KEY of GREENS

by TBK


RISING IN
THE WEST
by TBK
KEY of GREENS



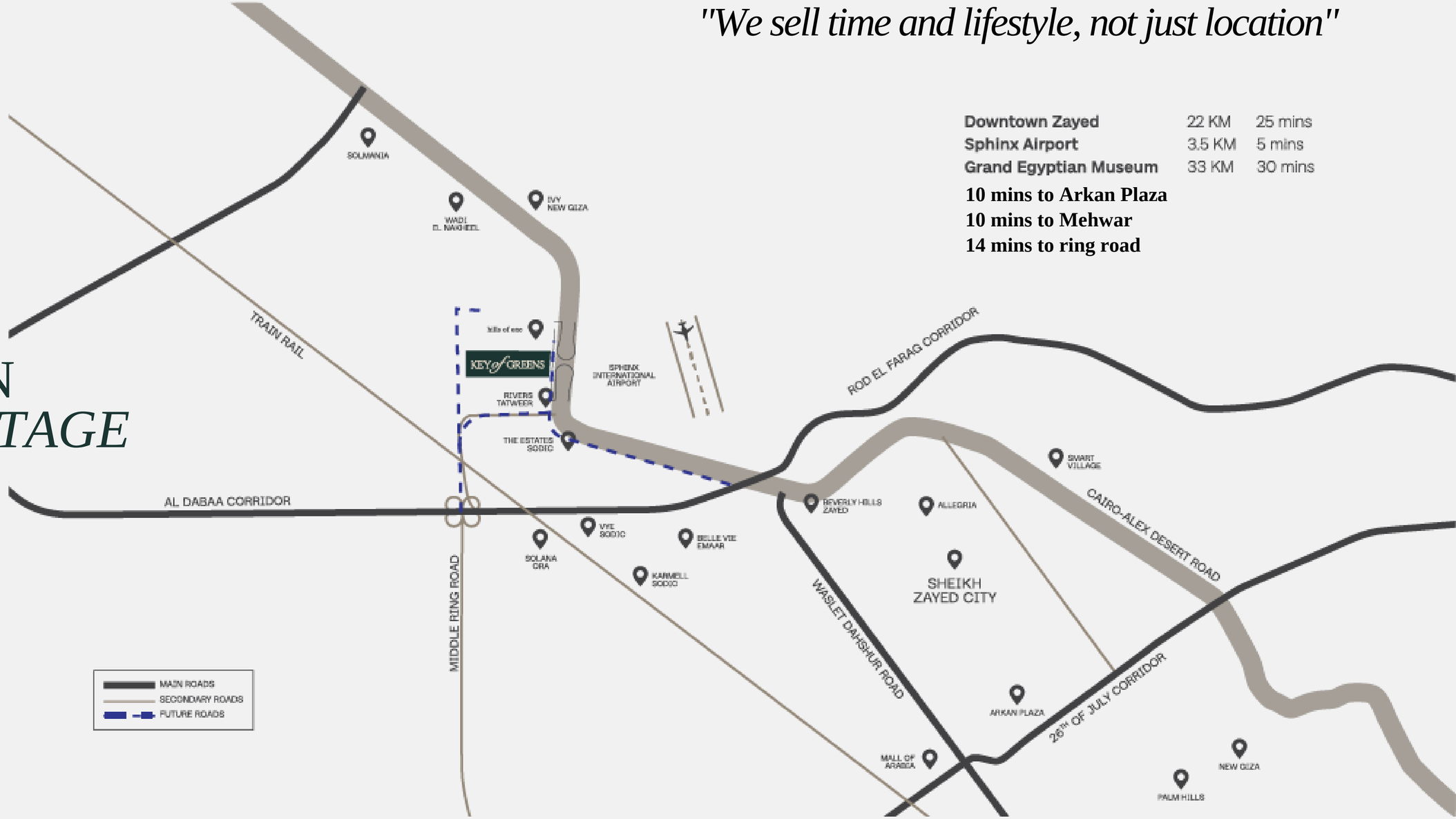
LOCATION *ADVANTAGE*

"We sell time and lifestyle, not just location"

LOCATION *ADVANTAGE*

Downtown Zayed	22 KM	25 mins
Sphinx Airport	3.5 KM	5 mins
Grand Egyptian Museum	33 KM	30 mins

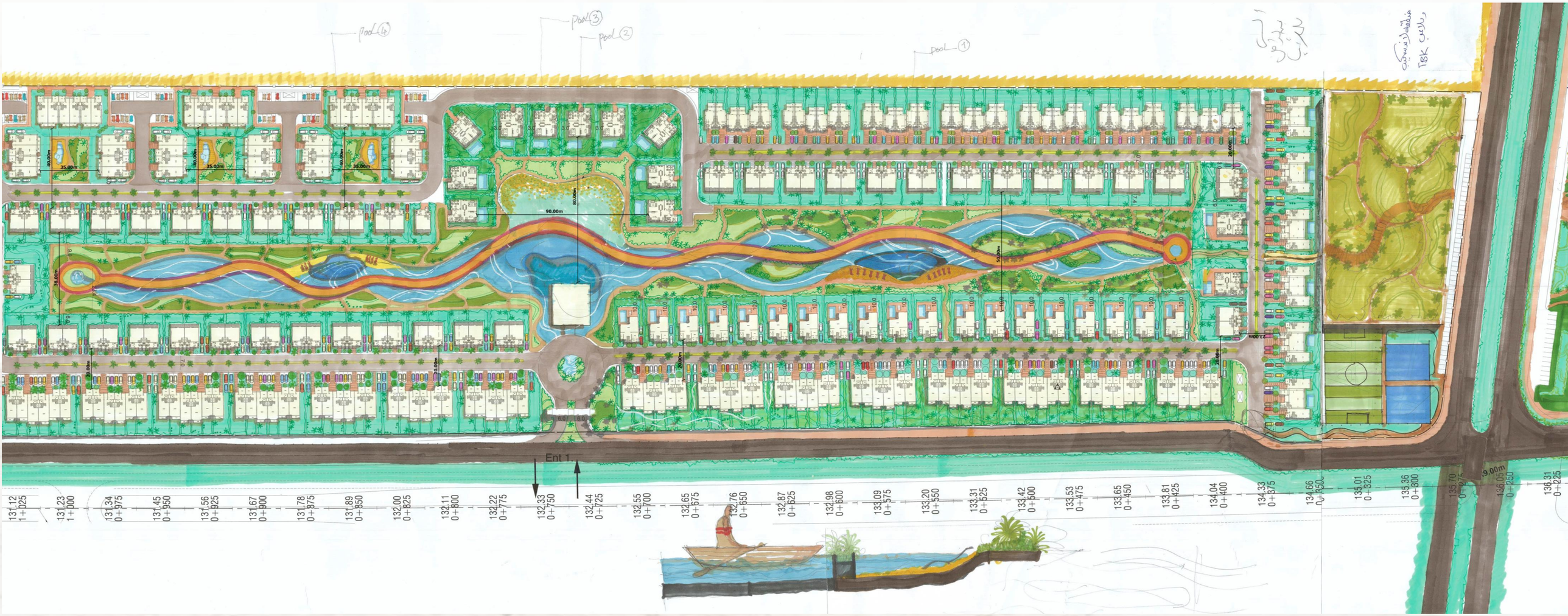
10 mins to Arkan Plaza
10 mins to Mehwar
14 mins to ring road





KEY OF GREENS IN A NUTSHELL

KEY OF GREENS
MASTERPLAN



PROJECT *OBJECTIVES*

1. **Position KOG as the top choice for boutique villa buyers in New Zayed** *(Leverage that **KOG** is 100% villas and in front of **Sphinx Airport** and near to the new government project (Nile River Extension). Own the "luxurious yet private" positioning and Build emotional value around exclusivity, peace, and family-oriented space).*

2. **Capitalize on the Strategic Location Opposite Sphinx Airport** *(Market the project as an investment with strong future returns due to its unmatched location and infrastructure access and Tie the location to future expansion and urban development plans in the new golden square of west and Sphinx Hub).*

3. **Promote the Wellness and Lifestyle USP** *(Differentiate with the 800-meter lake, one of the longest jogging and cycling tracks, and walkable green community).*

4. **Build trust through transparency and premium delivery.**

5. **Sell with a "life value" mindset, not just units.**

6. **Establish TBK's Brand Image Through KOG** *(This project will be a Flagship project that will reflect TBK's Philosophy: "Built for Generations – Marked by Time.").*



KEY OF GREENS IN A NUTSHELL

In New Zayed’s competitive landscape, developers are prioritizing luxury living, prime locations, comprehensive amenities, and designs to attract affluent buyers seeking premium communities.
Each competitor combines upscale villas, flexible payment plans, and modern lifestyles tailored for investment value and exclusivity.

Beside this strong competition, **Key of Greens** positions itself as a distinctive, future-proof community by offering a 100% villas-only environment, strategic access opposite Sphinx Airport, timeless architecture, extensive green spaces, and exclusive amenities like one of Egypt’s longest jogging and cycling lanes and an 600-meter lake — creating a private, sustainable, and active living experience built for generations.



LEARN FROM *COMPETITORS' SUCCESS*





WHAT COMPETITORS PROMOTE FOR	OUR CORRECTIVE ACTION
Hills of One promotes a five-star hotel lifestyle.	*We are going to highlight KOG's premium villa-only community with exclusive amenities (like the 600m lake and fitness lanes) as luxury redefined.*
Competitors like Naia West and Rivers offer 5%-10% down payment and long installments.	*We are offering a **25% discount** for early birds and very competitive payment plan — a better deal than our competitors.* ***(WE ARE NOT COLLECTING EOI's – OPEN INVENTORY)***
All competitors stress nature, health, and family-friendly living.	*Focus on KOG's unique family-friendly, open, and green masterplan — low rise surroundings view, breathable layouts.*

KEY OF GREENS
SELLING STRATEGY

1. Positioning
2. Customer Profiling
3. Emotional Selling
4. Benchmarking
5. Storytelling Approach

1. Represent **KOG** as **the only fully villa-exclusive family community** with **future value growth** and mention the Prime Location (directly opposite to Sphinx Airport).

2. Target **families, investors, and individuals** looking for privacy, future appreciation, and family bonding, through our cozy boutique compound.

3. Focus on the **emotions** — privacy, health, family bonding, exclusivity, investment growth — not just specs and prices.

4. OFFER



STORYTELLING *APPROACH*



- a premium villas-only community located right at the **NEW GOLDEN SQUARE** at **WEST**, directly facing the Sphinx Airport — one of the most strategic future investment hubs in Egypt. (Extension of Zayed)

- Unlike other compounds in New Zayed, **Key of Greens is exclusively for villas** — Low Surroundings. It’s designed for families and individuals who value privacy, open spaces, and a serene, active lifestyle.

- Imagine waking up every morning, stepping outside your villa to a private garden, and jogging along one of the longest jogging and cycling tracks in Egypt, stretching 1 KM around a beautiful lake — all within your own peaceful, gated community.

- We offer a master plan with wide streets, expansive landscaping, and timeless architectural designs that age gracefully, Practical Unit spaces.

- In addition to that, you will benefit from the rising value of the location because it is the new extension of **NEW ZAYED** and has direct access to Mehwar, Dabaa, and the airport, meaning your investment will appreciate faster.

EVERY CORNER
SPARKS CONNECTION

AT KEY OF GREENS, family connection isn't just a concept—it's the core value of our community. We offer open spaces that invite shared moments and landscaped parks where kids can safely explore. Our clubhouse spans over 700 square meters across two floors and is designed with every detail in mind to encourage togetherness. We have walking and cycling tracks, as well as a two-fadden facility area dedicated to catering to all family members, featuring sports courts and a playful kids' area. Here, family bonding happens naturally, without the need for forced plans—**BECAUSE THE ENVIRONMENT DOES THE WORK FOR YOU.**



VILLA TYPES *& NAMING*

FOREST (Big Standalone)

IRIS (Small Standalone)

SAGE (Family Complex)

MEADOWS (Twin House)

OAK (Town House)



KEY OF GREENS
MASTERPLAN



KEY OF GREENS
MASTERPLAN



EVERYTHING YOU NEED TO KNOW ABOUT **KOG**

- **LOCATION WITH FUTURE VALUE:**
  - Strategically located in New Zayed, directly facing the new Sphinx Airport.
  - Prime access to Mehwar Road, Dabaa Road, and major highways, making every essential destination within easy reach.
  - Rising location value: A future investment hotspot with expected rapid development and expansion.
- **VILLAS ONLY COMMUNITY:**
  - 100% villa-exclusive — Low rise surroundings.
  - Privacy, exclusivity, and premium living ensured for every resident.
  - Practical unit spaces offered in separate villas designed for families seeking exclusivity and serenity.
- **MASTERPLAN:**
  - Thoughtfully planned to maintain open spaces, and greenery streets.
  - A peaceful community feel with less congestion and more breathable areas.
  - Promotes mental well-being and healthier outdoor lifestyles.

AMENITIES THAT *ELEVATE EVERYDAY*

- **TIMELESS ARCHITECTURAL DESIGN:**
  - Villas are designed with a blend of modern simplicity and classic elegance, and timeless.
  - Earth-toned exteriors and premium materials echo TBK’s new philosophy: **Built for Generations — Marked by Time.**
- **EXCLUSIVE FITNESS AMENITIES:**
  - Features one of Egypt's longest jogging lanes and cycling paths, promoting a healthy and active lifestyle within the community, with a length of 1 KM.
- **1 KM METER LAKE:**
  - A 1 Kilo meter-long lake adds to the aesthetic appeal and provides a tranquil atmosphere within the community.
  - Width 15-meter.

AMENITIES THAT *ELEVATE EVERYDAY*

- **SUSTAINABILITY FOCUS:**
  - Prioritizes eco-friendly practices and green living, creating a balanced and sustainable community.
- **ARCHITECTURAL EXCELLENCE:**
  - Concept design by Creative Kingdom and architecture by RMC.
- **AMENITIES:**
  - Lush landscaping, shaded walking trails, and private gardens are a core part of the experience.
  - Nature isn't an "add-on" — it is integrated into the lifestyle of every resident.
  - Designed for connection with nature inside and outside your home.
  - Swimming Pools (Public – Private).
  - Floating Clubhouse with Lounge, Restaurant & Kids Area.
  - Fitness Center & Wellness Spa.
  - Outdoor Yoga Center.

AMENITIES THAT *ELEVATE EVERYDAY*

- **AMENITIES:**

  - Sports Area (Padel Court, Football Court and Squash Court).
  - Kids Area.
  - Cigar Lounge.
  - Electric vehicle (EV) charging stations.
  - 24/7 gated security with advanced access control.
  - CCTV across common areas.
  - Dedicated parking slots available across the entire project.

3D RENDER *SHOTS*



3D RENDER *SHOTS*



FOREST

UNIT PLANS *OVERVIEW*

TOTAL GROSS AREA **400** M²

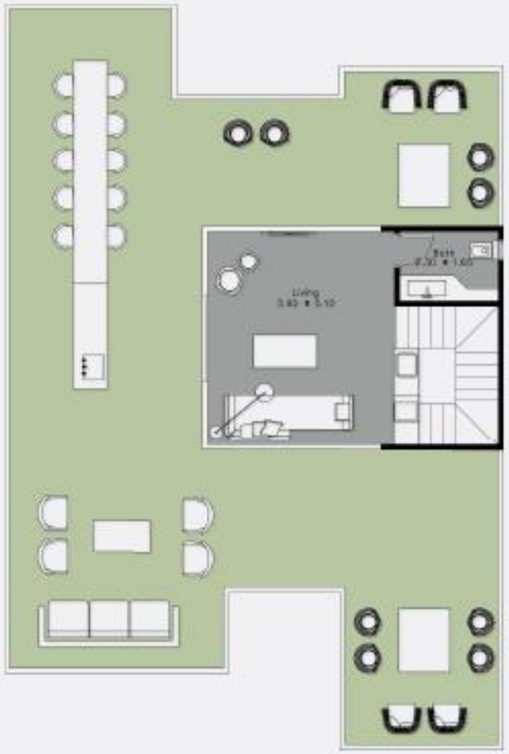
OPEN ROOF AREA **134** M²



GROUND FLOOR PLAN



FRIST FLOOR PLAN



ROOF FLOOR PLAN

IRIS

UNIT PLANS *OVERVIEW*



GROUND FLOOR PLAN



FRIST FLOOR PLAN

TOTAL GROSS AREA **282** M²

OPEN ROOF AREA **105** M²



ROOF FLOOR PLAN

SAGE

UNIT PLANS *OVERVIEW*

TOTAL GROSS AREA **325** M²

OPEN ROOF AREA **126** M²



GROUND FLOOR PLAN



FRIST FLOOR PLAN

TOTAL GROSS AREA **170** M²

OPEN ROOF AREA **57** M²



ROOF FLOOR PLAN

MEADOWS

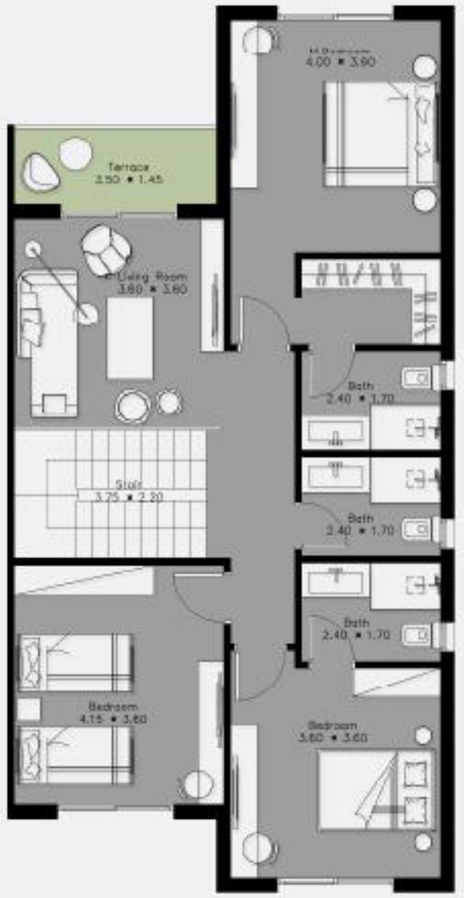
TOTAL GROSS AREA **238** M²

OPEN ROOF AREA **71** M²

UNIT PLANS
OVERVIEW



GROUND FLOOR PLAN



FRIST FLOOR PLAN



ROOF FLOOR PLAN

OAK - INNER A VILLA



TOTAL GROSS AREA **196** M²

OPEN ROOF AREA **61** M²

UNIT PLANS *OVERVIEW*



GROUND FLOOR PLAN



FRIST FLOOR PLAN



ROOF FLOOR PLAN

OAK - INNER B VILLA



TOTAL GROSS AREA **196** M²

OPEN ROOF AREA **61** M²

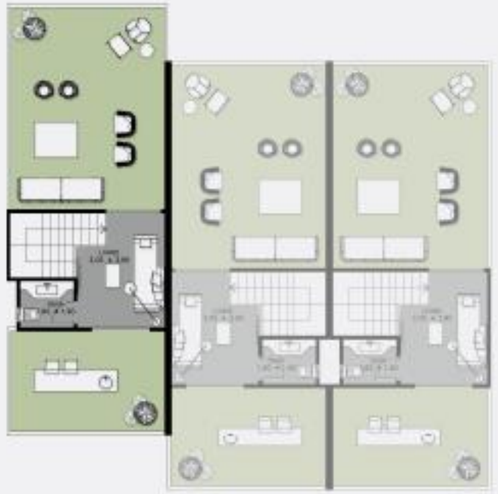
UNIT PLANS *OVERVIEW*



GROUND FLOOR PLAN



FRIST FLOOR PLAN



ROOF FLOOR PLAN

OAK - CORNER VILLA



TOTAL GROSS AREA **196** M²

OPEN ROOF AREA **61** M²

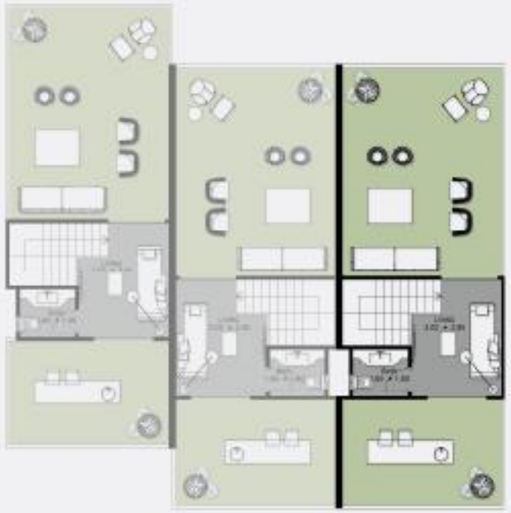
UNIT PLANS *OVERVIEW*



GROUND FLOOR PLAN



FRIST FLOOR PLAN



ROOF FLOOR PLAN

INTERIOR *DESIGN*



KEY of GREENS

INTERIOR *DESIGN*



KEY of GREENS

INTERIOR *DESIGN*



KEY of GREENS

INTERIOR *DESIGN*



INTERIOR *DESIGN*



KEY of GREENS

INTERIOR *DESIGN*



INTERIOR *DESIGN*



INTERIOR
MOOD BOARD



FINISHING *SPECIFICATIONS*

- **DOORS:**
  - Unit main door: Wooden door.
  - Internal doors: Wooden doors with veneer on both sides or equivalent.
- **WINDOWS:**
  - - High-quality aluminum sections – for all façades.
- **ENTRANCE:**
  - Walls: Local paint.
  - Floors and skirting: Porcelain.
- **RECEPTION:**
  - Walls: Acrylic paint.
  - Floors and skirting: Porcelain.

FINISHING *SPECIFICATIONS*

- **BEDROOMS:**
  - Walls: Acrylic paint.
  - Floors and skirting: HDF wood.
- **BATHROOMS:**
  - Sanitary ware: High-quality types.
  - Mixers: High-quality types.
- **KITCHEN:**
  - Walls: Acrylic Paints
  - Floors: High-quality local ceramic.
- **TERRACES:**
  - Walls: As per façade treatment.
  - Floors and skirting: High-quality local ceramic

FINISHING *SPECIFICATIONS*

- **CEILINGS:**
  - Acrylic paint.
- **MAID’S ROOM (IF AVAILABLE):**
  - Walls: Paint.
  - Floors and skirting: Ceramic.
  - Bathroom floors and walls: Ceramic.
- **OTHER SPECIFICATIONS:**
  - Intercom System.

SOCIAL MEDIA *MESSAGE*

- **ENGLISH VERSION:**
- **International consultant: Creative.**
- **Local Consultant: RMC**
- **Special Offer ON**

Discover **Key of Greens** by **TBK – The Blissful Key**

Own your dream villa at **Key of Greens**, our latest project in **New Zayed**, located directly across from the Sphinx Airport.

Project Highlights
• Spacious, fully finished villas starting from **X SQM**.
• Designed by the renowned **RMC**.
• Prime location near the **Sphinx Airport** with breathtaking views.
• Delivery in **X**.
• Flexible payment plan: **X% deposit, X% contract, and up to X years**.
• Limited Offer: **25% discount for early birds ONLY**.

Villa Types
• Big standalone villa.
• Small standalone villa.
• Family house.
• Twin house.
• Townhouse.

Key Features
• Fully finished villa designs with luxurious details.
• Expansive green spaces.
• 800-meter lake running across the entire project.
• Low surrounding views for maximum privacy.

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• Big standalone villa.
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• Expansive green spaces.
• 800-meter lake running across the entire project.
• Low surrounding views for maximum privacy.
• Clubhouse and sports courts.
• Swimming pools and a fully equipped gym.
• 800-meter jogging and cycling tracks throughout the project.
• Smart home technology.
• Electric car charging stations.

Developer
TBK – The Blissful Key.

For inquiries, contact us at: [Your contact info]

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