



By **ELBAT**AL
INVESTMENTS



— Since 1978 —

MEET THE BOARD



Eng. Adel Doss
Chairman

"Today, when I look back on the path we covered, it gives me a profound sense of pride and confidence in our strong and diverse team. These individuals are capable of managing any challenge under the leadership of the Board of Directors."



Eng. Emad Doss
Chief Executive Officer

"For the future, we believe that El Batal Investments will continue to grow in strength and size and will continue to provide our clients with accessible, quality service. All while assured that they are fully supported throughout the purchasing process, as well as after, thanks to our team."



Eng. Reham Doss
Board Member

"El Batal Investments has become a powerful and dependable name in the world of Egyptian and Canadian real estate. This is supported by our signature Rock Concept, extending the company's view of a better life to all who appreciate prime real estate."



Eng. George Alfred
Board Member



Eng. Daniel Doss
Board Member



Eng. Bishoy Doss
Board Member



Dr. Maria Alfred
Board Member



Eng. Parthena Doss
Board Member



Ms. Verina Doss
Board Member

A MAN'S AMBITION; A GROWING LEGACY

Once modest contractors started by Eng. Samir Doss, now quickly becoming one of the country's most dependable residential, commercial, and administrative real estate developers.

Since 1978, El Batal Investments has become a growing family of born-and-raised Egyptian engineers and real estate developers with a passion for transforming plain earth into tangible constructions.

Throughout 40+ years of operation, the company established a diverse portfolio of signature real estate developments, guided by years of collective engineering experience. Its projects spread throughout Egypt's most significant destinations, from the historic areas of Cairo, to massive residential, commercial and administrative ventures in its newest growing districts, and several exemplary commercial ventures in Canada.





Unlocking Synergies Across Dynamic Sectors

At El Batal Investments, our vision is to strategically diversify and enhance our portfolio, driving long-term growth and value across essential sectors. By leveraging our expertise and resources, we invest in industries that shape communities and improve lives.



Real Estate

At Rock Developments, our real estate arm, we develop, finance, and manage, properties that redefine urban landscapes, blending innovation with sustainability.

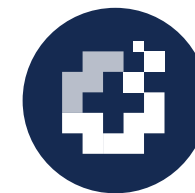


Wellness Hotels / Elder Homes

Luxury meets well-being in our wellness-focused hotels. We create serene sanctuaries where guests experience rejuvenation and holistic care, aligning with global wellness trends and promoting a balanced lifestyle. We also recognize the growing need for quality elder care; therefore, our elder homes offer comfortable, supportive environments. We ensure dignity, security, and well-being, combining expert care with a community-centered approach.

Why Diversify with Us?

Our diversified approach is strategic, sustainable, and synergistic. We leverage cross-sector strengths, ensuring resilience and growth while positively impacting communities and stakeholders alike. Join us as we build a diversified future that enhances value across dynamic and vital industries.



Touristic Healthcare

Our company is at the delivering innovative solutions that combine medical excellence with unparalleled hospitality. We strategically invest in this growing sector to cater to the rising global demand for high-quality, affordable healthcare services in attractive destinations.



Food and Beverage

We embrace excellence and innovation in the food and beverage sector, delivering quality and sustainability from farm to table while presenting worldwide brands. Our ventures restaurants, cafes, and drive-thrus, ensuring delightful culinary experiences.



By **EL BATAL**
INVESTMENTS

In line with El Batal Investments' commitment to growth and innovation, Rock Developments brings a fresh vision and a customer-centered approach to the real estate industry.

Building on El Batal's strong foundation, Rock Developments aims to deliver pioneering solutions that redefine the real-estate industry standards. This new chapter is a continuation of our legacy of excellence, with our commitment to exceptional value, service, and lasting partnerships that will always remain our top priority.



ENGINEERING WITH PURPOSE

Rock Developments has stretched its influence across the evolving new cities of Egypt. We own, finance, construct, and develop impressive real estate projects in Heliopolis, 6th of October, Obour, New Cairo, New Heliopolis and the New Administrative Capital.

The secret to our success is simple: we're dedicated to real estate. Our expertise lies in finding the ideal land for impressive visions to materialize in the residential and commercial sectors. A solid foundation and the right location are our tools of the trade; no more is this better exemplified than in our Cultural Rock concept.

Heliopolis
6th of October
Obour
New Cairo
New Capital
New Heliopolis



We Own, Finance, Construct, and Develop Our Projects

SHERATON HELIOPOLIS

The Doss family has left a heavy mark on Heliopolis within its iconic Sheraton district; continuing its storied track record in the Heliopolis real estate residential scene, El Batal Investments expands its hold over the Sheraton Heliopolis area with commercial buildings and managed to attract a wealth of successful partners.

Among them are Mercedes-Benz, Commercial International Bank (CIB), The National Bank of Egypt (NBE), Spinneys, Merck, PIL, ACE, The Ministry of Foreign Trade, Avon Cosmetics, and House of Cocoa to name a few.

Biggest Developer in Sheraton Heliopolis



GOING ACROSS CONTINENTS

Led by engineers Adel and Emad Doss, the company grew to new heights overseas in 2010, in Canada.

Entering an entirely new world of real estate, architectural code, regulations, and techniques was a challenge to the Doss brothers, to say the least. However, their progress soared, learning all the essential ins and outs of international code, licensing, and building procedures. This has allowed the company to establish commercial ventures in Ontario - Canada, under its Canadian sister company, Doss Homes. Made to fit and go beyond the ideal Canadian requirements, Doss Homes eventually attracted the eyes of some core Canadian enterprises: Tim Hortons, CIBC Bank, Burger King, A&W, and Scotia Bank.

Only through learning the finer points of local and international code, licensing, and building procedures have we made a noteworthy mark on our combined land banks.

Egyptian Developer With Canadian Experience



Stoney Creek, Ontario



Niagara Falls, Ontario



Pembroke, Ontario



Harrow, Essex, Ontario



Hamilton, Ontario



THE ROCK DEFINED

At Rock Developments, we build on the ROCK Concept, a hallmark of our projects, symbolizing our commitment to rock-solid foundations and our dedication to meeting the highest standards in residential and commercial spaces.

Our "Rock" series isn't just a name; it embodies our commitment to creating innovative, cultural, and architectural landmarks that elevate our clients' living and working experiences.

ROCK

RESIDENTIAL DEVELOPMENTS

ROCK EDEN

— 6 OCTOBER —



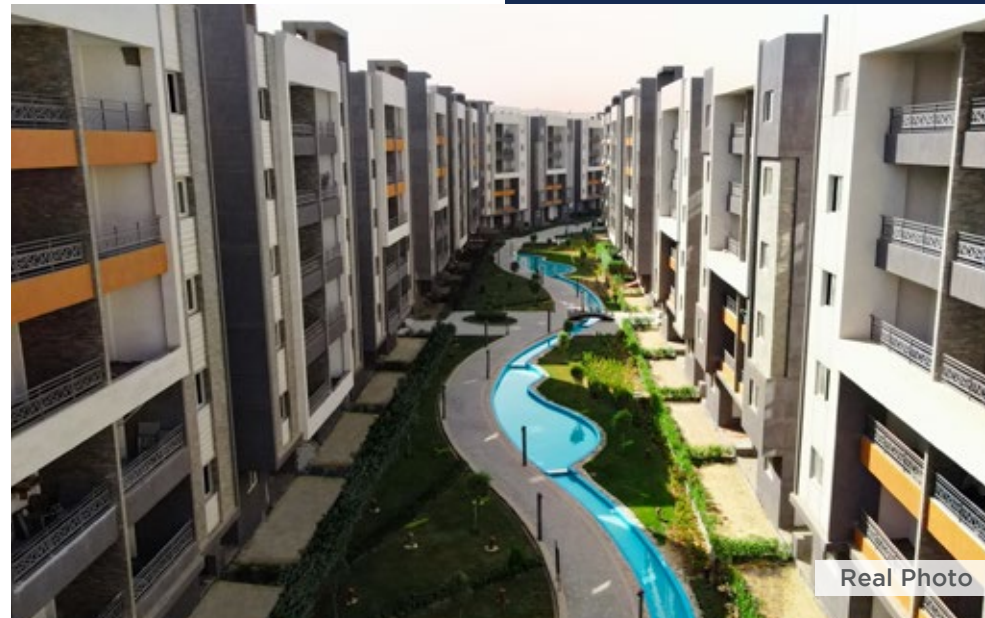
Rock Developments' signature Rock concept is all about ideal living at the heart of the 6th of October City, with Rock Eden: a residential landmark that is everything today's discerning real estate seeker needs to thrive in peace and prosperity.

Rock Eden is 150,000 sqm of quality residential real estate, striking the perfect balance between civilization and nature. Premium unit designs consisting of townhouses and apartments that are built to satisfy the variety of tastes and needs of every Rock Eden resident.

Besides everything that elevates everyday life and beyond, Rock Eden offers the modern homeowner a signature architectural style, master plan, and lively surroundings.

Amenities

- Swimming Pools
- Sports Yard
- Fitness Club
- 650 m Jogging Track
- Nursery & Kids Area
- Lush Landscapes
- Extensive Water Features
- 24/7 Security
- Facility Management
- Underground Parking



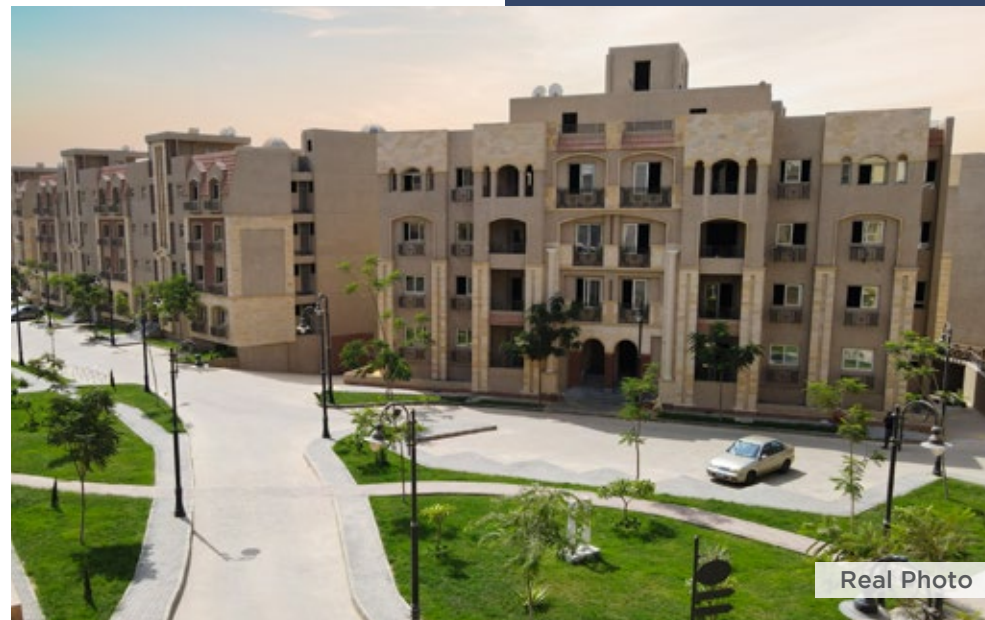


Inspired by the timeless architecture and revitalizing energy of a lively Italian city, Rock Developments brings Rock Vera to New Cairo: an Italian inspired residential masterpiece in the 5th Settlement, with 50,000 m² of lush living.

Rock Vera's key focus on vivid green landscapes entices residents to explore both their surroundings and their inner selves. Elegant water features and meandering walkways form the backdrop to ready-to-move premium units, each sporting an invigorating view of the Rock Vera community, offering a more peaceful alternative to New Cairo's busy atmosphere.

Amenities

- Large Swimming Pools
- 800 m Jogging Track
- Indoor Game Area
- Home Cinema
- Arts & Crafts Areas
- Book Café
- Co-working Spaces
- Lush Landscapes
- 24/7 Security
- Facility Management
- Underground Parking



Real Photo



Real Photo



Real Photo



Inspired by the tranquility of the Far East, and designed for an equally peaceful lifestyle, Rock Developments is proud to introduce Rock Ville: 50,000 sqm of Asian-inspired living in the growing city of Obour, ready for you to move in.

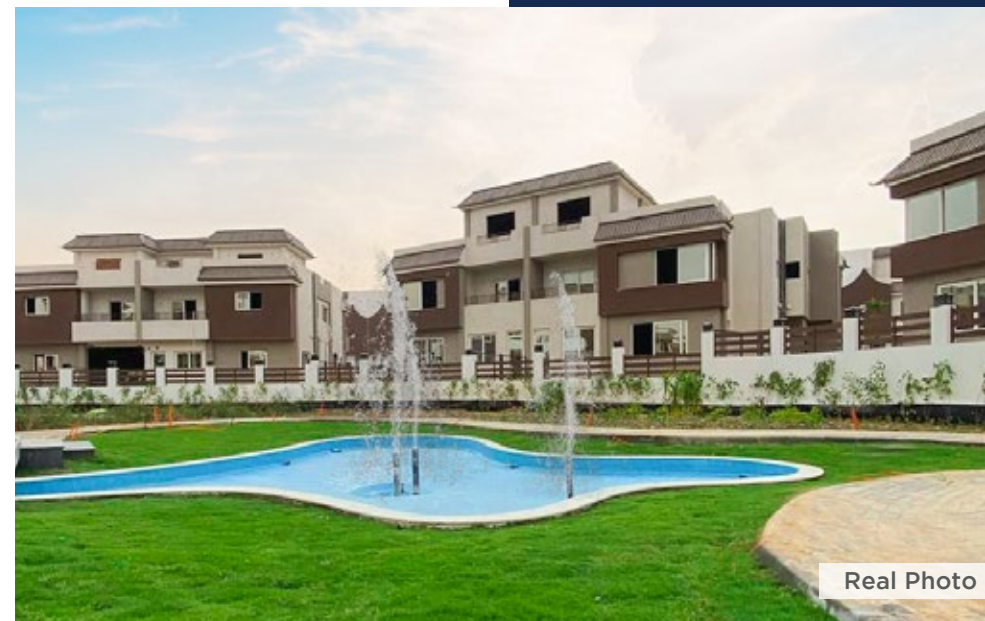
A peaceful all-villa community, Rock Ville offers tasteful, minimalist architectural designs with iconic Asian rooftops amid a lush green landscape. Comfort and convenience are a given at all times when venturing through Rock Ville, complete with crafting areas and a relaxing atmosphere.

Rock Ville brings the Far Asian East to our own thriving East in Obour City's 5th District, moments away from key local amenities, services, and points of interest.

Amenities

Apart from its iconic and serene designs and surroundings, Rock Ville provides residents with an expansive list of lifestyle options.

- Kids Area
- Yoga Area
- Lush Landscapes
- 24/7 Security
- Facility Management
- Private Parking





Rock Yard is more than just a residential District, it's a lifestyle. Immerse yourself in a world where retro charm meets modern comfort. Our meticulously designed spaces offer a harmonious blend of old-world elegance and contemporary living.

Rock Yard is nestled in the heart of Sheraton Heliopolis, a vibrant and dynamic neighborhood renowned for its upscale living and convenient access to everything the city offers. Experience the perfect blend of tranquility and urban excitement as you immerse yourself in a world of comfort and convenience.

Say goodbye to the stress of renovations. Our fully finished apartments offer a hassle-free moving experience.

While Rock Yard celebrates the past, it also embraces the future. Enjoy a range of modern amenities designed to enhance your lifestyle. From state-of-the-art security systems to convenient on-site services, Rock Yard offers the perfect balance of comfort and convenience.

Amenities

- Fully Finished Apartments
- Hotel Facility Management
- Pedestrian Friendly
- English Courtyard
- Water Features
- Meditation Area
- Book Café
- Indoor Games
- Workout Area
- Home Cinema
- Events Hall
- 24/7 Security
- Concierge
- Housekeeping



Delivery 2027

ROCK WHITE

— NEW HELIOPOLIS —



Rock White is situated in New Heliopolis City, where there is the perfect balance between tranquility and accessibility to key areas within Cairo. As the headquarters of the Egyptian Presidency and the state institutions will be relocated to the New Administrative Capital, investment in New Heliopolis will be an ideal opportunity.

At Rock White, residents are greeted with an array of meticulously designed living spaces tailored to meet the demands of modern life.

If you seek the cozy comfort of a stylish apartment, our residences are thoughtfully crafted to accommodate diverse tastes and lifestyles. With premium finishes, cutting-edge amenities, and panoramic views of the surrounding landscape, each home at Rock White is a sanctuary of sophistication and tranquility.

Amenities

- Fully Finished Apartments
- Club House
- Sports Yard
- Jogging Track
- Bike Track
- Kids Area
- Book Café
- Indoor Games
- Co-working Spaces
- Home Cinema
- 90% Open Areas and Landscape
- Extensive Water Features
- 24/7 Security
- Facility Management
- Underground Parking



ROCK

COMMERCIAL DEVELOPMENTS



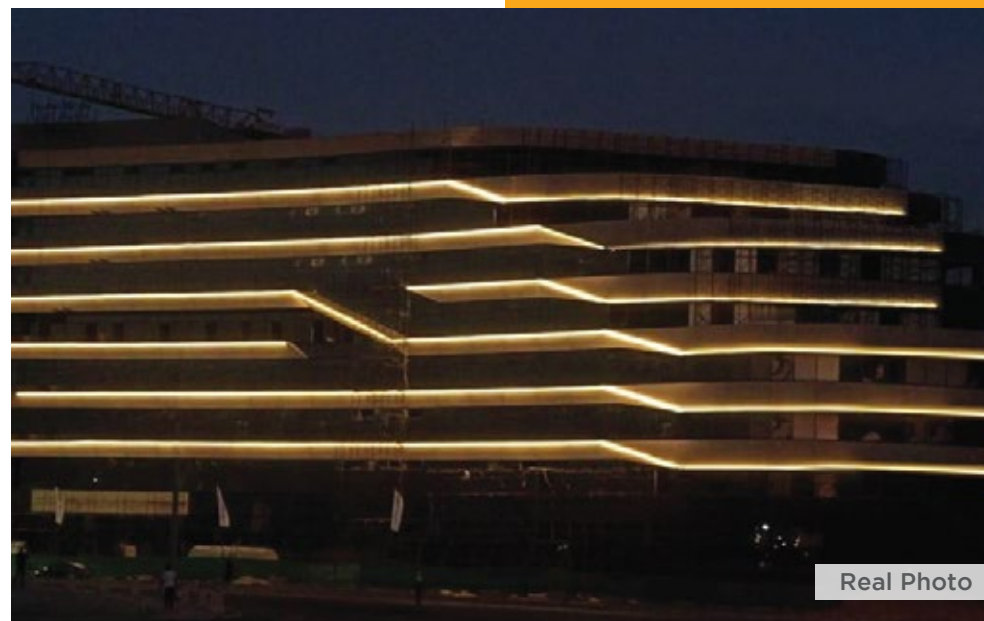
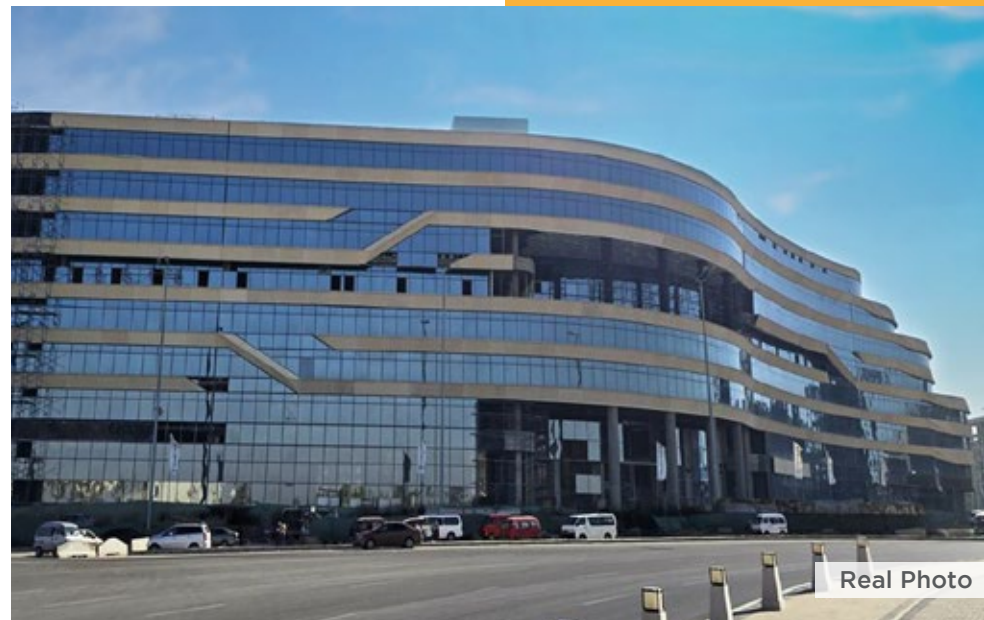
The Pinnacle of Rock Business

Throughout our years of experience, and with each step we've taken, both locally and abroad, our engineers and visionaries have never stopped aspiring for more. Rock Developments has come a long way since its promising origins, and no more are its architectural talents on display than in Rock Capital 1: the biggest administrative building in the Governmental district, overlooking the presidential palace in the New Administrative Capital; Egypt's city of tomorrow.

Rock Developments recognizes the immense potential lying in the New Administrative Capital's 700 km² of unmatched earth. Rock Capital 1 represents the company's 40+ years track record in advanced Egyptian real estate, having invested EGP 3 billion in the 100,000 sqm BUA administrative powerhouse.

Amenities & Facilities:

- Lavish Triple-height Main Entrance
- Five Expansive Open-air Atriums
- 16 High-speed Elevators
- Fine Dining Restaurant
- Cozy Cafes
- Coffee Bars
- Terraces & Indoor Lounges
- Chat Corners
- 400 m Jogging Track
- 6,000 sqm Solar Panels
- 24/7 Security
- Gym
- Meeting Rooms
- Elec. Vehicle Charging
- Hydraulic Parking
- Handicap Friendly
- 4,000 sqm Landscape
- Facility Management
- Int'l Security Standards



Delivery 2025

Designed To Be An Award-winner By

WSWArchitects

**A One-of-a-kind Refined Architectural
Design By Hazel Wong**



Spearheaded by Hazel Wong as the Executive Director, who was the principal designer for Rock Capital 1. Her stellar track record includes The Emirates Towers; Emirates Tower One and Emirates Tower Two.

Additionally, she worked on the design of Palm Jumeirah's Serenia Residence in Dubai; a high-end residential project that overlooks Palm Jumeirah, the Burj Al Arab, the Dubai skyline, and the sea.

Her vast expertise and experience in designing and creating luxurious projects in prime locations are unparalleled in the industry. Our aspiration for the location was brought to life with Wong's design and expertise, which helped us transform our vision for the Rock Capital 1 building into a tangible reality.

Certification of Sustainability

EDGE certification, short for Excellence in Design for Greater Efficiencies certification, is an assessment process available in over 130 developing countries, for both new and existing buildings.

Developed by the International Finance Corporation (IFC), a member of the World Bank Group, this system aims to promote resource efficiency by comparing buildings' performance against local standards. To obtain EDGE certification, buildings must achieve a minimum of %20 energy savings, %20 water savings, and %20 reduction in embodied energy.

Through the sustainable project of Rock Capital 1, Rock Developments successfully establishes a corporate brand that exemplifies our core sustainable values.

This positions us as industry leaders in sustainable real estate development, attracting like-minded investors and partners who prioritize sustainability.



Award of Excellence



LUXURY LIFESTYLE AWARDS 2023 *15th Annual*

Best Luxury Commercial Development 2023

Rock Capital 1 is certified by the International Luxury Lifestyle Awards, to be shortlisted in the world's TOP 100 products.

The objective of this award is to recognize excellence and select the most distinguished designs across the whole range of industry sectors that maintain the highest standards in the industry worldwide.

Among a selective list of Upper-Class companies, Rock Developments has been recognized for the best products, services, and sustainable solutions.





A Destination Designed For *Women*

Rock Gold is a luxurious and elegant place designed especially for ladies. It combines beauty and sophistication in a peaceful setting. The space features high ceilings with gold accents that create a warm, glowing atmosphere. The white marble floors and walls are clean and inviting, leading the way through a carefully designed space that meets every lady's needs.

A treasure set in The Golden Square, Rock Gold is nestled in the heart of New Cairo, boasting an enviable position, poising perfectly to cater to sophisticated clientele and making it a coveted spot for commerce, work, and leisure.

Rock Gold has a total built-up area of 40,000 sqm spread across six floors. The landscape area spans 5,000 sqm, offering a serene and inviting outdoor space.



Ready To Move

Shooting September 2024



The Ultimate Destination for

Commerce, Work and Leisure

Whether seeking the latest in fashion trends, indulging in a spa day, or searching for the perfect piece of jewelry, Rock Gold offers a space where elegance and style are paramount. It also features diverse dining options, from casual cafes to gourmet restaurants that cater to the most discerning palates. From shimmering gold and jewelry stores to the latest fashion collections, beauty salons, and home accessories, it's perfect for every lady. It features The Signature Piazza, sportswear, a telecom store, essential services like banks, ATM machines, gym, spa, pharmacy, nursery, supermarket, and a department store.

Rock Gold ensures every woman's needs are met with style and comfort.

Facilities:

- Bank Security Measures
- Handicapped Friendly
- Ultra-Luxe Finishing
- Electricity Generators
- Outdoor Areas
- Co-working Spaces
- The Signature Piazza
- Landscape & Water Features
- Private Admin Entrance
- Underground Parking
- Elevators & Escalators



Premier Partnerships



Kohler:
Setting benchmarks in luxury bathroom and kitchen fixtures.



Fibrex:
Providing premium quality architectural finishes and solutions.



Egybel:
Leaders in innovative construction materials and solutions.



Trane:
Delivering cutting-edge HVAC systems for optimal comfort and efficiency.



TKE (ThyssenKrupp Elevator):
Ensuring seamless vertical transportation solutions with state-of-the-art elevator systems.

THE SIGNATURE DELICACIES PIAZZA

Step into a *Culinary Piazza*

Imagine a sun-drenched European piazza, recreated within the walls of The Signature.

At Rock Gold's The Signature, breathe in the aromatic symphony of global cuisine, wafting from restaurants housed in charming, facade-fronted spaces.

An indoor interpretation of a lively European piazza.

The architecture features decorative elements like cobblestone pathways, fountains, and greenery that enhance the charming European ambiance.



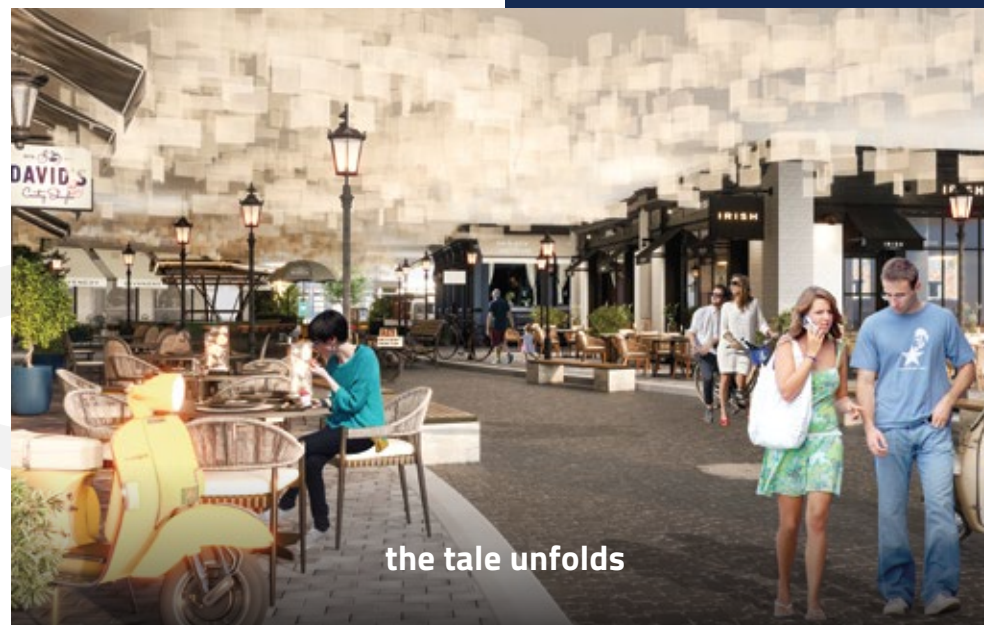
THE SIGNATURE DELICACIES PIAZZA

From Center Of *Europe*

A protected indoor experience where you get to enjoy, traffic-less European downtown view, outdoors vibes yet airconditioned, away from the cars' smoke, and a safe and secure area.

Restaurants with expertly curated menus promise a delightful dining experience, complemented by live music that sets the mood for a vibrant, piazza-like atmosphere.

To create a truly unique experience, the spaces is designed to blend in a way that brings the European piazza to life in the heart of New Cairo.



ROCK EDEN PLAZA

6 OCTOBER



Rock Developments' excellent track record in the commercial sector shines thoroughly with Rock Eden Plaza: the first walk-through plaza in October Gardens. Rock Eden Plaza serves upwards of 500,000 surrounding October City citizens across many residential compounds, offering truly elite shopping, entertainment, dining, medical, admin and assorted services.

Following in Rock Eden's architectural footsteps, Rock Eden Plaza is designed to cater to the ever-growing needs of the surrounding community. With various unit types and layouts like an anchor building, F&B, gym, nursery, an elder home, medical clinics, drive-thru's, stand alone's, twins, mixed use for diverse brands and businesses to thrive and serve the growing 6th of October area.

Situated at the beating heart of the iconic October Gardens in 6th of October City, Rock Eden Plaza enjoys prime access from all major roads, as well as being a short trip away from the best that October City has to offer.

Amenities & Facilities:

- Facility Management
- 24/7 Security
- Round-the-clock Maintenance
- Underground & Street Level Parking
- Outdoor Areas
- Kiosks & Seated Areas



ROCK VERA PLAZA

NEW CAIRO



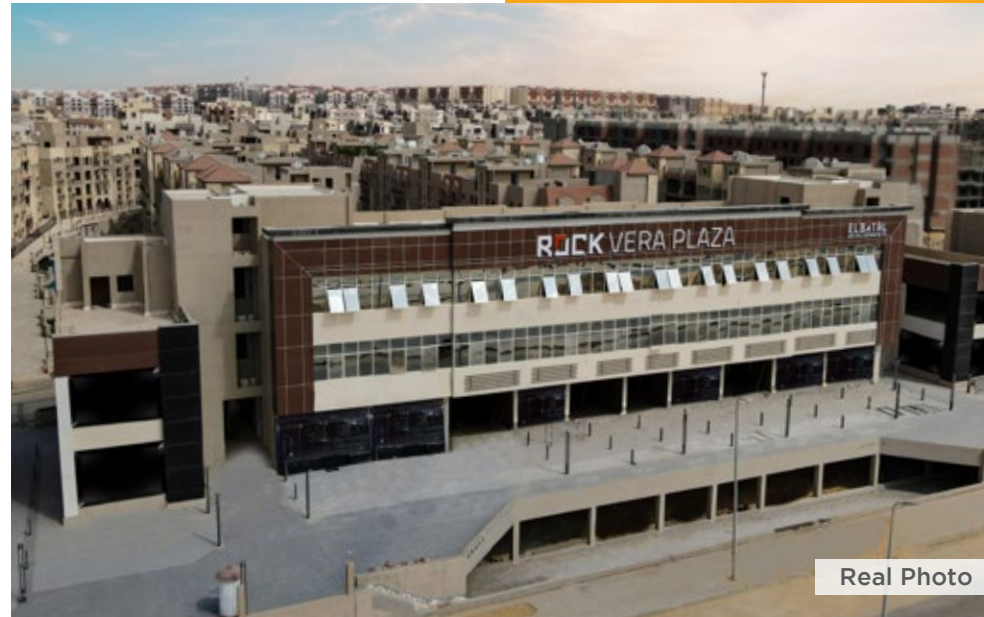
Rock Vera's accompanying plaza offers surrounding residents and visitors a prime commercial experience with Rock Developments signature touch. Rock Vera Plaza is a prominent multi-purpose administrative, commercial, medical, and retail destination.

Ideally located in close proximity to New Cairo's key landmarks, and offering its own assortment of quality services, Rock Vera Plaza is moments away from everywhere that matters.

Rock Vera Plaza offers residents, visitors, and tenants key perks and benefits for a smooth commercial experience, among its many commercial offerings, Rock Vera Plaza provides the following services and facilities:

Amenities & Facilities:

- Admin & Office Spaces
- Stand-alone Buildings
- Multi-purpose Commercial units
- Open Areas & Landscape
- Facility Management
- 24/7 Security



ROCK VILLE PLAZA

— OBOUR CITY —



Catering to Obour City and its growing 5th District, Rock Ville Plaza offers an expansive commercial experience, maintaining Rock Developments' proud track record. Delivering a range of areas for administrative, commercial, medical, and retail purposes, Rock Ville Plaza offers an assortment of facilities, units, and amenities for a signature Rock commercial experience.

Rock Ville Plaza occupies a truly central location in the 5th District in Obour City, offering a range of services to the surrounding areas, offering a host of benefits to anyone looking to start their clinic, office, or shop.

Amenities & Facilities:

- Admin & Office Spaces
- Dedicated Storage Areas
- Multi-purpose Commercial units
- Underground Parking Area
- Open Areas & Landscape
- Facility Management
- 24/7 Security



ROCK

UPCOMING PROJECTS

ROCK Residence

NEW CAPITAL



Experience the pinnacle of modern living in the heart of the New Administrative Capital. Rock Residence offers a unique blend of hotel-inspired luxury and the comfort of home ownership.

Immerse yourself in a vibrant community brimming with world-class amenities, all designed to cater to your every desire. Whether you seek a thriving social scene, a haven for relaxation, or a productive workspace, Rock Residence has it all. Discover unparalleled investment potential in a city poised for growth, and own a piece of the future at Rock Residence.

Amenities & Facilities:

- Hotel Apartments
- Handicap Friendly
- Gym
- Rooftop Event Hall
- Rooftop Barbecue Area
- Community Area
- High End Dinning Restaurant
- Hydraulic Parking
- Elec. Vehicle Charging
- Landscape & Outdoor Area
- Solar System Powered
- Facility Management
- 24/7 Security
- Fire Fighting System



TOWN TOWERS

NEW CAPITAL



Standing tall and proud in the heart of the New Administrative Capital, The Town Towers redefine the skyline with their imposing presence and architectural splendor to include administrative offices, shops, amenities, and facilities to cater to every need.

Located at Bin Zayed Axis directly, the Town Towers offer unrivaled access to the city's key attractions, business districts, and cultural landmarks. With easy connectivity to major transportation hubs and proximity to government institutions, corporate headquarters, and international embassies.

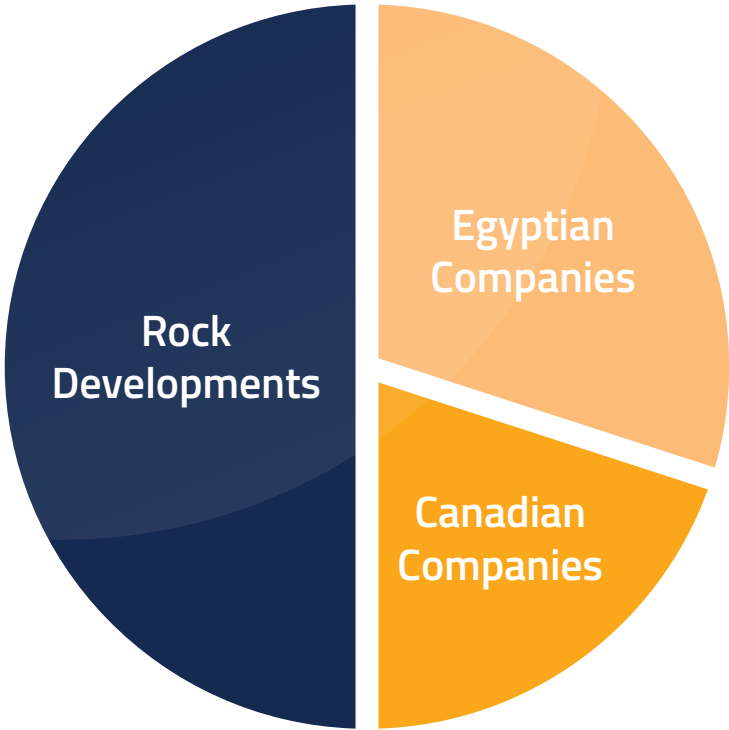




ROCK DEVELOPMENTS IN NUMBERS

ROCK DEVELOPMENTS IN NUMBERS

Total Authorized Capital EGP 20 Billion



Rock Developments keeps making great strides in its real estate journey, allowing us to increase our geographical footprint, project portfolio, investment potential, and dedicated personnel.



Investments



Capital



Landbank



Units



Guaranteed Future Sales

REASONS TO INVEST

We operate with a few core principles in each endeavor, and these values have shaped the facts that make us a guaranteed choice for outstanding residential, commercial, and administrative real estate.



History

Our History was only built throughout 40+ years of operation with distinguished clientele.



Discipline

Rock Developments' resolve has allowed it to achieve great and positive heights in terms of development, returns, and dependable delivery.



Diversity

Rock Developments has seized every chance to transform its substantial landbank into a versatile selection of projects in prominent locations.



Investment Potential

Rock Developments offers attractive investment opportunities with several types of residential, commercial, and administrative projects yielding high returns.



Continued Development

Rock Developments represents 40+ years of experience in the residential, commercial, and administrative real estate sectors throughout two generations, with a third on the way. This allows the company to continuously refresh and refine its creative endeavors.

ROCK DEVELOPMENTS

ON-GOING PASSION FOR REAL ESTATE

FUELS CURRENT AND FUTURE PROJECTS

CONTACT US

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