

Cleopatra Resort

Hurghada, Egypt



Tomorrow you will awake in a land whose history spans 7,000 years and whose breathtaking monumental sites are incomparable to anywhere else on earth.





A Golden Opportunity

Imagine the scene: you've just played 18 exhilarating holes at the Fred Couples designed El Gouna golf club, followed by a spot of scuba diving in the crystal waters of the Red Sea. You head back to your luxurious apartment, making light work of a cocktail as the Egyptian sun sinks into a skyline of beautiful rugged mountains.

Tomorrow you will awake in a land whose history spans 7,000 years and whose breathtaking monumental sites are incomparable to anywhere else on earth. All this sounds like a dream, but it's not. This can be reality, your reality, and we can make you realise this sooner than you think. What we've come to realise is that we don't want people to dream it, but to actually live it.

That's why we're introducing the Cleopatra Resort, a development consisting of a selection of studio, 1, 2 and 3 bedroom apartments, all completed to European finish. With prices starting from a phenomenally low price of £12,557, this is both an investment and lifestyle opportunity not to be missed. The catch? There isn't one. Although we do recommend slapping on the sun cream as the warm desert climate brings with it year round sunshine and sizzling temperatures.

Situated in a great location, opposite Hilton Plaza, **The Cleopatra development is directly across from the public beach offering superb views of the crystal waters of the Red Sea and only 5 minutes walk from downtown Hurghada, a place brimming with vibrant energy, culture and heavenly cuisine. 10 minutes down the road, Hurghada International Airport is within easy access.**



This developer has lived and worked in Hurghada for more than 30 years, and is a respected businessman and resident.

Having completed a string of successful commercial and residential developments, his track record for quality and reliability goes before him.

All buyers can expect a well finished modern European style apartment, and delivered on time.



Cleopatra Resort

Cleopatra Resort development is on track to becoming one of the most **impressive**, sought after locations in an area offering **secure, luxury living** and **first-class** surroundings that are second to none.

Consisting of a selection of studio, 1, 2 and 3 bedroom apartments, all completed to European finish, prices start from only £12,557. Nestled in an outstanding area of aspirational opulence. **The Cleopatra development is directly across from the public beach, only 100 metres, offering superb views of the crystal waters of the Red Sea.**

Being only 5 minutes walk from the bustling town centre of Hurghada. With El Gouna and its 18-hole PGA professional golf course a only 20 minutes away and Hurghada International Airport reachable in just 10 minutes, it is one of the most accessible locations.

One of the key features of the Cleopatra Development is that our knowledge and understanding of the overseas property industry is only of the highest standard, allowing all prospective buyers to have complete trust and confidence in us. Our aim is simple: to make our vision your vision.



The impressive location, Facilities and investment options on the **Cleopatra development** makes it an idyllic choice for those wishing to either live, holiday or invest in one of the leading emerging markets around the world.

5 Star Facilities & Benefits



- 10 years builder's guarantee
- All properties are completed according to European finishing standards
- Gardens around the project
- Large swimming pool including children's section
- Satellite TV, telephone and internet connection points in all properties
- Pre-installation of air conditioning
- Elevators to all floors
- Manned 24 hour security
- Full maintenance and repair service
- Regeneration / decoration programmed on a 3 years frequency
- All facilities are run and managed by developer to maintain quality of service

- Sightseeing tour operator
- Strong rental prospects
- Key handling rental management service
- Excellent investment potential
- A fixed price and payments to completion
- From £250.00 per year management fee
- Full maintenance and repair service
- Regeneration / decoration programme every 3 years
- All facilities are run and managed by the Developer to maintain quality of service



Additional Benefits



A one day tour of Luxor including visits to the museum and temples, plus lunch on the Nile (minimum 20 person)

A one day tour of Cairo to visit the Pyramids, Sphinx, Egyptian museum and a trip on the Nile (minimum 20 person)

Snorkelling trip twice a week to the islands in the Red Sea, taking lunch on the boat or on the island. (minimum 20 person)

A safari trip in the desert, riding camels, mountain climbing, and a barbeque lunch.

These onsite services add to the attraction for tourists, and resulting rental business.

The beautiful clear blue waters of the Red Sea Riviera make Hurghada one of the top locations in the world for diving, with an abundance of marine life to see and enjoy, with the warm waters and the unique offshore gardens creating an ideal haven for many varieties of rare fish and coral reefs.



Studio & 1 Bedroom Apartments



Studio
From
£12,557

1 bedroom
From £14,022



All apartments are finished to a European standard.

Open plan kitchenettes create the feeling of maximum space within the apartment and this coupled with the natural sunlight afforded from the balcony offers the true sense of its superior design.

The illustrations above only show one style of property from the variations available

2 & 3 Bedroom Apartments



2 bedroom
From
£30,974

3 bedroom
From £41,020

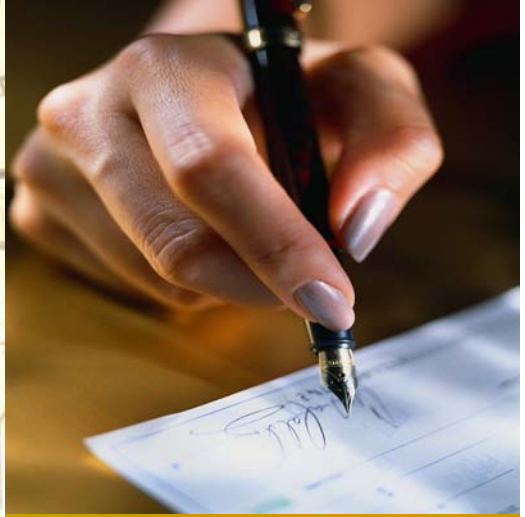


All apartments are finished to a European standard.

Open plan kitchenettes create the feeling of maximum space within the apartment and this coupled with the natural sunlight afforded from the balcony offers the true sense of its superior design.



The Ideal Investment Option



Rental Pool

A rental pool will be available at Cleopatra Resort and will be run by the developer. This will be handled by an onsite office which will offer every facility you will require including full laundry with maid service, key handling, airport pick ups, full marketing and managing, post rental inspections maintenance and repair service, welcome packs, and a sightseeing tour operator.

The rental marketing of Cleopatra will be carried out through several sectors of the holiday industry which will maximize the income for all in the rental pool.

We believe that too many companies offer guaranteed rental but invariably this puts too many restraints on the property owner and more often than not reduced weekly and yearly income. This is why at Cleopatra Resort the rental option is very uncomplicated where all clients can decide when and how many times they want to use THEIR property and when they would like it to be rented (with no restrictions).

Nearer to completion a full rental package will be available, itemizing costs from just a post rental clean to a full rental management and maintenance service.

The developer sees rental as a major part of his business.





The Ideal Investment

Payment Schedule

- £1,000 Booking fee reserves the apartment
- 30 % in circa 30 days on contract
- 15 % every 3 months (just 4 Payments)
- 10 % upon completion

A full price list is available on request.

Prices start from....

£12,557 for a studio

£14,022 for a 1 bedroom apartment

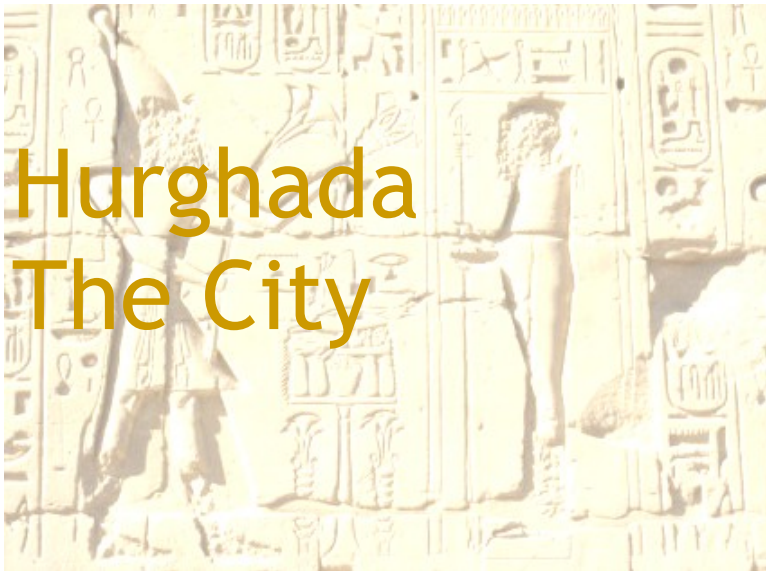
£30,974 for a 2 bedroom apartment

£41,020 for a 3 bedroom apartment

Other Costs

- Legal costs are £1,200
- Furniture packs start from £4,800 to £7,800. 40% on apartment contract, then 60% made with final apartment payment

Hurghada The City



A city founded in the early 20th century as a small fishing village, in recent years Hurghada has exploded into the ultimate holiday destination for Europeans and now rivals Sharm El Sheikh for the title of Egypt's liveliest resort area. With its own bars, restaurants, sports and leisure activities plus superb diving and snorkelling, it promises an experience that is second to none.

Situated at the lower end of the Gulf of Suez to the North and Safaga and Soma Bay to the South and with a seashore stretching 40 km, Hurghada is the centre of aquatic sports. It provides the ultimate Arabian escape- from sailing, windsurfing, deep-sea fishing and swimming, to snorkelling and diving. Founded in the 20th century as a fishing village, the warm waters here are ideal for many varieties of rare fish and coral reefs, which may also be observed through glass bottom boats. It also boasts unique Underwater gardens offshore which are some of the finest in the world, favoured by tourists and experienced divers alike. If it takes place in the water, you can do it here.

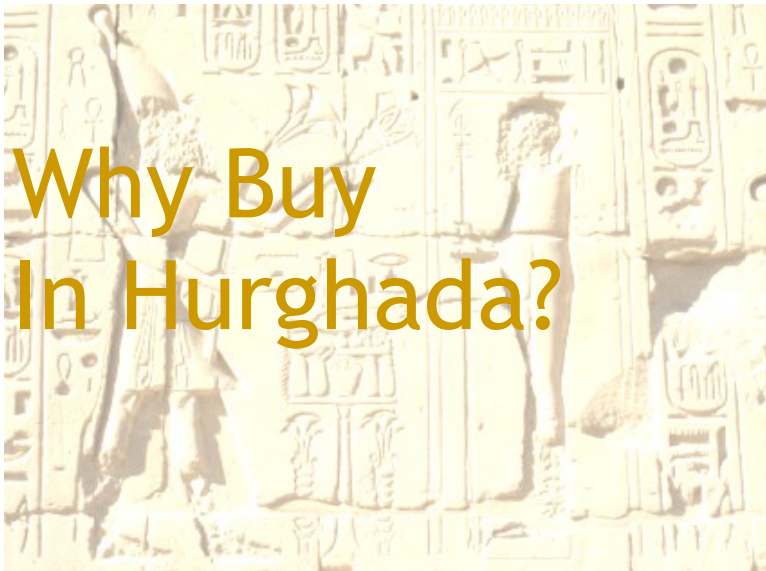
Nearby, the exclusive resorts of El Gouna and Sahl Hasheesh invite residents and tourists to experience breathtaking panoramic views of the surrounding desert and mountains. Abu Ting Marina, the most luxurious harbour on the Red Sea, lies in the heart of the El Gouna resort and is renowned for its natural lagoons and its magnificent 18 hole PGA Professional golf course at El Gouna Golf Club, designed by Fred Couples.

As for the entertainment, Locals and others will tell you that life begins at night in Hurghada with an array of piazzas, shops, restaurants and bars along its main street.

The permanent summer weather combined with the promise of what the Red Sea Riviera has to offer means it is fast becoming a hotspot for both holidaymakers and



Why Buy In Hurghada?



- Egypt has steady year on year Capital Growth of 20-30%
- Rental Yields in this area are around 8%
- 12 month climate with plenty of letting potential
- Freehold property
- A booming tourism industry, with numbers having over doubled between 2002 and 2007
- Large volume of investment finance being placed in Hurghada
- Tourism predicated to increase at rate of 6% per year
- Opportunity to invest early in a vibrant market
- Situated on the Red Sea - recently voted best diving destination in the world
- Low cost living, maintenance and management costs
- Currently accommodation demand in the area exceeds supply
- Hurghada, a vibrant town - with culture combined with a modern feel
- Tourism growing due to the increase in low cost airlines such as EasyJet flying direct to Hurghada

The beautiful clear blue waters of the Red Sea Riviera make Hurghada one of the top sites in the world for diving, with an abundance of marine life to see and enjoy, with the warm waters and the unique offshore gardens creating an ideal haven for many varieties of rare fish and coral reefs.

It is also an international centre for aquatic sports including windsurfing, sailing, deep-sea fishing, swimming and snorkelling. Hurghada is known for providing access to many uninhabited offshore reefs and islands. It is truly an all year round tourist destination with twelve months of sunshine, and very rarely a cloudy day!



Why Invest In Egypt?



Egypt has always been steeped in history and has inspired generations. It has been ruled by ancient dynasties which have enchanted the world and have been written about time and time again. Its lands were walked by the ancient Greeks, Romans and a raft of other nations. It has always been an international cultural country where wondrous constructions, spirituality, commerce, art and beauty have gathered together to amaze all who visit.

With its growing tourism sector, the Egypt property market is attracting the same interest and attention that it has known throughout the ages.

It is clear to see why so many visitors pick Egypt as their choice of holiday destination. White sandy beaches, colourful coral reefs and desert landscapes are all part of the exotic Egyptian experience.

Resorts such as Hurghada on the Red Sea are firm favourites amongst international diving and snorkelling enthusiasts, the Red Sea being one of the world's most popular scuba diving destinations.

Other water sports such as windsurfing are also popular in the region and draw tourists to the area.

Many resorts and major cities in Egypt are becoming increasingly cosmopolitan with real estate buyers from all over the world planning investments here. One bonus for many buyers is that English is spoken widely in professional circles, in addition to Arabic.



Economic Overview



Egypt is going through a period of intense economic, political and structural reform. 2007 was another boom year for the Egyptian economy, vindicating the economic reforms initiated by the Nazif government in 2004. The "Economic Tiger on the Nile" epithet coined somewhat prematurely in the late-1990's is now more apt.

In July 2004 President Mubarak appointed a new government under Prime Minister Ahmed Nazif, formerly Minister of Communications and Information Technology. Nazif appointed a new economic team (Youssef Boutros Ghali as Finance Minister, Mahmoud Mohieldin as Minister of Investment and Rachid Rachid as Minister for Trade and Industry).

The new government launched an ambitious reform programme. A cabinet reshuffle on 31 December 2005 saw the number of reform-oriented ministers doubling; a signal of the government's commitment to continuing and broadening economic reform. Technocrats from the private sector were selected to head the ministries of transport, agriculture, health, tourism, and housing and utilities.

Since July 2004, the government has been carrying out a radical and ambitious economic reform programme under the slogan "Egypt: Open for Business". Customs tariffs were reduced and taxes cut. There were further reforms in the financial sector, including increasing the minimum capital requirement, merging weak banks, selling the state's shareholding in joint venture banks, and the privatisation of one of the public banks. The privatisation process was re-activated, with offerings including petrochemical companies and the state telecom operator. The investment framework was also improved, new free zones were established, business start-up and registration procedures were improved and antitrust legislation was enacted.

The reforms have paid back and economic growth has risen to levels unseen in a decade. After four years of sluggish growth, real GDP grew by 4.5% in 2004/05 rising to 7.1% in 2007, driven by increased private consumption, exports and investment.

Egypt was recently awarded the title of "world's top reformer" by Doing Business 2008, an annual World Bank/IFC report. Also the report goes on to say "Egypt cut the minimum capital required to start a business, from 50,000 Egyptian pounds to just 1,000 and halved the time it takes. It reduced fees for registering property from 3 percent of the property value to a low, fixed amount. It eased the bureaucracy that builders face in getting construction permits."

Consequently, there is a new feeling of confidence in the business community (both foreign and domestic), and a resurgence of interest from UK companies in a variety of sectors.



Economic Overview

Foreign direct investment is at record levels, increasing from \$3.9 billion in 2004/05 to \$11.1 billion in 2006/07. Investment is increasingly diversified, with the petroleum sector now accounting for 28% of FDI compared with 66% in 2004.

Conclusion

Egypt has a complete and balanced economy. Its well integrated structure ensures sustained growth in a diversified environment where sectors such as manufacturing, energy, agriculture, tourism and property interact to create economies of scale. This generates a balanced distribution of the nation's income, employment and export revenues and multiplies the opportunities for investment and growth.

Hurghada capitalises on these strengths and provides an ideal opportunity for investors to be involved in a well rounded growth market.





Frequently Asked Questions

1) Where is Cleopatra Resort?

The Cleopatra Resort development can be found near the shores of the Red Sea, in the town of Hurghada, located in Arabia Area, one of the most attractive areas in Hurghada, opposite the Hilton Plaza Hotel

2) How many properties will there be at Cleopatra Resort?

Cleopatra Resort will have 128 apartments in total completing March 2011, with a variety of studios, 1 bedroom, 2 bedroom and 3 bedroom units.

3) Are the properties freehold or leasehold?

All the properties are freehold.

4) Who is developing Cleopatra Resort?

An Egyptian developer who has completed 3 previous projects to high quality standard.

5) What Licenses have been granted?

All the necessary licenses and planning permissions have been obtained, and are available on request.

6) When will the property be completed?

Cleopatra Resort will be completed March 2011.

7) What are the payment terms on the property?

30% followed by 4 x 15% payments, and 10% final payment

8) Can the properties be bought in a company name? Yes.

9) Are mortgages available?

Generally no for overseas buyers due to the complexity of paperwork required and legislation.

10) What is the yearly maintenance fee?

The yearly maintenance fee will be £250 for a studio, £250 for a 1, or 2 bed, and £310 for a 3 bed per annum and will be fixed for 5 years.

11) Is there a builder's warranty on new build, if so how long?

Yes, warranties for new build are for 10 years.



Frequently Asked Questions

12) What type of running costs should the client expect?

Apart from the annual Real Estate Tax of approximately EGP 500 (approx. GBP £50) and the annual maintenance mentioned in Q10, there will be utility (water & electricity) charges substantially lower than by European comparison.

13) How much will the building & contents insurance cost?

Approx GB £100.00 per annum.

14) What is the construction of the building?

The foundation of the building is reinforced concrete. The construction is of brick.

15) What will be the orientation of the apartments?

The apartment's main entrance will face northeast but each apartment will differ depending on location in the development.

16) Will there be a rental system?

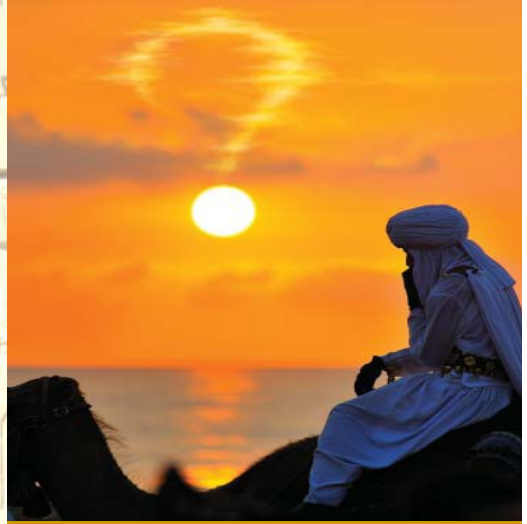
Yes, with rental prices based on achievable rental return calculations as per market.

17) How long is the rental season?

12 months.

18) What is European Design & Finish?

European Design & Finish includes: polished ceramic floors, tiling in kitchen and bathrooms, windows and doors installed, all electrical installations, pre-installation for digital TV platforms as well as sockets for telephone, television and data lines, Kitchen with stainless steel sink, worktops and mixer taps, and bathroom sanitary fittings in white porcelain (toilets, sinks, baths or showers) with mixer taps.





Frequently Asked Questions

19) What is Egyptian Design & Finish?

Normally in Egypt a new build property is sold as a shell. Doors and windows are not installed, walls and floors are not finished, and kitchens and bathrooms are not equipped.

NB: We will be providing European Design & Finish

20) Are the properties sold fully furnished?

Furniture and kitchen appliances are not included in the sale price, but will be available as furniture packs.

21) What are the purchase costs?

Lawyers fees will be £1,200 plus Registration of the Title Deed if requested.

22) What are the lawyer's fees involved in the purchase of the apartment?

See Point 21.

23) Is there a Real Estate Tax?

There is an annual Real Estate Tax of approximately EGP 500 (approx GBP £50)

24) Is there any Stamp Duty?

No.

25) Is there any Government Tax?

No.

26) Is there any Capital Gains Tax or VAT?

No.

27) Is there any Inheritance Tax?

No.

28) Can I sell my property at any time?

Yes.

29) What are the facilities in development, immediate and surrounding areas?

One large swimming pool, with children's section. Sea views and gardens around the project. 3 entrances and 3 elevators serving the building. Near to all services and facilities Markets, Restaurants, Café's and shops, Pharmacies, Clinics, and Hospitals. 24 hour security.



Frequently Asked Questions

30) How long are the seasons in Hurghada?

The Red Sea Riviera's warm climate makes it an ideal destination at any time of the year. There are two seasons: a hot summer, which runs from May to October, followed by a mild winter for the remaining months. Temperatures range from a minimum average of 23°C in winter, with cool nights, to 40°C in summer, with comfortable warm nights.

31) How accessible is the area?

Flight time from the UK is 4.5 hours with scheduled weekly flights. Charter flights from Germany are almost daily. Flights from other major European cities include Munich 3.5 hours & Rome 3 hours.

The Red Sea provides the perfect blend of ingredients for anyone looking for the perfect sunny property in a land that is immersed in history and ancient treasures.

Building Specifications



Structure

Skeleton type (reinforced concrete elements) and brick walls. The structure strictly complies with all applicable legislation and extensive checks on materials and usage.

Outer walls

Hollow Bricks with continuous painted cement rendering concrete on the exterior.

Terraces:

Balcony and terrace-walls are built of brick with iron and/or wooden railings, terraces and sun terraces are waterproofed in accordance with regulations and finished with high quality ceramic tiles. Some are also fitted with wooden pergolas .

Paintwork

Smooth water-based paint on walls and ceiling.

Roof

Fitted with thermal insulation and waterproofing clay. Finished with Egyptian ceramic tiles.

Partitions

Clay brick partitions between apartments and interior partitions between rooms. Continuous cement covering on walls and ceiling, smooth plaster ceiling in kitchen and other areas, as required.

Floors :

Stone ware ceramic interior floor tiles and skirting boards. Rustic finish ceramic floor tiles, skirting boards and steps in outdoor communal areas.

Tiling - kitchen and bathroom

Kitchen, bathroom and WC walls tiled up to the ceiling with top quality tiles.

Windows

Aluminium single glazing in all rooms.

Interior Carpentry

Solid wood front door fitted with safety lock.

Interior doors furnished on both sides with lacquer finishing.





Building Specifications

Kitchens

Water supply and drainage points, in addition to electrical points for washing machine, worktops and stainless steel sink .

Sanitary ware and plumbing

Top quality Duravit Vitrified white porcelain sanitary ware and single lever chrome taps. Cross-linked polyethylene water supply piping.

Electrical installation

Design and protection for lights and sockets in full compliance with current legislation.
3 bedroom apartments have 22 electrical sockets throughout the apartment rooms.
Pticino electrical accessories in all rooms.
18 electrical sockets for 2 bedroom apartment
13 electrical sockets for 1 bedroom apartment

Air conditioning

Pre installation for air conditioning in living rooms and bedrooms (split units).



Telephone and internet outlets

For all apartments the standard finish is 4 outlets for telephony and internet access. This service can be adapted or expanded as requested.

TV Aerial outlets

1 in each bedroom. 1 in each living room. Connection for satellite television (Dish)





Egypt



“Where the sun shines every day of the year”

The realisation of a lifelong ambition to own a real estate property overseas is often far easier to achieve than most people realise and there is no doubt that Egypt’s benevolent all year round climate, vast range of activities and exhilarating atmosphere make it an extremely attractive destination for those who seek a holiday, retirement or investment property with a twelve month season.

If you combine all the factors of stability, desirability, increasing tourism, increasing demand for property, and add the pending shortage of supply together with the Egyptian sun giving a twelve month holiday season, then you have the perfect combination for investment in overseas property.

Disclaimer - The development images are artists impressions only and may not represent the final finished building.

All information contained in this brochure is correct at time of going to print & specifications may be subject to change without prior notice. The contents do not form any part of any contract.

Average lowest temperature each year is 23oC (75oF)

Winter sun rating 10/10 - no clouds here!

