



A BRAND STORY

VOW

VOW /vaʊ/ noun

1. a solemn promise or assertion

specifically: one by which a person is bound to an act, service, or condition

2. more than just a promise

specifically: a commitment to provide better services and experiences

3. a leading real estate development company in Egypt

specifically: introducing spaces for the future and setting new workplace standards

A low-angle, night-time photograph of several massive ancient Egyptian columns. The columns are covered in hieroglyphs and are illuminated from below, creating a dramatic play of light and shadow. A bright full moon is visible in the dark blue night sky between the columns. The overall atmosphere is mysterious and historical.

**EGYPT BEGAN TRADING WITH THE
WORLD DURING THE 25TH CENTURY BC**

An aerial night-time photograph of a city, likely Cairo, Egypt, showing a dense network of lights and a prominent river (the Nile) winding through the landscape. The city lights are concentrated in the center and left, while the river flows from the top right towards the bottom right. The surrounding areas are dark, with some scattered lights.

**5,000 YEARS LATER, EGYPT BECAME
THE REGION'S TOP BUSINESS DESTINATION**

**AND TODAY EGYPT IS BUILDING A
SMART CITY FOR A PROSPEROUS FUTURE**



WELCOME TO EGYPT'S NEW ADMINISTRATIVE CAPITAL

WHILE THE **FUTURE** - WITH ITS **SMART CITIES** - IS ALMOST
HERE, NOT EVERYONE IS READY FOR IT

SMART CITIES NEED

SMART INFRASTRUCTURE
SMART TECHNOLOGIES
& **SMART** FACILITIES

**MOST IMPORTANTLY, SMART CITIES NEED FUTURE-
READY BUSINESSES & OFFICES**

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TO BUILD SPACES FOR THE FUTURE

VOW DEVELOPMENTS

IT'S MORE THAN JUST A PROMISE... IT'S A COMMITMENT

MORE THAN JUST A PROMISE

The human spirit is constantly seeking a comfort zone. Once found, there are no limits to what the mind can imagine and the heart can aspire. Once found, there are no barriers to how well one can work, innovate, and succeed.

At VOW Developments, we made a promise to create places that will touch all of your senses. We made a promise to design workspaces that inspire you to outshine; workspaces where your heart, mind, and soul can find peace and tranquility.

But it's more than just a promise... *It's a commitment to providing a new way of life, and it's only a few steps away...*

IT STARTED WITH A VISION FOR A BETTER FUTURE

The world is moving fast towards the future, and if you're not ready then you're bound to miss out on its massive opportunities. That's what drove the visionary leadership team at VOW Developments to establish a company that can drive the real estate market into the future by developing spaces that are ready for tomorrow's better and more advanced future.

LEADING THE ROAD TO TOMORROW

We're at the forefront of the future business world, as we strive to redefine workplace viability and set new standards for inspiring business environments. As the world at large – and Egypt in particular – moves towards smart cities that provide smarter facilities, seamless approaches, and better opportunities, VOW Developments is at the heart of the action.

DEVELOPING SPACES FOR THE FUTURE

The future holds a myriad of opportunities for those who are ready for it, and at VOW Developments we're ready for the future...



DEVELOPING SPACES FOR THE FUTURE

Driven by our visionary founders, we've embraced an agile approach and focused on sustainable development, corporate ethics, and service excellence. We're on a mission to redefine the concept of workplace viability and to set new standards for business environments that enrich experiences and promote wellbeing.

WORKSPACES THAT REVIVE YOUR SENSES

EXPERIENCES THAT INSPIRE YOUR BUSINESS

LIFESTYLES THAT PROMOTE YOUR WELLBEING

VISION, MISSION, & VALUES

Vision

To become Egypt's gateway to the future business world, leading the real estate market to deliver distinctive lifestyles and adopt smarter workplace approaches that embrace innovation and technology.

Mission

To redefine workplace viability and set new standards for successful business hubs that are inspiring, future-ready, and able to provide enriching experiences that promote wellbeing and work-life balance.

Values

Our expertise, market knowledge, passion, and diligence define how we work. As we strive to fulfil our promise and realize our vision, we must stay committed to our core values.

Creativity – Innovation – Agility – Accountability – Quality – Commitment – Customer-Focus

OUR PHILOSOPHY

At VOW Developments, we practice good corporate governance and are committed to delivering high-quality, high-value products and services without compromising on our social or environmental responsibilities.

Our philosophy focuses on creating impactful experiences that make a real difference in our customers' lives and empower them to work and live better. We follow a customer-centric approach and strive to always exceed expectations.

Thanks to our established expertise in the real estate market and our ability to embrace innovation and technology, we're able to offer unique workspaces and work-life experiences that are future-ready.

Workspaces for **innovation**

Workspaces for **inspiration**

Workspaces for **sensation**

Workspaces for **inception**

Workspaces for **motivation**

EXCEPTIONAL SERVICES THAT MAKE ALL THE DIFFERENCE

Our commitment to deliver quality and value is primarily based on offering comprehensive services and gratifying experience to our patrons. Each and every one of our services contributes to the overall customer experience and focuses on placing you and your needs and aspirations at the center of our activities.

PARTNERING WITH THE BEST TO DELIVER THE BEST

In our strive to offer the best real estate developments, we've partnered with the world's best architects, designers, consultants, and contractors. Our partners all share our vision of creating unique experiences and enriching lives through workspaces that touch every one of your senses.

The U

by VOW Developments

IT ALL STARTS WITH

U



Unbelievable

Ubiquitous

Unfolding

Unlimited

Uplifting

Ultimate

Upbeat

Unified

Unique

Ultra

U

The U

EGYPT'S BUSINESS GATEWAY

In the thriving heart of the new capital's Financial & Business District lies an avant-garde structure that is bound to become Egypt's future business hub and aspired business address.

THE U: INTRODUCING THE NEW CAPITAL'S BUSINESS ADDRESS

The U is an iconic building that's designed as an emblem of exclusivity and functionality for Egypt's new promising economic future. With its stately outlook and advanced facilities, The U is all about working in style and balancing between work and play - with wellbeing at its core. This flourishing and inspiring community offers aesthetically-pleasing workspaces to help you unlock business opportunities and achieve business excellence.

FULLY-FINISHED, HIGH-END WORKSPACES

EXCEPTIONAL, STIMULATING NATURAL VIEWS

WIDE-RANGING BUSINESS & RECREATION SERVICES

COMPREHENSIVE WELLBEING FACILITIES



outstanding architecture



stately entrances



spacious interiors



aesthetic designs



infused green spaces



soothing water features



inviting office spaces



inspiring work spaces



lively networking areas



contemporary meeting rooms



ingenious discussion areas



amiable coffee places



hospitable co-working areas



relaxing rooftop terraces



prayer & meditation spaces



modern fixtures & facilities

The U

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ARE **U** READY FOR THE FUTURE?