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Company Overview

About Misr Abu Dhabi for Real Estate Investments (MAD)

Misr Abu Dhabi Real Estate Investments (MAD) operates under a unique model within the Egyptian market. Backed by the institutional strength and legacy of a historic financial institution, MAD serves as an independent real estate investment and asset transformation platform, focused on unlocking long-term sustainable development from underutilized assets to create enduring national value. MAD's portfolio spans residential, commercial, administrative, and hospitality projects, reflecting a naturally diverse range of asset types and uses.

At the core of MAD's approach is active asset management, working to enhance performance, improve utilization, and align properties with market requirements.

Projects & Sectors

MAD operates across multiple segments, transforming assets to reflect a diversified and balanced portfolio:

- Residential assets
- Touristic and hospitality assets
- Commercial assets
- Administrative assets
- Medical assets

MAD's Strategic Pillars

MAD's strength lies in its ability to combine long-term experiences with an integrated investment operating model, enabling it to create sustainable value from the assets it manages and develops.

- **Unique Business:** A business model that combines the strength of the banking sector with real estate investment expertise in Egypt
- **Management Strength:** Strong leadership with deep sector expertise and longstanding reputation, enabling disciplined execution and strategic decision making
- **Market Adaptability:** Flexible approach and ability to respond to economic and sector shifts effectively in a timely manner

- **Diverse Portfolio:** Presence across multiple segments in the real estate market including residential, commercial, administrative, hospitality, and healthcare
- **Operational Stability:** Consistent performance under dynamic market conditions
- **Balanced Growth Approach:** Focus on sustainability rather than rapid expansion

Leadership

Led by Dr. Ashraf Muhammad Muhammad Ezzat Najm, Non-Executive Chairman of the Board, and supported by an executive leadership team with decades of experience across real estate investment, asset management, finance, corporate governance, hospitality, and institutional partnerships, MAD is driving its transformation into one of Egypt's leading institutional real estate investment and asset transformation platforms.

Maged Salah El Din - CEO & Managing Director

As a seasoned real estate executive, Maged has held multiple leadership roles in reputable companies, guiding strategic planning, financial control, and project development across diverse business portfolios. He has successfully overseen billion-dollar projects, managed highly complex development strategies in various real estate sectors, led cross-functional teams for improved productivity, and contributed to substantial business growth and operational excellence in local and international markets.

Sara Hussein - CEO and MD Executive Assistant, PR and Marketing Manager

Sara brings extensive experience in corporate governance, compliance, and public relations across leading investment and holding companies. She has managed board and general assembly meetings, coordinated legal and regulatory compliance processes, and led PR initiatives spanning event logistics, stakeholder engagement, and executive representation. Her background includes multinational exposure through roles at BNY Mellon in New York and LimeVest Partners across its Cairo and Riyadh offices, demonstrating a strong capability to manage complex investment activities while cultivating effective marketing and public relations functions across multinational markets.

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