

NEWSLETTER

A NEW CHAPTER
WITH AKTI

NORTHEED

ZAHRA OVER 2000
UNITS DELIVERED

OUTDOOR
CAMPAIGN

BUILDING THE
FUTURE SUMMIT

COMING SOON
MORSHEDY APP



Summer Edition

MORSHEDY

A NEW CHAPTER
WITH AKTI

AKTI isn't just a destination — it's a floating playground, a lifestyle, and a summer you'll never forget.



A NEW CHAPTER WITH AKTI



IN JUST 40 DAYS,
under the visionary supervision of **Eng. Nour Morshedy**,

a dream became reality

What started as a daring idea has transformed into the largest entertainment hub in Sahel — a record-breaking achievement made possible by the relentless effort of our engineers, architects, and creative teams who worked around the clock to make it happen.

But AKTI is more than just a project — it's a place where life happens. Inspired by the beauty of Greece, AKTI brings a fresh new concept to Sahel: a chain of seven signature islands, each designed as a world of its own.



Eng. Nour Morshedy

HERE'S A GLIMPSE OF WHAT YOU CAN DO AT AKTI THIS SUMMER



MORSHEDY

A NEW CHAPTER WITH AKTI

EVERY ISLAND TELLS A STORY

Meet the Dolphins at Dolphina



Watch Sahel's first-ever dolphin and sea lion show, or get closer in interactive sessions — a magical experience kids and adults will never forget.



Taste the World at Cosmos



Dine at international restaurants,

shop exclusive brands,

or stop by Egypt's first ALO Yoga store.

Don't miss the POP MART Labubu vending machine with rare collectibles.



A NEW CHAPTER WITH AKTI



Game On at Bunker

BUNKER

An arcade made for grown-ups:

exclusive games, high-energy competitions, and nostalgic favorites that will keep you playing for hours.



Race at curve. Kart

CURVE KARTING

Challenge your friends on Egypt's longest racetrack (900m²). For real speed lovers, our collaboration with Van Buuren Art lets you earn an internationally recognized racing certificate.

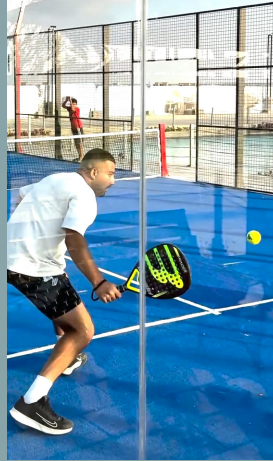


A NEW CHAPTER WITH AKTI

PRO.FIT

*Train Like a Pro
at Pro . fit*

Try Padball (for the first time in Sahel), play paddle tennis, or shoot hoops on our full-sized basketball courts. For football fans, our 7x7 pitch is ready for friendly tournaments.



*Feel the Rush at
Adrenaline Park*

Zipline across the island, climb through obstacle courses, or enjoy classic carnival rides. For kids, Ocean Buddies Park is a wonderland — with themed rides, games, and our iconic giant red octopus.

A NEW CHAPTER WITH AKTI

Harvest your own vegetables, let the kids feed rare animals, ride horses,

or even try carpentry workshops. It's the perfect mix of fun, learning, and family bonding.

*Go Back to Nature at
Hazel Farm*



POP MART

Pop Mart - Zapopo

Experience the thrill and excitement, and try your luck with Zapopo — the game that keeps you entertained and surprises you every time you play!



*AKTI isn't just a destination — it's a floating playground,
a lifestyle, and a summer you'll never forget.*

N E W S L E T T E R

NORTHEED

NORTHEED



Spotlight on NORTHEd

| A New Flavor on Sahel Road

NORTHEd
CONTINUES TO
IMPRESS,

rocking Sahel Road for the
second year in a row. This
summer,

Zahra's vibrant hub is back with even
more energy—bringing together dining,
shopping, and lifestyle in one dynamic
destination.

From sunrise breakfasts to late-night gatherings, NORTHEd offers
a seamless rhythm from day to night:

Grab your morning coffee on the go.
Savor signature dishes at diverse restaurants.



Spotlight on NORTHEd

| A New Flavor on Sahel Road

Shop, stroll, and discover unique lifestyle concepts. Unwind with friends in an atmosphere that stays alive long after sunset.

This is where Sahel meets flavor, fun, and community.



NORTHEd isn't just about where you eat or what you shop—it's about the experiences shared, the moments created, and the memories that last all summer long.



full of life

MORSELEY

NEWSLETTER

ZAHRA

ZAHRA OVER 2000
UNITS DELIVERED



ZAHRA WE DELIVERED MORE THAN 2000 UNITS

Zahra | A Summer of Milestones

marked an exciting achievement at Zahra—we proudly delivered over 2,000 units to our valued homeowners. But this is more than just numbers.

Each handover is the start of new stories, new memories, and new milestones for families across our communities.



At Morshedy, every key we hand over is a promise fulfilled. And with Zahra's growth, **2,000 units** is only the beginning. The journey ahead is about building vibrant destinations that bring people together, enrich lives, and shape the future of Sahel living.



N E W S L E T T E R

OUTDOOR CAMPAIGN



OUTDOOR CAMPAIGN

42 Years of Work, Not 42 Seconds of Ads



This summer, our story goes far beyond billboards. Along Ring Road and Sahel Road, our outdoor campaign stands out with a bold message:

42 years of work,
not 42 seconds of ads.”



It's more than a slogan — it's a statement of legacy. For over four decades, Morshedy Group has built communities, homes, and destinations that speak louder than any advertisement ever could. Every project is a reflection of real effort, real vision, and real impact.

This campaign is our reminder that trust is earned through action, not words. Each time you drive past our outdoor displays, you're not just seeing an ad — you're NOT seeing the story of 42 years of dedication.

From Ring Road to Sahel Road, our work is our message.

N E W S L E T T E R

BUILDING THE
FUTURE SUMMIT



BUILDING THE FUTURE SUMMIT

We're proud to share that Eng. Nour Morshedy, CEO of Morshedy Group, has been recognized by Forbes Middle East as one of 2025's most impactful real estate leaders.

At the prestigious Building the Future Summit, Eng. Nour took the stage as both an honoree and a speaker — highlighting how Morshedy Group continues to bring agility and innovation to projects of unprecedented scale.



She spoke about balancing affordability with forward-thinking design, ensuring that every project is more than a landmark — it's a community. Her vision was clear: real estate must go beyond shaping skylines; it should transform lives.

This recognition is not only a personal achievement, but also a reflection of the dedication and innovation driving every team at Morshedy Group. Together, we are building more than spaces — we are building futures.



N E W S L E T T E R

COMING SOON
MORSHEDY APP



COMING SOON MORSHEDY MOBILE APPLICATION

We're excited to announce that a brand-new way to connect with us is on the way. Very soon, Morshedy Group will launch its official mobile app — created to bring our clients closer than ever before.

With the app, you'll be able to:
Follow your projects in real time
Receive updates and news instantly
Explore upcoming launches first
Enjoy a seamless, personalized experience

Stay tuned — the Morshedy App is coming soon.
Convenience, access, and innovation, right in your pocket.

