

**SODIC Re-directs all Marketing Resources towards COVID19 Awareness & Protection Programs
Launches Campaign in Cooperation with Ministry of Health**

Cairo, Egypt, 05 April 2020, Sixth of October Development & Investment Company “SODIC”, the leading Egyptian real estate developer, steps up its effort in combatting the COVID19 outbreak joining the global community in creating awareness and attempting to control the virus spread. The company announced its multi-tiered approach which entailed redirecting all marketing resources to creating awareness about the virus utilizing all SODIC’s outdoor billboards and digital platforms in coordination with the Ministry of Health, donating ventilators and monitors to Sheikh Zayed Specialized Hospital to set-up a specialized unit equipped to receive COVID19 patients, and distributing protection packages in Ezebt Khairallah, providing the community with immunity boosters, sanitization material and hygiene instructions.

With over 15,000 residents in its communities, SODIC is taking severe precautionary measures to ensure the health and safety of its residents and tenants, working diligently and continuously to disinfect and thoroughly clean the public and communal areas and residential buildings in all its projects. SODIC is also liaising with different community outlets to ensure the comfort and safety of its residents should additional country wide measures be taken to contain the outbreak.

“These efforts stem from our responsibility towards the health and safety of our employees and their families, and the health and safety of the communities living in our developments and of society at large,” said Magued Sherif SODIC’s Managing Director.