



STRUCTURED
TO GROW





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THE STORY BEHIND MERAS



From a Legacy of Engineering Excellence to Sustainable Real Estate Development

Meras Developments is the real estate arm born from over four decades of engineering discipline and execution excellence. Before building communities, we built protection systems. Before structuring assets, we secured infrastructure.

Our foundation traces back to **Shehabco**, established in 1981 as a regional leader in engineering, fire protection, and infrastructure systems across the Middle East. For over 40 years, thousands of projects were delivered in environments where error was not an option tunnels, highrise buildings, national scale facilities, and critical infrastructure.

Operating in zero-error environments shapes a different mindset. It teaches discipline. It demands precision. It builds responsibility.

Meras was not created to expand into real estate. It was created to evolve from engineering protection into engineering permanence.

When technical discipline meets development vision, real estate becomes more than property. It becomes structured. Measured. Enduring. That is how Meras was built.

- Together, the leadership team combines engineering discipline, operational strength, and strategic vision forming a development structure built for scale and sustainability.



■ OUR STORY

COMPANY VISION



- To redefine premium real estate through disciplined execution, structured growth, and enduring value



COMPANY MISSION



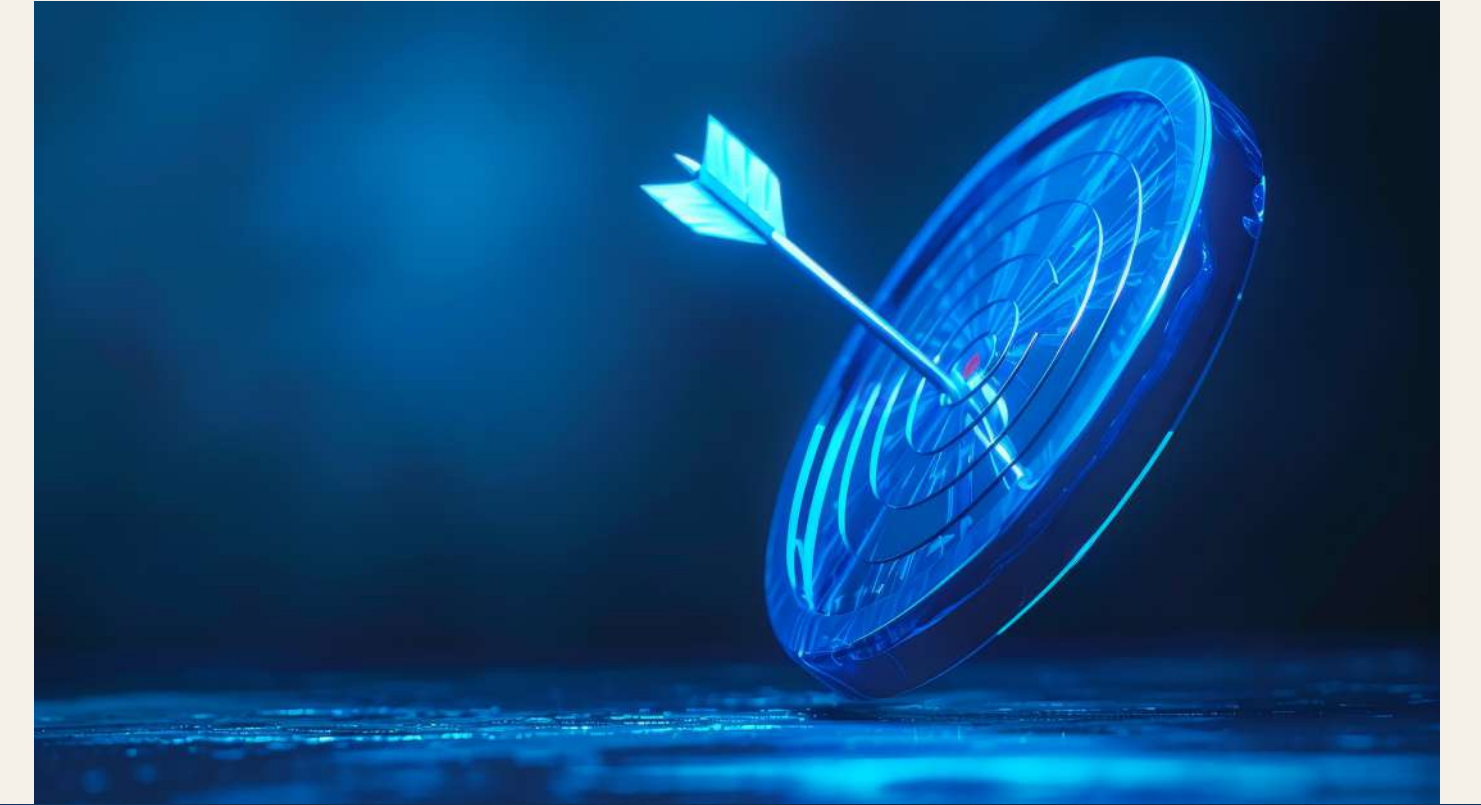
- To engineer developments that protect capital, enhance quality of life, and appreciate across generations.

We believe that strong developments do not only stand physically they perform financially and enhance everyday life. This is the foundation of everything we build. ┘

ENGINEERED
TO LAST



HOW WE DEVELOP



- Meras is the developer for those who think long-term. We serve investors who measure decades, not delivery dates. We serve homeowners who value stability over speculation. We serve banks who assess governance before growth. We serve partners who seek credibility before scale.

OUR DEVELOPMENT FRAMEWORK



Every Meras project is governed by a structured framework before it reaches the market. We do not build first and structure later. We structure first then develop.



Our framework is built on five integrated pillars that define how we operate before, during, and beyond development:

PILLAR	DEFINITION
Strategic Land Intelligence	Selecting locations based on long-term growth fundamentals, not temporary market trends.
Engineering Risk Control	Applying rigorous technical standards from concept to execution.
Financial Structuring Discipline	Designing sustainable capital models resilient across market cycles.
Execution Precision	Precise project management and strict cost control mechanisms.
Lifecycle Sustainability	Developments designed not only for delivery but for long-term performance and human experience.

Because a successful project is not defined only by structural strength but by the value it creates for those who live, work, and invest within it.

- These principles guide every decision we make.



BUILT
TO ENDURE

LEADERSHIP

Leadership That Understands Risk Before Return



Leadership That Understands Risk Before Return



Dr. Mohamed Ibrahim CEO & Partner

┌ Drives corporate strategy, growth positioning, and capital structuring merging technical depth with market intelligence and investment foresight. He shapes the strategic direction that positions Meras as the developer for longterm thinkers. └

Eng. Sherif A. Abd El Gawad Managing Director & Partner

┌ Leads operational execution, project control, and development management with disciplined delivery frameworks and measurable performance standards. His operational discipline ensures that every project meets our zero-error commitment └

Eng. Shehab A. Abd El Gawad Chairman

┌ A visionary engineering leader with over four decades of regional project experience. His strategic oversight ensures every Meras development reflects structural integrity and long term responsibility. He sets the standard for disciplined decision making at the highest level. └

■ Together, the leadership team combines engineering discipline, operational strength, and strategic vision forming a development structure built for scale and sustainability.



WHY MERAS



Discipline You Can Measure. Commitment You Can Rely On.

At Meras, credibility is not claimed it is demonstrated through structure, compliance, and execution.

- Legal Integrity Before Launch

All legal documentation, approvals, and regulatory procedures are fully completed before any project begins. No project moves forward without full compliance.

- A 45 Year Foundation of Trust

Backed by over four decades of engineering legacy, Meras is built on a reputation shaped by long term client confidence and institutional reliability.

- Strategic Location Selection

Every project location is chosen through detailed market analysis conducted by experienced real estate and investment specialists to ensure long term value.

- Tier One Partnerships

We collaborate exclusively with leading consultants, contractors, and technical entities recognized for excellence in the market.

- International Standards in Design & Construction

Our developments adhere to the latest global architectural trends and technical specifications to ensure durability, functionality, and modern relevance.

- Regional & International Expertise

Meras draws on experience across global markets and the GCC region, integrating international best practices into local development.



• **Advanced Safety & Security Systems**

Projects are designed with comprehensive safety infrastructure and global standard protection systems to safeguard investors and users.

• **Flexible Financial Solutions**

Multiple payment and accounting structures are available to accommodate different investor needs while maintaining financial clarity.

• **Delivery Commitment**

Strict adherence to delivery timelines, with structured client protections in place in case of unforeseen delays.

• **Full After Sales Support**

Comprehensive post delivery services ensure operational continuity and long term asset performance

• **Crisis Management Capability**

Leadership with proven experience in resolving complex challenges and implementing rapid, structured solutions.

• **Integrated Service Ecosystem**

From development to operation, we provide the integrated services necessary to support project success beyond construction.





「Because real estate Isn't
only about building



it is about protecting
value at every stage.」



INAUGURAL PROJECT

At the Heart of Sheikh Zayed:

An Integrated Commercial — Administrative — Medical Center

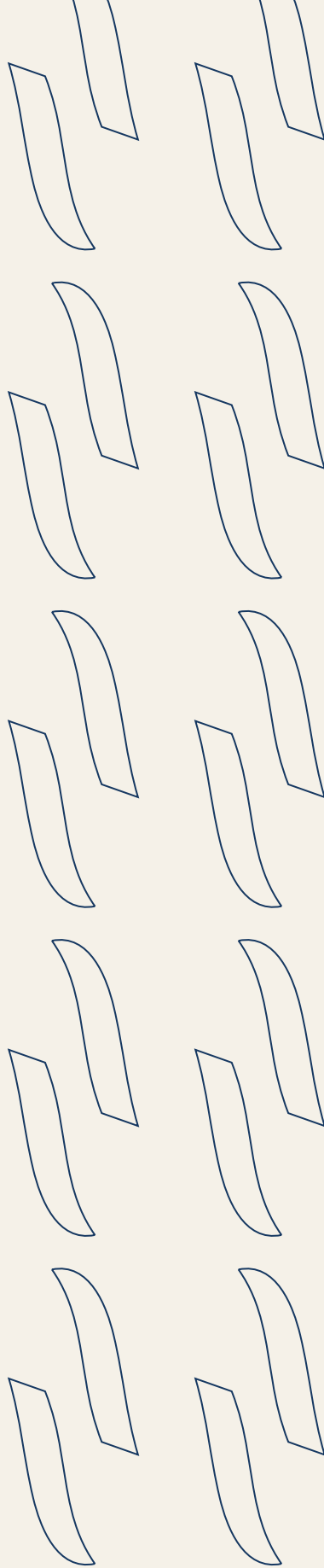


Meras begins its development journey with a fully integrated multi use center strategically located in the heart of Sheikh Zayed.

Location	Heart of Sheikh Zayed-strategic location with highest residential and investment density
Area	4,000 square
Delivery	2027
Concept	A multi use center positioned among the leading multi use concepts in the Egyptian market

The project introduces a first of its kind concept in Egypt and the Middle East combining commercial, administrative, and medical components within a unified operational framework designed for efficiency, accessibility, and longterm investment performance.

This is not merely a launch project. It is a statement of capability demonstrating how structured engineering discipline translates into high performing real estate assets.



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THANK YOU!

