

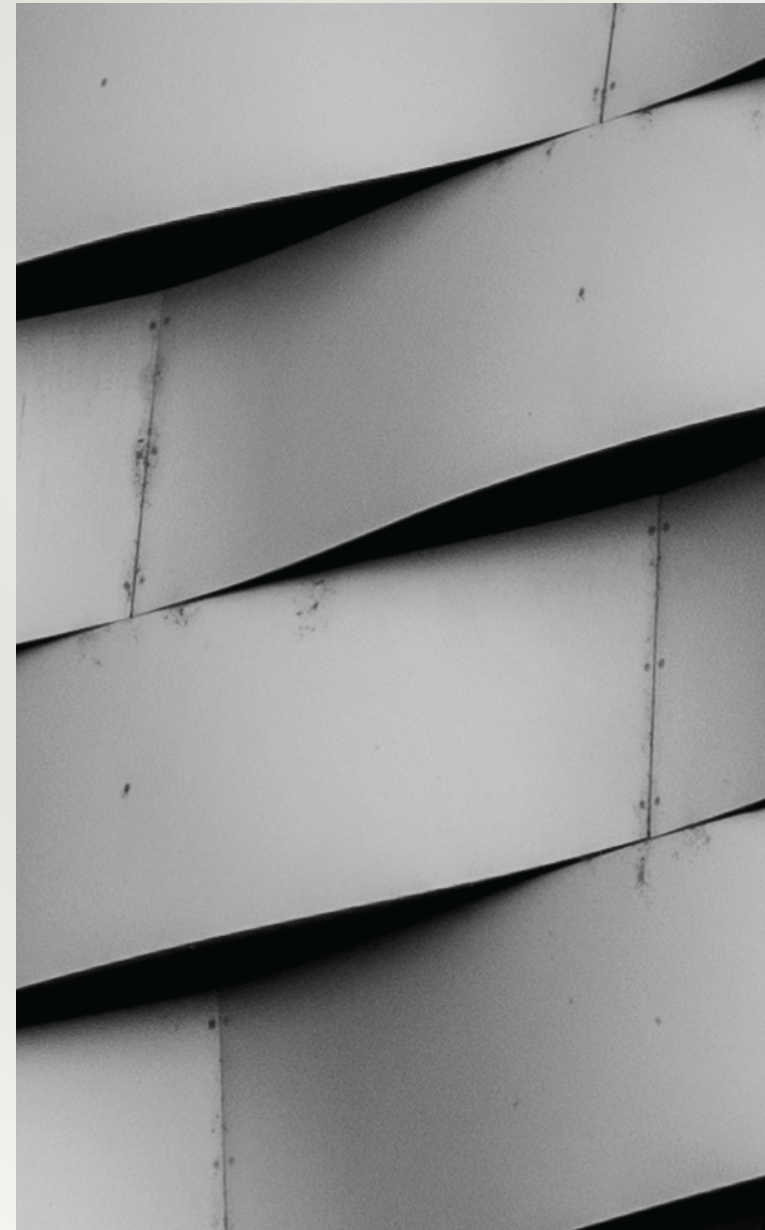


EASTERN
FOR DEVELOPMENTS AND CONSTRUCTIONS



About Eastern

Eastern Development and Construction Company was established in 1970 as a contracting company with limited authority. This continued until 2015, marking the end of the first generation's era and their extensive portfolio. Since 2015, the company has been led by a second generation of young professionals committed to effectively utilizing the company's assets and maintaining its reputation in the real estate development sector. Through a combination of ambition and determination, a vision was created, transforming the company's land holdings into tangible realities. This vision has been channeled into the development of residential projects in Egypt, promoting construction and sustainability on a broader scale.







The Vision

we envision a future where luxury, functionality, and flawless execution seamlessly converge. Our long-term aspiration is to shape exceptional destinations that serve as vibrant hubs for life, community, and business across Egypt. We are committed to pioneering new standards in the real estate market by transforming premium locations into secure, sophisticated, and smart gated communities. Driven by a culture of meticulous craftsmanship and infrastructure perfection, our goal is to consistently exceed the expectations of our elite clientele. We strive to be recognized not just for the grandeur of our landmarks, but for the integrity of our promises—cementing absolute trust by delivering state-of-the-art spaces ahead of schedule, and fostering lifelong partnerships with the families and businesses who place their trust in our name.

The Projects

Driven by a vision of architectural excellence and meticulous craftsmanship, Eastern Developments proudly presents a diversified portfolio of landmark projects that redefine luxury and functionality. Strategically situated in the heart of West Cairo's most premium locations, our residential and commercial developments are engineered as integrated ecosystems. By seamlessly blending cutting-edge design, robust infrastructure, and our signature commitment to delivering ahead of schedule, we don't just build structures—we curate vibrant communities and high-yield investment destinations designed to elevate your lifestyle and secure your future.





Al Dabaa Axis

Sodic

Cairo
City Walk

Al Ahly
Sporting
Club

Sheikh
Zayed city

Boulevard Axis

To Middle Ring Road

Dahshour Road

Gamal Abdelnaser Axis

Mall of
Arabia

26th of July Axis

To mall of Egypt
→

Juhaina Sq

Arkan Plaza

Americana Plaza

Cairo University

Hyper 1

26th of July Axis

ETHOS International

EASTERN
MALL

Reviera Axis

Reviera Axis

To Elmhaneedssin →

Cairo Alexandria desert road

Smart Village

Dandy Mall

To Grand Musiam →

Sky Walk

The Locations

In the world of premium real estate, location isn't just a feature—it is the ultimate catalyst for value, growth, and prestige. At Eastern Developments, we have capitalized on this philosophy by strategically and exclusively anchoring our entire multi-billion EGP portfolio along the highly coveted Riviera Axis in Sheikh Zayed. This golden corridor has rapidly emerged as the most vibrant artery of West Cairo, representing a perfect synergy of high-end urban planning and commercial vitality. By positioning all of our residential master communities and flagship commercial hubs like Eastern Plaza along this strategic axis, we provide our clients with an address that commands immediate distinction. It is a location engineered for the future, ensuring exceptional traffic for our commercial ventures, unmatched privacy and prestige for our residential estates, and a guaranteed trajectory of high-yield capital appreciation that secures long-term wealth for our investors.

Genova West.. Shaping Tomorrow





A.2A



A.2B

About Genova west

A Harmonious Sanctuary of Modern Living, Welcome to a master-planned community designed to blend residential serenity with dynamic urban convenience, as beautifully showcased in the layout.jpg. This premium gated compound offers an elite collection of contemporary residential buildings enveloped by lush green landscapes, scenic pedestrian pathways, and a central water fountain plaza. Engineered for an active and fulfilling lifestyle, the community features top-tier recreational amenities, including a crystal-clear swimming pool, dedicated sun lounging decks, and a professional sports court. Positioned perfectly along a prime road network, the development ensures seamless accessibility while integrating its own sprawling commercial malls at the forefront, bringing high-end retail, fine dining, and daily essentials right to your doorstep. Experience a sophisticated ecosystem where secure family living meets unmatched lifestyle luxury.



The Units

Discover Genova, an exclusive residential masterpiece where visionary architecture meets the serenity of nature. Spreading across 85,092 sqm, Genova brings together a select community of 768 luxury apartments distributed across 32 beautifully designed buildings. With a smart built-up area of 19,828 sqm, the development maximizes your surroundings by dedicating 11,044 sqm to breathtaking landscapes and sprawling gardens. Every residence is meticulously crafted with airy, light-filled interiors, public garage areas for ultimate convenience, and sophisticated modern lighting. At Genova, we don't just offer a house; we provide an open, green, and elite lifestyle tailored for your family.



Total area | 162m²

Apartment information

A luxurious apartment featuring a smart layout that completely separates the spacious, open-plan reception from the private quarters, which include 3 bedrooms (one elite master suite). With advanced spatial design and double terraces maximizing natural light, this home offers the perfect blend of modern elegance and functional family privacy.



Total area | 160m²

Apartment information

A contemporary apartment features an intuitive layout that seamlessly connects a spacious reception and dining zone to an open kitchen and front terrace. The private wing layout offers absolute separation, housing 3 bedrooms—including an isolated master suite complete with an en-suite bath and walk-in dressing space. Perfectly designed to maximize natural light and functional privacy, it's an ideal haven for modern family living



Total area | 175m²

Apartment information

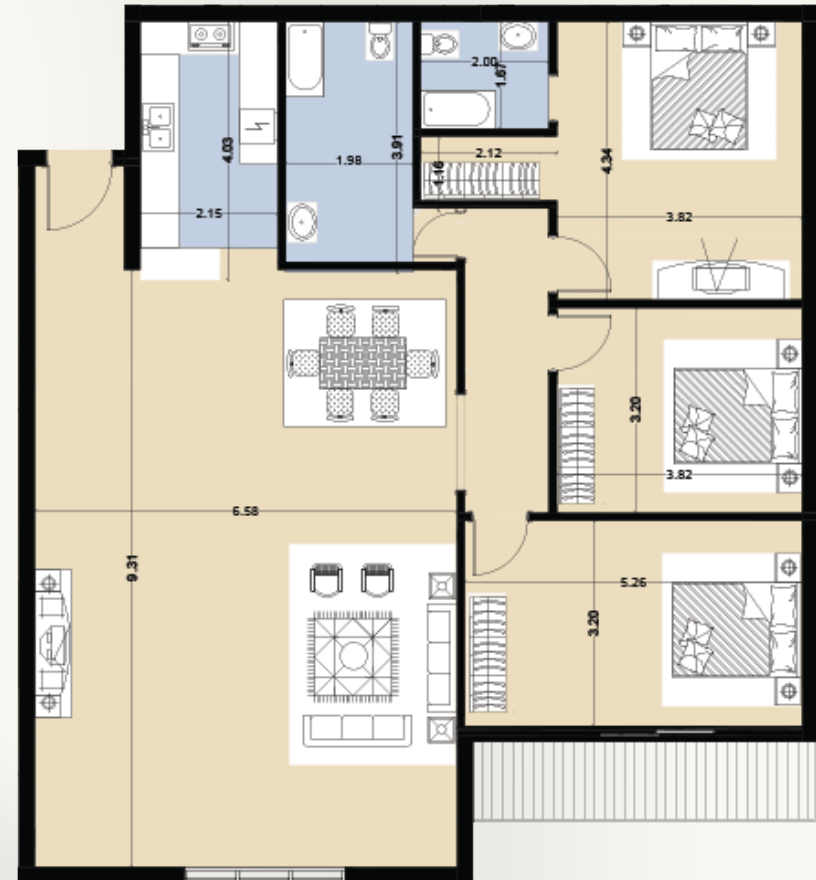
A smart residential layout featuring a spacious reception that opens onto a grand front terrace and an independent kitchen, completely separated from the 3-bedroom private wing. The design highlights an exclusive, highly private master suite equipped with an en-suite bath and dressing area, offering the perfect balance of premium comfort and functional family zoning.



Total area | 250m²

Apartment information

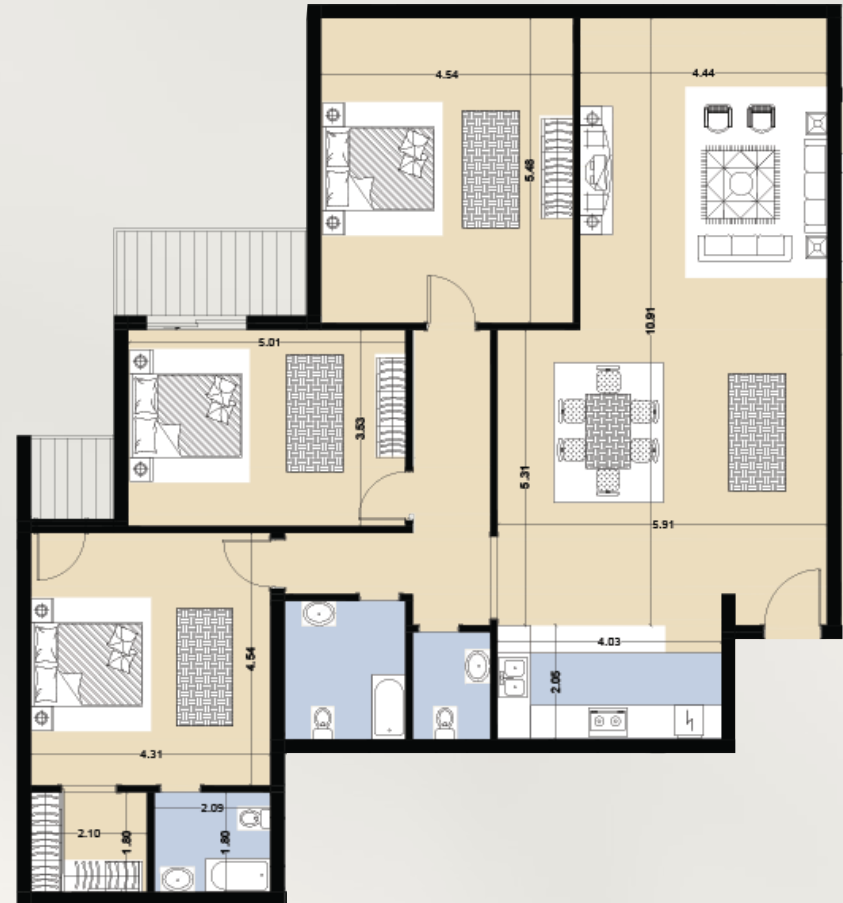
A thoughtfully structured layout boasting a massive, open-concept reception and dining area integrated with a functional semi-open kitchen and a large main bath. The private wing provides exceptional family zoning with 3 comfortable bedrooms, highlighted by an elite master suite with a dedicated dressing space, en-suite bath, and direct terrace access.



Total area | 175m²

Apartment information

This layout features an incredibly grand, open-plan reception and dining zone seamlessly integrated with a modern American kitchen and a private guest bath. A dedicated corridor leads to the highly private 3-bedroom wing, highlighted by an exclusive master suite complete with its own walk-in dressing room, en-suite bath, and a private terrace.



Total area | 193m²

Apartment information

An expansive residential layout featuring a massive, light-filled reception and dining zone with a separate kitchen and private guest bath. A central foyer leads to the 3-bedroom private wing, highlighted by an oversized master suite with an en-suite bath and dressing room, while the secondary bedrooms enjoy direct access to a long terrace.



The Facilities

offers an integrated and premium residential experience designed to elevate the concept of modern living, perfectly blending luxury, vitality, and convenience. The community promotes a healthy and active lifestyle by featuring dedicated outdoor running and jogging tracks, multi-purpose sports fields like football courts, and expansive green spaces. For relaxation and leisure, beautifully designed swimming pools serve as a refreshing escape for residents and families.

Beyond fitness and recreation, Genova West ensures that daily essentials and social community life are seamlessly catered to. The compound includes fully integrated commercial areas and supermarkets for convenient, hassle-free shopping, alongside vibrant outdoor zones designated for family gatherings, community barbecues, and social events. Together, these world-class amenities create a dynamic, self-sufficient community that guarantees both privacy and a sophisticated lifestyle for every member of the family.



Experience the Future of Shopping & Leisure



EASTERN
PLAZA — MALL





About Eastern Plaza

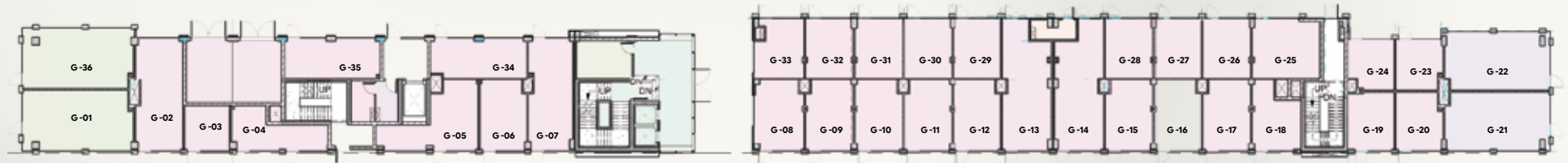
Welcome to a vibrant new destination where modern architecture meets lifestyle convenience. Designed with sleek, contemporary lines and an open, airy aesthetic, this premium mixed-use strip mall is set to become the ultimate hub for the community. Featuring a curated selection of high-end retail shops, cozy outdoor cafés, and gourmet restaurants, it offers the perfect backdrop for casual meetings, family outings, or a premium shopping spree. With its prime roadside location, ample parking, and beautifully landscaped surroundings, every visit is effortless and inspiring. Discover a place designed not just to be visited, but to be truly experienced.



The Units

At Eastern Plaza, we aim to create a vibrant commercial community. It is a place that goes beyond a traditional shopping center to become a lively space for connection, quality time with family and friends, and the ultimate destination for brands looking to solidify their market presence.

Ground Floor



First Floor



Upper Floor



Spaces Designed for Success

Eastern Plaza offers a diverse and meticulously planned portfolio of units spread across three dynamic floors. Whether you are launching a flagship retail store, clinics, medical center or opening an upscale restaurant, or establishing a professional corporate office, our flexible spaces are engineered to maximize your brand's potential and accommodate your specific business needs. The Mall is built on 2 basement, and has a kids area and VR Gaming Center at the first floor, at the upper floor a medical center



Where Elegance Meets Opportunity





EASTERN
ALJOUAL MALL

Leva

Nova

Metro 24

GATE



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Nest S

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Non

About Eastern Al Ghoul Mall

Welcome to Eastern Algoual Mall, a landmark of contemporary architecture designed to redefine the shopping, dining, and business landscape. Featuring a striking, ultra-modern glass facade that reflects luxury and sophistication, this premium commercial hub offers an elite environment for both businesses and visitors. The ground floor opens up to a vibrant outdoor plaza with lively promenade seating, perfect for upscale cafés and restaurants, while the upper floors provide state-of-the-art office environments and boutique retail spaces flooded with natural light. Strategically located and beautifully landscaped, Eastern Algoual Mall is not just a commercial destination—it is a community lifestyle hub where corporate ambition meets everyday leisure.

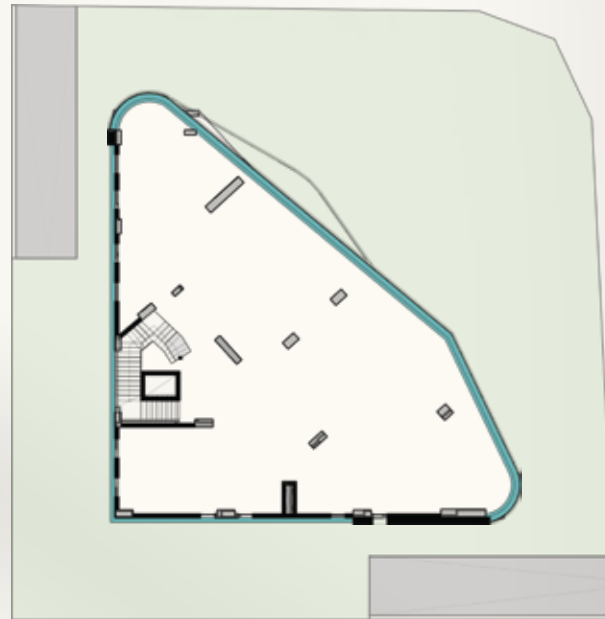


The Units

Eastern Algoual Mall offers a premium collection of commercial, retail, and corporate units thoughtfully engineered to inspire success. On the ground level, the high-visibility retail and F&B units feature expansive glass storefronts and seamless access to a vibrant outdoor promenade—making them the perfect canvas for luxury brands and upscale culinary concepts. The upper floors house sophisticated, light-filled office and administrative spaces, designed to provide corporate teams with an elite, productive environment. With versatile layouts that adapt to your business scale, advanced infrastructure, and a design that maximizes prestige, these units offer the ultimate foundation for brands looking to establish a powerful market presence.



Ground Floor



1st Floor



2nd Floor



LIVE

NOVA

Metro 24

Formia

Next S



dio

Nori

Norie









An aerial architectural rendering of a new residential development. The layout features a central cluster of houses with a swimming pool, a tennis court, and a basketball court. This central area is surrounded by more rows of houses and large parking lots. The entire development is bordered by a road on the left and a road on the right, with green fields and trees beyond the roads. The text "COMING SOON" is overlaid in the center of the image.

COMING SOON







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