

**HARMONY**  
**BALANCE**  
**MOMENTUM**  
**DYNAMISM**  
**FUSION**  
**FUNCTION**

**HAPTOWN**  
MoStakbal City

## CEO MESSAGE

*“There is no greater pleasure than crafting family-centric communities where harmony and exclusivity translate into everyday life.”*

For three consecutive generations, Hassan Allam's family attained a proud heritage in crafting exclusive communities where families come together to enjoy the finest luxuries of life. Starting from lifetime unions to new births, our handpicked communities exclusively grow in a diversity of prime locations. Today, we unite our flagship communities, Seasons and Park View, in one unique and fully integrated town, Haptown. As a thriving center point, the town revives Hassan Allam's unique legacy of bringing together neighbors who would soon form lasting friendships, while creating a lifetime of stories that narrate distinct family-like ties and hassle-free lifestyles. For years to come, Haptown continues to add a whole new dimension, not only to the value of our lifetime properties, but also to the true essence of life. Welcome to Hassan Allam's circle of trust, where exclusivity, charm and harmony are synonymous with everyday life.

Sincerely,  
From our Family to Yours.

A handwritten signature in blue ink, appearing to read 'H. Allam', positioned below the closing text.

# ABOUT HASSAN ALLAM PROPERTIES

*“Cherishing families, enriching lives.”*

Originating as a trusted family-run business in 1936, Hassan Mohamed Allam started his journey as a general contractor and achieved a series of evolutions throughout the years. After being nationalized in 1961, he established Hassan Allam Sons in 1972 under the label, Hassan Allam Sons for Construction (HAC). With over eighty years of notable expertise, the empire passes down its distinct legacy to three generations; whereby, its management team has proven to build what is celebrated today as one of Egypt’s top real estate leaders.

Since 2000, Hassan Allam Properties (HAP) has carved an enviable niche for itself as an exclusive boutique developer, building intimate communities where families always come first. Established by Mohamed Allam, a third generation family member, HAP has mastered the equation of private luxury and inviting hospitality, to exceed the notion of just building homes. We have achieved almost 6 million sqm worth of land bank and 13,891 residential units – both developed and underdeveloped. Our community-centric vision and passion for individuality have both driven a wide portfolio of first-class residential neighborhoods, mixed-use districts, town centers and vacation resorts; thus, offering unmatched experiences throughout prestigious locations across Egypt, with you in the city and by the sea.

For the future, HAP continues to merge its unique success formula within the region, to transform infinite landscapes into dream-like realities.

## **Our Vision**

Innovating to lead by example in becoming the region’s exclusive developer of choice, by crafting intimate settings for communities to flourish, while experiencing hospitality and integrated living at its best.

## **Our Mission**

Becoming the region’s leading developer in providing tailored family-centric communities that not only ensure the highest return on investment, but also guarantee to empower lifestyles down to the finest detail with utmost exclusivity and comfort.



# PROXIMITY

Situated within the lush and prime location of Mostakbal City, Haptown emerges with unmatched suburban convenience. The town stands out as New Cairo's latest extension, while exclusively overlooking south of Mostakbal Road. Being only driving minutes away from the capital's eastern and north-eastern vicinities, Haptown's residents are in close proximity to the Cairo-Suez highway, the Cairo-Sokhna highway and Road 90. While enjoying nearby convenience to the capital's central destinations, residents can thrive with the immediate proximity provided for their everyday errands and needs. Their surrounding neighborhoods as well as the town's mixed-use area, commercial district and business center lie only a few minutes from their door steps. Far from the city's noise and crowds, Haptown features unparalleled proximity amidst lush surroundings and a vibrant community.

# MASTER PLAN

In CallisonRTKL's design, the 1,021,902 sqm development emerges into a distinct, intimate and vibrant town. The eminent design and landscape consultants are commissioned by Hassan Allam Properties, to feature full-fledge of units across Haptown's thriving landscapes. With outstanding excellence, the town offers a world-class range of contemporary townhouses and sophisticated apartments, designed by CallisonRTKL, and elegant villas, designed by the Egyptian acclaimed architectures, Alchemy.

Through its internationally sounding partnerships in the real estate field, Haptown follows a suburban model that makes use of daylight, privacy and luxury. It spreads out with luxuriously-themed guard-gated neighborhoods that offer a series of versatile living spaces, unmatched privacy and openly balanced terrains. The neighborhoods are expertly planned to make use of suburban relaxation and urban energy, where every street surfaces with pedestrian-friendly hardscapes.

With private access dedicated for the residents and public access for the visitors, the town offers balanced traffic experiences from the surrounding streets to the central mixed-use area. Within absolute proximity, a mixed-use area, commercial area, community center, business district and the world-class sports club are all strategically positioned around the neighborhoods. Minutes from every door step, the commercial district spans an area of 24,000 sqm, attracting a huge variety of retail and dining experiences on its ground-floor promenade; while offering world-class business opportunities across 49,000 sqm of office spaces in the upper floors. Additionally, to elevate the feeling of safety inside Haptown, all car transportations are centralized in specific areas. Subsequently, residents can enjoy the luxuriant experience of walking and biking, while commuting with club-carts between each neighborhood. In Haptown, every corner is exclusively designed with world-class expertise, creating timeless experiences for lifetimes ahead.

## HAPTOWN SUB-PROJECTS

For years, Hassan Allam Properties has developed premium residential areas where communities thrived and unique stories emerged. Today, Hassan Allam Properties' flagship developments, Seasons and Park View, come together in one premium city center, Haptown. In this integrated center point, communities fuse together, family-centric environments emerge and unrivaled experiences happen. Every experience creates a chronical of narratives that collectively shape the community's future stories. Situated in a prime location within Mostakbal City, Haptown offers versatile living opportunities, balanced open landscapes, vibrant outdoor momentum, dynamic fitness settings, integrated mixed-use areas and a functional business district. Beyond its magnitude of features, the town flourishes for future generations to come.

**SEASONS**  
RESIDENCE

 **parkview**

# PRIME LOCATION





# MASTER PLAN





First Narrative:

# HARMONY

*The quality of forming a pleasing, consistent whole.*

## EXTRAORDINARY HOUSING CHOICES

The housing choices that Haptown offers to its residents are extraordinary. A wide-range of villas, townhouses and apartments nestled amidst varying landscapes of foliage and greenery. Standing out in contemporary forms, every home allows for versatile living experiences ranging across form and function. From the standalone homes that offer exclusive privacy to soaring skyline condos that provide prestigious altitude, Haptown syncs with contemporary elegance and uninterrupted harmony.

## EXQUISITE INTERIORS

Every home is strategically designed to attract flawless living experiences. From the spacious layouts that offer prestigious living setups, to the floor-to-ceiling windows that enhance natural lighting and air circulation. Haptown guarantees exquisite indoor ambiances that effortlessly blend with outdoor settings. With direct access to the lush landscapes and open views to unlimited horizons, every resident is guaranteed peaceful surroundings fueled with lively experiences.

## FLAGSHIP NEIGHBORHOODS

Haptown is anchored around two exclusive neighborhoods that highlight its distinct concept of integrated living. The eminent neighborhoods are flagship developments of Hassan Allam Properties, which shape the town's premium residential districts. Seasons and Park View, each neighborhood thrives with its unique design and function, while collectively attracting unparalleled privacy and tranquility.





Second Narrative:

# BALANCE

*Natural landscapes along suburban open spaces.*

## OPULENT LANDSCAPES

Haptown is expansive with landscapes that promote unlimited breathing spaces and luxuriant settings. Across the ground leveled terrains and uplifted skylines, residents can enjoy outstretched perspectives of public and semi-public parks. Lush courtyards and secluded gardens as well offer every home direct access to scenic luxury, refreshing every homeowner with opulent living experiences.

## SUSTAINABLE ENVIRONMENT

Haptown boosts the community's ecological awareness through a multitude of ecofriendly approaches and designs. Haptown encourages cleaner and greener settings. The town also applies a cool city design approach and reduces solar reflections as well as heat islands, to invigorate its community with refreshing surroundings. Further, sustainable water management systems are built to preserve expansive green landscapes, offer vast breathing spaces and attract biodiversity at large. In the town's luxuriant terrains, a pedestrian culture also comes to being. Distinct neighborhood streets are dedicated for the community's walking, running and biking luxury, encouraging car-free, noise free and calm settings, where people can relax, move and grow for generations to come.





Third Narrative:

# MOMENTUM

*The energy gained from walking, cycling and jogging.*

## PEDESTRIAN CULTURE

Haptown's pedestrian-friendly terrains are especially designed to offer a vibrant living environment for its residents. Contemporary designed parks and pathways stimulate a culture where people walk, jog, run and bike with every passing day. Sustainable paving materials are used to accommodate the town's thriving energy and momentum. Walking amidst lake-view bridges, and strolling along the tarmac pedestrian and cycling lanes are just simple glimpses of everyday experiences. Also, luxuriant parkland pathways and cycle lanes, made out of world-class exposed aggregate concrete and terracotta tarmac, boast active lifestyles. Meanwhile, street sidewalks built with Teguala Paver's and community-centric pocket parks bring families and individuals together in undisturbed momentum.

## WORLD-CLASS CONVENIENCE

Commuting inside Haptown is a luxury uncompromised by convenience. The town boasts 157,000 sqm of uninterrupted open spaces, offering its community the premium luxury of strolling along 7.5 km of lavish pedestrian pathways and cycling lanes. Every neighborhood and district is designed to support world-class multi-modal public transportations. Convenient bus stops are situated in strategic locations across the streets, while club-carts are dedicated to provide quick transportation within the town's neighborhoods. The town's transportation systems aim to provide a proximately car-free environment, to guarantee ecological and sustainable lifestyles for its community, where surrounding ambiances of tranquility encourage momentum and vibrant energies.

157,000 SQM  
OF UNINTERRUPTED  
OPEN SPACES.

7.5 KM  
BICYCLE AND  
PEDESTRIAN PATHS.





Fourth Narrative:

# DYNAMISM

*Change one form of energy to another with physical recreation.*

## SPORTS CLUB

The boutique sports club is a premium fitness and lifestyle destination situated inside Haptown. With close proximity to every neighborhood, the sports club attracts residents and members to its full-fledged fitness luxuries. Its cutting-edge machineries and multi-faceted academies are supervised by world-class trainers who are dedicated to engage and stimulate its members' health and wellbeing. With competitive edge over other clubs, Haptown sports club soars in scale and prestige, while offering abundant landscapes of greenery and open spaces that suit kids, families and seniors alike. The sports club is designed with the ultimate vision to boost dynamic lifestyles through physical health, mental wellness and social drive.





Fifth Narrative:

# FUSION

*The merge of activities to form a connected lifestyle.*

## SUBURBAN CORE

Amidst a living environment where people come together in dynamic settings, functions and activities, extraordinary experiences happen. In the mixed-use area of Haptown, people come together to engage, share and indulge in everyday luxuries. Beginning with their uninterrupted desires to shop and dine in the commercial district as well as unite in the upscale community center, Haptown residents thrive in empirical recreation.

## RETAIL AND LEISURE

A multitude of brands, boutique stores and world-class entertainment hubs thrive in Haptown's 24,000 sqm commercial promenade. With ultramodern architectural layouts, the premium destination is a buzzing center point, allowing for experiential lifestyles that boast energy. Contemporary designed facades highlight pedestrian-friendly sidewalks, where families, friends and individuals come together. Central plazas encourage the fusion of cultures and ideologies within vibrant surroundings, lush landscapes and open spaces. Additionally, retail shops overlook comfortable seating areas that are strategically furnished along the sidewalks for absolute comfort. While in the upper floors, internationally designed office spaces oversee the commercial area's outstretched boulevard, to offer a unique mix between creative settings and dynamic environments. Within Haptown, this center point of social leisure and retail luxury, narrates unparalleled stories of harmony, fusion and function.

## EXCLUSIVE COMMUNITY

Haptown's flagship neighborhoods stand out for their convenient luxuries. Inside each of its private compounds, Seasons and Park View, a community center rests in walking distance from every doorstep. All residents can comfortably shop for their groceries and access a 24/7 pharmacy as well as gather with families and friends in socially inspiring settings. Within close proximity, the fusion of Haptown community happens starting from its very core.



24,000 SQM  
LEISURE AND  
RETAIL SPACE.



Sixth Narrative:

# FUNCTION

*Geographic proximity that generates professional innovation.*

## BUSINESS DISTRICT

Situated in close proximity to Haptown's residential neighborhoods and in the upper floors of the commercial area, the Business District is a center point for excellence. It comprises ultramodern office spaces that span an area of 49,000 sqm. Each bureau is designed with a futuristic mindset, where businesses and entrepreneurs thrive to plan, innovate and prosper. With outstanding layout, the spaces offer brilliant opportunities. Teams can grow together in creative setups, and strategic masterminds can compete across different fields and sectors. Within close proximity to the town's buzzing hub, Haptown's business area is a central function that fuses with communal culture, hence, surging with purpose, evolution and success.

49,000 SQM  
OFFICE SPACE.





Architectural Style  
STAND ALONE VILLA







Architectural Style  
TWIN HOUSE



# Architectural Style APARTMENTS



# NARRATING FUTURE STORIES

For generations to come, Haptown offers a lifetime of experiences to its community. By living in harmony amidst balanced topographies, thriving with momentum nearby dynamic surroundings, gathering in fusion with culture and function, the community ultimately creates a unique narrative of future stories.



**FROM OUR FAMILY TO YOURS.**