



**Business
Quarter**
ONE·NINETY

LMD°

A Hallmark of Distinction in the Heart of One Ninety

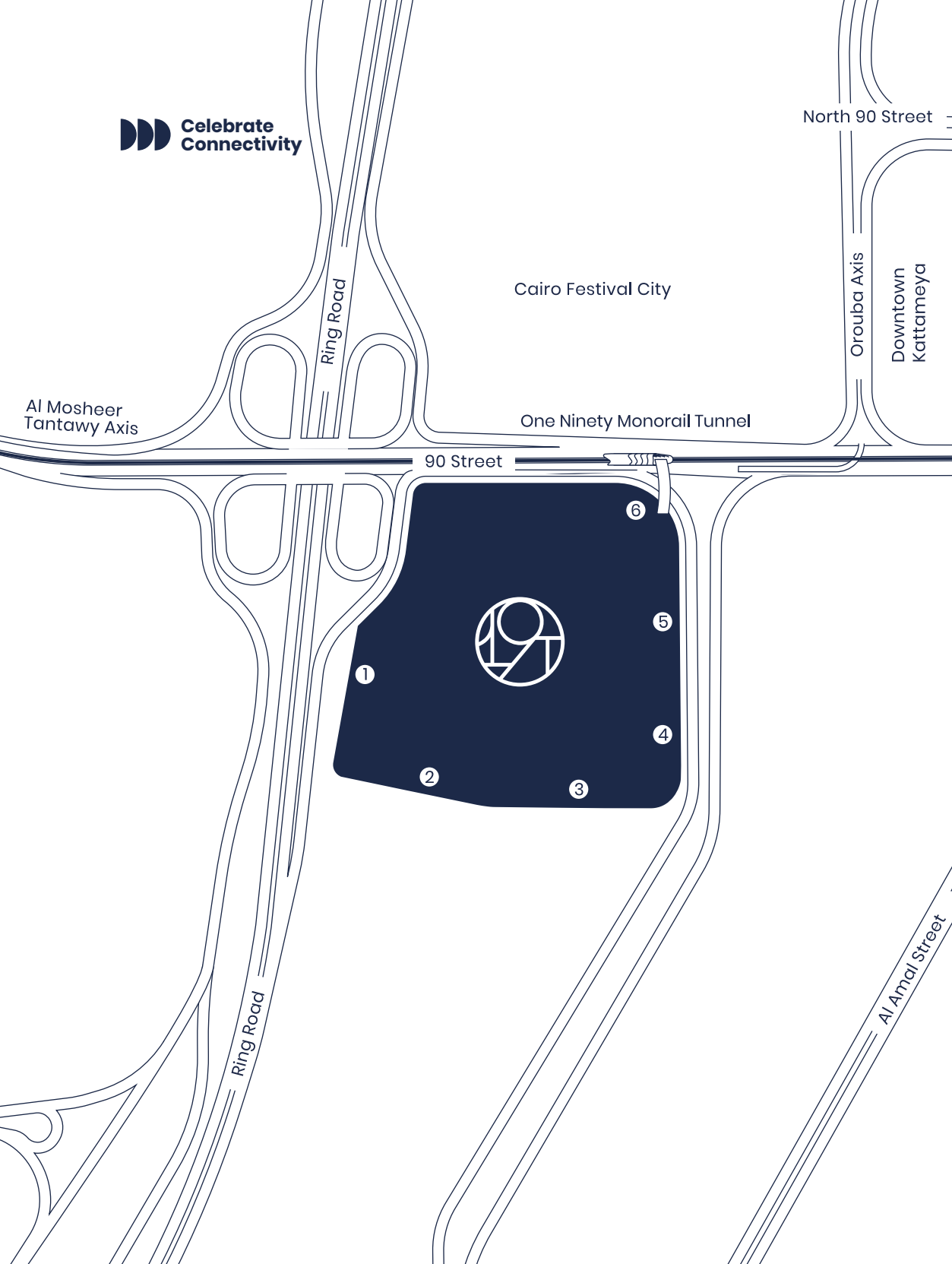


Celebrate Work

Poised to power continued growth & accelerated productivity, One Ninety Business Quarter is an innovative outlook on work life balance in a well rounded destination where everything is possible.

Here is where epic ideas are born after an energizing run in the Urban Park while collaboration transforms into inspirational fun, thanks to an exciting host of entertainment, dining & shopping options that follow you everywhere you turn.

Boasting grade A office spaces, spread out on four interconnected quarters, One Ninety Business Quarter is the strategic springboard for smart business growth, as well as an exclusive invitation to network with forward thinking minds in larger than life settings where recreation abounds, within walking distance.



Unmatched Accessibility

A Prime Location in the Epicenter of Good Company

Located at the meeting point between the Ring Road & 90 street, One Ninety places you right amongst New Cairo's distinguished business & commercial hubs while lying only minutes away from everywhere.

20 mins	: To Cairo International Airport
20 mins	: From Maadi
20 mins	: From Heliopolis
40 mins	: To New Capital
40 mins	: From Downtown
10 mins	: From AUC
20 mins	: To Sokhna Road

Masterplanned with ultimate connectivity in mind, the development boasts 6 different entrances to easily welcome professionals from every direction, in addition to offering a private entrance from the Ring Road for seamless accessibility.

①	Ring Road Entrance
②	W Cairo hotel Entrance & Exit
③	W Residences Cairo Entrance & Exit
④	W Residences Cairo Entrance & Exit
⑤	Main Entrance & Exit
⑥	Monorail Tunnel Entrance



Introducing One Ninety Business Quarter

The Perfect Address for Ambition

Nestled in a prime location within One Ninety's 344,315 m² mixed-use development, the Business Quarter rolls out on an impressive 94,298 m² of land to introduce four interconnected quarters, benefiting from SOM's fully integrated masterplan, as well as inspirational views on One Ninety's Urban Park.

An exemplary workplace comprised of premium office spaces, anchored in Avenue 190 to surround professionals with an unrivaled host of select lifestyle amenities and retail luxuries coming alive in recreational courts. Functional yet enlivening, the Business Quarter is an open invitation for both large corporations and rising startups to network, excel and entertain in the thriving heart of 90 street.

Exclusive Connectivity

One Ninety Monorail Station

Embrace active commuting with One Ninety's exclusive monorail station tunnel - the first stop on 90 street, directly located in front of the development to grant business professionals, as well as residents seamless accessibility to the future of business at Cairo's New Administrative Capital.

A dedicated monorail tube is also available with smart access cards to allow easy transfer to/from the station, directly into the development, hassle free, anytime of the day.



Networking Opportunities

Grow Where all Choose to Gather

Boasting a gigantic built up area of more than 250,000 m², One Ninety Business Quarter is a one of a kind opportunity to network with like minded professionals while collaborating with varied businesses from different sectors.

The quarter is a hotbed for leading multinationals, aspiring entrepreneurs, trusted banks & inspirational local businesses, allowing you to stretch your horizons under one roof and partake in diverse professional experiences where collaborative opportunities arise.

Amidst the lush landscaping & recreational options, conducive nooks of cozy meetings pods and spacious views decks are perfect for holding informal discussions or just connecting in inspired settings.

Work-life Balance Re-Imagined





Masterplan

A Comprehensive
Business World Connecting
Pursuits & Passions

Business Quarter	: 94,298 m ²
W Residences Cairo	: 47,876 m ²
W Cairo	: 10,699 m ²
Avenue 190	: 598.8 m
Urban Park	: 32,980 m ²
ALoft Hotel	: 3,000 m ²
The Residences at St. Regis New Cairo	: 24,243 m ²
Retail Pavilion	: 46,437 m ²
Total Land Area	: 344,315 m ²
Total Built up Area	: 491,020 m ²
Footprint	: 58,076 m ²
Open Space & Landscape	: 80%
Number of Entrances	: 6

Well-Integrated Facilities

The Business Quarter boasts four distinct quarters, each designed to combine the best in function and form offering professionals a next-generation work environment, powered by the latest in technology, expansive interiors and smart building features that accelerate productivity & recreation at every touchpoint.

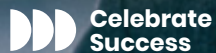
-  Luxurious lounge & front desk service
-  Smart interactive buildings
-  Building management system
-  High speed quality & capacity elevators
-  Green buildings
-  Electric car charging stations
-  Fire protection (meets NFPA codes)
-  Facility management
-  Visitors parking
-  Backup generators
-  Fiber optics cables
-  CCTV systems
-  Handicap access
-  Rooftop restaurants
-  Showrooms
-  Retail and F&B restaurants

Business Quarter A : 19,133 m²

Business Quarter B : 18,181 m²

Business Quarter C : 10,452 m²

Business Quarter D : 28,023 m²



Office Spaces

Ultimate Flexibility Cultivating Productivity

Designed for flexibility & maximum efficiency, One Ninety Business Quarter provides custom made office spaces across its four quarters, tailoring success around every business need.

Generous core to window depths & expansive layouts to create an optimal workplace, ranging from 55 m² or an entire building to rise with your ambitions where natural day light is always invited.

Dynamic, futuristic & sustainable, the Grade A office spaces utilize the latest in interactive technology to empower uninterrupted productivity while integrating sustainable features to control temperature, light & air flow, yearlong for professionals' ultimate comfort.

Luxurious Lobbies

Grand Encounters Inspiring Growth

Stepping into any of One Ninety Business Quarter buildings is to be greeted with timeless elegance, thanks to luxurious lobby spaces dictating a grand welcome, as well as a lasting impression.

The lobbies adopt a flexible space concept that invites natural scenery & ample day light inside while surrounding professionals with tranquil waiting areas, charging stations & dedicated spaces to reflect or network.

Deploying the highest in finishing standards, swish materials & plush furnishing, the lobbies are an expansive interpretation of contemporary grandeur, inspiring professionals to think big and dream bigger in a state of the art ambiance.



Spirited Courtyards

Connect Where Collaboration Thrives

Everyday is business unusual at One Ninety Business Quarter.

Every quarter boasts a distinctive courtyard experience to provide the perfect welcome into a breathing social space, designed with the spirit of collaboration in mind.

Gather with your colleagues to indulge in culinary treats while sharing ideas.

Workout in a cutting edge gym & inspire the athlete in you in a fully equipped fitness center.

Sip on a cup of freshly ground coffee, enjoy a refreshing meeting outdoors or simply pick up a special gift from a colorful variety of concept stores.

Whatever the occasion, whichever mood strikes, the courtyards promise to take your ideas, as well as collaboration to the next level.

Expansive Showrooms

Stand out Where Prospects are

One Ninety Showrooms are an open invitation, boasting ultimate visibility & accessibility, thanks to their ideal location on 90 street & the Ring Road.

Designed with impressive facades to captivate & lure visitors inside, the showrooms place your brand among a leading collection of high end corporations, automotive businesses & banks in addition to home furnishing & technology stores of all kinds.




Sustainability

Be Where the Future Lies

One Ninety is carefully planned to give back to the environment while fostering a self sufficient community where green living is key.

From adopting the latest in water recycling techniques to preserve natural supply, utilizing solar panels for efficient energy saving year round to E-stations throughout, One Ninety is simply pollution free interaction & sustainable living, guaranteeing a healthier lifestyle.

Sustainable and Energy Efficient

-  Green sustainable building design
-  Environmentally friendly and sustainable construction materials
-  High-performance double-glazed heat & UV reducing façade
-  Energy efficient central air-conditioning system & LED lighting provisions
-  Water efficient fittings and appliances
-  Energy efficient re-generative lifts & escalators





One Ninety Urban Park

Rejuvenate your Body & Mind

Echoing its proximity to One Ninety's Urban Park, the Business Quarter opens your eyes on 32,980 m² of greenery that extends right into your office building to inspire.

A tropical respite, abundant with verdant landscapes & native flora inviting professionals to jog in dedicated tracks or unplug under the open sky.

Start off your day with a brisk run or team up with colleagues & friends for some after hours adrenalin pumping.



Rooftop Recreation

Grow Where the Sky is the Limit

Everyday at One Ninety Business Quarter is a celebration of work life balance in one smart building, stretching your horizon to infinity and beyond, thanks to recreational rooftops planned around professionals' physical & mental wellbeing.

Whizz up with an elevator from your office to soak in inspirational views of the Urban Park while brainstorming with your colleagues over coffee or a delicious bite.

Re-charge by working out in a cutting edge rooftop gym & allow your ideas to flow with ever changing vistas inspiring success.



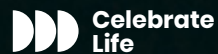
Retail Pavilion & Avenue 190

From Morning Coffee to Late Night Hangouts You're Covered

Working within One Ninety is an ever-evolving journey of fun discovery & select shopping experiences in every step.

Avenue 190 and the lively Retail Pavilion open professionals' eyes on an unmatched variety of trendy boutique stores & high-end showrooms, displaying the latest in fashion, home decor and high-tech accessories.

In between, hip cafés, trendy bistros & elegant eateries invite you to break & indulge.



Top-Grade Hospitality

W Cairo Hotel

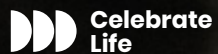
Marriott International, Inc, introduces a whole new outlook on refined hospitality by bringing W brand's bold design & signature lifestyle for the first time in Egypt.

By capturing W Hotel's work hard, play hard philosophy, W Cairo hotel will boast elegantly appointed rooms & suites, melding utmost comfort with impeccable services.

Business professionals will enjoy a signature WET[®] DECK, soul soothing AWAY[®] SPA, FIT[®] FITNESS CENTRE, WIRED[®] BUSINESS CENTER, & THE LIVING ROOM[®].

Directly opening onto One Ninety's Urban Park, your stay promises the best in attentive details, an array of f&b venues, top class meeting spaces, but most importantly views for life.





Aloft Hotels

Ideally situated in the beating heart of One Ninety's Business Quarter, Aloft's 4-star business hotel opens your eyes on the beauty of space combined with spirit to surround you with a fresh & vibrant environment, enhancing your stay at every touchpoint.

Ideal for families & professionals alike, Aloft complements your visit with a full range of hand selected amenities, an ideal location at the entrance of New Cairo & the next generation of technology, so you can disconnect while always staying connected with everything happening in the world.





Hotel Inspired Living

W Residences Cairo

Arriving at W Residences Cairo – the first W Residences to open in Africa, and co-located with W Cairo hotel – is to come home to your own private sanctuary, a personal concierge awaits to greet you, effortless access finished with a personal touch.

Design led living spaces, steeped in distinctive luxury & legendary service for every moment to wow you.

Living the W way grants you exclusive access to a world of hotel services, mindfully tailored for your convenience & enjoyment.

From ultimate refreshment & pool bliss at WET® DECK, accelerated business performance at WIRED® BUSINESS CENTER, soothing spa treatments at AWAY® SPA to grand encounters at W Club House & treasured moments at THE LIVING ROOM®.

That's not all, with a touch of a single button on your residence phone, you are able to access a 24/7 WHATEVER/WHENEVER® service.



CAIRO
THE RESIDENCES



Hotel Inspired Living

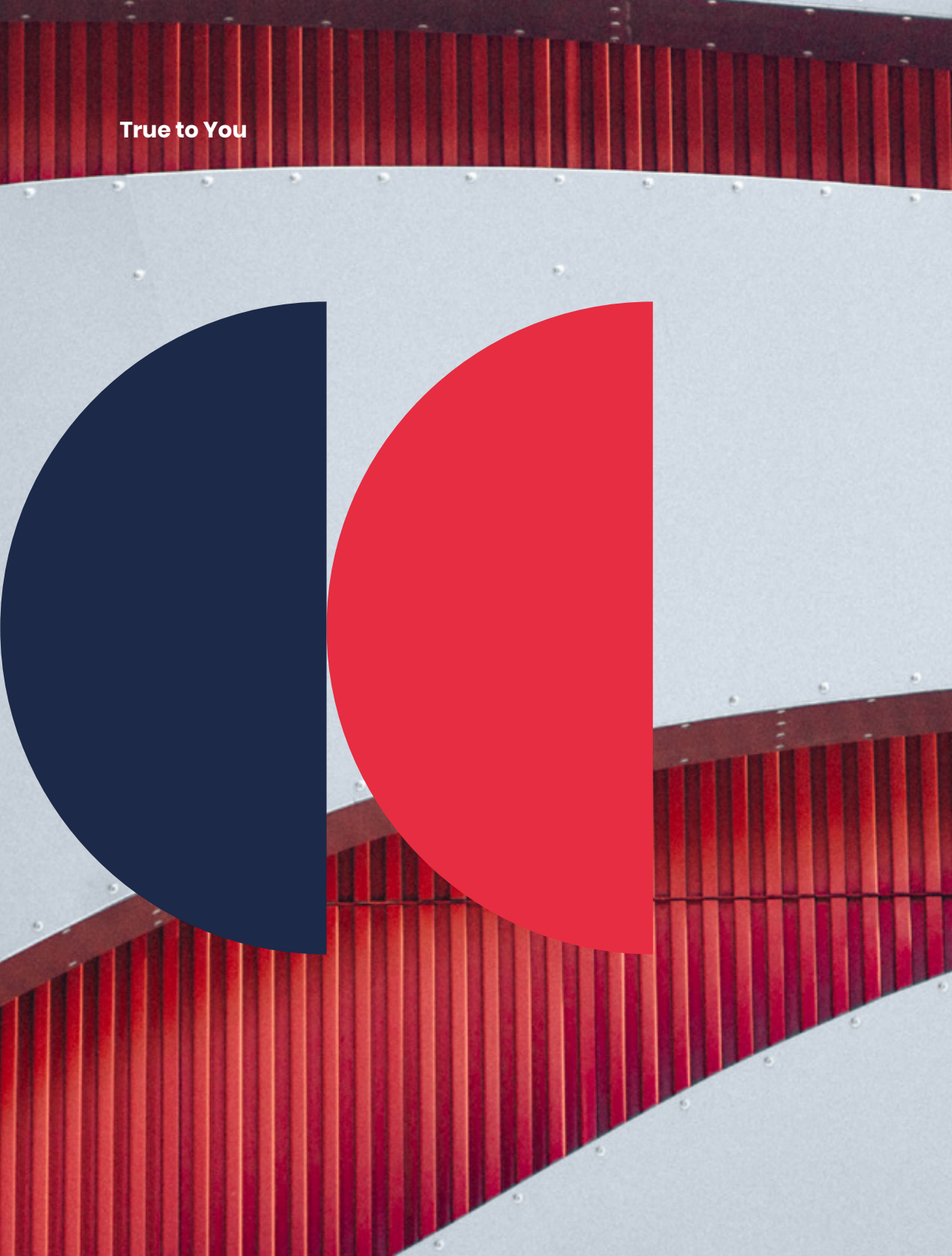
Come Home to Legendary Style

Live the St. Regis lifestyle where everything that you've always found extraordinary about our exquisite hotels and resorts can now be yours.

One Ninety introduces refined luxury in the heart of Cairo to dictate a vanguard sense of hospitality framed by impressive architecture & perfected by impeccable service.

The Residences at St. Regis New Cairo creates an escape from the confines of formality, offering owners & their guests a series of moments that unfold with ease amidst unpretentious, elegant settings.





True to You

Meet the Masterminds

About LMD

Since its inception in 2007, LMD has been on a dedicated mission to craft transformative experiences through thriving communities & integrated destinations that put you & innovation at heart.

The company boasts a successful selection of projects, spanning first & second homes, as well as iconic mixed-use developments with a strong foothold in Dubai, Spain and Greece.

In Egypt, the journey began with two distinctive projects in New Cairo.

With an eye on excellence, a passion for impeccable taste and a commitment to exceed every expectation, LMD is renowned today for its strategic locations, generous spaces and the highest standards of quality.

The company strives to transform living spaces by crafting larger than life places where quality seamlessly merges with comfort & integrated excellence, dictating the LMD experience.

LMD Projects & Locations

EGYPT

One Ninety – Mixed-use development – New Cairo

One Ninety is a mixed-use development encompassing a multitude of enchanting experiences with a masterplan framing a state of the art Urban Park, with a cutting edge Business Quarter, Branded Residences, W Cairo Residences & The Residences at St. Regis New Cairo, world class hospitality at W Cairo hotel and ALoft hotels, shopping & dining at the Retail Pavilion, & Avenue 190.

W Residences Cairo – Residential – New Cairo

W Residences Cairo is a part of Marriott International network, a signature hotel inspired living with exclusive access to world class hospitality where legendary services are just a touch of a single button on your residence phone.

3'Sixty – Commercial (Retail, Offices, Clinics) – Golden Square, New Cairo

Completes the circle of life with arranged fine dining restaurants, shops, services, progressive offices & premium health care clinics for you to spend an entire day.

Zoya – Second home – Ghazala Bay, North Coast

ZOYA is an idyllic summer lifestyle of simplicity at Ghazala Bay by the Mediterranean Sea, offering a collection of units with a harmonious experience that lasts a lifetime.

Layan Residence – Residential – Golden Square, New Cairo

Inspired by the French luxury & art de vivre, Layan is home to a signature collection of villas, twin houses & spacious town homes, evoking expansive feelings of chic French vibes.

Aria – Residential – Mostakbal City

Mindfully convinced to promote a healthier lifestyle, apartments in Aria are overlooking green landscapes & open spaces.

Dubai, UAE

Continental Tower – Residential

Marina – Dubai – United Arab Emirates

Ideally situated in the heart of Dubai Marina, the Continental Towers is the accommodation to explore Dubai, with exclusive access to the Marina, taking luxury living to new heights.

Rukan – Residential – Dubai Land – Dubai – United Arab Emirates

Rukan crowns a central location in the heart of Wadi Al Safa, Dubai Land & next to the Arabian Ranches & Mudun. Rukan re-introduces authentic Arabian culture in a modern light.

Barcelona, Spain

Muntaner 91 – Residential – Barcelona

Located in the heart of Barcelona's City Center, Muntaner 91 building is just a walking distance from the touristic Gothic Quarter and only 3 km away from Barcelona Beach.

Athens, Greece

Athines Restobar and beach – Greece

A resto-bar & pool house, with its own private beach on the Mediterranean is the perfect day experience for guests looking to fine dine & relax while soaking up the sun & salty water. In addition to a pool bar, a beach deck, & pool cabanas, using the different zones diversely can turn this space from a morning to a night destination as well.



Our Partners

LMD is committed to share its vision of progressive excellence with like minded global partners that have an eye on sustainable development.

Therefore, the company collaborates with leading pioneers in every field to bring a world of cosmopolitan distinction at your door.



Sabbour is one of the most experienced engineering consultancy firms in the Middle East. The company has successfully conducted numerous multidisciplinary projects in Egypt & abroad for a range of clients including governmental organizations, NGOs & the private sector.

Gensler

Founded in 1965, Gensler is a global design & architecture firm with 16 diverse practice areas covering a broad spectrum of industry sectors. As of 2018, Gensler operated offices in 48 cities in 16 countries worldwide, working for clients in over 100 countries. The firm has launched mega projects such as SFO Airport, the Shanghai Tower (China's tallest building), the Coca-Cola Company Headquarters in Atlanta, John F. Kennedy International Airport, JetBlue T5 in New York, & The Gate, Dubai International Finance Centre.

SOM

Skidmore, Owings & Merrill (SOM) is a global architectural, urban planning & engineering firm founded in Chicago in 1936. The firm has offices in New York City, San Francisco, Los Angeles, Washington, D.C., London, Hong Kong, Shanghai, Mumbai & Dubai. With a portfolio spanning thousands of projects across 50 countries, SOM is one of the most significant architectural firms in the world. The firm's notable current work includes the new headquarters for The Walt Disney Company, the global headquarters for Citigroup, the restoration & renovation of the Waldorf Astoria in New York City, and Burj Khalifa.



Hill International provides program, project management & construction management participating in more than 10,000 projects assignments.



LMS Construction was established as an Egyptian Shareholding Company in 2019. LMS construction carries out mega construction projects using agile project management methodologies to tackle the challenges in a highly dynamic industry.



With a diverse portfolio of over 100 hospitality projects, El Ghoneimi proudly specializes in hotel architecture & interior design, from design to construction. Established in 1983, the firm today has a team of over 60 expert architects, engineers, & consultants focusing on four key areas: architecture, interior design, consultancy & site supervision.



St. Regis Hotels & Resorts is a luxury hotel chain that is part of Marriott International Inc. In 1904, John Jacob Astor IV built the St. Regis New York as a sister property to his part owned Waldorf Astoria Hotel. There are 46 St. Regis branded hotels around the world with 10,017 rooms.



Bowler James Brindley is an interior design consultancy based in London. The 3 partners work within the UK & internationally on residential & hospitality projects. They have designed projects such as W Barcelona, Majestic Florence, & One Crown Place in London.



Cosmos-E was established in 1999 to be a leading company in the field of engineering, design, & services. Since then, Cosmos-E is dedicated to quality, value engineering & delivering on time.



SHAKER Consultancy Group was established in 1982 and is a specialized consultancy & engineering firm. Since its establishment, Shaker has successfully undertaken over 2000 projects of different disciplines to the highest international standards at both local & overseas markets.



RMJM is one of the largest architecture, interior design, engineering, and urban planning networks in the world established in 1956. They have worked on a selection of project such as Dubai Hills – Emaar Dubai, MSIC Technological Park – Czech Republic, & Dubai Design District – Dubai.



Aloft Hotels is a chain based in North America, owned by Marriott International, Inc. which was launched in 2008. Aloft Hotels has since opened across North America & internationally with around 183 hotels with 30,660 rooms.



W is one of the high end hospitality brands owned by Marriott International Inc. It offers an upscale life style bringing the best music, fashion, design & fuel to stunning global destinations & currently has 67 hotels & 17 W residences worldwide.

