tru

GENUINE
LIVING

By UC. DEVELOPMENTS

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What if life’s truest meaning

Lies not in what we do,

But in how deeply

We feel *each moment?*

Falling Asleep

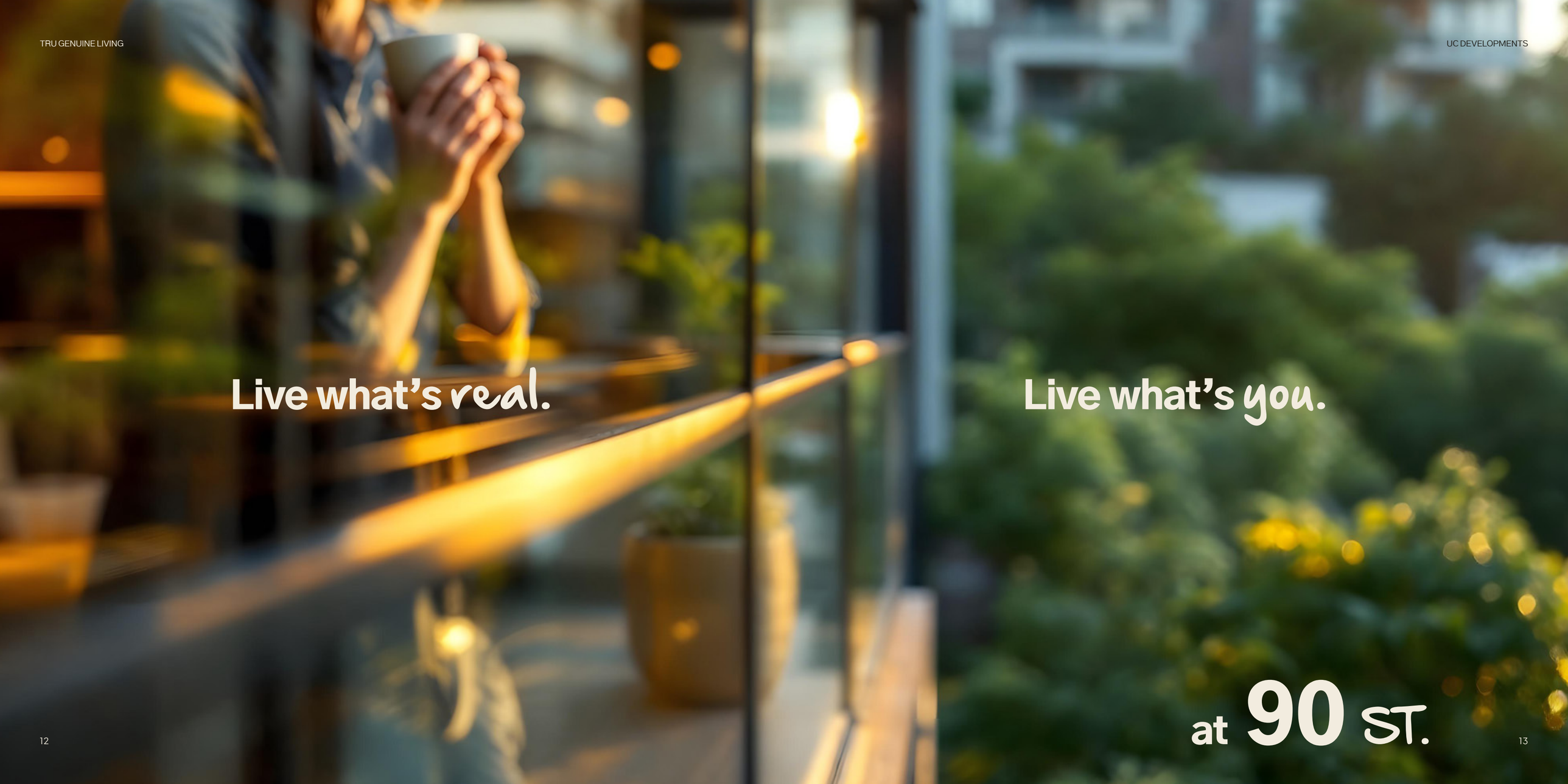
on the couch mid–conversation,

A Messy Kitchen

after making a new recipe together,

This is what we call
genuine living




Live what's real.
Live what's you.
at 90 ST.



tru

GENUINE
LIVING

A RESIDENTIAL *Project*



Designed to bring genuine living to life. It's a space where comfort, authenticity, and community intersect to create a home that reflects the true essence of what it means to live fully.

Every detail, from spacious interiors to tranquil outdoor areas, has been carefully considered to offer a living experience that's real, effortless, and fulfilling.

It’s not just a home, it’s the freedom to live

What’s true to you.



Directly
On AUC

90 ST.

Landscape &
Water Features

80%

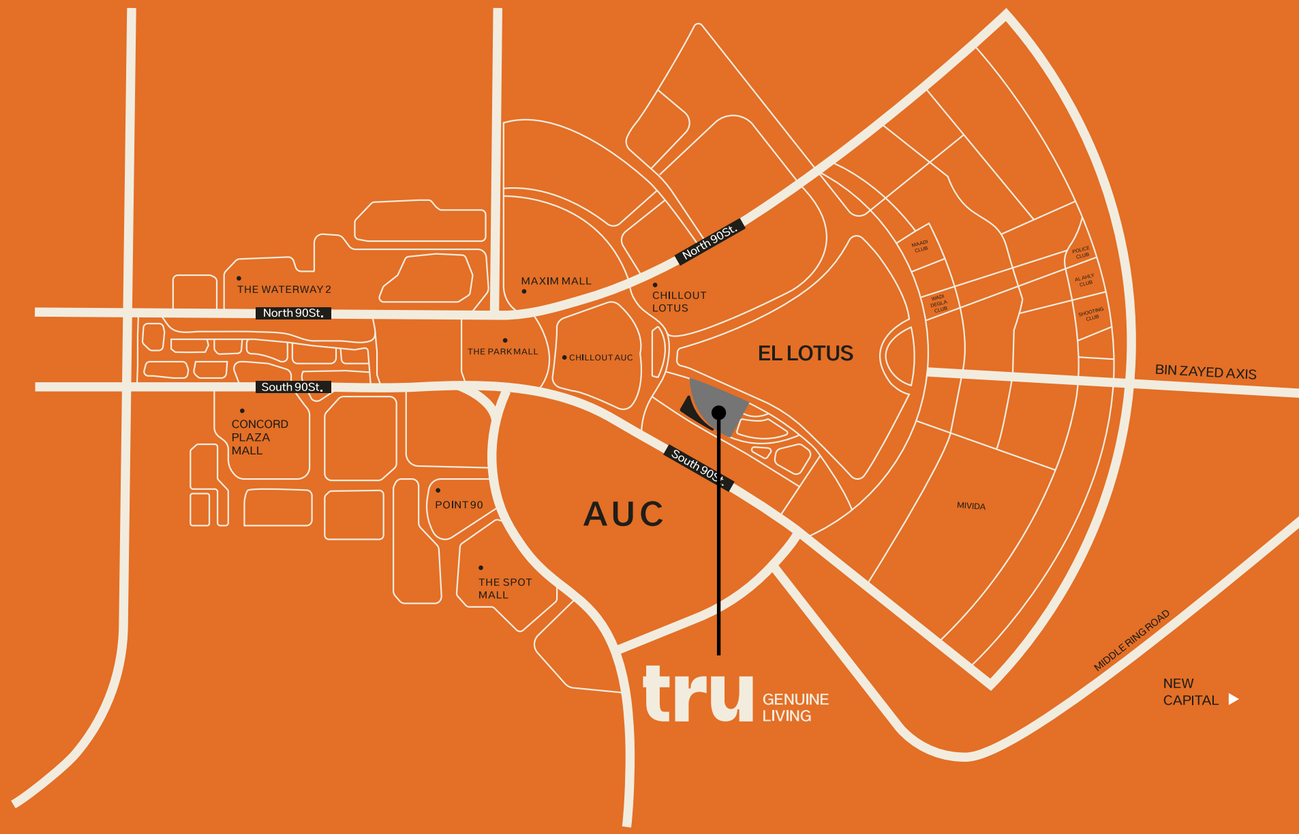
15 *Acres*



tru GENUINE LIVING

Here you can find TRU LIFE

- Directly Across From AUC
- Close To South 90th Street
- Steps From North 90th Street
- Minutes From Maxim Mall & Future Academy
- 1 Minute From Point 90, Clubs Square & Golden Square
- 1 Minute From Mohamed Naguib Axis



So
True
for you

tru GENUINE LIVING

RECREATIONAL
Facilities:



SWIMMING Pools

LAGOON



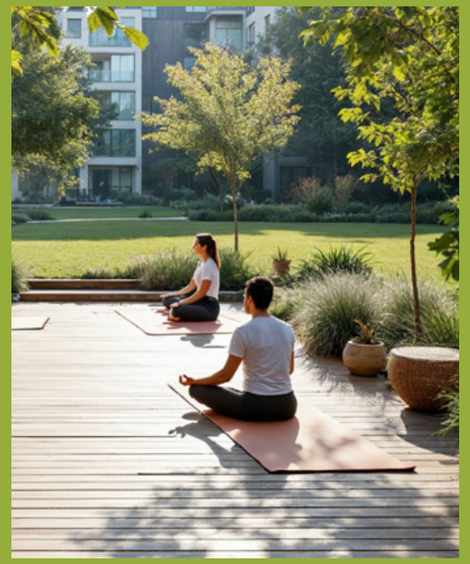


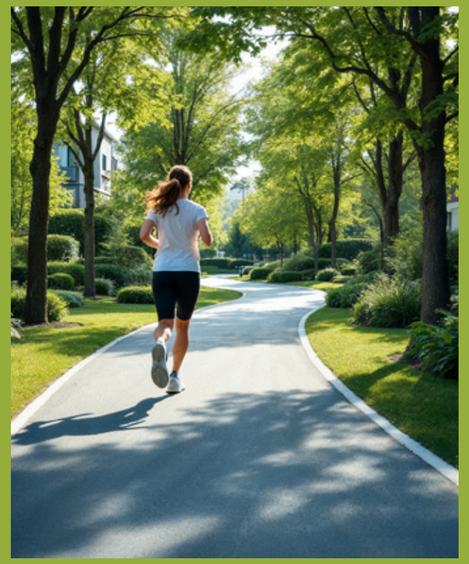
FITNESS Centers

PADEL Court



JOGGING Track



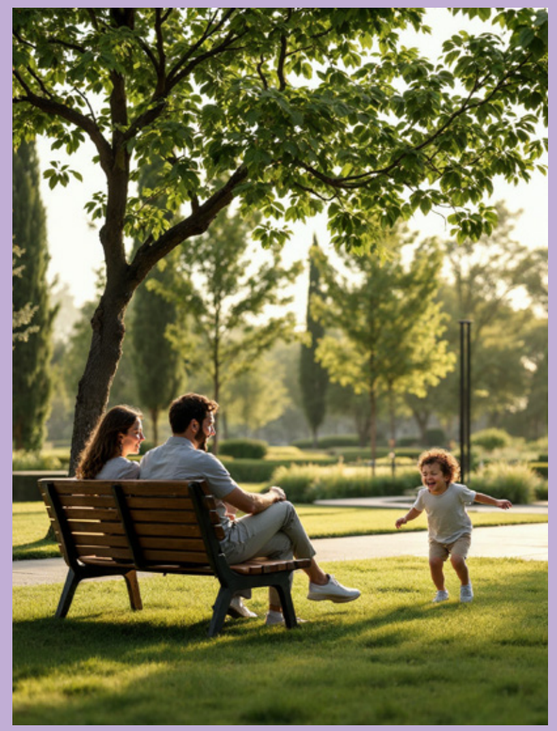


YOGA Area



FOOTBALL Academy (THE MAKER)

COMMUNITY
Corner:



PARKS & Green Spaces



CLUBHOUSE



KIDS Area

RECREATIONAL Facilities:



BBQ Area

SEATING Area





COWORKING Space

FAMILY Gathering



SECURITY
Features:



GATED
Entrances



CCTV
Surveillance

TECHNOLOGY & Connectivity:



INTERNATIONAL Telecom Operator



TRIPLE Play









Master Plan

Facilities & Amenities

- A Commercial
- B Football Court
- C Padel Tennis Court
- D Clubhouse
- E Mosque
- F Outdoor Gym
- G Pool
- H Gates
- i Water Features
- J Jogging Track
- K Reading Corner
- L Yoga's Area
- M Kids Area
- N Gathering Area

Floor Plans

tru GENUINE LIVING

Num. Of Floors	G+3
Units Type	1 Bed, 2 Beds & 3 Beds
Design	Modern

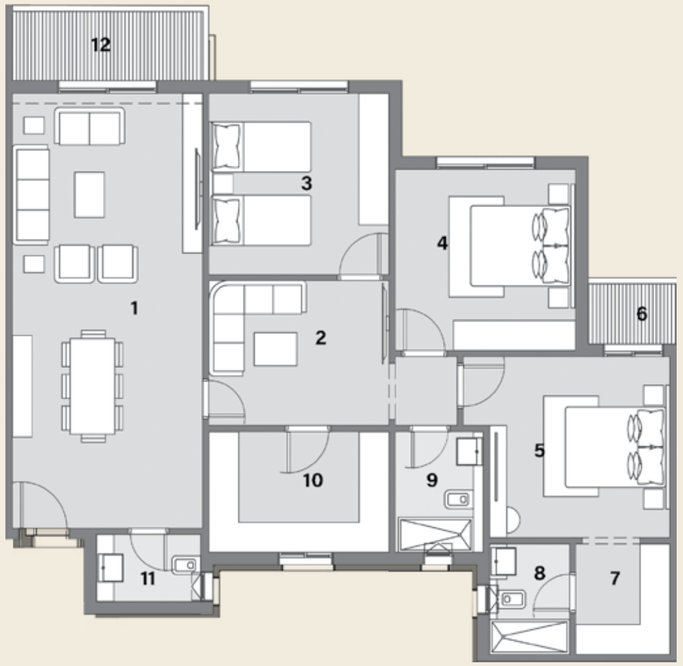


TYPE: A

AREA: 177 m²

TYPICAL FLOOR

NO.	LOCATION	DIMENSION
1	RECEPTION	8.65 X 3.80
2	LIVING	3.60 X 2.90
3	B.ROOM 1	3.60 X 3.60
4	B.ROOM 2	3.60 X 3.60
5	M.B.ROOM	3.60 X 3.60
6	TERRACE	1.75 X 1.20
7	DRESSING	2.20 X 1.90
8	M. BATH	2.20 X 1.60
9	BATH	2.40 X 1.75
10	KITCHEN	3.60 X 2.40
11	WC	2.10 X 1.35
12	TERRACE	3.80 X 1.35



DISCLAIMER

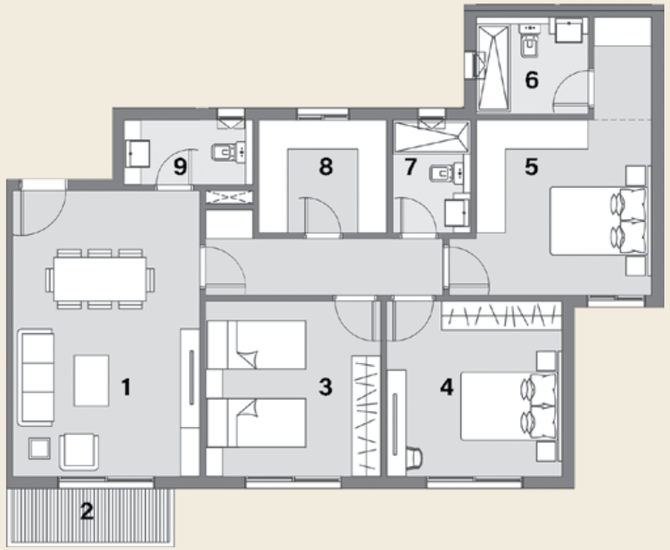
1. All dimensions will be measured as Carpet Area.
2. Actual area may vary from the stated area.
3. Drawing areas not to scale.
4. All materials, dimensions and drawings are approximate Information is subject to change as design progress.
5. Actual unit areas, front windows, porches, terrace, loggia and exterior trim detail may impact overall area as may vary by elevation styles.

TYPE: A

AREA: 145 m²

TYPICAL FLOOR

NO.	LOCATION	DIMENSION
1	RECEPTION	5.85 X 3.85
2	TERRACE	3.25 X 1.10
3	B.ROOM 1	3.60 X 3.60
4	B.ROOM 2	3.60 X 3.60
5	M.B.ROOM	3.60 X 3.60
6	M.BATH	2.30 X 2.00
7	BATH	2.30 X 1.60
8	KITCHEN	2.65 X 2.30
9	WC	2.65 X 1.35



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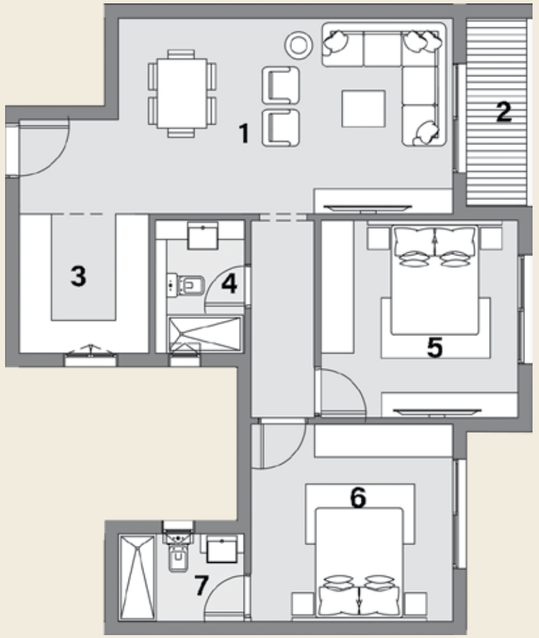
TYPE: B

AREA: 116 m²

TYPICAL FLOOR

NO.	LOCATION	DIMENSION
1	RECEPTION	6.15 X 3.55
2	TERRACE	3.45 X 1.10
3	KITCHEN	2.55 X 2.40
4	BATH	2.45 X 1.65
5	B.ROOM	3.60 X 3.60
6	M. B.ROOM	3.70 X 3.60
7	M. BATH	2.30 X 1.60



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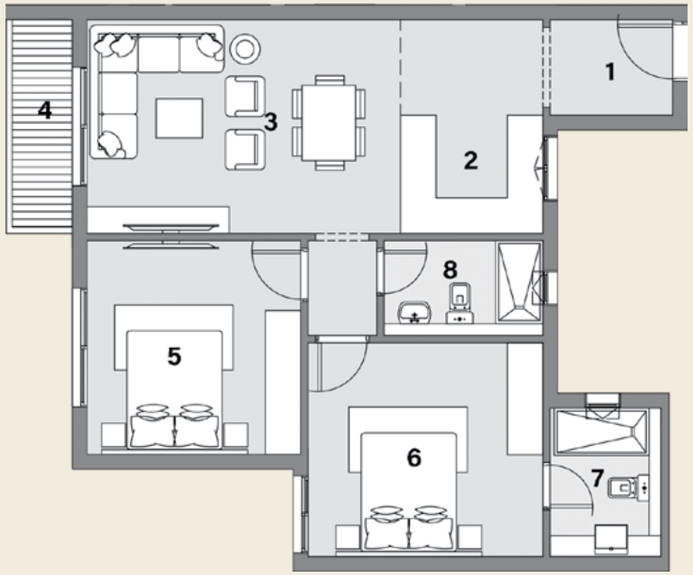
TYPE: B

AREA: 114 m²

TYPICAL FLOOR

NO.	LOCATION	DIMENSION
1	ENTRANCE	2.05 X 1.60
2	KITCHEN	2.40 X 2.00
3	RECEPTION	5.30 X 3.60
4	TERRACE	3.50 X 1.00
5	B.ROOM	3.60 X 3.60
6	M.B.ROOM	3.95 X 3.60
7	M.BATH	2.50 X 1.85
8	BATH	2.70 X 1.60



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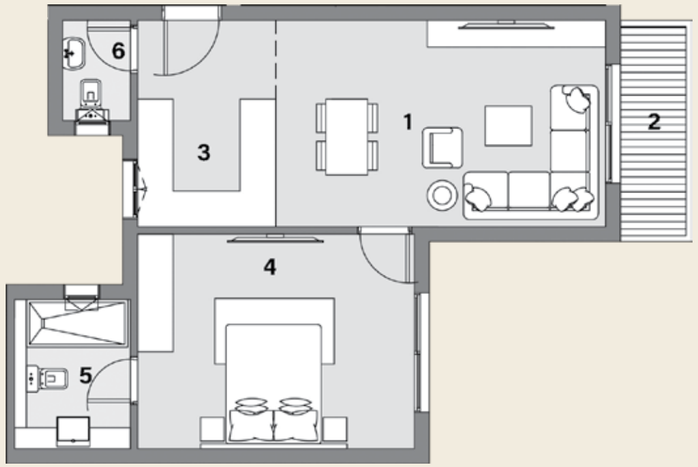
TYPE: B

AREA: 87m²

TYPICAL FLOOR

NO.	LOCATION	DIMENSION
1	RECEPTION	5.55 X 3.45
2	TERRACE	3.50 X 1.10
3	KITCHEN	2.30 X 2.15
4	M.B.ROOM	4.65 X 3.60
5	M. BATH	2.50 X 1.95
6	BATH	1.70 X 1.15



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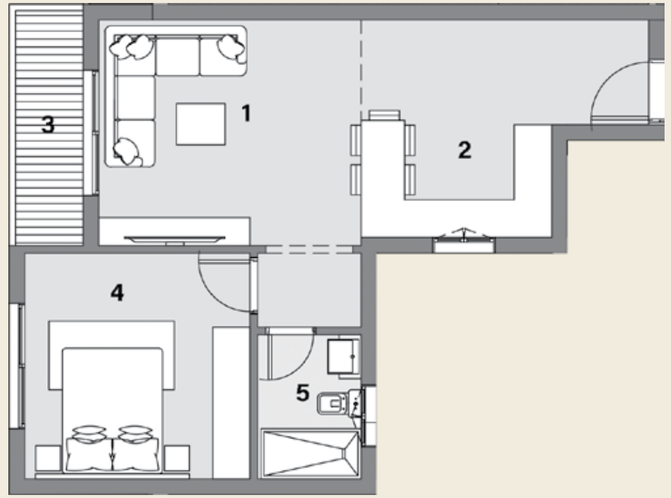
TYPE: B

AREA: 81m²

TYPICAL FLOOR

NO.	LOCATION	DIMENSION
1	RECEPTION	4.20 X 3.60
2	KITCHEN	3.05 X 1.80
3	TERRACE	3.75 X 1.10
4	B.ROOM	3.60 X 3.60
5	BATH	2.30 X 1.65



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UC. DEVELOPMENTS

Founded through a strategic merger of top companies in engineering, architecture, marketing, and project management, UC brings a unified vision of excellence.



4+ Current Projects

12 YRS. Of Experience

12+ Experts & Consultants

With over 12 years of experience, the company has always been a silhouette of your needs, driven by passion, ambition, and expertise. Guided by visionary founders, UC is committed to delivering innovative, high–quality projects that create lasting value.



YBA Architects ✗ UC Developments

YBA

We believe in precision and excellence, which is why we've partnered with YBA, a leading multidisciplinary design firm founded by **Yasser Al Beltagy.**

With Over **30** Years Of Experience

And **+1,300** Projects

YBA's expertise aligns perfectly with our vision to deliver outstanding designs.



The Maker X UC Developments

THE MAKER
FOOTBALL INCUBATOR



At Tru, genuine living isn't just a concept, it's reflected in every detail. Through our partnership with The Maker Football Academy, we're nurturing future talent and creating thriving, connected communities. This is just the start of many more collaborations to come.