ADD
PROPERTIES
Member of Sami Saad Holding

سامي سعد القابضة

SAMI SAAD HOLDING

60+ YEARS OF LEADERSHIP

Sami Saad Holding is an entrepreneurial family committed to developing businesses with integrity for the benefit of our stakeholders. We aim to inspire our markets and clients with high-quality products and services, fostering creativity while ensuring sustainability.
We cherish human relationships as our most valuable asset and welcome professionals into our trustworthy yet institutional environment.
Over the past six decades, Sami Saad has cultivated a culture of loyalty and dedication while diversifying the company's portfolio through collaborations with local and international partners. Today, Sami Saad Holding operates more than 30 companies across four diverse sectors: engineering, automotive, Food & beverage, and hospitality.

Building Businesses… Developing Communities… Nurturing Lives.

ESTABLISHED	EMPLOYEES	COMPANIES	BUSINESS LINES
1962	8000+	78	04

ENGINEERING	REAL ESTATE - HOSPITALITY	AUTOMOTIVE	FOOD INDUSTRIES
SAMCRETE	ADD PROPERTIES Member of Sami Saad Holding	NATCO	corona SINCE 1919

ADD PROPERTIES

MEMBER OF SAMI SAAD HOLDING

ADD Properties, established in 2007 as a member of Sami Saad Holding, is a prestigious developer and thriving multi-industry conglomerate specializing in delivering exceptional residential and commercial properties in Egypt and the United Kingdom. With a diverse range of business divisions, we bring unparalleled expertise to every endeavor.

ADD Hospitality, one of our prominent divisions, oversees two key subsidiaries: ADD Hotels and ADD Food & Beverage. This ensures world-class hospitality and exceptional culinary experiences for our guests.

ADD Properties Real Estate, another integral division, has distinguished itself by seamlessly integrating hospitality excellence into the realm of real estate. Through meticulous attention to detail, we create extraordinary residential complexes and manage top-tier retail destinations, redefining the standard of luxury living.

ADD Construction has successfully completed numerous landmark projects, including hotels and real estate developments, solidifying our reputation for excellence.

At ADD Properties, we recognize the value of art and its ability to enrich lives. To support talented artists and integrate their creations across our assets, facilities, and network, we launched ADD Art. This initiative provides a platform for creative expression, fostering an environment where art seamlessly intertwines with our projects.



CHAIRMAN'S NOTE

Our formula for success at ADD Properties is very simple yet immensely effective. It revolves around becoming trendsetters in creating best-in-class property modules while seamlessly integrating hospitality excellence into real estate. We are committed to constantly setting new benchmarks in the industry.

The driving force behind our momentum is the power of our people our ADD family who never cease to amaze us with their dedication to delivering outstanding hospitality and top-quality services. Through their efforts, we create unique products and experiences that leave a lasting impact on our guests.

Another key pillar of our success is our relentless pursuit of robust partnerships with international hotel brands. Our goal is to introduce full-fledged projects across our unparalleled, distinctive destinations, setting new standards in the market.

Additionally, we place great emphasis on incorporating culture into all our projects. We are always seeking ways to blend art with hospitality, showcasing the artistic talents of both Egyptian and international artists.

We are deeply committed to adding value to the communities in which we operate, maintaining an unwavering dedication to quality management and service excellence. Moreover, we remain mindful of our Corporate Social Responsibility (CSR), striving to contribute to the sustainable development of society.

Our unmatched growth strategy is the crowning achievement of our overall vision. It involves expanding our market presence in Egypt and the United Kingdom by offering exceptional leisure and business conveniences while continuously enhancing every aspect of our work.



Bassel Sami Saad
Chairman

ADD *Member of Sami Saad Holding* PROPERTIES

Hospitality
INSPIRED LIVING

HURGHADA
Destination

CAIRO WEST
Destination

LONDON
Destination

HEIGHTS ALDAU

ALDAU STRAND

ALDAU VILLAGE MALL

STEIGENBERGER ALDAU RESORT HURGHADA – RED SEA

ALDAU CONNECT SHOP DINE at Promenade

PYRAMIDS HEIGHTS CAIRO WEST

Cairo West business park

HYATT CENTRIC CAIRO WEST

HYATT REGENCY CAIRO WEST

HYATT CENTRIC CAIRO WEST RESIDENCES

Holiday Inn BY IHG

4 PORTAL WAY



Hurghada

Destination

A VIBRANT GATEWAY

HOSPITALITY RESIDENTIAL COMMERCIAL

STEIGENBERGER
ALDAU BEACH HOTEL
HURGHADA – RED SEA

STEIGENBERGER
AQUA MAGIC
HURGHADA – RED SEA

STEIGENBERGER
PURE LIFESTYLE
HURGHADA – RED SEA

ALDAU HEIGHTS

ALDAU STRAND

ALDAU VILLAGE MALL

ALDAU CONNECT-SHOP-DINE art Promenade

HURGHADA DESTINATION EXEMPLIFIES ADD PROPERTIES VISION. IT FEATURES THREE WORLD-CLASS HOTELS

Steigenberger ALDAU Beach Hotel, Steigenberger Aqua Magic, and Steigenberger Pure Lifestyle cater to a diverse range of guest preferences.

Residential developments in Hurghada include ALDAU Heights, a modern residential compound, and ALDAU Strand, a beachfront community currently under construction.

On the commercial front, Hurghada features ALDAU Art Promenade, a vibrant cultural and entertainment hub that hosts festivals, carnivals, and an eclectic dining scene. Additionally, ALDAU Village Mall provides a premium shopping and entertainment experience, offering coffee shops and casual dining options.


HURGHADA
AIRPORT
STEIGENBERGER
AQUA MAGIC
ALDAU ART
PROMENADE
ALDAU HEIGHTS
STEIGENBERGER
ALDAU BEACH HOTEL
ALDAU INTERNATIONAL
CONFERENCE CENTER
ALDAU
VILLAGE MALL
STEIGENBERGER
PURE LIFESTYLE
ALDAU
STRAND



STEIGENBERGER ALDAU BEACH HOTEL

HURGHADA - EGYPT

Established in 2007, Steigenberger ALDAU Beach Hotel is a 90+ award-winning hotel and ranked number 1 in RevPar. This haven of sophisticated modernity, which exudes peace and privacy, is directly located on the azure blue Red Sea shore, in the center of Hurghada, just ten minutes away from Hurghada International Airport. The resort also combines ultimate luxury and service excellence, overlooks serene greenery and breathtaking views, and fulfills all your needs of luxury and comfort with a selection of pampering experiences and outstanding facilities.



Steigenberger ALDAU Beach Hotel guarantees a lavish stay, offering 400 spacious and opulent suites. Since the renovation has been completed, we are now an all-suite hotel, graciously equipped with essential amenities, furnished balconies most with sea views and 24-hour room service. Dining has never been more delightful, with an extensive range of cuisines to relish, from international, daily-changing buffets and Oriental Lebanese dishes to Asian fusion kitchens that will satisfy your palate. With six restaurants, five bars, and an outdoor shisha corner, your options are limitless, and quality is always guaranteed. Not only does the resort offer the aforementioned amenities, but it also provides access to its “Elements” Club & Lounge in the ALDAU Art Promenade. When it comes to recreational facilities, the resort boasts a 400-meter private sandy beach that extends along Hurghadas shores

The International Diving and Aqua Center, “Ilios”, is a key highlight of the Resort. Not to mention, all fitness enthusiasts at the Resort are provided with a 1.5 km jogging and Nordic walking track, a spa, and, most importantly, a fitness center.

Additionally, the Resort boasts the largest swimming pool in town, covering 5000 m^3, along with a lazy river, waterfalls, and a Jacuzzi Island (adults only), heated saltwater pool. The Resort also features a private marina, private boats, luxury VIP boats, and glass-bottom boats.
For golf devotees, the Resort offers a 9-hole par-3 golf course with a golf pro, including rental equipment.







STEIGENBERGER AQUA MAGIC

HURGHADA - EGYPT

A winner of 40+ industry awards and a benchmark of excellent service and warm Egyptian hospitality, Steigenberger Aqua Magic has been welcoming guests since 2014 as a vibrant family resort in the Red Sea destination of Hurghada. Categorized as one of the best fun-filled family holiday hotels in the area, Steigenberger Aqua Magic features 9 swimming pools covering 2,600 square meters, including one with six water slides, two kids' pools, and a 400-meter lazy river, in addition to a kids' pirate boat aqua park. The resort promises excellence in every aspect.



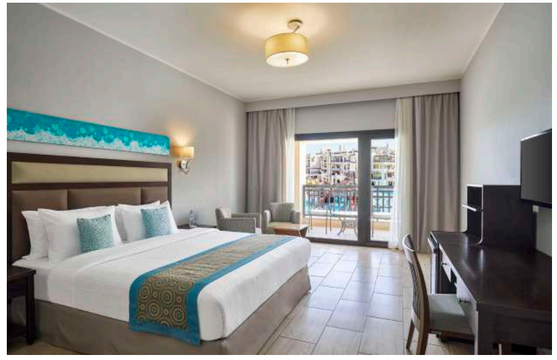
Make the most of your stay in one of the 718 lavish rooms and suites, divided into 6 room types: Aqua Suite, Family Junior Suite, Family Suite, Deluxe Room, Superior Room, and Standard Room, ensuring privacy for both parents and children. Each room is fully equipped with essential amenities for your utmost comfort and enjoyment, including daily housekeeping services, overnight laundry, dry cleaning, and babysitting services.

This all-encompassing resort boasts outstanding water amenities and an array of beach and aquatic activities. The resort features an internationally certified Aqua Park with six water slides for adults, an enormous Lazy River, and an adults-only pool.

Additionally, all guests enjoy access to a 400m private sandy beach, an aqua center, a private marina, and the hotel's boats. To keep children entertained, the resort offers a spacious play area and a kids' club.

Concerning the resort's additional recreational aspects, there is a fitness gym, an extremely soothing spa, and a 9-hole par-3 golf course with a golf pro, including rental equipment. Steigenberger Aqua Magic also offers a splendid variety of 24-hour all-inclusive dining. In other words, restaurants, bars, and trendy nightlife entertainment await you at the resort, in addition to an international buffet that changes daily, featuring oriental, Italian, and fine dining options.

You can also enjoy a breathtaking view of the beach and the Red Sea from our rooftop restaurant, Magic Sky, or make a reservation at one of the three other mouth-watering Asian restaurants at S-Square.







STEIGENBERGER PURE LIFESTYLE

HURGHADA - EGYPT

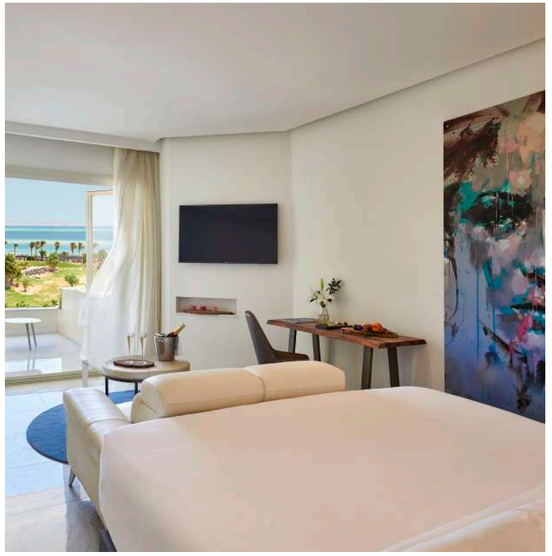
An award-winning resort with over 15 accolades, Steigenberger Pure Lifestyle offers a new dimension of indulgence and leisure. Featuring unique modern interiors, an all-white, all-suite, adults-only concept, breathtaking views of the Red Sea, and parties until sunrise, this resort is the ultimate destination for a vacation that blends relaxation and excitement.

The resort boasts 135 Pure Suites, each designed with bohemian décor to create a calming atmosphere. These suites come in seven categories: Standard Suite, Golf Pool Suite, Golf House Suite, Swim-up Suite, Jacuzzi Suite, Penthouse Suite, and Sky Suite. The ultramodern Jacuzzi Suites provide unparalleled privacy, featuring an indoor couple's Jacuzzi perfect for a refreshing dip while enjoying your morning espresso.

All suites are equipped with plush swing chairs, enchanting terraces with breathtaking beachfront views, high-speed unlimited Wi-Fi, premium linens, and 24-hour room service.

Indulge in the art of hospitality at our dining venues, where premium ingredients are used to craft exquisite dishes.

With seven enticing restaurants and ten bars, the resort offers a 24-hour all-inclusive experience. The dazzling Gourmet Market boasts eight live cooking stations, serving an array of culinary delights to satisfy every craving.







Head to the hotel's private sandy beach and savor a diverse selection of international cuisines, from Asian to Mediterranean, ensuring you're energized for the night ahead.

For relaxation and rejuvenation, the hotel's spa and wellness center features a Turkish Hammam, sauna, Jacuzzi, steam bath, and beauty salon. Guests also have access to our 24-hour TECHNOGYM.

They can also enjoy Pure Sky Yoga, Step Aerobics, darts, beach volleyball, water polo, or even Zumba and dance classes.



ALDAU HEIGHTS

HURGHADA - EGYPT

At ALDAU Heights, your home is within walking distance from the lively “Touristic Promenade” and just 10 minutes away from Hurghada International Airport.



ALDAU Heights aims to provide its residents not only with comfort-inspired homes but also with a community that best suits their intellectual activities. The unparalleled dedication that ADD Properties presents to the residents of ALDAU Heights gives it a reputable status for delivering on its promises.

Crafted by international architects specialized in luxury resorts around the world, our apartments range from studios to penthouses and are all constructed with the highest international specifications regarding finishing and safety.

ALDAU STRAND

Imagine living directly on the coastline of the majestic Red Sea nothing compares to your home in ALDAU Strand. Its contemporary design, executed by world-renowned Simon Halstead & Associates, is the best expression of that lifestyle.

ALDAU Strand is a central, beachfront residential compound situated at the beginning of the “Tourist Promenade” and just one minute away from ALDAU Village Mall.







ALDAU VILLAGE MALL

HURGHADA - EGYPT

With a total area of 22,500 sqm and a leasable area of more than 16,000 sqm, ALDAU Village Mall was initially built by ADD Properties to deliver best-in-class services and facilitate the residents' demands.



ALDAU Village Mall is a one-of-a-kind experience in Hurghada; it is set to be the city's main shopping and entertainment hub. The mall comprises indoor and outdoor areas, offering visitors a unique experience like walking through a spacious promenade inspired by Moorish architectural style, combined with the most exclusive boutiques, retail venues, and entertainment areas.

ALDAU Village Mall enjoys a prime location among the city's main attractions and brings together the best of local and international retail and recreational options under one roof.

Striving to elevate Hurghada's shopping experience to a new level of luxury for both tourists and residents, ALDAU Village Mall has welcomed renowned names like Barcode, Bodins, Coffee Lab, and more. With its stylish ambiance and inviting indoor and outdoor spaces, it offers the perfect setting for a relaxed and upscale gathering.





LONDON

Destination

ROOTED IN EGYPT, RISING IN LONDON

HOSPITALITY RESIDENTIAL COMMERCIAL

Holiday Inn BY IHG

4 PORTAL WAY

4 COMMERCIAL

ADD PROPERTIES OPERATES HOLIDAY INN HOTEL, A PREMIER HOTEL OFFERING A HOSPITABLE ENVIRONMENT IN THE HEART OF LONDON.

This property features 75 newly built executive rooms, along with 150 refurbished standard rooms.

In addition, ADD Properties' future project “4 Portal Way” is a mixed-use development that marks the western gateway to London. With excellent connections to Heathrow Airport (18 minutes by train), Bond Street (9 minutes), and Canary Wharf (23 minutes), it serves as a key link to London’s financial district and beyond. This project will feature 669 residential apartments, a 90-key 4-star hotel, and vibrant ground-floor retail spaces.



HOLIDAY INN LONDON WEST

LONDON - UNITED KINGDOM

Having undergone a multi-million-pound renovation, the Holiday Inn London - West is the perfect place to stay if you are visiting London. Ideally located at the heart of the city, the Holiday Inn London West Hotel offers a hospitable environment for everyone to experience the wonders of a unique and vibrant city. It is one of the world's most recognizable brands, and contains 75 newly built executive rooms and floor-to-ceiling windows, offering its guests a London skyline view, and another 150 refurbished standard rooms.

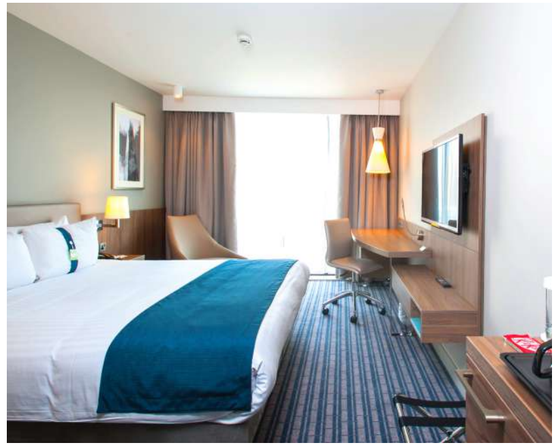


The Hotel hinges on an unparalleled, convenient location, natural daylighting, and a rooftop outdoor terrace with panoramic views of London, an open lobby that combines fun, food, work, and relaxation in one integrated space. In addition, the Holiday Inn London-West is the ideal venue in West London for all your celebrations.

Holiday Inn London-West's contemporary restaurant and private dining suite can comfortably accommodate up to 130 people, ensuring your event goes with a swing. With a la carte or buffet dining options, the hotel is happy to cater to your requirements. Our menus encompass delicious International cuisine with traditional British favorites, freshly prepared in our open kitchen.

To further clarify, guests can eat what they like, when they like, in the hotel's open lobby. Order brunch from The Kitchen restaurant or catch up on the news over Starbucks coffee from To Go Café. As for the fitness gurus, the Hotel gives free 24-hour access to its mini Gym, located on the 7th floor with panoramic views of the London skyline, with a wide range of equipment, namely a Rower, Stair Stepper, Treadmill, Elliptical Machines, Free Weights, and Stationary Bicycle.

All of the previous fortes are wrapped with the Hotel's additional features such as our Business Center that is open 24 hours a day. Not to mention our impeccable housekeeping, laundry, and concierge Services. One of our highlights is that we amicably attend to the differently abled people, as we offer wheelchair accessibility, bearing in mind that the Hotel has 8 accessible bedrooms, some are interconnecting with other rooms suitable for family members or carers. The accessible rooms all have double beds and have been specially adapted for wheelchair users.





4 PORTAL WAY

LONDON - UNITED KINGDOM

This mixed-use project boasts excellent connections to London and beyond. Just an 18-minute train ride from Heathrow airport, 9 minutes from Bond Street in the heart of London, and 23 minutes from Canary Wharf – London's financial district. The development marks the Western gateway to London.

This part of West London is set to receive over £50 billion in infrastructure investment from the UK Government. This investment encompasses the already delivered Elizabeth Line and the establishment of the UK High-Speed Train Station (HS2), underway. These projects and wider private urban redevelopment have transformed the local area and substantially enhanced the property location.

Portal Way London also capitalizes on a significantly changing environment around Park Royal and Old Oak, creating a transportation hub with more than 100 million passengers annually. Thus, ADD Properties is currently engaged in the redevelopment and optimization of the site into a dual-tower mixed-use scheme. The scheme aims to deliver 738 residential units and a boutique lifestyle hotel.

The new scheme comprises two independent Towers. The Towers are designed with modern living, specifically the Build to Rent sector in mind. The North Tower will provide 422 residential units, over 47 stories, and will boast its own market-leading amenities and services tailored to the modern resident. Rising to 57 stories, the South Tower marks the gateway to West London. This elegant Tower will bring to market a mixed-use Residential & Hotel-led scheme, unique to West London. The tower is set to include a 90-key lifestyle hotel on its lower floors and 316 residential units on its upper levels along with associated amenity spaces.

ADD Properties is committed to making a residential and hospitality scheme of market-leading quality and to further expanding its foothold in the UK's Real Estate and Hospitality sectors.

CAIRO WEST

Destination

YOU'VE ARRIVED

HOSPITALITY RESIDENTIAL COMMERCIAL

HYATT REGENCY CAIRO WEST

HYATT CENTRIC CAIRO WEST

THE ARENA

PYRAMIDS HEIGHTS CAIRO WEST

HYATT CENTRIC CAIRO WEST RESIDENCES

Cairo West business park

CAIRO WEST RESTAURANTS

CAIRO WEST IS A PRIME DESTINATION LOCATED IN SHEIKH ZAYED, DIRECTLY ALONG CAIRO-ALEX DESERT ROAD

Offering breathtaking views of the Great Pyramids of Giza, it embodies the "15-minute neighborhood" concept, ensuring accessibility and convenience. The development features commercial hubs such as the Business Park, The Place and Barranco as a fine dining restaurant, alongside residential communities like

Pyramids Heights - a fully inhabited compound - as well as potential three gated branded residences, all serviced by world-class hospitality brands. Cairo West further enhances its appeal with hospitality offerings from two internationally recognized hotel brands,

Hyatt Regency and Hyatt Centric.

CAIRO WEST

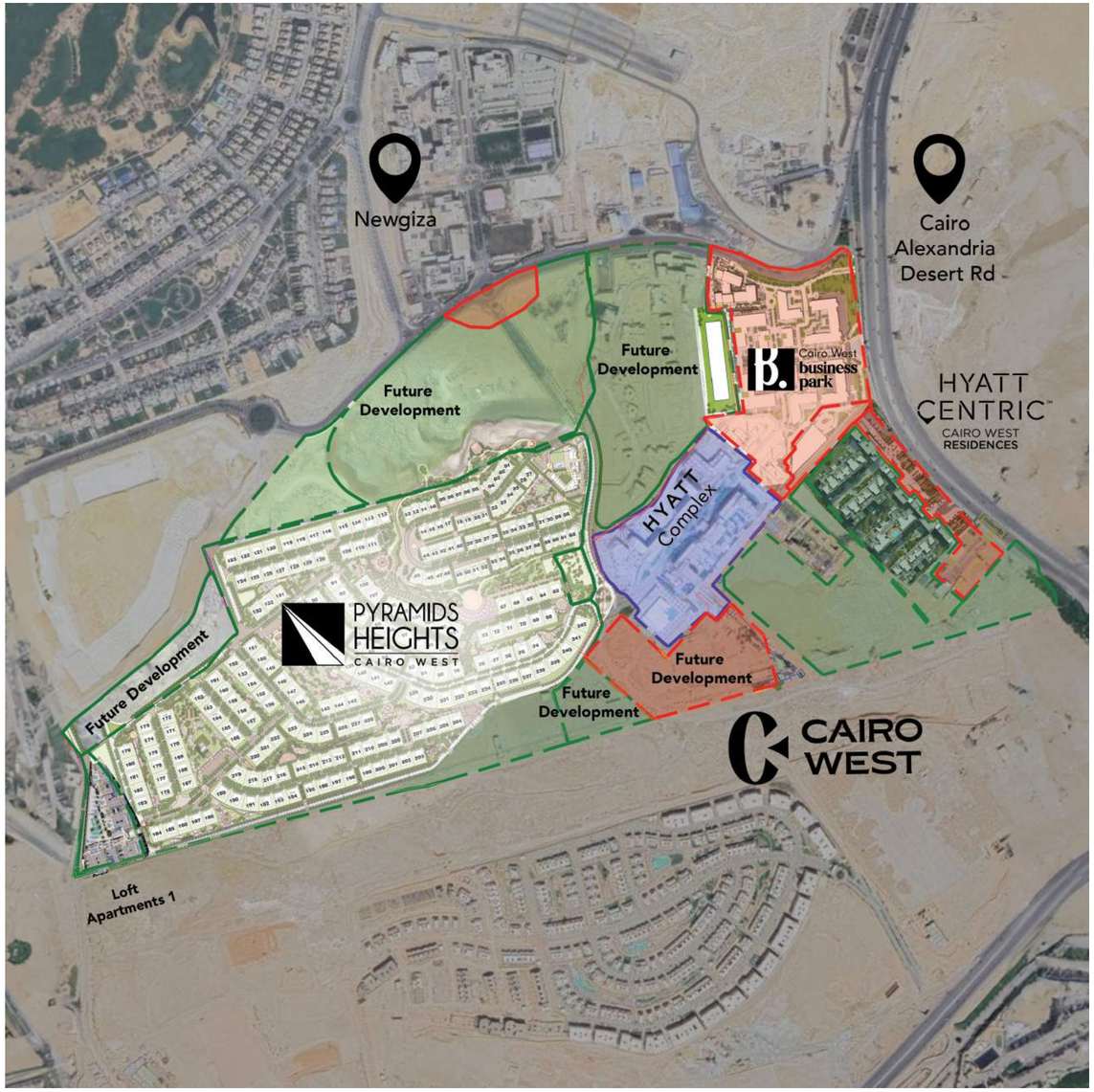
WHAT IT MEANS

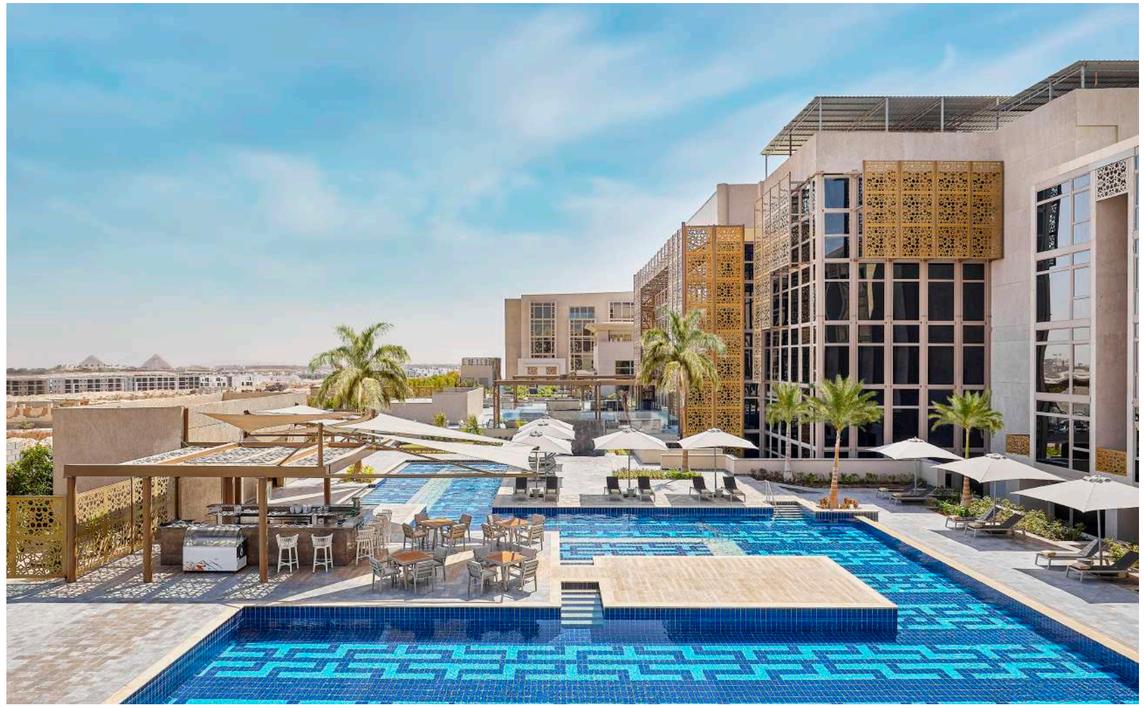
Cairo West is an exciting new mixed-use destination located on the Cairo-Alexandria Desert Road, designed to transform the area into a vibrant hub for business, leisure, and upscale living. The project includes luxury hotels such as the Hyatt Regency and Hyatt Centric, offering world-class accommodations for both business travelers and tourists.

In addition to its hospitality offerings, Cairo West is set to become a major business district, attracting local and international companies with its prime location and modern facilities. The area will also introduce branded residences, elevating the lifestyle experience with high-end living spaces.

A key feature of the destination is Pyramids Heights, one of Cairo's most prestigious and authentic residential compounds. Known for its exclusive community and serene environment, Pyramids Heights offers a blend of luxury and tranquility just minutes away from the city.

With these developments, Cairo West is set to evolve from a business district into a full-fledged lifestyle and business destination, providing a dynamic space for work, living, and leisure.

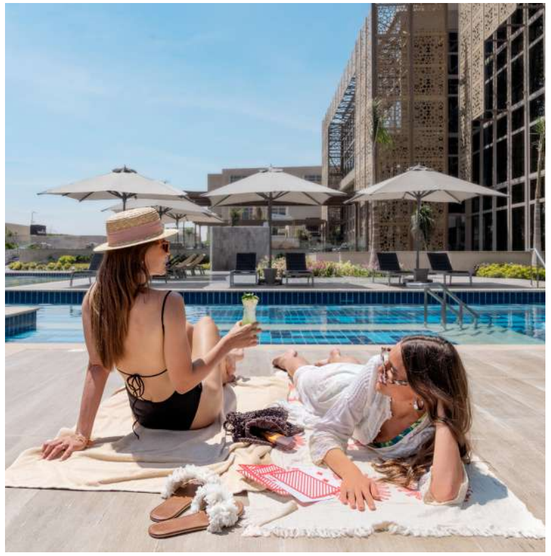




HYATT REGENCY CAIRO WEST

CAIRO - EGYPT

Reviving hospitality at Cairo's cultural heart, Hyatt Regency Cairo West, developed by ADD Properties, is the newest, ultramodern urban business hotel in West Cairo. Conveniently located inside Pyramids Heights Business Park, just 10 minutes from the Grand Egyptian Museum and 20 minutes from the Giza Pyramids and Sphinx Airport, the hotel offers the perfect setting for both business and leisure travelers.



Experience timeless accommodation with 250 contemporary guestrooms, including 26 suites, each offering breathtaking views of the Giza Pyramids, hotel pools, or the stunning cityscape.

Set to be "The Hub" for leisure, corporate, and social get-togethers, the hotel offers a myriad of services, amenities, and innovative dining experiences. Discover a world of gastronomic wonders at six diverse and trendy restaurants and bars. Feast your senses at Park Food Hall, where international flavors come to life with live cooking stations. Enjoy a unique culinary experience at Barranco, a Japanese-Peruvian fusion restaurant serving timeless regional dishes to upbeat lounge music. Or visit The Market, where you can enjoy Starbucks coffee, fresh bakeries, and grab-and-go options.

Activities abound at Hyatt Regency Cairo West, including a heated outdoor swimming pool, the award-winning luxury Pure Spa, a 24-hour StayFit™ Gym, and pampering at Al Sagheer Beauty Salon.

For meetings and events, the hotel provides the ideal setting with seven meeting rooms, including the CWest Ballroom, which accommodates up to 400 guests and features Cairo's first 360° projection technology transforming every event into an immersive experience. The hotel also boasts The Arena, a mega outdoor venue capable of hosting up to 1,100 guests, perfect for grand social gatherings and weddings.



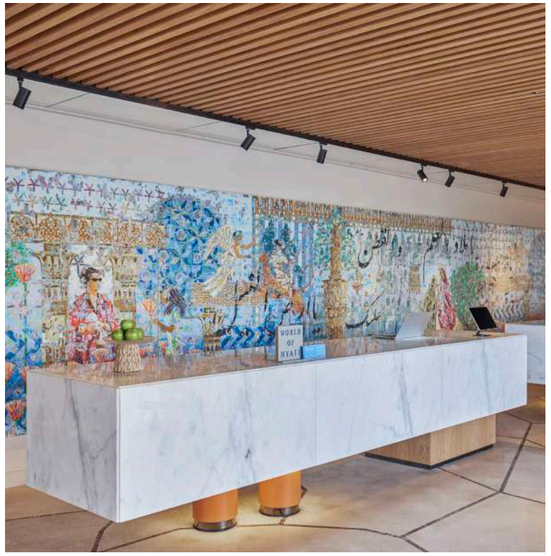




HYATT CENTRIC CAIRO WEST

CAIRO - EGYPT

Perfectly situated in the heart of Cairo West and developed by ADD Properties to inspire a new era of arts, culture, and tourism in Giza, Hyatt Centric Cairo West is the first urban lifestyle-art hotel for those who fancy unique arts and timeless culture. Located in the exclusive Cairo West Business Park, the hotel stands as a bold new landmark in the city's cultural evolution.



Hyatt Centric Cairo West reflects the storied history of Egypt. With a design that captures Cairo's unique legacy, the hotel is not only a haven for leisure and entertainment but also serves as a launch pad for exploring one of the world's most iconic wonders the Giza Pyramids. Proudly collaborating with renowned Egyptian artists, the hotel surrounds guests with local sculptures, installations, and regional art, offering a truly immersive cultural experience.

Feed your artistic curiosity in any of the 301 guestrooms and suites, each showcasing distinctive wall art and curated artifacts that tell stories rooted in Egyptian heritage. A playful baboon motif, symbolizing warmth and hospitality in ancient mythology, adds a whimsical charm to the contemporary interiors. Bright colors and expressive forms heighten the artistic ambiance.

Indulge in culinary excellence at the hotel's vibrant dining venues. Muse provides all-day dining, while Grab n' Go is ideal for those on the move. Unwind with poolside delights at the Pool Bar, or embrace sophistication at the Cigar and Whiskey Lounge. In the Lobby Lounge, enjoy artisanal cocktails and locally sourced bites, complete with a billiard table for casual entertainment.

Guests also have access to Cairo West Restaurants, a culinary hub offering six eclectic dining experiences and a rooftop bar with panoramic views of the Giza Pyramids.

Elevating the hospitality experience, the hotel boasts the city's largest outdoor heated pool, Cairo's first Podcast Studio, a Guitar Room, Fitness Center, Aqua Gym, and Camp Hyatt a creative and fun-filled kids club.





PYRAMIDS HEIGHTS

CAIRO - EGYPT

Developed by ADD Properties, Pyramids Heights enjoys a prime location on the Cairo-Alex Desert Road, just 10 minutes from Sphinx Airport and 20 minutes from downtown Cairo. Situated within the dynamic Cairo West destination, the compound provides a complete modern lifestyle with an unmatched setting.



It features two iconic hospitality brands Hyatt Regency and Hyatt Centric as well as Cairo West Restaurants, a culinary and lifestyle complex home to some of the city's finest dining and entertainment venues.

Additionally, the proximity to Sheikh Zayed City, with its wide range of amenities, further enhances the appeal of Pyramids Heights, making it one of the most strategically located and desirable residential communities in West Cairo.

PYRAMIDS HEIGHTS LOFT APARTMENTS

ADD Properties is proud to introduce its latest residential release at Pyramids Heights: loft apartments with soaring high ceilings, crafted to elevate the experience of modern urban living. This new, limited phase features a curated selection of units ranging from one-bedroom to four-bedroom apartments, with sizes spanning 133 m² to 300 m². Set across a 7,000 m² enclave, the development includes a private swimming pool dedicated exclusively to this phase offering residents a luxurious and secluded environment. With only two buildings comprising this release, the community promises an intimate, boutique living experience tailored for discerning homeowners.





BUSINESS PARK

CAIRO - EGYPT

Envisioned as a grand culinary and entertainment destination, this upcoming project at Pyramids Heights will unite some of the world's most renowned restaurants each offering a distinctive gastronomic journey. From the vibrant flavors of Italy, to the rich heritage of Lebanese cuisine, and the artful theatrics of Japanese live culinary shows, the venue promises a global feast for the senses, redefining upscale dining in West Cairo.



CAIRO WEST RESTAURANTS

ADD properties is venturing into the F&B scene with a hospitality driven restaurant complex, embraced by the posh modernism of Hyatt Regency Cairo West and the bold artistic flair of Hyatt Centric Cairo West.

BARRANCO

Barranco brings the bold flavors of Nikkei cuisine to Cairo West, blending Japanese precision with the vibrant spirit of Peruvian cooking. Inspired by the bohemian district of Lima, the restaurant delivers a multisensory dining experience filled with color, creativity, and craftsmanship. Led by a Peruvian head chef, the menu showcases signature dishes like zesty ceviche, delicate tiraditos, and Chilean sea bass escabeche, each plate as flavorful as it is visually striking. With dynamic outdoor water islands, guest DJ sets, and a buzzing bar scene, Barranco is the ultimate destination for elevated dining with energy.



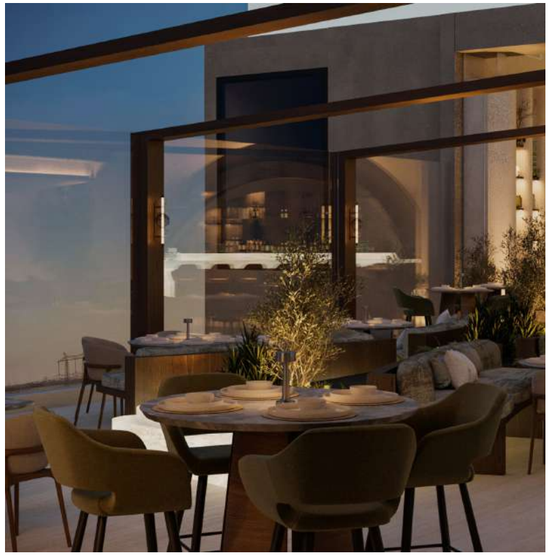




THE SMOKERY

CAIRO - EGYPT

A celebrated name in Egypt's dining scene, The Smokery brings its signature elegance and rooftop charm to Cairo West. The menu, curated by Executive Chef Erwan Laurenceau, offers refined French-inspired cuisine made with the freshest local ingredients, paired with expertly crafted cocktails by renowned mixologist Hrag Hagopian. Overlooking breathtaking views of the Giza Pyramids, The Smokery promises a memorable experience blending sophistication, flavor, and warm community spirit.



TAKUMI TEPPANYAKI BAR

At Takumi, Japanese teppanyaki is reimagined through the lens of artistry and authenticity. Rooted in the philosophy of Wabi-Sabi, the experience embraces elegance in simplicity. Guests are invited to sit front row as master chefs prepare dishes with precision and flair. Every moment, from the sizzle of ingredients on the hotplate to the final presentation, is crafted for sensory enjoyment. Takumi isn't just a meal; it's a performance of culinary skill and Japanese tradition.

SAN CARLO

UK's award-winning San Carlo Restaurant Group brings its timeless Italian charm and culinary excellence to Cairo West. Guests can enjoy homemade pastas, wood-fired pizza, seafood specialties, and rich, classic desserts, all made with the highest quality ingredients and a true passion for flavor.





ADD ART

ADD ART®
SUBSIDIARY OF
ALDAU DEVELOPMENT

ADDING VALUE THROUGH ART

Founded in 2022 as an independent subsidiary of ADD Properties, ADD Art was established to cultivate a dynamic environment for creativity, innovation, and collaboration between the company and the local art community. Drawing on deep expertise in arts management and curation, and leveraging ADD Properties' diverse spaces, properties, and networks, ADD Art transforms these platforms into hubs for creative expression.

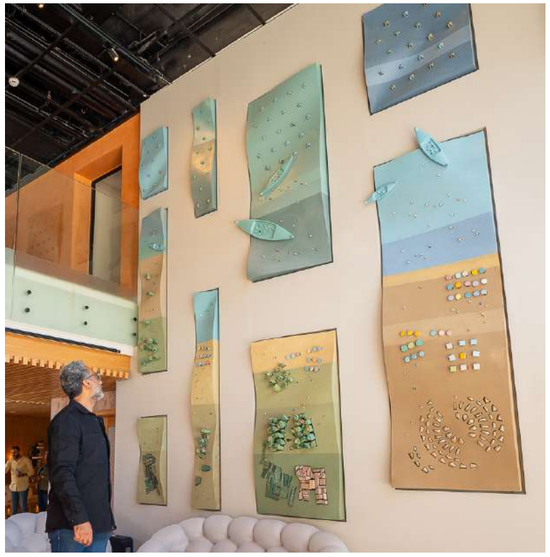
ADD Art supports artists at every stage of their journey through a robust program that includes art symposiums, artist residencies, site-specific commissions, workshops, and exhibitions. Each initiative is thoughtfully designed to foster professional growth and contribute meaningfully to the vibrancy of the contemporary art scene.



ADD ART GALLERY

CAIRO - EGYPT

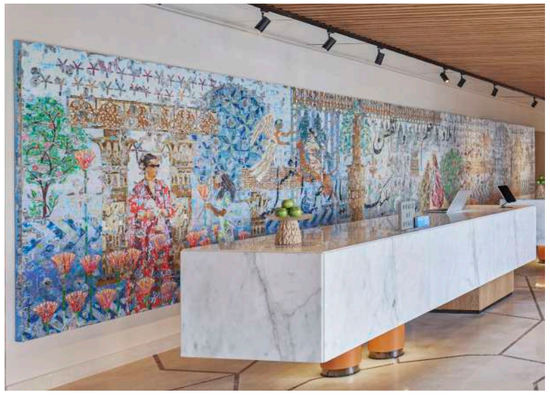
Nestled within two meticulously designed stories, this facility is poised to redefine the landscape of artistic expression in the neighborhood destination. ADD Art is preparing to soon reveal a state-of-the-art facility that will serve as its official base. The facility is a two-story multi-functional art space that will host exhibitions, store the corporate art collection, and provide a venue for events, workshops, talks, and other cultural activities.



The multi-functional art space features an expansive exhibition area that will showcase a wide diversity of contemporary artists' work. ADD Art Space beckons connoisseurs and enthusiasts alike to engage with an array of captivating exhibitions. A fully equipped art storage facility, meticulously curated to preserve the essence of every masterpiece belonging to ADD Properties' corporate art collection.
A haven for intellects, the art library stands as a repository of knowledge, fostering research and reflection.

Our workshops hall and common areas further amplify the space's versatility, providing a platform for dynamic artistic discourse and skill refinement. As the esteemed base and main office of ADD Art, this space not only embodies our ethos but also serves as the epicenter of our creative journey.





PROJECTS IN PIPELINE

ADD PROPERTIES' FUTURE ROADMAP

Our ambitious future roadmap comprises a set of promising projects that will be even more about people. Our mission and vision will remain centered around exceeding customer expectations, while adhering to innovation, art, finesse, and excellence.



HYATT ZIVA

HURGHADA - EGYPT

Experience the allure of a bohemian chic escape at ADD Properties' newest venture in Hurghada, where a premium beachfront land plot awaits transformation into an upcoming development. Situated adjacent to the esteemed Steigenberger ALDAU Beach Hotel, blending modern luxury with the charm of its original architecture. With approximately 451 keys, this upscale resort will cater to every need, offering a range of amenities tailored to the discerning traveler. ADD Properties' meticulous market survey ensures that this development will perfectly align with the desires of its audience.

Experience the epitome of beachfront living, where relaxation meets sophistication, and every moment is infused with the vibrant spirit of the bohemian lifestyle.

Experience a diverse culinary journey at our Main Restaurant, where delectable dishes and attentive service create unforgettable dining moments. Grab a quick bite or a gourmet coffee at our Grab+Go Café for a delightful treat on the go. Relax and unwind at our Lounge Bar, offering a cozy atmosphere and a wide selection of beverages.
Indulge in a culinary adventure at our three Specialty Restaurants, each offering a unique menu and ambiance for a memorable dining experience. Stay active and rejuvenate your senses at our Gym and Spa, providing a range of fitness and wellness options.

Enjoy a picturesque beachfront setting at our Beach Bar and Restaurant, where you can savor delicious cocktails and dishes. For family fun, explore our aqua park and kids' splash area, complete with fun food trucks. Plus, enjoy exclusive access to our private beach for a tranquil seaside escape.



GEM PROJECT

GIZA - EGYPT

This upcoming, long-awaited project is set to rise in the heart of the historic Giza Plateau an area celebrated for its awe-inspiring Pyramids, the majestic Sphinx, and the globally acclaimed Grand Egyptian Museum (GEM), from which the project takes its name. Leveraging its iconic location, the expansive Giza redevelopment will be built on ADD Properties' prime land.

Spanning over 70,000 SQM, the project will feature an array of all-day dining venues, specialty restaurants, and bars. The terraces of the iconic towers will host an international rooftop restaurant and several infinity rooftop pools with direct, uninterrupted views of the Giza Plateau.

With a high-end, internationally managed spa, a 10,000 SQM conference and event center, world-class retail and F&B outlets, an arcade with lush gardens and recreational spaces, and a dynamic nightlife scene, the development leaves nothing to chance.

At its core, the grand project will include a 737-room Grand Hotel brand offering luxurious, contemporary accommodations, with 15% of rooms designed as suites. Among these are two double-height duplex suites with private infinity pools on the 18th floor—each offering unparalleled views of both the Great Pyramids of Giza and the GEM.

CORPORATE SOCIAL RESPONSIBILITY

ADD PROPERTIES' COMMITMENT TO CORPORATE SOCIAL RESPONSIBILITY

OUR CONTRIBUTION TO A MORE SUSTAINABLE FUTURE

AT ADD PROPERTIES, SUSTAINABILITY IS NOT JUST A GOAL BUT A CORE VALUE THAT GUIDES OUR ACTIONS AND DECISIONS. WE REMAIN COMMITTED TO CONTINUALLY IMPROVING OUR SUSTAINABILITY PERFORMANCE AND MAKING A POSITIVE IMPACT ON SOCIETY AND THE ENVIRONMENT.

Our CSR Roadmap guides our decision-making process, ensuring we consider the implications for the environment, climate, people, and community. It outlines mandatory targets across short-, medium-, and long-term periods, aligning with our Corporate Social Responsibility Strategy and encompassing all sustainability aspects. Every member of our team contributes to advancing our sustainability initiatives, reflecting our ingrained cultural commitment.

We've developed a comprehensive plan that includes strategies for conserving water, reducing waste, minimizing plastic usage, preserving energy, and encouraging reuse and recycling. These initiatives showcase our steadfast commitment to ethical business conduct.

Within our hospitality sector, all our hotels proudly hold Green Star Certifications. This esteemed accreditation highlights our strong commitment to environmental stewardship and sustainable business practices. ADD Properties is deeply committed to implementing impactful initiatives that uplift society and foster positive change.

Since its establishment, the company has been dedicated to advancing the growth of the communities it serves, offering various programs to support youth, women, and people with disabilities alongside undertaking sustainable projects aimed at ensuring a brighter future.

In collaboration with EGYCOPT, we actively support youth empowerment in Egypt through vocational training grants and readiness programs tailored to meet the demands of the job market. EGYCOPT's comprehensive initiatives, including the Youth Training Program, Herfa (Handcrafts Program), Kodra (Capacity Program), and University Scholarship Program, have made a significant difference in the lives of thousands of individuals and communities.

ADD
PROPERTIES
Member of Sami Saad Holding

CAIRO OFFICE

Pyramids Heights
Office Park,
C8, Cairo – Alexandria
Desert Road, KM 22

RED SEA OFFICE

-Steigenberger ALDAU Beach Hotel,
Yussif Afifi Road, Hurghada.
-ALDAU Village Mall,
El Mohamadi Hwidak Sq.,Hurghada.

LONDON OFFICE

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