

# PHD NEWS

## SKY BEACH

THE LEBANESE HOTSPOT  
DEBUTS AT HACIENDABAY

Summer  
2009

**PHD**  
LAUNCHES  
HACIENDA WHITE



PALM HILLS  
DEVELOPMENTS



HACIENDABAY



# SKY BEACH AT HACIENDABAY THIS SUMMER...STRAIGHT FROM BEIRUT

A summer to remember with Sky Beach @ Haciendabay... straight from Beirut Haciendabay, PHD's hip summer destination is heating up the action and excitement with the launch of Sky Beach. Internationally acclaimed, Beirut's hotspot brings its glamour and glitz to the pristine white-sand beaches of Haciendabay. Whether your mood is to chill, relax and indulge or drink, eat, dance and party, we promise to have something in store for you. Enjoy the serenity of a beautiful beach, take a dip in the calm turquoise waters, energize with fun water activities or have peaceful strolls on the soft white sand and sip Sky Beach's colorful signature cocktails

at the beach bar. Alternatively, head for more action at the pool bar and dining lounge where the eclectic menu prepared by Sky Beach's acclaimed chefs serving up the best in international cuisine. The creative dishes will include a range of salads, pastas with the freshest ingredients, a variety of main courses and delectable desserts and, of course, a huge array of cocktails. Throughout the day, Sky Bar's resident DJs will warm up the crowd with their award winning mixes and heavenly medleys that keep up the rhythm of the place until the early hours of the morning. Surprise events are planned for various weekends but fun and relaxation continue through the week.



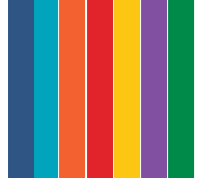
CABANAS

For a more comfortable summer, Haciendabay is opening its cabanas for those of you who want to forget their day-to-day chores and have a peaceful vacation. A handful of modern rooms overlooking the main lagoon and the Mediterranean's warm blue waters are open for reservation for short and long term stay. Night Lounge & Cabanas by reservations only.

**For reservation:**  
**012 0555550 – 012 0666660**



# SKY BEACH



HACIENDABAY

**Project  
FOCUS**

# PRESENTING HACIENDABAY

## THE HIPPEST DESTINATION OF THE NORTH COAST

Summer is the time to hop in the car and head to the North Coast for a week or four. As the weather heats up, so does the action and excitement at Haciendabay. Haciendabay, an upscale tourism and residential resort spread over the vast area of 2,229,811 square meters, features numerous leisure and entertainment options; including 5 star hotels serving up top international cuisines, a range of sports and water sports activities, spacious lounges perfect for chilling and tanning throughout the day; transforming by night into the hippest hot spots, party beaches featuring the latest international DJs, a sprawling Sanford Golf Design 18-hole course, and a stylish Hotel Resort & Spa run by the famous Nikki Beach.

The designs created by renowned architect Shehab Mazhar, are set to transform the architectural master plan of homes in the North Coast area. Mazhar created unique bold designs that enhance the "Think Green" concept of creating ecological and sustainable designs which successfully blend seamlessly with the serene Mediterranean Sea, and complement the beautiful views of the surrounding environment.



**Villa Type 1**



**Chalet 3 in 1**



### Junior Chalets

Located adjacent to signature Nikki Hotel & Spa and Nikki Beach, the Junior Chalets enjoy open views overlooking the golf course – truly not to be missed. Ideal for young couples these smaller units come equipped with all the comforts of a larger chalet; the lower two bedroom 140 m<sup>2</sup> ground chalets come with a substantial 140 m<sup>2</sup> front garden and the first floor two bedroom chalets also benefit from a 61 m<sup>2</sup> penthouse area complete with living room, a third bathroom and a roof terrace.

## NEW PRODUCT LAUNCHES @ HACIENDABAY

**Homes catering to our younger clientele....**

### 3 in 1 chalets

**HACIENDABAY ANNOUNCES ITS LATEST PRODUCTS: 3 IN 1 CHALETS AND JUNIOR CHALETS TO THE MARKET; CREATED FOR YOUNG COUPLES AND FAMILIES.**

Designed with young couples and families in mind, the newly launched 3 in 1 chalets are located in the heart of the community overlooking the Sanford Golf Design 18-hole course. Surrounded by lush landscaping and picturesque lagoons from the surrounding course, each chalet block has two garden chalets and one penthouse chalet.

These modern, spacious residential units have a total land area of 660 m<sup>2</sup>, the lower 225 m<sup>2</sup> three-bedroom chalets come with an impressive 430 m<sup>2</sup> front garden, ideal for gatherings, and family entertainment. The impressive first floor three bedroom pent-house comes with a spacious 150 m<sup>2</sup> terrace.



### The ultimate in luxurious lifestyle brand @ Haciendabay

Making its debut in 2010, the exclusive Nikki Beach & Resort will cater to the North Coast jet-set crowd. World renowned in Marbella, Cannes, St. Tropez and Miami for their party beaches and ultra-fashionable parties; they have chosen the stylish Haciendabay for their location in Egypt.

Featuring a 130 room boutique hotel; 60 Nikki Beach glamour-villas, Nikki Beach lounge, and the signature Nikki Spa and fitness facility; the hotel will also offer an exclusive range of 6 star services including, private 24 hour concierge service, signature restaurants, VIP lounge and an exclusive beach lounge.



# CONSTRUCTION UPDATES

- 60% of the Touristic Buildings skeleton has been constructed (Chalets – Twin Houses – Town Houses – Sea Front & Lagoon Villas)
- 95% of Beach Touristic Cabanas for day use has been completed & totally furnished while 69% of all other Cabanas are completed
- 95% of the Golf Course shaping
- 95% of Beach Lagoon : shaping , water proofing & electromechanical works
- 95% of the Beach Club & Swimming Pool
- 60% of Golf Lagoons
- 87% of Site Grading
- 95% of Road shaping & Grading
- 100% of the Preliminary Connections to governmental potable water & electricity
- 50% of all external Fences



## PROJECT HIGHLIGHTS

- Haciendabay spread over an extensive area of 2,229,811 sqm
- Residential units encompass an area of 214,200 sqm
- An impressive Sanford Golf Design 18-hole Course over 672,000 sqm
- Breath-taking landscaping and green areas over 798,000 sqm
- Lagoons with a total area of 75,600 sqm
- Road and Parking covering areas of 546,000 sqm




*Manar 2009*

*A Summer to remember*

**A SUMMER DESTINATION BY**



**PALM HILLS DEVELOPMENTS**

**Sales Offices:**  
 Zamalek : 1, El Kamel Mohamed St. Tel. 27375533  
 Dokki (New): 48, Mossadak St. Tel. 37622240  
 Maadi : Villa 81, Road 250. Tel. 23596780  
 Heliopolis : 46, Nehro St. Tel. 24545985

**Working Hours:**  
 Saturday to Thursday 10 a.m. - 8 p.m.  
 Friday 2 p.m. - 8 p.m.

**CALL: 19PHD (19743)**  
 or visit: [www.phdint.com](http://www.phdint.com)  
 FOR DETAILED INFORMATION



## PHD launches new summer destination

# Hacienda White



PHD announces the launch of its latest summer destination, Hacienda White. Blissfully resting on the pristine Mediterranean beaches on km 137 of the North Coast Road, this fully integrated community is located adjacent to the renowned exclusive community, Hacienda.

Spread over 210,000 sqm Hacienda White features luxurious, modern homes including breath-taking villas, 3 in 1 chalets, and chalets. The project has been carefully master-planned to range from elevations starting at 3 meters reaching 22 meters at the highest level, to ensure that all homes enjoy unobstructed views of the Sea. The project features two large lagoons with private seaside cabanas, one allocated for every home at Hacienda White.

### ELEGANT HANGOUTS

Hacienda White offers residents an array of selected gourmet dining outlets, including a trendy seafront beach lounge & bar serving up the freshest dishes and diverse international cuisines. The evenings the lounge magically transforms into an elegant and classy nightspot, spinning up the latest beats. The community also features a wide selection of trendy restaurants, cafes, and shops located in the signature, El Corte Mall located adjacent to the project.



### Hip Boutique Hotel

Whether you are looking for a short weekend break or a longer holiday, the stylish boutique hotel will provide guests with an unforgettable experience. From quaint, spacious rooms to the most luxurious suites and numerous restaurants, plush Spa & Wellness Center; residents can rest assured to be pampered with the upmost in service and hospitality.



## ARCHITECTURE AND PLANNING

While each of our communities is unique, all the homes within them share a few, simple ingredients; simplicity, luxury, space and comfort.

Regardless of the size or location, all homes are designed to be aesthetically and functionally pleasing. Master planned and hatched up to the highest standards by renowned Egyptian Architect

Shehab Mazhar. Hacienda White pictures unique, modern homes that enhance the "Think Green" concept of creating ecological and sustainable designs, which seamlessly blend with the serene Mediterranean Sea, and the beautiful views of the surrounding environment.





## RITZ-CARLTON HOTEL AT PALM HILLS OCTOBER GOLF



**Preliminary rendering of Ritz-Carlton**

PHD and The Ritz-Carlton Hotel Company L.L.C. have signed an agreement to commence with the planned operation of The Ritz-Carlton Cairo at Palm Hills located within Palm Hills October. The signing took place on Monday, May 4th at The Ritz-Carlton, Dubai. PHD Chairman and CEO Yasseen Mansour and Simon Cooper, President and Chief Operating Officer of The Ritz-Carlton Hotel Company, L.L.C. signed the

agreement amongst senior Ritz-Carlton and PHD personnel in the presence of a select number of the media. "This partnership with The Ritz-Carlton further demonstrates PHD's commitment as a company that seeks to offer the highest quality of service and hospitality to our residents and guests. We look forward to the fruits of this successful agreement," said Mr. Yasseen Mansour.

Designed by OBM International, a leading architectural and design consultant firm, in collaboration with renowned Egyptian architect Shehab Mazhar, PHD's CEO of Engineering, the hotel promises to be a star attraction with a modern design that draws inspiration from Pharaonic style architecture to add a local flavor.

# PHD ENTERS SHOPPING CENTERS INDUSTRY WITH FULL FORCE

PHD is expanding into shopping centers by developing the first mall in Palm Village Katameya, opposite the AUC campus. The project is set on a total area of 78,000 sqm, of which 30,000 sqm is for lease, in addition to a car parking area accommodating 1000 cars. The mall will include over 90 international brands from medium to upper medium brands; one of the main fashion anchors will be operated by the Landmark Group, a renowned retail group operating regionally in the Middle-East; centre point, a two floor, 4100 sqm department store. The second renowned international value fashion anchor will be New Look, covering an area over 1000 sqm. The mall to date has signed with the several international & local brands that will be announced shortly; meanwhile PHD is securing more contracts through cooperation with

the major retail groups operating in the MENA region, such as: Al Sawani, Naira International, Al Shaya, Shalhoub Group, Adidas International by adding their international franchises to the mall tenant's list. In addition there will be a variety of dining options including cafés, fast food, and casual dining including chains like McDonalds, KFC, Hardee's, Pizza Hut, Baskin Robbins, and other renowned chains to be confirmed such as Asfahan Express, Franchisca; several coffee shops such as Espresso by Illy, Costa Coffee; and chains like Coffee Bean & Tea Leaf, Carnivore, and Sushimoto are still in the pipeline. The Retail Development team is headed by Mr. Carlos Pena, Retail Development Director and Mr. Luc Queroles, Head of Retail Construction, who will oversee the construction process.

PHD is currently investing heavily with plans to develop commercial projects across the country, with plans to launch a regional mall in West Cairo, 6th of October City, which will offer a gross leasable area of 100,000 sqm in the near future.



# PHD: THE OFFICIAL PRESENTING PARTNER OF THE WEMBLEY CUP

PHD is the official main sponsor of the Wembley Cup 2009. The landmark two-day pre-season competition will be held in London's Wembley Stadium. UEFA Champions League winners FC Barcelona, Tottenham Hotspur, Celtic Football Club, and African Champions Al Ahly of Egypt will line up in the inaugural Wembley Cup on Friday 24th and Sunday 26th July 2009.

"It is with utmost pleasure that we bring this cup to football fans worldwide," said Mr. Yasseen Mansour, Chairman and CEO of PHD, "PHD is a leader in the Egyptian real estate development market, and by sponsoring this competition featuring some of the world's top football players playing in one of the world's top stadiums, we hope to showcase our world-class standards."

Some of the most exciting players in the world, including Lionel Messi, Thierry Henry, Luka Modric and Robbie Keane, are set to participate in the tournament, providing a fantastic showcase of football talent.

## THE WEMBLEY CUP



# Palm Club News

## 3rd PATA carnival @ Palm Club

Palm Club hosted their third edition of the carnival to celebrate a day of fun for PATA members, friends and family which was held this month in Palm Hills October. Over 700 people attended and participated in the carnival's entertainment activities (for 6 to 60 year-olds) under the supervision of the PATA Director Hassan El Aroussy and his team.

The carnival also dedicated a special section to children for those under the age of six, as well as several competitions that were organized with six Egyptian ex-tennis champions who were invited to the carnival.

PHD has the pleasure of thanking its main annual sponsors Mercedes, TEdata, McDonald's and Anchor and all of its supporting partners Nile University, Archimedia, Bank el Watany of Egypt, Coldwell Banker New Homes, Technogym, HSBC, Scib Paints, Medmark (Bupa), Kwik Kopy, Rashidi Mizan, Juhanya, Lufthansa, Novotel 6 October, Creative Entertainment, Headline, Showerby Trading and Party Fun for all their support. A special thanks to Dina Anis and Hala Shohayeb for all their help and support.



## RENOWNED LE STEAK OPENS AT THE CLUB HOUSE

Serving up excellent French Gastronomic cuisine and flavors, Le Steak operated by Le Pacha, has opened its doors to guests in the stylish Club house. Set within an elegant and relaxing ambiance, the restaurant overlooks the beautiful lush landscaping of the Palm Club grounds. Offering a range of appetizers, main courses and desserts, Le Steak guarantees an enjoyable dining experience.



A SUMMER  
DESTINATION  
BY



PALM HILLS  
DEVELOPMENTS



Seif  
& Daddy



Best  
Friends  
2009



Yara  
&  
Khadiga

A summer  
to remember

**Sales Offices:**

Zamalek : 1, El Kamel Mohamed St. Tel. 27375533  
Dokki (New) : 48, Mossadak St. Tel. 37622240  
Maadi : Villa 81, Road 250 Tel. 23596780  
Heliopolis : 46, Nehro St. Tel. 24545985

**Working Hours:**

Saturday to Thursday 10 a.m. - 8 p.m.  
Friday 2 p.m. - 8 p.m.

**CALL: 19PHD (19743)**  
or visit: [www.phdint.com](http://www.phdint.com)  
FOR DETAILED INFORMATION





**PALM HILLS**  
DEVELOPMENTS

**Call Center: 19PHD (19743)**

**[www.phdint.com](http://www.phdint.com)**

**Zamalek**

1, El Kamel Mohamed St.  
Tel. 27375533

**Dokki**

48, Mossadak St.  
Tel. 37622240

**Heliopolis**

46, Nehro St.  
Tel. 24545985

**Maadi**

Villa 81, Road 250  
Tel. 23596780