

INERTIA

Inertia Expands and Launches its Latest Project, Veranda, in Sahl Hasheesh

Offers Clients a Ten-Year Payment Plan, with Delivery of Fully Finished Units in one year.

EGP 2.6 Billion Invested in Egypt to Date

Cairo, Egypt, January 04, 2017 – Inertia, a prominent real estate company that provides high quality, modern commercial and residential properties across Egypt, announced on Friday, December 3rd, the official launch of Veranda, its latest project in Sahl Hasheesh. Inertia is offering clients an attractive ten-year payment plan, with delivery of fully finished units with air conditioning and kitchen cabinets, in one year.

Located in Southern Hurgada on the Red Sea, Veranda comprises of 318 units that vary between studios, one and two bedroom apartments as well as villas. The project is built on 130,000m² over two phases –phase one has already been completed and has been executed over an area of 60,000 m². Phase two is to be executed over 70,000 m².

Veranda is a one-of-a-kind project in Sahl Hasheesh. Between the breath-taking landscape, the lagoons, and a wide range of facilities, Veranda's property owners will get a high return on their investments. Inertia is focused on providing residents with a unique lifestyle and community that will add value to their lives.

"We are extremely thrilled that our company is expanding and developing new projects in areas outside of Cairo. To us, this reflects that we are on the right track, which is something that we are very proud of," said Engineer Ahmed El Adawy, CEO of Inertia. "The area of the Red Sea has great potential for investments and Veranda will aid in attracting the right type of residents needed for the development of that region. We are planning to expand in other areas in the near future, among them is the North Coast which is another top investment priority for us at the moment."

Veranda offers homeowners limitless facilities that enable them to indulge their senses, including:

- Clubhouse
- Luxurious spa
- State of the art gym
- Swimming pools
- Croquet course
- Housekeeping services
- 24 hour on-call reception services

Engineer Hussein Rifai, Chairman of Inertia, added, "The launch of Veranda is in line with Inertia's strong commitment to the Egyptian market, as we seek to expand in different locations across Egypt, while providing residents with tailor-made communities. We understand that the market is facing a lot of pressure due to the current economic conditions, thus, we decided to offer a distinctive payment plan to make it feasible and affordable for our clients to invest in their country, in a community that they will enjoy."

The launch of Veranda in Sahl Hashish, succeeded the launch of Inertia's residential communities, West Hills, Soleya, Brix, and Joulz in Cairo, in addition to G Cribs I and II in Gouna.

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About Inertia:

As a premium homebuilding company, Inertia wants owners to have absolute confidence when buying a new home from the company. That is why community stands at the heart of Inertia. Inertia challenges conventional lifestyles and provides a higher standard of living to people who join the Inertia "family". Inertia aspires to create flawlessly designed developments that show commitment to innovation and quality, allowing residents to feel at home from day one. By consciously selecting exceptional locations across Egypt, Inertia delivers a lifestyle to its residents that suits them perfectly, putting their interests and needs first.

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