



راس الحكمة
RAS EL HEKMA

SALES KIT

October 2025

MÜDON

RAS EL HEKMA
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RAS EL HEKMA
ABOUT MODON

ABOUT MODON

MODON

RAS EL HEKMA ABOUT MODON

Modon is an international holding company, headquartered in Abu Dhabi, United Arab Emirates, and listed on the Abu Dhabi Securities Exchange (ADX).

Modon is at the forefront of urban innovation, creating iconic designs and experiences that continually surpass expectations.

Modon's primary business sectors include real estate, hospitality, asset management, investments, events, and tourism.

Modon's goal is to deliver long-term, sustainable value, laying the foundations for intelligent, connected living.



RAS EL HEKMA

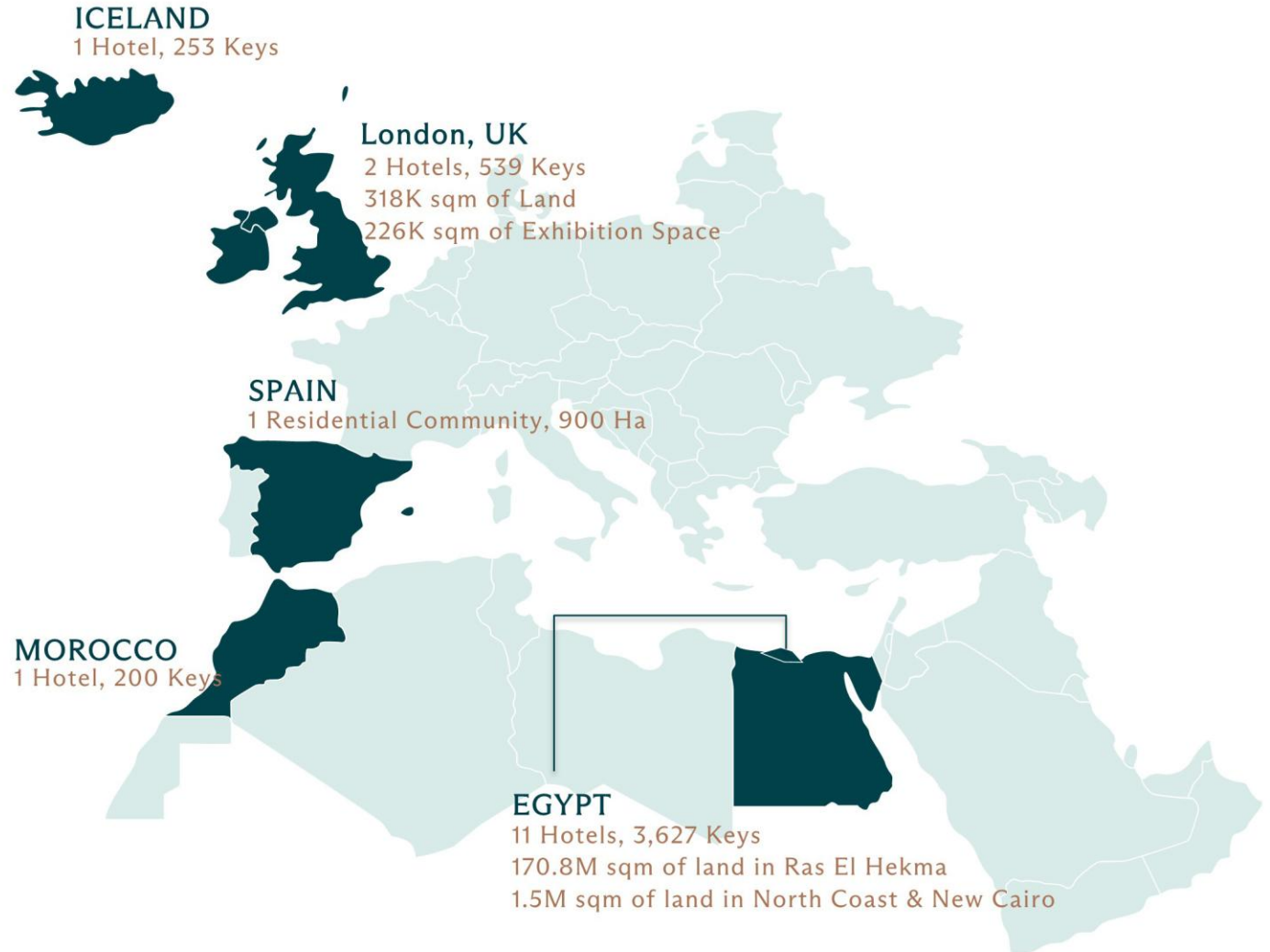
ABOUT MODON

Company Portfolio:

Modon has investments in UAE, Egypt, United Kingdom, Spain, Morocco, and Iceland.

H1 2025 Group Highlights:

- Group revenue triples year-on-year to AED 6.5 billion, led by strong real estate performance and growth in recurring revenue streams.
- Group net profit surges to AED 2.1 billion, 4.2x higher year-on-year, after excluding one-off items in H1 2024, driven by strong contributions across all core segments.
- Real Estate sales were AED 10 billion with Group revenue backlog reaching AED 33 billion across all segments.
- Recurring income streams strengthen across Asset Management, Hospitality, and Events, Catering & Tourism segments.



RAS EL HEKMA
ABOUT MODON

“WE SHAPE THE FUTURE OF INTELLIGENT,
CONNECTED LIVING..”

MODON

RAS EL HEKMA
ABOUT THE PARTNERSHIP

ABOUT THE PARTNERSHIP

MÜDÖN

RAS EL HEKMA ABOUT THE PARTNERSHIP

In the presence of President His Highness Sheikh Mohamed bin Zayed Al Nahyan, and His Excellency Abdel Fattah El-Sisi, President of the Arab Republic of Egypt, ADQ, an Abu Dhabi-based investment and holding company, appointed Modon Holding PSC as the master planner for the Ras El Hekma megaproject.

Ras El Hekma is the largest ever international investment into Egypt. The project is expected to become a powerful transformative economic engine, with cumulative investments anticipated to reach US\$110 billion by 2045, an annual GDP contribution of around US\$25 billion, and approximately 750,000 jobs to be created, both directly and indirectly.



MODON

RAS EL HEKMA

RAS EL HEKMA

MÜDÖN

RAS EL HEKMA
AERIAL VIEW

راس الحكمة
RAS EL HEKMA

RAS EL HEKMA POSITIONING

Located on the edge of Egypt, Ras El Hekma is a thriving Mediterranean city that offers a sublime way of life all year round. It stands as a model of sustainable urban development, seamlessly blending Egyptian heritage with Mediterranean beauty and world-class infrastructure.

Ras El Hekma will create a place full of vitality, opportunity and transformation where individuals find purpose, communities connect, and businesses prosper.

Core Values:

- Bold Imagination
- Constant Creation
- Generous Welcome
- Attentive Nurturing



RAS EL HEKMA

CONNECTED TO THE WORLD

Strategically located near both Europe and the Gulf, Ras El Hekma will be accessible via a new international airport. 50% of the world will be within a 4-hour flight of the city, with seamless connectivity central to the city's ethos.

In addition, a fast road network, high speed rail and domestic and international marinas have all been embedded in the city's design.

BY ROAD

ALEXANDRIA	Approx. 2hrs
CAIRO	Approx. 3hrs

BY PLANE

ABU DHABI	Approx. 4hrs
KUWAIT	Approx. 3hrs
DOHA	Approx. 3hrs 30mins
DUBAI	Approx. 4hrs
RIYADH	Approx. 4hrs 30mins
PARIS	Approx. 4hrs 30mins
LONDON	Approx. 5hrs
ROME	Approx. 3hrs
MADRID	Approx. 5hrs
MOSCOW	Approx. 4hrs
NEW YORK	Approx. 13hrs

MÜDON

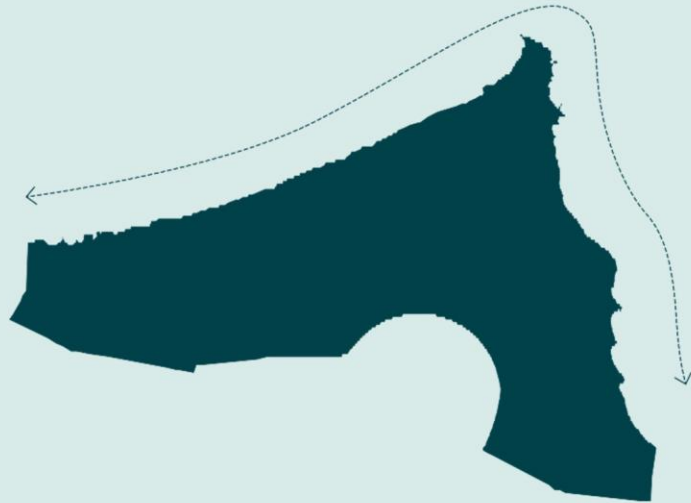


RAS EL HEKMA

SIZE AND SCALE

Ras El Hekma combines the scale and extensive amenities of a contemporary Mediterranean city with the lifestyle of a relaxed, coastal location.

RAS EL HEKMA



Population ~2 Million
City Land Area 170.8 Km²
Coastline 44 Km

BARCELONA



Population 1.6 Million
City Land Area 101.9 Km²
Coastline 12.5 Km

Ras El Hekma is 1.6x the size of Barcelona and its coastline is 3.5x longer than that of Barcelona

CÔTE D'AZUR

NICE



ST TROPEZ



CANNES



MONACO



Population 1.1 Million
Combined Land Area 100 Km²

Ras El Hekma is 1.6x the combined size of the cities of the Côte d'Azur

RAS EL HEKMA

KEY CITY DRIVERS

The city's development is driven by five integrated key drivers:

TOURISM



OFF-PEAK DEMAND



ECONOMIC GROWTH



INNOVATION HUB



SUSTAINABILITY



- Premium coastal experience
- Luxury accommodation
- Cultural attractions
- Festivals and events

- Meetings, Incentives, Conferences and Exhibitions (MICE)
- Offices
- Integrated hospitality and retail experiences
- Medical and corporate tourism

- Industrial free zone for business development
- Business services hub
- Local and international talent attraction

- Integrated innovation ecosystem
- Digital and technology sector development
- Smart city implementation

- Ecological integration
- Renewable infrastructure
- Smart city technologies for efficiency

RAS EL HEKMA

COMPETITIVE ADVANTAGE

Ras El Hekma offers several distinct advantages over comparable developments in the Mediterranean regions:

1. **Scale & Scope** – A full-fledged 170.8 km² urban destination, not just a resort.
2. **Business Framework** – Special economic zone benefits providing unique business and investment advantages
3. **Price Point** – Attractive early investment value.
4. **Year-Round Appeal** – Through strategic sustained economic and tourism activity, the city addresses the typical seasonality issues of Mediterranean destinations.
5. **Infrastructure Investment** – Unprecedented investments ensuring world-class infrastructure from inception.



RAS EL HEKMA

TARGET AUDIENCE

Ras El Hekma appeals to a diverse range of audiences and investors:

GCC NATIONALS

Luxury living / Exclusive community / Quality of life / Pristine coast

EGYPTIAN ROI SEEKERS

Investment potential / Year-round rental

EGYPTIAN EXPATS

Community / Luxury living / Off-season rental

EGYPTIANS SEEKING 2ND HOME

Investment potential / Ease of travel / Potential relocation

EUROPEANS & FOREIGN NATIONALS

Luxury living / Investment diversification / Accessibility / Pristine coast

PROFESSIONALS RELOCATING

Job opportunities / Business ecosystem / Affordability

YOUNG FAMILIES

Affordability / Schooling systems / Amenities

RETIREES

Comfort / Healthcare access / Community

RAS EL HEKMA
MASTERPLAN

170.8 SQ KM
SITE AREA

44 KM
COASTLINE

50+
HOTELS

3 MARINAS
1 CRUISE TERMINAL

300+
SUNNY DAYS
PER YEAR

310K+
RESIDENTIAL
UNITS

4M SQM
DEDICATED
EDUCATION SPACE

750K+
JOBS
GENERATED

MUDON



RAS EL HEKMA
MAJOR COMPONENTS

International Airport



RAS EL HEKMA
MAJOR COMPONENTS

International Airport

3 Marinas
& 1 Cruise Terminal



RAS EL HEKMA
MAJOR COMPONENTS

International Airport

3 Marinas
& 1 Cruise Terminal

Rapid Transit
Network



RAS EL HEKMA
MAJOR COMPONENTS

International Airport

3 Marinas
& 1 Cruise Terminal

Rapid Transit
Network

Central Business
District



RAS EL HEKMA
MAJOR COMPONENTS

International Airport

3 Marinas
& 1 Cruise Terminal

Rapid Transit
Network

Central Business
District

Private Sector
Free Zone

MUDON



RAS EL HEKMA
MAJOR COMPONENTS

International Airport

3 Marinas
& 1 Cruise Terminal

Rapid Transit
Network

Central Business
District

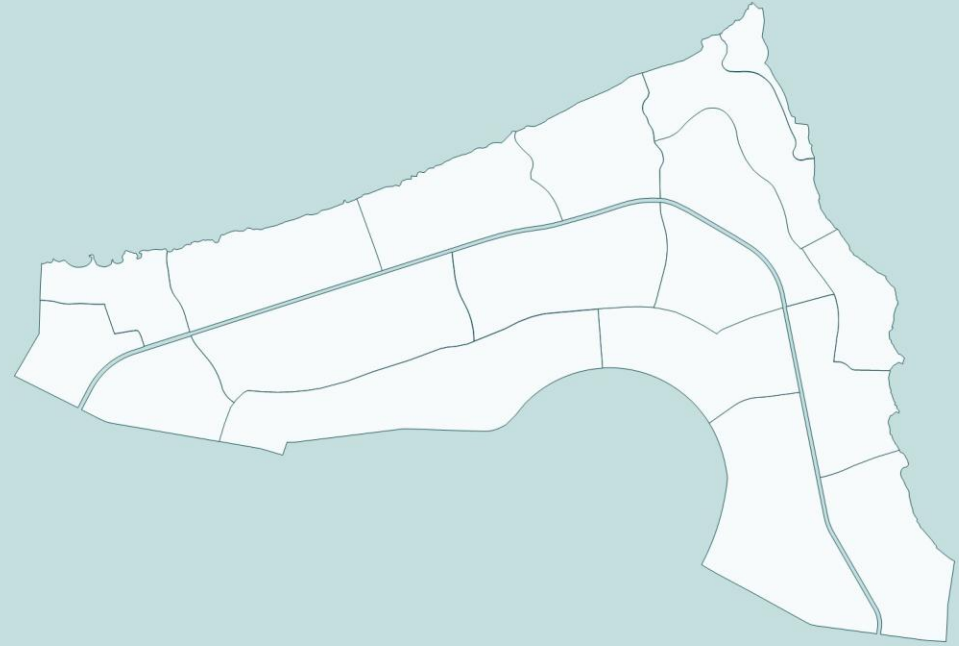
Private Sector
Free Zone

Amphitheatre



RAS EL HEKMA
PRECINCTS

RAS EL HEKMA PRECINCTS



RAS EL HEKMA
PRECINCTS



WADI YEMM



MÜDÖN

RAS EL HEKMA
PRECINCTS



MARINA



MODON

RAS EL HEKMA
PRECINCTS



NORTHERN ISLAND



MÜDÖN

RAS EL HEKMA
PRECINCTS



THE GROVES



RAS EL HEKMA
PRECINCTS



WEST CANALS





CENTRAL BUSINESS
DISTRICT NORTH



RAS EL HEKMA
USPs SUMMARY

LUXURIOUS
MEDITERRANEAN
LIVING

LARGEST INVESTMENT
IN EGYPT'S HISTORY

SMART
INFRASTRUCTURE

ALL YEAR-ROUND
DESTINATION

SUPPORTIVE
BUSINESS
ECOSYSTEM

INVESTMENT
POTENTIAL &
ALL YEAR RENTAL

50+
HOTELS

750K+
JOBS GENERATED

TEMPERATE
CLIMATE

44 KM COASTLINE
(3.5 x BARCELONA)

CONNECTED WITH
AIR, SEA,
ROAD & RAIL

RAS EL HEKMA
INTERNATIONAL
AIRPORT

50% OF THE WORLD
IS WITHIN
4 HOURS FLIGHT AWAY

1 HOUR DRIVE FROM
AL ALAMAIN
INT. AIRPORT

1 INTERNATIONAL MARINA
2 DOMESTIC MARINAS
1 CRUISE TERMINAL

RAS EL HEKMA
MARINAS & CRUISE TERMINAL

- INTERNATIONAL MARINA & CRUISE TERMINAL
- DOMESTIC MARINAS

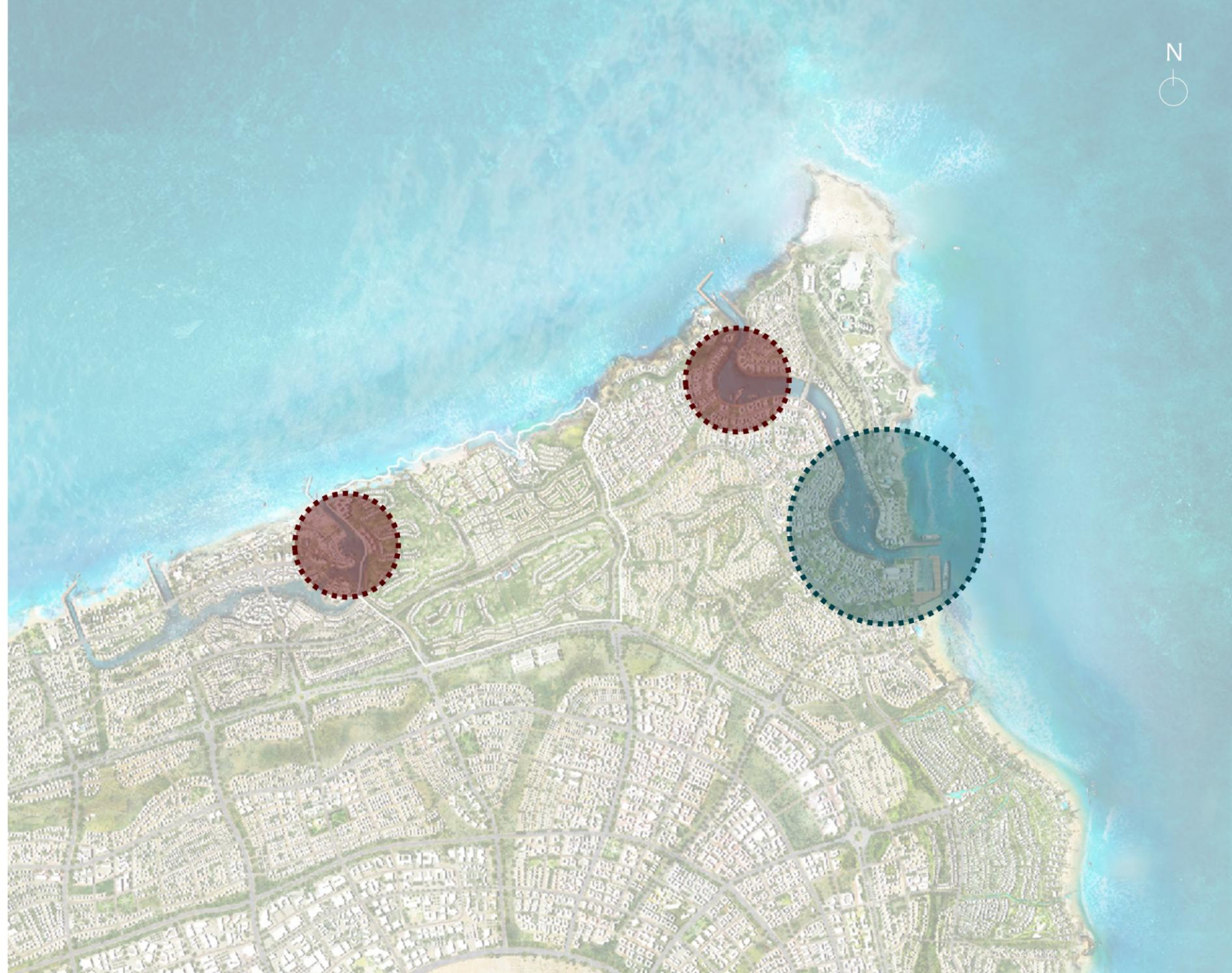
1800+

Total Boat Berths

200+

Berths Dedicated
for Superyachts

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WADI YEMM

WADI YEMM

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RAS EL HEKMA
INTRODUCING WADI YEMM
A WARM EMBRACE

Wadi Yemm is the first precinct to be built in Ras El Hekma, a charming coastal neighbourhood that hugs the shoreline and marks the beginning of the 17 distinctive precincts within the master plan.

Here, you can indulge in an effortless Mediterranean lifestyle in all seasons. You're free to follow your mood, whether that means wandering the winding back streets, revelling in a long, slow lunch by the beach, spending time with loved ones on your balcony, or soaking in the infinity pool.

Wadi Yemm is sure to enchant, surprise, and delight.



RAS EL HEKMA
WADI YEMM



WADI YEMM

MARSA MATRUH
85 KM



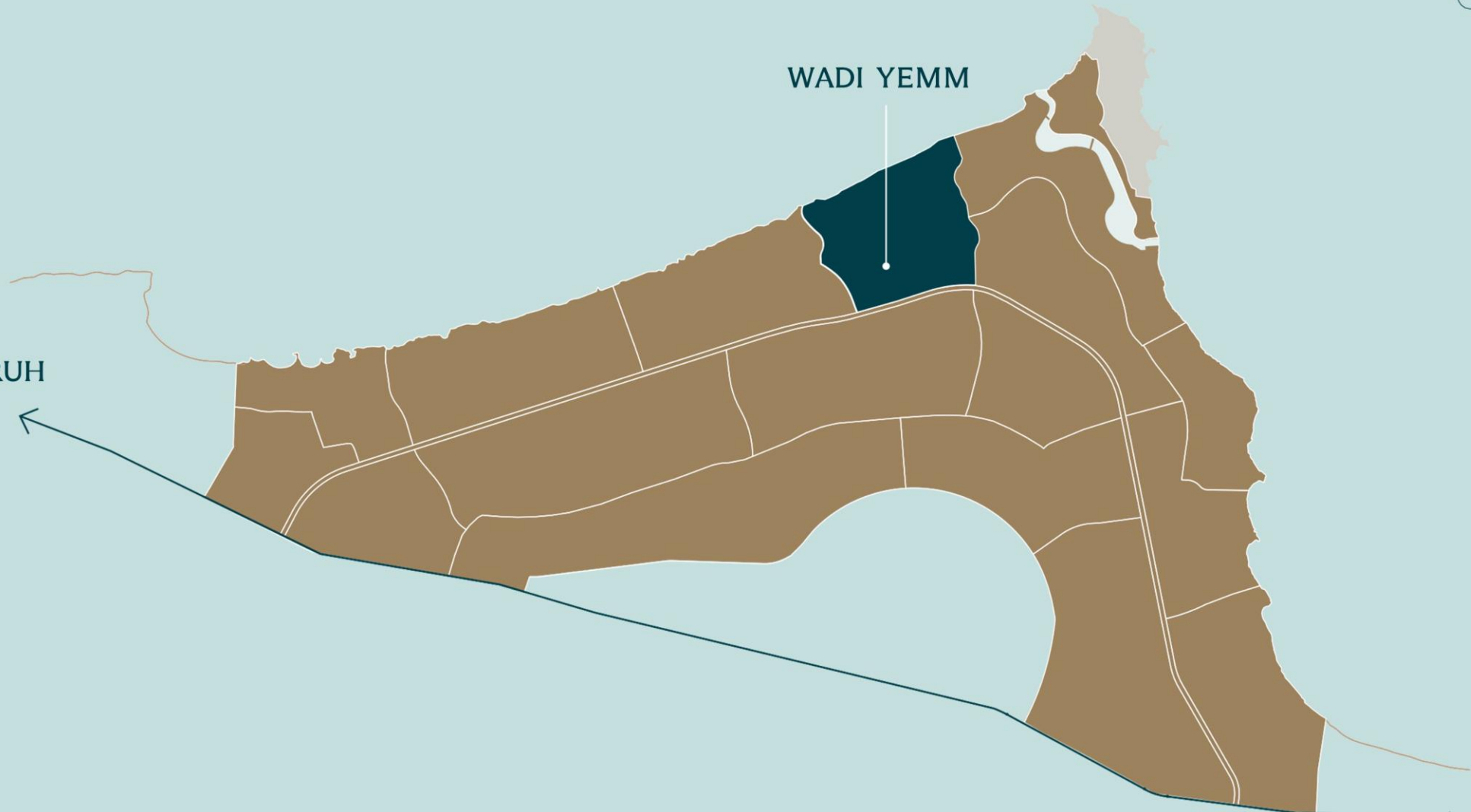
INTERNATIONAL AIRPORT
15 MINS DRIVE



ALEXANDRIA
200 KM



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RAS EL HEKMA
WADI YEMM



MUDON

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WADI YEMM



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WADI YEMM



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WADI YEMM



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WADI YEMM



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WADI YEMM MASTERPLAN FIGURES

9 SQ KM

SITE AREA

4.5 KM

PRISTINE
COASTLINE

7

HOSPITALITY ASSETS
(1000+ KEYS)

7,900

RESIDENTIAL &
BRANDED HOMES

45%

OF GREEN
OPEN SPACES

FAR=0.29

(LOW DENSITY)



RAS EL HEKMA

WADI YEMM MASTERPLAN COMPONENTS

- 01 THE BOULEVARD
- 02 BEACH PROMENADE
- 03 BEACH & AMPHITHEATRE
- 04 COASTAL PARK/NATURAL RESERVE
- 05 MULTI-FAITH ZONE & CLINIC AREA
- 06 TWO 18-HOLE CHAMPIONSHIP GOLF COURSES
- 07 GOLF CLUBHOUSE
- 08 EQUESTRIAN CENTRE
- 09 HOSPITALITY ASSETS
- 10 BRANDED RESIDENCES
- 11 SPORTS & LEISURE CENTRE
- 12 ICONIC LIGHTHOUSE
- 13 COUNTRY CLUB
- 14 NATURAL LAGOONS



RAS EL HEKMA WADI YEMM MASTERPLAN COMPONENTS

● THE BOULEVARD



Wadi Yemm Boulevard is 1.3 KM long with a selection of upscale retail outlets and dining options.

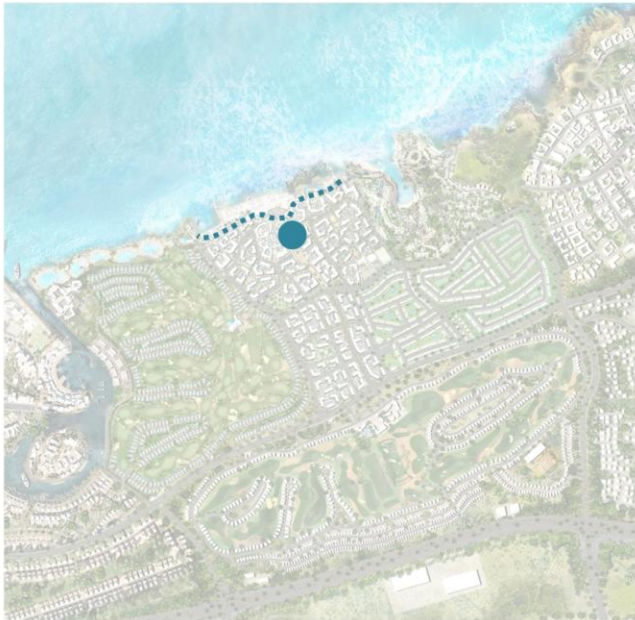
- Las Ramblas, Barcelona, Spain = 1.2 KM
- Avenue des Champs-Élysées, France = 1.9 KM

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RAS EL HEKMA WADI YEMM MASTERPLAN COMPONENTS

● BEACH PROMENADE



Wadi Yemm Beach Promenade is 1.6 KM long with exceptional of retail and dining experiences.

- Jumeirah Beach Walk, Dubai, UAE = 1.7 KM
- La Croisette, Cannes, France = 2.0 KM

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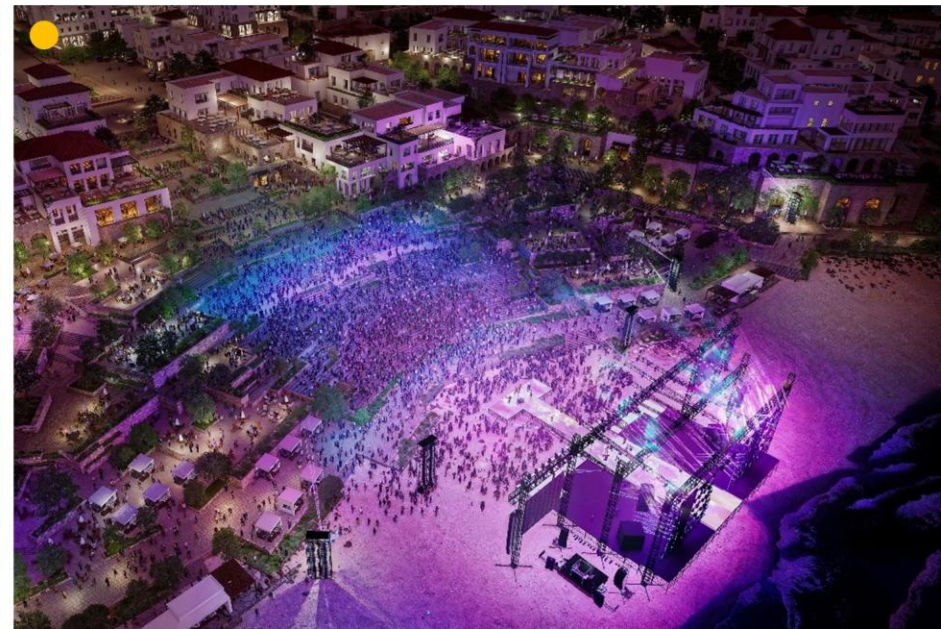


RAS EL HEKMA WADI YEMM MASTERPLAN COMPONENTS

- BEACH & AMPHITHEATRE
- NATURAL LAGOONS



- Total beaches length is 2.5 KM.
- Natural lagoons area is 30,000 SQM.
(around 25x Olympic swimming pools)



RAS EL HEKMA WADI YEMM MASTERPLAN COMPONENTS

- 18-HOLE GOLF COURSES
- GOLF CLUBHOUSE
- EQUESTRIAN CENTRE



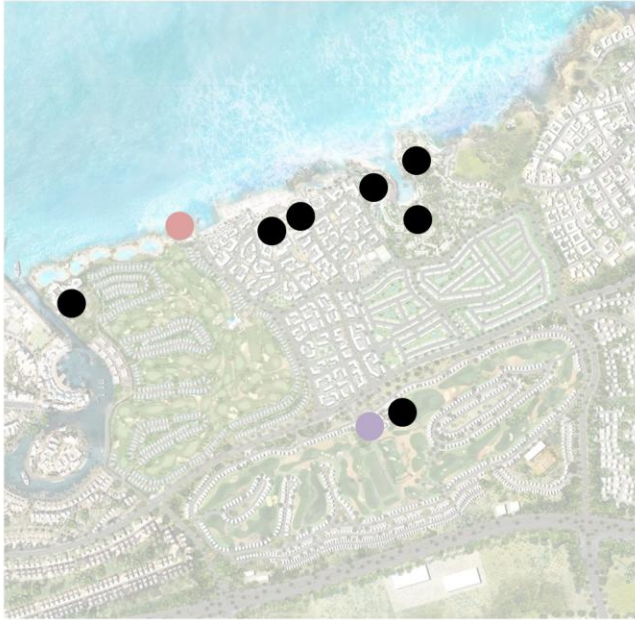
Golf courses are 18-hole championship ones designed by a well-renowned golf course designer.

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RAS EL HEKMA WADI YEMM MASTERPLAN COMPONENTS

- HOSPITALITY ASSETS
- COUNTRY CLUB
- ICONIC LIGHTHOUSE



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WADI YEMM LAUNCHED PARCELS

- YEMM LINKS
- BEACH PLAZA
- BOULEVARD
- WADI EAST
- WADI WEST



RAS EL HEKMA WADI YEMM COASTLINES

● Natural Cliff



● Engineered Cliff



● Hard Edge



● Beach
1.5 KM long pristine beaches



● Coastal Natural Lagoons
1.0 KM long beaches
& 30,000 SQM of swimmable lagoons
(around 25x Olympic swimming pools)

● Canal Edge

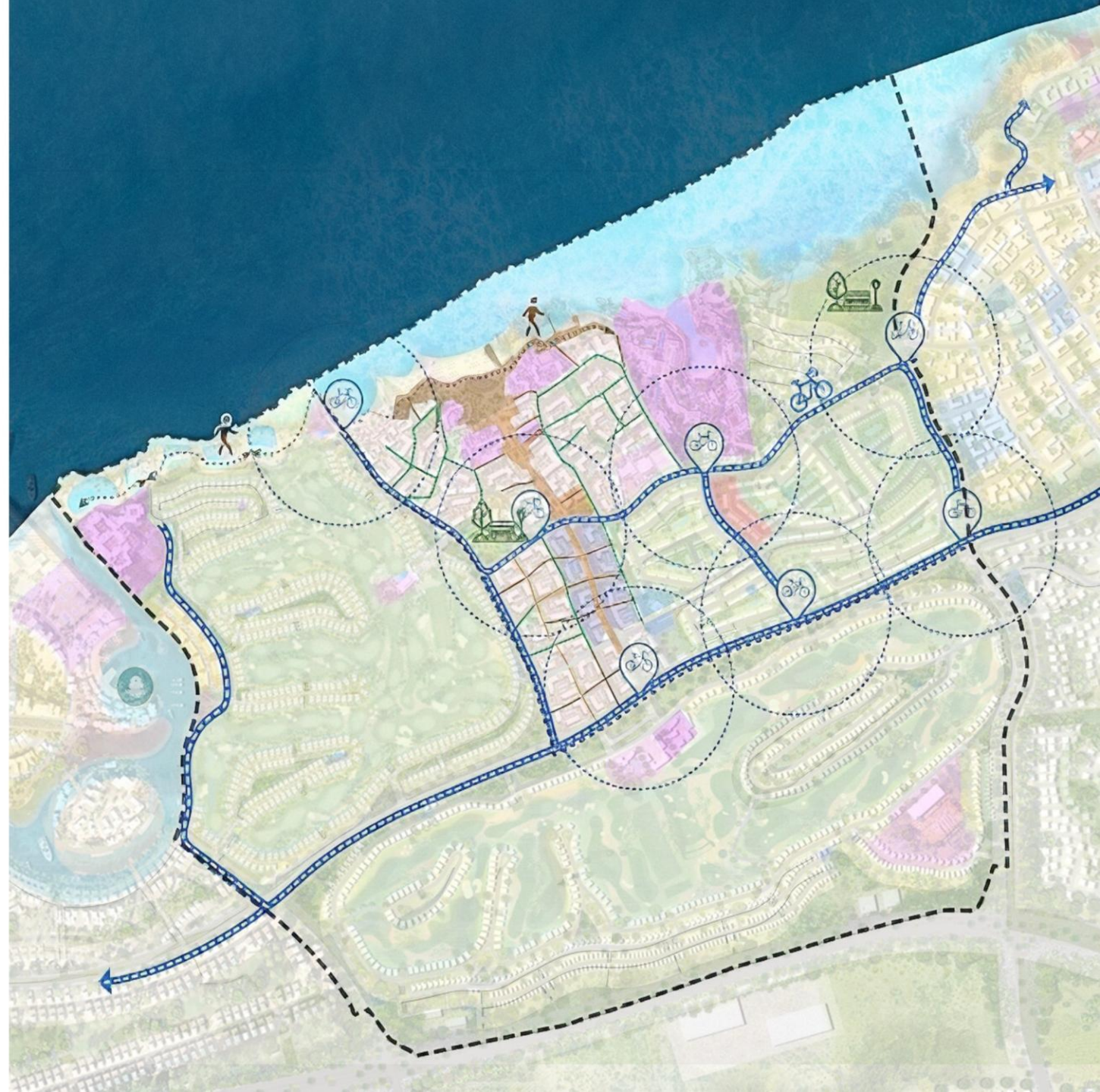


RAS EL HEKMA WADI YEMM SOFT MOBILITY

- Masterplan designed and inspired by the beauty of the coast.
- 10+ KM of interconnected cycle lanes.
- 1.6 KM beach promenade with exceptional seaside dining and shopping experiences.
- 1.3 KM boulevard alive with cafes, restaurants and shops.

MAP LEGEND:

-  CYCLE LANES
-  PUBLIC PROMENADE WALK
-  PEDESTRIAN PRIORITY STREETS
-  PEDESTRIAN ONLY STREETS (SIKKAS)
-  MICROMOBILITY
-  BEACH FRONT PROMENADE
-  BOULEVARD PEDESTRIAN ROUTE
-  GREEN PARKS



RAS EL HEKMA

WADI YEMM ACCESS CONTROL STRATEGY

- Villa and Townhouses communities will have complete gating and access control throughout.
- Apartment communities will have access control at parking entrances, building entry points, and podium levels with amenities like swimming pools and inner courtyards.
- Streets within apartment areas will remain open, as they serve as F&B and retail destinations.
- Beach areas will have controlled entry managed through designated access points.



RAS EL HEKMA

WADI YEMM USPs SUMMARY

LOW DENSITY
(FAR=0.29)

4.5 KM
OF COASTLINE

45% OF GREEN
OPEN SPACES

7
HOSPITALITY ASSETS

BRANDED
RESIDENCES

15 MINS DRIVE FROM
THE INTERNATIONAL
AIRPORT

EXCEPTIONAL DINING &
SHOPPING
(Boulevard & Beach Promenade)

TWO 18-HOLE
CHAMPIOSHIP
GOLF COURSES

EQUESTRIAN
CENTRE

SPORTS CLUB
(31,000 SQM)

2.5 KM OF
SWIMMABLE BEACHES

30,000 SQM OF
NATURAL LAGOONS
(25x Olympic Swimming Pools)

1.6 KM OF ACTIVATED
BEACH PROMENADE
(Jumeirah Beach Walk = 1.7 KM)
(Canne Beach Promenade = 2 KM)

1.3 KM
BOULEVARD
(Las Ramblas = 1.2 KM)
(Champs-Élysées = 1.9 KM)

FAST-TRACKED
CONSTRCUTION

PEDESTRIAN FRIENDLY
COMMUNITY

VARIETY OF PRODUCTS

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RELEASED PRODUCTS

RELEASED PRODUCTS

October 2025

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RAS EL HEKMA
RELEASED PRODUCTS

WADI EAST TOWNHOUSES
3 & 4 Bedroom Townhouses

BEACH PLAZA APARTMENTS
1, 2 & 3 Bedroom Apartments

YEMM LINKS VILLAS
5 & 7 Bedroom Ultra Luxury Villas



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YEMM LINKS

YEMM LINKS VILLAS

RAS EL HEKMA
YEMM LINKS



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RAS EL HEKMA
YEMM LINKS



ULTRA LUXURY VILLA
7 BEDROOM

GROUND FLOOR + FIRST FLOOR + BASEMENT
TOTAL GROSS AREA = 1219 SQM

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RAS EL HEKMA
YEMM LINKS



ULTRA LUXURY VILLA
5 BEDROOM

GROUND FLOOR + FIRST FLOOR
TOTAL GROSS AREA = 641 SQM

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VILLA SPECS

ALL UNIT ARE DELIVERED FULLY FINISHED WITH WHITE GOODS, CABINETS, KITCHENS AND ACS

UNDERGROUND BASEMENT

DESIGNED TO ACCOMMODATE SEVERAL SERVICES IN THE 7 BEDROOM VILLA

SPACIOUS LAYOUTS AND ENSUITE BEDROOMS

FOR ULTIMATE LUXURY LIVING

ELEVATOR

CONNECTS ALL FLOORS, LOCATED IN THE 7 BEDROOM VILLA

CEILING

THE SPACIOUS CEILING HEIGHTS RANGE FROM 3.0 M – 3.2 M

PARKING

3-4 PARKING LOTS WITHIN UNIT PLOT

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YEMM LINKS



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YEMM LINKS



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YEMM LINKS



RAS EL HEKMA
YEMM LINKS



RAS EL HEKMA
WADI EAST

WADI EAST TOWNHOUSES

RAS EL HEKMA
WADI EAST



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WADI EAST



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WADI EAST



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WADI EAST



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WADI EAST

- **3 Bedroom Middle Townhouses**
(Total Gross Area = 248 SQM)
- **4 Bedroom Corner Townhouses**
(Total Gross Area = 255 SQM)
- Gated Community
- Swimmable Lagoons
- Generous Open Spaces
- Generous Backyard Depths



RAS EL HEKMA
WADI EAST

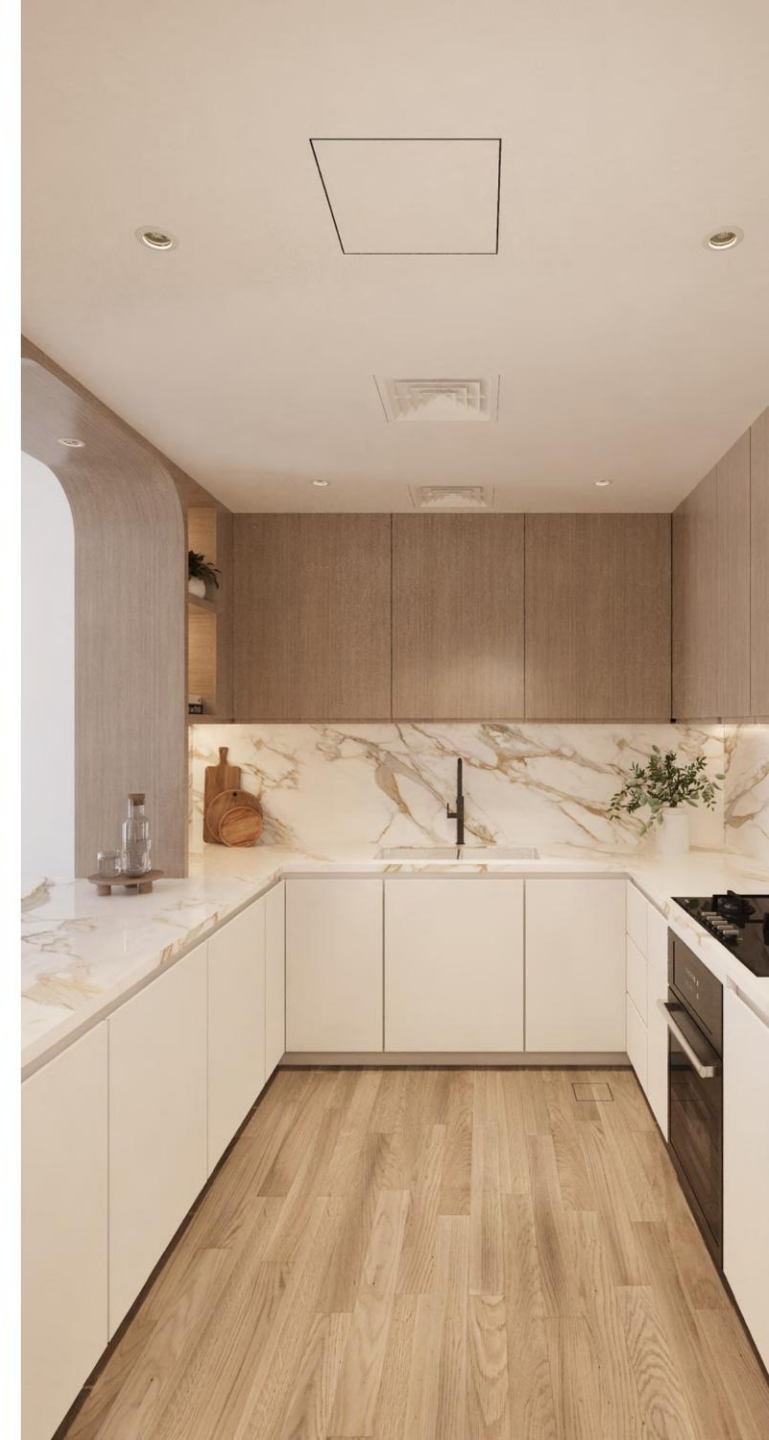
Plot to Plot distances
in meters



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WADI EAST



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RAS EL HEKMA
WADI EAST



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RAS EL HEKMA
BEACH PLAZA

BEACH PLAZA APARTMENTS

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RAS EL HEKMA
BEACH PLAZA



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BEACH PLAZA



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BEACH PLAZA



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BEACH PLAZA



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BEACH PLAZA



RAS EL HEKMA
BEACH PLAZA



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VARIETY OF PRODUCT
OFFERING



ONE BEDROOM APARTMENT
INTERIOR AREA = 84 SQM
TERRACES AREA = 9 SQM
TOTAL GROSS AREA = 93 SQM



TWO BEDROOM APARTMENT
INTERIOR AREA = 135 SQM
TERRACES AREA = 10 SQM
TOTAL GROSS AREA = 145 SQM



TWO BEDROOM APARTMENT CORNER
INTERIOR AREA = 137 SQM
TERRACES AREA = 22 SQM
TOTAL GROSS AREA = 159 SQM



THREE BEDROOM APARTMENT
INTERIOR AREA = 174 SQM
TERRACES AREA = 20 SQM
TOTAL GROSS AREA = 194 SQM



THREE BEDROOM APARTMENT CORNER
INTERIOR AREA = 177 SQM
TERRACES AREA = 31 SQM
TOTAL GROSS AREA = 208 SQM

UNIT SPECS

ALL UNITS ARE DELIVERED FULLY
FINISHED WITH WHITE GOODS,
CABINETS, KITCHENS AND ACS

UNDERGROUND BASEMENT

EACH UNIT HAS A SPECIFIC
IDENTIFIED NUMBER OF PARKING
LOTS IN THE BASEMENT FLOOR

AMENITIES

GYM, KIDS AREA, LOUNGE AREA,
GAME ROOM

MORE THAN TWO ELEVATORS

IN EACH FLOOR
WITH SEVERAL CORES

SWIMMING POOL

ALL CLUSTERED BUILDING HAS POOL
AND LANDSCAPE WITHIN THE COURT

RETAIL AND F&B

IN SOME BUILDINGS LOCATED ON
THE LOWER GROUND AND GROUND
FLOORS

- One Bedroom Apartment
- Two Bedroom Apartment
- Three Bedroom Apartment



RAS EL HEKMA
BEACH PLAZA

MASTERPLAN
DISTANCES



Distances
in meters



Disclaimer:
The distances indicated on this masterplan are approximate and provided for reference purposes only. Actual distances may vary on site due to design development, site conditions, or final construction details

RAS EL HEKMA
BEACH PLAZA

MASTERPLAN
LEVELS

Levels in meters
above sea level



Disclaimer:
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RAS EL HEKMA
BEACH PLAZA



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BEACH PLAZA



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رأس الحكمة
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