



17124

"BUILT TO BE LIVED. DESIGNED TO ENDURE."

*Every city has
its rhythm.*



*Every neighborhood
its heartbeat.*

AND BEHIND EVERY GREAT DISTRICT... THERE'S A DEVELOPER
WHO BELIEVED IN MORE THAN JUST CONSTRUCTION.

MASKOON
IS THAT NAME.



A BRAND BUILT ON PRECISION, PASSION, AND A PERSONAL COMMITMENT TO
REIMAGINING THE REAL ESTATE EXPERIENCE IN EGYPT.

WE DON'T JUST BUILD STRUCTURES—WE CRAFT SPACES WHERE LIFE FEELS
GROUNDED, SETTLED, AND FULL OF POSSIBILITY.

WHO WE ARE

MASKOON IS AN EGYPTIAN JOINT-STOCK REAL ESTATE DEVELOPMENT COMPANY BASED IN CAIRO.

OUR FOUNDATION LIES IN TRUST, CRAFTSMANSHIP, AND A TIRELESS COMMITMENT TO QUALITY.

WE BEGAN WITH A CLEAR PURPOSE:

TO CREATE HOMES THAT OFFER MORE THAN SQUARE METERS—THEY OFFER PEACE OF MIND, LONG-TERM INVESTMENT VALUE, AND A DEEP SENSE OF PLACE.

FROM OUR EARLIEST PROJECTS, WE WORKED DIFFERENTLY.

WE DIDN'T CHASE VOLUME. WE CHASED BALANCE.

BETWEEN LOCATION AND PRICE. BETWEEN QUALITY AND SPEED. BETWEEN CLIENT NEEDS AND URBAN INTEGRITY.

OVER TIME, WHAT STARTED AS A BOUTIQUE APPROACH GREW INTO A RESPECTED PRESENCE ACROSS NEW CAIRO, WITH MORE THAN 40 SUCCESSFULLY DELIVERED PROJECTS—ALL DESIGNED WITH CARE, DELIVERED WITH CREDIBILITY, AND REMEMBERED WITH PRIDE.



OUR STORY

FROM THE GROUND UP

OUR JOURNEY BEGAN LIKE MANY STORIES IN REAL ESTATE—WITH A PLOT OF LAND, AN AMBITIOUS TEAM, AND A BELIEF THAT THINGS COULD BE DONE BETTER.

BUT WHAT SET US APART WASN'T JUST THE DESIGN OR THE PRICING.

IT WAS HOW HUMAN THE PROCESS FELT.

WE STARTED WITH STANDALONE BUILDINGS—EACH ONE CARRYING ITS OWN FINGERPRINT, TAILORED TO THE NEEDS OF THE SURROUNDING COMMUNITY.

WITH EVERY PROJECT, WE LISTENED TO HOMEOWNERS, TO ENGINEERS, TO MARKET SHIFTS.

THAT MADE US FASTER LEARNERS—AND BETTER BUILDERS.

EACH SUCCESS WASN'T A FINISH LINE—IT WAS FUEL FOR THE NEXT CHAPTER, AND SOON, MASKOON WASN'T JUST A COMPANY.

IT WAS A NAME PEOPLE TRUSTED WITH ONE OF THEIR MOST IMPORTANT LIFE DECISIONS.



BUILDING IN NEW CAIRO

OUR ROOTS ARE DEEPLY EMBEDDED IN NEW CAIRO.

WE WITNESSED ITS TRANSFORMATION—NOT JUST AS DEVELOPERS, BUT AS CONTRIBUTORS.

FROM EL NARGES TO NORTH HOUSE, AND BAIT WATAN TO SOUTH 90, WE BECAME PART OF THE CITY'S RHYTHM—DESIGNING BUILDINGS THAT COMPLEMENTED ITS PACE, ENHANCED ITS STRUCTURE, AND ELEVATED ITS RESIDENTIAL STANDARDS.

WE DIDN'T JUST PLANT FLAGS ON PLOTS, WE BUILT RESPONSIBLY, RESPONDING TO THE EVOLVING NATURE OF NEW CAIRO'S GROWTH.

WE LEARNED ITS MAP BY HEART, WE KNEW WHICH CORNERS CARRIED POTENTIAL AND WHICH DEMANDED PRECISION.

THAT KNOWLEDGE BECAME A CORNERSTONE OF EVERY NEW DEVELOPMENT.





THE MEANING OF “MASKOON”

THE NAME “MASKOON” IS ARABIC FOR INHABITED—BUT ITS EMOTIONAL WEIGHT GOES MUCH DEEPER.

IT SPEAKS TO:

Belonging,
NOT JUST PRESENCE.

Warmth,
NOT JUST OCCUPANCY.

Continuity,
NOT JUST OWNERSHIP.

IT’S THE LIGHT LEFT ON IN THE HALLWAY, THE SMELL OF COFFEE IN THE MORNING, THE SOUND OF LAUGHTER THROUGH OPEN WINDOWS.

WHEN WE CHOSE THE NAME MASKOON, WE DIDN’T JUST NAME OUR COMPANY—WE NAMED WHAT WE ASPIRE TO CREATE.

EVERY HOME WE BUILD MUST BE WORTHY OF BEING “MASKOON.”, A SPACE THAT FEELS LIVED-IN THE MOMENT YOU STEP INSIDE, A PLACE THAT DOESN’T JUST HOUSE PEOPLE—IT HOLDS THEM.

GROWTH IN PHASES

OUR GROWTH WASN'T SUDDEN—IT WAS STRATEGIC.

WE MOVED THROUGH CLEAR PHASES:



1. The Foundations Phase:

- STANDALONE RESIDENTIAL BUILDINGS.
- FOCUSED ON LAYOUT EFFICIENCY, INVESTMENT VALUE, AND LIVABILITY.
- DELIVERED ONE PROJECT AT A TIME WITH DEEP ATTENTION TO DETAIL.

2. The Expansion Phase:

- PROJECT COUNT INCREASED.
- LARGER TEAMS, MORE ADVANCED SYSTEMS.
- INTERNAL DEPARTMENTS FOR SUPERVISION, QUALITY ASSURANCE, & CUSTOMIZATION.

2. The Expansion Phase:

- PROJECT COUNT INCREASED.
- LARGER TEAMS, MORE ADVANCED SYSTEMS.
- INTERNAL DEPARTMENTS FOR SUPERVISION, QUALITY ASSURANCE, & CUSTOMIZATION.

EACH PHASE TAUGHT US SOMETHING NEW, EACH PHASE DEMANDED A NEW VERSION OF MASKOON.

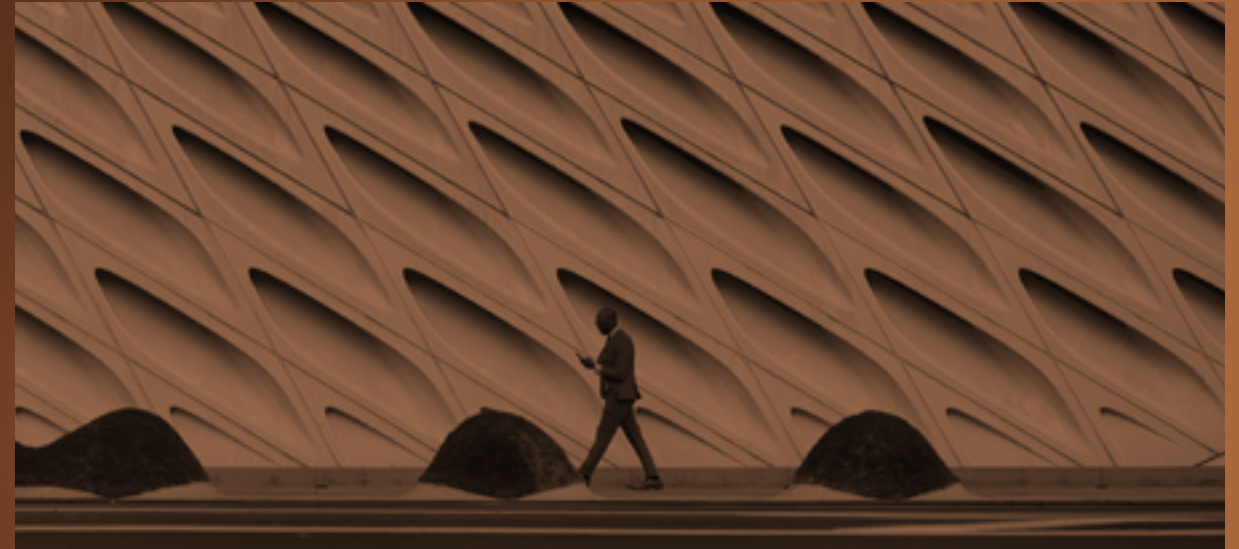
OUR EVOLUTION

FROM RESIDENTIAL TO MIXED-USE

TODAY'S URBAN DWELLERS DON'T JUST WANT A HOME, THEY WANT CONNECTION, ACCESSIBILITY, LIFESTYLE.

THE LINES BETWEEN RESIDENTIAL, COMMERCIAL, AND RETAIL HAVE BLURRED, AND SO HAS OUR APPROACH.

WE MADE THE LEAP INTO MIXED-USE DEVELOPMENT BECAUSE OUR CLIENTS WERE READY—AND SO WERE WE.



THIS SHIFT WASN'T JUST A BUSINESS MOVE, IT WAS A REFLECTION OF WHO WE HAD BECOME.

FROM DEVELOPING INDIVIDUAL BUILDINGS TO CRAFTING URBAN ECOSYSTEMS; WE NOW DELIVER PROJECTS THAT ARE DESIGNED TO:

◆ *Live.*

◆ *Work.*

◆ *Shop.*

◆ *Socialize.*

ALL WITHIN WALKING DISTANCE. ALL UNDER ONE BRAND: MASKOON.

THE LINK PROJECTS

VIEW & VIBE

LinkView®
BUSINESS COMPLEX

THIS WAS OUR ARCHITECTURAL PIVOT POINT. A PROJECT THAT INTRODUCED NEW LANGUAGE TO OUR PORTFOLIO—MODERN FAÇADES, INTEGRATED ACCESS POINTS, PANORAMIC VIEWS.

IT WAS OUR FIRST STEP INTO ELEVATED LIVING—AND THE MARKET RESPONDED.

THESE TWO PROJECTS WEREN'T JUST PRODUCTS.

LinkVibe®
SOCIAL HUB

IF LINK VIEW WAS ABOUT PERSPECTIVE, LINK VIBE WAS ABOUT EXPERIENCE, IT PULSED WITH ENERGY.

IT REFLECTED THE GROWING DEMAND FOR A COMMUNITY-CENTERED LIFESTYLE—WITH CAFÉS, RETAIL POCKETS, AND SMART DESIGN THAT ECHOED THE VIBE OF URBAN RHYTHM.

THEY WERE PROOF: MASKOON HAD EVOLVED, & SO HAD THE MARKET'S EXPECTATIONS.

THE REBIRTH OF THE BRAND

THE REBRANDING OF MASKOON WASN'T COSMETIC—IT WAS FOUNDATIONAL.

WE WANTED TO CARRY FORWARD THE TRUST WE HAD BUILT OVER 40+ PROJECTS,
BUT EXPRESS IT IN A VOICE THAT MATCHED OUR VISION FOR THE FUTURE.

SO WE KEPT THE NAME. BUT CHANGED THE LANGUAGE.

♦ *Sharper Design.*

♦ *Clearer Tone.*

♦ *Stronger Storytelling.*

♦ *A Digital-First, People-First Identity.*

NOW, WHETHER IT'S A BILLBOARD OR A BUSINESS CARD, THE MASKOON
BRAND SPEAKS WITH CLARITY:

WE'RE NOT JUST BUILDING REAL ESTATE, WE'RE BUILDING REAL STORIES.



MESSAGE FROM THE FOUNDERS

WALEED & RAMY CO-FOUNDERS OF MASKOON

"WE STARTED MASKOON AS A BELIEF.

A BELIEF THAT QUALITY DOESN'T HAVE TO BE COMPROMISED.

THAT HONESTY ISN'T A WEAKNESS—IT'S AN EDGE, AND THAT HOMES
ARE NOT JUST ASSETS—THEY'RE DREAMS BEING LIVED OUT.



FROM THE VERY FIRST BUILDING, WE KNEW: WE'RE NOT HERE TO BUILD
FAST, WE'RE HERE TO BUILD RIGHT.

40+ PROJECTS LATER, OUR GOAL IS STILL THE SAME—BUT OUR VISION
IS BIGGER.

TODAY, MASKOON IS EVOLVING—INTO COMPOUNDS, COMMUNITIES,
AND URBAN DESTINATIONS.

THE REBRAND IS SIMPLY US SAYING: WE ARE PROUD OF WHAT WE'VE
DONE.

AND WE'RE READY FOR WHAT'S NEXT."

MISSION & VISION

♦ *Mission*

TO DESIGN AND DELIVER HUMAN-CENTERED REAL ESTATE SOLUTIONS WHERE PEOPLE FEEL EMOTIONALLY GROUNDED, FINANCIALLY SECURE, AND CULTURALLY CONNECTED.

♦ *Vision*

TO REDEFINE HOW REAL ESTATE IS EXPERIENCED IN EGYPT—CRAFTING PROJECTS THAT AREN'T JUST SOLD, BUT REMEMBERED.



OUR MOTTO

“BUILT TO BE LIVED. DESIGNED TO ENDURE.”

“نبني لئسكن، نصمم لتدوم.”

OUR CORE VALUES

M – Mastery

WE PERFECT EVERY DETAIL—FROM PERMITS TO FINISHING TOUCHES.

A – Accountability

WE OWN EVERY OUTCOME. NO EXCUSES.

S – Soul

WE BUILD WITH EMOTION AND EMPATHY—NOT JUST MATERIALS.

K – Knowledge

WE GROW FROM EXPERIENCE AND LEAD WITH EXPERTISE.

O – Originality

WE STAY BOLD, CREATIVE, AND UNPREDICTABLE.

O – Openness

WE LISTEN DEEPLY—TO CLIENTS, TEAMS, AND THE MARKET.

N – Nobility

WE ACT WITH INTEGRITY. WE ELEVATE THE STANDARD.