



Assets Management

»»» *Twenty years of building trust and shaping the future* «««

- At **Business Loop**, we don't just manage real estate assets; we create integrated communities. Since our founding, our goal has been to elevate quality standards in every property, from luxury commercial projects to tranquil residential retreats. Today, our comprehensive portfolio is the result of a journey of expansion that ensures your needs are met with the most inclusive and innovative solutions
- With roots spanning over two decades in the Gulf region, we are proud today to have established a thriving presence in the Egyptian market. This success reflects our strong strategic partnerships and our unwavering commitment to excellence and integrity
- Where performance meets responsibility, we are dedicated to achieving the perfect balance: exceptional operational performance that maximizes investment returns, alongside social and environmental responsibility that ensures a sustainable future for all. Our ultimate goal is to enhance the quality of life in every project
- Thanks to everyone who has contributed to this vision and invite you to continue this journey toward even greater successes and achievements



About the Company: Business Loop Your Strategic Partner in Real Estate Investments

Business Loop is a leading company in real estate asset management, redefining the concept of real estate investment through continuous growth cycles that extend throughout the project's lifecycle

We manage real estate assets through various frameworks, such as usufruct rights, investment partnerships, and acquisition systems, while also enhancing asset value through strategic planning and organized management to ensure sustainable growth and long-term profitability

Our goal is to transform real estate assets into active, long-term value-growing investments that achieve targeted returns in line with market and operational conditions

We rely on integrated management strategies that cover all aspects of real estate asset management and operation through three specialized business sectors

Together, these sectors form an integrated system that enhances asset performance, supports business growth, and delivers long-term sustainable value





Our vision for a successful and sustainable real estate future

At Business Loop, we aspire to be the leading and preferred company in real estate asset management locally and regionally, by providing innovative solutions grounded in knowledge, expertise, and a commitment to quality



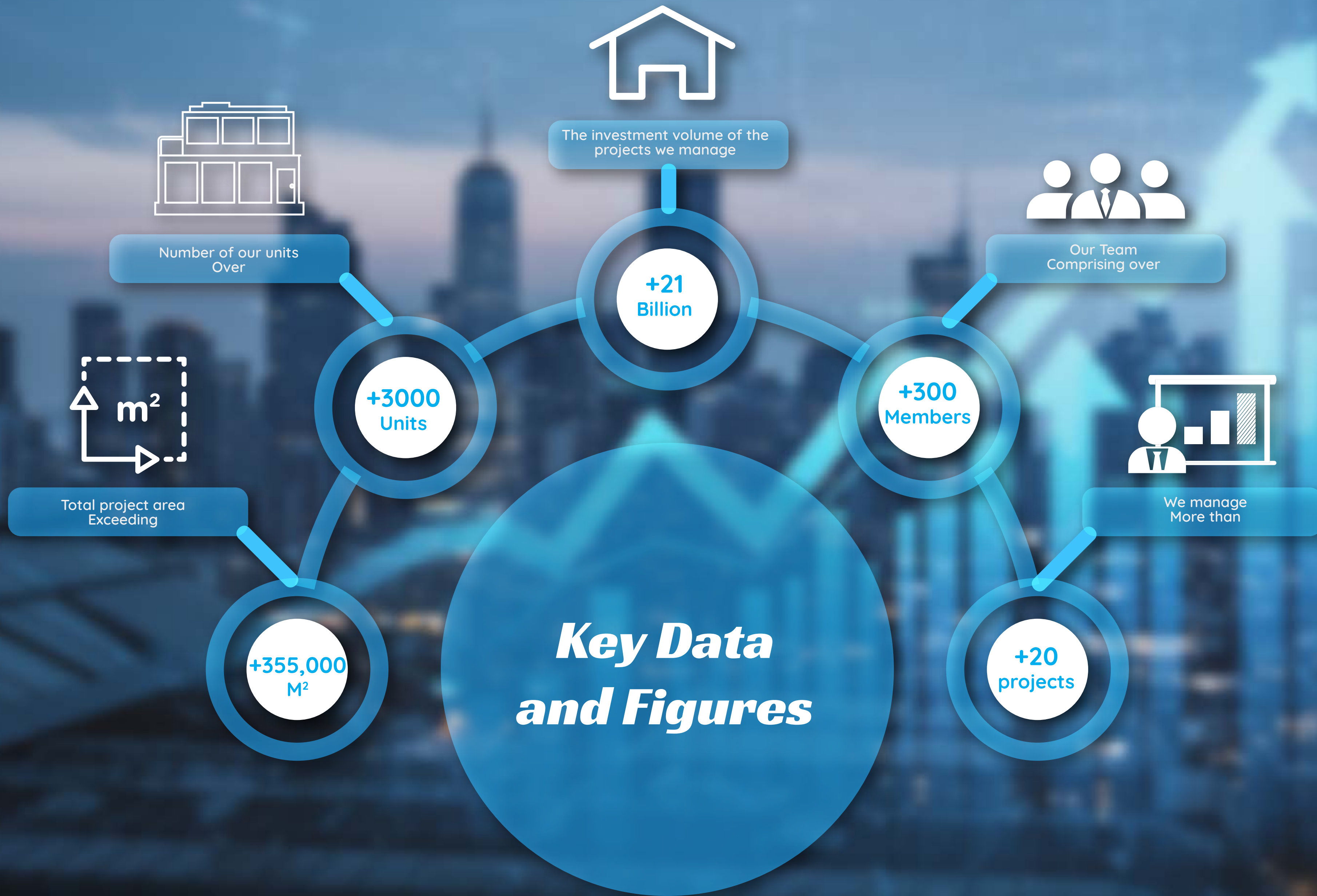
Our Values

At Business Loop, we believe in clarity of vision, speed of execution, focus on results, and a full commitment to the success of a project, not just its management. We rely on knowledge, precise monitoring, and smart work to ensure the best return from every investment opportunity



Our Goals

Our goal is to transform real estate assets into active, long-term value-growing investments that generate targeted returns in line with market and operational conditions for both developers and investors



The investment volume of the projects we manage

**+21
Billion**



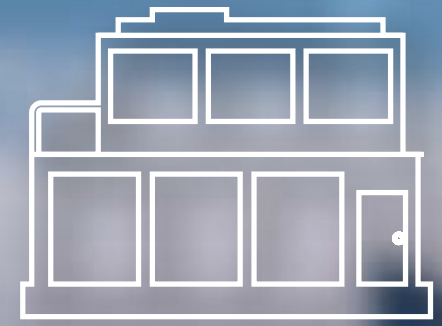
Our Team
Comprising over

**+300
Members**



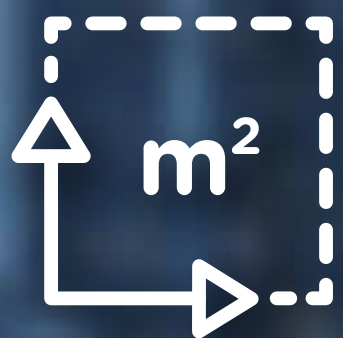
We manage
More than

**+20
projects**



Number of our units
Over

**+3000
Units**



Total project area
Exceeding

**+355,000
M²**

Key Data and Figures

Our Solutions

We provide solutions designed to maximize investment value and transform assets into opportunities that deliver sustainable returns.

Real Estate Asset Management Models:



Usufruct Right

The usufruct right is an effective investment model that allows for the management and operation of assets to generate returns without the need for ownership. Through this model, we reduce the financial burdens on investors and provide them with opportunities to participate in large-scale projects through operational and management agreements. The usufruct system enables the expansion and growth of investments, while asset owners, whether individuals or institutions, benefit from a stable and growing income, retaining full ownership rights. Ultimately, the assets are returned in better condition and with higher value. A successful example of this model is West Point Mall, which Business Loop transformed into a thriving investment destination that delivers real value to both owners and investors



Investment Partnership

The investment partnership represents a strategic tool for creating investment value. Business Loop relies on this model to achieve optimal results in real estate asset management by collaborating with developers, investors, and government entities on large-scale real estate projects. Partnerships also allow for the sharing of risks and profits among all parties, rather than placing the burden on a single party, which supports investment stability and sustainability. The strength of a partnership also lies in the diversity of expertise: we contribute our experience in operations, management, and development, while the partner provides capital, land, or institutional support. This approach leads to tangible results, such as commercial projects and malls that are managed, operated, and developed to achieve stable and growing returns, as well as long term investment growth for all stakeholders.



Acquisition

In the management of projects such as commercial malls, acquisition means handling the project as if it were fully owned by the company, granting full control over all aspects of the project, including operations, marketing, and maintenance. Acquisition differs from usufruct rights in the nature of the relationship with the project. In this model, Business Loop manages the project on behalf of the owner, becoming the effective operational controller. This provides the flexibility to make strategic decisions aimed at maximising returns. Through this approach, Business Loop can comprehensively develop the project, enhance the customer and tenant experience, and maximise investment value in a sustainable, long-term manner.



Mall Operations
Management

Integrated
Market research &
Analysis

Operation System



Layout and Design
Review

Leasing Plan &
Strategy

Merchandise
Tenant Mix

Our Goal: To build an effective management and operational system focused on achieving sustainable growth that
:maximizes return on investment through

Integrated Market research & Analysis

The Integrated Market Research & Analysis Service studies similar projects, identifying competitors' inventory levels, assessing strengths and weaknesses, and evaluating products, pricing, and distribution channels. It also involves understanding the area and target audience, identifying advantages and challenges, and providing data-driven development recommendations based on market gaps and opportunities.



Layout and Design Review

The Design Review Service ensures that spaces and common areas are aligned with operational objectives, while analysing circulation, mobility, and electrical and mechanical systems. It also includes allocating loading and unloading zones, defining suitable unit sizes for potential tenants, and optimising non-commercial areas to enhance the overall experience and maximise returns.



Merchandise Tenant Mix

Identify commercial activities and sectors, and define the optimal tenant mix to achieve the highest return and an exceptional visitor experience. Plan spaces, floors, and outdoor areas to ensure efficiency, smooth circulation, and attract the target audience.



Leasing Plan & Strategy

Developing a comprehensive leasing and tenant placement strategy that includes defining leasing phases, identifying key attraction points, estimating revenues, selecting suitable tenants, establishing leasing policies and standardised contracts, and managing tenant relationships. This ensures compliance with the project's policies and procedures, safeguards the unit owner's financial rights, maximises rental returns, and enhances stakeholder satisfaction.



Operation System

The Integrated Operating Program ensures effective mall management through overseeing daily operations, security and safety, cleaning services, tenant relationship management, and operational reporting. It also establishes health and sustainability standards and waste management practices to maintain operational efficiency and enhance the visitor experience.



Mall Operations Management

An integrated operational management approach that ensures performance efficiency and investment profitability through full supervision of daily operations, maintenance, cleaning, and health & safety. It includes continuous monitoring, periodic reporting, tenant relationship management, and rent collection support to ensure sustainable operations.



Extend's Expertise in Practice

West Point Mall

Mekany Mall

Mekany Mall 2

Central Palace Mall

Abha Park

The Palace

Vista Mall

The Barcode



EXTEND
PROPERTY MANAGEMENT



This phase includes the technical and operational management of the project through specialized services

Cleaning & Hospitality Services

We offer a comprehensive range of indoor and outdoor cleaning, energy management, and waste management services, adhering to the highest standards of quality and sustainability. We utilize advanced equipment and trained teams to ensure efficient performance and a safe, healthy environment



Comprehensive Security Services

Our team consists of highly trained professionals, supported by the latest surveillance systems and electronic gates, combining human expertise with advanced technology to ensure the highest level of safety and peace of mind for our clients



Landscaping & Gardening Services

Green spaces play a key role in enhancing the beauty of facilities. We provide comprehensive solutions for garden design, landscaping, and maintenance, creating attractive outdoor areas that reflect quality and attention to detail



Pest Control Services

We provide professional and environmentally friendly solutions for pest and insect control, using techniques and products approved by the Ministry of Health to ensure effective results and a safe, pest-free environment. By engaging specialized companies and using products approved by the relevant authorities





Integrated Maintenance Services

We ensure high-efficiency facility maintenance to guarantee operational continuity through the maintenance of mechanical, electrical, HVAC, and plumbing systems, as well as civil and architectural works, delivered by qualified teams and precise plans to achieve optimal performance for every component.



Recycling Services

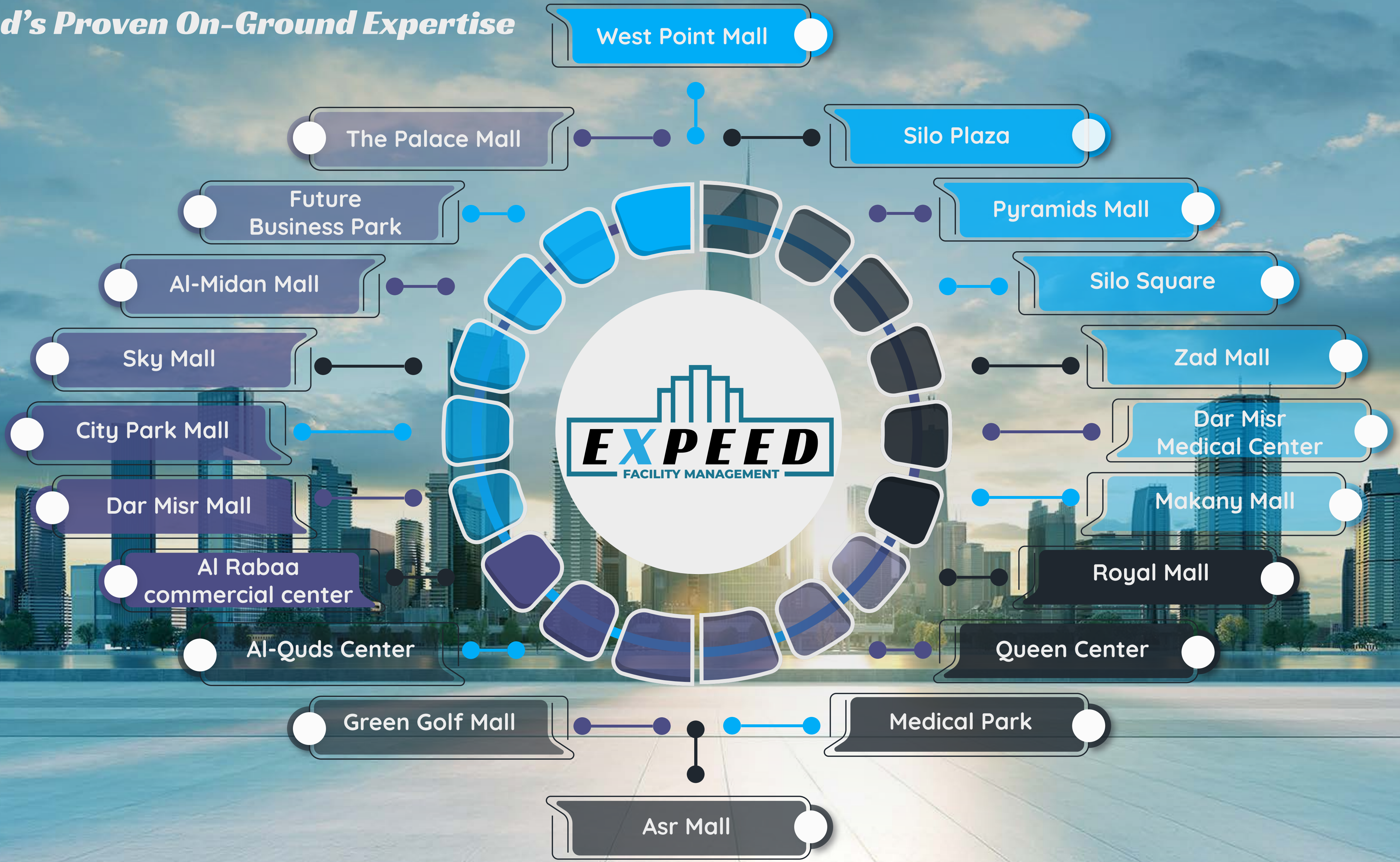
We sort and recycle waste efficiently using the latest technologies, ensuring a clean environment in compliance with the applicable environmental laws and regulations.



Parking Management & Traffic Organization Services

We ensure organized parking to provide easy access and user comfort, while facilitating efficient traffic flow

Expeed's Proven On-Ground Expertise



At Expandev, we connect you with leading brands operating under the Franchise system and support them in opening branches within your project to drive business growth and stimulate commercial expansion.

**Brand Management
and Operations**

We provide operational partnership services or franchise management for local and international brands

**Franchise Investor
Support**

We offer branch management and operational solutions to ensure efficiency and achieve targeted performance

**Restaurant and Café
Management and
Expansion**

We provide commercial operation services or expansion partnerships for food and beverage projects

**Development
and Management
of Mixed-Use
Commercial Projects**

We attract franchise brands from key activities such as gyms, children's areas, and restaurants to enhance the project's investment value

»»» **ExpandeV in Action** «««



POSTO
Pizza , Pasta & More

1k
COFFEE


LVL FITNESS



مانتو روز
MANTO ROSE


Brooklyn
Homemade Burger

Cuts & Nuts

Our market expertise is a reality that speaks about us

Project growth stages with Business Loop

Business Loop adopts a model of sharing risks and returns in accordance with contractual agreements related to construction, management, and operations, while preserving investment margins by avoiding cost overruns. This strategy enables us to achieve optimal returns for investors by focusing on assets that generate stable and growing income.

But how?

At Business Loop, we have turned our vision into reality through strategic project management, such as West Point Mall





Business Loop transformed West Point from a non-income-generating asset into a mall that operates efficiently and achieves investment stability through a usufruct-based asset management model.



The administrative section has been fully leased with over **65** units Rented within just **4** months Spanning **11,400** m²



The project's Internal Rate of Return **IRR = %29.5**

This reflects the model's ability to generate sustainable value, taking into account that results may vary depending on market conditions and operational performance



In addition to launching leasing activities in the commercial section with leading brands:



This reflects the confidence of investors and tenants in the project's ability to generate sustained returns.



Results were achieved through the integration of our specialised business sectors



Franchise Development



Real Estate Marketing



Real Estate Property Management



Facility Management

This model ensures clarity of responsibilities and maximises project value. It distinguishes project management through an owner's mindset, transforming challenges into opportunities to secure long-term stability and profitability.



Project growth stages with Business Loop

Control of the mall was secured under a usufruct agreement, with a total area of 22,400 m². Our objective was to enhance the mall's performance and create sustainable value for investors and tenants, positioning it as one of the leading commercial destinations in 6th of October City, while providing an integrated environment that combines retail, entertainment, and diverse services.

We planned a well-balanced tenant mix and implemented professional facility management to position West Point Mall as a promising investment destination, delivering a combination of profitability and long-term value. This reflects Business Loop's commitment to creating thriving and sustainable business environments.

In managing and developing West Point Mall, Business Loop adopted proactive steps to maximize the mall's potential through redevelopment. The mall was upgraded to enhance its functionality and attractiveness, while implementing effective cost-management strategies without compromising quality.



»»» ***Additional Steps for Greater Success*** «««

The primary objective focused on transforming the project from an asset abandoned for 13 years into a professionally managed investment project, while addressing challenges related to licensing procedures and engineering issues associated with structural safety and operational suitability, to ensure a sustainable and growing income stream for investors.



In collaboration with Extend Property Management, we deliver efficient and seamless operations and an enhanced visitor experience through comprehensive, integrated management that includes:

1

Market Analysis:

Studying competitors and the area to provide precise development recommendations

2

Design Review:

Ensuring smooth circulation and optimal space utilization

3

Challenge Resolution:

Providing solutions for engineering challenges related to the building's site conditions and architecture

4

Tenant Mix:

Selecting the most suitable activities and brands to achieve maximum returns

5

Occupancy Strategy:

Efficiently managing leasing and tenant relationships

6

Operations System:

Running the mall with high standards of safety, cleanliness, and sustainability



Subsequently, in collaboration with Expeed for Facility Management and Operations, Business Loop ensured the technical and operational excellence of West Point Mall through comprehensive services that include

1

Cleaning and Hospitality:

Full management of cleaning and waste services to high standards

2

Security:

Trained teams and advanced monitoring systems to ensure complete safety

3

Landscaping:

Coordination and maintenance of green areas to enhance the site's aesthetics

4

Pest Control:

Eco-friendly solutions ensuring a safe and pest-free environment

5

Parking Management:

Organizing traffic to facilitate access and visitor comfort

6

Maintenance:

Integrated maintenance of mechanical, electrical, air conditioning systems, as well as field and architectural works

7

Recycling:

Implementation of smart waste management systems to support sustainability



Finally, in collaboration with ExpandV for Brand Management and Development, Business Loop, in partnership with ExpandV, managed and activated the mall to enhance its commercial and entertainment performance, using it as a key attraction hub that supports faster leasing processes and increases sales opportunities for tenants, thereby stabilizing and boosting returns through

1

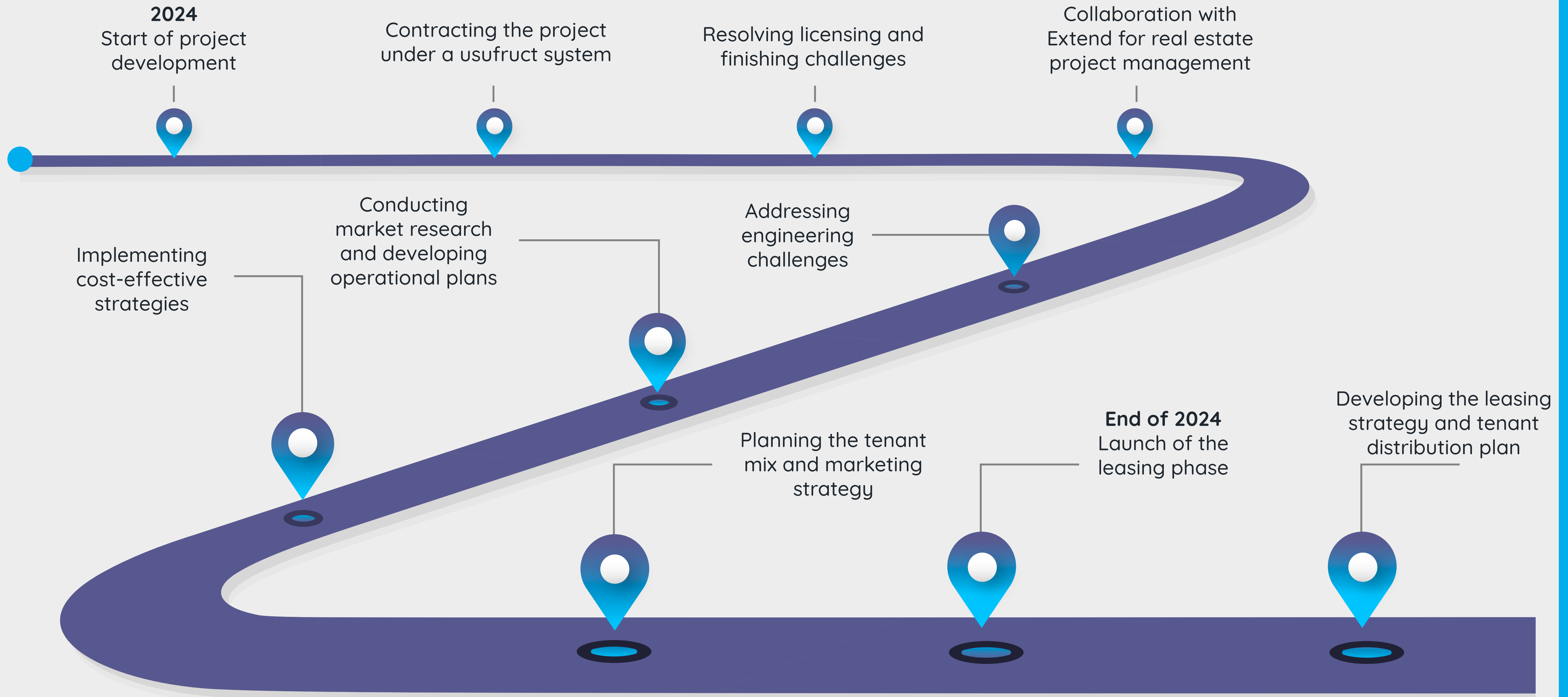
Attracting prominent brands

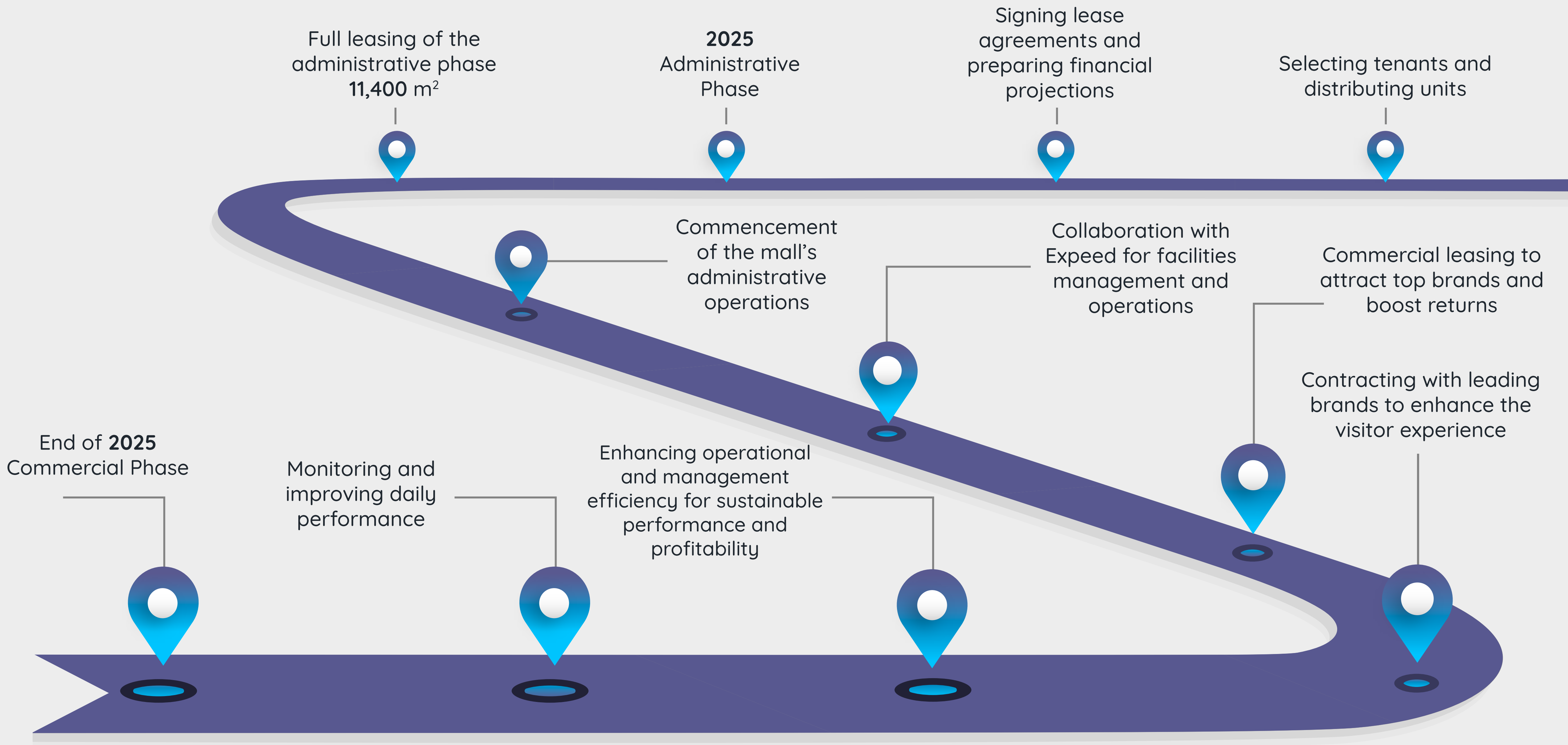
2

Developing play areas and gyms

Achieved thanks to a strong network of relationships and a deep understanding of the Egyptian market behavior

Timeline for the Development and Operation of West Point Mall







Real Estate Investment is Sustainable Growth and Tangible Results

Investing in real estate assets such as West Point Mall represents a stable and profitable opportunity that delivers long-term value. By focusing on income-generating properties, Business Loop ensures steady and consistent returns for investors while preserving capital by reducing risk through the management of existing operational properties. Value growth is achieved by improving asset performance through strategic redevelopment, leasing, professional management, and opportunity cost analysis, in addition to diversifying investment distribution across different asset types and locations to mitigate risk. Business Loop transforms properties into sustainable, high-performing assets that generate both financial and operational growth simultaneously, with a conscious and disciplined approach to managing opportunity cost.



Business loop
international

THANK YOU