

Frequent Asked Questions

a. What is Cairo Festival City?

Cairo Festival City is a mixed use urban community being developed by Al-Futtaim Group Real Estate (AFGRE), a key division of Al-Futtaim a privately owned Dubai based conglomerate and one of the region's most progressive businesses with more than 80 years operating experience in Asia, Africa and Europe.

Cairo Festival City master planned community covers a land area of 3 million sq m (700 acres) and is strategically located along the Cairo Ring Road on the western edge of the New Urban Authorities at New Cairo City, 15 minutes from Cairo International Airport. The development includes luxury Mediterranean style villas, a retail resort with over 300 shops and services, over 100 restaurants and cafes, a 17 screen multiplex cinema, premium office space, serviced apartments, premium hotels, an automotive park, and a school.

b. Who is behind the project? Or who are the investors in Cairo Festival City?

Al-Futtaim Group Real Estate, a key division of Al-Futtaim group. Al-Futtaim was established in the 1930s as a trading business and is one of the most progressive business houses headquartered in Dubai, United Arab Emirates. The Group is a dynamic innovator with over 60 companies across sectors as diverse as commerce, industry and services and employs over 20,000 people across the UAE, Bahrain, Kuwait, Qatar, Oman, Egypt, Syria, Pakistan, Singapore and Europe.

Structured into six operational divisions, Al-Futtaim maintains a decentralised approach giving individual businesses flexibility and versatility to maintain a competitive stance. The majority of businesses, built on a portfolio of world



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leading brands, dominate their sector, Automotive, Retail, Electronics, Engineering & Technology, Real Estate, Financial Services, and General Services. The success of Al-Futtaim is attributed to proactively managing change, whilst upholding the values of integrity, service and social responsibility.

Al-Futtaim Group Real Estate (AFGRE) is responsible for the origination, conception, development, procurement and construction of mega projects and the leasing and operation of these projects after completion. In addition, AFGRE develops and operates an extensive multimillion dollar portfolio of individual corporate real estate and investment assets across the MENA region.

The two current flagship mixed use urban communities under the Festival City brand are Dubai Festival City (5.2 million square metres) and Cairo Festival City (3 million square metres).

Designed to capture the ground breaking 21st Century spirit of Dubai, Dubai Festival City was the first fully integrated mega project to be progressively delivered in the UAE. Encompassing the finest shopping, dining, entertainment, homes, schools, offices and leisure, Dubai Festival City is formed into three distinct districts connected by a 30km internal road network and creek side promenade.

The project is privately funded by Al-Futtaim Group and Al-Futtaim Investment Management Fund. As the master plan for Cairo Festival City is continually evolving, the final investment figures cannot yet be confirmed.

c. When will it be completed?

Cairo Festival City will be completed by 2018

- The American International School has been operating since September 2005.



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- Phase I of The Automotive Park includes the Honda showroom which began operations in 2007 and the Toyota showroom which was launch in January 2009.
- Phase I of the residential villas will be handed over for occupation to buyers 2011
- Festival Centre (the shopping centre) will be completed and launched in 2011
- The mixed-use, hotels and commercial development will start in 2009

d. Where is Cairo Festival City?

The development is located on the western edge of the New Urban Authorities, New Cairo City, 20 km southeast of greater Cairo. The 3 million sq m. (700 acres) development will become the retail and leisure centrepiece of New Cairo City. The site is a 15-minute drive from Cairo International Airport, 15 minute drive from Maadi and Heliopolis districts and 30 minute drive from Downtown Cairo.

e. Why does Cairo need this development?

Cairo Festival City when complete will be a complete community where people can live, work and play in one place – in theory they will never have to leave. The Mediterranean style villas will be luxurious and form a gated community where families can live in a secure and beautifully maintained landscaped environment. Festival Centre, the retail resort, will offer Egypt's first indoor/outdoor experience with shopping, restaurants, cafes and entertainment all beautifully located around a stunning water setting. Premium offices, a school, automotive parks and hotels add to the experience together with an ideal location and easy access to the Ring Road.



f. How long was the project in the planning stages?

The original development master plan took one year to complete. The recent final modification took 6 months. Since 2004, the site was backfilled (15 million m³ cut and fill). The American International School was built and opened in 2005. The Honda showroom opened at end of 2007 with Toyota to open shortly. Now construction of Festival Centre and Phase I of the residential villas is underway.

g. How big is the project?

It is a 3 million sq m (700 acres) mixed-use development project which will serve as the centrepiece of New Cairo City. The current total planned GBA is 2,511,000 sq m which comprises a mix of residential, retail, offices, hotels, mixed use, automotive and infrastructure.

h. How does Cairo Festival City differentiate itself from other major developments in Cairo?

It is a mixed use urban community which has residential, retail, offices, hotels, automotive and schools all in one place. The meticulously planned community sets exceptional quality standards in architecture, interiors, landscaping, parking and infrastructure. Cairo Festival City will have its own City Management which will ensure that these high standards are maintained and that everyone who lives, works or visits can enjoy a safe and secure environment.

i. Where was the inspiration for Cairo Festival City drawn from?

The Festival City brand represents a type of inspirational lifestyle achievable through the creation of mixed-use urban communities. Every day is a celebration of life. People can live, work and play in one place. The flagship development for the Festival City brand is in Dubai and the original inspiration for this 5.2 million sq m waterfront development was drawn from international destinations such as St.



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Mark's Square in Venice, Darling Harbour in Sydney, Covent Garden in London and the Croisette in Cannes.

j. What does the logo represent?

The Cairo Festival City corporate identity encompasses the 'feel' and excitement of Cairo Festival City – a celebration of life's possibilities. The logo contains various elements which speak to the core essentials of the project – an oasis, the flow of water, sand and dunes, the ability to connect people through a sense of community and ultimately the celebration of life through all touch points.

k. What support infrastructure has been included in the design considering the location is already subjected to large volumes of traffic?

The project has a total main road network of 330,000 sq m with entrances and exits on the main surrounding roads. Cairo Festival City has a main spine road that connects the entire project from the road 90 all the way to the Murbarak Police Academy road. The three lane road is 40 m in width in both directions.

l. With regards to investment figures, how much investments will go into Cairo Festival City?

The project is privately funded by Al-Futtaim Group and Al-Futtaim Investment Management Fund. As the master plan for Cairo Festival City is continually evolving, the final investment figures cannot yet be confirmed.

m. **What are the components?**

Shopping Facilities

The shopping centre is 180,000 sq m of gross internal area (leasable) with more than 300 shops and over 100 restaurants and cafés. The Centre consists of two fully integrated areas; an enclosed mall area, Festival Centre and an outdoor area “Festival Village”. “Festival Village”, an outdoor entertainment, boutique retail, nightclub and dining destination sits within lush landscaping and waterways. A “Promenade” connects the open air dining terraces, shaded plazas and courtyards to the indoor shopping areas of Festival Centre - a dramatic two and three level centre anchored by 17 international brands, a hypermarket, 17 screen multiplex cinema and a wide variety of shops and restaurants seamlessly connected to a major hotel

Hospitality

Luxury, style and convenience are the key words that describe Cairo Festival City’s hospitality offering –international hotels are planned for the city. A retail luxury 400 room hotel located at the heart of the project, linked via landscaped walkways to the impressive Festival Centre. A 250 room business hotel, located on the South entry gateway near the office park, will have state of the art technology with an extensive meeting and conference facilities.

Residential District

When complete, Cairo Festival City will accommodate over 480 residential villas within a gated community named ‘Oriana’. The villas architecture will be under the influence of Spanish, French and Italian styles. Oriana will occupy a land area of 860,000 sq meter which includes extensive landscaping, open spaces, central parks, and green areas. Owners have the option of choosing from three different sizes 731 sq m, 751 sq m and 1,049 sq meter villas with or without basements and have the freedom to choose their own interior finishes.

At the heart of Cairo Festival City, strategically located opposite Festival centre – the retail resort, lies a range of prestige apartments.

Are the properties for sale?

Yes

American International School

Set within the perimeter of Cairo Festival City is an outstanding purpose-built school providing high quality American international education curricula. AIS Egypt is a member of the Educational Services Overseas Limited (ESOL) group of schools. AIS opened in 2005 to serve the educational needs of 1,000 students that celebrate cultural diversity while proudly representing over 30 nationalities of young people from the Cairo Festival City communities and surrounding areas.

AIS Egypt offers a comprehensive, Kindergarten-Grade 12, co-educational, college preparatory, day school programme. The academic programme is based on an international model which draws heavily from the best of American methodology, pedagogy, and educational philosophy.

Automotive Park

The Automotive Park features some of the world's leading automotive brands including Toyota and Honda. The complete range of automotive options will enable customers to browse at leisure amongst the premier selection available, further enhancing the shopping experience.

Entertainment and Leisure

Cairo Festival City offers a wealth of leisure activities to suit every need; “Festival Village” an outdoor entertainment, retail, boutique, and over 100 cafés and dining destination sits within lush landscaping and waterways. The “Promenade” with its shops and boutiques connects the open air dining terraces, shaded plazas and courtyards to the indoor shopping areas of Festival Centre. Festival Centre will also have a 17-screen multiplex cinema

Commercial Offices

A 15- minute drive from Cairo International Airport and only 30- minute drive from downtown Cairo, state of the art offices will be located at the heart of the Cairo Festival City project. The buildings will be designed to be environmentally sensitive to suit local conditions with state of the art technology. The offices will be serviced by the 250-room business hotel with advanced business services and facilities