

INERTIA

Inertia launches a new phase of one of the biggest projects in Egypt's North Coast, Jefaira

With Investments Expected to Exceed EGP 20 Billion, Inertia plans to change the development landscape of the North Coast

Cairo, Egypt, November 13, 2017 – Inertia, a prominent Egyptian real estate company that creates significant, and dynamic projects in various parts of Egypt, celebrated on November 13, the official inauguration of a new phase of its latest mixed-used development, Jefaira, in Marsa Matrouh. The project is designed to be the first-ever dedicated development for year-long residents in the area, stretching across 1300 acres, with investments of at least EGP 20 billion.

Inertia has been embarking on projects throughout Cairo, the entrancing Mediterranean Sea, and the charming Red Sea. This year the company aims to launch the second phase of Jefaira, in Marsa Matrouh, offering more than just properties- an affectionate and dynamic community. Additionally, the development will see the creation of 3000 direct job opportunities and 20000 indirect job opportunities during the construction phase . Jefaira will enjoy a 3.6 kilometre beach with cliffs, in addition to the area's renowned white sandy expanse.

Inertia aims to position Jefaira as a communal living city, not only a summer destination. The project also aims to change the identity of the North Coast from being home to small resorts and compounds, to new urban communities, featuring livelihood amenities and granting access to the North Coast as a destination all year round.

Jefaira will include 10 residential neighborhoods with diverse unit categories, and at least 25% to 30% of the community's population will be considered year-long residents. The sustainable development will offer services and a unique blend of enjoyable offerings, including a promenade and an international marina, a high level medical center, university, a boarding school, a sports academy, training sites, rehabilitation centers, retirement homes, a convention center, hotels, and food and beverage outlets. The development will also be a great attraction for tourists who want to visit Egypt's North Coast, and enjoy its beautiful atmosphere in a premium, year-round functioning town.

Inertia is a leading Egyptian real estate company that develops distinctive, valuable, and dynamic projects in different parts of Egypt. Inertia provides more than just properties and aims to establish a close-knit and active community. As a subsidiary of Inertia Holding Group, Inertia is very selective and choose distinguished projects that offer valuable homes and a gratifying lifestyle aligned with contemporaneous needs.

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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 centres such as Medipoint Sheikh Zayed, Medipoint

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Mena Plaza; residential properties like West Hills, G Cribs in El Gouna, Soleya, Brix, Joulz, 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.

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