

NEWSLETTER

2021.

SKY AD.
DEVELOPMENTS

**BRIGHTER
LIFE**

NOW

WORDS FROM THE BOARD

SKY AD.'S STORY

2021 HIGHLIGHTS

EMPLOYEE RETREAT

CONSTRUCTION UPDATE



NEWSLETTER OUTLINE.

SECTION ONE: WORDS FROM THE BOARD	P2	SECTION FOUR: EMPLOYEES RETREAT	P19
From the Chairman	P2	Ramadan Iftar	P19
From the CEO	P3	Gouna Trip	P19
SECTION TWO: SKY AD.'S STORY	P4	SECTION FIVE: CONSTRUCTION UPDATE	P20
Milestones in UAE	P4	Residence Eight 10 Months	
Milestones in Egypt	P7	Construction Progress	P20
SKY AD. Residential Projects	P7		
Why Residence Eight?	P8		
SKY AD. Commercial Project	P9		
SECTION THREE: 2021 HIGHLIGHTS	P12		
SKY AD. Launch Press Conference	P12		
Residence Eight Unit Selection	P12		
SKY AD. Corporate Events	P13		
Residence Eight Launch	P13		
BT 100 Awards	P14		
FAB Partnership	P14		
GAFI Investment Opportunities	P15		
Media Ramadan Iftar	P15		
SKY AD. Achievements in Record Time	P16		
Cityscape Participation	P16		
Residence Eight's New Phase Launch	P17		
Expo 2020 Participation	P17		
Media Site Visit	P18		

WORD FROM THE CHAIRMAN.

SALEH MOHAMMED BIN NASRA AL AMERI
DIAMOND GROUP CHAIRMAN



It gives me great pleasure to welcome you to our first annual newsletter to showcase how Diamond Group, represented by SKY AD, as its local subsidiary in Egypt, has managed to position itself at the forefront of the Egyptian real estate sector. For years, Diamond Group has been one of the largest business entities in the United Arab Emirates operating in a diverse range of industries. With an impressive real estate portfolio of over 17 projects across the UAE, including commercial, administrative, and services projects and a total investment of one billion dollars, it was time for us to consider one of the region's most promising and fastest-growing markets, Egypt.

To embark on our journey in Egypt, we ran a thorough analysis that demonstrated Egypt's exceptional market advantages, unprecedented urban development over the last few years, high demand rate, and economic stability. All these factors combined held the promise that Egypt should be our next stop in our expansion plan as the land of opportunities. Our entry into the Egyptian market is a valuable addition to our portfolio of projects and a part of our strategic expansion plans to fortify our regional presence.

We were honoured to receive the full support of the Egyptian government that spares no effort to support foreign investment. With special incentives given to foreign investors, the launch of many mega projects such as the New Administrative Capital, and the strong historical ties between Egypt and the UAE across all levels, we were confident that launching our operations in the Egyptian market is the right decision to make.

The results of the first year have been remarkable and we look forward to more successes in the Egyptian market. I would like to seize this opportunity to thank the team in Egypt for their tireless efforts and for making our business goals a reality.

WORD FROM THE CEO.

ENG. ABDELRAHMAN AGAMY
CEO OF DIAMOND GROUP & SKY AD. DEVELOPMENTS



As we bid farewell to 2021, we dedicate this annual newsletter to reflect on a year of achievements and milestones in the Egyptian market. In less than a year of starting our operations in Egypt, we successfully launched our flagship project in the New Administrative Capital "Residence Eight".

Extending over 23 acres, our project is set to become a mixed-use development that integrates residential, commercial, and administrative units. Strategically located in the R8 area of the NAC, the project's premium location is surrounded by the Diplomatic District from the west and overlooks 70 acres of greenery from the north, whilst the Green River lies to the south near the city centre. We are proud to say that we achieved a record of EGP 1.8 BN sales of residential units in the project.

On the commercial side, we introduced "Capital Avenue" overlooking the Green River in the New Administrative Capital as part of Residence Eight project, a commercial project spanning an area of more than 21,000 m² including mixed-use buildings for F&B, clinics, retail, and administrative offices.

Residence Eight's impressive start, which began with our speedy site acquisition, swift implementation, and construction work, and generating massive sales volumes in record time, is what motivates us to pursue other investment opportunities and explore various areas of expansion in Egypt.

We may have not been in the Egyptian real estate scene for long, but we vow to be one of Egypt's thriving real estate companies that leaves an indelible imprint by addressing the needs of the Egyptian real estate market and creating affordable, sustainable, and premium integrated communities.

SKY AD.’S STORY.

I. MILESTONES IN UAE.

DIAMOND GROUP

COMPANY


PROFILE.

Diamond Group is a renowned developer of local trading and industrial firms with a strong portfolio in the UAE, featuring different models of residential units and leisure facilities, that include schools, business parks, clubs, and hospitals, residential and commercial projects that stretch from Abu Dhabi to Al Ain.

DIAMOND

GROUP’S

PROJECTS.



RESIDENTIAL
TOWER:

Location:

Danet, Abu Dhabi

Project Value:


150,000,000 AED.

Built Up Area:

28,500 sqm

Description:

3 Basements + Ground floor + 17 floors



RESIDENTIAL
TOWER:

Location:

Danet, Abu Dhabi

Project Value:


176,000,000 AED.

Built Up Area:

39,000 sqm

Description:

3 Basements + Ground floor + 6 Podium floors + 32 floors



RESIDENTIAL
TOWER
AT SARAYA:

Location:

Saraya, Abu Dhabi

Project Value:


165,000,000 AED.

Built Up Area:

41,210 sqm

Description:

3 Basements + Ground floor + 6 Podium floors + 23 Typical floors + Roof floor



AL AIN
CROMWELL
HOSPITAL:

Location:

Al Ain

Project Value:

300,000,000 AED.

Built Up Area:

25,000 sqm

Description:

2 Operation Theatres + 51 Inpatient rooms + Radiology section + Outpatient clinic + Emergency + Pharmacy + Gym + Swimming pool



AL RABEEH
ACADEMY:

Location:

MBZ Area, Abu Dhabi

Project Value:

150,000,000 AED.

Description:

School



RESIDENTIAL
TOWER:

Location:

Danet, Abu Dhabi

Project Value:

150,000,000 AED.

Built Up Area:

28,500 sqm

Description:

3 Basements + Ground floor + 17 floors



RESIDENTIAL
TOWER:

Location:

Rawdhat, Abu Dhabi, C83

Project Value:

75,000,000 AED.

Built Up Area:

14,200 sqm

Description:

3 Basements + Ground floor + 5 floors



ABU DHABI
LADIES CLUB:

Location:

Abu Dhabi

Project Value:

150,000,000 AED.

Built Up Area:

19,940 sqm

Description:

Olympic swimming pool + Beach + Spa + Tennis courts + Squash courts + Multi-purpose hall gym + Retail area + Restaurants + Cafés + Kid’s play area



AL AIN LADIES
CLUB:
(INVESTED WITH ADSC)

Location:

Al Ain

Project Value:

130,000,000 AED.

Built Up Area:

18,000 sqm

Description:

Olympic swimming pool + Spa + Tennis courts + Squash courts + Multi-purpose hall gym + Retail area + Cinema + Restaurants + Cafés + Kid’s play area



AL MUSHRIF
CLUB:

Location:

Abu Dhabi

Project Value:

60,000,000 AED.

Built Up Area:

8000 sqm

Description:

Sauna + Steam swimming pool + Cross fit + Retail Shops + Restaurants + Cafés



NAJMAT ABU DHABI RESIDENTIAL BUILDING:	Location:	Abu Dhabi
	Project Value:	400,000,000 AED.
	Built Up Area:	89,440 sqm
	Description:	Ground floor + 2 Podium floors + 25 floors + Gymnasium + Swimming pool 1 Bedroom flats—289 units 2 Bedroom flats—138 units 3 Bedroom flats—55 units



OFFICES AND COMMERCIAL BUILDINGS:	Location:	Reem Island, Abu Dhabi
	Project Value:	300,000,000 AED.
	Built Up Area:	69,500 sqm
	Description:	2 Offices towers: 16 floors + 4 Podiums floors



AYIA NAPA COMPOUND:	Location:	Saydiat Island, Abu Dhabi
	Project Value:	165,000,000 AED.
	Built Up Area:	36,700 sqm
	Description:	80 villas: Ground floor + 2 floors



RESIDENTIAL TOWER:	Location:	Al Raha Beach, Abu Dhabi
	Project Value:	85,000,000 AED.
	Built Up Area:	16,000 sqm
	Description:	2 Basements + Ground floor + 8 floors



AL RABEEH HIGH SCHOOL:	Location:	Al Reem Island, Abu Dhabi
	Project Value:	250,000,000 AED.
	Built Up Area:	84,440 sqm
	Description:	Ground floor + 2 floors

II. MILESTONES IN EGYPT.

SKY AD.	COMPANY	PROFILE.
---------	---------	----------

SKY AD. Developments is a leading real estate company and a local affiliate of the Emirati, Diamond Group, a renowned developer of local trading and industrial firms. Our heritage is synonymous with the country’s significant growth legacy, with a diverse portfolio entailing 17 projects in the UAE worth USD 1 BN of investment.

SKY AD.	AT A	GLANCE.
---------	------	---------

At SKY AD. Developments, our progressive vision is driven by the idea of forecasting and delivering the untapped needs of the emerging Egyptian real estate scene, in an ongoing effort of catering to the clients’ evolving expectations, ever-growing demand for a world-class, innovative, and integrated commercial and residential communities, through the company’s	flagship project, “Residence Eight”. Residence Eight is SKY AD. Developments’ first prominent project, located at the heart of the New Administrative Capital, one of Egypt’s latest, cutting-edge smart cities for urban development. All of which provides the company with a competitive edge and unrivalled scope for project expansion and diversification with	the objective of elevating the extraordinary by offering our owners top-shelf experiences highlighted in our revolutionary apartments and luxury duplexes, inspired by some of the most cutting-edge architectural and design concepts and a wide range of top-notch amenities and services.
--	--	--

III. SKY AD. DEVELOPMENTS PROJECTS.

SKY AD.	RESIDENTIAL	PROJECTS.
---------	-------------	-----------

RESIDENCE EIGHT SKY AD. DEVELOPMENTS’ 1ST FLAGSHIP RESIDENTIAL PROJECT IN EGYPT ASPIRES TO EMBODY THE SPIRIT OF PREMIUM LIVING STANDARDS IN ONE OF THE MOST PRESTIGIOUS LOCATIONS IN THE NEW ADMINISTRATIVE CAPITAL IN R8.

The project’s site is strategic as it oversees the diplomatic district from the west side, oversees the open view club from the north, while from the south it is surrounded by the green river, and near to the downtown.	The project exemplifies an integrated community by delivering modern living solutions that meet customer expectations while also ensuring comfort, security, and privacy to our residents. The allocation of 80% of the project’s total space	to the residential component and 20% to the commercial component, together with the latest world-class architecture elements and designs, ensures a premium standard of living.
--	---	---





MORE THAN A PLACE TO LIVE; IT'S
A VIBRANT LIVING EXPERIENCE.

RESIDENCE EIGHT

WHY RESIDENCE EIGHT?

EGP 1.8 BN

in sales.

Acres 23

Project span area.

Location

Prime location in the
heart of NAC.

82%

of vast green areas.

1,000

Housing units.

Quality

High quality administrative,
commercial, mixed-use units
& entertainment specs.

80%

of the space is used for residential
purposes, while the remaining 20%
is used for business.

Partnerships

with top notch industry experts.

Specs.

Unparalleled Delivery Specs.

Features

World class projects' features.

SKY AD.

COMMERCIAL

PROJECTS.

SKY AD. DEVELOPMENTS INTRODUCES THE FIRST COMMERCIAL PROJECT IN THE R8, NEW ADMINISTRATIVE CAPITAL.

Over the year, SKY AD. Developments has been relentlessly demonstrating its valuable addition to the Egyptian real estate market and transmitting its regional expertise, particularly in the New Administrative Capital through its premium projects.

Not long ago the company unveiled "Capital Avenue," a commercial project spanning over an area of more than 21,000 m² that includes mixed-use buildings for F&B, clinics, retail, administrative offices.

Capital Avenue is located in a primary location in the R8 area, overlooking the diplomatic area from the east, the open club from the north, and the Green River from the south near the city centre.





CAPITAL AVENUE

21,000 m² Project span area.

Location Prime location in the R8 area, New Administrative Capital.

Mixed-use

- F & B
- Clinics
- Retail
- Administrative Offices



2021 HIGHLIGHTS.

I. SKY AD. DEVELOPMENTS HOLDS ITS 1ST PRESS CONFERENCE IN EGYPT.

SKY AD.'S

FIRST

PRESS

CONFERENCE.

SKY AD. Developments' promising efforts to support Egypt's urban development plan powered by direct foreign investment, serves as a catalyst to rejuvenate the industry. The company aims to accommodate the rapid increase in population through offering inimitable real estate products, in line with Egypt's sustainable

development strategy manifested in Egypt's 2030 Vision, whilst establishing integrated communities that provide exceptional quality of life, catering to various needs of the Egyptian residents. SKY AD. Developments announced its entry into the Egyptian real estate market during its very first press conference held in Egypt,

with a total investment volume of EGP 15 BN in the upcoming 2 years. Later on, the company's promises and investment plans were demonstrated through its "Residence Eight" project, located in a prime location in the New Administrative Capital.



II. AN EXCEPTIONAL UNIT'S SELECTION EVENT HOSTED BY SKY AD. DEVELOPMENTS FOR ITS RESIDENCE EIGHT PROJECT.

UNIT

SELECTION

EVENT.

Reflecting the trust and confidence in the UAE based developer and in light of SKY AD. Developments' ongoing efforts to promote its first project "Residence

Eight", the company held a two-day unit's selection event at SKY AD. Developments headquarters and JW Marriott Hotel. The event aimed to encourage potential

project owners to explore the firm's unsurpassed high-quality units and offer them the chance to own their ideal residences.



III. SKY AD. DEVELOPMENTS CELEBRATES ITS LAUNCH IN EGYPT WITH AN EXTRAORDINARY EVENT, FEATURING AMR DIAB.

SKY AD.'S

INAUGURATION

EVENT.

The company raised the bar high by hosting an extraordinary event in Cairo, at the JW Marriott garden featuring the Mega star Amr Diab and Eirini Papadopoulou.

The company's "Walk on Air" event aimed to the launch of SKY AD. Developments in Egypt, in the presence of prominent figures from the business community,

media representatives, sports and life-style gurus.



IV. SKY AD. DEVELOPMENTS INAUGURATES ITS "RESIDENCE EIGHT" PROJECT IN THE NEW ADMINISTRATIVE CAPITAL.

SKY AD.

LAUNCHES

RESIDENCE EIGHT.

SKY AD. announced setting the cornerstone and starting construction of Residence Eight same day, with elaborate planning. SKY AD. obtained the ministry's approval for the planning and

implementation of Residence Eight's land in a record time, which had an impressive impact on accelerating the company's investment wheel, thanks to the unmatched support of the Egyptian

authorities and the Administrative Capital for Urban Development—ACUD Company.



III. BT 100 AWARDS.

SKY AD. WINS BT 100 AWARD.

The BT 100 Awards Ceremony honoured SKY AD. Developments as “The most prominent regional investment in the real estate sector in Egypt 2021” as the company had a very solid start in the local market with the launch of its flagship project in the New Administrative Capital “Residence Eight” and an ambitious investment plan amounting to EGP 15BN. This year’s edition of the Business Today Awards (BT 100) honoured a number of Egyptian ministries, leaders, and resilient companies, who were able to keep the country’s economy, as well as their own businesses afloat during this tough year as the country suffered with the still on-going pandemic.



VI. THE SIGNING OF A COOPERATION PROTOCOL WITH FAB FOR MORTGAGE LOANS COVERING UP TO 85% OF UNIT VALUE.

COOPERATION PROTOCOL WITH FAB.

From the moment SKY AD. Developments entered the Egyptian real estate market, it was evident that, while there is a growing demand compared to supply, demand is sometimes hampered by low purchasing power. As a result, the company set out to find effective and immediate solutions in motion with the state’s rapid urbanization to provide world-class real estate products. Thereby, the company signed a cooperation protocol with First Abu Dhabi Bank (FAB) to provide mortgage finance loans that will cover up to 85% of ready-to-move units and have a repayment period of up to 15 years with a low interest rate and a maximum loan amount of EGP 15MN.



VII. GAFI EXPLORES INVESTMENT OPPORTUNITIES WITH DIAMOND GROUP.

GAFI INVESTMENT OPPORTUNITIES.

Saleh Mohammed Bin Nasra, owner of Diamond Group, and Eng. Abdelrahman Agami, CEO of Diamond Group and SKY AD. Developments, met with Mohamed Abdel Wahab, Executive Director of the Egyptian General Authority for Investment and Free Zones (GAFI), to discuss ways to increase the group’s investments in Egypt and to present promising investment opportunities available in various sectors. During the press conference, Saleh Mohammed Bin Nasra’s vision indicated that the UAE based company intends to transfer its extensive real estate development expertise to a number of regional and international markets, and that the company chose Egypt as its first destination outside the UAE to reap the benefits of the country’s promising investment opportunities and improving investment climate.



VIII. RAMADAN IFTAR.

MEDIA RAMADAN IFTAR.

In light of the Holy month, the company hosted its first media Iftar gathering in a lively atmosphere in one of Egypt’s finest hotels. The gathering came as the company aims to establish the first stepping-stone of our personal rapport with the Egyptian press. The company’s spokespeople exchanged their views on the market and the potential investment opportunities with the media in addition to the latest updates of our flagship project, “Residence Eight,” in the New Administrative Capital.



X. RESIDENCE EIGHT RECORDS OVER 1 BN SALES WORTH IN LESS THAN 6 MONTHS SINCE ITS LAUNCH.

RECORD

LAUNCH

SALES.

Driven by Diamond Group’s track record of completing numerous large projects across the UAE, and the promise we bring to offer a distinctive real estate product, SKY AD. Developments achieved contractual sales of over EGP 1 BN since the launch of the project, in a precedent that is the first of its kind in the real estate sector which reflects the customers’ confidence in SKY AD. Developments’ expertise in implementing successful projects, fulfilling the aspirations of customers and its ability to provide a distinctive real estate product that adds to the real estate market. This keen awareness of our clientele is the reason behind our ability to achieve such a remarkable result. For us, one of the most sure-fire ways to make an impact on the real estate industry is to provide it with an exceptional product made up of the finest architectural designs and cutting-edge technological tools that are tailored to our clients’ latest world-class expectations.

500 CLIENTS
& STILL GROWING
STRONG.

skyrocketing sales.

OVER 1 BILLION
ACHIEVED IN
RECORD TIME.

skyrocketing sales.

60 PROACTIVE
TALENTS WITH TOP
PERFORMANCE.

skyrocketing sales.

XI. SKY AD. PARTICIPATES AT “ CITYSCAPE”; THE LEADING REAL ESTATE EXHIBITION IN EGYPT.

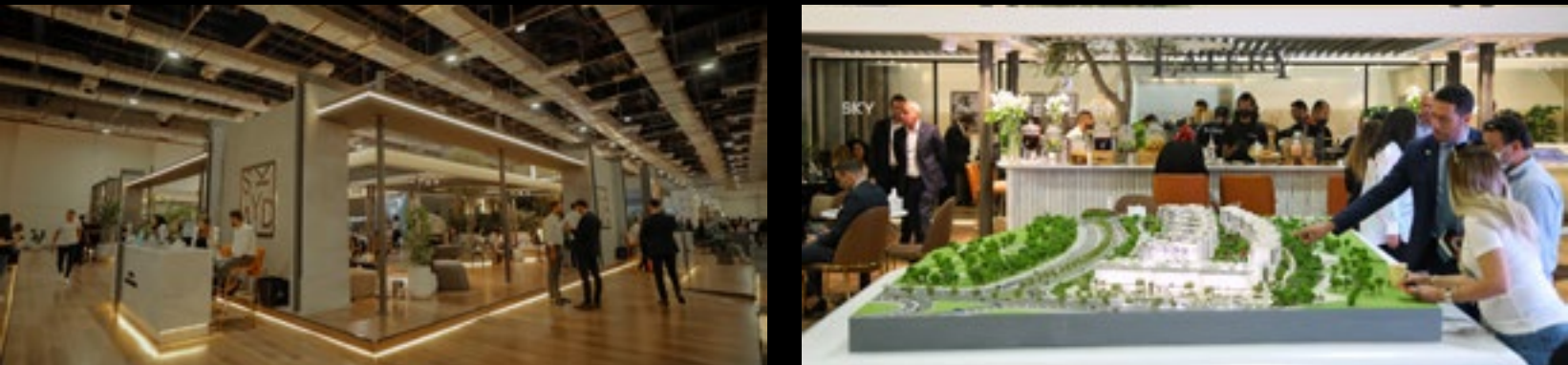
SKY AD.’S

1ST

CITYSCAPE

PARTICIPATION.

SKY AD. Developments has participated at the Cityscape Exhibition for the first time, bringing together over 250 top-level industry professionals under one roof to exchange knowledge, market trends, and business opportunities. The company witnessed an unparalleled demand from clients on the first day of the exhibition, which far exceeded our expectations. During the exhibition, our company presented the various offerings of its flagship project, Residence Eight, that includes residential, commercial, and administrative components to meet the various requirements of our customers with various payment offers that caters to our clients’ different income segments. In light of Cityscape, We were proud to launch “Capital Avenue,” a commercial project spanning over an area of more than 21,000 m² that includes mixed-use buildings for F&B, clinics, retail, and administrative offices located in one of the NAC finest spots, in the R8 area.



IX. “POOL SIDE”, A NEW PHASE OF THE RESIDENCE EIGHT PROJECT.

ADDED

VALUE

WITH

POOLSIDE

LIVING.

A poolside apartment has been and will continue to be every homeowner’s attractive residential added value. This due to the unparalleled living experience it provides, particularly in this modern era where barbecues, pool parties, Aqua Aerobics workouts, working from home with a beautiful view, and going on a vacation in your backyard are all really a thing! Hence, driven by a growing demand on its first project in the New Administrative Capital, Residence Eight, SKY AD. Developments has launched a new phase “Pool Side”, featuring apartments and duplexes overlooking swimming pools.



XII. SKY AD. DEVELOPMENTS DEMONSTRATED AN EXEMPLARY MODEL FOR EGYPTIAN REAL ESTATE AT EXPO 2020 IN DUBAI.

EGYPTIAN

PAVILION

PANEL

EXPO 2020.

From the heart of the Egyptian Pavilion at Expo 2020 Dubai, Eng. Abdelrahman Agami, CEO of Diamond Group and SKY AD. Developments shared his extensive expertise, alongside members of ACUD’s top management in a thriving panel discussion, which aimed to explore the various investment opportunities that the New Administrative Capital enjoys. The company showcased its flagship project, Residence Eight, located in the heart of the New Administrative Capital.

Eng. Abdelrahman Agami emphasized the government’s significant efforts to accelerate the development pace of the New Administrative Capital city, which paved the way for this specific location to benefit from a unique competitive edge, allowing it to become the region’s most important national project. In addition to Egypt’s political leadership’s unrivalled interest in the project, as evidenced by their frequent visits to inspect progress, all of which sends an indirect message of reassurance to local and foreign investors, demonstrating the country’s ongoing support for the project’s success, and their significant choice of the project’s prominent location in east of Cairo. As well as the application of the latest technology in design and construction which makes it a full smart city, with a commitment to implementing environmentally friendly standards of providing large green spaces and relying heavily on renewable energy.



XIII. SKY AD. DEVELOPMENTS HOSTS MEDIA ON-SITE TO SHOWCASE RESIDENCE EIGHT’S LATEST DEVELOPMENTS.

MASSIVE SCALE CONSTRUCTION UPDATES.

SKY AD. Developments hosted a successful media site visit to highlight the massive scale of quick construction updates completed by our renowned construction company, S2A Contracting, in only 10 months after the project’s launch. The company has successfully contracted with 800 clients to sell 930 units totalling 1.8 BN, representing for 93 percent of the project’s overall sales volume. Half of this is due to the dedication of every single employee who has ever worked on the project site, as well as the prompt and efficient execution of project updates on site. During the site visit, the company revealed some of its upcoming investment plans to the Egyptian press, including the exploration of new investment opportunities, whether in the capital or other prominent locations in Egypt, that will help us achieve our vision and bring us closer to our mission of revolutionizing the Egyptian real estate development scene.



SECTION FOUR.

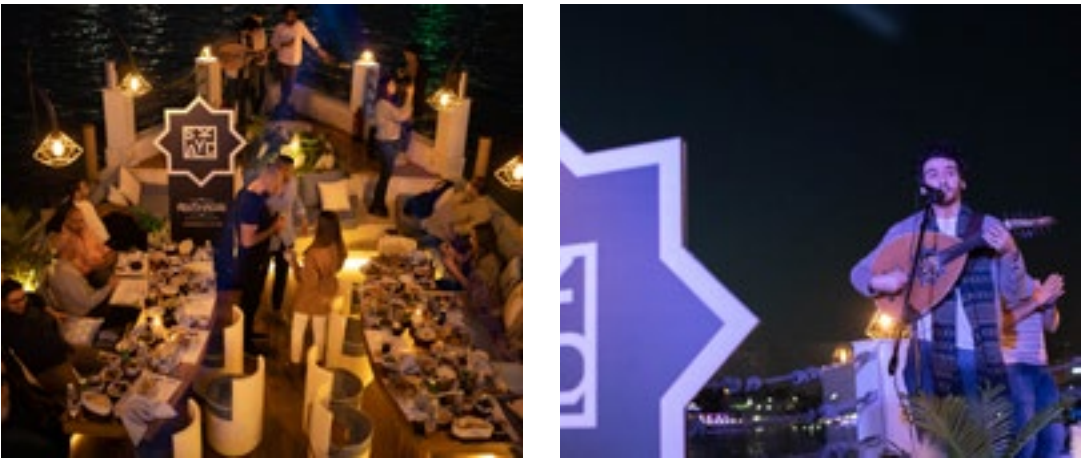
SKY AD. DEVELOPMENTS’ EMPLOYEES RETREAT.

AT SKY AD. DEVELOPMENTS, WE BELIEVE THAT ENTHUSIASTIC, AND PASSIONATE EMPLOYEES WHO ARE CONSTANTLY MOTIVATED WILL FUEL OUR COMPANY’S SUCCESS. AS A RESULT, WE DEVOTE AS MUCH ATTENTION TO OUR EMPLOYEES, WHOM WE REGARD AS OUR SUCCESS PARTNERS.

I. RAMADAN IFTAR.

CORPORATE CONNECTION EVENT.

A Ramadan Iftar event with our employees was one of the best ways to build a personal connection with them in a vibrant atmosphere away from work stress. Our employees had a wonderful day on the Dahabyia Nile cruise boat.



II. GOUNA TRIP.

CORPORATE TREAT TRIP.

SKY AD. Developments’ employees were treated to a three-day trip to El Gouna as a token of appreciation for their unwavering dedication and unsurpassed efforts that resulted in great outcomes throughout the year.



SECTION

FIVE.

CONSTRUCTION UPDATE.

RESIDENCE EIGHT 10 MONTHS CONSTRUCTION PROGRESS.

As part of its ambitious plans to provide its customers in Egypt with integrated residential and commercial projects, SKY AD. Developments always strives to accelerate the pace to execute plans and increase investment in the local market; which has been witnessing remarkable growth over the past decade.

The company started laying foundations and concrete works immediately after receiving Residence Eight's land. The great expertise of the team was the reason behind this success which comes in parallel with our goal of being the fastest real estate developer in the private sector; over the course of 10

months we were able to achieve huge construction progress for our project at the New Administrative Capital, and commit to delivery dates.



Plot no 10B, Mohamed Naguib Axis,
O1 Mall, first floor, Fifth Settlement,
New Cairo.

skyabudhabi.ae

16881

**SKY AD.
DEVELOPMENTS**