

Company Profile 2022

life inside out. **c r e d**

introducing CRED

credibility, one step ahead.

Stemming from an entrenched belief that credibility is key in setting the foundation for trendsetting communities, Cred was expertly founded with a progressive philosophy that distinctively mirrors the varied aspirations of modern lifestyles to introduce integrated realities that set the benchmark in development.

The company's journey has been driven by unrivaled quality standards, breakthrough designs and timely delivery, allowing it to carve for itself a competitive niche in strategic locations across Egypt to rise with its target's ambitions to new heights. Cred focuses on a progressive model where life evolves in the form of art, thanks to holistic developments that meld the best in living, leisure, business and entertainment under one comprehensive roof.

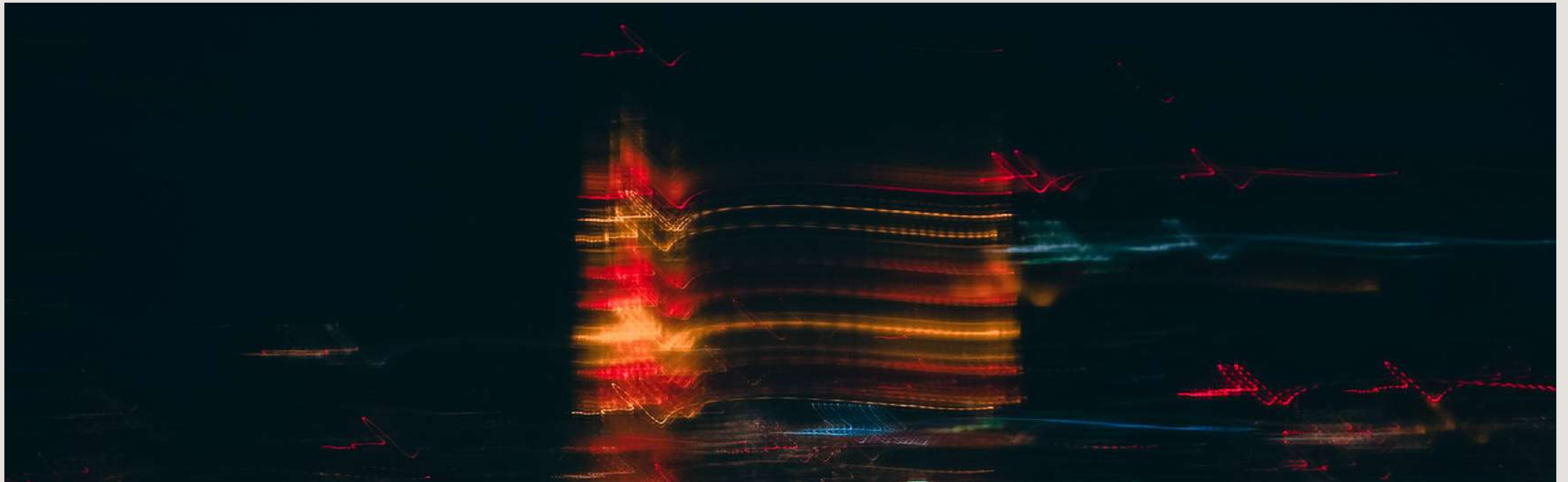
With multi-disciplinary expertise, powered by forward-thinking professionals in every field, Cred masters all facets of development to boast a successful track-record of exemplary residential and mixed-use projects that leave a timeless mark on the real estate industry for unlocking the true meaning of life, inside out.

c r e d

CRED philosophy
benchmark communities
with credibility at heart

Cred adopts a deep, inward philosophy that puts clients at the heart of its ever-evolving vision. The company constantly invests in in-depth research, as well as market analysis to bridge the gap between dreams and reality by unlocking its community's aspirations while reflecting them in an outer development that truly mirrors modern lifestyles.

Cred is an exclusive invitation for communities to seamlessly belong and thrive where unmatched integration is alive

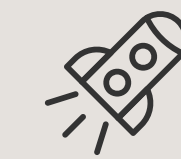


CRED DNA



credibility

Cultivating a culture of transparency and trust by living up to our clients' expectations, delivering iconic developments with the highest return on investment where timely delivery and quality are key.



innovation

Leading with creativity and visionary originality to craft benchmark communities in prime locations across Egypt that enrich the lives of its residents in every aspect.



quality

Offering unrivaled standards of quality spanning the entire construction cycle from A to Z by rising to new heights of excellence in every delivered detail.



integration

Empowering our communities to grow closer to their contemporary needs, thanks to a holistic vision that melds the best in nature, living and leisure under one integrated roof.

Ashi & Bushnag Company (ABC)

In 1980 Ashi & Bushnag Co.ltd. It was found in Jeddah in the kingdom of Saudi Arabia focusing on civil construction, maintenance, electromechanical and trading as major business activities. Ashi & Bushnag Co.ltd. The (ABC) awarded grass route projects contracts varies from hotels, residential housing & private villas. Government sector schools and hospitals, parking lots, roads and swimming pools, office building, manufacturing & conversion industries, and industrial facilities. The subject project was built per the latest state of art following different local and international standards such as: IOS 9001, American standards, British standards, Saudi Aramco engineering standards (SAES's) and SASO. Ashi & Bushnag Co.ltd. Achieved customer satisfaction throughout commitment to QA / QC, health, safety & environmental established programs, timeframe execution schedules. Good communication and talent taskforce. The company operation increased within the past years and recognized as one of the local leading contractors in Saudi Arabia.

Currently, our diverse portfolio encompasses energy, communications, oil and gas, petrochemical and government services, we have projects in several locations kingdom wide, no matter how challenging a project is or how remote its location, chances are Ashi & Bushnag Co.ltd. We can handle it, that's because we bring a supreme combination of knowledge, skill, experience, and customer commitment to every job.

ABC





Masrya International Group (MIG)

MIG is a group of six integrated firms and is designated as a Grade A company by the Egyptian Federation for Construction & Building Contractors. We have more than 20 years of experience in executing prestigious projects throughout Egypt; where we have built a reputation of delivering projects on time, within budget, and with an outstanding level that represents actual value for our clients. We provide the full range of Engineering, Procurement, and Construction [EPC] Services which include design, building, and project management. Our project list includes hospitals, schools, multiplexes, libraries, hotels, cinemas, sports buildings, and factories, as well as commercial facilities and residential buildings and compounds. We firmly believe that MIG's success rests clearly on the management skills, and the proficiency, and expertise of its professional staff. Led by a team of experienced managers, technical experts, and engineers; we utilize the most advanced technologies in our field. Access to MIG's specialized supplier companies enables us to offer multidisciplinary services through one entity.

This reduces costs, simplifies the most complex projects, and enables us to deliver first class client value. Our Woodwork & Aluminum Company prides itself with its integrity and satisfaction of the requirements of fabrication of Fire-Resistant Timber Fire Doors. Finally, our trade company also aspires at achieving utmost customer satisfaction through providing a wide variety of construction products and materials from the global market; in order to fulfill the variable requirements of our own customers and those of the local Egyptian market as well.





Worlds of leading
knowledge at
your fingertips

CRED boasts a world of multi-disciplinary expertise under one roof, powered by strategic regional alliances, as well as the in-depth knowledge of its professional team. The company brings together Egypt's top leading real estate professionals, fueled with a progressive vision that grows with investments in strategic locations while instilling a credible environment to re-imagine the future of integration from an innovative outlook.



In 1980 Ashi & Bushnag Co.ltd. Was founded in Jeddah kingdom of Saudi Arabia focusing on civil construction, maintenance, electromechanical and trading as major business activities. “Having started out in 1997 as a construction and engineering company as well as a solutions provider for all construction-related services; within big steps, MIG expanded with the inauguration of CRED Company, MIG Woodwork Company, MIG Infrastructure, and MIG Electromechanical.

Masrya International Group [MIG] companies have since then achieved major growth by further expanding into offering variable turnkey construction solutions. We are quickly responding to market trends. Increasingly, the Egyptian government is looking forward towards positioning the private sector as a key element to the growth of economy; through developing, financing, constructing, and operating different sorts of infrastructure projects.

We are proudly putting together and integrating all the needed resources and services for such projects. As a result, MIG stands today for excellence in developing and operating infrastructure facilities.”

Chairman
Eng. Taha Mansour

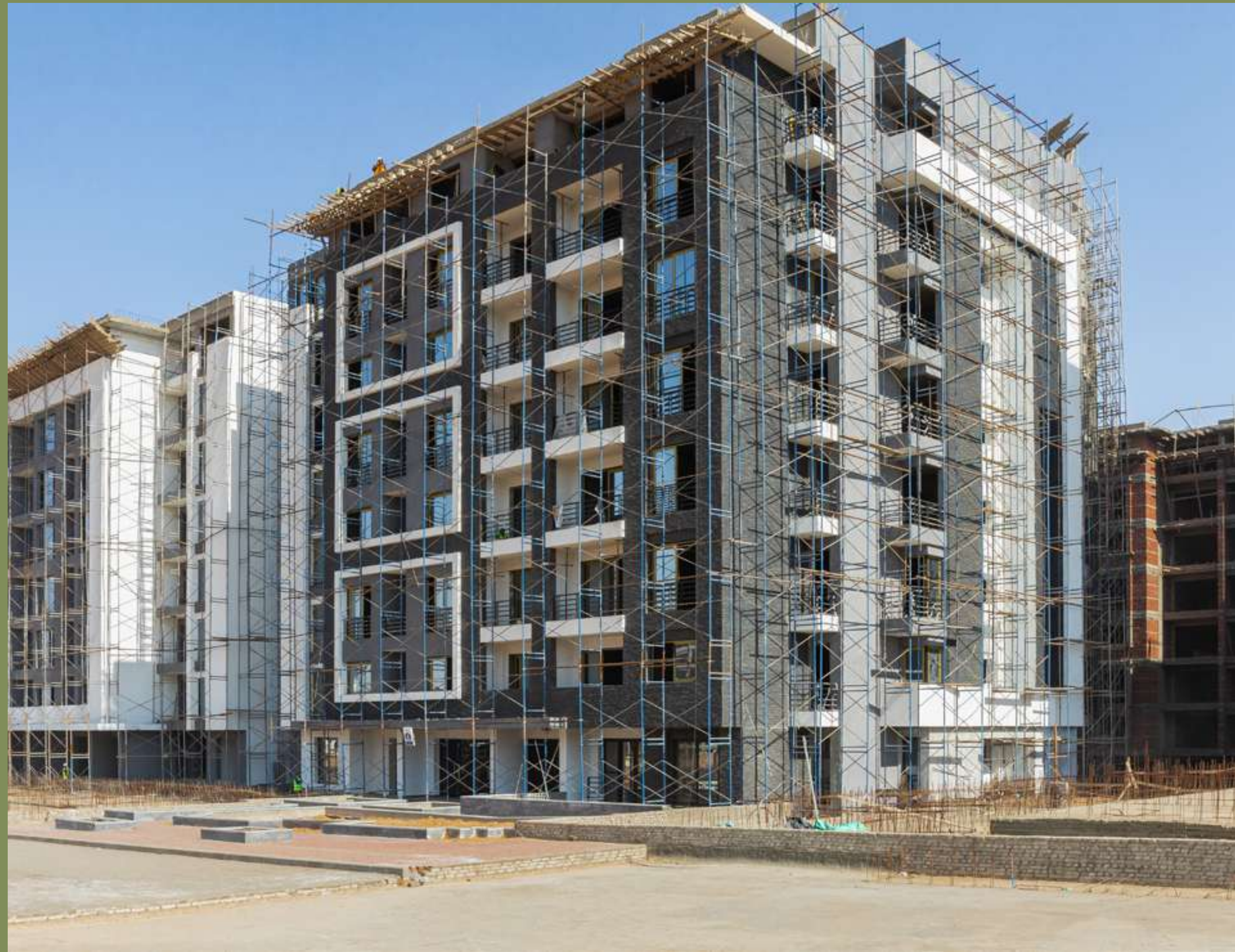
Castle Landmark

Castle Landmark sets new standards in signature living in Cairo's New Administrative Capital, thanks to a sustainable vision that surrounds residents with 81% of uninterrupted green views for timeless peace of mind while providing a self-sufficient community that relies on solar energy with 70%. The project is an exclusive invitation to enrich everyday ordinary by bringing residents closer to a world-class spa, an elegantly appointed club-house, football and tennis courts, a cutting edge gym, as well as safe jogging and biking tracks for a healthier lifestyle at their doorstep. Castle Landmark's masterplan maximizes views on open, lush spaces, seized through 3 building types on different elevations with flexible spaces starting from 120 m² to 285 m², powered by an underground parking and accessibility passages for ultimate convenience. Castle Gate places its community's life in the heart of serenity and entertainment with a strategic location in the lively R7 zone, four seamless entrances for easy accessibility, but most importantly direct access to a spirited commercial strip inclusive of world-class restaurants, cafes, medical care and business excellence.





*Render



*Real Image



CastleLandmark.





CastleLandmark.



A location like no other

Castle Landmark enjoys an unrivaled location in the beating heart of R7 Zone in the New Administrative Capital while directly neighboring the Coventry British University, and a lively commercial strip making it an ideal investment. The project boasts four private entrances for a hassle-free living experience, in addition to seamless interconnection with the iconic Green River, the Governmental District and the thriving business and financial hub CBD.

20 mins from New Cairo

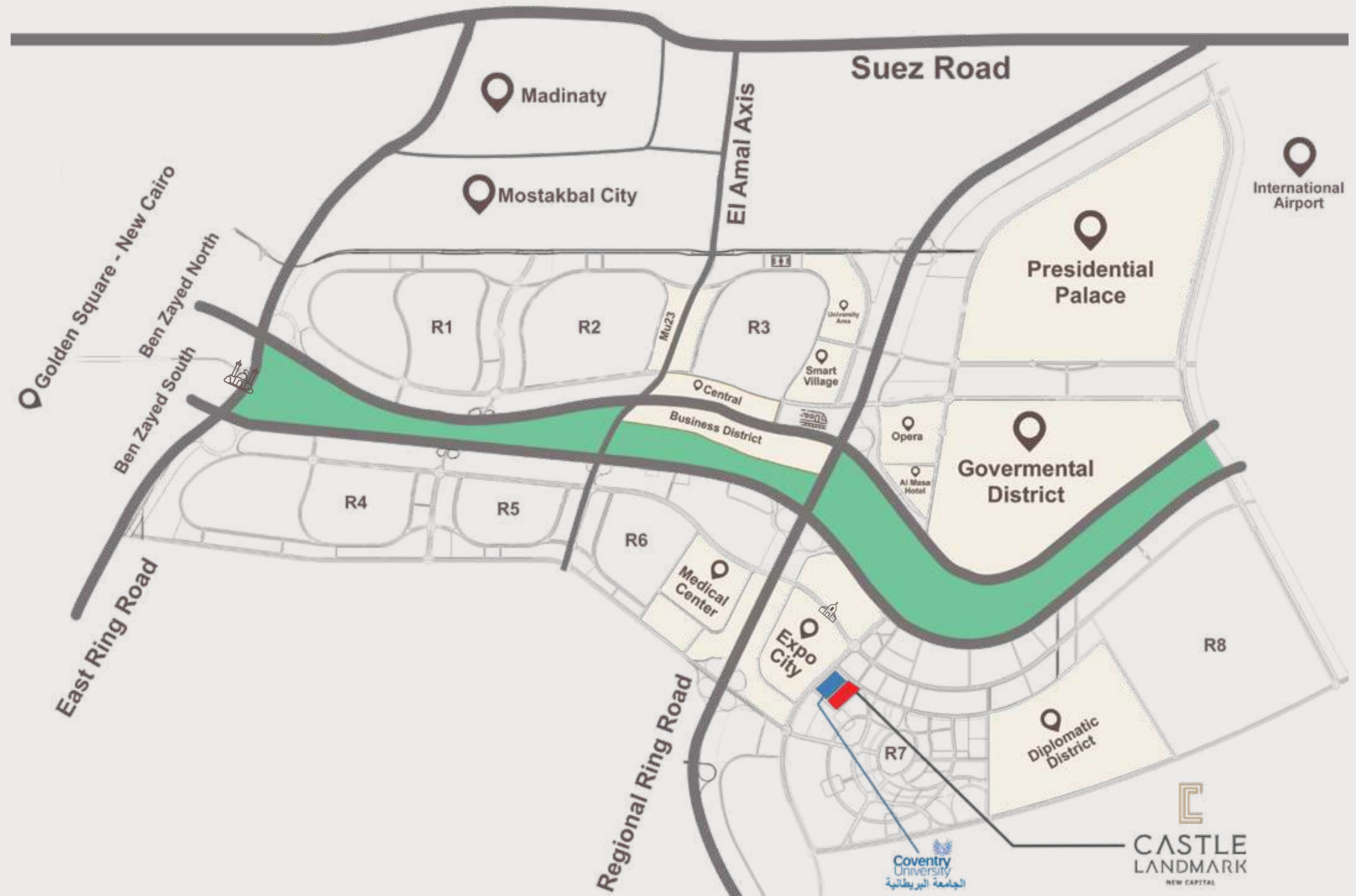
10 mins from Cairo Sokhna Road

15 mins from Madinaty

5 mins from Regional Ring Road

10 mins from Mostakbal City

Location map



The Cathedral



Olympic City



Al Fattah AL Aleem



Train Station

Masterplan



castle gate

CastleGate 

Castle Gate commercial project

Expertly envisaged as a lively commercial nexus and a business focal point that caters to contemporary lifestyles, Castle Gate is an iconic mixed-use development that empowers communities to work and entertain in the beating heart of the New Administrative Capital, thanks to cutting-edge administrative, medical and commercial spaces. Every detail in the project has been carefully planned, utilizing an innovative C-shaped scheme that invites magical scenery, as well as natural daylight inside office spaces while providing an unmatched indoor-out experience that balances between professional life and uninterrupted recreation, on repeat. Strategically located in R7 Zone, Castle Gate artfully envelopes communal points with lush seating areas to take in sweeping views of breathtaking greenery and tranquil fountains, evoking a tranquil ambience while offering an underground parking for car-free experience.

The elemental edge of the project lies in a progressive alchemy that blends signature shopping experiences, exceptional dining and retail options under one integrated roof, transforming it into a one-of-a-kind commercial experience where timeless memories are born.





eastside

**EAST
SIDE**
BUSINESS PLAZA

EASTSIDE is a visionary outlook

Rolling out on an impressive 18,000 sqm, EASTSIDE is a visionary outlook on business unusual, melding the best in commercial, administrative, medical and retail under one comprehensive roof. Artfully planned in collaboration with leading Hany Saad Innovations, the project evokes a timeless and spirited ambience, allowing investors to benefit from cutting-edge office and clinic spaces, powered by retail luxuries of every form. The community-centric vision boasts thoughtful spaces that are well-integrated with modern-day conveniences, aimed at transforming the face of integrated excellence in the heart of The New Administrative Capital.



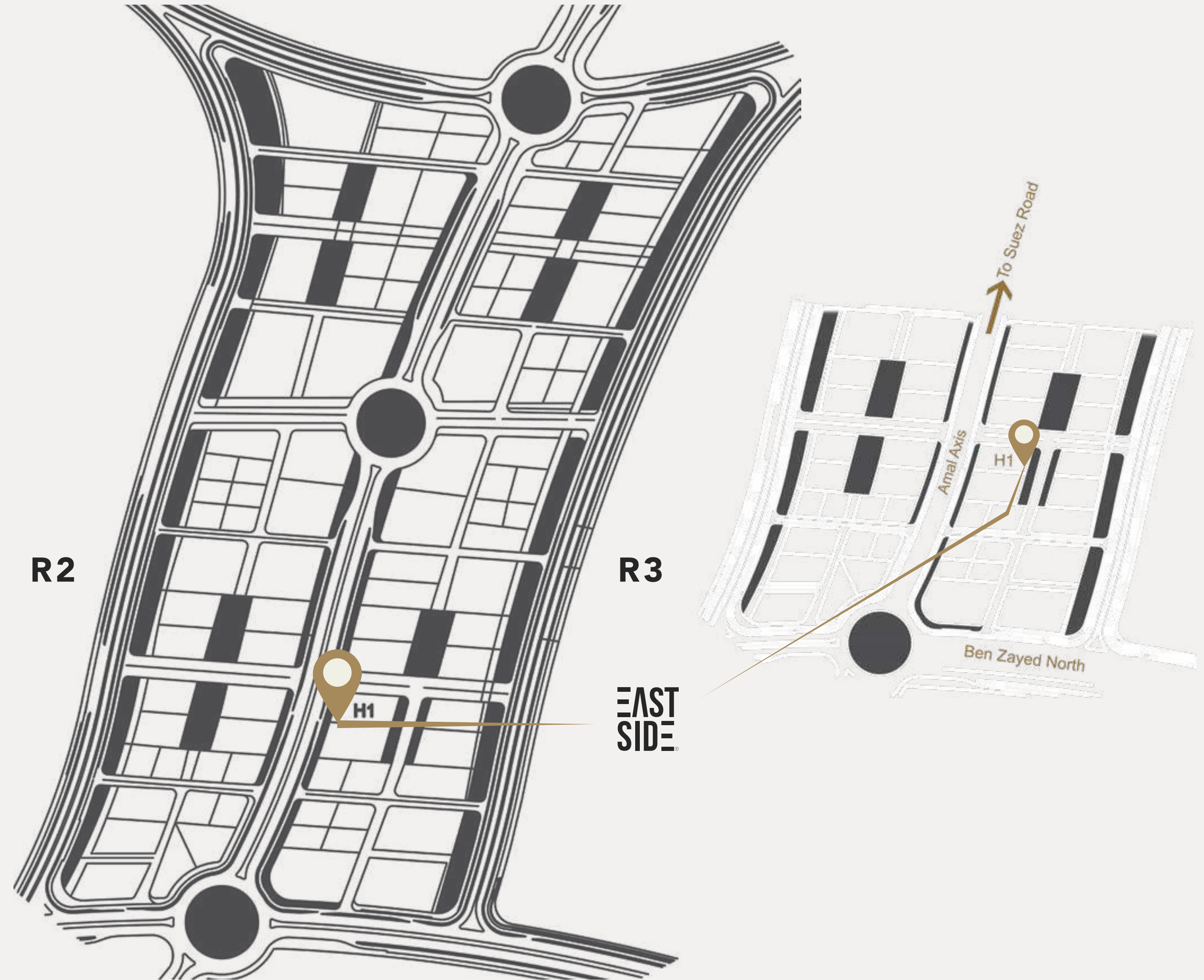
Exceptionally
located ideally
well-integrated

Designed with investors' convenience in mind, EASTSIDE boasts an unrivaled location in the spirited heart of MU23 Zone at H1 Block. The mixed-use project lies at close proximity to premium residential compounds in the New Administrative Capital, thanks to its strategic location near R2 & R3 zones.

EASTSIDE not only guarantees extreme visibility for clients from every angle, but also grants its visitors seamless accessibility from all vital road and highways in Cairo.



Location map



A fully
comprehensive
vision to kick
start success

EASTSIDE brings together three vital components, empowering industries and professionals alike to kick-start their success journey, hassle-free. The destination allows you to network with leading industry players while setting your business at the intersection of clients and customers. Boasting a full-suite of top-class amenities and integrated facilities, EASTSIDE is simply the place to thrive.



Exceptional retail
luxuries inspiring
timeless memories

EASTSIDE offers exceptional retail spaces that inspire daily interaction for trendy communities to belong. By melding artisanal coffee shops, stylish bistros and world-class restaurants, EASTSIDE retail space area redefines the ultimate in success by allowing you to benefit from surrounding traffic, guaranteeing to boost your sales.



Medical excellence at your fingertips

EASTSIDE'S medical component is all you need to rise with your ambitions to fully integrated heights. The project boasts cutting-edge clinics of every type and size to provide doctors, as well as medical centers with the ideal flexibility and comfort needed to kick-start their business. Boasting a cozy and relaxed environment with spaces starting at 55 sqm, EASTSIDE sets itself as the new pulse of the Administrative Capital.



Administrative distinction for every business type

Ideal for large corporations, multinationals and rising entrepreneurs alike, EASTSIDE's administrative offices are the ideal business environment for you to thrive. Boasting cutting-edge office spaces that inspire seamless collaboration while benefiting from the latest in technology, EASTSIDE empowers you to grow in the right context while enjoying the highest return on investment.

A TIMELESS FIRST IMPRESSION ENTRANCES EASTSIDE welcomes visitors into an aesthetically pleasing reality, thanks to an expansive entrance with an impeccable lobby allowing you to leave a lasting impression on your clients where functionally and artistic attention to details come alive.



03

west projects

iconic realities
shaping the future.

ever.



Crowning a prime location on 26th of July Corridor, Ever is an ever-evolving vision of seamless integration and signature living on cascading levels, designed to enrich every modern lifestyle looking to settle, enjoy or simply thrive at work.

The mixed-use development is artfully planned on 40 acres of lush land to introduce a variety of upscale housing types and commercial experiences that promise to last a lifetime.

Crisp and contemporary in design, Ever's first phase boasts a mix of sleek and minimalist low-rise residential units (G+4), in addition to three expansive floors dedicated to forward administrative offices, directly facing the central monorail station. Phase two will embrace contemporary high-rise buildings (G+9), offering distinctive podium commercial units, as well as fully finished office spaces on the first four levels, lending space to branded apartments that take in magical views of Zayed from above.

ever.





Strategic location directly facing the monorail station for seamless accessibility.

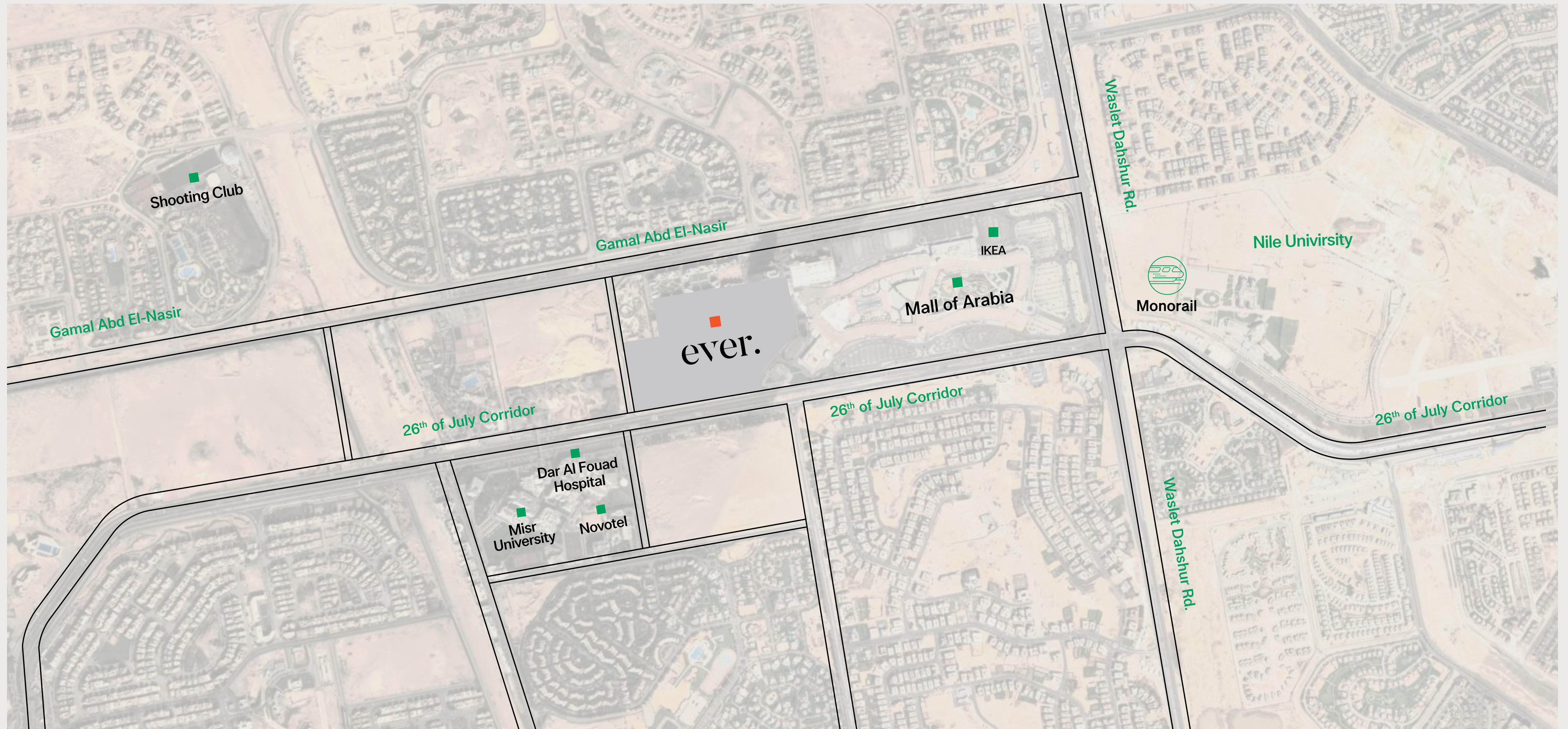
Ever grants residents direct access to the thriving heart of Sheikh Zayed in 6th of October, thanks to its central location that directly opens onto 26th of July Corridor, neighboring Mall of Arabia.

The project is easily accessible from all vital highways and main roads in Cairo, setting it as a branded address for those who wish to enjoy the best of all worlds.

ever.

Location map

ever.



Masterplan



ever.

Disclaimer This Masterplan is conceptual only and subject to change.

Partners



Main Design
Consultant



Design Consultant
Residential



Design Consultant
Commercial & Landscape



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