

## **SODIC Brings New Villa Concept to Vye**

### **First Post COVID19 Launch Sells Out Bringing in EGP 250mn in 48 Hours**

**Cairo, Egypt: 28 June 2020**, SODIC announced the selling out of its first standalone villas' launch in VYE, the first of three neighbourhoods in SODIC's newest development in New Zayed.

In its first launch post the COVID19 outbreak, the trend-setting developer brought to the market a brand new concept for small villas. The new concept is built on twenty years of customer insights and the anticipation of the continuation of the trend of people spending more of their lives at home even after the current situation subsides, having tapped into a more productive higher quality way of living.

The all-new 4-in-1 villa delivers on four main criteria usually only available in mansion living made available in attainably sized homes; more privacy and convenience for the parents with a master suite including a bedroom, living room, spacious his and hers bathrooms and dressing space and an open terrace, all in a private quarter, a double kitchen for both entertainment and a participatory lifestyle while maintaining a closed off hard kitchen, a multi-purpose room to serve as an office space or recreational room. Lastly and in keeping with the development's sustainable ethos – all homes are solar-powered. The unique villas also come with an option to be delivered fully finished.

The launch of this new product comes in line with the innovative nature of the project targeting a new generation of home buyers seeking modern-day eco-friendly living who put high emphasis on the value of living experiences. This is the first time such amenities are made available in attainably sized villas as they have traditionally been reserved for mansion living in much larger homes.

“We are very pleased with the successful launch. With everything happening now it has never been more important to be relevant and to stay ahead of customers changing needs.” Nabil Amasha, SODIC's Chief Commercial & Operations Officer said.

VYE is the first of three neighborhoods within the 500 acre development that offers different living solutions with free flow access to the features and amenities within them. The entire development is connected through walkable green axes and themed around community hubs, encouraging carefree active outdoor living. Together these three neighborhoods will create a one of a kind mixed-use development that will serve as New Zayed's city centre.

Set to become a natural extension to the upscale neighbourhood of Sheikh Zayed, New Zayed enjoys easy and faster access to Cairo's eastern neighbourhoods and Egypt's north coast using the newly developed surrounding road network. The up and coming neighbourhood is also set to benefit from the proximity to the Sphinx airport as well as the Grand Egyptian Museum opening which is expected to breathe new life into the whole area.

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#### **About SODIC**

SODIC is one of the region's leading real estate development companies and is currently developing a number of diversified projects in Egypt. SODIC's developments range from residential, retail, commercial and large scale mixed-use city centres in east and west Cairo and Egypt's north coast. SODIC is listed on the Cairo Stock Exchange (Ticker OCDI). For more information please visit [www.sodic.com](http://www.sodic.com)

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