adding 2,500 keys to the portfolio; segment revenues growing by 2.8x y-o-y in 1H2024
- Total recurring income activities (hotels, leasing and others) have grown 2.4x in 1H2024
- Additional 1,500 keys in the development pipeline, to become operational 2025/26

Contribution of recurring income lines to gross profit (%)



3.



Preserving capital appreciation, expanding FX income streams

- Preserving capital appreciation while hedging through the expansion of foreign currency income streams
- Substantial and historically secure FX-denominated revenue streams from Saudi Arabia and from recurring assets, namely the hotels portfolio
- Reduced financial leverage to minimal 1 to 9 debt-to-equity ratio (11%), mostly EGP-denominated

**+USD 250 million
Hotels Revenues
2023 Pro-forma**

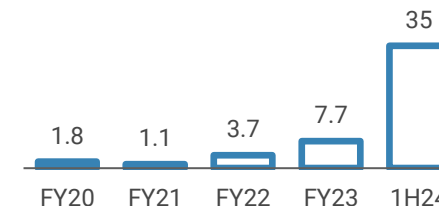
4.



Accelerating asset monetization and building liquidity

- EGP 17.5 billion in bulk transactions (including land) booked in 1H2024
- Net cash positive, with a massive cash balance of EGP 41.7 billion
- The newly implemented asset-light business model is generating massive commission-based revenues without capital commitments

Net cash position (EGPbn)



5.



Expanding the land bank, in Egypt and in the region

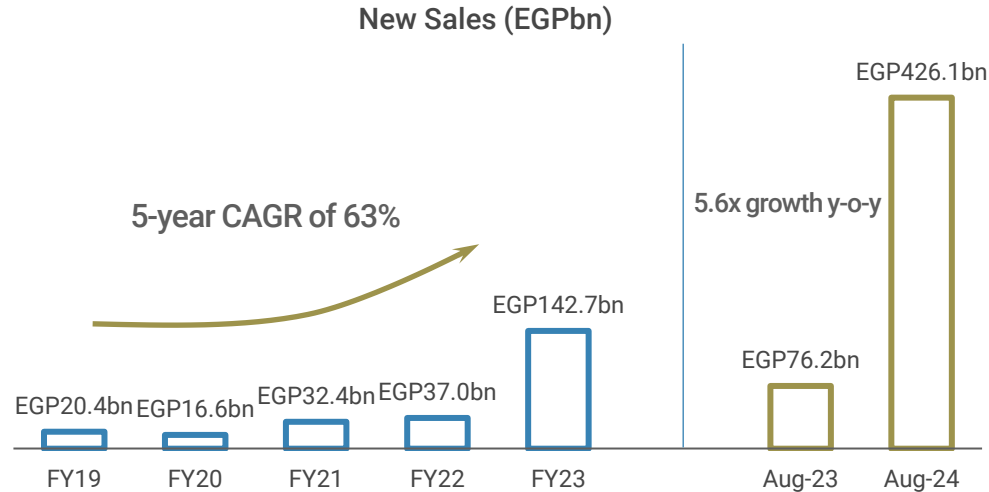
- Land bank expansion backed by strong and strategic partnerships and entry in new markets:
 - Saudi Arabia: acquisition of 10mn sqm in a prime location east of Riyadh for the Banan project
 - Egypt : new asset-light model, partnering with the landowner to develop 23mn sqm in North Coast

107mn sqm land footprint
97mn sqm in Egypt,
10mn sqm in Saudi Arabia

Track-record and customer trust result in unprecedented demand in 1H2024, further widening the gap between TMG and its competitors



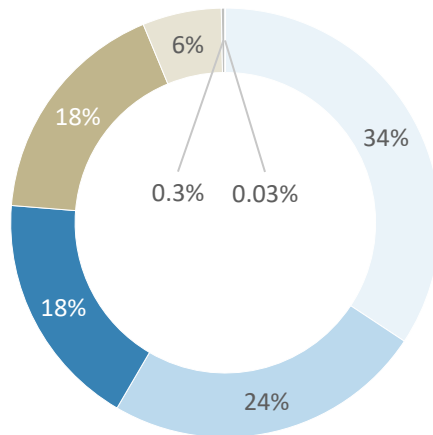
TMG continue booking record-high new sales



New sales recorded until end of August reaching EGP 426 billion, growing significantly by some 5.6x y-o-y, confirming the prevailing strong demand for TMG-branded products and solidifying its position as an uncontested market leader. These sales make TMG the top selling company in the Middle East in this period.

Earlier, in 2023, the company achieved its best year in terms of sales volume and value in the history of the company and the Egyptian market, thanks to its brand-equity and the well-diversified portfolio of products. Sales reached EGP 143 billion in FY2023 while sales prices increasing by 50-70% in the period

Core sales achieved in 1H2024



■ Banan ■ Noor ■ Madinaty ■ Other* ■ Celia ■ Rehab ■ Privado

- We continue to successfully address the market with a well-diversified product portfolio and a well-planned pricing strategy, appealing to a vast high-spending clientele, attracted by TMG's unchallenged leadership in terms of market share, brand equity, operated facilities, infrastructure, upkeep and after-sale services. We continue to rely on our own sales force as opposed to third-party brokers.
- By end of August, new sales already reached the EGP 426 billion mark, on the back of the strong momentum sustained by the launch of SouthMed in the Egyptian North Coast and of Banan in Saudi Arabia. The recently launch of SouthMed achieved record breaking sales of EGP 270 billion within two month from the launch. Sales for Banan also generated excellent results, totalling some EGP 47 billion since the launch, which happened in May this year, already exceeding the yearly target.
- TMG's annual sales are consistently the highest in the Egyptian market since 2017 and the Group is now the unchallenged hegemon in East Cairo, where it is responsible for the majority of branded supply. In FY2023 the company booked some EGP 143 billion in new sales, growing by 3.8x y-o-y, recording a significant demand for Noor, where construction is progressing with full force. TMG's brand-equity remains the key driving force of current demand despite macroeconomic challenges and price inflation. We estimate that the majority of the demand remains real, driven by household formation.

SouthMed, a new global destination rising on the Mediterranean Sea, sales of EGP 270 billion and 11,400 units sold since launch in July 2024, more than the largest competitor since inception in 2006



Project overview

- Designed by OBMI and SWA, SouthMed is a luxurious development on the Egyptian North Coast, blending modern luxury with serene coastal surrounding.
- The project offers a variety of units, including luxury villas, semi-attached villas, lagoon-facing chalets, marina-facing and golf-facing apartments, and branded serviced residences.
- At the heart of SouthMed lies the Marina Waterfront Zone inspired by Santorini and Amalfi, and features state-of-the-art amenities for yacht enthusiasts.
- Extending from the marina is an 8km stretch of pristine beach, ideal for relaxation and water activities. Additionally, the project also includes a network of crystal lagoons, mostly suitable for activities like yoga, swimming, and family gatherings.
- Golf enthusiasts can enjoy world-class 18-hole course with sea views, while other sports are also available at the sports and athletics centers.
- Adding to the lifestyle experience, the project boasts world-class dining, shopping, and entertainment options, including the “Village” and “Open Air Mall”, as well as a theme park.
- Sustainability is a core principle for TMG, which has been applied since the design phase in SouthMed, with smart and green technologies such as solar panels, smart lighting, and irrigation systems ensuring an eco-friendly environment.
- Comprehensive day-to-day services are available, ensuring convenience and peace of mind for residents and visitors. These include shopping, healthcare facilities, business, and administrative services.

Design Partners



As per anecdotal evidence, the sales of TMG in SouthMed in just two months exceeded the total number of units sold in the North Coast by key large-scale developers over the past two decades, transforming TMG into a market maker upon entry.

The new innovative model will drive profitability exceeding EGP100bn to the Group over the coming years, driven by collections from sales without any significant risk or investment needs

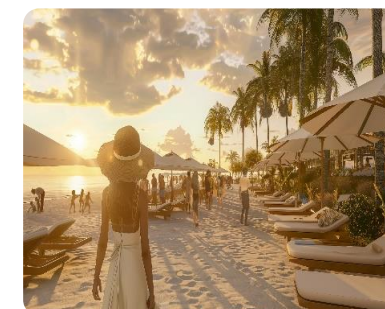
Prime location



SouthMED is located at kilometer 165 on the Alexandria-Matrouh Road, on the Egyptian North Coast in the Southern Mediterranean. This prime location offers easy access, being just 2-5 hours by flight from European and Gulf countries.

Additionally, Al Alamein Airport is only a 15-minute drive away, providing seamless travel connections for residents and visitors

Master plan



Regional player, with presence in Egypt and KSA and expected entry into new markets, to create one of the largest regional real estate and hospitality platforms



Market leader in the development of integrated real estate communities, including mixed-use projects and hospitality



Madinaty



33.6 million square meters
Total land size

c. 800,000
Current residents

Rehab



10 million square meters
Total land size

c. 400,000
Current residents

The Company's projects of Rehab, Madinaty and Nour are expected to host up to 1.7 – 1.8 million inhabitants, upon completion

Geographical expansion, entering the Saudi market

Banan, Riyadh (KSA)



10m Sqm
Total Project Area

+120,000
Expected Project Population

c. 27,000
Residential Unit

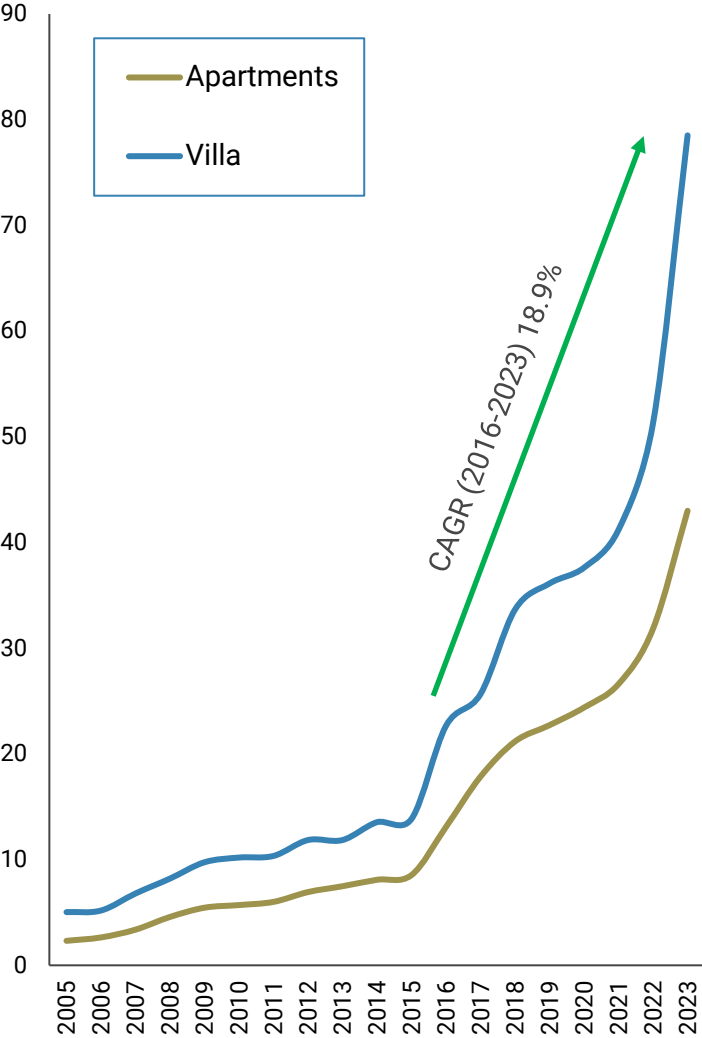
- TMG's remarkable success story in Egypt has attracted attention in the nearby markets and, in 2023, the Group was awarded a massive prime land plot spanning 10mn sqm in east of Riyadh, in proximity to the airport, to develop a state-of-the-art integrated and sustainable mixed-use city, replicating the success of Al Rehab and Madinaty.
- The Group's track-record, brand-equity and brand recognition in the region allowed it to acquire the land at very favorable terms, while the off-plan sales business model allows the project to be almost entirely self-funded.
- It represents the first international expansion of TMG, providing a strong footfall for further regional and international presence. The Group will leverage on management's experience and expertise in developing large integrated communities accumulated in over 50 years of its presence in Egypt. The project will be a model for sustainable urban development and innovation in the Kingdom, in line with Saudi Vision 2030.

EGP 46.7 billion in sales (3.1 thousand units sold in Banan) up to end-August 2024, a sales record for the Saudi market, achieved in less than three months since launch

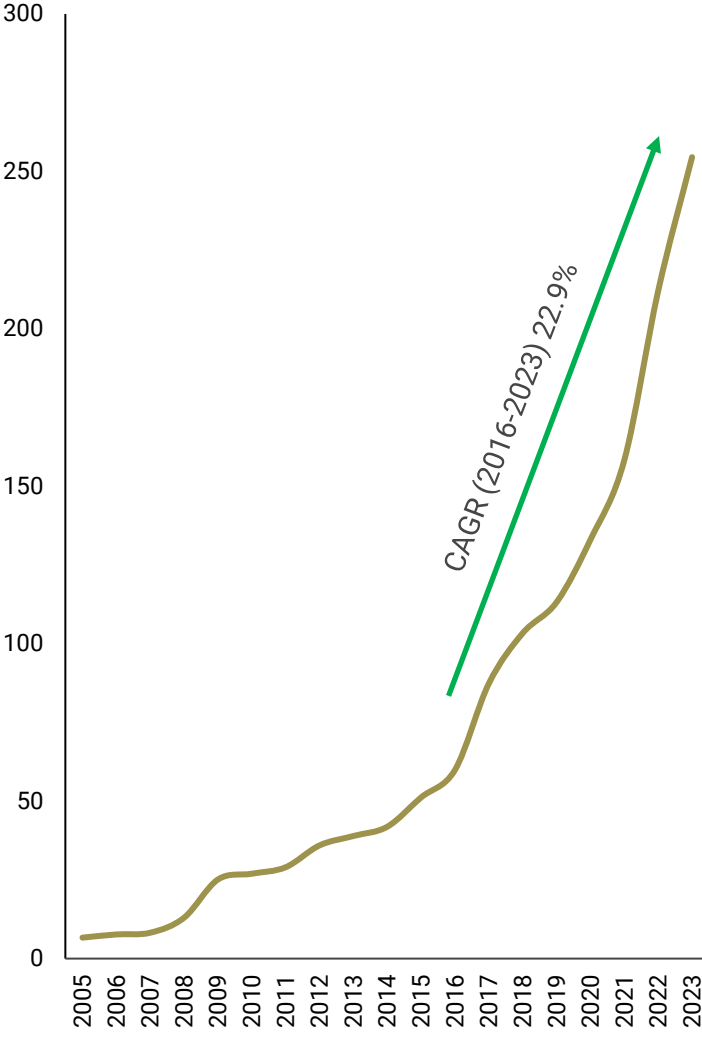
Proven ability to raise prices, offer payment plans designed with inflation factored-in, and assets appreciation, in addition to value creation in luxury developments



Price evolution of residential units (EGP'000/sqm)

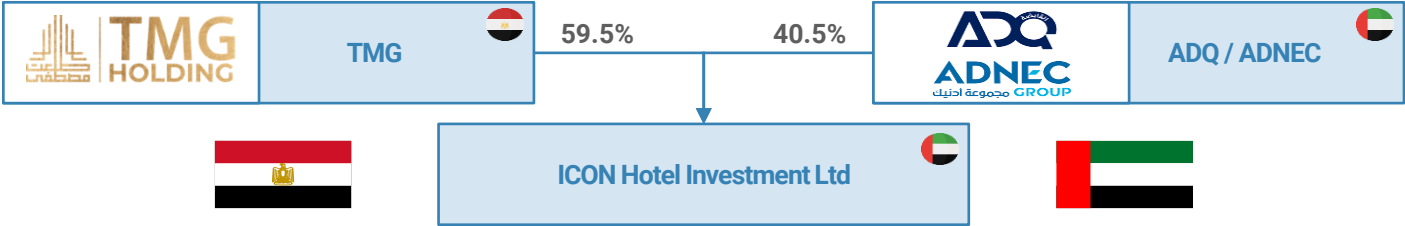


Price evolution of commercial units (EGP'000/sqm)



Implied price per sqm for hotel properties (usd'000)





ICON's room count, now reaches c5,000 keys across 15 hotels

TMG's Original Hotels Portfolio (100% Owned by ICON Group)
A collection of 8 fully owned properties, of which 4 operating, 3 under construction and 1 under design, located in key touristic cities and locations in Egypt

Operational Hotels



Four Seasons Nile Plaza, Cairo
[365 keys, opened 2004]



Four Seasons Sharm El Sheikh
[315 keys, opened 2002]



Four Seasons San Stefano, Alexandria
[170 keys, opened 2007]



Kempinski Nile Hotel, Cairo
[191 keys, opened 2010]

Under construction



Four Seasons Madinaty
[346 keys, exp. opening 2026]



Four Seasons Luxor
[200 keys, exp. opening 2025]



Marsa Alam Resort
[394 keys, exp. opening 2026]

Newly Acquired Heritage Hotels "Legacy" (51% Owned by ICON Group)
7 heritage hotels, adding c2,500 keys to the portfolio



Marriott Mena House, Giza
[c330 keys, opened 1886]



Marriott, Omar Khayyam, Cairo
[c1,060 keys, opened 1982]



Sofitel, Old Cataract, Aswan
[c140 keys, opened 1899]



Sofitel Winter Palace, Luxor
[c200 keys, opened 1907]



Steigenberger Tahrir, Cairo
[c.300 keys, opened 2017]



Steigenberger Cecil, Alex.
[c.80 keys, opened 1929]



Movenpick Resort Aswan
[c400 keys, opened 1974]

Upgrading the value chain of the hospitality arm



TMG is reinforcing its commitment to luxury hospitality through strategic partnerships and expansion initiatives, balancing historical preservation of its heritage assets, while deploying modern enhancements to elevate market appeal and profitability

Key developments

I)



ICON signed agreements with Orient Express, a partnership between Accor Group and LVMH, to rebrand and reposition Old Cataract Aswan and Winter Palace Luxor hotels, thereby elevating their market appeal, increasing profitability, and ensuring that the assets' historical value is maintained and celebrated.
The agreements included a guarantee of minimum profit for ICON for both hotels, demonstrating ICON's superior ability to negotiate unique agreements with hotel management companies.

II)



The properties will undertake comprehensive renovations, focusing on preserving their cultural significance, enhancing their structural integrity, deploying modern amenities, and improving the overall guest experiences to meet contemporary standards.

III)



Implementing an ambitious expansion plan, with 3 properties under development and one under design in key touristic destinations in Egypt, catering for differentiated client categories, spanning from leisure to business travelers.

IV)

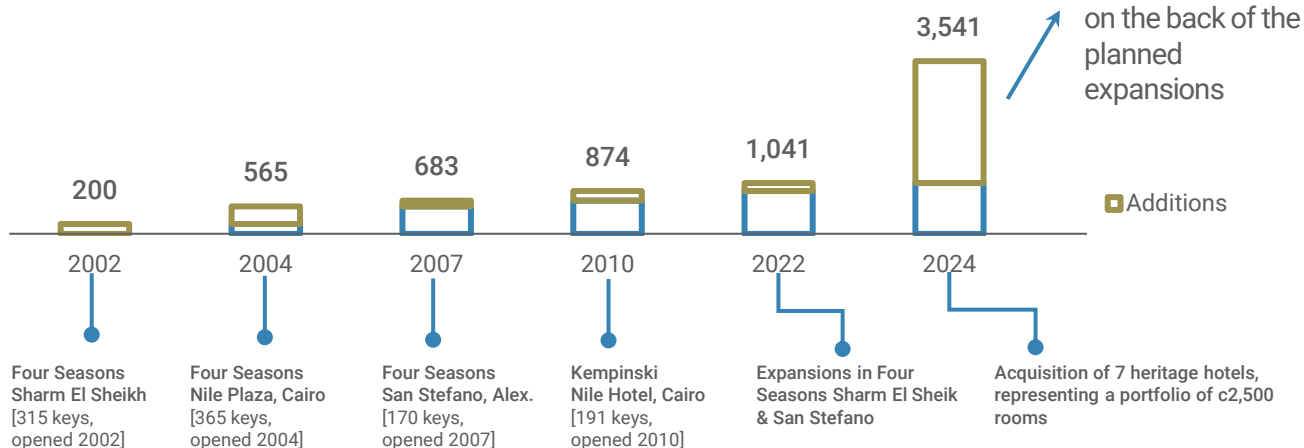


The Group is carefully considering acquisition opportunities, available on the international market, to further boost the growth of the hospitality arm.

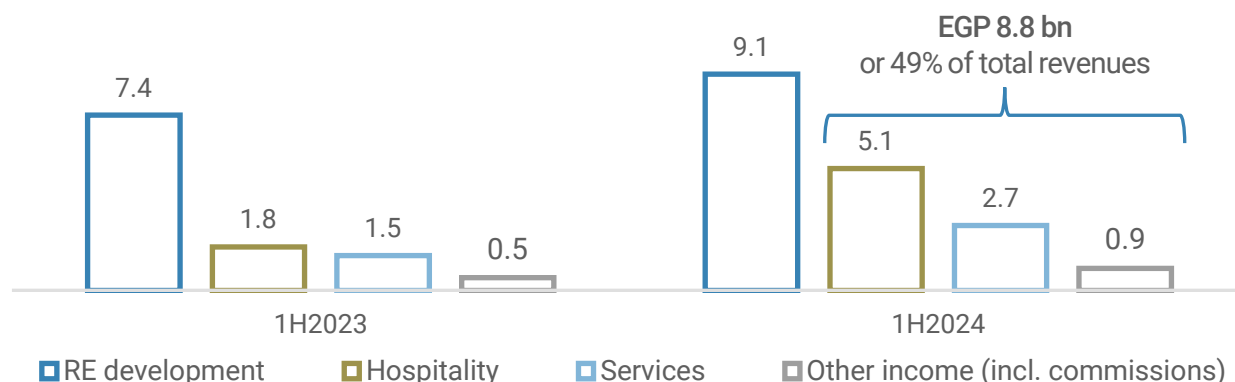
Heavily focused on expanding the Group's recurring income activities

Number of Hotel Keys (#)

Evolution of TMG's hospitality portfolio



Consolidated revenue breakdown



Hospitality revenues in 1H2024 increase by 2.8x year-over-year following an unprecedented expansion skillfully devised by management, contributing to FDI influx into the country

- With the acquisition of Legacy Hospitality, the Group has increased its hotel room portfolio by some 2,500 keys to some 3,500 rooms in total. The Group intends to increase its total room portfolio to approximately 5,000 rooms in the coming years, further strengthening its positioning as one of the largest hospitality groups in the MENA Region.
- The hospitality sector recorded total revenues of EGP 5.15 billion in 1H2024, compared to EGP 1.84 billion reported in 1H2023, growing by a remarkable 180% year-over-year, in addition to some EGP 1.34 billion of profits related to Legacy acquisition booked in 1H2024. Importantly, the profit margin on hospitality revenues in the period expanded to 65.9%, up by a significant 17pp year-over-year, from 48.9% reported in 1H2023.
- The revenues from recurring income and service activities amounted to approximately EGP 2.74 billion in 1H2024, compared to EGP 1.47 billion in 1H2023, with a remarkable growth rate of 87% year-over-year.
- Revenues from rental activities across TMG malls reached EGP 445 million, growing by a robust 41% year-over-year as annual rent increases are implemented and new space became available.
- Revenues of the sporting clubs segment increased by 28% year-over-year and reached EGP 467 million.

New unique revenue stream originated from the unparalleled brand equity, with the potential for further growth in the future



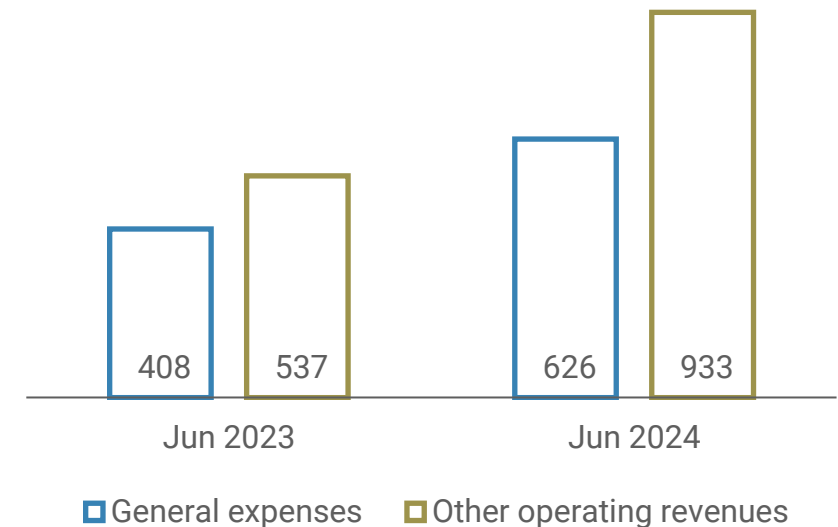
Recent events confirm the unparalleled brand equity achieved by TMG on the back of management's ability to generate value to the benefit of the Group and its shareholders. Building on the recent bulk transaction, TMG is now leveraging on the trust recognized by the market through the development of management agreements in other business segments

- TMG management team devised a new and unique income stream consisting in managing assets for third parties in exchange for a fee, and is already generating impressive revenues, with negligible costs attached. It is a solid testimony of management's ability to proactively create unconventional sources of income to the benefit of the Group and its shareholders while maintaining a very prudent approach to capital and cost structures.
- Starting 2020, the company started monetizing its assets through strategic bulk sales to institutional investors, primarily local banks and financial institutions. Management recognized at a very early stage the potential arising from this concept, which generates revenues upon sale, but also management fees related to the operating properties and commissions attributable to the Group, reaching up to 8%, for the service provided in the resale of the units.
- This model results in no cost or liabilities for the Group, while safeguarding the absolute control over TMG branded product supply and pricing. Importantly, this new and innovative source of income is already funding the Group's SG&A expenses.
- Building on the success of this new revenue stream, the Company is working on further developing and strengthening the management fee model and is exploring other areas in which it could be operating with similar agreements, such as in the case of SouthMed.

All resale of TMG-branded products through TMG sales force that are conducted for third parties, generates a commission of up to 8%.

These sales result in little-to-no cost or liabilities and represent a new innovative source of income for the Group, capable of funding the totality of the Company's SG&A expenses.

General expenses compared to other income [EGPmn]



Building one of the largest retail portfolios capitalizing on the un-met demand for commercial destinations, and replicating the success achieved in a second vertical



TMG

Strong recurring income portfolio leveraging on TMG's integrated communities



Select
Tenants



... with ample room to develop additional recurring income streams

The Spine is a fully integrated project in the heart of Madinaty. It will provide the city with a comprehensive mixed use urban center, reshaping the eastern Cairo area

2.4mn sqm
Total Land Area

+3.6mn sqm
Total BUA



The Spine Masterplan

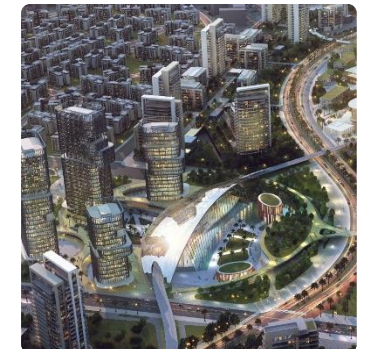


Building a new fully-fledged mixed-use destination that will shape East Cairo's landscape



The Spine is planned to be a destination hub, similar to the attractions present in the most developed cities globally

- It will complement the current offering with additional commercial spaces, offices, entertainment, hospitality, superb residential units, and green spaces.
- The project will focus on bringing further leasable assets into the current company's portfolio, expanding and improving the revenue mix, boosting recurring income growth.
- While serving the Madinaty community, its strategic location can attract outside traffic, offering access from the Suez Road and from the New Administrative Capital.
- The master plan of the Spine encompasses an easily accessible, integrated, high quality mix of residential, offices, retail, entertainment and hospitality assets, in one of the fastest growing areas in Cairo and Egypt.
- The magnitude of the project is an example of management's bold and ambitious vision, and its ability to redefine and reshape Egypt's property landscape by planning and delivering innovative concepts, considerably contributing to sustainable economic growth and improving the quality of life for local communities.
- The project will accommodate some 2.3mn sqm of prime residential units, supplementing the current residential offering with a modern and eye-catching design. Additional 531k sqm of retail areas (BuA) will be developed, which will be serving the residents of Madinaty, as well as the attracted visitors and daily population of the Spine.
- We are targeting the strong demand from businesses by deploying 602k sqm of office spaces (BuA), with a sales/lease plan, fine-tuned with the latest technologies and a wide array of premium services. Some additional 440 hotel keys will be included in the project, in addition to c.118k sqm for entertainment (BuA).
- The project is earmarked for its launch in 2025, with historical sales and pricing achieved in the neighbouring Privado district (now exceeding 100k psqm), and pricing of other product, boding very well for its sales potential.



**2.4 mn
Sqm**
Total Land Area

3.6mn Sqm
Total BUA

Project comprehensive
of high quality
residential and non-
residential, amenities
and green open-
spaces

**EGP
~1,000bn**
Spine Total
Expected Sales

Overview of TMG's FX-denominated revenue streams

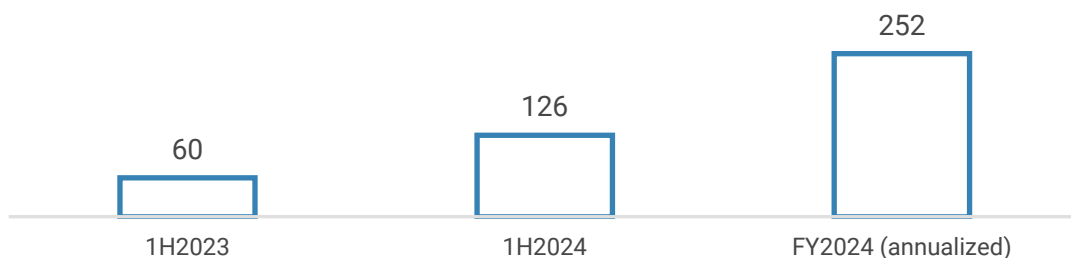
TMG is actively focused on enhancing and expanding its FX-denominated revenue streams by leveraging its hospitality segment and advancing its regional footprint. This strategic approach aims to bolster foreign currency inflows, supporting the company's long-term financial stability and shielding TMG's shareholders value against local currency fluctuations



Hospitality

- Ensured the backing of a strong shareholder base combining local sector expertise, represented by TMG, and global industry/governance best practices, represented by ADQ / ADNEC.
- Recently acquired 7 historical hotels, with immense cultural value, adding c.2,500 keys to the portfolio. Newly acquired hotels carry a huge potential to be achieved on ARR's, stemming from renovation and upscaling.

TMG's hospitality portfolio reported revenue (USDmn)



Regional projects

- On May 15th, TMG officially opened sales in Banan. The project represents the company's first milestone in its regional expansion efforts.
- The project is already attracting a strong demand from the local market, with some EGP 46.7 billion in reservations and sales recorded by end of August, exceeding already the target sales for the entire year.
- The project will generate between SAR 3.5-4.5 billion of additional FX denominated income for the Group and is expected to generate some SAR 600-800 million per annum in recurring income within the next 10 years.
- TMG is also contemplating entering into new markets across the MENA region.

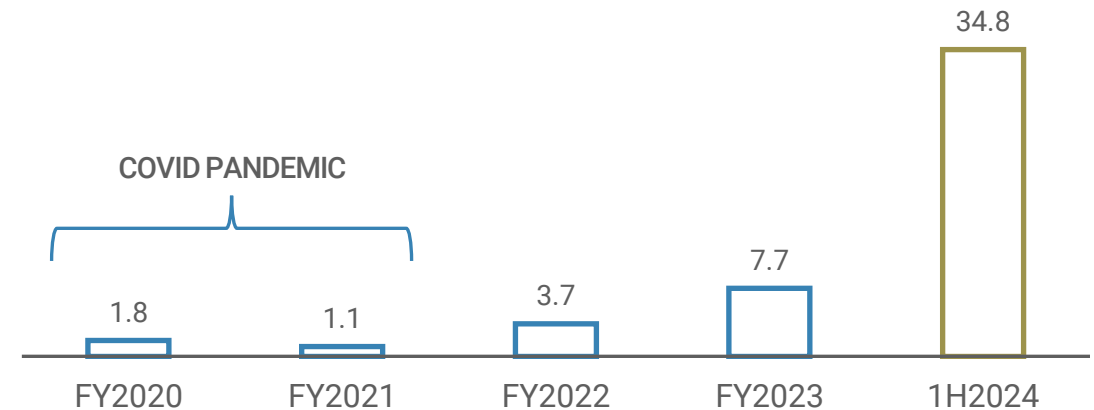


Strategic asset monetization has improved liquidity and financial stability, enabling reinvestment in high-growth opportunities

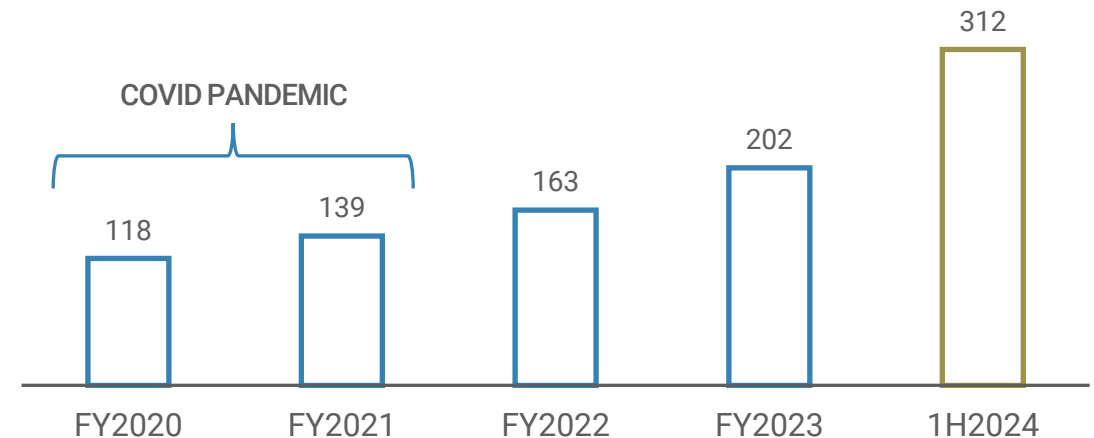


- The Group's operational and financial performance has met and continues to meet all strategic objectives, surpassing initial expectations and securing the remarkable growth which is anticipated in the coming years. This growth is supported by the Group's resilient, flexible and low-risk business model, designed to deliver strong investor returns.
- The net cash position of the Company confirms TMG's financial strength and robust business model, with the total net cash amounting to a massive EGP 34.8 billion as of end-1H2024, compared to EGP 6.5 billion reported in FY2023. In the same period, the ample balance of cash, financial investments and equivalents reached EGP 41.7 billion.
- Management was able to skillfully accumulate cash while also decreasing the balance of loans and facilities from EGP 11.1 billion as of FY2023 to approximately EGP 6.8 billion as of 1H2024, now denominated in local currency. This was achieved through the early repayment at the beginning of 2024 of the FX-loans, that were pending on the hotel sector.
- The debt-to-equity ratio stands at 1 to 9 (or 11%), an exceptionally low level compared to peers, which confirms the company's financial strength and robust business model, supported by a solid balance sheet, with a total assets balance of EGP 312 billion, and by massive liquidity. Moreover, net cash in 1H2024 represent 29% of the Group's total equity.

Net cash position [EGPbn]

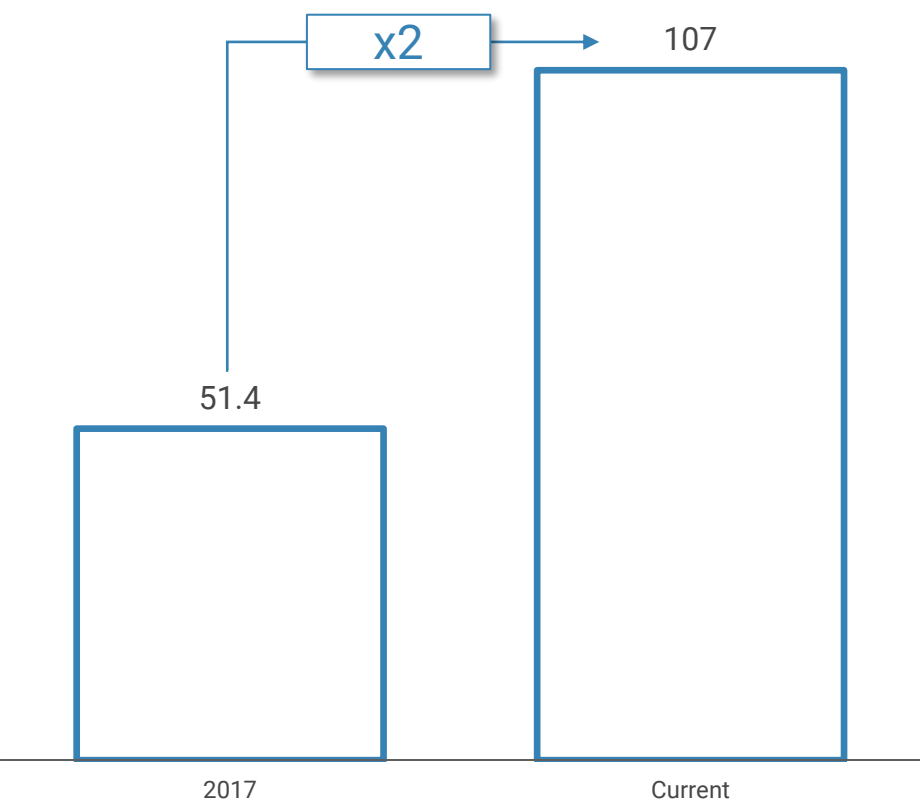


Total assets balance [EGPbn]

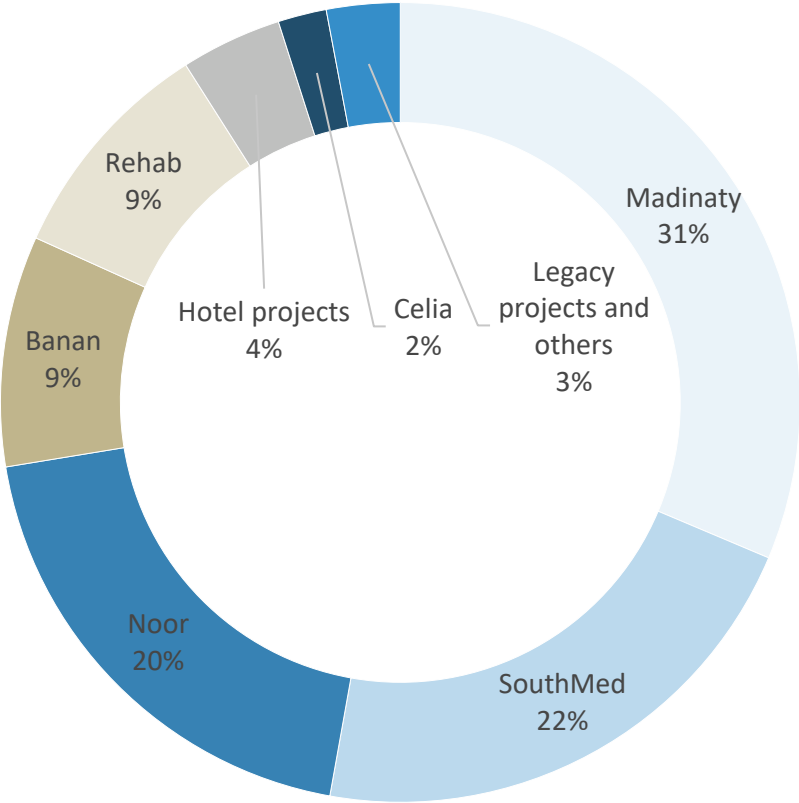


Overview of TMG's land bank

Land bank size (million square meters)



Land bank breakdown by project





TMG

Thank you