



CENTRAL

NEW CAIRO



A World Class
Mixed-Use Experience
by SAUDI EGYPTIAN DEVELOPERS

About SAUDI EGYPTIAN DEVELOPERS

Founded in 1975, SED is a joint partnership between the Saudi and Egyptian governments that focuses on developing and introducing the Egyptian market with breakthrough destinations that add value through innovative solutions and strategies.

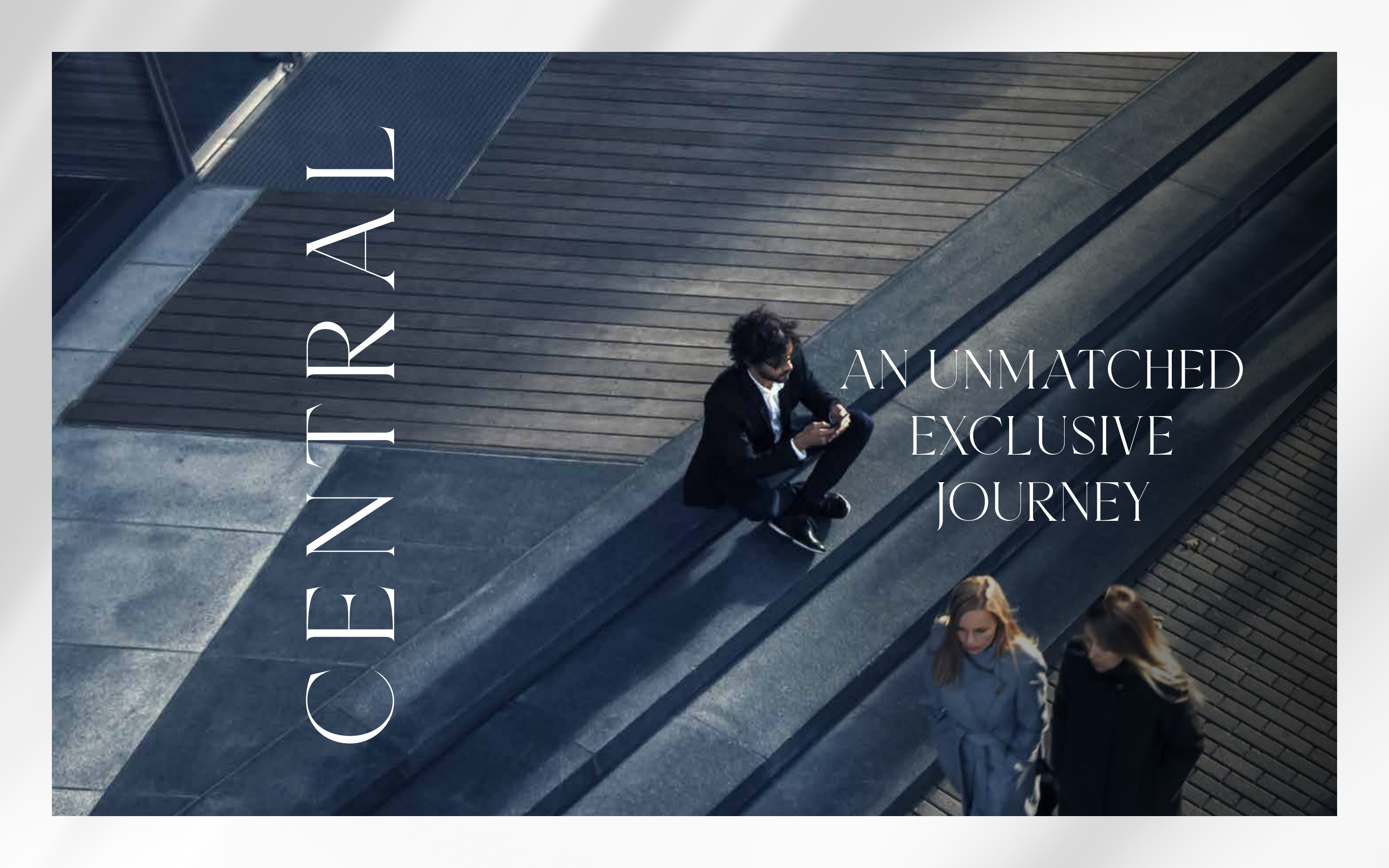
With our track record and objective to create communities that shape future landmarks, the company has delivered around 25,000 housing units currently inhabited by more than 114,000 individuals. The group's current portfolio carries a variety of over 50 landmark projects within Egypt presenting a mix of luxurious residential towers as well as mixed-use communities such as Jayd New Cairo, Bleu Vert New Capital and Nile Pearl. SED's future investments and developments carry the establishment of 7 new projects across Egypt.

550
Company Employees

50
Projects

30,000
Living Families





CENTRAL

AN UNMATCHED
EXCLUSIVE
JOURNEY

INTRODUCING CENTRAL

A FLAGSHIP BUSINESS & COMMERCIAL DESTINATION IN THE HEART OF NEW CAIRO



True to its name, Central is situated at the center point of New Cairo's crossroads. Central is set to transform the business and commercial scene, offering a mixed-use development that captures the spirit of a dynamic city with an evolving blend of spaces and experiences.

Offering a variety of office types alongside a selection of the most refined retail and entertainment, bringing an outstanding world-class experience to New Cairo.

Whether searching for the ideal office space for a corporation, a go-to spot for your daily coffee runs, or a family-friendly venue, Central will meet you at the crossroads.



A ONE-OF-A-KIND

HOLISTIC CONCEPT

Every design element at Central is woven into the ideation of the destination and its overall experience. As you enter, Central's retail podium serves as a backdrop and initial layer on the ground and first level. As you travel a level higher you are introduced to a variety of grade A offices activating the skyline and providing highly flexible spaces for corporates and individuals. Vertical circulation between office buildings and commercial zones provide easy hassle-free access.

Right at the middle, you'll find the main boulevard which acts as the main axis connecting the Project's North and South entrances leading to the heart where a selection of the finest world renowned dining venues come together along with the latest trends in retail. These one-of-a-kind central courtyards form an important part of the holistic design by becoming the heart of the development.

At Central, a world full of business, retail, dining and entertainment.

A WORLD CLASS ARCHITECTURAL MASTERPIECE



Master-planned and designed with luxury and convenience, Central celebrates a truly unique architectural style that creates an anchor between North and South. Modern glass facades with sleek linear details and clear open skies in every direction and are finalized with grand entrance canopies.

North & South Portals

The iconic North and South entrances act as canopies making a monumental entrance. An address pinned on both the North & South 90th street which leads through a getaway into the Grand Avenue.

Courtyard Pavilions

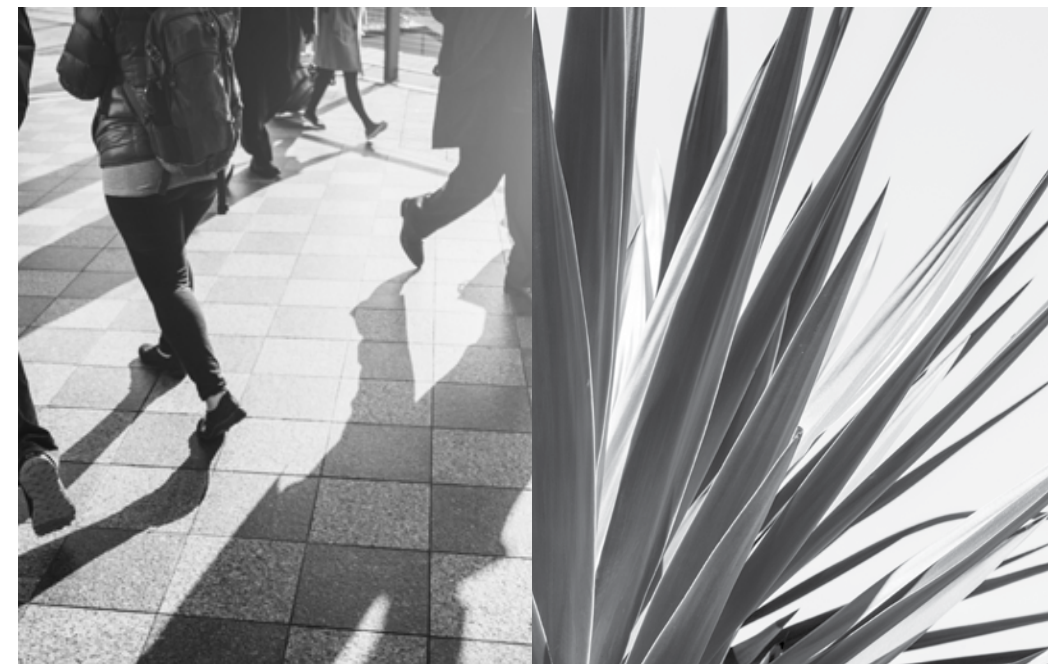
The heart of the development provides a selection of the finest retail and dining experiences. An address to catch up with friends and family and to celebrate into the night.

Central's Boulevard & Main Plaza

The Main Plaza will provide a perfect setting for festivities and performances activating the Centre of the project. The central boulevard which traverses this space gives the heart of the development perfect sight lines to draw the public into the project.



A STRATEGIC LOCATION AT THE CROSSROADS OF NEW CAIRO



Central is strategically located on the three main axes of New Cairo, North and South 90th, and Mohamed Naguib Axis; it is considered the most reachable location in the city.

The Project is situated within a 30-kilometer radius from Downtown Cairo and the New Administrative Capital. Ideally positioned within a 10-kilometer radius in the heart of New Cairo, Central holds an ideal location with Cairo-Suez Road in the North, Cairo-Sokhna Road in the South, the Ring Road on the West, and the Regional Ring Road on the East.

EXCEPTIONAL INTERIORS

AT EVERY CORNER

Finest quality of Finishes & Elegant timeless Facades. Designed with the utmost attention to details using the finest materials & style.





PROJECT AREAS

Design Overview
Plot Area = Approximately 86,000 m²
Total Built Up Area = Approximately 160,000 m²
Height = G + 6 levels

THE MASTERPLAN



At Central, 10 office buildings elegantly top 5 superlative podiums of retail and dining, a courtyard of 5 buildings offering an elevated F&B experience in the heart of the project, as well as a dedicated Family Entertainment Center that caters to all family members throughout the day/week.

With direct access from North and South 90th streets as well as Mohamed Naguib axis offices are truly in the heart of New Cairo and minutes away from its most prominent locations creating the ideal professional setting for both small and large-scale enterprises.

CENTRAL FACILITIES

- | | | |
|--------------------------------|---|------------------------------|
| 1- Fire Alarm. | 9- Smart Parking Management. | 13- Waste management System. |
| 2- Fire Fighting. | 10- Conveying System Elevators/ Escalators. | 14- Voice evacuation System. |
| 3- Public Address. | 11- HVAC Heating, Ventilation & AC. | 15- Smoke management System. |
| 4- Access Control. | 12- Electric Supply & Emergency Backup System | |
| 5- CCTV. | | |
| 6- Telephone, Data & TV. | | |
| 7- Security System. | | |
| 8- Building Management System. | | |





About **WATG**

Designed by WATG, a global multi-disciplinary design firm specializing in Strategy, Master Planning, Architecture, Landscape and Interiors. Creating landmark urban and leisure destinations with eight offices across three continents.

A WHOLE NEW WORLD OF
BUSINESS. F&B.RETAIL.ENTERTAINMENT



OOD

EVERAGE

AN EXQUISITE F&B EXPERIENCE

Equally activating the senses, a collection of the world's finest and most exquisite cuisines and dining atmospheres. Offering both alfresco and indoor food and beverage venues that is perfect for a fancy night out or a casual afternoon in the sun in all seasons. Comfortable food and beverage options for all ages day and night come together with first-class dining and nightlife.

Designed to exude the most of the outdoors granting every unit a unique location overlooking the central boulevard which guarantees views of anything and everything at Central.



AN EXCLUSIVE BUSINESS EXPERIENCE IN THE HEART OF NEW CAIRO



DR BUSINESS

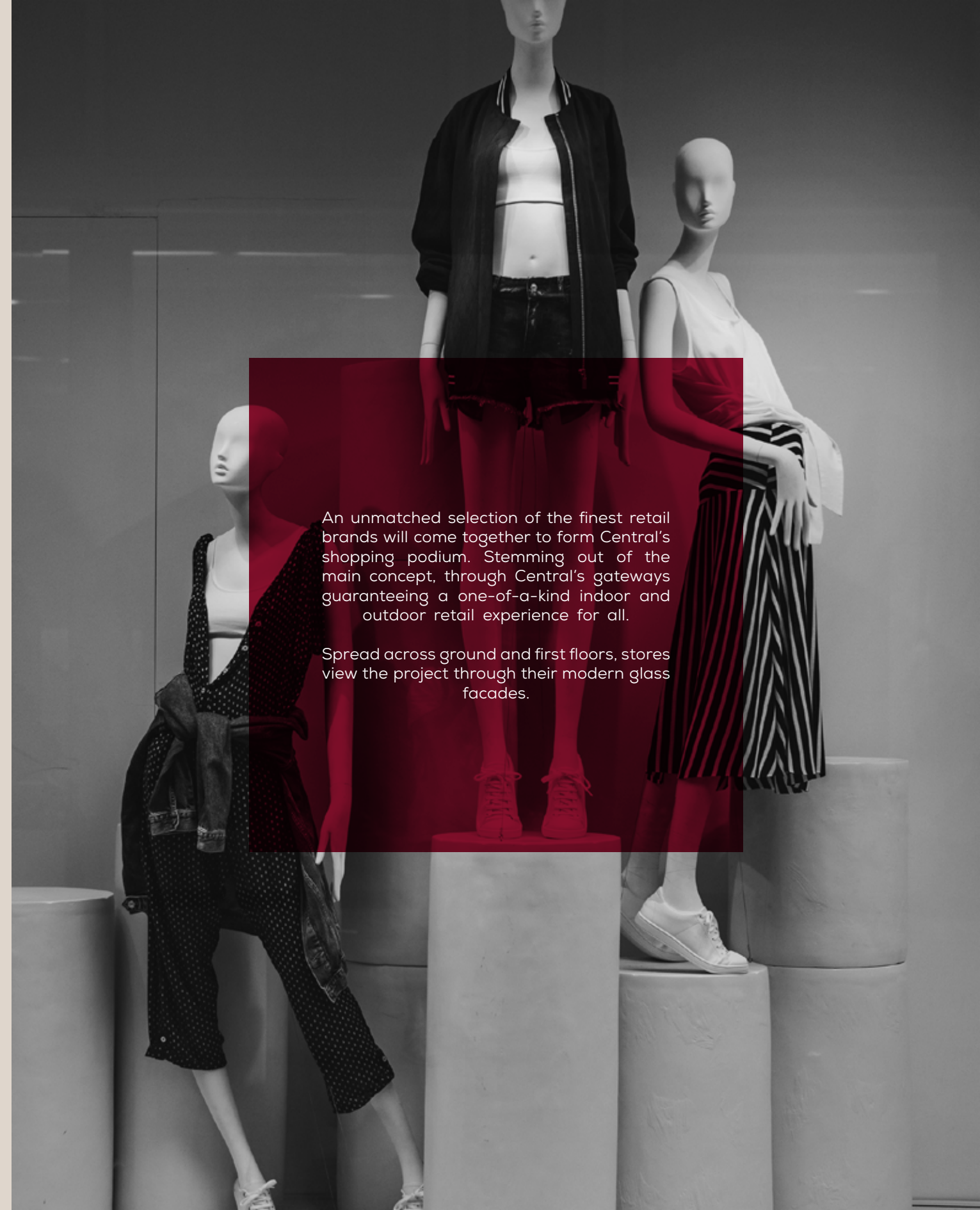
Each office building has a luxury entrance with high-end finishes, the buildings offer 5 floors of exclusive office spaces ranging in size from smart 115 m2 to spacious 485 m2. Offices Floor design allows the possibility of merging units and provides a flexible working environment.

Attending the finest details through a unique design aesthetic, all office buildings boast an adequate floor height with glass facades celebrating unobscured views of the central courtyard or New Cairo. Office floors are granted private entrances to the ground and first levels, allowing hassle-free commutes across the destination.



AN UNMATCHED RETAIL EXPERIENCE

ETAIL



An unmatched selection of the finest retail brands will come together to form Central's shopping podium. Stemming out of the main concept, through Central's gateways guaranteeing a one-of-a-kind indoor and outdoor retail experience for all.

Spread across ground and first floors, stores view the project through their modern glass facades.

A UNIQUE ENTERTAINMENT EXPERIENCE

A DEDICATED FAMILY ENTERTAINMENT CENTER

ENTERTAINMENT



A whole new definition to entertainment comes to fruition when introducing Central's Entertainment Center. With prime location at the western side of the project, the FEC is directly visible and accessible from the central courtyard giving it the perfect vantage point within the development. Its entrance design gives the place the prominence it offers, with its North and South corners activated with signage and branding opportunities, large LED displays to attract footfall and festivities.

This unique experiential destination is dedicated to every family member. A place for families to come together amid an array of lifestyle entertainment options. The family fun does not stop there; a selection of mouthwatering F&B kiosks are sure to keep the senses alive and the adrenaline rushing.



SAUDI
EGYPTIAN
DEVELOPERS