





Legacy of Trust

# 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 Rock Developments 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

"Rock Developments 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



**Dr. Maria Alfred**  
Board Member



**Eng. Daniel Doss**  
Board Member



**Eng. Parthena Doss**  
Board Member



**Eng. Bishoy Doss**  
Board Member



**Ms. Verina Doss**  
Board Member

## A MAN'S AMBITION; A GROWING LEGACY

Founded in 1978 by Eng. Samir Doss as El Batal Investments, the company has grown from a modest contracting practice into a trusted name in Egypt's real estate landscape. Today, this legacy continues under **Rock Developments**, carrying forward more than four decades of engineering expertise and commitment to quality.

Built by generations of dedicated Egyptian engineers and developers, the company has delivered a diverse portfolio of residential, commercial, and administrative projects across Egypt's most significant and fast-growing destinations, along with notable commercial ventures in Canada.

As Rock Developments, we remain driven by the same ambition that started it all—transforming land into enduring developments and shaping communities with vision, integrity, and innovation.





## Unlocking Synergies Across Dynamic Sectors

At Rock Developments, we strategically diversify our portfolio to create long-term value across essential and fast-growing industries. By leveraging our expertise and resources, we invest in sectors that shape communities, enhance quality of life, and support sustainable growth.



### Real Estate

Through Rock Developments, our dedicated real estate arm, we develop, finance, and manage properties that redefine modern urban living. Our projects blend innovation with sustainability to create thriving residential, commercial, and administrative environments.



### Wellness Hotels / Elder Homes

We invest in touristic healthcare solutions that merge **medical excellence** with **exceptional hospitality**. This sector caters to the increasing global demand for affordable, high-quality healthcare services offered in attractive destinations.

## Why Diversify with Us?

Our diversified model is **strategic, sustainable, and interconnected**. By strengthening each sector through cross-industry synergies, we ensure resilience, steady growth, and a positive impact on communities and stakeholders. Together, we build a future enriched by strong, dynamic, and high-value industries.



### Touristic Healthcare

We invest in touristic healthcare solutions that merge medical excellence with exceptional hospitality. This sector caters to the increasing global demand for affordable, high-quality healthcare services offered in attractive destinations.



### Food and Beverage

We bring innovation and excellence to the F&B industry by delivering quality and sustainability from farm to table. Our brands whether restaurants, cafés, or drive-through concepts—offer elevated culinary experiences crafted for today's consumer.



**In line with Rock Developments' 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 continues to expand its footprint across Egypt's growing cities. We own, finance, construct, and develop projects in key destinations including Heliopolis, 6<sup>th</sup> of October, Obour, New Cairo, New Heliopolis, and the New Administrative Capital.

Our success comes from a clear commitment to real estate. With decades of accumulated expertise, we identify strategic locations and transform them into well-planned residential and commercial developments. Strong foundations, reliable execution, and purposeful design define every project we deliver embodied in our Cultural Rock concept.

Heliopolis  
6<sup>th</sup> of October  
Obour  
New Cairo  
New Heliopolis  
New Capital



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, Rock Developments 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<sup>TH</sup> OF OCTOBER —



Rock Developments' signature Rock concept is all about ideal living at the heart of the 6<sup>th</sup> 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



# ROCK VERA

NEW CAIRO



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 5<sup>th</sup> Settlement, with 50,000 m<sup>2</sup> 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



# ROCK VILLE

— OBOUR CITY —



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 5<sup>th</sup> 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

SHERATON



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

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

# 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



Delivery 2028

# ROCK GREEN

NEW HELIOPOLIS



## Where Your New Lifestyle Begins at the gate of New Heliopolis.

Rock Green is a modern residential compound thoughtfully designed for those who seek to live well, live green, and stay connected — without the chaos of the city. Nestled in New Heliopolis, it offers smart urban planning, wellness-focused amenities, and lush open spaces that create a perfect balance between modern convenience and natural serenity.

Step into a vibrant, green-hearted community where every corner is built to support your well-being, connection, and daily rhythm.

Project Area: 70.000 m<sup>2</sup> Land Area  
Water features: 600 m<sup>2</sup>

## Amenities

- Olympic track
- Outdoor gym
- Multifunctional space
- Social space (shaded)
- Designated kids area
- Enclosed dog park
- Electric car charging
- Sport Yard (Paddle – Football)
- Concierge
- Outdoor coworking space
- Quiet Reading area
- Designated bike parking
- 24/7 security
- Indoor Parking
- Luxurious Entrance
- Huge Central Garden
- Car Cleaning
- House keeping



Delivery 2029

**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 km<sup>2</sup> 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



Designed To Be An Award-winner By

**WSW**Architects

**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** *15<sup>th</sup> 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, posing 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 March 2025



The Ultimate Destination for  
*Commerce, Work and Leisure*

Whether seeking the latest in fashion trends, working comfortably in the office, indulging in a spa day, or searching for the perfect piece of jewelry, Rock Gold offers a space where elegance, admin spaces, 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<sup>TH</sup> OF 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**

**UPCOMING PROJECTS**

# NEW ACQUIRED LAND

## SUEZ ROAD

The newly acquired land represents a strategic expansion aligned with the company's long-term growth vision.

It is planned as a multifunctional development that combines retail, sports, and service facilities in a prime, high-accessibility location.

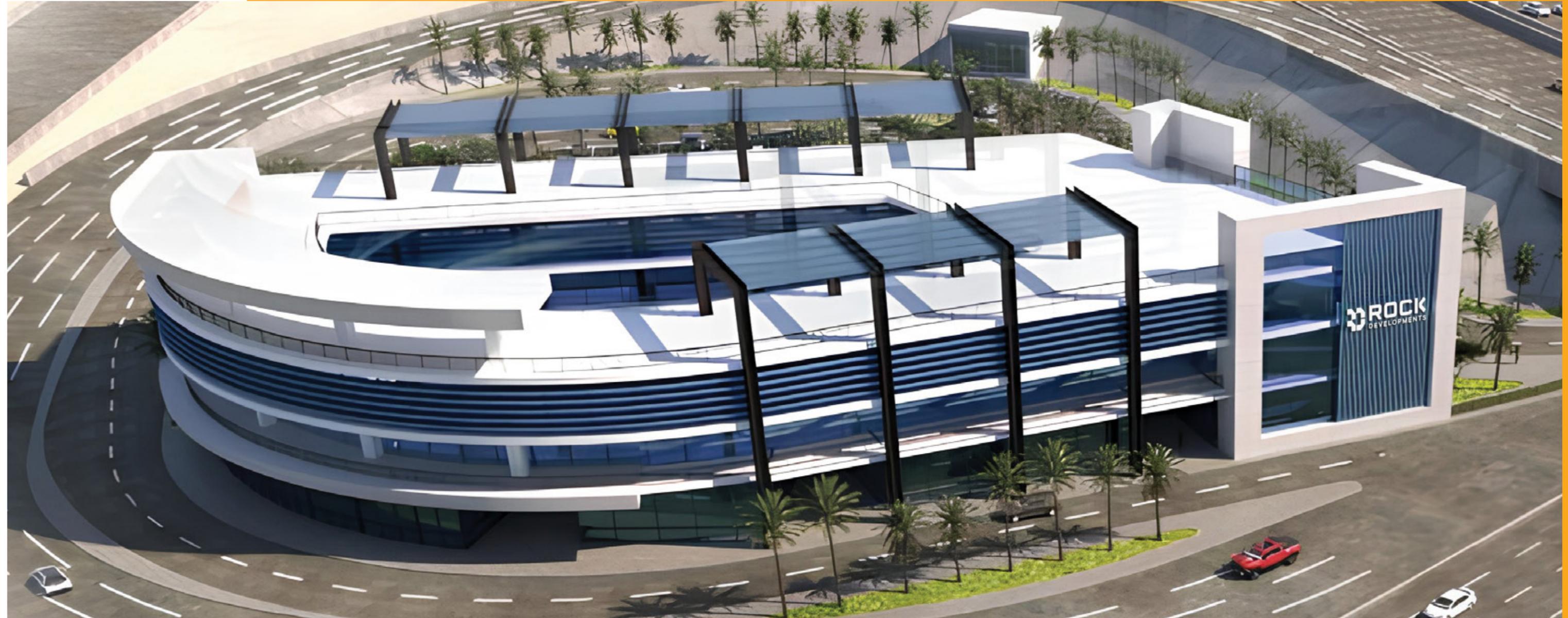
● **Land Area:** 40,300 sqm

● **Location:**

Intersection of the Ring Road and Suez Road  
East of BRT Station – Cairo Governorate

● **Land Use:**

- Indoor & outdoor retail areas
- Covered sports courts
- Parking areas
- Service facilities



# ROCK SPHINX

## NEW SPHINX

Rock Sphinx is a landmark mixed-use destination spanning 126 feddans in the Sphinx area of New Zayed City, developed as a fully integrated community that brings all aspects of daily life together in one destination.

● **Land Area:** 126 feddans

● **Location:**

Sphinx Area – New Zayed City

● **Master Plan Components:**

- Residential neighborhoods
- Commercial hubs
- Hotel & serviced apartments
- Educational facilities (school)
- Vibrant social club
- Exclusive clubhouse

● **Lifestyle Concept:**

- Integrated living, working, learning, and leisure
- Balanced, self-sustained community experience



# 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



# ROCK TOWERS

NEW CAPITAL



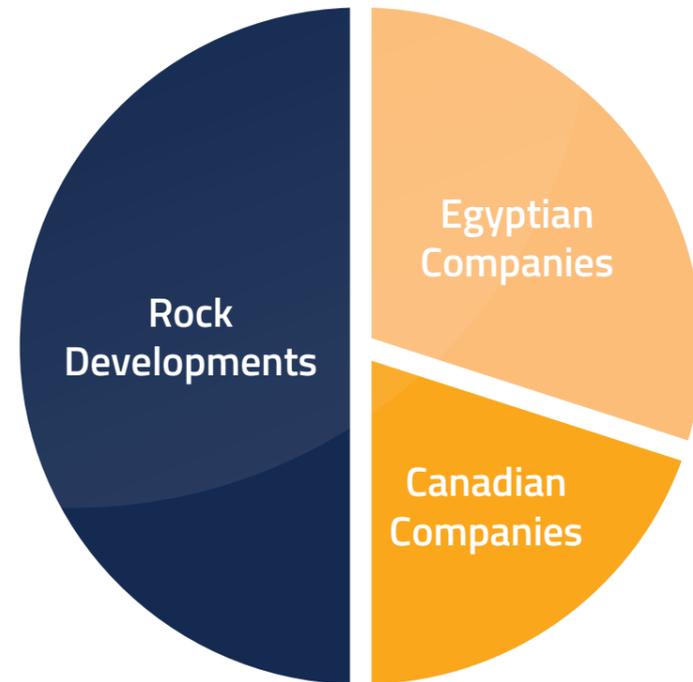
Standing tall and proud in the heart of the New Administrative Capital, The Town Towers redefine the skyline with their imposing presence and architectural splendor to include administrative offices, shops, amenities, and facilities to cater to every need.

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.



## 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.



## Investment Potential

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

**ROCK DEVELOPMENTS**  
**ON-GOING PASSION FOR REAL ESTATE**  
**FUELS CURRENT AND FUTURE PROJECTS**

# CONTACT US

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