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COMPANY PROFILE

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01



WE BELIEVE REAL ESTATE GOES BEYOND LAND OR WALLS

It is about people and the lives they live within them. At Citydom, every project begins with a simple truth: people come first. Homes are designed as the heart of life, communities as places of belonging and cities as living breathing spaces that inspire connection.

We draw strength from heritage, stories, culture and values that ground us and pair it with the vision and innovation that carry us into tomorrow. In this balance, tradition brings depth, and modernity opens new horizons.

Our philosophy is to create communities that endure, not just for today, but for generations. Places where families grow, neighbors connect and daily life feels richer and meaningful. Citydom exists to design with purpose, build with care and shape environments where people do more than live. They thrive, they connect and they carry forward a legacy of better living.

CITYDOM'S PHILOSOPHY

02

ABOUT MADINET MASR



Founded in 1959 in the heart of Cairo, Madinet Masr has grown from a pioneering developer into a symbol of progress, vision, and trust in Egypt's real estate landscape. For more than six decades, it has shaped how Egyptians live, creating communities that blend authenticity with innovation and transforming land into destinations where life, work, and culture thrive together.

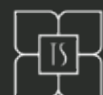
Rooted in legacy yet driven by reinvention, Madinet Masr continues to evolve with Egypt's ambitions. In 2023, the company embarked on a milestone rebranding from MNHD to Madinet Masr, marking a new era of growth, expansion, and purpose. This transformation reflects a strategic vision that goes beyond real estate development, positioning the company as a holistic creator of integrated, sustainable, and future-ready communities across Egypt and beyond.

Central to this evolution is Madinet Masr Innovation Labs, a forward-thinking arm reimagining the real estate experience with cutting-edge solutions designed to empower customers, enhance transparency, and set new industry benchmarks.

Today, Madinet Masr stands as more than a developer. It is a catalyst for progress. Building on a foundation of heritage, excellence, and resilience, the company continues to lead with a clear mission: to create places that inspire belonging, foster growth, and shape a brighter, more sustainable future for generations.



OUR PROJECTS



MADINET MASR BEGAN AS MADINET NASR FOR HOUSING AND DEVELOPMENT

Established to plan and build Madinet Nasr City, a landmark project that laid the foundation for East Cairo's urban expansion.

TOTAL PROJECTS LAUNCHED

26

TOTAL NUMBER OF DELIVERED UNITS

7,357

TOTAL LANDBANK (M²)

12,827,091 m²

TOTAL UNITS SOLD

24,208

TOTAL COMMUNITY MEMBERS

96,000 +

Over the years, the company has evolved from city-scale development into creating large-scale gated communities that embody the standards of modern living. Today, Madinet Masr operates as both a master developer and a developer, leading major projects across Egypt while delivering high-quality developments that combine innovation, sustainability, and long-term value creation. With every milestone, the company continues to shape Egypt's future urban landscape, building communities that last and places that people are proud to call home.

ABOUT WAHEEJ

2025

With a rich heritage spanning over 40 years, Waheej builds on the expertise passed down from our ancestors to meet the ever-growing demands of the local market. Today, Saudi urban life is evolving in a way that beautifully blends rich cultural traditions, with innovative modern design.

Waheej's success comes from a deep commitment to customer trust and satisfaction. We focus on blending tradition with new approaches to deliver services that stand out for their quality and efficiency. This combination of experience and innovation positions Waheej as a leader, helping shape the future of Saudi Arabia's real estate industry. By combining authentic architectural elements with cutting-edge technology and sustainable practices, Waheej ensures that each living space is both timeless and future-ready. Whether it's residential, commercial, or mixed-use projects, Waheej Real Estate is shaping Saudi cities with a vision that honors the past and embraces what's next, making urban living inspiring and comfortable for everyone.



وهيج العقارية
Waheej For Real Estate

OUR DEVELOPMENTS
ARE MORE THAN
JUST BUILDINGS, THEY
CREATE VIBRANT
COMMUNITIES WHERE
TRADITION AND
PROGRESS COEXIST
HARMONIOUSLY.

OUR PROJECTS

2025



وهيج العقارية
Waheej For Real Estate

SKY 60 TOWER
(JEDDAH)

AL WUROUD
VILLAS
(RIYADH)

AL BAWABA
INDUSTRIAL CITY
(SOUTH RIYADH)

WAHEEJ AL SHARQ
(RIYADH)

AL RIMAL
(RIYADH)

DURRAT AL
JANADRIYAH
(RIYADH)

WA223
RESIDENTIAL
PROJECT
(RIYADH)

PIONEERS COMING TOGETHER

WAHEEJ'S ACHIEVEMENTS

For Waheej, the future of Saudi urban life is both rooted in rich traditions and propelled by forward-thinking innovation—making every project a unique experience that honors the past while embracing what's next.

Waheej is at the forefront of developing vibrant Saudi communities that beautifully blend tradition with innovation. By respecting cultural heritage and local customs, Waheej creates living spaces that feel authentically Saudi while offering modern urban conveniences. Projects emphasize thoughtful design, sustainable development and smart technology integration, defining a new standard for contemporary living in Saudi Arabia.

Waheej focuses on fostering connected, lively environments where families and individuals can thrive. The company's vision is to build not just homes, but dynamic communities that encourage social interaction, well-being and economic growth.

FROM RESIDENTIAL NEIGHBORHOODS TO MIXED-USE DISTRICTS



Citydom is born from the union of two visionary master brands, Madinet Masr and Waheej, coming together to redefine the real estate landscape in Saudi Arabia. It is a company built to challenge conventions, set new benchmarks, and transform how communities are imagined, built, and experienced.

Madinet Masr contributes decades of expertise in large-scale, integrated development, creating modern urban living with vibrant amenities, thoughtfully designed residences, and infrastructure that supports a seamless lifestyle. Waheej brings bold innovation, blending cultural heritage with imaginative design, sustainable practices, and dynamic spaces that inspire connection and engagement.

Together, Citydom leverages this unique heritage and combined expertise to reshape the market. It delivers human-centered, fully integrated communities where every detail enriches life, elevates the customer experience, and anticipates the future of urban living. Citydom is more than a company. It is a movement to build communities that endure, inspire, and set the standard for generations to come.



RASHID SAUD AL-JADOUA

WAHEEJ'S CEO

"At Waheelj, our vision is to build communities that honor our heritage while embracing the innovation shaping Saudi Arabia's future. For over four decades, we have been developing destinations that bring people together through quality, design, and a deep understanding of modern living."

Our collaboration with Madinet Masr reflects a shared belief in progress through purpose. Together, we established Citydom, a new real estate company born from a unified vision to create human-centered, future-ready communities. Citydom represents the next chapter of Saudi urban living, where thoughtful planning, smart technologies, and vibrant design come together to enhance everyday life."



ABDALLAH SALLAM

MADINET MASR'S CEO

"At Madinet Masr, growth has always been about creating lasting impact. For more than six decades, we have built communities that bring people together and set new benchmarks for quality, innovation, and trust. Our entry into the Saudi market marks a new chapter in this journey, driven by shared ambition and a commitment to shaping the future of urban living. Together with Waheelj, we combine expertise and vision to create something truly distinctive for the Kingdom."

Citydom was born from this partnership as a company with a bold mission: to redefine the real estate landscape in Saudi Arabia. Through forward-thinking design, advanced infrastructure, and a seamless customer experience, it establishes new benchmarks for modern living. This milestone represents more than achievement; it is a statement of intent. We are here to contribute, share knowledge, and shape communities that embody a new era of urban excellence across the region."

ABOUT CITYDOM

CITYDOM IS THE TRANSFORMATIVE ALLIANCE OF TWO LEGACIES JOINING FORCES TO REDEFINE REAL ESTATE IN SAUDI ARABIA AND THE REGION.

BY BRIDGING HERITAGE AND INNOVATION, WE SET A NEW BENCHMARK FOR REAL ESTATE.

Guided by Waheej's bold vision for growth and innovation, and strengthened by Madinet Masr's decades of expertise in crafting thriving, large-scale communities, this partnership is more than a developer. It is a movement to reshape how people live, connect and grow. We believe a home is more than a structure, it is the heart of everyday life. A community is more than a neighborhood, it is a place of connection, belonging and growth.

That is why we create fully integrated communities, where every detail enriches daily living and elevates the human experience. Our spaces are sustainable, future-ready and deeply human, designed to bring people closer, nurture well-being and shape a life that feels fuller, warmer and beautifully connected. One that not only meets today's aspirations, but builds a future where communities flourish for generations to come. Above all, we stand for building communities that endure, shaping a legacy of better living for today and for generations ahead.

OUR MISSION

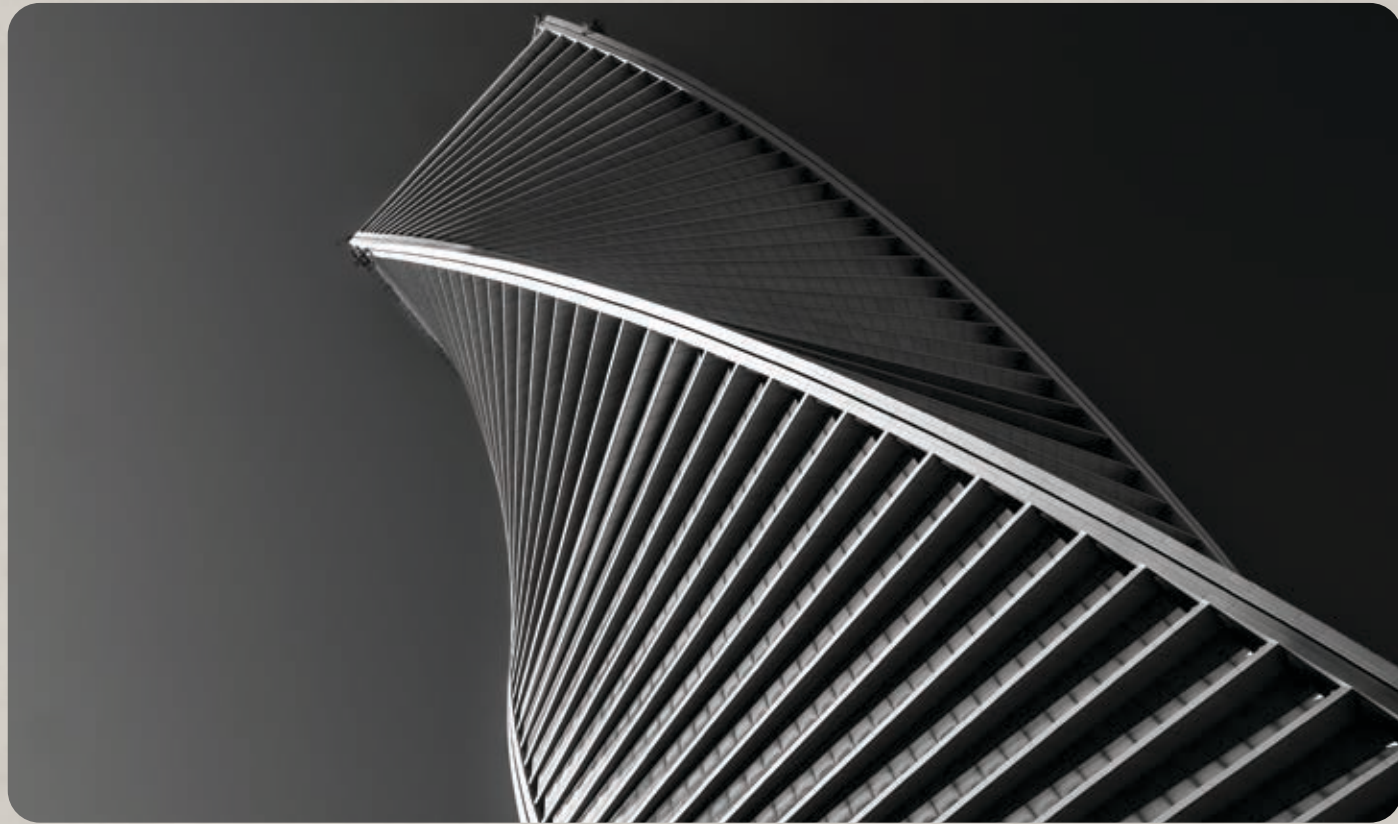
TO DESIGN LIVING SPACES WHERE LIFE THRIVES, IMAGINATION EXPANDS
AND EVERY EXPERIENCE REFLECTS INNOVATION, SUSTAINABILITY AND
HUMAN CONNECTION.

OUR VISION

TO REDEFINE REAL ESTATE BY CREATING TRANSFORMATIVE
COMMUNITIES THAT INSPIRE, ENDURE AND EVOLVE BEYOND
EXPECTATIONS.

CITYDOM'S VALUES

2025



01 HUMAN-CENTRIC LIVING

At Citydom, everything we create starts with people. From planning new neighborhoods to designing homes and public spaces, we focus on how communities live, work, and grow. Our approach ensures every development supports daily life, fosters meaningful connections, and enhances well-being. We measure success not by buildings alone, but by the quality of life our communities enable.

**02
COLLABORATION & CONNECTION** Citydom is built on the belief that great communities are created together. We approach every development with openness to partnerships with experts, stakeholders, and future residents to ensure our projects reflect shared vision, purpose, and innovation. Connection guides our process, enabling communities that are vibrant, inclusive, and built to grow.

**03
ADAPTABILITY & FUTURE FOCUS** Our communities are built to evolve. Citydom anticipates changing lifestyles, technology, and work patterns, creating spaces that remain relevant, flexible, and forward-looking for generations.

**04
INNOVATION & VISION** Citydom challenges conventional real estate thinking. Our designs integrate smart infrastructure, vibrant public spaces, and dynamic environments to deliver communities that are functional, inspiring, and full of possibility.

**05
INTEGRATION & HARMONY** Citydom approaches development with a holistic vision. We plan neighborhoods where living, working, leisure, and nature coexist seamlessly, ensuring every element supports the others. Our goal is to create environments that are cohesive, functional, and inspiring, where communities feel complete and life flows naturally for residents.

**06
EXPERIENTIAL EXCELLENCE** Citydom designs experiences, not just buildings. Public spaces, amenities, and community programs are crafted to engage, energize, and foster meaningful interaction, turning every day into a richer, more fulfilling experience.

**07
SUSTAINABILITY & RESPONSIBILITY** Citydom builds with purpose and longevity in mind. Every project is designed to respect the environment, honor cultural heritage, and create lasting value for communities. Through thoughtful planning, efficient technologies, and sustainable practices, we deliver developments that endure, set benchmarks for responsible growth, and shape future-ready cities.

2025



GLOBAL STANDARDS WITH LOCAL RELEVANCE

We combine international best practices with a deep understanding of local culture, delivering developments that feel both world-class and authentically Saudi.

LIVING ECOSYSTEMS

Our developments weave together living, working, and leisure in a cohesive way, offering communities where all aspects of life coexist naturally.

CONNECTED LIVING

Citydom brings a seamless integration of technology into everyday life, creating connected, smart communities where residents and investors can engage effortlessly with their surroundings.

CUSTOMER JOURNEY EXCELLENCE

Citydom is committed to creating a refined and human-centered experience for residents and investors, ensuring every interaction reflects care, clarity, and quality.

FUTURE-READY COMMUNITIES

Citydom is committed to creating a refined and human-centered experience for residents and investors, ensuring every interaction reflects care, clarity, and quality.

INNOVATIVE SOLUTIONS

Citydom reimagines how communities are designed and experienced, delivering forward-thinking planning, adaptable spaces, and environments that inspire and evolve with people's lives.

04



OUR EXPERTISE

WHAT WE STAND FOR

LIFE IN HARMONY

Citydom designs and delivers developments that go beyond traditional housing. From residential communities to mixed-use destinations, every space is crafted for comfort, functionality, adaptability, and sustainability. Integrated amenities, smart infrastructure, and human-centric planning ensure communities thrive for generations.

LIFESTYLE INTEGRATION

We design environments where life flows seamlessly. Residential, commercial, cultural, and recreational spaces coexist to create dynamic, walkable neighborhoods. Green spaces, public realms, and accessible amenities support a balanced lifestyle while nurturing community engagement and environmental responsibility.

DESIGN & ARCHITECTURE APPROACH

Citydom bridges heritage with modernity. Saudi cultural motifs, craftsmanship, and natural materials blend with clean lines, open layouts, and sustainable design. Each development tells a story, creating timeless spaces that are both inspiring and functional.

COMMUNITY DEVELOPMENT

Citydom creates communities that are holistic, vibrant, and human-centered. Each neighborhood is carefully planned to foster connection, well-being, and daily convenience. Parks, public spaces, and amenities are designed to promote social interaction, safety, and a sense of belonging.

05

OUR PROJECTS

MUTHALATH EL JANADERIYAH

WHERE HERITAGE MEETS
MODERN LIVING

Reimagines contemporary living through Citydom's vision of design-led community development. Rooted in local heritage and shaped by modern minimalism, the project reflects Citydom's ability to craft environments that are both culturally grounded and forward-looking. Every detail, from urban planning to spatial rhythm and materiality, has been conceived to create an immersive living experience that enhances well-being, mobility, and the human connection with place.

Through Citydom's holistic approach to architecture, landscape, and placemaking, the community unfolds as a vibrant composition of residential, leisure, and cultural spaces that inspire engagement and a balanced lifestyle. Homes, gardens, and communal areas flow seamlessly together, offering moments of calm, interaction, and continuity within a naturally coherent environment.

MUTHALATH EL JANADERIYAH

Stands as a testament to Citydom's design innovation and commitment to shaping meaningful living experiences. It transforms traditional notions of neighborhood life into a contemporary model of sustainability, inclusivity, and enduring design where heritage and modernity coexist, and every element contributes to a life well lived.

MUTHALATH EL JANADERIYAH



Draws deep inspiration from Janadriyah's rich cultural fabric, honoring local identity through a contemporary interpretation of Saudi architecture. Minimalist forms are enriched with subtle traditional details, creating homes that feel both timeless and attuned to modern living.

Sustainability lies at the heart of the design. Smart lagoons provide natural cooling, renewable energy supports everyday life, and generous green spaces bring nature into the rhythm of the home. Architecture and landscape blend effortlessly through courtyards, terraces, and gardens that dissolve the boundaries between indoors and outdoors, making nature an essential part of daily experience.

Conceived as a vibrant 15-minute city, the community places people before cars, promoting walkability through shaded pathways, lush greenery, and welcoming public spaces. More than a residential destination, Muthalath El Janadriyah redefines the essence of contemporary community life, uniting modern comfort, cultural authenticity, and environmental responsibility in one enduring vision for the future.

A COMMUNITY ROOTED IN HERITAGE AND SUSTAINABILITY

THE MASTERPLAN ENVISIONS
A HUMAN-CENTERED
COMMUNITY WHERE
ARCHITECTURE, NATURE, AND
MOVEMENT COME TOGETHER
IN SEAMLESS HARMONY.

Spanning over 60 acres, it reflects a holistic approach to modern living that values connection, well-being, and environmental balance. Inspired by the 15-minute city concept, the design ensures that every daily need, from leisure to lifestyle, is within comfortable reach. A network of shaded walkways and pedestrian-friendly streets encourages walking and social interaction, while open green corridors link homes to communal gardens and water features, promoting a continuous dialogue between built form and nature.

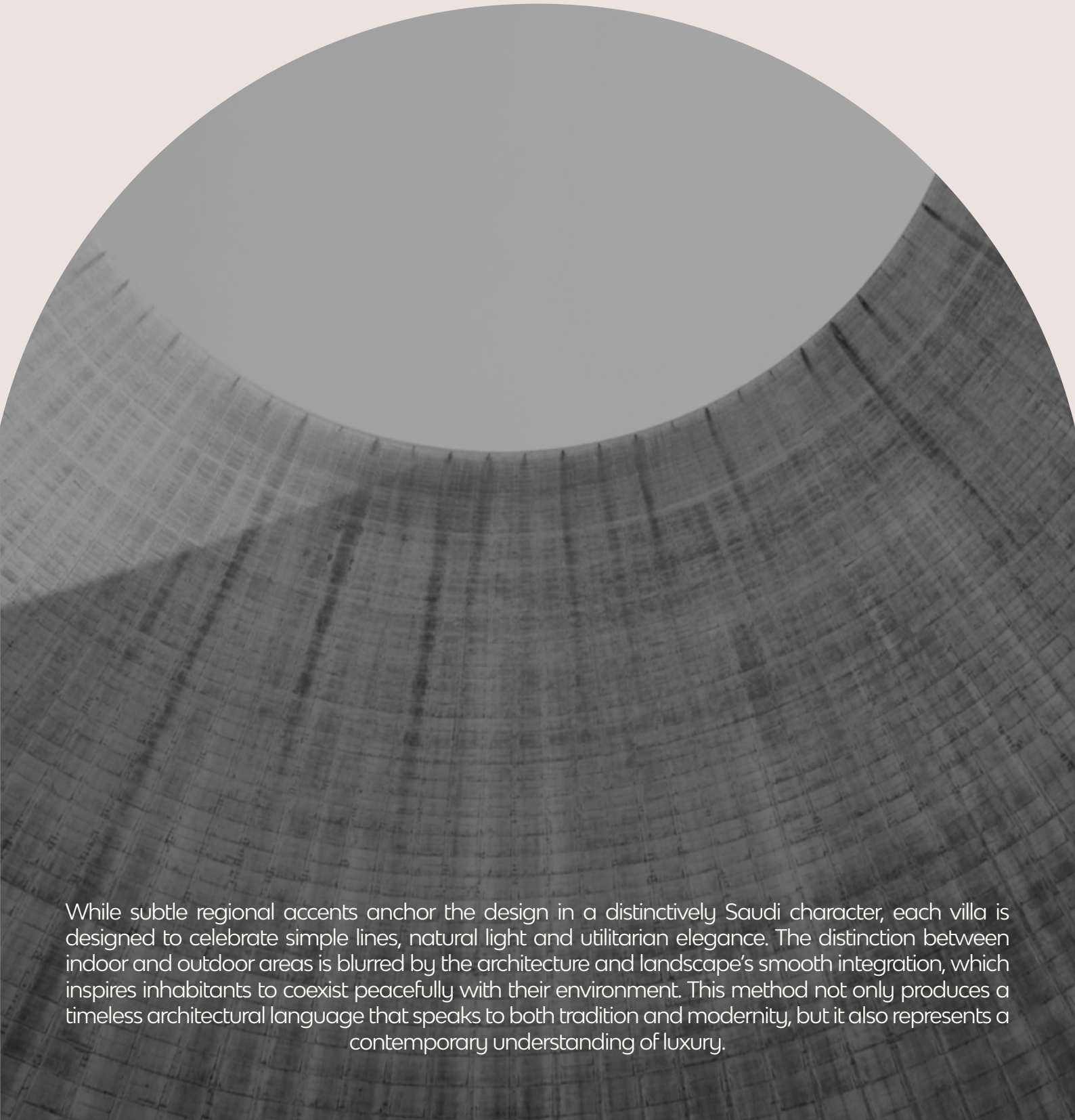
The residential fabric unfolds through a collection of intimate clusters, each designed to offer both privacy and belonging. Architectural rhythm and landscape composition work in tandem to shape cooling microclimates, with pocket parks, reflective ponds, and lush vegetation enhancing comfort and tranquility across the community.

Commercial and service areas are positioned strategically along the periphery, ensuring accessibility without compromising the serenity of the inner core. The result is a layered living environment where movement, nature, and architecture converge to create a timeless expression of sustainable elegance.



ARCHITECTURE

THE COMMUNITY'S ARCHITECTURE IS INFLUENCED BY MINIMALIST SAUDI DESIGN, WHICH COMBINES CULTURAL AUTHENTICITY WITH ELEGANCE AND SIMPLICITY.



While subtle regional accents anchor the design in a distinctively Saudi character, each villa is designed to celebrate simple lines, natural light and utilitarian elegance. The distinction between indoor and outdoor areas is blurred by the architecture and landscape's smooth integration, which inspires inhabitants to coexist peacefully with their environment. This method not only produces a timeless architectural language that speaks to both tradition and modernity, but it also represents a contemporary understanding of luxury.

THE MASTERPLAN

KEY FEATURES

2025



2025

DIVERSE LIVING EXPERIENCES

Designed for families and individuals alike, the community offers a range of residences that prioritize privacy, comfort, and connection. Low-density planning ensures tranquility, while proximity to shared amenities fosters a strong sense of belonging within a fully integrated neighborhood.

MINIMALIST SAUDI DESIGN

Clean, modern lines balanced with cultural authenticity, inspired by contemporary interpretations of Saudi architectural heritage. The architecture blurs the boundaries between indoors and outdoors, maximizing natural light, cross ventilation, and views of surrounding greenery.

INSPIRED LOCATION

Strategically positioned in Janadriyah, the community captures the essence of its cultural surroundings while remaining closely connected to the city's modern pulse. Its setting blends serenity with accessibility, offering a retreat that stays linked to urban life.

SUSTAINABILITY & GREEN INNOVATION

A smart lagoon system enhances natural cooling, soil enrichment, and microclimate creation. Renewable energy integration and solar-ready infrastructure reflect a commitment to environmentally conscious living supported by expansive green landscapes.

OUTDOOR EXPERIENCE

Nature is woven into every layer of the design, from pocket parks and tree-lined streets to serene lagoons and shaded courtyards. Every element encourages residents to live outdoors, connect with nature, and embrace a lifestyle of movement, light, and openness.

COMMUNITY & WELLNESS FOCUS

At the heart of the development lies a deep focus on human connection and well-being. Shared spaces, parks, and community hubs are designed to encourage interaction, recreation, and balance creating a setting where wellness is part of everyday life.

15-MINUTE CITY LIFESTYLE

The masterplan promotes connectivity that reduces car dependency, encouraging a walkable, human-scale design where daily needs are within easy reach. Shaded pedestrian paths and active public spaces nurture outdoor living and social engagement.

HASSLE-FREE PROMISE

Residents enjoy fully integrated facilities and seamless services, supported by dedicated after-sales care for peace of mind. Lifestyle assistance throughout ownership ensures a smooth, effortless living experience.

OUR COLLABORATIONS

DELIVERING THE BEST IN CLASS



CITYDOM STANDS OUT BY PARTNERING WITH TOP COMPANIES ACROSS GYMS, ARCHITECTURE AND VARIOUS SERVICES TO CREATE EXCEPTIONAL EXPERIENCES FOR ITS COMMUNITY.

These collaborations combine expertise to offer innovative gym facilities designed with cutting-edge architectural concepts, ensuring functional yet inspiring spaces for all users.

By working closely with leading fitness providers, Citydom brings state-of-the-art equipment and tailored training programs, catering to diverse needs and goals.

Architectural partners help craft dynamic environments that boost motivation and well-being. Meanwhile, additional service collaborations from wellness coaching to nutrition advice round out a holistic approach to health and lifestyle.

This seamless integration of premier partners ensures that Citydom offers not just facilities but a comprehensive, premium experience. The focus on quality and innovation means members can always expect the best of the best, making Citydom a vibrant hub where fitness, design, and well-being come together perfectly.



CITYDOM PROMISE

CITYDOM IS JUST BEGINNING ITS JOURNEY.

With a foundation built on heritage, innovation, and human-centered design, we aim to expand into larger, more ambitious projects that integrate smart technology, sustainable practices, and community-centric plan-

Our vision is to redefine urban living across Saudi Arabia and the region, creating districts where people live, work, and play. Future developments will continue to merge residential, commercial, cultural, and leisure spaces into cohesive ecosystems, setting benchmarks for innovation, sustainability, and lifestyle integration.

DETAILING THE FUTURE

CITYDOM'S & EXPANSION

INNOVATION PLANS

2025

08

"WE DESIGN NOT JUST BUILDINGS, BUT COMPLETE ECOSYSTEMS
WHERE WORK, LIFE, AND LEISURE COEXIST SEAMLESSLY."

2025

AMBITIOUS VENTURE, CITYDOM, AIMS TO CREATE A VIBRANT MODERN COMMUNITY THAT

With a focus on forefront architecture and smart city technologies, Citydom aims to enhance urban living standards while encouraging sustainability. Madinet Masr and Waheelj, together, they shape a future-ready district that prioritizes green spaces, innovation hubs and community engagement.

COMBINES RESIDENTIAL, COMMERCIAL AND RECREATIONAL SPACES IN ONE ENVIRONMENT.

This collaboration marks a significant step forward in Egypt's urban growth, blending creativity and practicality to meet the needs of today's residents and businesses. Citydom's expansion plans reflect a commitment to excellence and a fresh vision for city living.

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وهيج العقارية
Wahej For Real Estate

