

A low-angle, upward-looking photograph of several people holding hands in a circle. The people are out of focus, with their arms and hands being the primary focus. The background is a clear blue sky with the tops of green trees visible. The overall mood is positive and community-oriented.

# SumouBlvd.

A Regenerative Outlook  
on New Cairo's Living

EGY . UK . KSA

An innovative destination  
that transcends expectations.

**SumouBlvd.**

سُمُو للاستثمار  
sumou investment



16+

Years of  
achievements

60+

MILLION SQUARE METERS  
OF DEVELOPED AREAS

3.5M

BUILDING AREAS

12

RESIDENTIAL UNITS

06

PROVINCES IN  
SAUDI ARABIA

10

FULL SCALE DEVELOPMENT  
PROJECTS

07

SUPERSTRUCTURE  
PROJECTS

08

CITIES IN  
SAUDI ARABIA

03

NEIGHBORHOODS  
& COMMUNITIES

## Hospitality Operators



# A city is only as good as the people who build it.

Global Advisory and Consulting Partners

**Gensler**

Wiedemann Lampe

the **{code}**

Technology and Intelligence Enabling Partners

**Schneider**  
Electric



**PLUGANDPLAY**

Hospitality Partners

**Hilton**  
FOR THE STAY

**MINOR**  
HOTELS

Art, Culture, and Local Innovation Spaces

  
**KAMELIZER**  
SPACES

**THE MIND SPACE.**



# Where it begins

Cairo's most enduring districts were built on connection. Necessities, anchors, and luxuries existed side by side. Over time, gated communities replaced open neighborhoods; separating life into isolated zones.

**SumouBlvd.** begins as a return to a more connected way of living, reimagined through a contemporary urban model where everything is within reach, and privacy is a choice.

---

We are shaping a new development model capable of redefining the relationship between people and place.

# Cairo's first walkable mixed-use community.

This is a city for the pioneers, the innovators, and the social citizens.  
For the builders of what comes next.  
For those ready to architect the future.  
Welcome to **SumouBlvd.**

500K

BUILT-UP AREA (SQM)

2KM

REALM

1.4B\$

INVESTMENT

250K

LAND AREA (SQM)

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**SumouBlvd.**

PARAGON | **Adeer**

★ OFFICES    ◊ HOTELS    ▲ NEXUS APARTMENTS

**The Palms Bridge**

**Innovation District**

**Hilton**

BUSINESS LIFESTYLE HOTEL & HOTEL APARTMENTS

**MINOR**  
HOTELS

WELLNESS LUXURY HOTEL & HOTEL APARTMENT

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Mosque

AI CAMPUS

Market Hall

Grove

Canopy

Circuit

RETAIL/F&B POP UPS

URBAN PIAZZA

Wellness Loop

Retreat

Muse

Canopy

Nexus

Art Walk

BUSINESS LIFESTYLE HOTEL & HOTEL APARTMENTS

Museum

E-Games Hub

# A city built for people.

Empowering our collective growth. Designed to be owned, shaped, and activated by those who live in it.

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SumouBld.

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# At the gateway of a New Cairo.

**SumouBlvd.** occupies the most strategically significant address in Greater East Cairo. Sitting at the primary entrance of Mostakbal City, the project commands natural footfall from the entire corridor; a gateway position that delivers unmatched visibility, accessibility, and value.



**10**  
MINS FROM

- The Financial District
- Four Seasons Madinaty

**15**  
MINS FROM

- Kattameya Dunes Golf
- The American University in Cairo (AUC)
- New Capital International Airport
- Sumou Boulevard HQ Mivida

**20**  
MINS FROM

- Cairo International Airport
- Kode Club
- Heliopolis Club Al-Shorouk City

# Three pillars. One living city.

A city of serendipitous connection, not curated transactions. Integrate work, life, and wellbeing into a single, connected system.

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SumouBld.

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# Innovation

At the center of the boulevard sits an active innovation ecosystem: creative offices, a forward-thinking AI campus, and immersive experiential retail that makes ideas visible. This is where companies set up headquarters, where startups meet investors, and where the next generation of Egyptian business culture takes shape. Innovation here is not a concept, it is an infrastructure.



# Culture

A two-kilometer boulevard alive with galleries, public art installations, open-air amphitheaters, a curated souq, educational spaces, and an art walk that changes with the seasons. Culture at Sumou Boulevard is not something you visit once; it is woven into the texture of every day, every commute, and every cup of coffee.



# Wellbeing

A continuous Wellbeing Loop connects gym facilities, outdoor fitness zones, spa & sauna, medical clinics, yoga terraces, fragrance gardens, and nature walks.



# Spaces that bring people together.

Livable environments, workable spaces, and walkable design. Together, they simplify everyday life and create a more connected urban experience.

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SumouBld.

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# One Boulevard. Everything Within it.

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# Hotels

Three landmark hotels anchored along the boulevard. They activate the district at every hour, draw visitors from across Cairo, and anchor the development's international credibility.



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# Branded Residences

SumouBlvd.

Residents here do not simply own an apartment; they own an address that carries the weight of a world-class brand, and all the service, design, and management that comes with it.

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# Serviced Apartments

SumouBlvd.

Flexible living for modern rhythms: Serviced apartments combine comfort, convenience, and direct access to the surrounding ecosystem, with hotel-level services built into a permanent home.

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# Offices

Three commercial formats serve businesses at every stage of growth: Smart Offices for lean teams, Loft Offices for growing companies, and HQ units for established businesses that demand a flagship address.



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# Parks & Recreational Spaces

SumouBlvd.

A core design principle at **SumouBlvd.** is the inclusion of active recreational parks, jogging, and cycling paths, children's play landscapes, fragrant gardens, and shaded nature walks are distributed throughout the district.

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# Retail & Boulevard Market

SumouBlvd.

A curated retail spine runs along the boulevard, featuring supermarkets, boutique concepts, and experiential retail that serve residents and attract visitors. Commerce is not pushed to the edges; it is woven through the development, creating visibility and continuous movement.

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# Museum & Cultural Institutions

SumouBlvd.

At the cultural heart of the boulevard sits a museum and a series of cultural institutions, galleries, educational spaces, and a dedicated art walk.

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# Innovation District & AI Campus

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At the centre of **SumouBlvd.** sits the AI Campus: a purpose-built innovation ecosystem where startups, enterprises, and research teams share infrastructure, talent, and proximity to the district's daily life.

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# SumouBlvd: An Urban Ecosystem

COMMUNITY VITALITY AND RESIDENTIAL COMFORT

ARTS, CIVIC EXCHANGE, AND THERMAL COMFORT

INNOVATION AND COLLABORATIVE EXCHANGE

**Grove**

**Canopy**

**Circuit**

Wellness Loop

WELLNESS HOSPITALITY AND EXTENDED STAY LIVING

CULTURE, CONTEMPLATION, AND CREATIVE EXCHANGE

ARTS, CIVIC EXCHANGE, AND THERMAL COMFORT

WORK-LIFE INTEGRATION AND COMMUNITY VITALITY

**Retreat**

**Muse**

**Canopy**

**Nexus**

Art Walk

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**Where People Live,  
 Work, and Experience**

**Experience:**

Retail Boulevard / Dining / Hotels / Wellness Retreats  
 Cultural Venues / Public Plazas

**Live:**

Residences / Branded Residences  
 Hotel Apartments

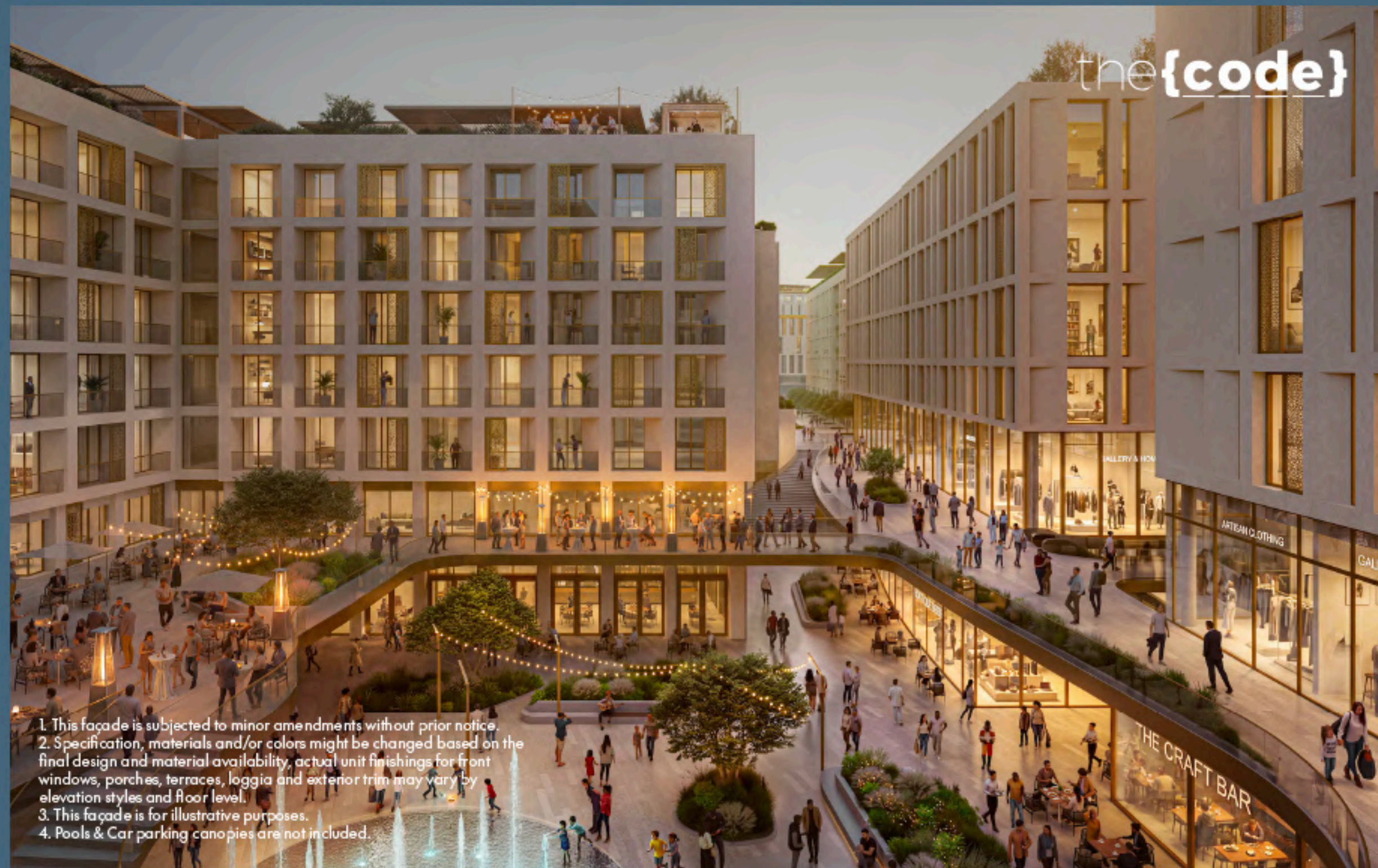
**Work:**

Offices / Coworking  
 Innovation Spaces

# Hospitality at Sumou Boulevard

Developed and Managed by  
the **{code}**

# You don't buy a space. You buy access to the entire district.



**SumouBlvd.** moves beyond the traditional residential model. The Code has integrated hospitality into the very fabric of the master plan, ensuring homes and workplaces operate under a single, uncompromising standard that creates a unified environment for residents and a strategic advantage for businesses.

### **Brought by The Code**

The Code is a purpose-driven advisory firm specializing in wellbeing, hospitality, and destination building. Partnering with visionary leaders to bring world-class projects to life at scale.

### **More than facility management**

The Code is a service-driven, experience-led lifestyle platform, orchestrating life around wellness, social life & work.

### **Serving the entire destination**

Hospitality is delivered across the entire boulevard, spanning all positioning levels and asset types. Delivering residential operations alongside curated programming.

# Orchestrating Life Across The Boulevard

## From daily essentials to elevated experiences

The Code operates a comprehensive service ecosystem designed to support every dimension of life at **SumouBlvd.**

## Residential Services Included in service fee

- Community management & resident support
  - Basic concierge & front desk services
  - Parcel handling & delivery coordination
  - Access to core amenities
  - Digital resident platform (app, payments, communication)
  - Common area cleaning & upkeep of public spaces
  - Recycling
  - Preventative maintenance programmes
  - 24/7 security, CCTV & access control
- Service charge administration & governance



# À La Carte Services

## Move-in & Home Setup

- Move-in / move-out services
- Utility set-up & relocation assistance
- Furniture & furnishing packages
- In-residence maintenance & handyman
- Smart home installation & support
- Rental & property management services

## Lifestyle & Wellbeing

- Housekeeping & cleaning packages
- Laundry & dry cleaning
- Elevated concierge services
- Beauty & Wellness services
- Childcare & nanny services
- Pet care services

## Mobility & Everyday Convenience

- Grocery & pharmacy delivery
- Bike & e-scooter rental
- Shuttle & transport services
- Car wash & detailing
- EV charging



# Community & Destination Management

the{code}

## Fostering belonging, every single day.

The Code activates the destination through curated programming and partnerships, transforming **SumouBlvd.** into a living community where connection happens naturally.

- Access to partner experiences
- Regular resident events
- Wellness and lifestyle activations
- Destination-level marketing
- Community engagement initiatives
- Resident communication
- Curated community events
- Fitness & wellness classes
- Family & children's programming
- Cultural & seasonal activations
- Networking & social gatherings

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**SumouBlvd.**

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# Amenities

The foundation beneath everything; systems that run quietly in the background so that the experience at the front never falters. Available across all residential and commercial units as standard.



## COMMUNITY APP

Connects residents, tenants, services, and amenities in one place.



## SMART BUILDINGS (BMS)

Monitors and optimises temperature, air quality, and energy automatically.



## CASHLESS PARKING SYSTEM

Frictionless parking with dedicated EV charging stations.



## AUTOMATED CONTROLS

Smart adjustments across your environment without a second thought.

# Amenities

The foundation beneath everything; systems that run quietly in the background so that the experience at the front never falters. Available across all residential and commercial units as standard.



## CCTV WITH AI

Continuous AI-powered surveillance across the development.



## HEAT DETECTION SYSTEMS

Advanced fire safety monitoring operating 24/7.



## FIBER OPTIC NETWORK TRIPLE PLAY

Fiber optic connectivity delivering the speed modern life demands.



## BACK-UP GENERATORS

Uninterrupted power supply when the grid fails.

# Amenities

Eco-friendly design with multi-zoning landscape and enviromentaly-conscious systems built in from the ground up; not as a feature, but as a standard.



## BIKE CHARGING STATIONS

E-bike charging available in basement and parking areas.



## GREEN & ECO-FRIENDLY

Solar integration and eco-conscious systems built in as standard.



## MULTI-ZONING LANDSCAPE

Thoughtfully designed zones for work, wellness, and community life.



## EV CHARGING STATIONS

Dedicated electric vehicle charging throughout the development.

An architectural rendering of a modern residential complex. The top half shows a close-up of the building's facade, featuring a grid of windows and balconies with glass railings. The bottom half shows a wide view of a central courtyard. The courtyard contains a large, irregularly shaped swimming pool with a central island. People are depicted sitting on lounge chairs, walking, and socializing. There are trees, a fire pit, and outdoor seating areas with umbrellas. The overall atmosphere is bright and modern.

# Welcome to The Nexus.

The Nexus is defined as the connection, link, or tie between people, things, or ideas. A focal point, or core where various elements come together. It is a central point: The core or centre of a matter.

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**SumouBlvd.**

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# The Nexus

Building 6

Building 4

Building 2

Building 8

Building 1

Building 7

Building 5

Building 3

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PRIVATE RESIDENTIAL REFUGE

# The Sanctuary

Enclosed within lush, bermed landscaping. The Sanctuary is an exclusively residential private garden and pool experience. Designed with the aesthetic language of a boutique hotel, it offers residents complete seclusion from the urban pulse while remaining visually connected to the life of the broader district. Quiet luxury, without isolation.

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THE COLLABORATIVE NEXUS

# The Forum

The Forum is where The Nexus programs converge. Ground-level loft offices and boutique retail activate the street, while an elevated residential terrace gives residents a private vantage over the courtyard below. The Wellbeing Loop threads through at this level, creating a constant current of movement, conversation, and possibility.

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THE CIVIC HEART

# The Commons

The Commons is the primary gateway and the busiest, most energised courtyard in The Nexus. Signature cafés, a landmark interactive fountain, and the elevated Wellbeing Loop promenade deliver a constant sense of arrival. This is the living room of the development; the place you walk through every morning and feel fortunate to belong to.

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# Find your place within the Nexus

This will be the first real iteration of the vision we had,  
the promises we made, and the life we hope to see.

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SumouBlvd.

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# Nexus Residence

For those who want the permanence of a home and the ease of a hotel, the serviced apartments at The Nexus offer both without compromise. Fully managed, fully finished, and connected to the hospitality infrastructure of the wider boulevard.



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# Nexus Offices

The Nexus offices are not separate from the boulevard, they are embedded in it. At ground level and above, Smart Offices, Loft Offices, and HQ units open directly onto the courtyards and the public realm. Putting your business at the centre of the district's daily energy.



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# Nexus District

Retail at The Nexus is the first layer of activation along the boulevard. Boutique concepts, cafés, and daily essentials sit at ground level where foot traffic and visibility are highest. For businesses, the district is the audience. For residents and workers, it is the reason to step outside.



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# Inspired Living at The Nexus

A complete range of unit types is available from smartly designed studios to generous penthouses offering an entry point for every buyer profile, and an exit strategy for every investor.

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# Master Bedroom



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# Studio



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# Bathroom



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# Kitchen & Dining



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# Closed Kitchen



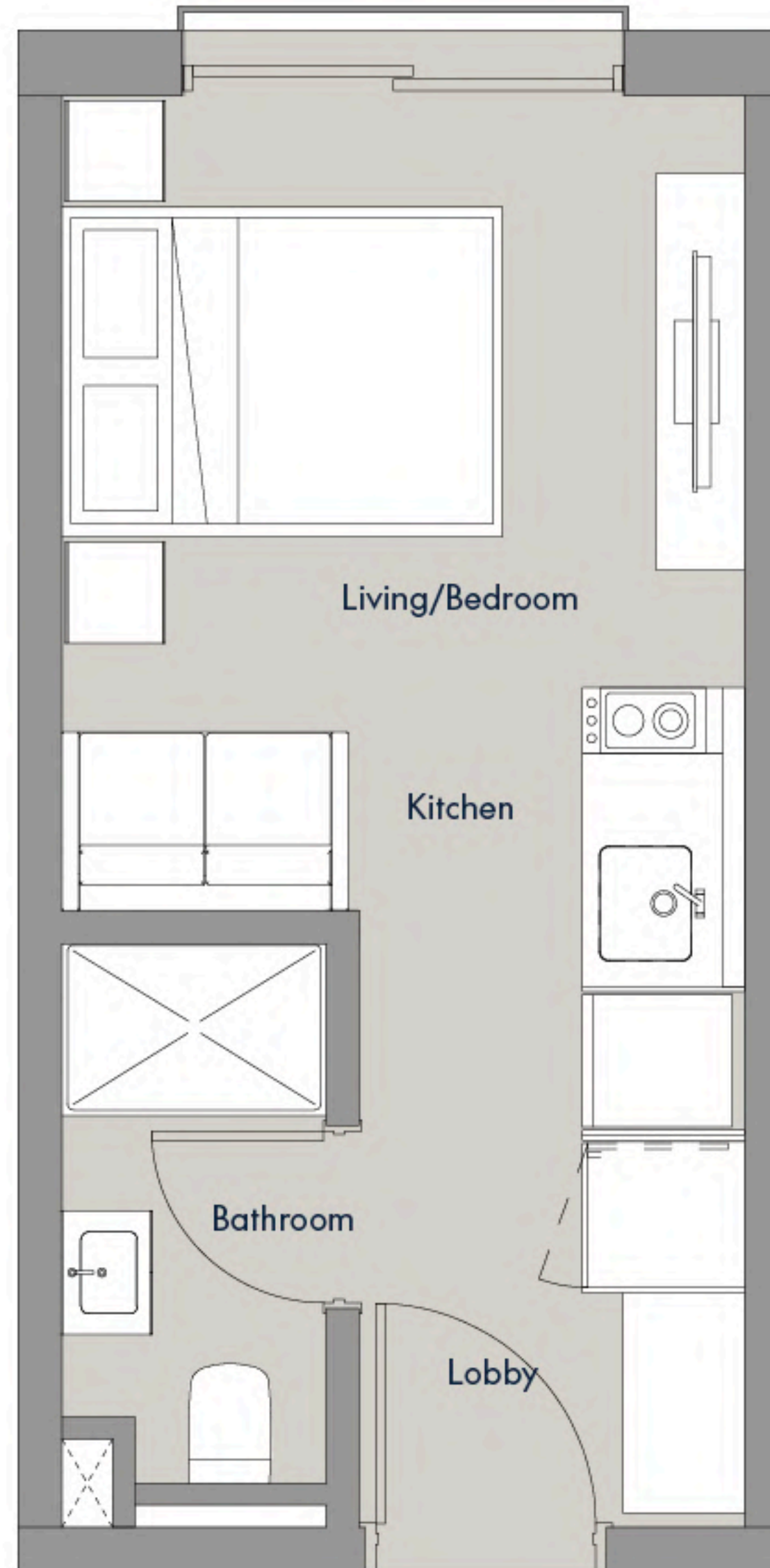
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# Studios

# S1- STUDIO

Area 31 m<sup>2</sup> - 32 m<sup>2</sup>

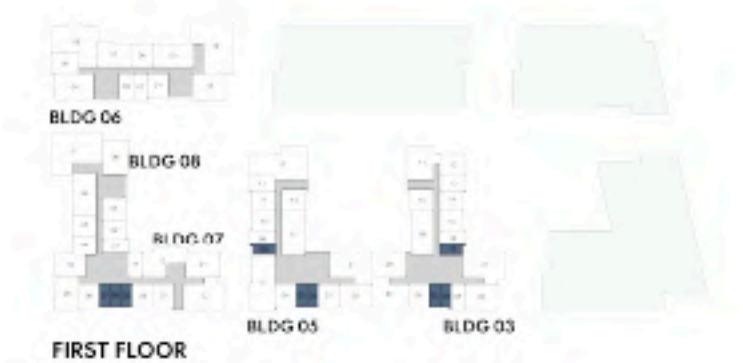
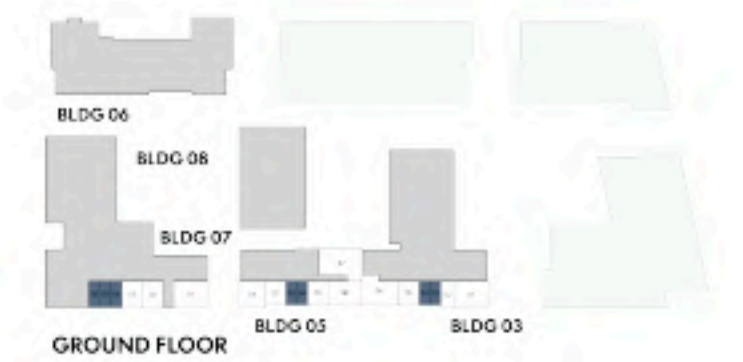
Kitchen Cabinet	0.6m × 3.8m
Lobby	1.0m × 2.7m
Bathroom	2.6m × 1.4m
Living/Bedroom	3.1m × 3.7m



#### Disclaimer

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**SumouBld.**

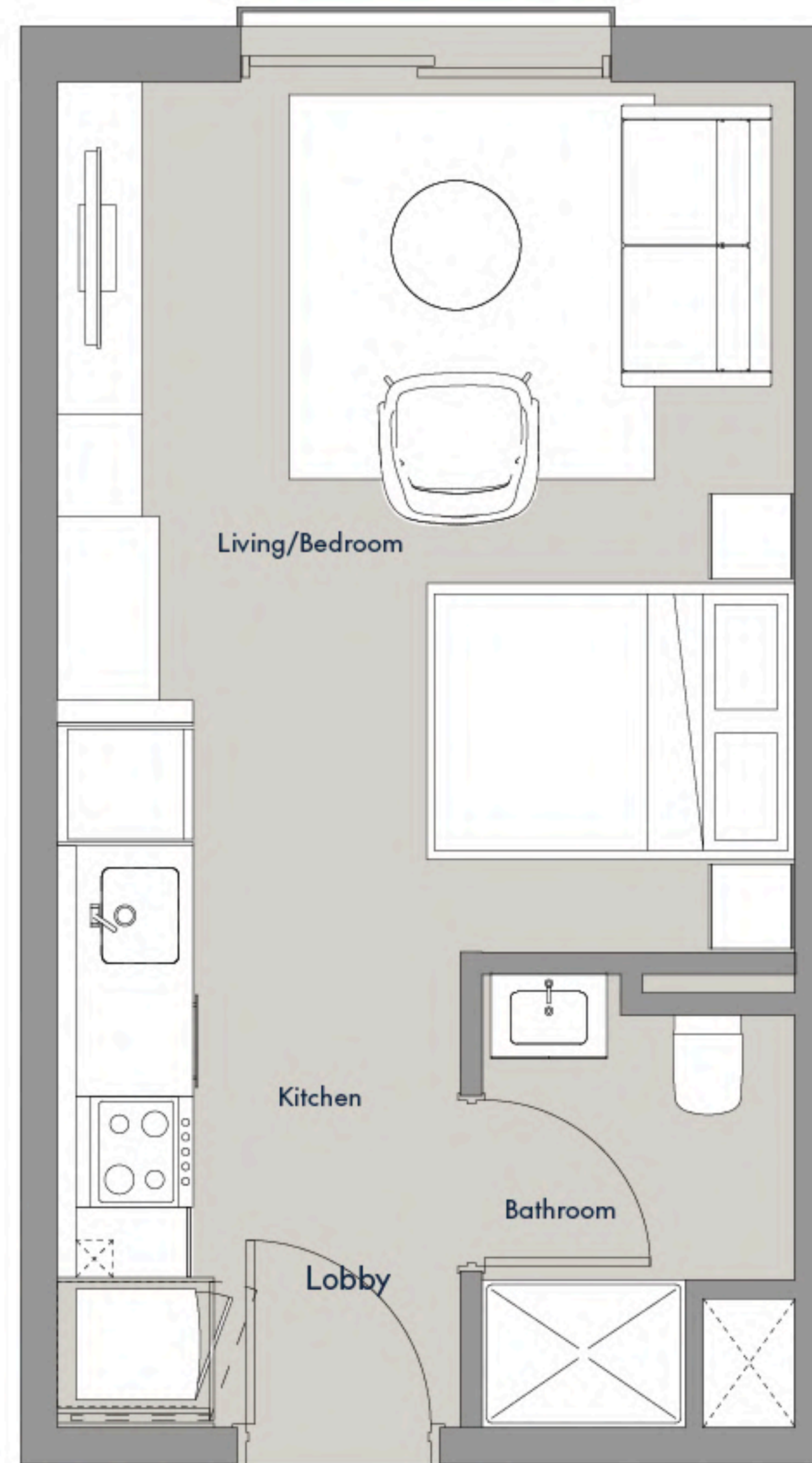


**PARAGON | Adeer**

# S1- STUDIO +

Area 46 m<sup>2</sup> - 50 m<sup>2</sup>

Kitchen Cabinet	0.6m × 3.8m
Bathroom	2.5m × 1.8m
Living/ Bedroom	4.7m × 4.0m
Lobby	2.6m × 1.5m



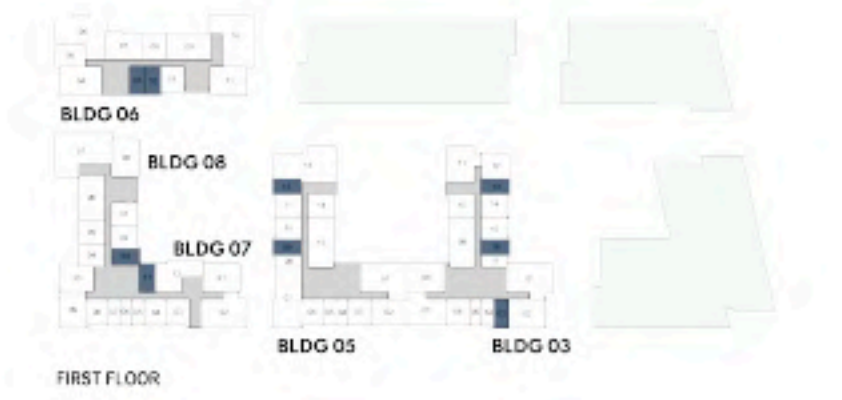
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**SumouBlvd.**



GROUND FLOOR



FIRST FLOOR



FLOOR 2-4

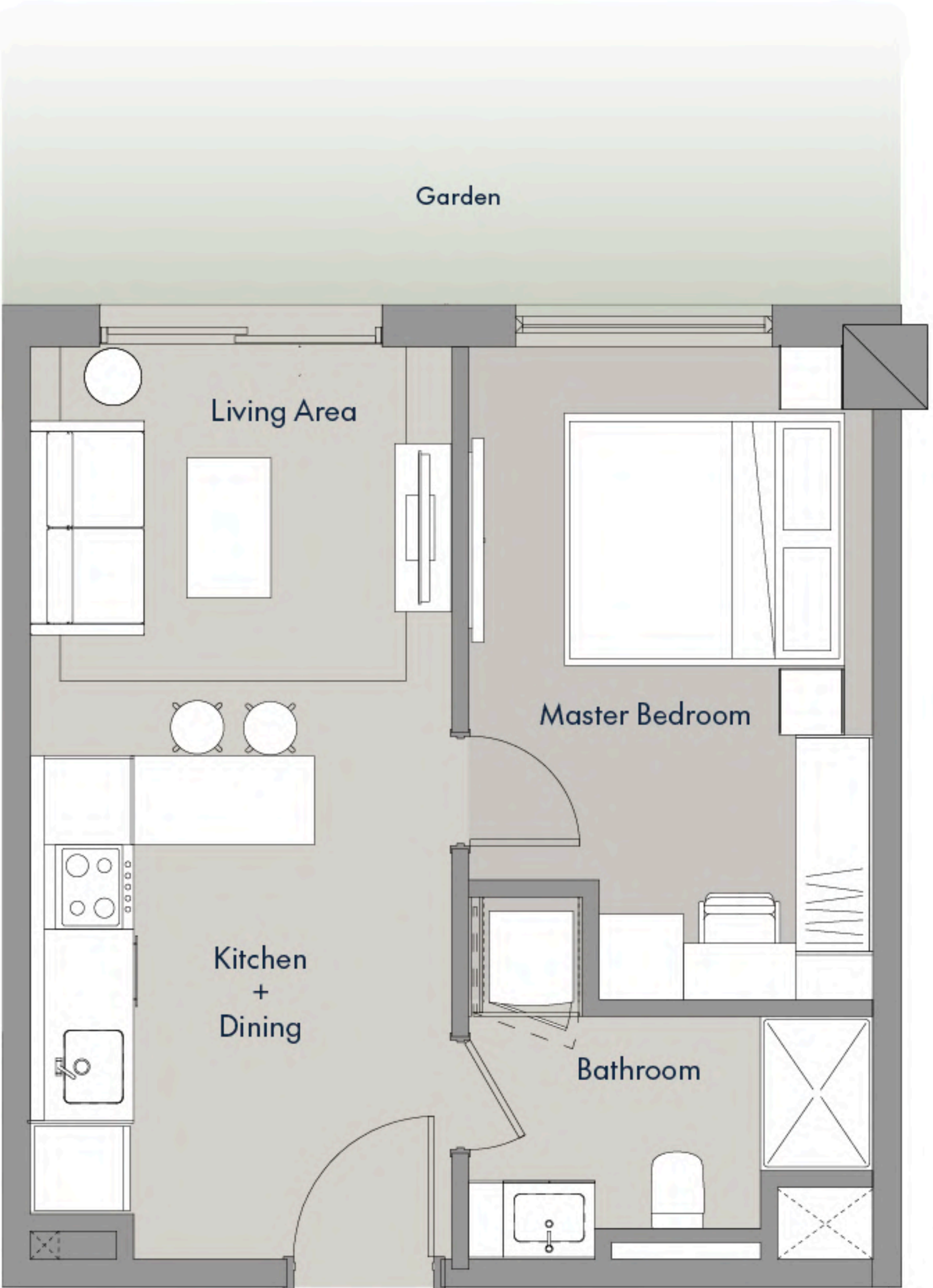
**PARAGON | aadeer**

# One Bedroom

# A1- ONE BEDROOM GARDEN

Area 60 m<sup>2</sup> - 65 m<sup>2</sup>

- Kitchen & Dining Area 3.5m × 3.10m
- Bathroom 3.0m × 1.60m
- Living Area 3.0m × 3.1m
- Master Bedroom 4.80m × 3.0m



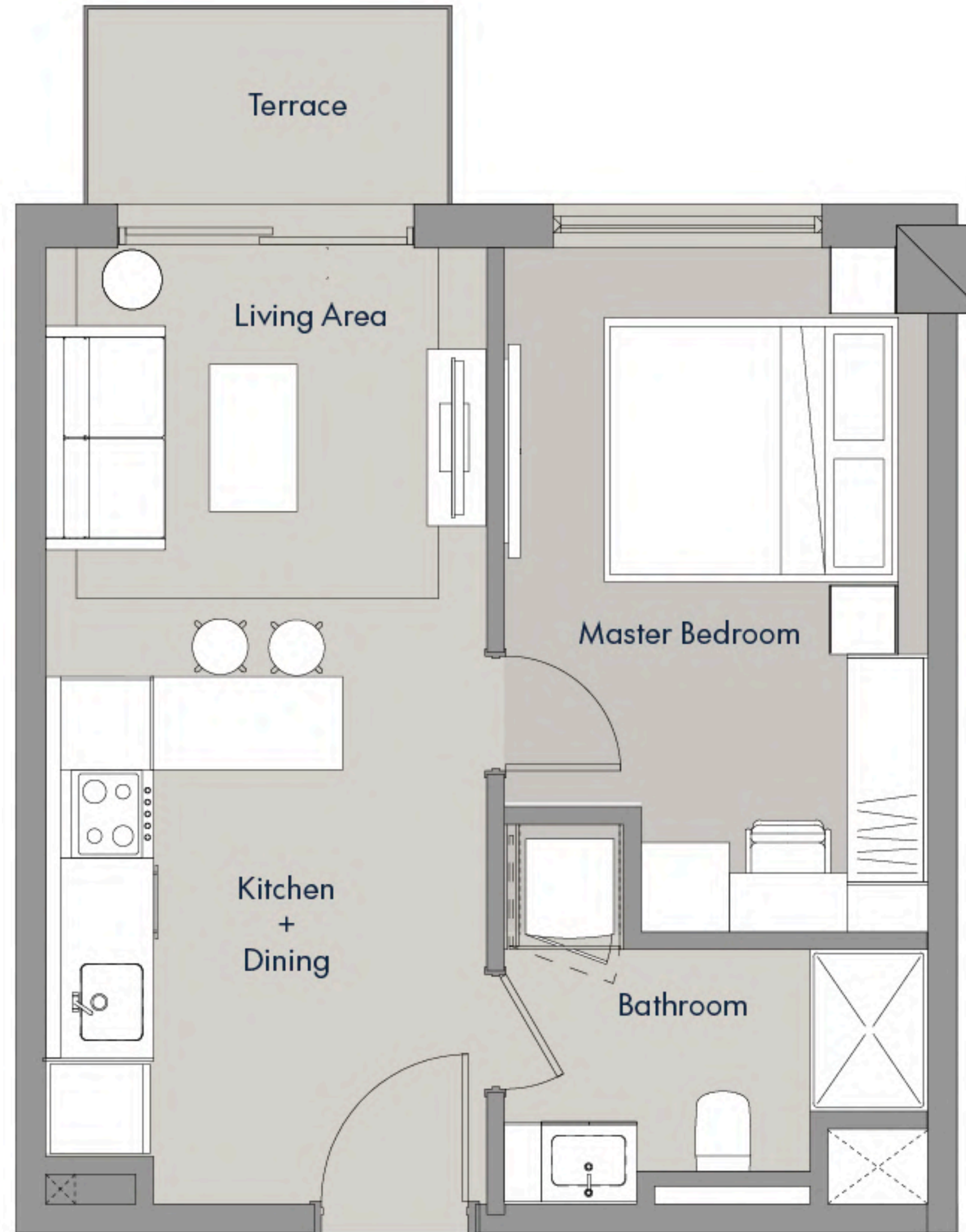
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# A1- ONE BEDROOM

Area 64 m<sup>2</sup> - 69 m<sup>2</sup>

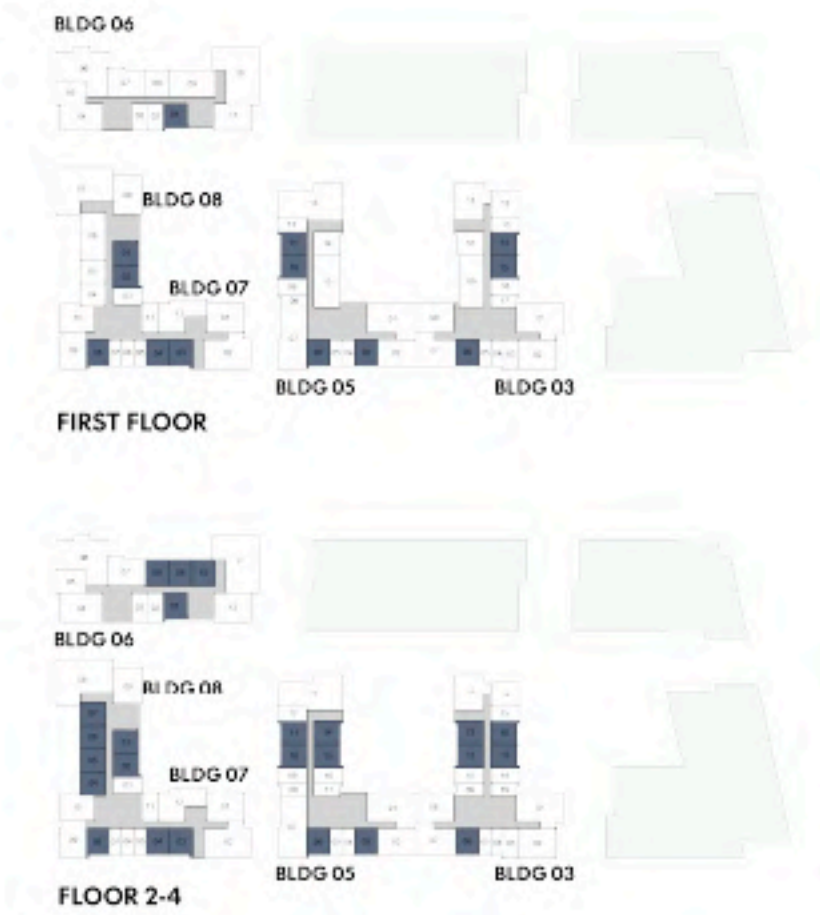
Kitchen & Dining Area	3.5m × 3.10m
Bathroom	3.0m × 1.60m
Living Area	3.0m × 3.1m
Master Bedroom	4.80m × 3.0m
Terrace	2.5m × 1.3m



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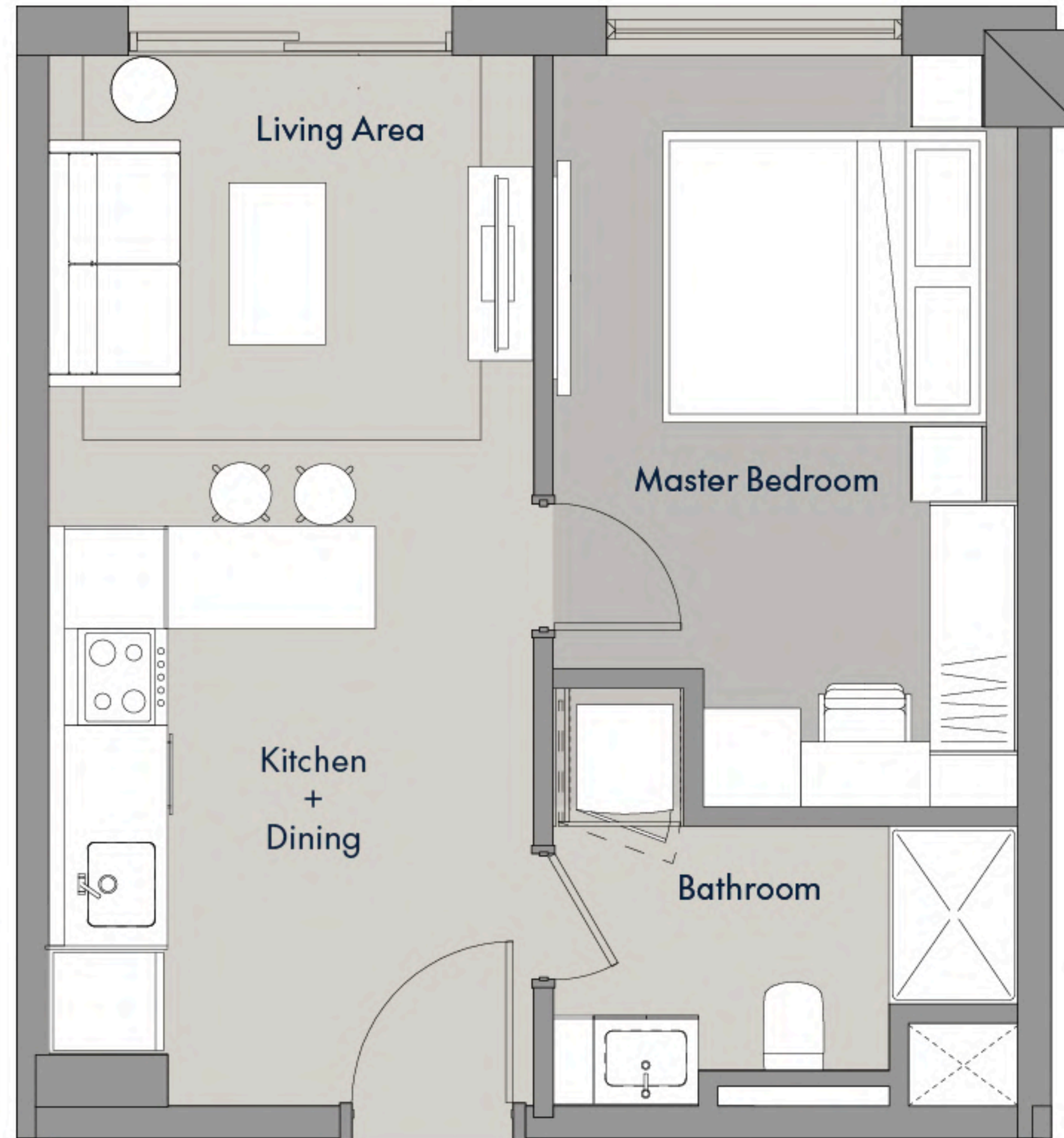


**PARAGON | a deer**

# A1W- ONE BEDROOM

Area 60 m<sup>2</sup> - 62 m<sup>2</sup>

Kitchen & Dining Area	3.5m × 3.10m
Bathroom	3.0m × 1.60m
Living Area	3.0m × 3.1m
Master Bedroom	4.80m × 3.0m



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**SumouBlvd.**

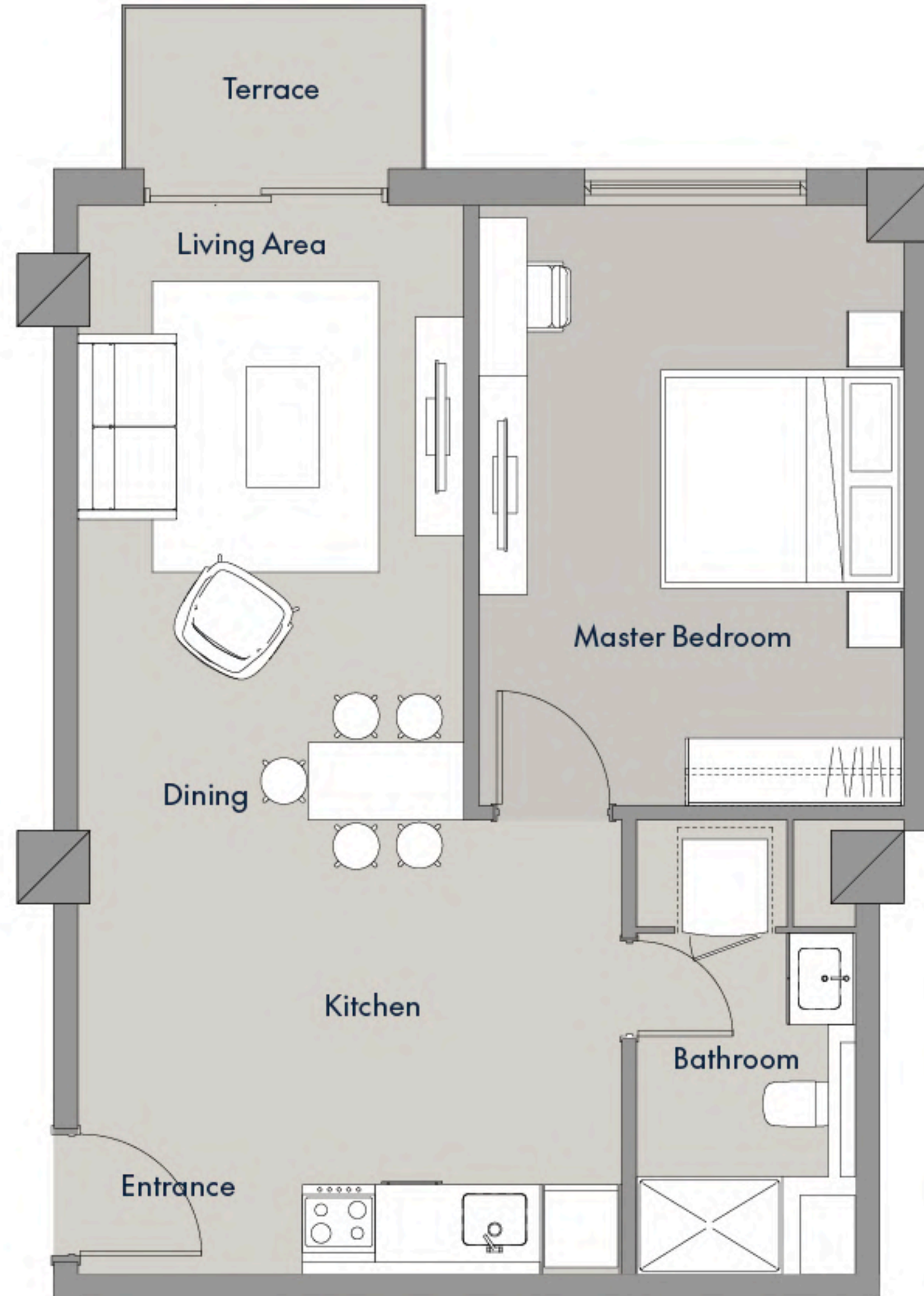


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# A2- ONE BEDROOM

Area 94 m<sup>2</sup>

Entrance	1.9m × 3.6m
Kitchen	3.6m × 2.6m
Bathroom	3.7m × 1.8m
Living & Dining Area	5.1m × 3.2m
Master Bedroom	4.9m × 3.5m
Terrace	2.5m × 1.3m



**Disclaimer**

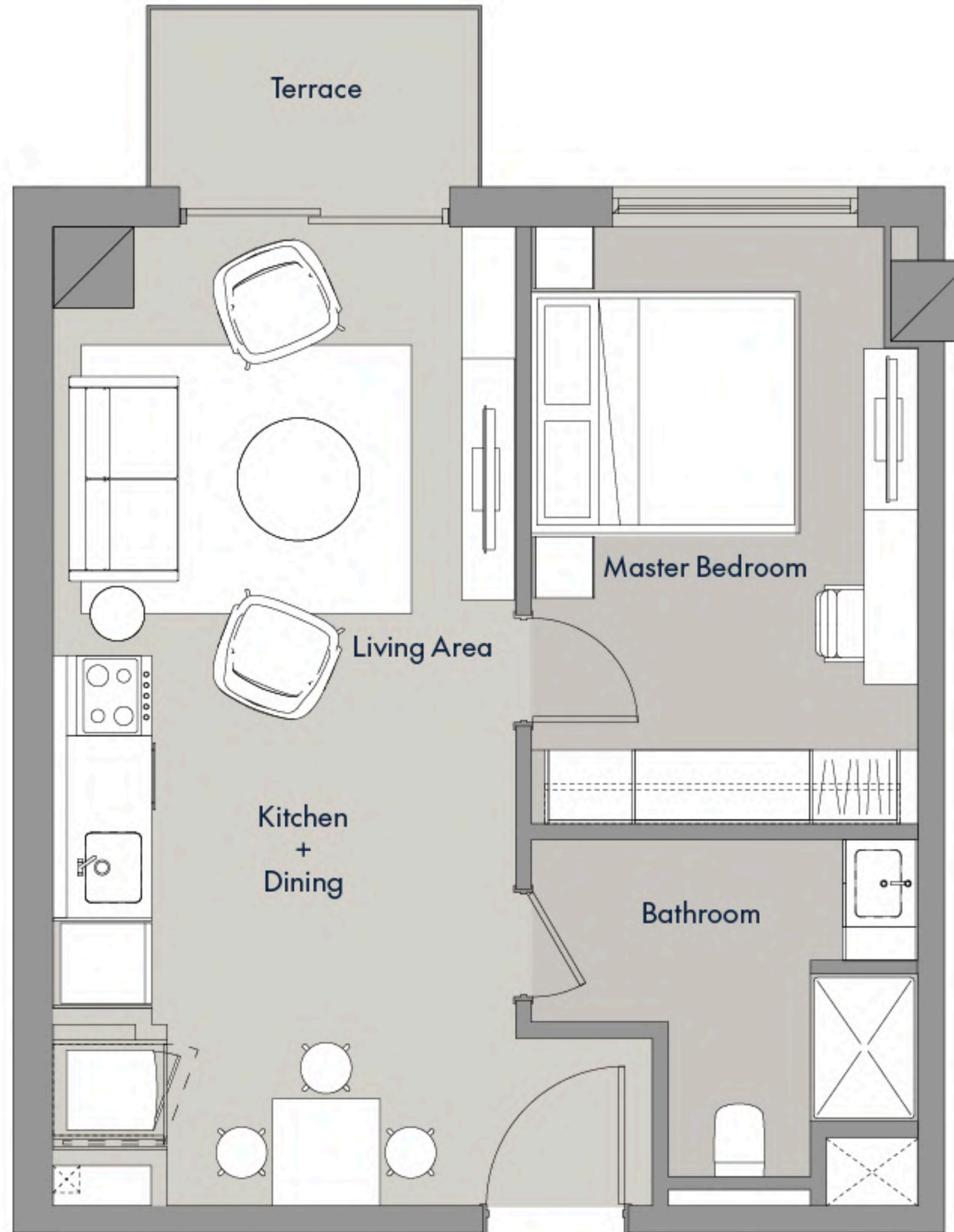
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# A3- ONE BEDROOM

Area 77 m<sup>2</sup>

Entrance	1.0m × 1.3m
Kitchen & Dining Area	3.4m × 4.1m
Bathroom	2.7m × 1.9m
Living Area	3.4m × 3.1m
Master Bedroom	4.4m × 3.0m
Terrace	2.5m × 1.3m



**Disclaimer**

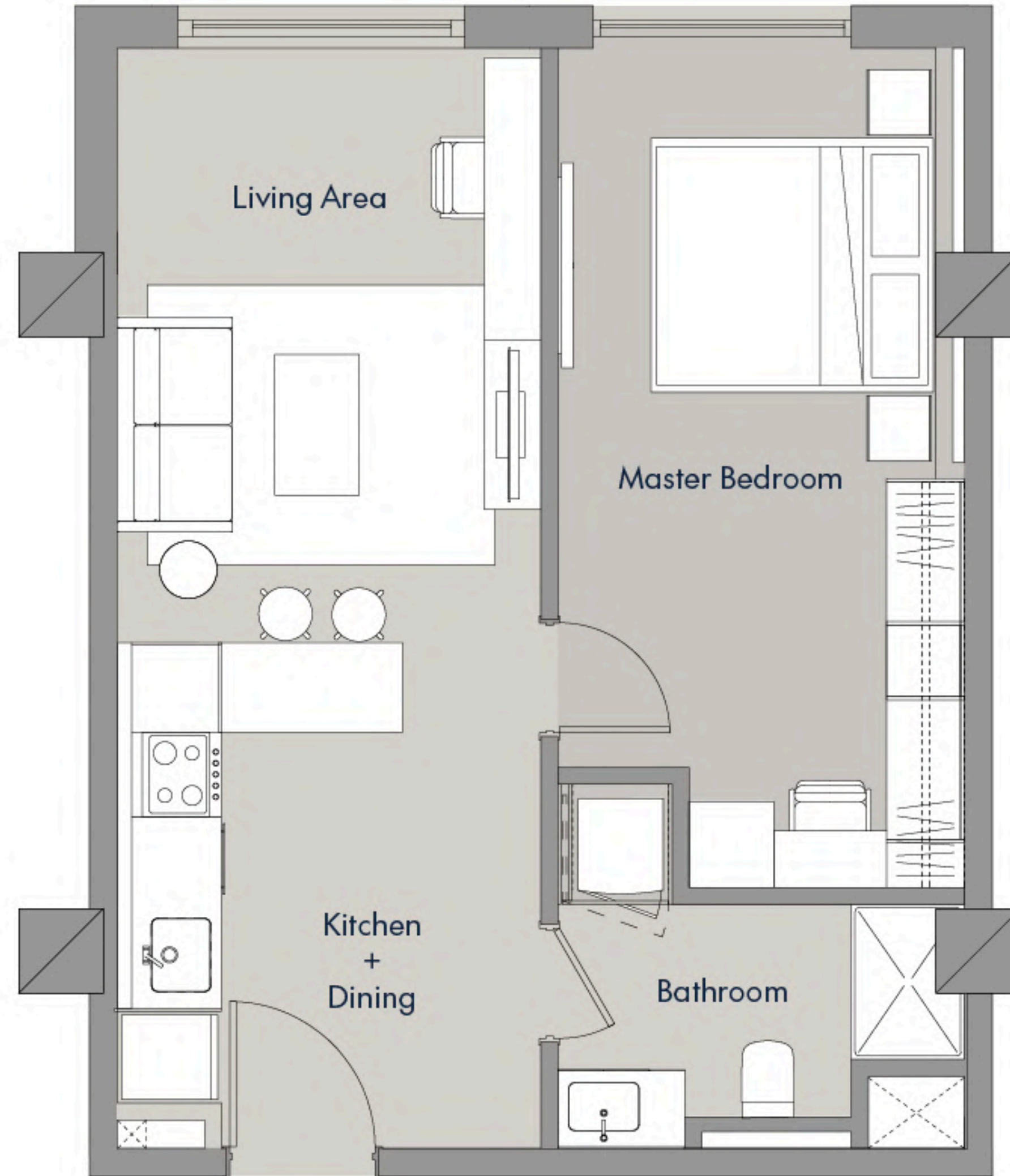
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# A4- ONE BEDROOM

Area 70 m<sup>2</sup>

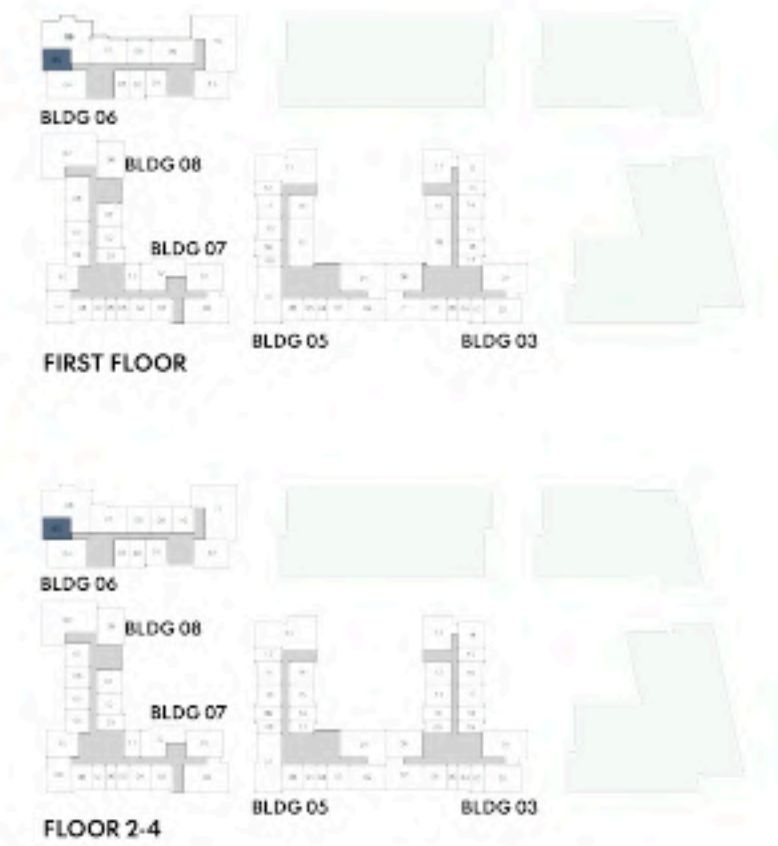
Kitchen & Dining Area	3.6m × 3.0m
Bathroom	2.9m × 1.75m
Living Area	4.2m × 3.0m
Master Bedroom	6.0m × 3.0m



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# A5- ONE BEDROOM

Area 81 m<sup>2</sup>

Kitchen & Dining Area	3.4m × 4.1m
Bathroom	3.0m × 2.2m
Living Area	4.1m × 3.9m
Master Bedroom	5.0m × 3.1m



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# Two Bedroom

# B2- TWO BEDROOM GARDEN

Area 114 m<sup>2</sup>

Entrance	1.8m × 2.5m
Kitchen & Dining Area	3.6m × 3.9m
Living Area	3.9m × 3.2m
Corridor	2.4m × 1.1m
Master Bedroom	5.0m × 3.0m
Master Bathroom	2.4m × 2.2m
Bedroom	3.0m × 3.8m
Bathroom	2.7m × 2.2m



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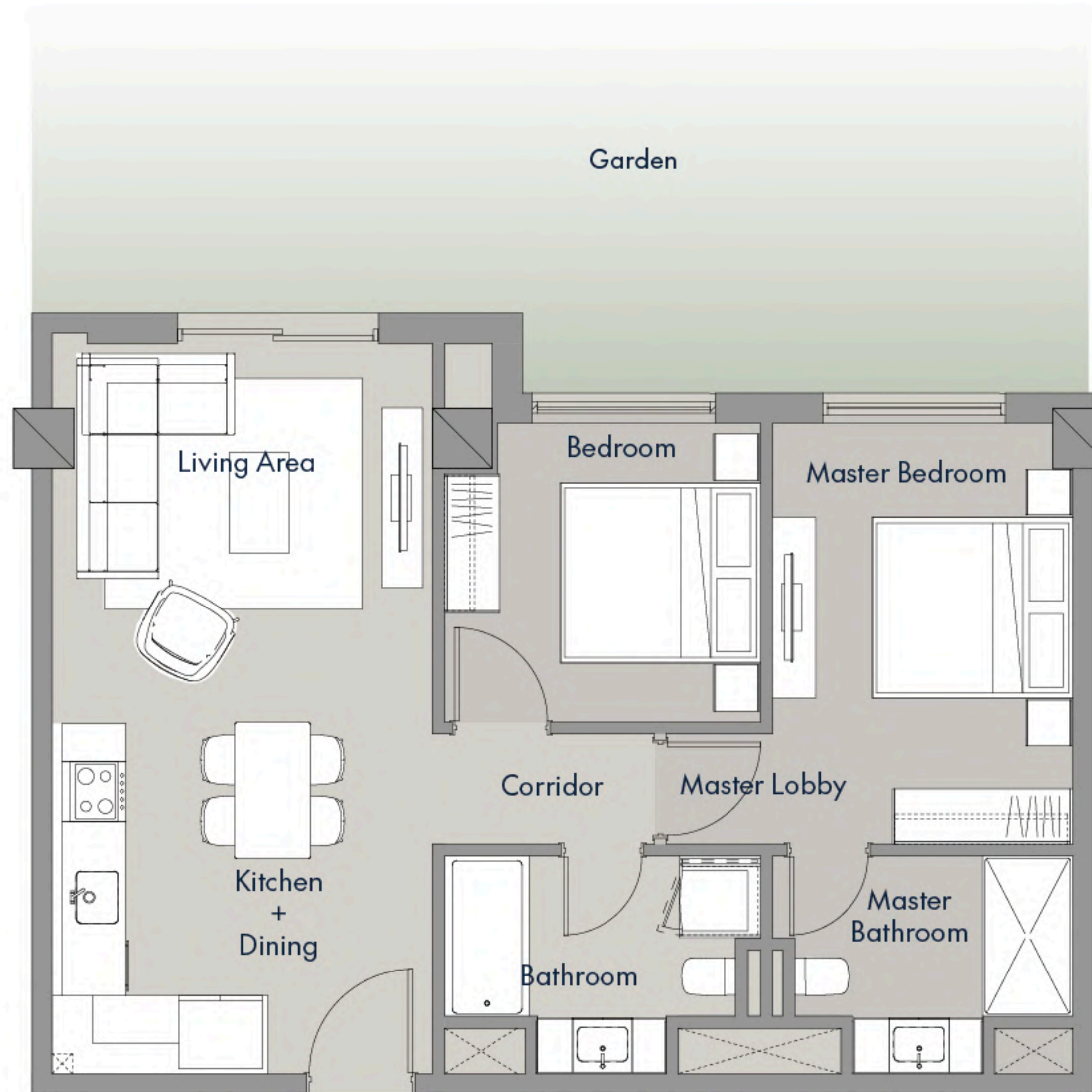


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# B7- TWO BEDROOM GARDEN

Area 103 m<sup>2</sup>

Kitchen & Dining Area	3.8m × 3.5m
Living Area	3.8m × 3.8m
Corridor	2.1m × 1.1m
Master Lobby	1.1m × 1.1m
Master Bedroom	4.2m × 3.0m
Master Bathroom	2.8m × 1.6m
Bedroom	3.15m × 3.0m
Bathroom	2.9m × 1.6m



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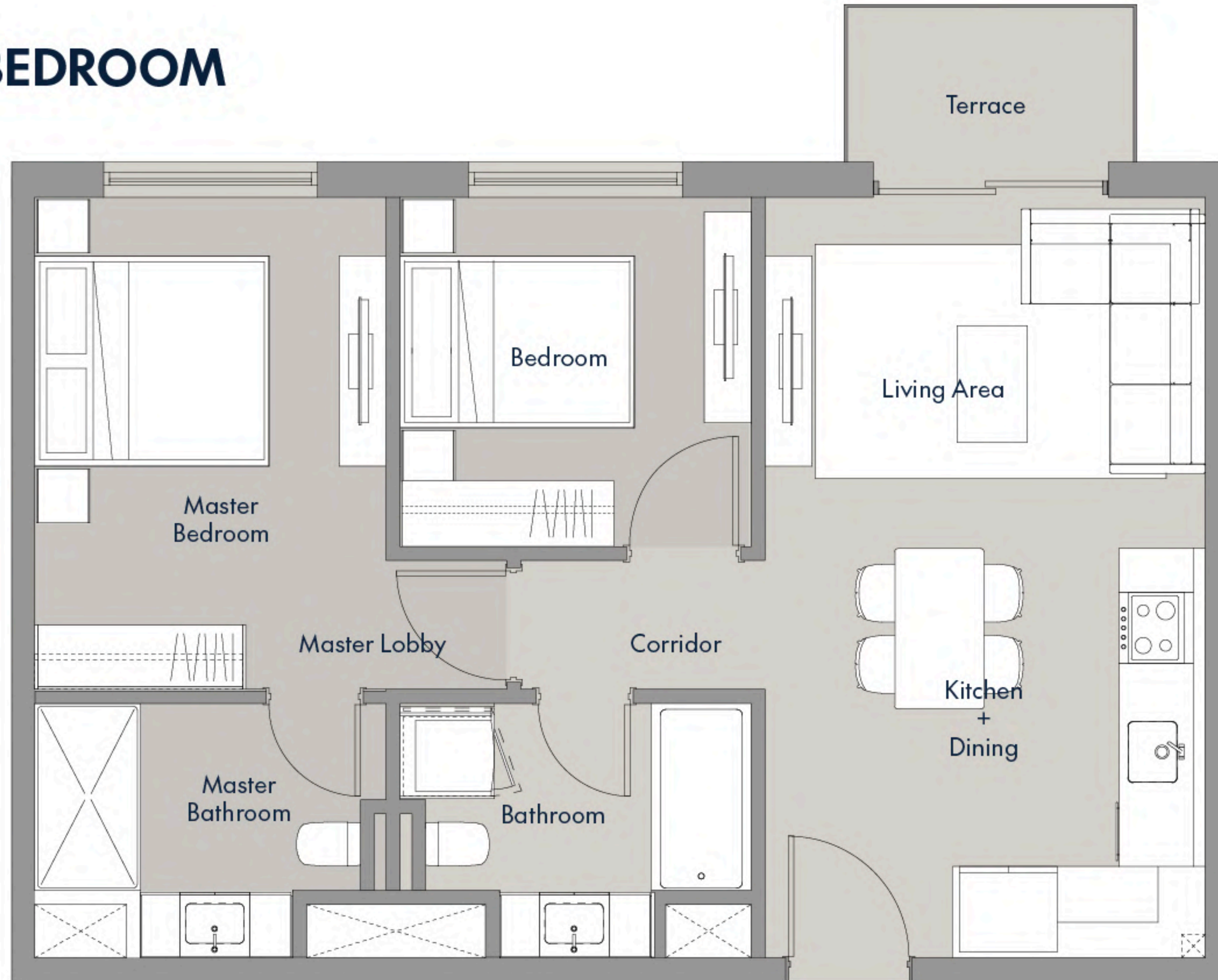


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# B(1,1+,4,4+)- TWO BEDROOM

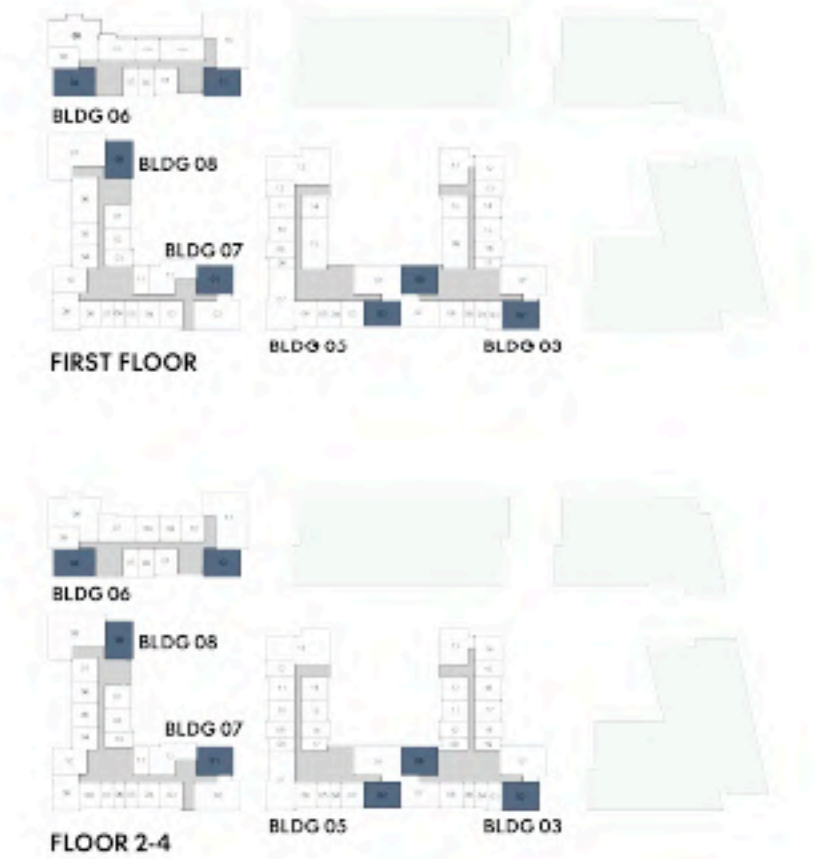
Area 100 m<sup>2</sup> - 123 m<sup>2</sup>

Kitchen & Dining Area	3.4m × 3.5m
Living Area	3.9m × 3.5m
Corridor	2.1m × 1.1m
Master Lobby	1.0m × 1.1m
Master Bedroom	5.0m × 3.0m
Master Bathroom	2.8 × 1.6m
Bedroom	3m × 3.8m
Bathroom	2.8m × 1.6m
Terrace	2.5m × 1.3m



**Disclaimer**

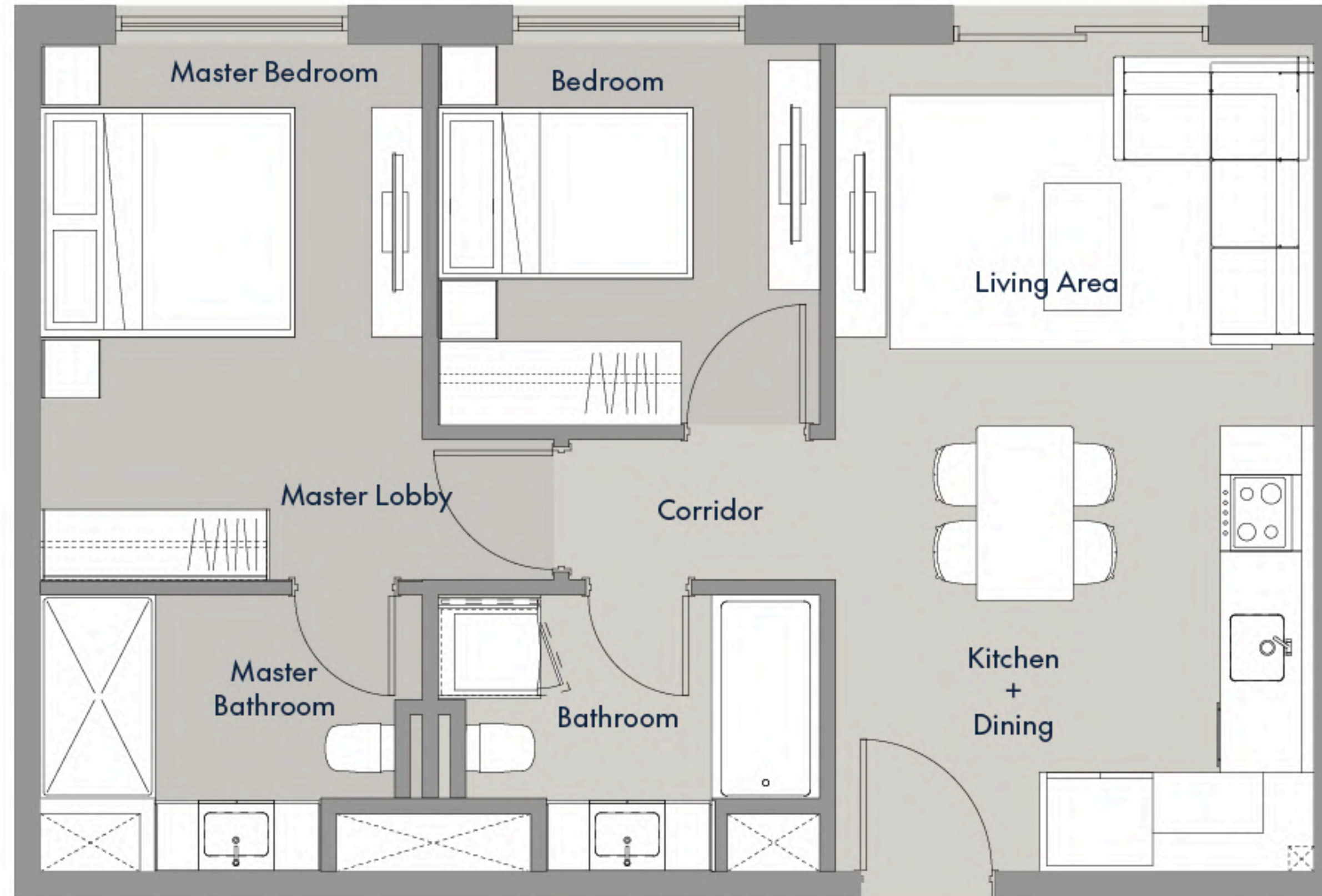
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# B(1,4)W- TWO BEDROOM

Area 96 m<sup>2</sup> - 109 m<sup>2</sup>

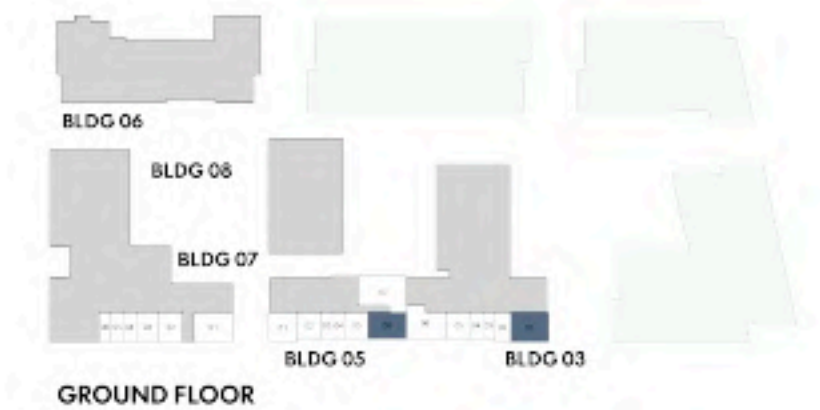
Kitchen & Dining Area	3.4m × 3.8m
Living Area	3.8m × 3.1m
Corridor	2.1m × 1.1m
Master Lobby	1.0m × 1.1m
Master Bedroom	4.2m × 3m
Master Bathroom	2.8 × 1.6m
Bedroom	3.0m × 3.0m
Bathroom	2.8m × 1.6m



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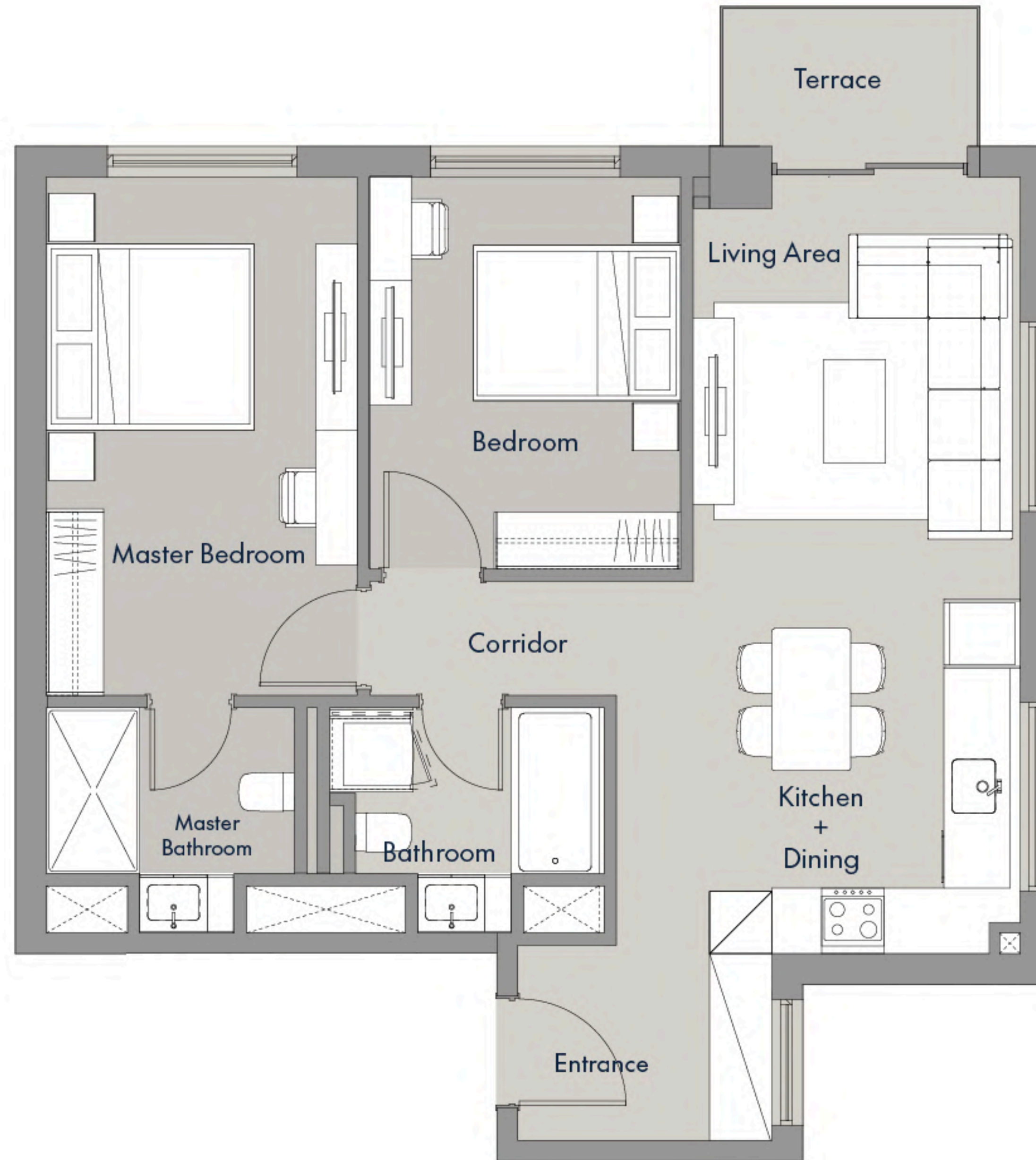


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# B2- TWO BEDROOM

Area 118 m<sup>2</sup>

Entrance	1.8m × 2.5m
Kitchen & Dining Area	3.6m × 3.9m
Living Area	3.9m × 3.2m
Corridor	2.4m × 1.1m
Master Bedroom	5.0m × 3.0m
Master Bathroom	2.4m × 2.2m
Bedroom	3.0m × 3.8m
Bathroom	2.7m × 2.2m
Terrace	2.5m × 1.3m



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# B3- TWO BEDROOM

Area 102 m<sup>2</sup>

Kitchen & Dining Area	4.2m × 3.3m
Living Area	3.2m × 3.1m
Corridor	2.0m × 1.1m
Master Bedroom	4.6m × 3.1m
Master Bathroom	2.5m × 1.5m
Bedroom	3.0m × 3.4m
Bathroom	2.3m × 1.6m
Terrace	2.5m × 1.3m



**Disclaimer**

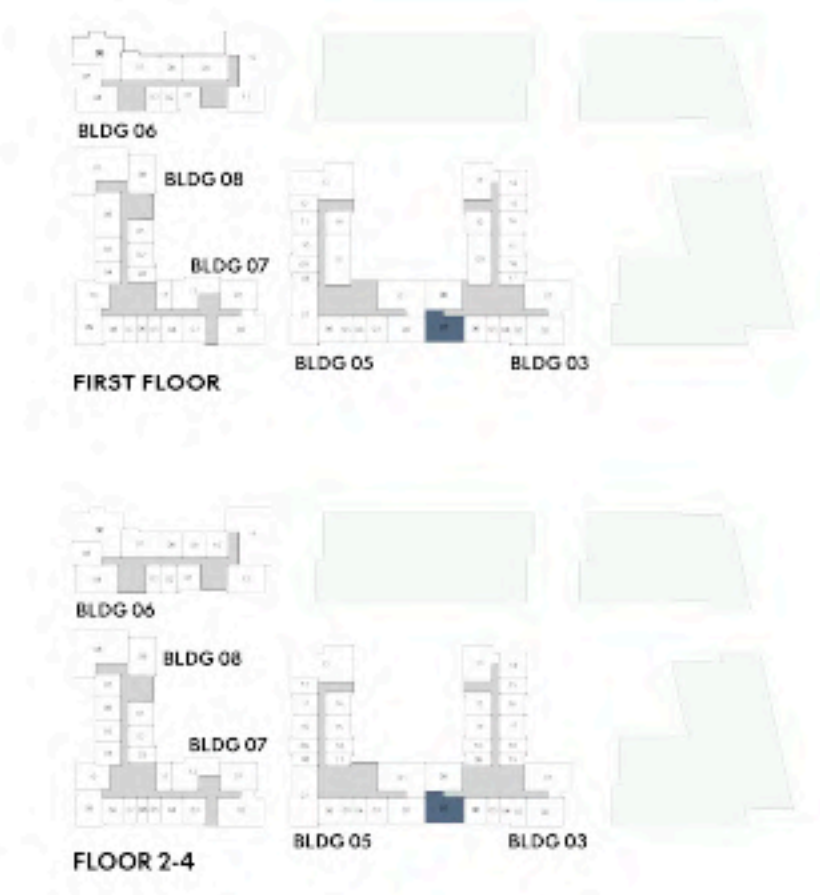
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# B5- TWO BEDROOM

Area 119 m<sup>2</sup>

Kitchen & Dining Area	4.2m × 4.4m
Living Area	4.2m × 4.2m
Corridor	2.1m × 1.1m
Master Lobby	1.0m × 1.1m
Master Bedroom	4.2m × 3.0m
Master Bathroom	3.0m × 2.2m
Bedroom	3.0m × 3.2m
Bathroom	3.0m × 2.2m
Terrace	2.5m × 1.3m

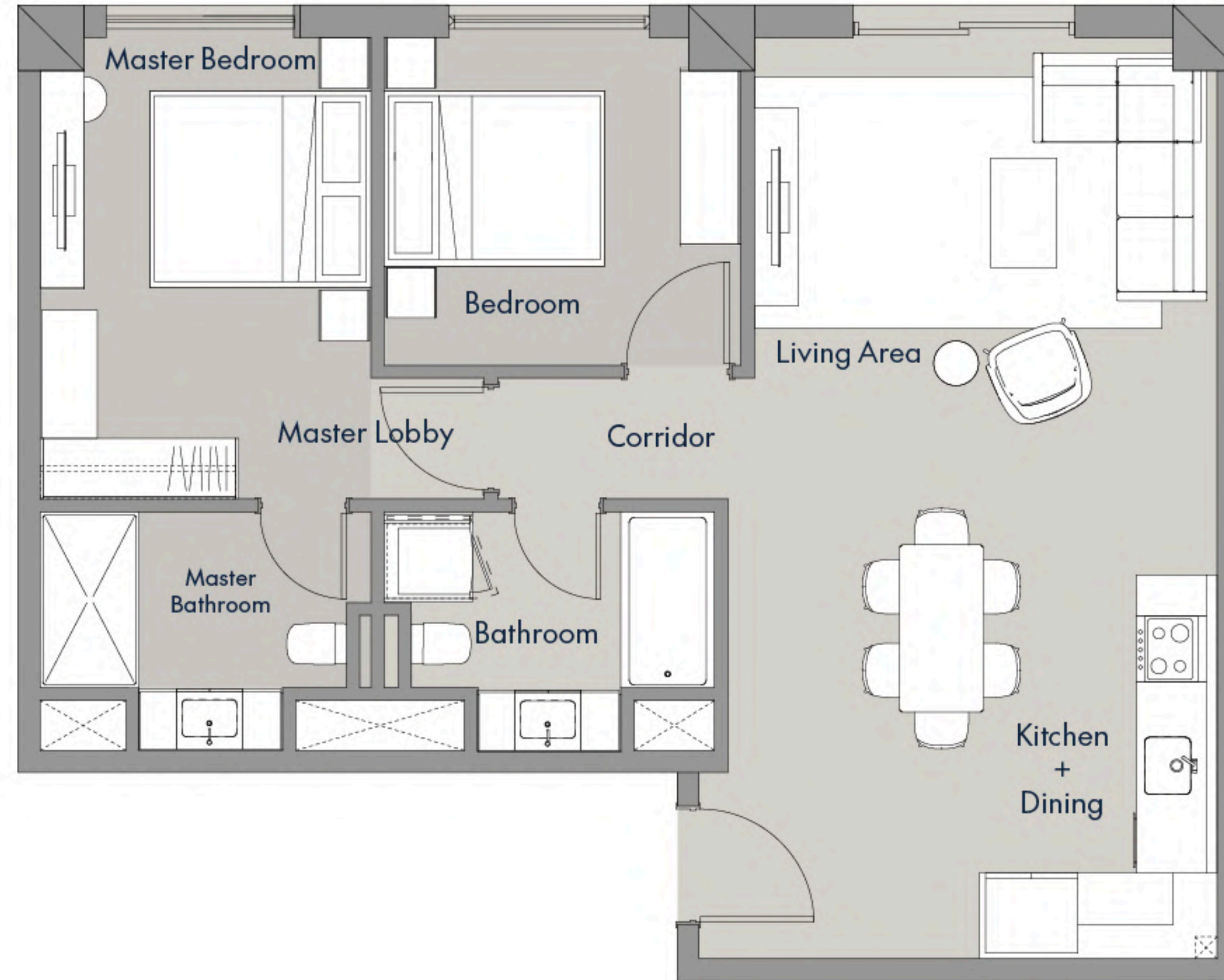


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# B5W- TWO BEDROOM

Area 115 m<sup>2</sup>

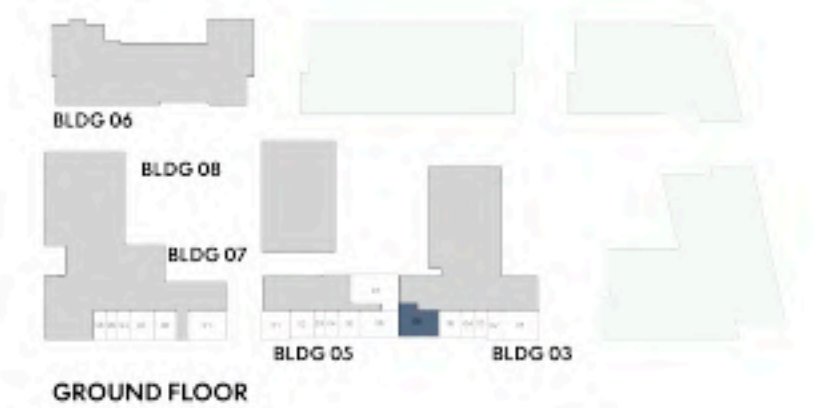
Kitchen & Dining Area	4.2m × 4.4m
Living Area	4.2m × 4.2m
Corridor	2.1m × 1.1m
Master Lobby	1.0m × 1.1m
Master Bedroom	4.2m × 3.0m
Master Bathroom	3.0m × 2.2m
Bedroom	3.0m × 3.2m
Bathroom	3.0m × 2.2m



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# B6- TWO BEDROOM

Area 128 m<sup>2</sup>

Dining	4.1m × 4.1m
Kitchen	4.1m × 3.0m
Living Area	3.2m × 3.3m
Corridor	3.4m × 1.1m
Master Lobby	1.1m × 0.7m
Master Bedroom	4.2m × 3.5m
Master Bathroom	2.6m × 1.4m
Bedroom Lobby	1.2m × 1.7m
Bedroom	3.0m × 3.2m
Bathroom	2.6m × 1.5m
Terrace	2.5m × 1.3m



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# B7- TWO BEDROOM

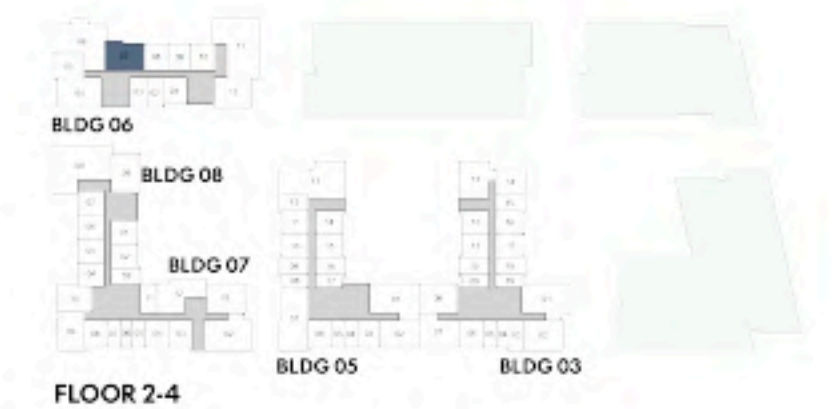
Area 107 m<sup>2</sup>

Kitchen & Dining Area	3.8m × 3.5m
Living Area	3.8m × 3.8m
Corridor	2.1m × 1.1m
Master Lobby	1.1m × 1.1m
Master Bedroom	4.2m × 3.0m
Master Bathroom	2.8m × 1.6m
Bedroom	3.0m × 2.6m
Bathroom	2.9m × 1.6m
Terrace	2.5m × 1.3m



**Disclaimer**

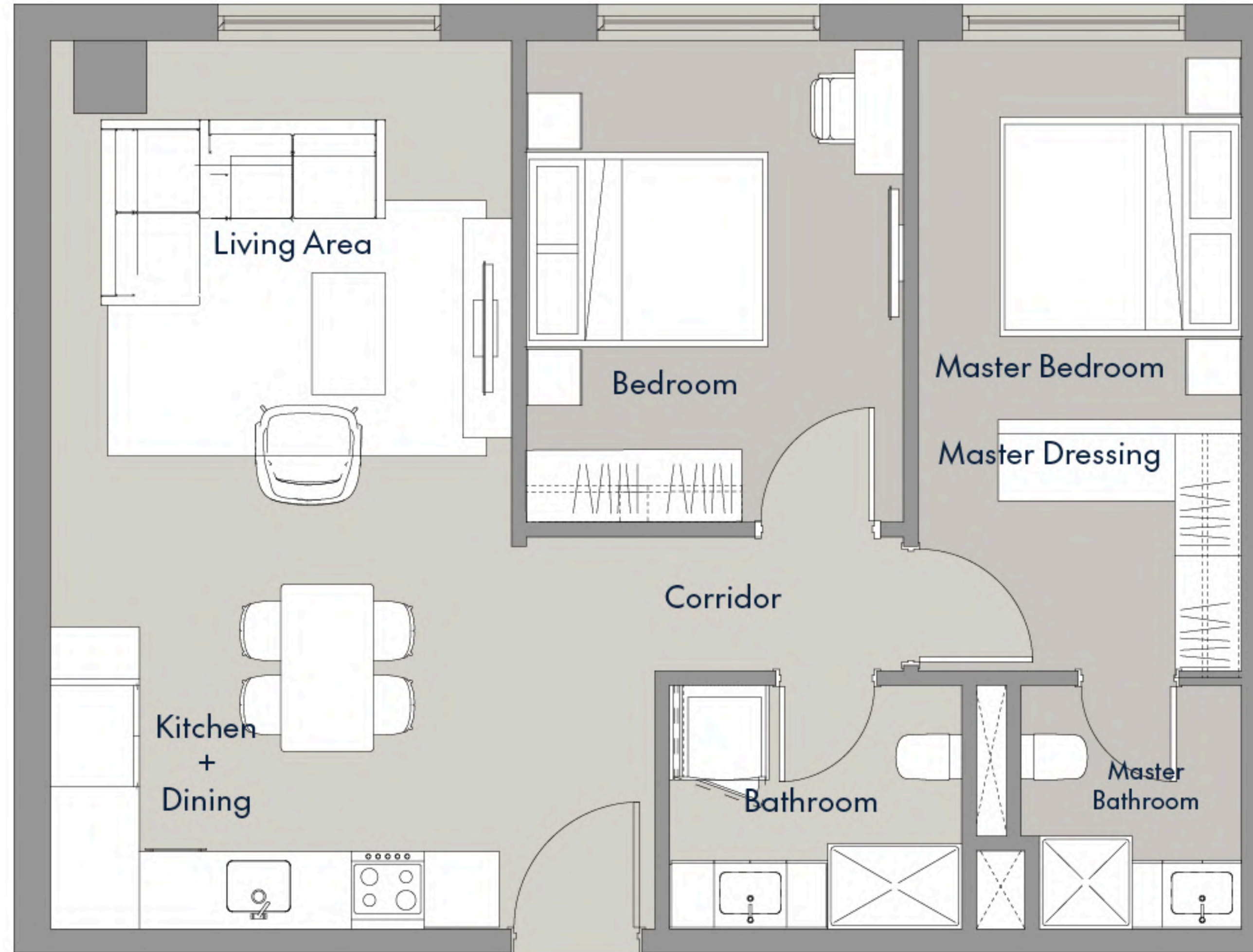
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# B9W- TWO BEDROOM

Area 111 m<sup>2</sup>

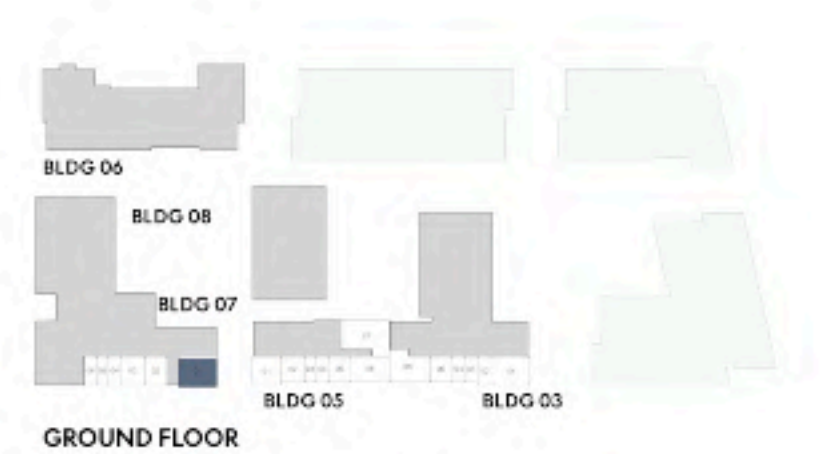
Kitchen & Dining Area	5.0m × 3.2m
Living Area	4.2m × 3.5m
Corridor	2.0m × 1.1m
Master Dressing	2.7m × 1.9m
Master Bedroom	3.1m × 3.0m
Master Bathroom	2.0m × 1.8m
Bedroom	3.1m × 4.0m
Bathroom	2.4m × 2.0m



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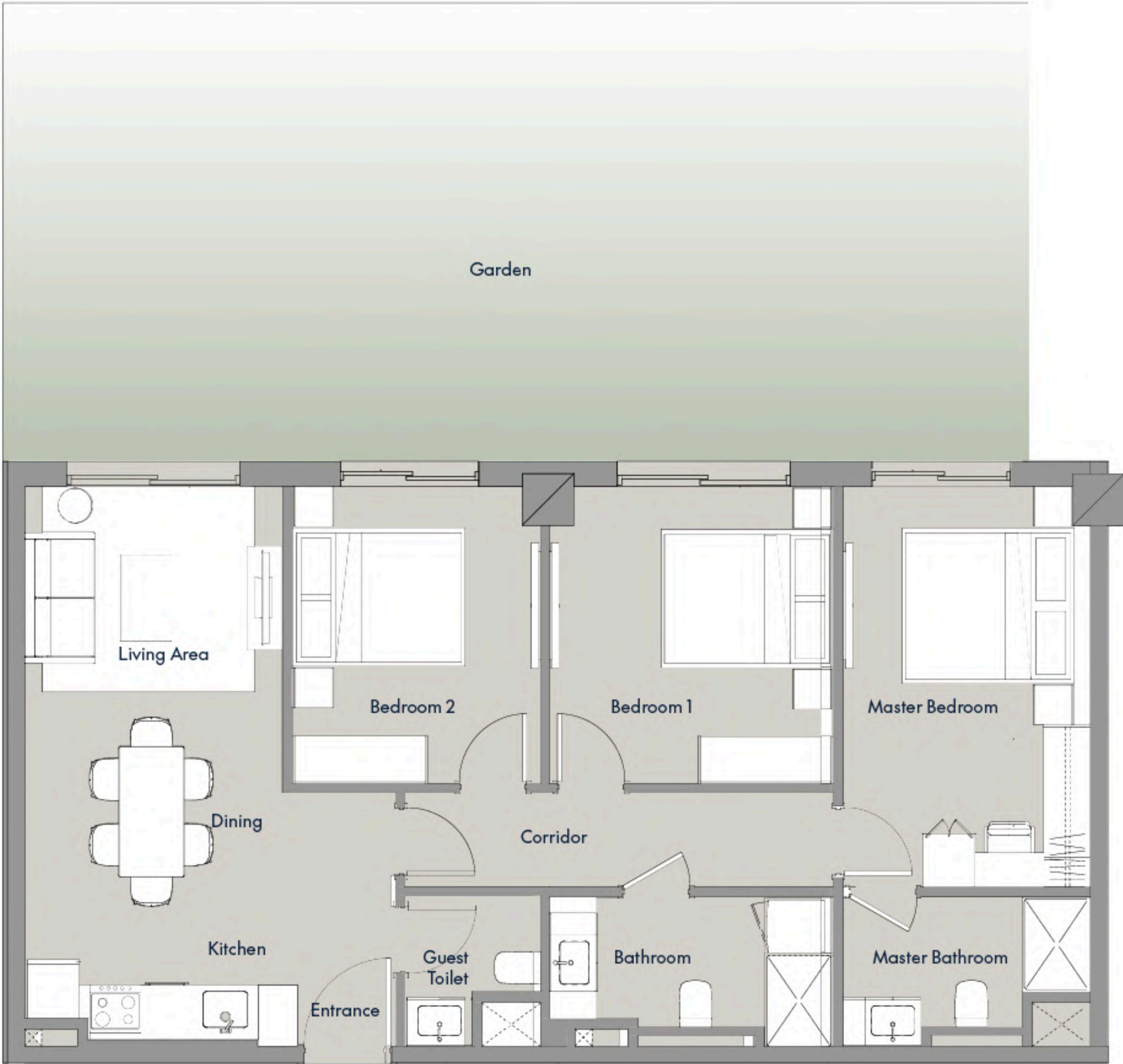
**PARAGON | a deer**

# Three Bedroom

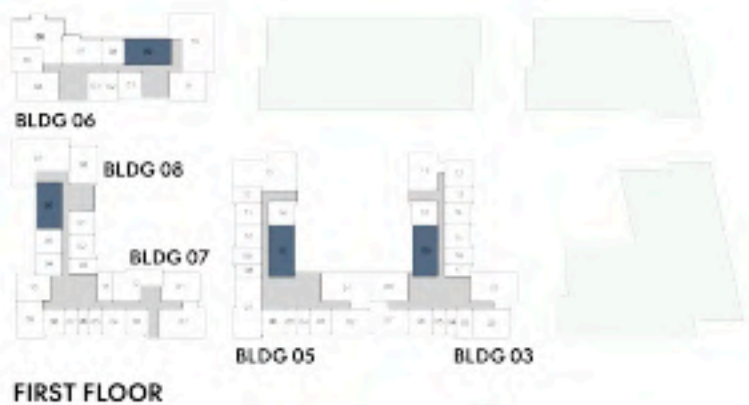
# C5&6- THREE BEDROOM GARDEN

Area 118 m<sup>2</sup> - 131 m<sup>2</sup>

Entrance	2.9m × 1.3m
Dining Area	3.1m × 6.15m
Kitchen Area	3.1m × 6.15m
Living Area	3.1m × 6.15m
Guest Toilet	1.8m × 1.1m
Corridor	5.0m × 1.1m
Master Bedroom	4.7m × 3.0m
Master Bathroom	2.9m × 1.1m
Bedroom 1	3.0m × 3.4m
Bedroom 2	3.5m × 3.0m
Bathroom	3.4m × 1.4m



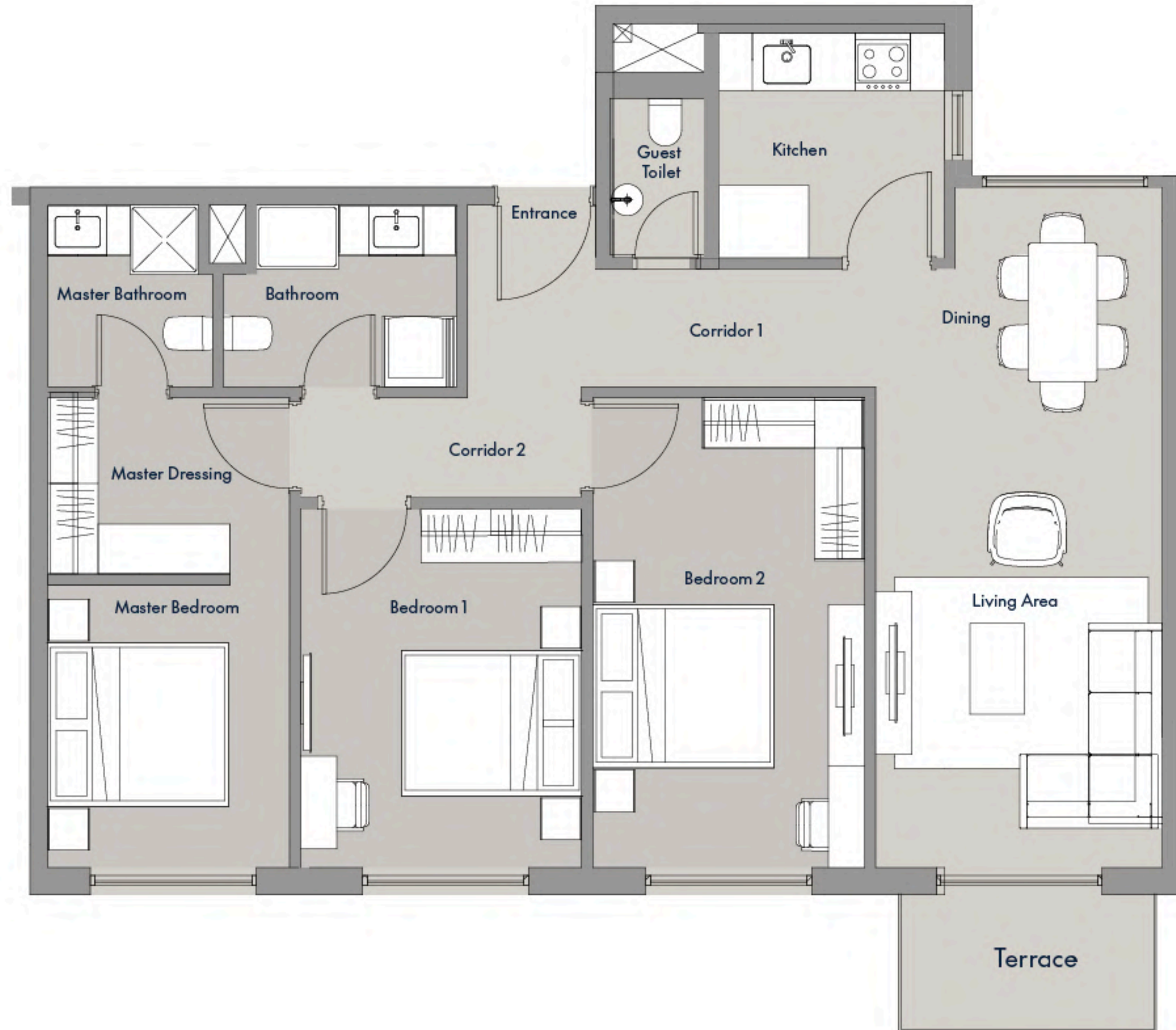
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# C1- THREE BEDROOM

Area 150 m<sup>2</sup> - 154 m<sup>2</sup>

Entrance	2.0m × 1.4m
Corridor 1	2.9m × 1.3m
Dining Area	2.2m × 3.1m
Kitchen Area	2.5m × 2.5m
Guest Toilet	1.8m × 1.1m
Living Area	5.3m × 3.1m
Corridor 2	3.1m × 1.1m
Master Dressing	2.7m × 1.9m
Master Bedroom	3.2m × 3.0m
Master Bathroom	2.0m × 1.7m
Bedroom 1	4.0m × 3.0m
Bedroom 2	5.2m × 3.0m
Bathroom	2.4m × 2.0m
Terrace	2.5m × 1.3m



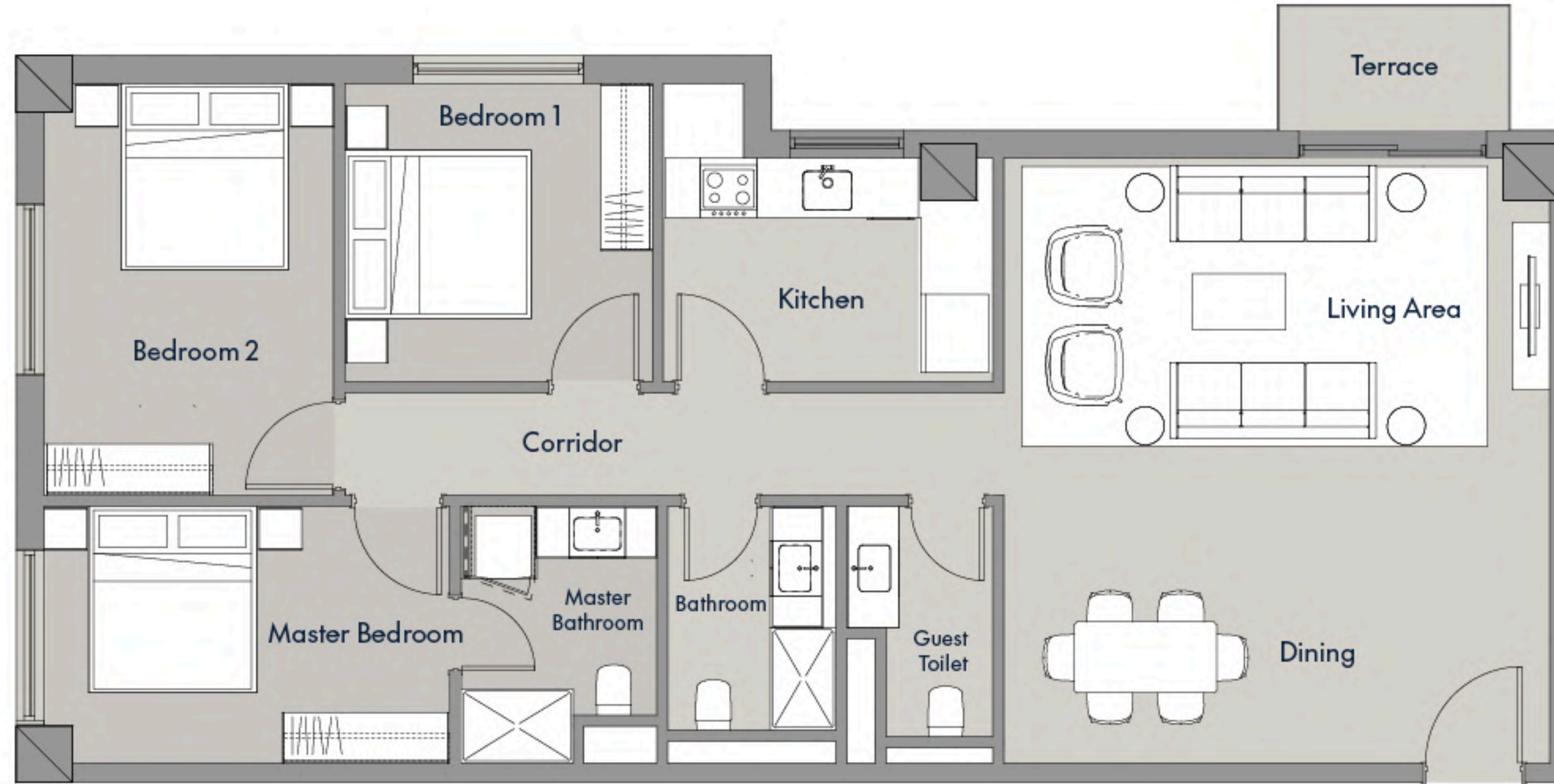
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# C2- THREE BEDROOM

Area 167 m<sup>2</sup>

Dining Area	5.9m × 2.9m
Kitchen Area	3.5m × 2.2m
Living Area	5.9m × 3.6m
Guest Toilet	2.8m × 1.6m
Corridor	7.1m × 1.1m
Master Bedroom	4.4m × 3.0m
Master Bathroom	2.8m × 2.1m
Bedroom 1	3.3m × 3.0m
Bedroom 2	4.2m × 3.1m
Bathroom	2.4m × 1.8m
Terrace	2.5m × 1.3m



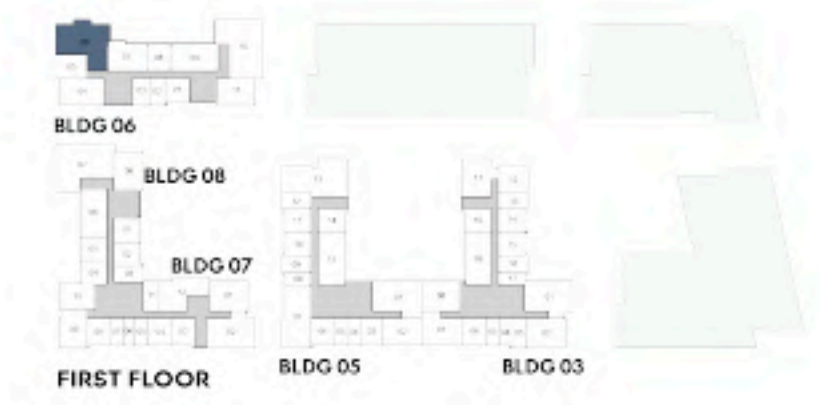
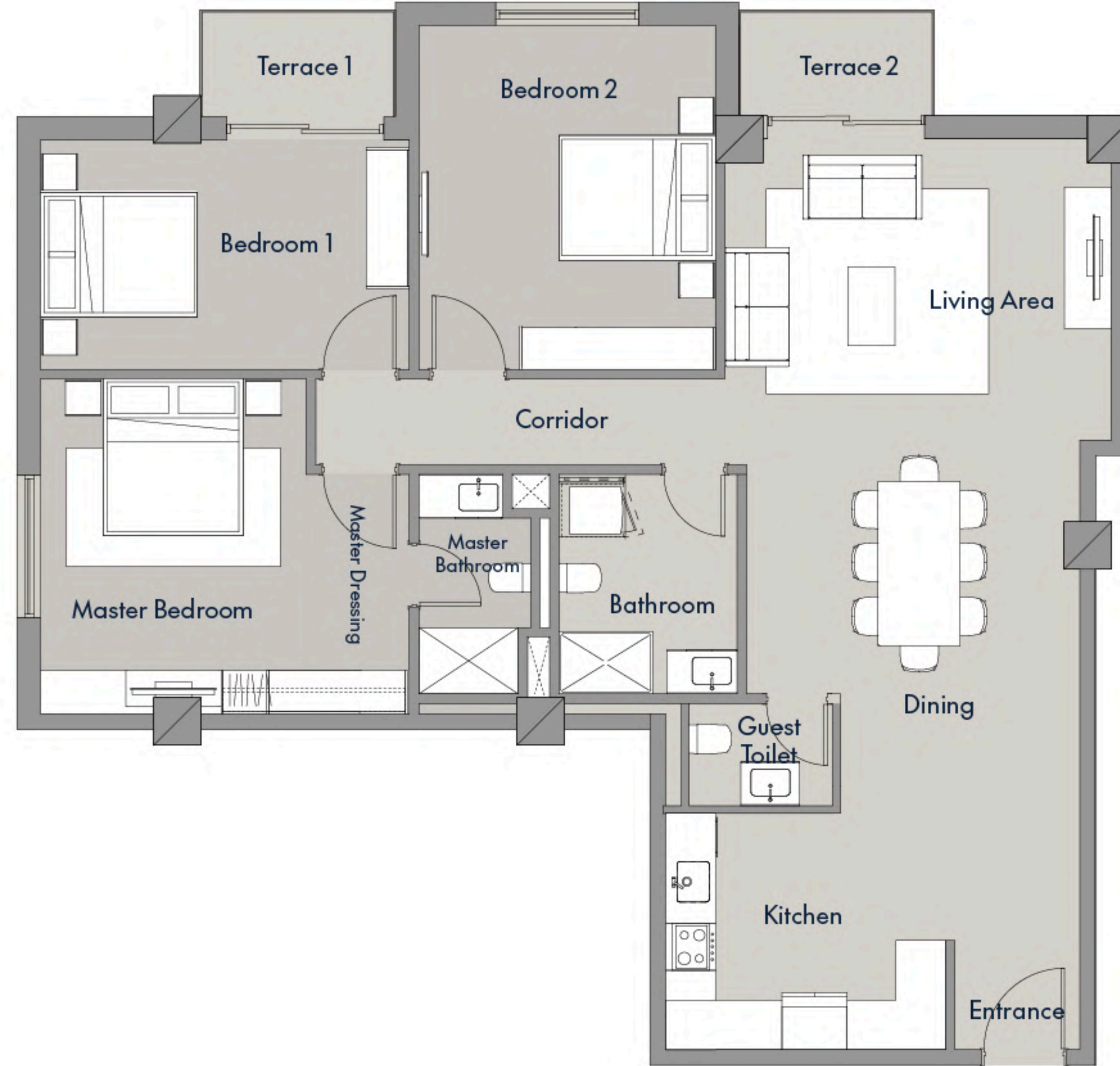
**Disclaimer**

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# C3- THREE BEDROOM

Area 194 m<sup>2</sup>

Entrance	4.6m × 1.6m
Dining Area	4.3m × 3.3m
Kitchen Area	3.6m × 3.0m
Living Area	4.9m × 3.8m
Guest Toilet	1.8m × 1.3m
Corridor	5.2m × 1.0m
Master Dressing	3.1m × 1.3m
Master Bedroom	4.3m × 3.4m
Master Bathroom	2.8m × 1.7m
Bedroom 1	4.7m × 3.0m
Bedroom 2	4.4m × 3.8m
Bathroom	2.8m × 2.3m
Terrace 1	2.5m × 1.3m
Terrace 2	2.5m × 1.3m

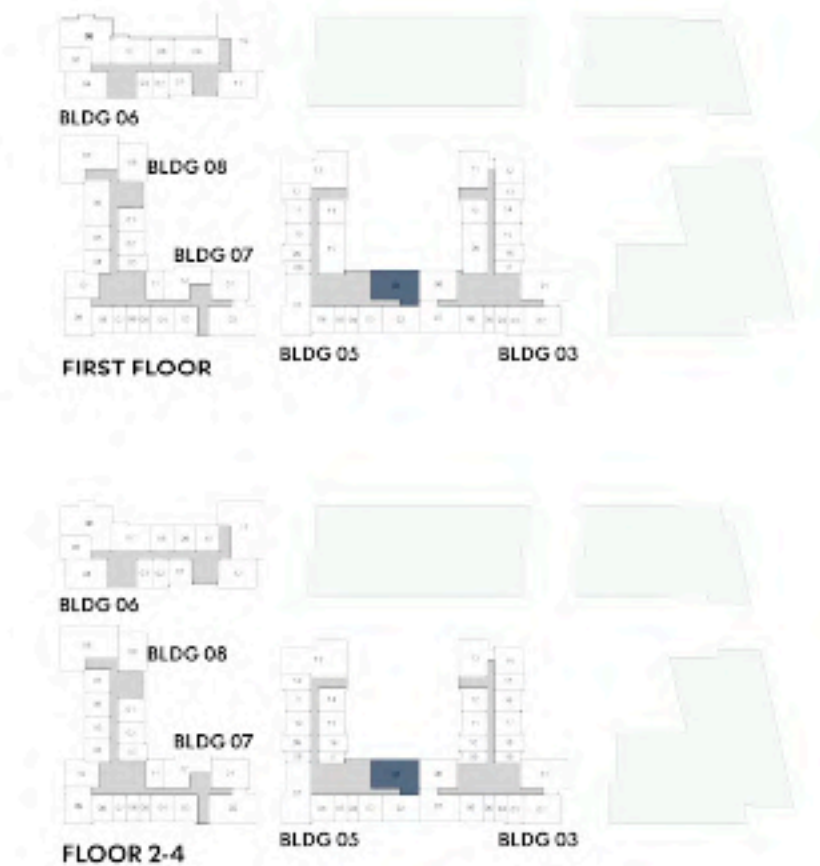
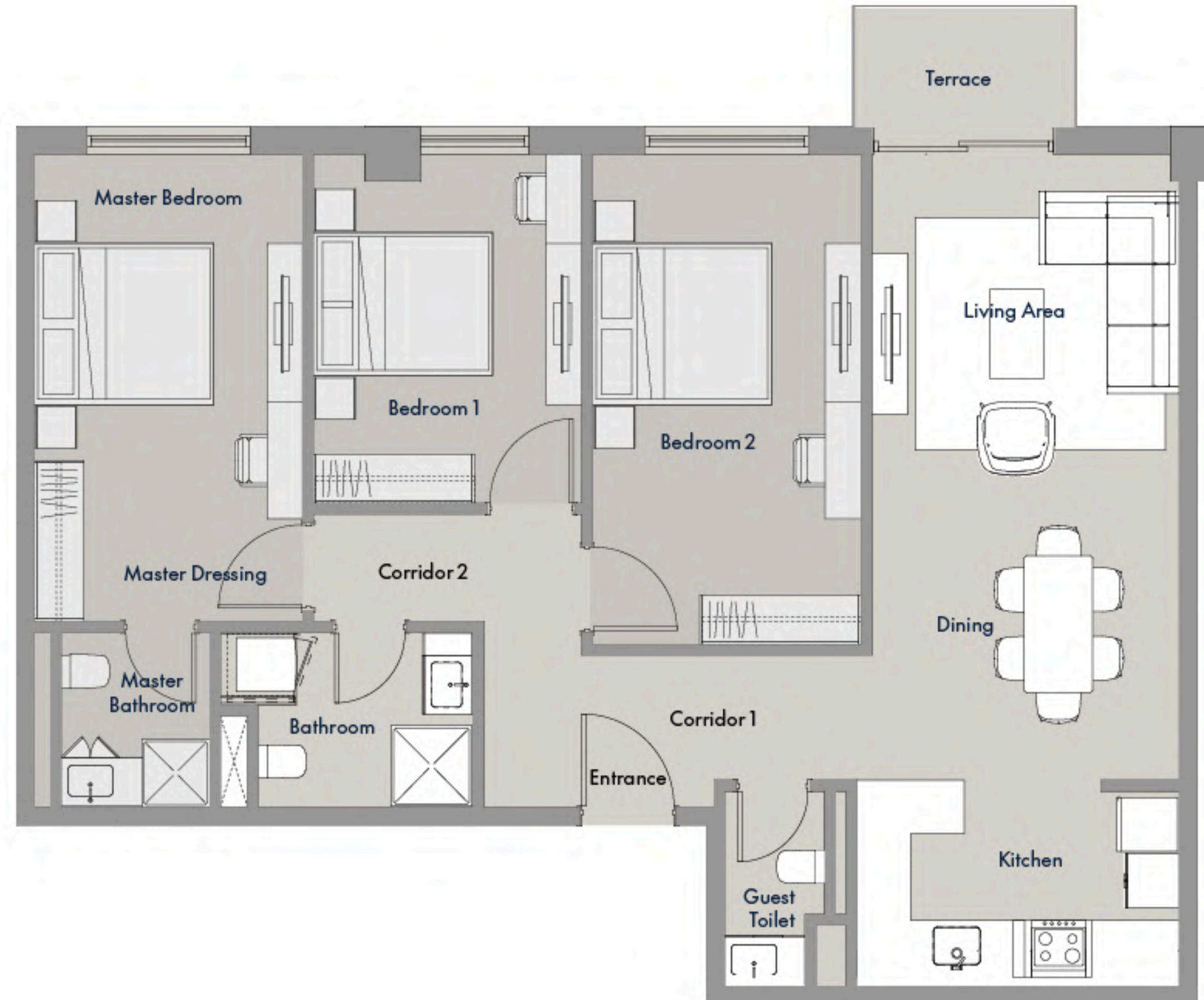


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# C4- THREE BEDROOM

Area 153 m<sup>2</sup>

Entrance	4.2m × 1.4m
Dining Area	3.2m × 3.4m
Kitchen Area	3.6m × 2.1m
Living Area	3.4m × 3.8m
Guest Toilet	1.4m × 1.1m
Corridor 1	1.6m × 1.1m
Corridor 2	1.9m × 1.2m
Master Dressing	3.0m × 1.8m
Master Bedroom	3.0m × 3.4m
Master Bathroom	2.0m × 1.7m
Bedroom 1	3.9m × 3.0m
Bedroom 2	5.5m × 3.0m
Bathroom	2.4m × 2.0m
Terrace	2.5m × 1.3m

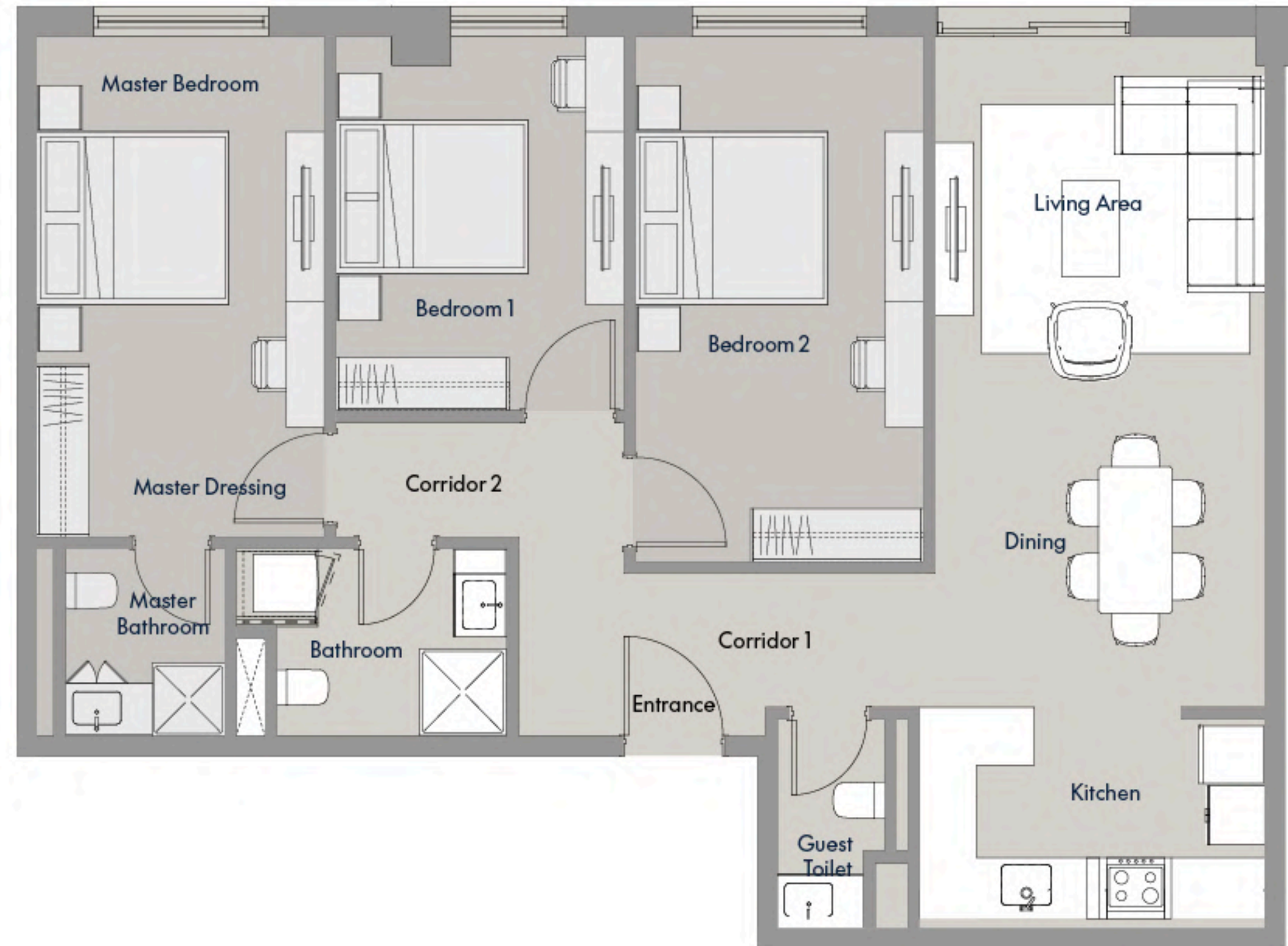


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# C4W- THREE BEDROOM

Area 149 m<sup>2</sup>

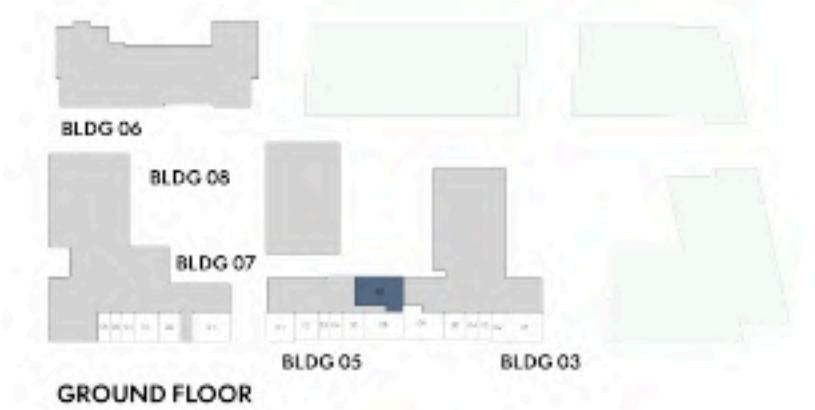
Entrance	4.2m × 1.4m
Dining Area	3.2m × 3.4m
Kitchen Area	3.6m × 2.1m
Living Area	3.4m × 3.8m
Guest Toilet	1.4m × 1.1m
Corridor 1	1.6m × 1.1m
Corridor 2	1.9m × 1.2m
Master Dressing	3.0m × 1.8m
Master Bedroom	3.0m × 3.4m
Master Bathroom	2.0m × 1.7m
Bedroom 1	3.9m × 3.0m
Bedroom 2	5.5m × 3.0m
Bathroom	2.4m × 2.0m



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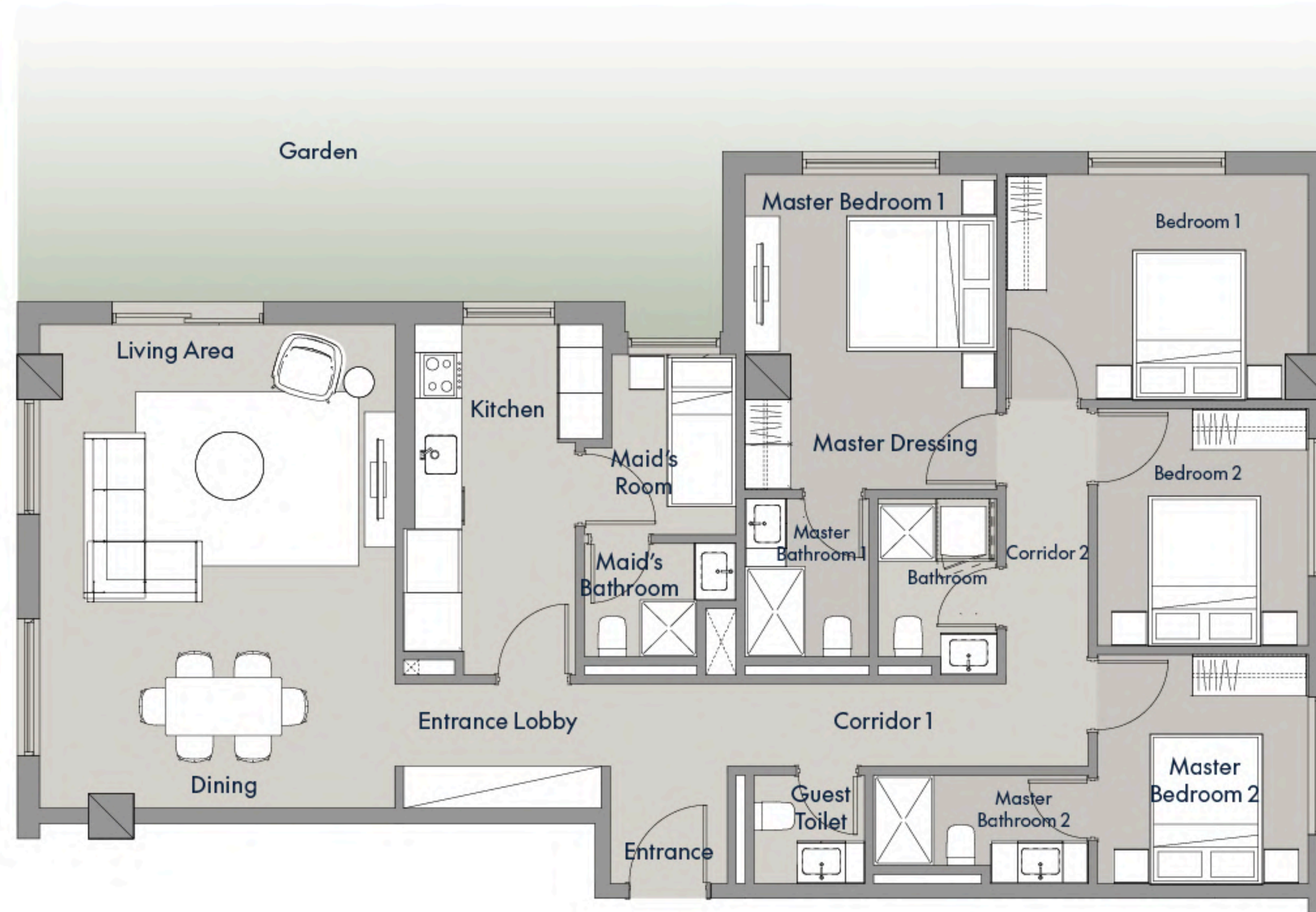
**PARAGON | Adeer**

# Four Bedroom

# D2- FOUR BEDROOM GARDEN

Area 196 m<sup>2</sup>

Entrance	1.6m × 1.6m
Entrance Lobby	2.6m × 1.7m
Dining Area	4.7m × 2.6m
Kitchen Area	2.3m × 4.3m
Living Area	3.9m × 4.7m
Guest Toilet	1.5m × 1.4m
Corridor 1	6.5m × 1.1m
Corridor 2	3.3m × 1.1m
Maid's Room	2.4m × 1.7m
Maid's Bathroom	1.5m × 1.5m
Master Dressing	3.2m × 1.2m
Master Bedroom 1	3.0m × 3.2m
Master Bathroom 1	1.7m × 2.1m
Master Bedroom 2	3.0m × 3.0m
Master Bathroom 2	2.8m × 1.2m
Bedroom 1	4.1m × 3.0m
Bedroom 2	3.2m × 3.0m
Bathroom	2.1m × 1.6m



**Disclaimer**

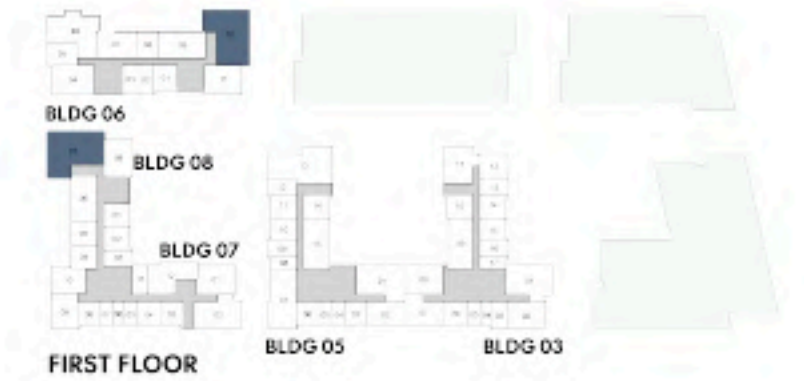
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# D1- FOUR BEDROOM

Area 221 m<sup>2</sup> - 238 m<sup>2</sup>

Dining Area	4.8m × 3.2m
Kitchen Area	4.0m × 2.8m
Living Area	5.2m × 4.8m
Guest Toilet	1.2m × 0.9m
Corridor 1	8.1m × 1.1m
Corridor 2	1.9m × 1.1m
Maid's Room	3.1m × 1.7m
Maid's Bathroom	1.2m × 0.9m
Master Lobby 1	1.1m × 1.2m
Master Dressing	2.1m × 1.6m
Master Bedroom 1	3.4m × 3.5m
Master Bathroom 1	1.8m × 2.5m
Master Bedroom 2	3.5m × 3.0m
Master Bathroom 2	2.0m × 2.0m
Bedroom 1 Lobby	1.5m × 1.1m
Bedroom 1	3.5m × 3.0m
Bedroom 2	4.0m × 3.3m
Bathroom	3.1m × 1.7m
Terrace	3.0m × 2.1m

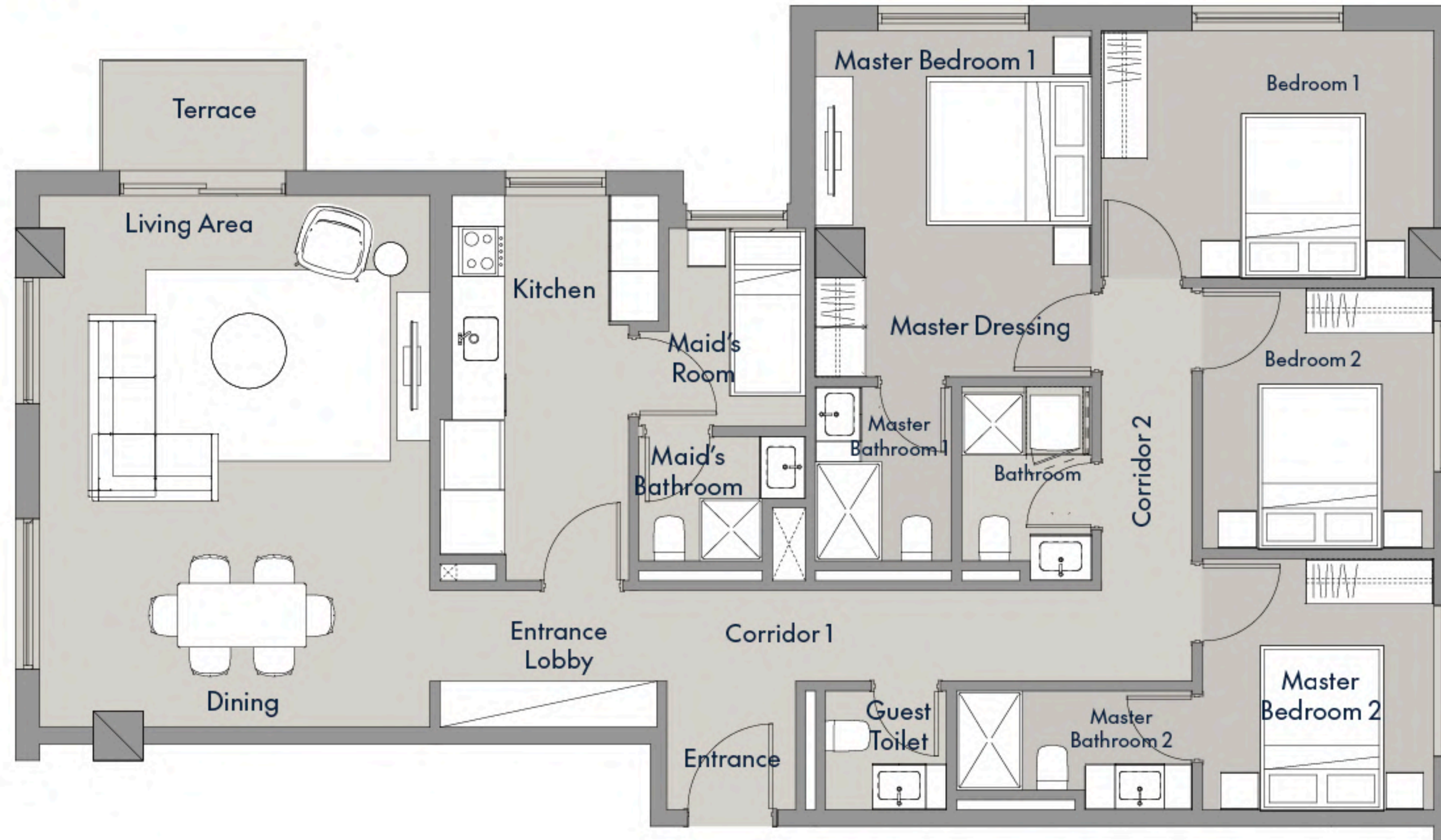


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# D2- FOUR BEDROOM

Area 200 m<sup>2</sup>

Entrance	1.6m × 1.6m
Entrance Lobby	2.6m × 1.7m
Dining Area	4.7m × 2.6m
Kitchen Area	2.3m × 4.3m
Living Area	3.9m × 4.7m
Guest Toilet	1.5m × 1.4m
Corridor 1	6.5m × 1.1m
Corridor 2	3.3m × 1.1m
Maid's Room	2.4m × 1.7m
Maid's Bathroom	1.5m × 1.5m
Master Dressing	3.2m × 1.2m
Master Bedroom 1	3.0m × 3.2m
Master Bathroom 1	1.7m × 2.1m
Master Bedroom 2	3.0m × 3.0m
Master Bathroom 2	2.8m × 1.2m
Bedroom 1	4.1m × 3.0m
Bedroom 2	3.2m × 3.0m
Bathroom	2.1m × 1.6m
Terrace	2.5m × 1.3m



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# Finishing Specifications

## Residential

(Internal Finishing Specifications)

### **LIVING ROOMS, ENTRANCE, CORRIDORS, RECEPTION & DINING AREAS**

Flooring: High-quality porcelain  
Walls: Paint  
Ceilings: Paint

### **BEDROOMS**

Flooring: HDF  
Walls: Paint  
Ceilings: Paint

### **BATHROOMS**

Flooring: High-quality porcelain  
Walls: Paint  
Ceilings: Paint  
High-quality sanitary fittings and fixtures

### **KITCHEN**

Flooring: High-quality porcelain  
Walls: Paint  
Ceilings: Paint

### **MAID'S ROOM**

Flooring: Local Ceramic  
Walls: Paint  
Ceilings: Paint

### **MAID'S BATHROOM**

Flooring: Local Ceramic  
Walls: Paint  
Ceilings: Paint

### **TERRACES & ROOF TERRACES**

Flooring: High-quality porcelain  
Walls: High-quality exterior paint

### **DOORS**

MDF doors

AIR CONDITIONING (included)

ALUMINUM WORKS (included-Double Glazed)

NON-DECORATIVE LIGHTING FIXTURES

**Disclaimer:**

1. All materials are tentative. Information is subject to change without notice depending on availability of the specified materials.  
2. Unit excludes glass, mirrors, furniture, plants, planters, accessories, countertops, woodworks, and kitchen cabinets.

# Global Advisory & Consulting

## Gensler

The world's largest design firm, with 6,000 professionals across 100+ countries. Designers of DIFC Dubai, One Microsoft Place Dublin, and the JP Morgan Chase Tower New York.

## Wiedemann Lampe

Wiedemann Lampe Strategic brand consultants behind Diriyah, Louvre Abu Dhabi, and Ras El Hekma — partners who build identities that outlast buildings.

## the{code}

Hospitality and branded residence specialists with advisory experience at AMAALA (Red Sea) and A.R.M. Holding Dubai.

# Technology & Intelligence Partners

AI Campus is the first integrated artificial intelligence hub in Egypt, the Middle East, and Africa. Anchored inside the Campus is the AI 100 Program, a four-year applied innovation pipeline designed to build, scale, and invest in 100 AI-driven start-ups by 2030.

Rather than operating at arm's length, founders are embedded directly into the Campus ecosystem, moving through intensive bootcamps, specialized workshops, applied AI programs, and investment-readiness tracks that take them from prototype to commercial deployment and global market entry.

To deliver this, Paragon | ADEER has assembled a full-stack partner network: Schneider Electric powers the smart energy and sustainability layer, Plug & Play, the official Technology Partner, connects founders to its global venture pipelines, and Orange Egypt deploys the 5G, IoT, and intelligent connectivity backbone.

The result is an end-to-end environment where place, program, energy, capital, and connectivity converge inside **SumouBlvd.** to launch Egypt's next 100 AI start-ups.

**SumouBlvd.**



**PLUGANDPLAY**



Disclaimer:  
1. Actual spaces areas may vary from the stated area in the masterplan.  
2. Drawings are not to scale.  
3. The developer reserves the right to make technical revisions, without notices.  
4. Each garden or plot shape may vary based on the location of the unit in the masterplan.

PARAGON | ADEER

# Hospitality Partners

## Hilton

A design-led lifestyle business hotel from Hilton anchors the development's urban layer. Adjacent to Egypt's first AI campus, it serves globally minded travelers and enables seamless exchange between innovators. With local identity, social spaces, and walkable integration, the hotel activates daily city life. Hilton's global platform reinforces our positioning as a vibrant, human-centric destination.

## Minor

A luxury Wellbeing hotel from Minor Group elevates the city's experiential dimension. The development features a luxury hotel, branded residences, and curated wellness amenities—including a spa, longevity center, and community-focused social spaces. Minor's track record establishes a new benchmark for quality of life and reinforces **SumouBlvd**'s global appeal.

**SumouBlvd.**

**Hilton**  
FOR THE STAY

**MINOR**  
HOTELS



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YOU BELONG HERE

# This is where your story begins.

Whether you are looking for a home that reflects who you are becoming, a business address that commands respect, or an investment that ties your capital to one of the most significant urban stories in the Middle East, **SumouBlvd.** is your answer.

Come as an investor. Come as a resident. Come as a business. Leave as a part of something that will outlast all of us.

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**PARAGON | A deer**



# PARAGON | Adeer

Adeer International, part of Sumou Holding Group, is a leading real estate investment platform delivering integrated services across investment, development, and asset management in line with international standards. The company has driven strong performance in Saudi Arabia, with over 123 projects sold, total sales exceeding SAR 41 billion, and 12 real estate funds under management, alongside multiple recognitions as the "Best Real Estate Marketing Company in Saudi Arabia." Expanding globally, Adeer International manages assets exceeding GBP 500 million in the United Kingdom and has extended its presence to Egypt through strategic partnerships with leading developers. With a clear growth vision, the company continues to expand across key markets, targeting operations in 30 countries by 2030.

PARAGON is a rising emblem of branded asset class, encapsulates a dynamic cohort of business visionaries who passionately strive to cultivate deep connections within the realm of innovative workspaces and branded residences. Our belief system is rooted in creating value, prioritizing well-being, enhancing productivity, fostering a collaborative culture and embedding sustainability.

# SumouBlvd.

**EGY:** New Cairo, South teseen Road,  
The Place Mivida, Building 06, 3rd Floor

**KSA:** Yarmouk, Prince Turki Street  
Edstern Province, Al-Khobar|Al

**UK:** B7 Chiswick park, 566 Chiswick  
High Road London W4 5YA

Hotline: 17253

Website: [sumoublvd.com](http://sumoublvd.com)