

PARTNERS · FIRST LOOK

BUILT WITH A **DIFFERENT MINDSET**

9 NOVEMBER 2026

A FIRST LOOK, FOR PARTNERS

TODAY'S JOURNEY

01 **MURTAQA**
Who we are and how we build

02 **QUE GARDENS**
The community that anchors it

03 **QUELEVARD**
The idea and the destination

04 **PHASE 01**
Where it begins: the first of thirteen

05 **PHASE 02**
Where Excellence Takes the Wheel

06 **THE OPPORTUNITY**
The opening terms and expressions of interest



01

MURTAQA

Built with a different mindset.



al ashraaf | MENASSAT DEVELOPMENTS

Murtaqa Developments sits within the Al Ashraaf group, where three generations of one family bring a diverse range of capabilities to the board, each complementing the other.

7,000+
CLIENTS

2M SQM
LAND BANK

EGP 110B
INVESTMENTS



QUE GARDENS

02

QUE GARDENS

A New Edge of Living.

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QUE GARDENS

ONE CONNECTED COMMUNITY

210

FEDDANS

Net project area

88%

OPEN SPACES

and green areas

850

VILLAS

at 4 villas per feddan

3

MAIN GATES

with 2 ring roads around the residential zone



QUE GARDENS

A COMMUNITY BUILT AROUND DAILY LIFE



THE CLUB HOUSE



THE GYM



THE MOSQUE

Social gathering area	Jogging and bike track	Picnic zone	Meditation park	Creative hub
Club house	Kids area	Gym	Mosque	Retail

BUILT WITH TRUSTED COLLABS

The names behind Que Gardens, and behind what comes next.

vodafone

PLUG
ELSEWEDY ELECTRIC

INVERSION
WE HAVE A PLAN!

AZURE
Planning & Architecture

M.C.G
DEVELOPMENT & CONTRACTING

GSCE
Geotechnical & Structural Consulting Engineer
Dr. Eng. Mohamed Taha Abdelrahman

التزام
Eltizam

PRISM

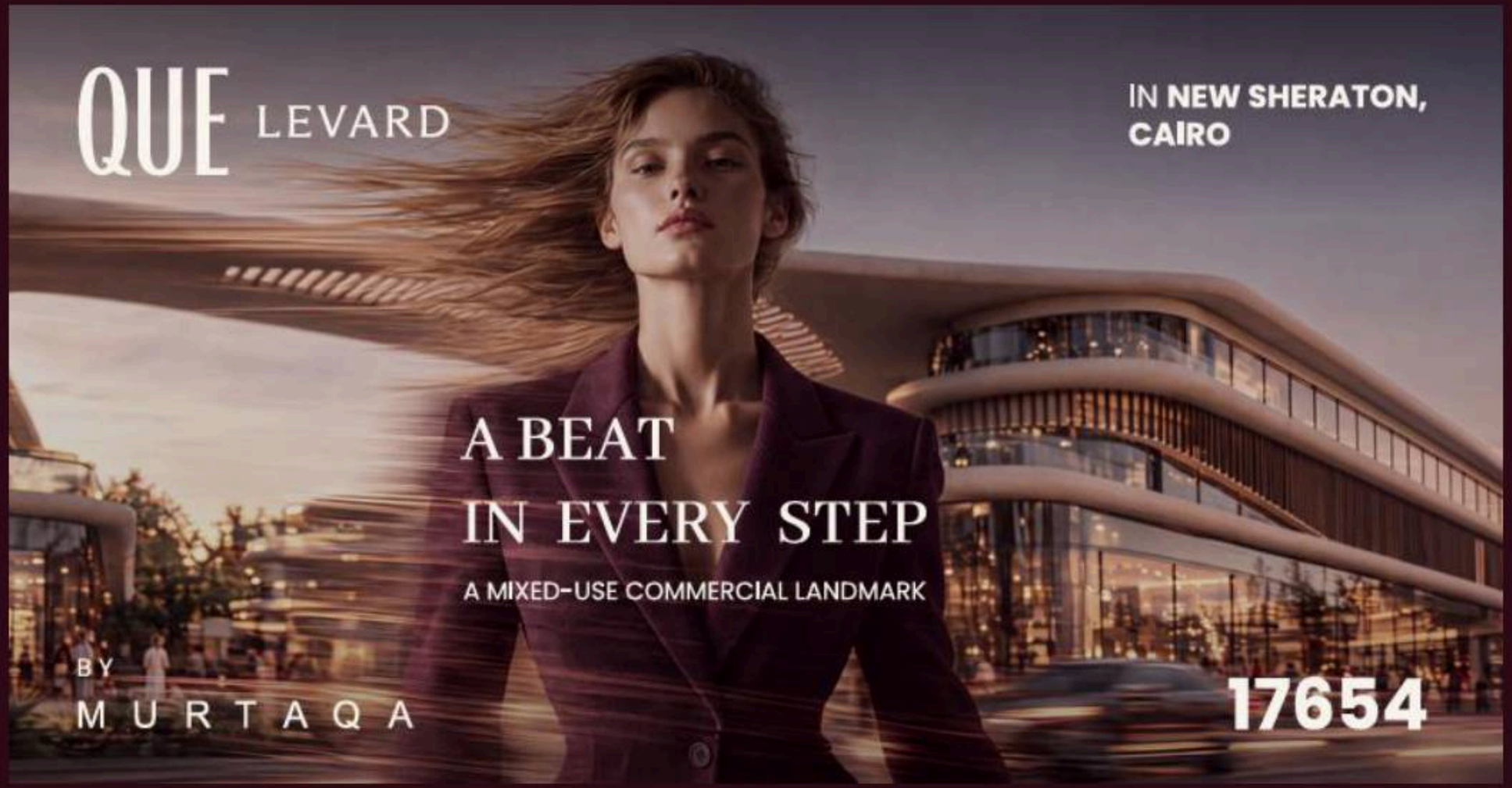
A2M STUDIO
architecture and Model Making

NUTSHELL®

LONGEBLACK

DEVCON

IT'S TIME TO WRITE TOGETHER
THE NEXT CHAPTER OF QUE'S STORY


QUE LEVARD
IN NEW SHERATON, CAIRO
A BEAT IN EVERY STEP
A MIXED-USE COMMERCIAL LANDMARK
BY MURTAQA
17654

QUE LEVARD

THE NAME AND THE IDEA

QUE + LEVARD

Que, our connection to Que Gardens.

Levard, a boulevard: movement, connection and discovery.

A Beat in Every Step

One destination. Different people. Different rhythms.
Together, the heartbeat of Quelevard.



QUE LEVARD

A NEW ERA OF COMMERCIAL DESTINATION IN EGYPT

We are not introducing another mall. We are building a super regional mixed-use landmark and redefining the commercial destination concept in Egypt.

Business, lifestyle, entertainment and experiences come together in one integrated destination: not built simply to attract visitors but designed to become part of their everyday lives.

A lasting landmark. A new standard. A new beat.

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QUE LEVARD

ROOTED IN NEW SHERATON

10	MIN	Cairo International Airport
10	MIN	Obour City
10	MIN	El Shorouk City
15	MIN	New Cairo
15	MIN	Heliopolis

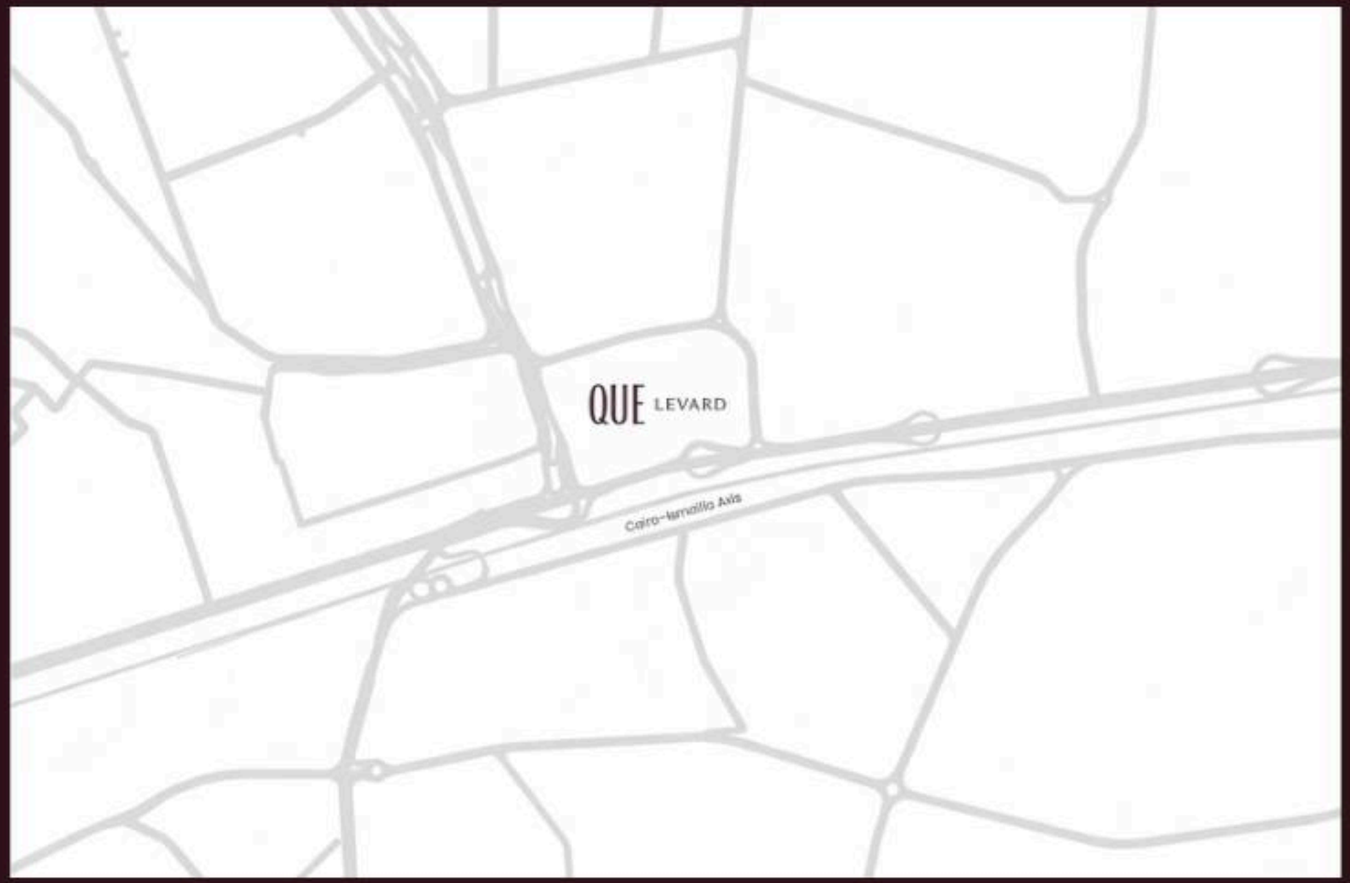
Direct access: Cairo–Ismailia Road, Main Obour Axis, Obour Road and Axis 10.



QUE LEVARD

HOW HUGE IS QUELEVARD?

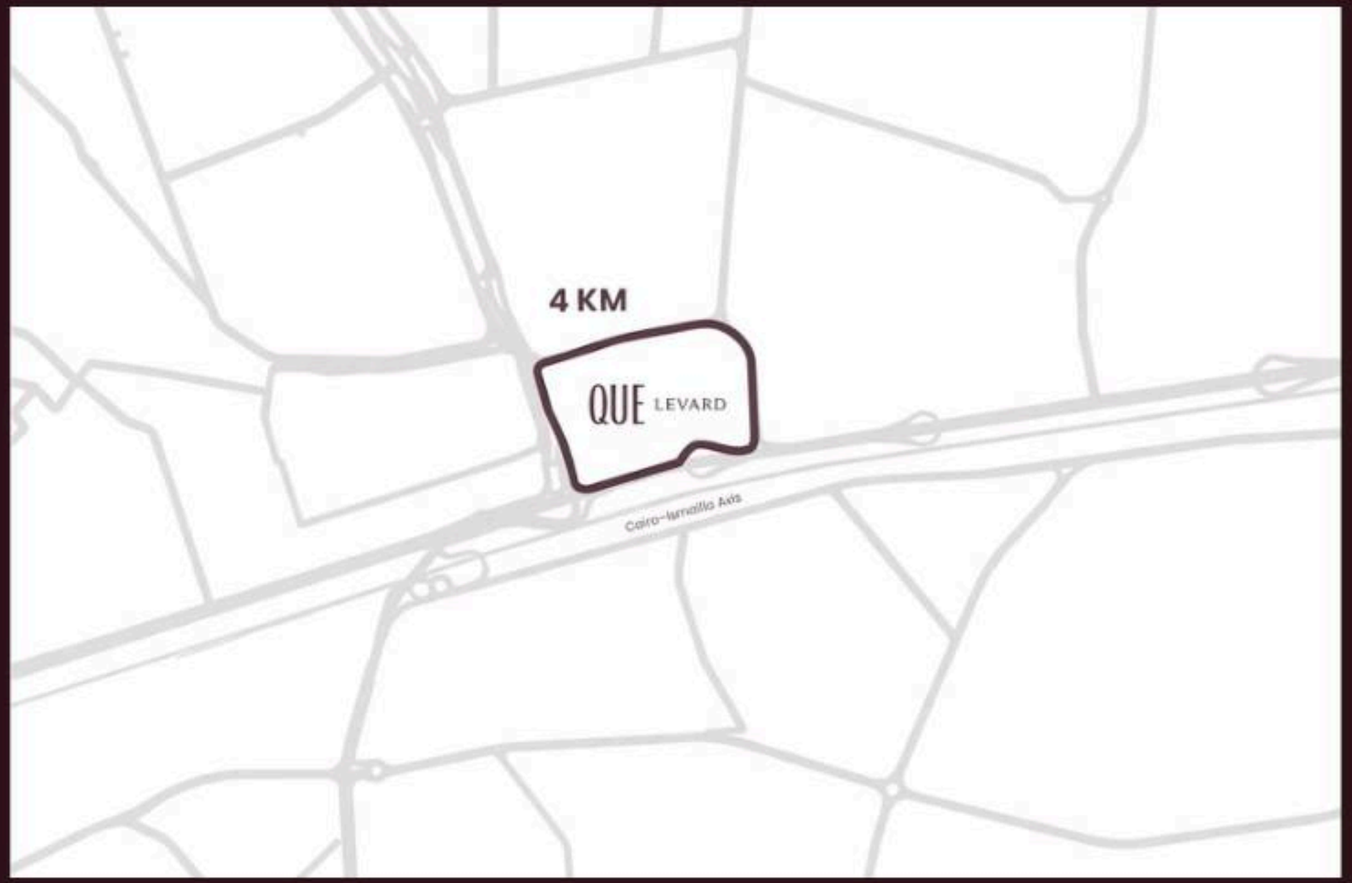
A drive around its edge takes five minutes.



QUE LEVARD

HOW HUGE IS QUELEVARD?

THE SAME DISTANCE ELSEWHERE



IT'A LIKE TAKING A WALK

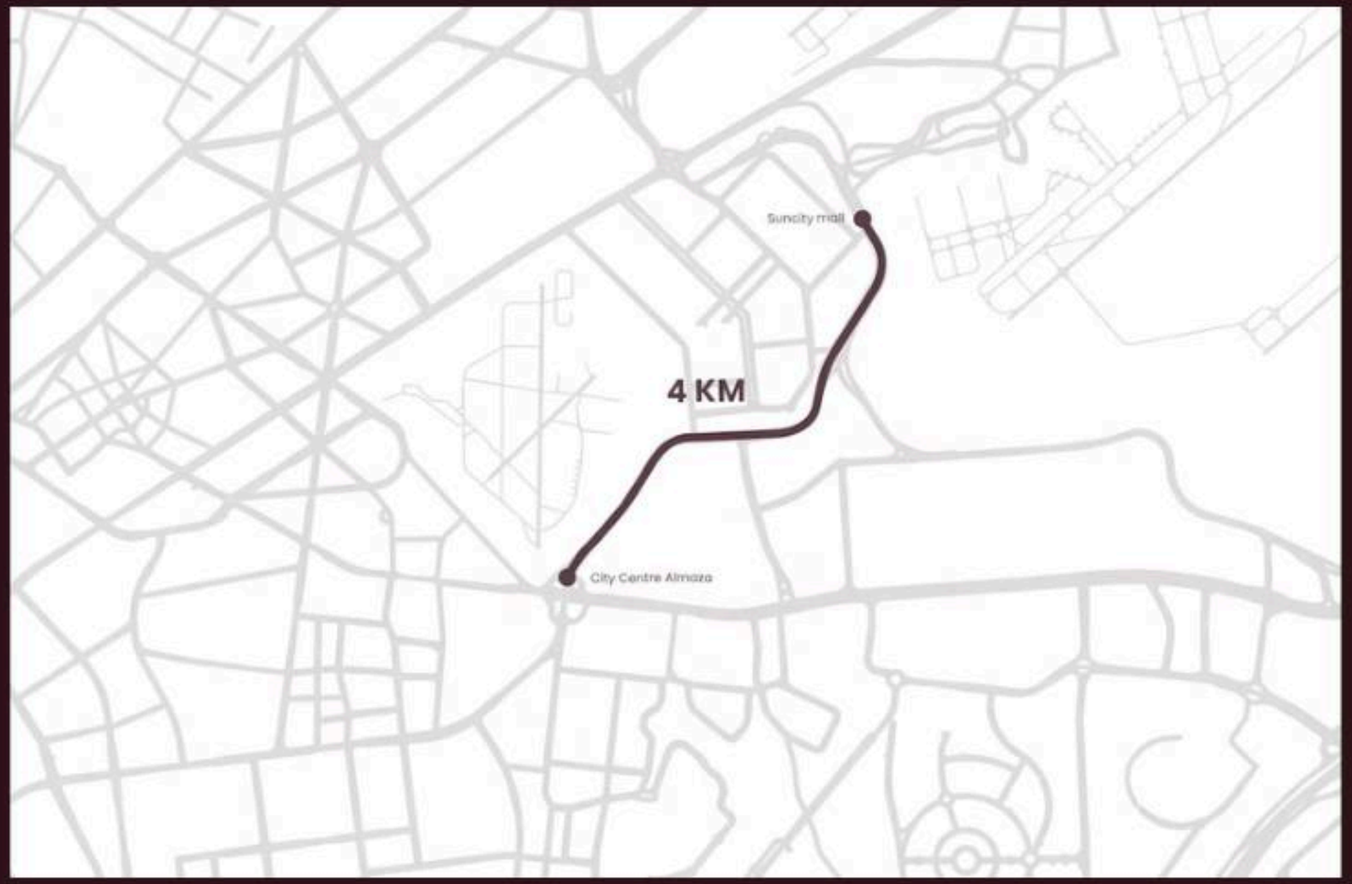
FROM
CITY CENTRE ALMAZA

TO
SUNCITY MALL

QUE LEVARD

HOW HUGE IS QUELEVARD?

THE SAME DISTANCE ELSEWHERE



IT'A LIKE TAKING A WALK

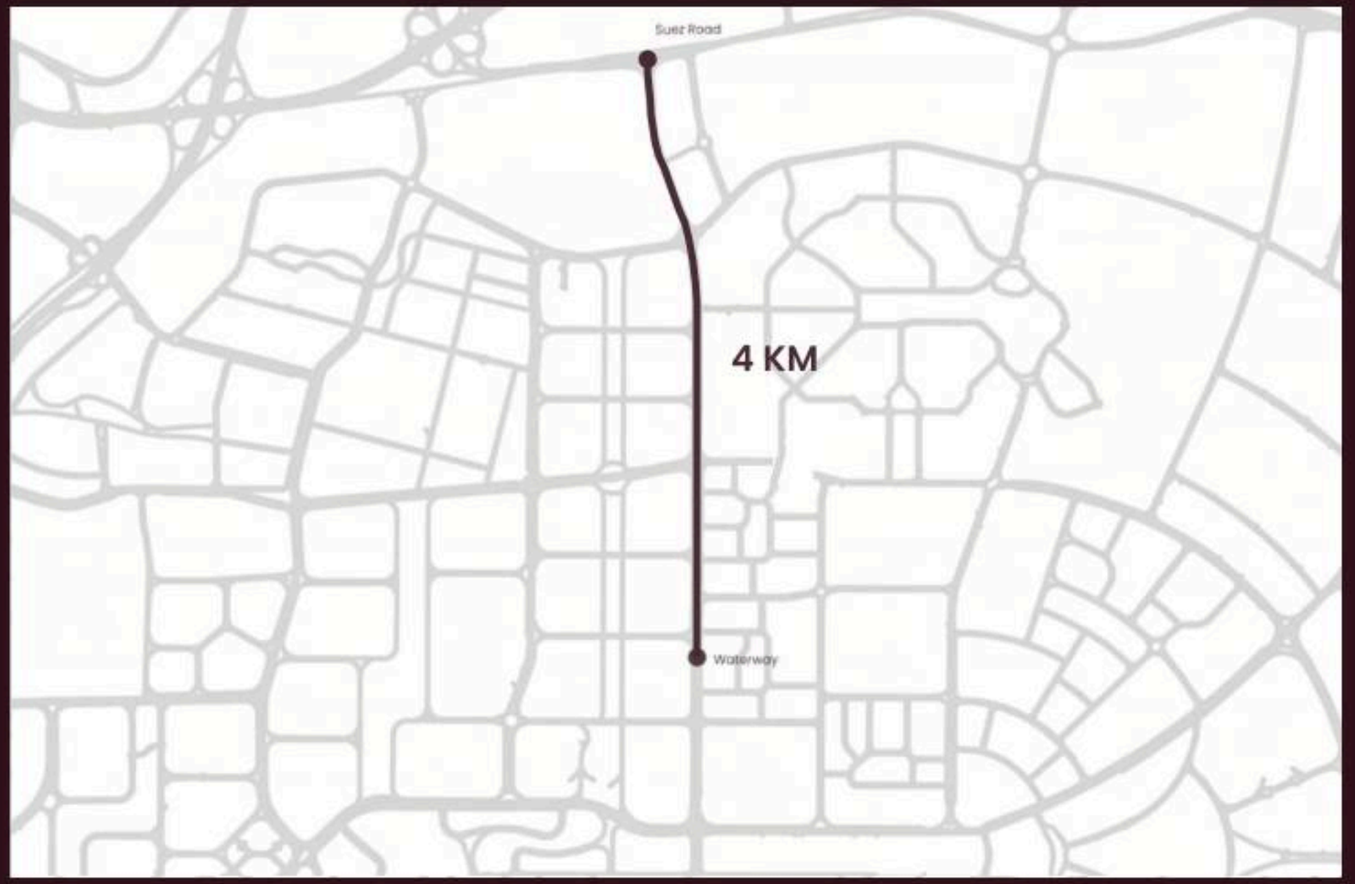
FROM
CITY CENTRE ALMAZA

TO
KORBA

QUE LEVARD

HOW HUGE IS QUELEVARD?

THE SAME DISTANCE ELSEWHERE



IT'A LIKE TAKING A WALK

FROM
WATERWAY

TO
SUEZ ROAD

QUE LEVARD

SUPER REGIONAL IN SCALE

Sola is the first of 13 phases of the landmark.

SHOP AREA (GLA), SQM

QUELEVARD, ALL 13 PHASES TOGETHER

CONVENIENCE	NEIGHBOURHOOD	COMMUNITY	REGIONAL	SUPER-REGIONAL
Below 3,000	3,000 to 10,000	10,000 to 30,000	30,000 to 90,000	Above 90,000

A WIDE CATCHMENT

Ten minutes to Obour, Shorouk and the airport. Fifteen minutes to New Cairo and Heliopolis.

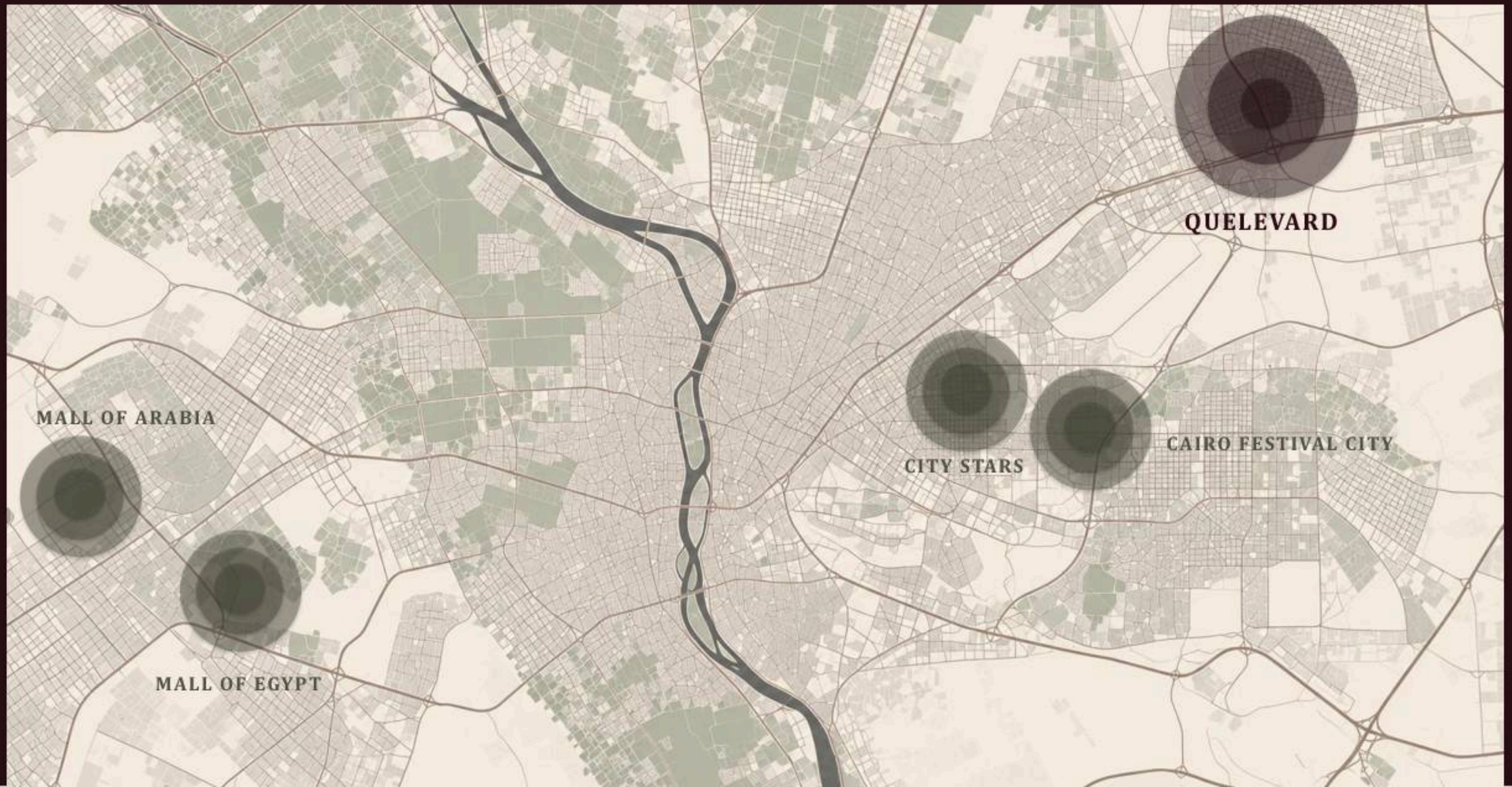
A MARKET GAP

No regional mall has been built in East Cairo since 2013.

A DESTINATION

A boulevard that people choose to visit: retail, dining and lifestyle in one place.

1ST SUPER REGIONAL MALL IN EAST CAIRO SINCE 2013



QUE LEVARD

A BOULEVARD, NOT A BOX

A regional mixed-use commercial landmark, and one of the largest boulevards in East Cairo.



THE WHOLE PROJECT PERIMETER, HIGHLIGHTED

13

phases, forming one unique mixed-use commercial boulevard

TENANT MIX

- Retail
- Light F&B
- Medical
- Cinema
- Admin
- Family entertainment centre
- Gym
- Hypermarket
- Kids entertainment
- Car showrooms
- Heavy F&B
- Automotive Hub
- Bank

04

SOLA
PHASE 01

The first of thirteen

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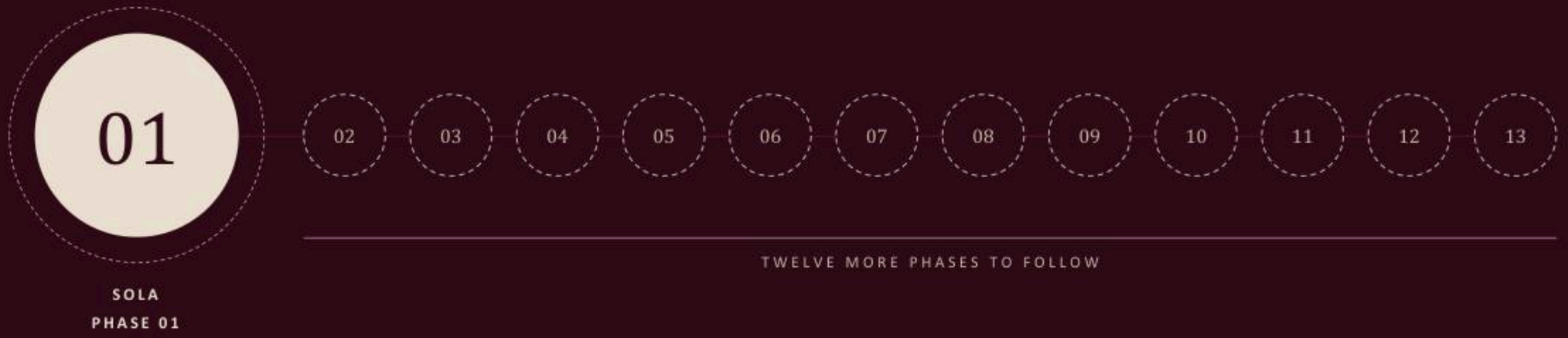
QUE LEVARD

THE FIRST OF THIRTEEN

Sola, Phase 01, is where the rhythm of Quelevard begins.



The regional landmark takes shape from here.

QUE LEVARD

THE FIRST OF Thirteen

Sola, Phase 01, is where the rhythm of Quelevard begins.

01

SOLA
PHASE 01

The regional landmark takes shape from here.



QUE LEVARD

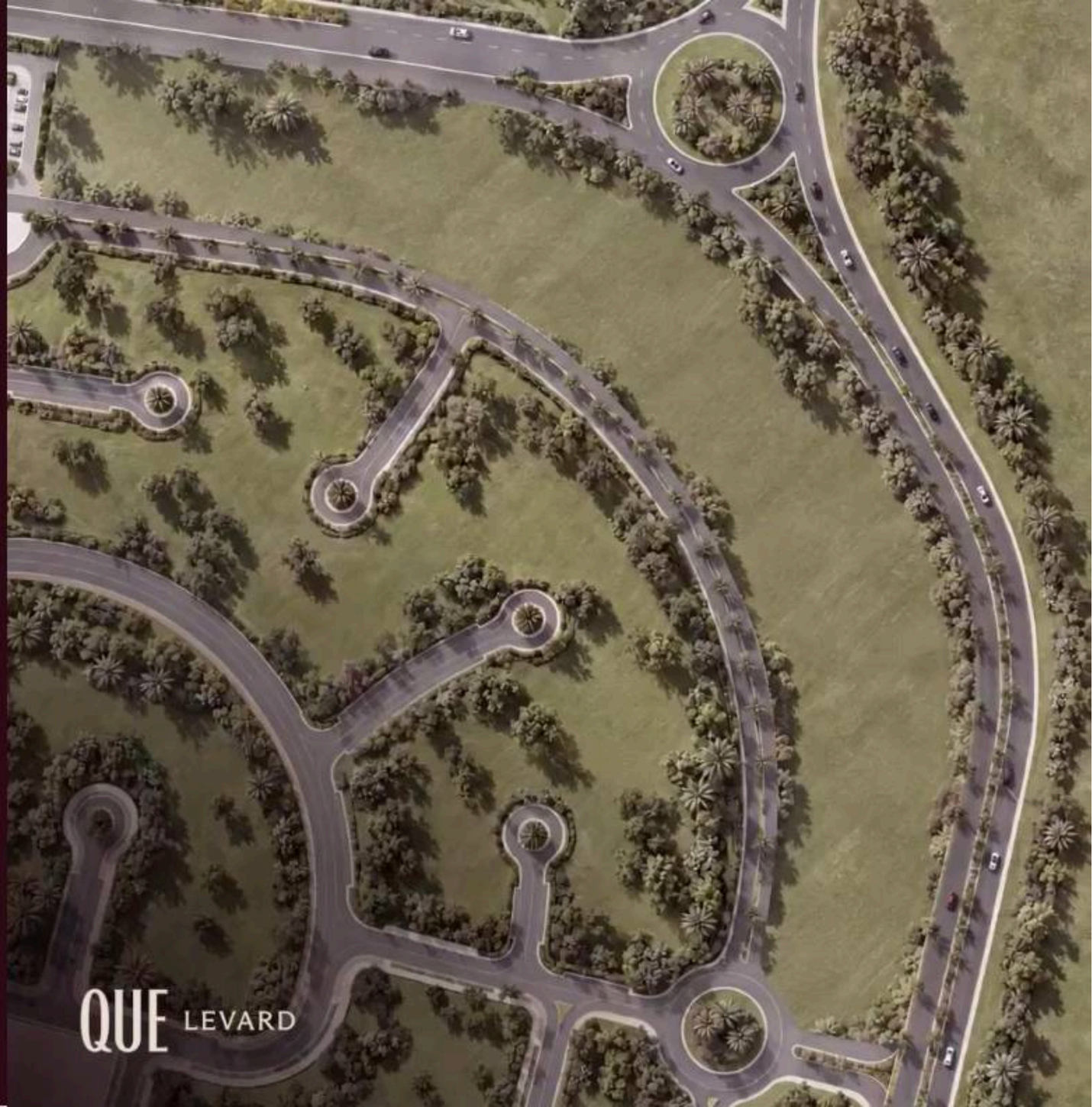
DESIGN APPROACH

THE MARKET NORM

- Developers usually chase the **maximum BUA**
- That means **40% coverage across G+5 floors**

OUR THINKING

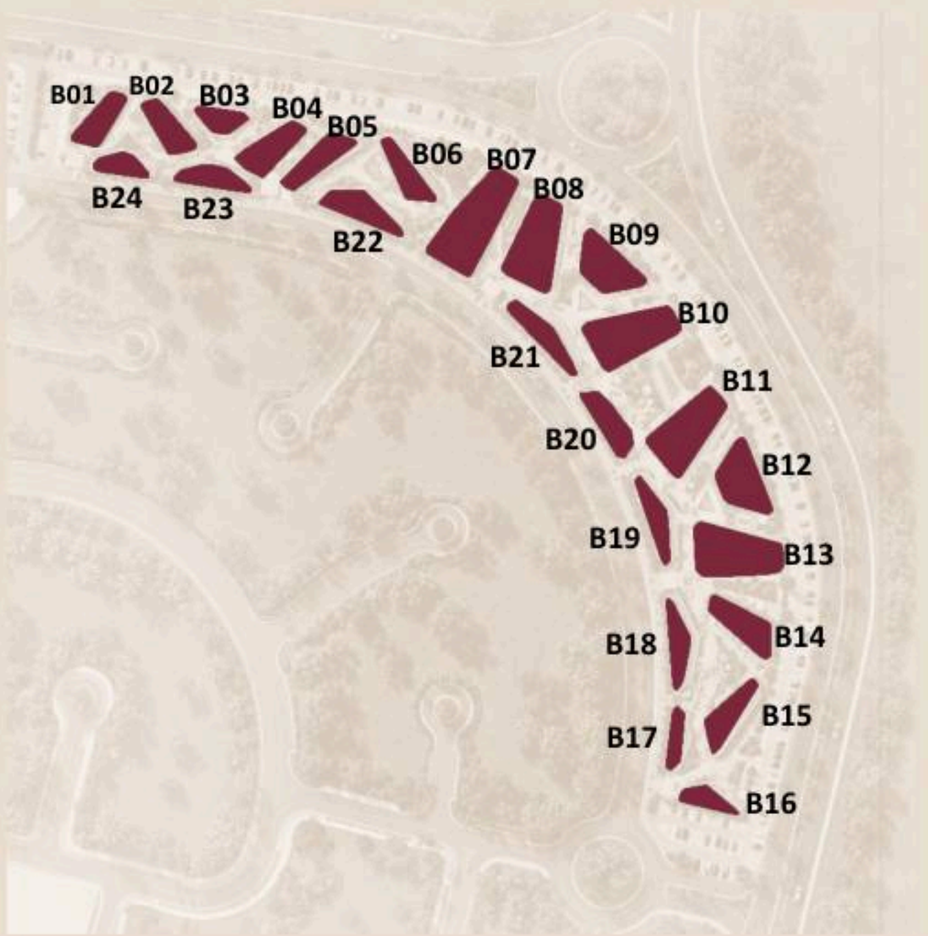
- **Orientation, views and open space** shaped the plan, not floor area
- The building is broken into **gems**: smaller volumes with space around them
- **Outdoor terraces** invite visitors to walk, linger and return
- Kept to **G+1.25**, so light and views stay open across the site



QUE LEVARD

SOLA, PHASE 01, AT A GLANCE

Along the curve of the boulevard.



24 buildings

Offices and retail, in Phase 01

3 levels

Ground, first and upper level

9 Types

Variety of Shapes & Areas

QUE LEVARD

ACCESSIBILITY

Reached from two main streets

Main Axis
El Obour Axis and Axis 10

Main Plaza Entrance
At center of the project

Plaza Entrances
4 sub entrances



QUE LEVARD

SOLA, PHASE 01

Layout



QUE LEVARD

CONNECTIVITY

Plazas between the buildings

Ground Floor

The main plaza entrance leads into the heart of Sola, with open plazas flowing between the buildings.



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SOLA, PHASE 01

First Floor



QUE LEVARD

CONNECTIVITY

Upper-floor bridges

Connecting the buildings

Upper-floor bridges connect the buildings across the plazas.



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AMENITIES

Everything a visit needs

Parking
Along the frontage and south

Golf cars
Connecting the whole commercial area

Facility Management
Discreet points near plazas

Seating areas
In the plazas

Security
Entrances and key points

Escalators
Connecting the first floor from the plaza



Indicative placement, to be confirmed against the final design.

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FROM MORNING TO NIGHT



The boulevard never stops.

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OWN IT YOUR WAY

Three ways to own, one boulevard.



Renders are illustrative. Tenant signage shown is placeholder.

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OWN IT YOUR WAY

Three ways to own, one boulevard.



Renders are illustrative. Tenant signage shown is placeholder.

01

A SINGLE UNIT

Offices and retail units, bought individually.

QUE LEVARD

OWN IT YOUR WAY

Three ways to own, one boulevard.



Renders are illustrative. Tenant signage shown is placeholder.

01

A SINGLE UNIT

Offices and retail units, bought individually.

02

A FULL FLOOR

An entire floor of a building, under one owner.

QUE LEVARD

OWN IT YOUR WAY

Three ways to own, one boulevard.



Renders are illustrative. Tenant signage shown is placeholder.

01

A SINGLE UNIT

Offices and retail units, bought individually.

02

A FULL FLOOR

An entire floor of a building, under one owner.

03

AN ENTIRE BUILDING

A whole building, for a flagship presence or a portfolio asset.

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FROM SHOP TO WHOLE BUILDING

The range of areas in Phase 01, in square metres.

SHOPS



20 – 145

SQUARE METRES · PER UNIT

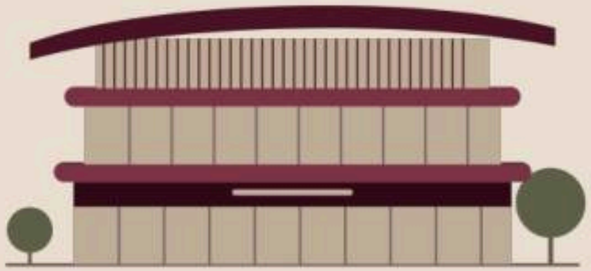
SINGLE FLOOR



110 – 1,435

SQUARE METRES · PER UNIT

STANDALONE BUILDINGS



500 – 3,500

SQUARE METRES · PER BUILDING

Illustrations are schematic and not to scale.

05

AUTOMOTIVE HUB PHASE 02

The second of thirteen



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THE SECOND OF THIRTEEN

AUTOMOTIVE HUB , Phase 02, is where ....

02

Automotive Hub
PHASE 02

The regional landmark takes shape from here.



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AUTOMOTIVE HUB SITE PLAN

The Second of thirteen phases, along the curve of the boulevard.



8 buildings

Car Maintenance Centers

4 levels

Basement. Ground, First and Second

2 building types

Showroom and maintenance blocks

3 land areas

Three plot sizes across the site

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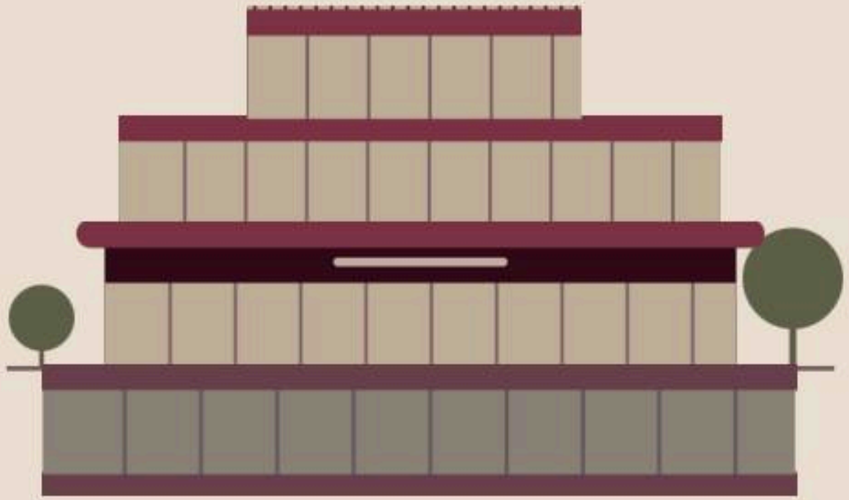
STANDALONE BUILDINGS

Standalone Buildings



2nd Floor - 4 M Height
115 – 210 SQUARE METERS

1st Floor - 4 M Height
455 – 835 SQUARE METERS

Ground Floor - 5.5 M Height
455 – 835 SQUARE METERS

Basement - 5 M Height
990 – 1,470 SQUARE METERS

2,015 – 3,350

SQUARE METRES · PER BUILDING

875 – 1,250

LAND AREA

12 – 21

FACADE WIDTH · METRES

Illustrations are schematic and not to scale.


QUE LEVARD
TIRE CENTER
CAR CARE & DETAILING
MAINTENANCE & SERVICE
AUTO MODIFICATION

QUE LEVARD

06

THE OPPORTUNITY

The opening terms.



WHY QUE LEVARD

Six advantages, one boulevard.

01



PRIME LOCATION

A strategic address at the heart of the area's growth.

02



SUPER-REGIONAL MALL

Footfall from a super-regional mall that draws visitors from across the city.

03



DIRECT ACCESS

Entered straight from the main road, with no detours to arrive.

04



VISIBLE FROM THE ROAD

Every building faces the road, so every brand is seen.

05



CONNECTED BUILDINGS

Linked at ground level, so visitors walk easily from one building to the next.

06



BUY YOUR WAY

By the unit, by the floor, or the entire building.

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THE PAYMENT TERMS - SOLA

AVERAGE PRICE PER SQM
GROUND FLOOR
EGP 280K
FIRST FLOOR
EGP 150K
SECOND FLOOR
EGP 100K

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THE PAYMENT TERMS – AUTOMOTIVE HUB



Starting averages per square metre, subject to final confirmation. Core and shell.

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PAYMENT PLAN

15%

DOWN PAYMENT

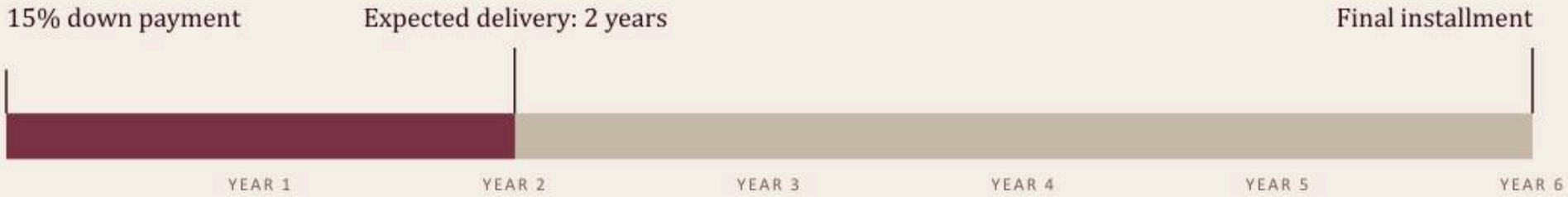
CORE & SHELL

FINISHING SPECS

6 YEARS

INSTALMENTS

THE PAYMENT JOURNEY



Starting averages per square metre, subject to final confirmation. Core and shell.

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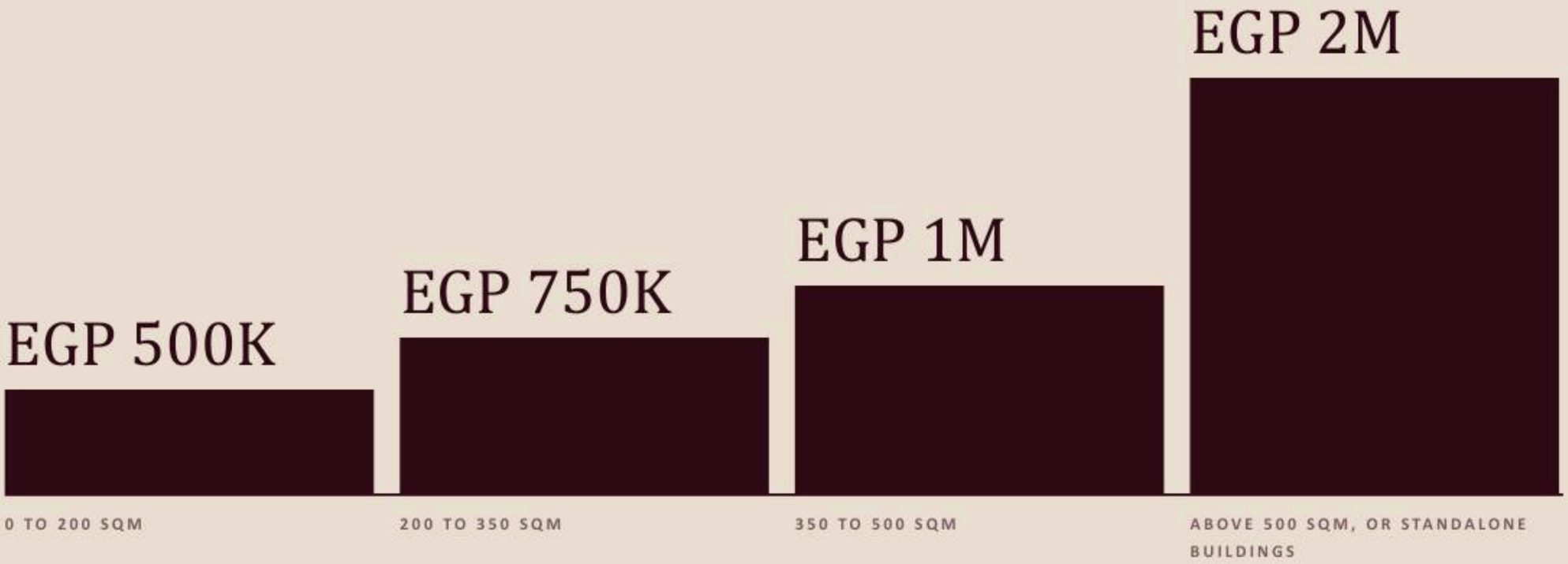
EXPRESSIONS OF INTEREST

The EOI amount rises with the area you are buying.



QUE LEVARD

THANK YOU.

SOME STORIES ARE BEST JOINED AT THE BEGINNING.

THIS ONE HAS JUST BEGUN.

A BEAT IN EVERY STEP

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