

Annual Newsletter

3rd
EDITION

FEB
2024

LAND

Welcome Note

Last year was a fruitful one for LMD, characterized by notable achievements, partnerships, and significant turning points. This newsletter showcases highlights from 2023, including collaborations, employee initiatives, events, launches, and updates on construction , all of which contributed to making it an exceptional year for LMD.



Events



02

2024



Luxury Redefined

W CAIRO W CAIRO THE RESIDENCES

LMD has broken ground on W Residences Cairo and W Cairo, aiming to create a new benchmark for luxury living in Egypt. W Residences Cairo & W Cairo in One Ninety promise refinement and comfort with their cutting-edge designs and first-rate amenities managed by Marriott International.

Art Cairo stands out as one of Egypt's premier international art fairs.

The Cairo Design District, renowned for its stunning architectural designs and top-notch amenities, epitomizes the pinnacle of real estate ventures, firmly placing the Egyptian property market on the global stage. This district serves as a testament to art and culture, fostering an environment conducive to creativity and ingenuity for artists worldwide. It holds great appeal for prestigious global brands and international designers, as well as for discerning individuals seeking a world-class experience akin to renowned international art and entertainment hubs. With its luxurious and distinctive offerings across all facets, the Cairo Design District promises an unparalleled level of enjoyment.





MIPIIM Expo: A Spotlight at MIPIIM Expo

LMD left a significant impression at the MIPIIM Expo by showcasing our innovative projects and engaging with industry experts on a global level.

Launches

03

2024





LMD's vision for CDD Contemporary offices

LMD launched CDD contemporary office, that redefined workspace standards and gave creatives what they need to thrive.

eastside®

NEW CAIRO

The Unstoppable Destination

LMD launches Eastside to spark and sustain a vibrant energy within 170 acres of interconnected structures designed to perpetuate an infinite, dynamic growth. The unique allure of Eastside lies in its seamless flow of energy among its four core components, establishing a harmonious equilibrium that energizes all buildings within its vicinity.

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eastside[®]

NEW CAIRO

Where Business Meets Leisure

The Business Courts at Eastside offer an ideal platform for innovative and adventurous business leaders. With a blend of commercial and leisure amenities, these courts attract entrepreneurs and pioneers who embrace risk-taking and challenge traditional norms, making it their preferred destination.





ZOYA

GHAZALA BAY

The must- see coastal destination

Zoya underwent a major transformation last year with the launch of The Bungalows by Coconut Hotel, Rituals Village, the Lagoon Houses, Zoya Retail Strip with a selection of top-tier retail stores, Zoya Tent, Zoya Padel Courts, and the Padel Tournament. Additionally, Little Rituals in Zoya, collaborations with famous fashion icons KAI & Temraza, and the introduction of Zoya Nightlife enhanced the vibrant atmosphere of this coastal destination.



That **KIND** *of*
SUMMER

Zoya unveils an unmatched campaign for the 2023 summer getaway

That Kind of Summer embodies an assertive stance coupled with a vividly picturesque essence. The underlying focus of our train of thought revolved primarily around two distinct elements: our Audience and the Brand itself. When communicating with our audience, it was akin to a subtle whisper, reaffirming their existing knowledge about the destination. As for the brand, those who understand our brand resonate with us, while others simply do not belong.

Giveaways





Zoya - Giveaways

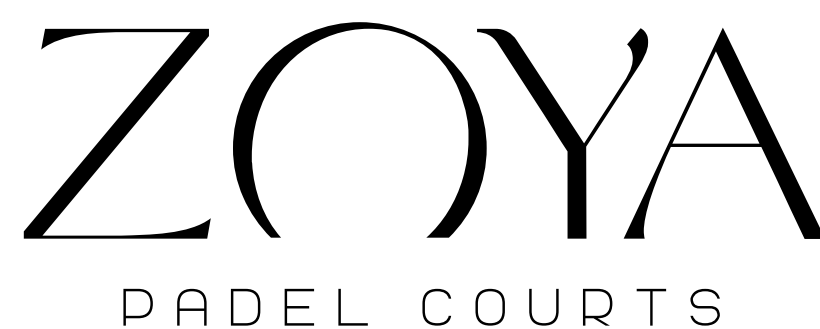
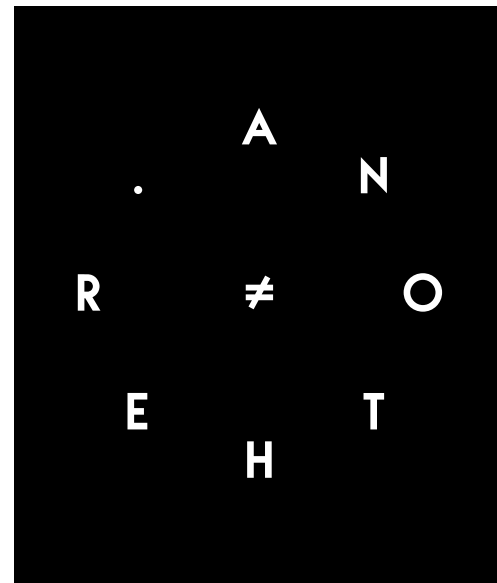
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The bungalows will be
operated by Coconut
Hotel in summer 2024

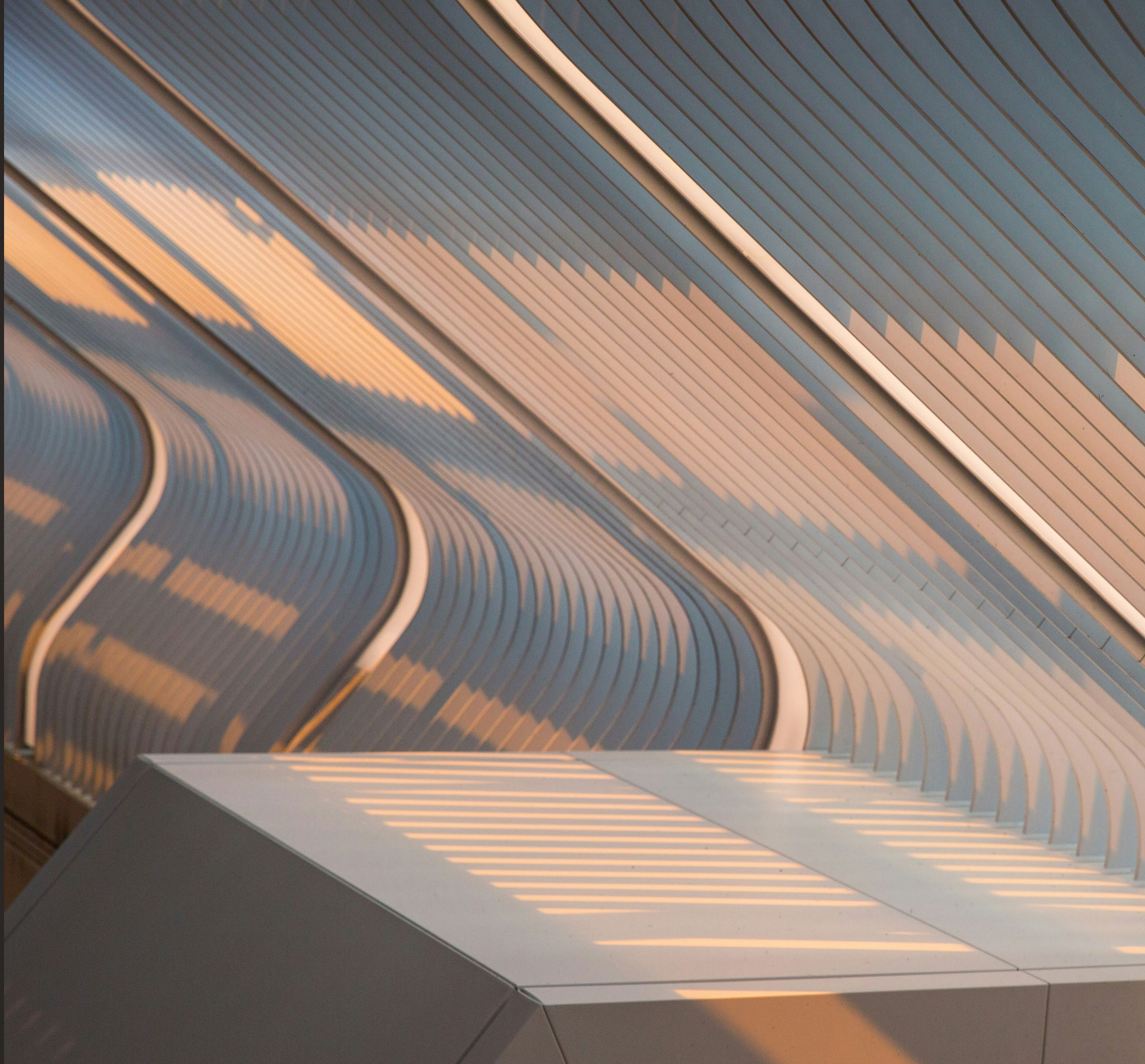


Padel tournament in collaboration with the Egyptian Padel Federation





Construction Updates



04

2024

ONE·NINETY

One Ninety Facades: Elevating the Skyline

Progress on the One Ninety project is still ongoing, with the goal of creating unique facades that will define the skyline of the city.





3' s i x t y

3'Sixty: Milestones in Motion

At 3'Sixty, construction milestones were achieved, bringing us closer to the project's aim to become a vibrant urban hub.

STEI8HT

New Cairo

Stei8ht: Transformative Changes for Future Fame

Stei8ht saw important changes that set the stage for it to become a famous destination in the future.

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ZOYA

GHAZALA BAY

Zoya: Coastal Dreams Unfolding

LMD has proven its full commitment to clients through the continued progress of construction works in Zoya Ghazala Bay. This coastal destination, with its unmatched contemporary architecture and breathtaking scenery, is where dreams come true.

Partnership

05

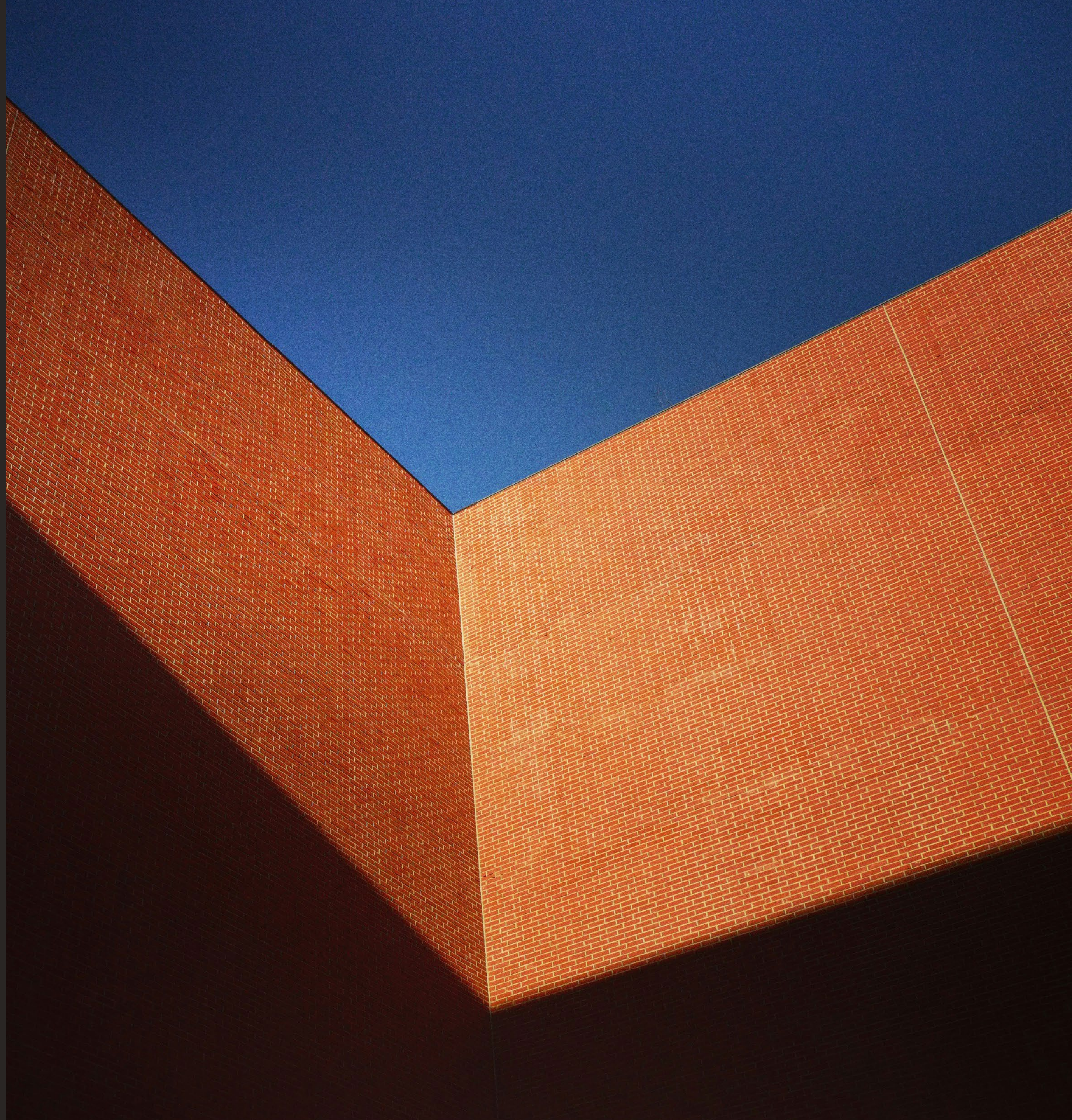
2024



LMD X Schneider Electric: Pioneering Sustainable Solutions

Amidst the UN Climate Change Conference (COP28) in Dubai, LMD and Schneider Electric joined forces to pioneer sustainable solutions for smart city management. This partnership, signed on the sidelines of COP28, underscores our shared commitment to innovation and sustainability in Egypt and the UAE. Together, we're shaping a greener, smarter future for our communities.

True to our employees



06

2024

Sohour Serenity: LMD's Ramadan Celebration

A special night with LMD's most important asset, our employees. LMD gathered for a Sohour filled with laughter and cherished moments. It was a celebration of Ramadan, as well as a bonding experience for an unforgettable night.





Secret Santa Surprises: Spreading Joy and Gratitude at LMD

LMD celebrated Christmas with a Secret Santa event, filling hearts with joy and laughter. It was a night where we exchanged gifts, embodying the spirit of giving and gratitude among our dedicated team.

We look forward to a promising year ahead, filled with continued growth, innovation, and collaborations



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