

INERTIA

Inertia Continues to Invest in Entrepreneurship & Partners with Injaz Egypt to Support the Young *Entrepreneurs Program*

Cairo, Egypt - November 17 2018: Inertia Egypt announced today its partnership with Injaz Egypt's Young Entrepreneurs Program as part of its wider CSR strategy to enable young Egyptian youth to become entrepreneurs of tomorrow. This program started in mid-November 2018 and ends in March 2019.

Inertia strategically chose to partner with Injaz because entrepreneurship is within the company's DNA. Founded by two young entrepreneurs over 10 years ago, Inertia's Chairman, Hussein Refaie and CEO, Ahmed El Adawy came up with a very unique business model that is not only delivering innovative properties and developments to market – but is also driving change within the sector and acting as a blue-print for driving economic investment back into the real-estate market.

Inertia's values extend beyond real estate and into the socioeconomic wellbeing of Egypt. The real estate giant believes in Egypt's youth and is committed to supporting innovation in the Egyptian market. In a nation where unemployment amongst the youth is rampant, entrepreneurship is essential to Egypt's socioeconomic prosperity.

Commenting on the partnership Hussein El Refaie Inertia's Chairman said, "We are aware of the hardships that face the Egyptian youth as they start their careers and we hope to help them gain confidence in their abilities while giving them entrepreneurial experience. The Young Entrepreneurs Program is a successful program aimed at fostering entrepreneurial thinking among students so they can be self-sustainable."

The *Young Entrepreneurs Program* is a 30+ hour company simulation program, led by experienced trainers who provide private school students with a comprehensive entrepreneurial education by delivering Injaz Egypt's famous Company Program content alongside iSpark's boot camp. Students will work in teams during the program to create their own enterprises. Based on the teams' performance, 50 teams will be selected to enter a final competition to showcase and pitch their startups for a chance to win a variety of prizes.

The program is divided into four phases; two-day ideation bootcamp, company development, final submissions and filtrations and the final competition with the announcement of results. The phases will offer participants different practical lessons that will mimic their future professional careers.

The final phase and closing of the program is set for March 2019. Judges, including a member of the executive management team of Inertia will assess their projects and winners will be announced. Cash prizes will be awarded to the first, second and third place winners. In addition to the cash prizes, trophies will be presented to the Most Innovative team, the team with Highest Social Impact and Best Marketing Plan.

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Inertia is dedicated to investing in entrepreneurial ventures. Earlier this year, the real estate giant sponsored the first televised entrepreneurship competition, Hona El Shabab. The company will continue to focus on fostering entrepreneurship at the core of its corporate social responsibility strategy.

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About Inertia:

Inertia is a leading Egyptian real estate company that develops distinctive, valuable, and dynamic projects in different parts of Egypt. From our inception in 2007, Inertia has been thriving; we are renowned for projects that cater to today's cosmopolitan clientele, whether in the energetic Cairo, by the mesmerizing Mediterranean Sea, or on the enchanting Red Sea. Inertia provides more than just properties, we aim to establish a close-knit and active community.

As a subsidiary of Inertia Holding Group, we are selective with our properties as we only choose distinguished projects that offer valuable homes and a gratifying lifestyle aligned with contemporaneous needs. Our developments range from cutting edge medical centers such as Medipoint Sheikh Zayed, Medipoint Mena Plaza; residential properties like West Hills, Soleya, Brix, and Joulz in Cairo, G Cribs in El Gouna, Veranda in Sahl Hasheesh, and the mega-project Jefaira in the North Coast. In every project, Inertia ensures estimable developments with immaculate designs, overlooking scenic vistas, and a warm, vibrant community. Today, Inertia's properties are peerless, guaranteeing their residents quality of design, service, and ambiance.

Inertia has been in the market since 2007 and provides high quality, modern commercial and residential properties across Egypt and is a subsidiary of Inertia Holding Group. The company's investments grew to EGP 22.6 billion from its latest megaproject Jefaira which alone is worth a total of EGP 20 billion in investments.

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