

EARTH FOLDS

going to
market



A STRATEGIC MARKETING ROADMAP DESIGNED
TO BUILD AWARENESS, SHAPE PERCEPTION,
DRIVE ENGAGEMENT, AND CONVERT
ATTENTION INTO MEASURABLE BUSINESS
GROWTH FROM LAUNCH TO SELL-OUT.

THE FIRST FOLD OF A NEW ERA

EARTHFOLDS GIVES

MAINFOLDS CREDIBILITY.

MAINFOLDS GIVES

EARTHFOLDS A NEW FACE IN

THE MARKET.

WIN WIN STUTATION

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01

PROJECT

OVERVIEW

EARTHFOLDS

A real estate company undergoing a strategic rebrand after more than 20 years of market experience, with ambitions to strengthen its presence in Egypt and expand its reach across international markets.

MAINFOLDS

The first project under the new Earthfolds identity — a commercial and administrative destination designed to establish a new chapter for the brand and create a strong presence in Egypt’s New Capital.

LOCATION

Financial District 2 — New Administrative Capital
Positioned within one of the Capital’s key
investment areas, next to the Ministries District and
surrounded by a growing business ecosystem.

PROJECT PROFILE

Land Area: 4,000 m² Building Area: 1,200 m²
Unit Average: 35 m²
Ground Floor: Commercial Units
7 Repeated Floors: Administrative Units
Average Unit Price: EGP 3–2 Million
Payment: Cash & Installments

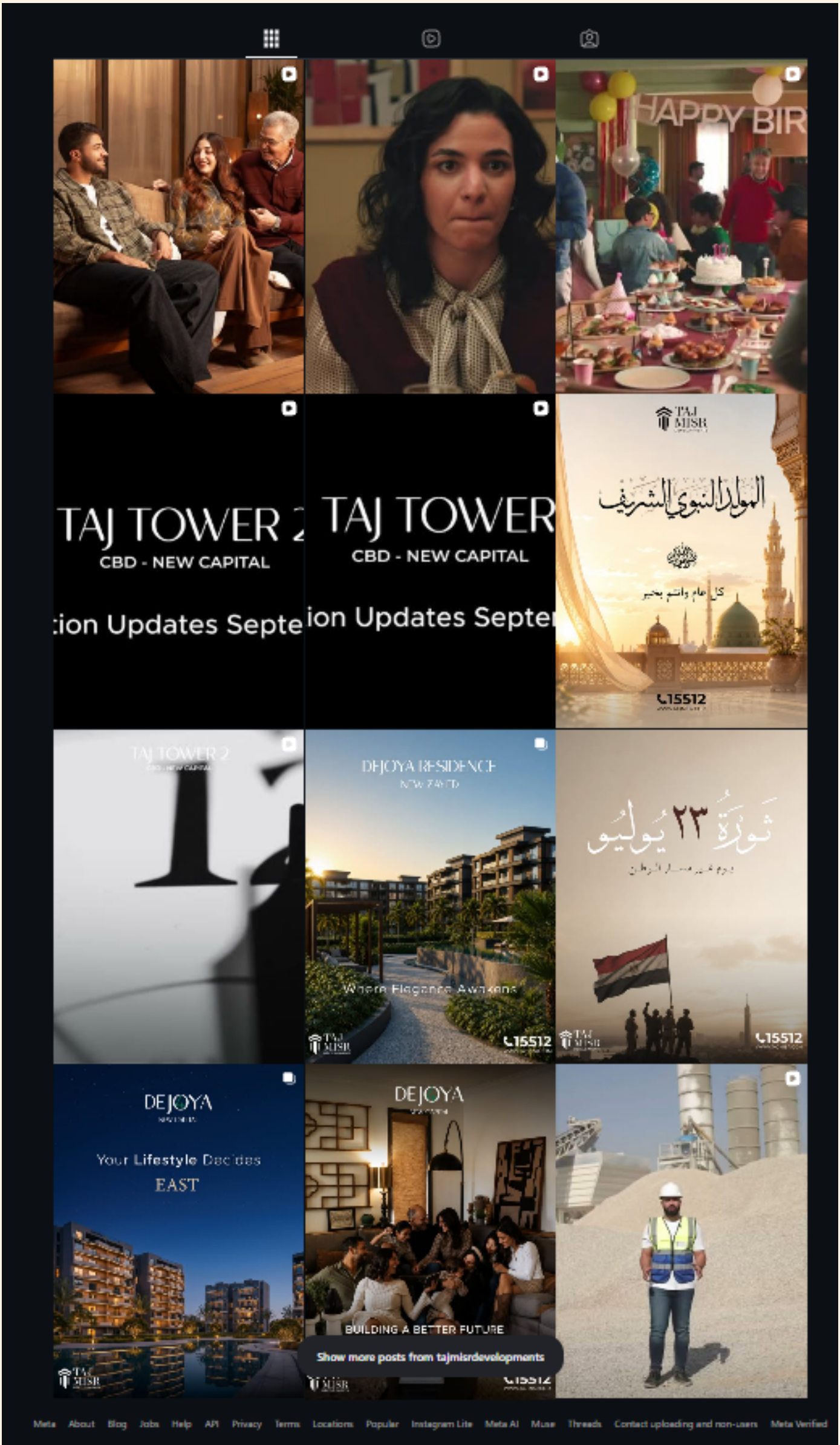
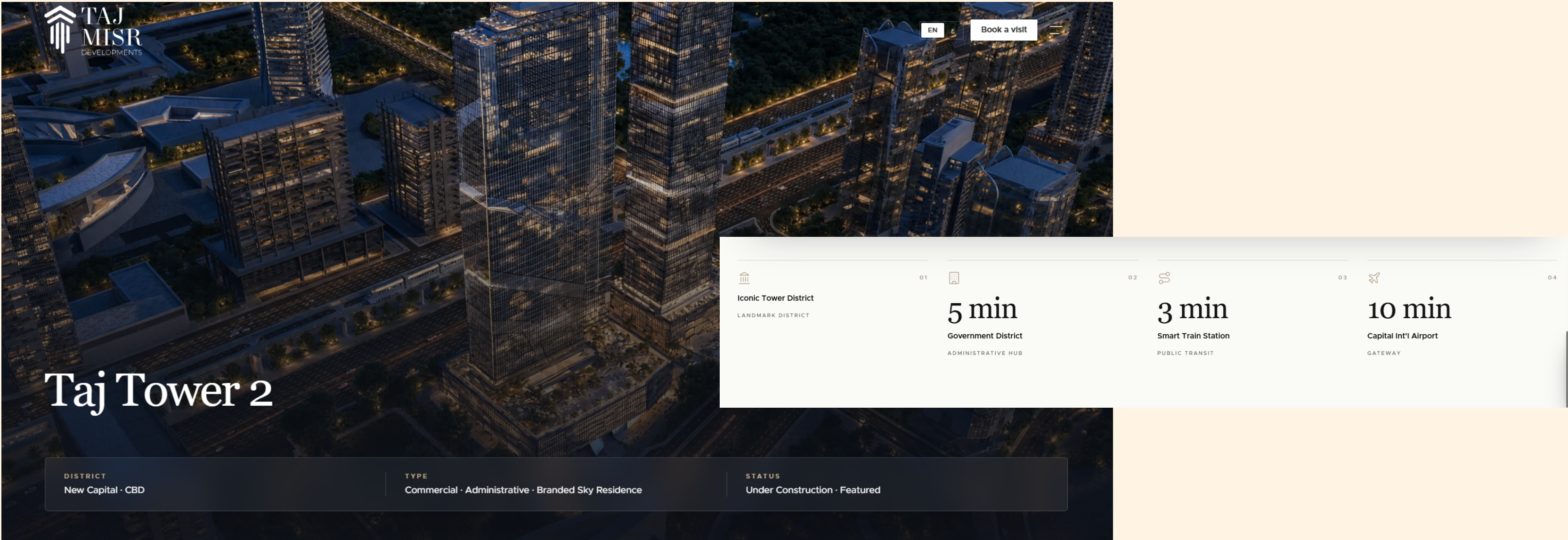
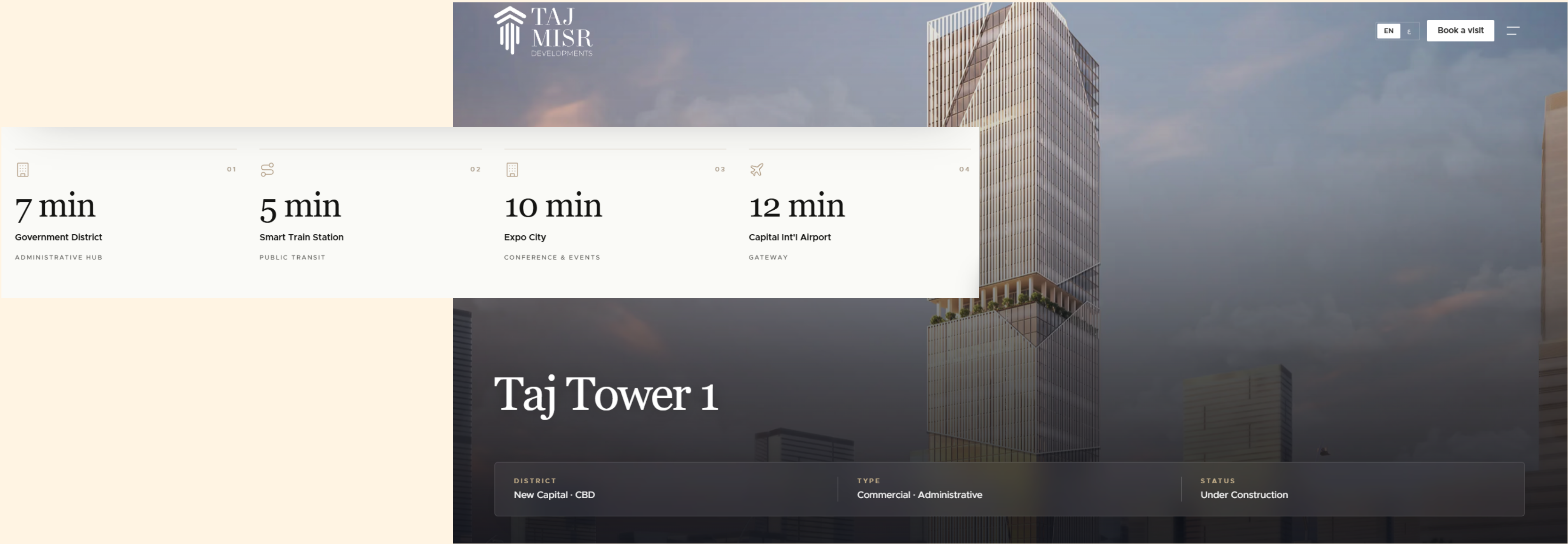
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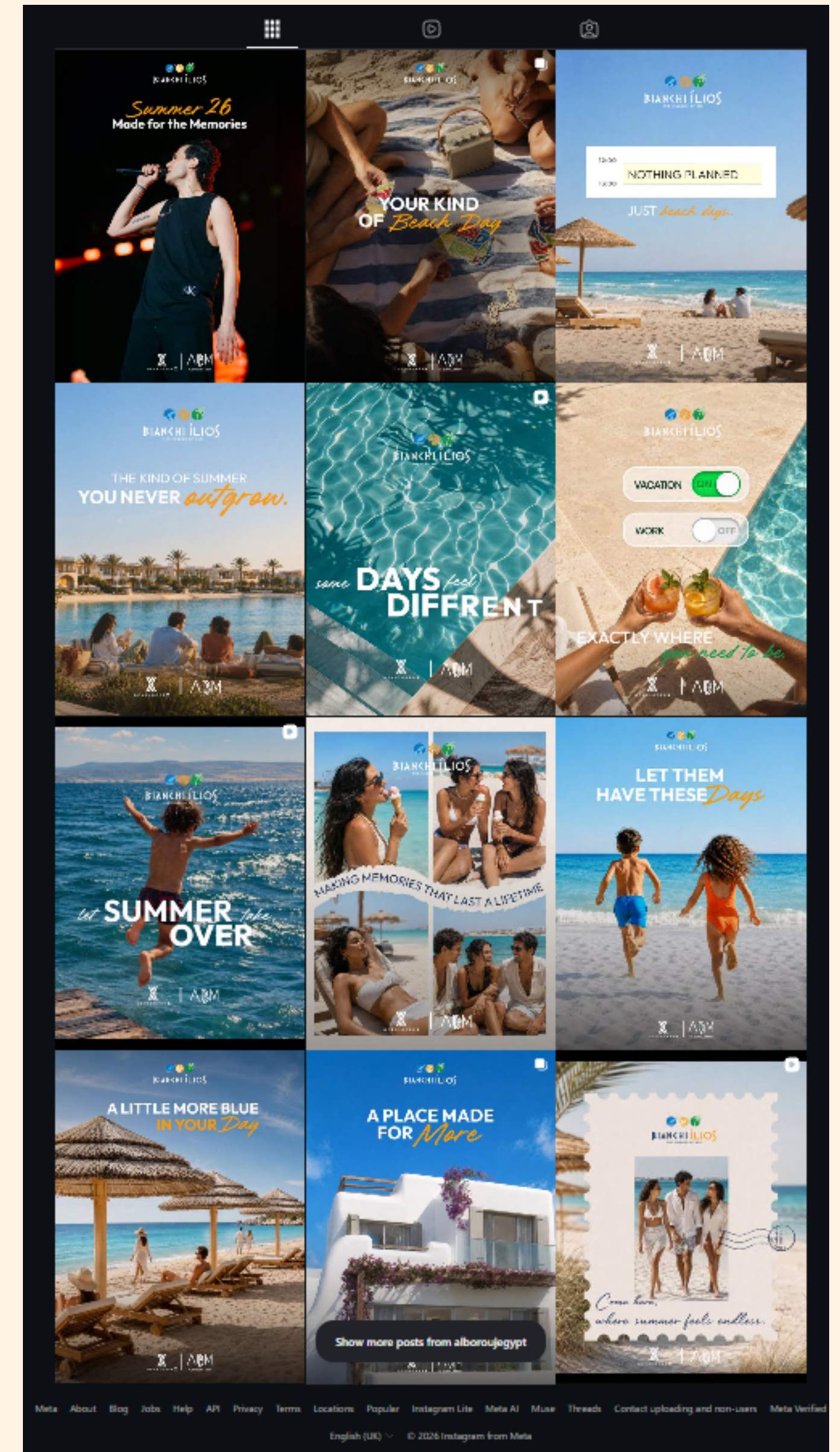
COMPETITIVE MAP / MARKET ANALYSIS

Taj Misr
Al Borouj Misr
Nile Developments
MG Developments
Safwa Urban Development
Gates Developments
New Plan Developments
UC Developments
Domainar
MADKOUR Developments
Tetra / T Developments
Ark / Ark Developments

Taj Tower / Taj Tower 2
Sixty Three
31 North / Nile Business City
Promark
SUD Financial Hub
Audaz
Eleven
Lavin Tower
Business Gate / Three Square
MDK Business Complex

Commercial + Administrative
Administrative
Commercial + Administrative
Commercial + Administrative
Commercial + Administrative
Commercial + Administrative
Commercial + Administrative
Commercial + Administrative
Commercial + Administrative





SUD
SAFWA URBAN DEVELOPMENT

☰

Financial Hub

LOCATION

New Capital

PROPERTY TYPE

Admin Offices

SPACES

From 36m² to 225m²

— DOWNLOAD BROCHURE

✉
☎
📞

Financial Hub

Financial Hub is a premium administrative development by Safwa Urban Developments (SUD), designed to support business growth in the New Administrative Capital. The project offers modern office spaces tailored for companies, entrepreneurs, and investors seeking a strategic business address in Egypt's fastest-growing financial district.

Built with a focus on efficiency, accessibility, and sustainability, Financial Hub provides a professional environment that meets the evolving needs of today's business landscape.



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FINANCIAL DISTRICT · NEW ADMINISTRATIVE CAPITAL

MDK Business Complex

Financial District, New Administrative Capital, Egypt

[Explore Unit Types](#)[View Master Plan](#)

380+

TOTAL UNITS

3

BUILDINGS

45m²

STARTING SIZE

1,000+

MAX M² AVAILABLE

PROJECT OVERVIEW

Egypt's First Open-Business Campus

Egypt's first open-business campus

Open-Business Campus

Solar + EV
SUSTAINABILITY

Three architecturally interconnected buildings — A, B, and C — arranged around a landscaped open-air patio and community plaza. Smart building infrastructure, facility management, and operational technology are embedded from day one. With units from 45 m² to 1,000+ m², MDK Business Complex accommodates every scale of modern Egyptian business — from solo professionals to full-floor institutional occupiers.	
Location	Financial District, New Capital
Buildings	3 Interconnected (A, B, C)
Total Units	380+ Units
Unit Sizes	45 m ² – 1,000+ m ²
Unit Types	9 Configurations
Use Type	Administrative / Commercial
Smart System	BMS Enabled ✓
Handover	Within 12 Months
Full Operation	2027
Developer	Madkour Developments

The image displays a 3x3 grid of nine digital screens, each showing a different advertisement for MDX Business Complex and Madkour Developments. The screens are arranged in a grid, with each screen featuring a unique design and content.

- Top Left:** Features the MDX logo and the text "MDX BUSINESS COMPLEX" and "MADKOUR Developments".
- Top Middle:** Celebrates "JUNE REVOLUTION DAY" with a large "30" and the Egyptian flag, alongside the MDX logo and "MADKOUR Developments".
- Top Right:** Shows a stylized Egyptian flag with the MDX logo and "MADKOUR Developments".
- Middle Left:** Displays the MDX logo and "MADKOUR Developments".
- Middle Middle:** Announces "THE FIRST OPEN BUSINESS CAMPUS IN NEW CAPITAL." with the MDX logo and "MADKOUR Developments".
- Middle Right:** Shows a modern building facade with the MDX logo and "MADKOUR Developments".
- Bottom Left:** Features a large white dome with gold accents, with the MDX logo and "MADKOUR Developments".
- Bottom Middle:** Displays Arabic calligraphy "عاشوراء" (Ashura) with the MDX logo and "MADKOUR Developments".
- Bottom Right:** Shows a stylized Egyptian flag with the MDX logo and "MADKOUR Developments".

Each screen also includes the phone number "16744" and the website "www.madkour.com.eg".

Landmark / Scale
CBD / Prime Address
Mixed-use Lifestyle
Investment-led

Larger / Taller / iconic
Strategic business location
Business + retail + lifestyle
Asset / payment / investment

<i>Mainfold</i>	<i>Business</i> <i>Management</i> <i>Enduring Value</i> <i>Sustainable</i> <i>Landmark</i> <i>CBD</i>
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Territory

Landmark / Scale
CBD / Prime Address
Mixed-use Lifestyle
Investment-led

Mainfolds

Examples

Nile Business City, 31 North
Taj Towers, Financial Hub
Audaz, Promark, Lavin, Eleven
MDK, Domainar, Sixty Three

Mainfolds

Core Message

Larger / Taller / iconic
Strategic business location
Business + retail + lifestyle
Asset / payment / investment

Business + Management
Enduring Value + sustainable
Landmark + CBD

03

BUYER
PERSONA

TARGET MARKETS

EGYPT: Investors, business owners, entrepreneurs, commercial operators, and companies seeking a professional address in the New Capital.

INTERNATIONAL: Egyptians abroad, Arab investors, Gulf investors, and individuals interested in real estate investment in the New Capital.

PERSONA 01

THE INVESTOR

- Why this location?
- Who manages the asset?
- What's the payment structure?
- Who will demand this space?
- What's the developer's track record?

Message
An asset is more than what you buy. It's what surrounds it and how it's operated.

PERSONA 02

THE BUSINESS OWNER

Address + image + functionality + environment

Message
Give your business an address that works as hard as it does.

PERSONA 03

THE ENTREPRENEUR

A focused space for a
focused business.
35M Area

PERSONA 02

THE OVERSEAS / ARAB INVESTOR

Trust
Clarity
Professional management
Remote confidence
Developer credibility

04

MARKETING STRATEGY

what are we marketing for ?

To build Earthfolds as a trusted and credible real estate developer while launching Mainfolds inparallel as a recognizable commercial and administrative destination — creating awareness, generating demand, building investor confidence, and ultimately driving qualified leads and sales.

what is our strategy ?

Mainfolds is not positioned as a standalone project. It is intended to become the first tangible expression of the new Earthfolds identity — combining the developer’s established experience with a contemporary approach to real estate, business, architecture, and asset management.

for whom we will be marketing ?

- End users
- Brookers
- Competitors

05

PILLARS

USP`S

Earthfolds

- 20+ years*
- Experience*
- Track record*
- Credibility*
- Corporate strength*
- Professionalism*

Mainfolds

- Business*
- Management*
- Enduring Value*
- Sustainable*
- Landmark*
- CBD*
- Location*
- Architecture*
- Management*
- Future*
- Experience*

STORY

Earthfolds

*20 YEARS. NOW, A NEW FOLD.
20 YEARS OF EXPERIENCE SHAPED THE FOUNDATION.
A NEW IDENTITY OPENS THE NEXT CHAPTER.
MAINFOLDS IS THE FIRST FOLD.*

Mainfolds

*WHERE DECISIONS MOVE, BUSINESSES FOLLOW.
THE CAPITAL IS MOVING.
ITS INSTITUTIONS ARE MOVING.
ITS BUSINESS ECOSYSTEM IS FORMING AROUND THEM.
MAINFOLDS SITS WITHIN THAT EMERGING BUSINESS ENVIRONMENT.
YOUR BUSINESS GETS AN ADDRESS WITHIN THE MOVEMENT.*

INSTEAD OF CBD

BRAND PROMISE

Earthfolds

*THE FIRST FOLD OF A NEW ERA
WE UNFOLD THE GROUND FOR WHAT COMES NEXT.*

Mainfolds

*UNFOLDING THE GROUND FOR BUSINESS
WE UNFOLD THE GROUND. YOU UNFOLD WHAT'S NEXT.
THE GROUND, UNFOLDED FOR BUSINESS.
GROUND - EVERY BUSINESS NEEDS SOMEWHERE TO BEGIN.
PLACE - NOT EVERY ADDRESS CARRIES THE SAME WEIGHT.
SPACE - YOUR BUSINESS NEEDS A SPACE BUILT AROUND HOW IT WORKS.
BUSINESS - YOUR PLACE SHOULD WORK FOR YOUR BUSINESS.
MANAGEMENT - WHAT HAPPENS AFTER YOU BUY MATTERS.
VALUE - A PROPERTY IS MORE THAN ITS SQUARE METERS.*

CONTENT PILLARS

01 — THE LEGACY *Earthfolds*

20+ years
history
experience
projects
people
proof

03 — THE FOLD *(Mainfolds itself)*

Architecture
design
form
concept
visual identity

05 — THE MANAGEMENT

What happens after you buy
JLL / Property Management / Facility Management
operations
maintenance
tenant experience
asset care

02 — THE GROUND

Financial District 2
Ministries
Capital
business movement
surroundings

04 — THE BUSINESS

What happens inside
Commercial
Administrative
office life
retail
business ecosystem

06 — THE OPPORTUNITY

Investment education
unit types
areas
payment plans
ownership logic
availability

07 — THE PEOPLE

Entrepreneurs
business owners
investors
future tenants
Earthfolds team
management team

CONTENT FLOW

WHO ARE WE?
SOMETHING IS UNFOLDING
THE FIRST FOLD
WHERE
WHY HERE?
WHAT IS IT?
HOW DOES IT WORK?
WHO IS IT FOR?
PROVE IT
CHOOSE YOUR FOLD
COME SEE IT

Earthfolds - 20 years - rebrand - experience
Teaser - Visual fragments - Architecture - Name fragments
reveal (AND NOW THE FIRST FOLD... MAINFOLD)
Financial District 2 - Ministries - Capital
Business movement - strategic location - access - environment
Commercial - Administrative - 35m² average - building structure
Property Management - Facility Management - JLL
Investors - business owners - entrepreneurs - retailers
Earthfolds - 20+ years - partners - architecture - construction - management
Available units - floors - areas - payment plan
Site visit - Sales office - WhatsApp - Lead generation

VIDEO STRATEGY

Earthfolds

*Cinematic.
legacy
ground
architecture
future*

Main folds

*Drone
Business man day
Result
Financial District 2
Ministries
Movement
Routes
Surroundings
Details
Façade
Entrance
Materials
Spatial experience*

BROOKERS *Independant sales channel*

MAINFOLDS DISTRIBUTOR +
REPEATED LEAD SOURCE

BROKER PERSONAS

- A — New Capital Specialists*
- B — Commercial / Administrative specialists*
- C — High-performing individual brokers*
- D — Overseas / Gulf-oriented brokers*

HOW TO TARGET BROKERS

- Different Content*
- Broker lead ad / direct outreach*
- Events*
- Broker registration*
- Private broker presentation / site tour*
- Weekly inventory updates*
- Broker retargeting*

- Instant access to:
- Project profile
- Location deck
- Unit matrix
- Price sheet
- Payment plan
- Renders
- Videos
- Sales contact

Pillars

- Why sell Mainfolds?*
- What makes Mainfolds different?*
- How to explain the location in 30 seconds.*
- Which client should you bring?*
- What's available this week?*



THANK YOU