

INERTIA

Inertia Commits to its Promise and Delivers West Hills and G Cribs Developments to Owners On-Time

EGP 2.6 Billion Invested in Egypt to Date

Cairo, Egypt, October 26, 2016 – Inertia, a prominent real estate company that provides high quality, modern commercial and residential properties across Egypt, announced today that it is delivering units of its developments, West Hills, in Giza, and G Cribs in El Gouna, on time.

Established in 2007 as a subsidiary of the Inertia Holding Group, the company offers premium quality properties and innovative solutions for its clients. Other developments by Inertia include Soleya, Brix, MediPoint Mena Plaza, and MediPoint Sheikh Zayed. The Company currently has 150 direct employees and additional 1,800-2,000 indirect employees per project along with investments of EGP 2.6 billion in Egypt. Inertia was the first to introduce its unique business development model to the Egyptian market: splitting development scope from investment scope.

Situated atop of a vast expanse of elevated land amongst Cairo's rising social and residential hub, West Hills offers eye-catching homes with a panoramic view of the Great Pyramids of Giza. West Hills development is directly between the Cairo-Alexandria Desert Road, the Ring Road, and the 26 July Axis, providing easy access to the city centres. On the other hand, G Cribs provides a different concept that falls in line with El Gouna's charm and distinctive architecture, while maintaining the town's reputation of being an upscale retreat for its customers. The development offers a beach town atmosphere, which is depicted in each of its 198 residential units. All of Inertia's developments offers residents access to a set of state-of-the-art, exclusive facilities including the neighbourhood clubhouse and swimming pools, with continuous surveillance and security service to ensure the safety of the community.

"We are very happy for we have once fulfilled our promise to our loyal customers by delivering units of the West Hills neighbourhood to our new family members without any delay," said Engineer Ahmed El Adawy, CEO of Inertia, adding: "West Hills introduces modern, artistic architectural designs with a simplistic, yet detailed, finish to meet the diverse needs of our residents. West Hills guarantees that homeowners enjoy relaxing lifestyles, whilst having a wide selection of facilities at their disposal."

Engineer Hussein Rifai, Chairman of Inertia, added, "Inertia is strongly committed to the Egyptian market and strives to create highly innovated and perfectly designed commercial and residential developments in the various locations that are most suitable to the residents. We are very happy that our work is translated positively across all fronts, as we continue to offer unique properties and are expanding our operations."

Egypt's residential real estate market has recorded impressive results despite the ongoing financial challenges, due to the persistently high demand that is a result of the growing population. According to figures from the Ministry of Housing, public and private investments in the property market contributed to around 5% to GDP, as they reached USD 5.3bn in FY2014/2015, which ended in June 2015. Whereas for the fiscal year ending in June 2005, investments amounted to USD 741m. However, there is a need for more mixed-use developments to ameliorate the quality of life for residents of the communities.

Inertia's delivery of West Hills and G Cribs developments succeeded the fruitful launch of G Cribs Phase II, Brix and its commercial project, Medipoint Mena Plaza; tailored to serve the medical community, which was completely sold out within 24 hours of its launch. As well as expanding in existing markets; Cairo and the Red Sea, Inertia is also penetrating a new market; the North Coast.

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About Inertia:

Inertia is a prominent real estate company that develops unique projects in different parts of Egypt. We have been established since 2007 and have been growing in status ever since. As a subsidiary of Inertia Holding Group, we boast about the fanciful ambiance and top standards of living that we provide across all of our properties. Other developments of ours include, but are not limited to, Medipoint Sheikh Zayed, West Hills, G Cribs, Soleya and Brix. Inertia's goal is to offer elegantly designed developments where quality shines from interior to exterior. We guarantee enticing, scenic views and a relaxed living environment whilst maintaining an upbeat community atmosphere.

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