

h:rs

Every **Hour** Counts

by /
MAIN MARKS

Connect. Engage. Work.



Every **Hour** Counts

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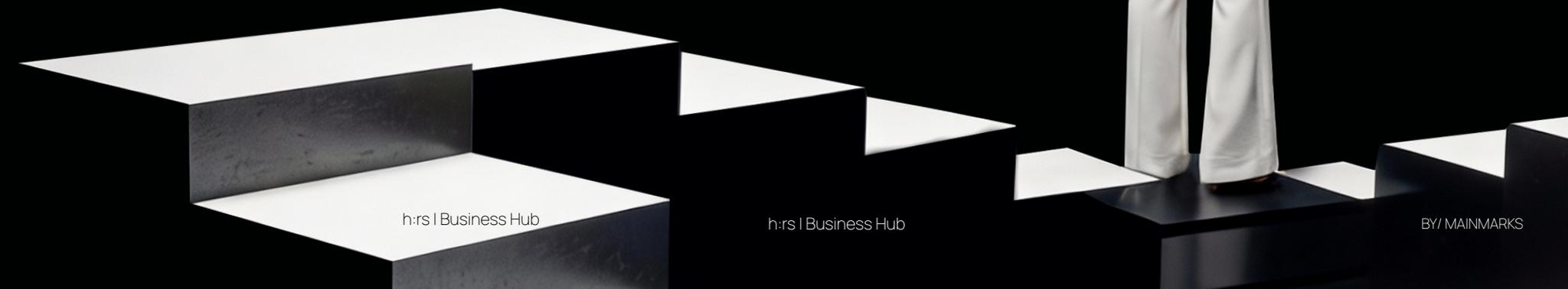
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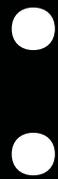


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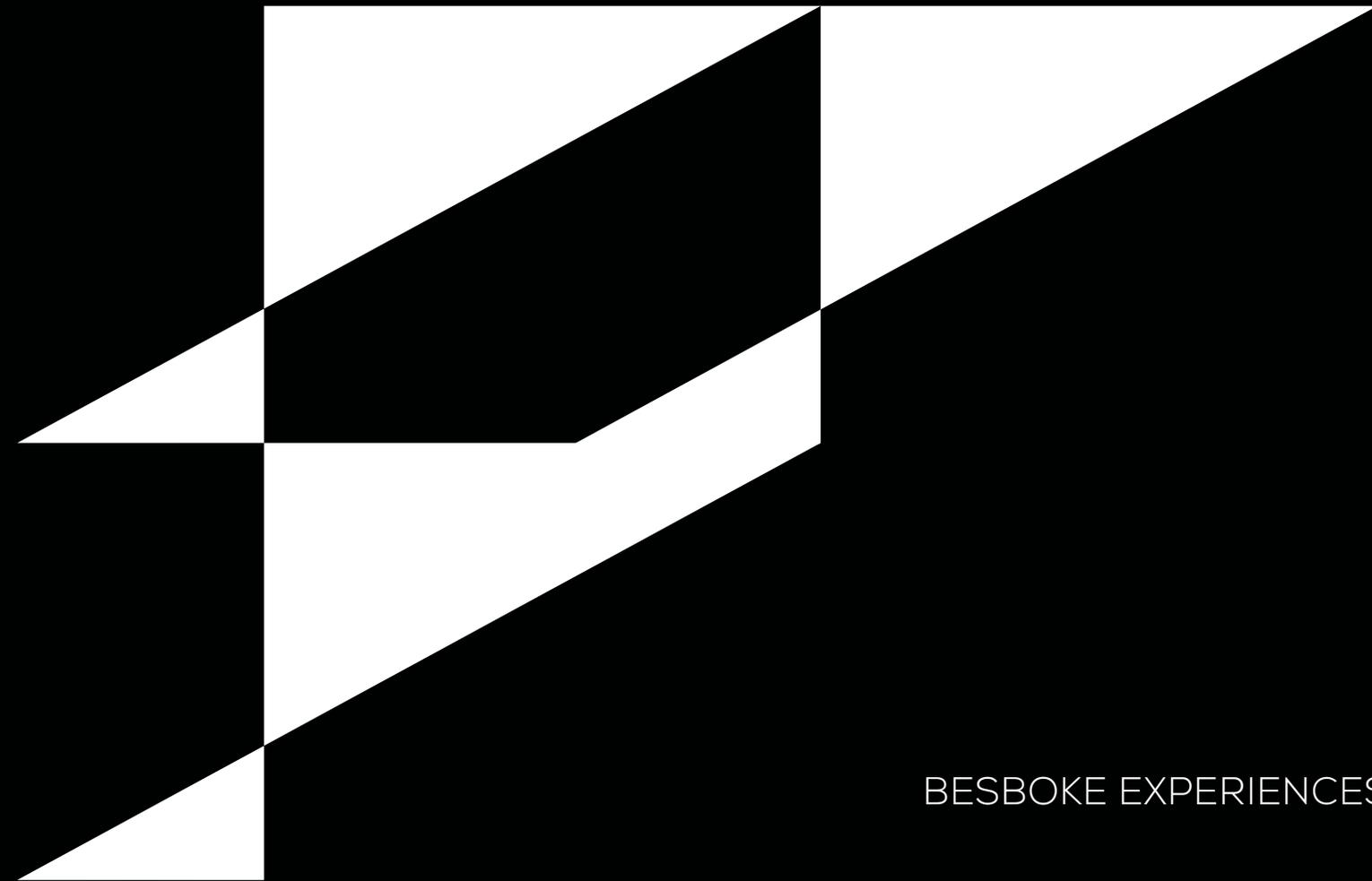
Business Hub

2nd Mark of –
Distinction

MAIN MARKS



Main Marks unites Emirati precision and Egyptian heritage to create timeless destinations of luxury and value.



BESBOKE EXPERIENCES

A legacy of Excellence

Main Marks Developments emerges as a distinguished force in Egypt's real estate landscape, drawing inspiration from the pioneering spirit of the UAE.

Owned by a formidable alliance of strategic partners—including the reputable Emirati entity Rawabi Al Ain General Contracting and Real Estate, alongside Wealth Real Estate Developments, HTD Properties, and El Hayah Construction and Development—Main Marks embodies over 40 years of combined industry expertise.

This powerful collective, led by visionary figures with a shared commitment to integrating the richness of Emirati and Egyptian cultures, delivers groundbreaking sustainability and unparalleled luxury across all ventures.

Renowned for impeccable taste and adherence to the highest global standards, Main Marks curates prime locations and presents a portfolio of opulent projects that epitomize timeless class and enduring value.



Marked by Distinction

Initiating the future's pace, today, Main Marks goes beyond the conventional, embodying the spirit of a true boutique developer.

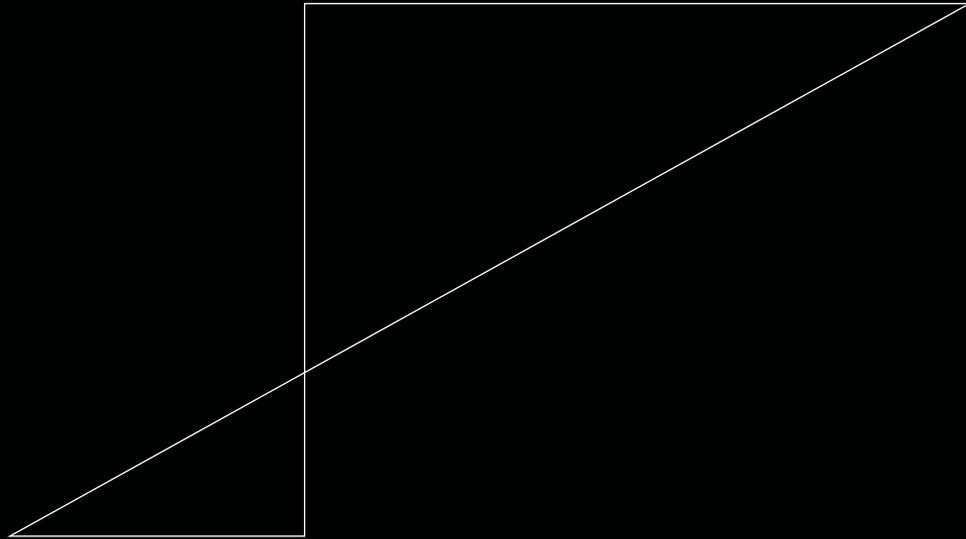
Our vision is all about being anchored through our different marks by distinction, where our role doesn't end by merely offering new structures; it is to shape personalized experiences, within environments where every detail reflects our commitment to unfathomed quality over mere scale.

When it comes to our marks, we selectively place them in premium locations, transforming them into exclusive, thriving ecosystems designed for those who discern true value.





where work & life aligned



2nd Mark

Every **Hour** Counts

h:rs
Business Hub

JUST TIME , DONE RIGHT.
SO DOES EVERY HOUR.

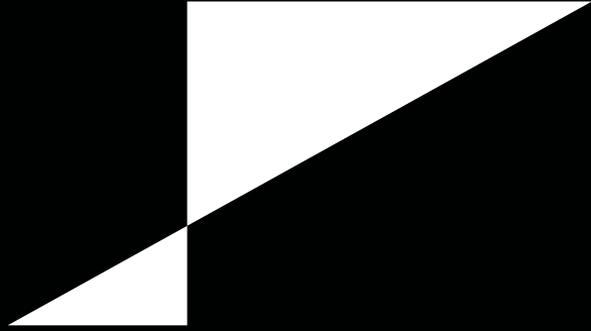
About h:rs

h:rs is more than a name—it's a philosophy. Built on the belief that time is the most valuable asset, the project was designed as a business hub where every hour holds meaning.

Every Hour Counts reflects a clear promise: each moment spent within the development adds value—whether through productivity, growth, connection, or inspiration.

From focused workspaces and collaborative meetings to networking moments and refreshing breaks within the vibrant retail areas, h:rs ensures that every hour is intentional, optimized, and truly valuable.



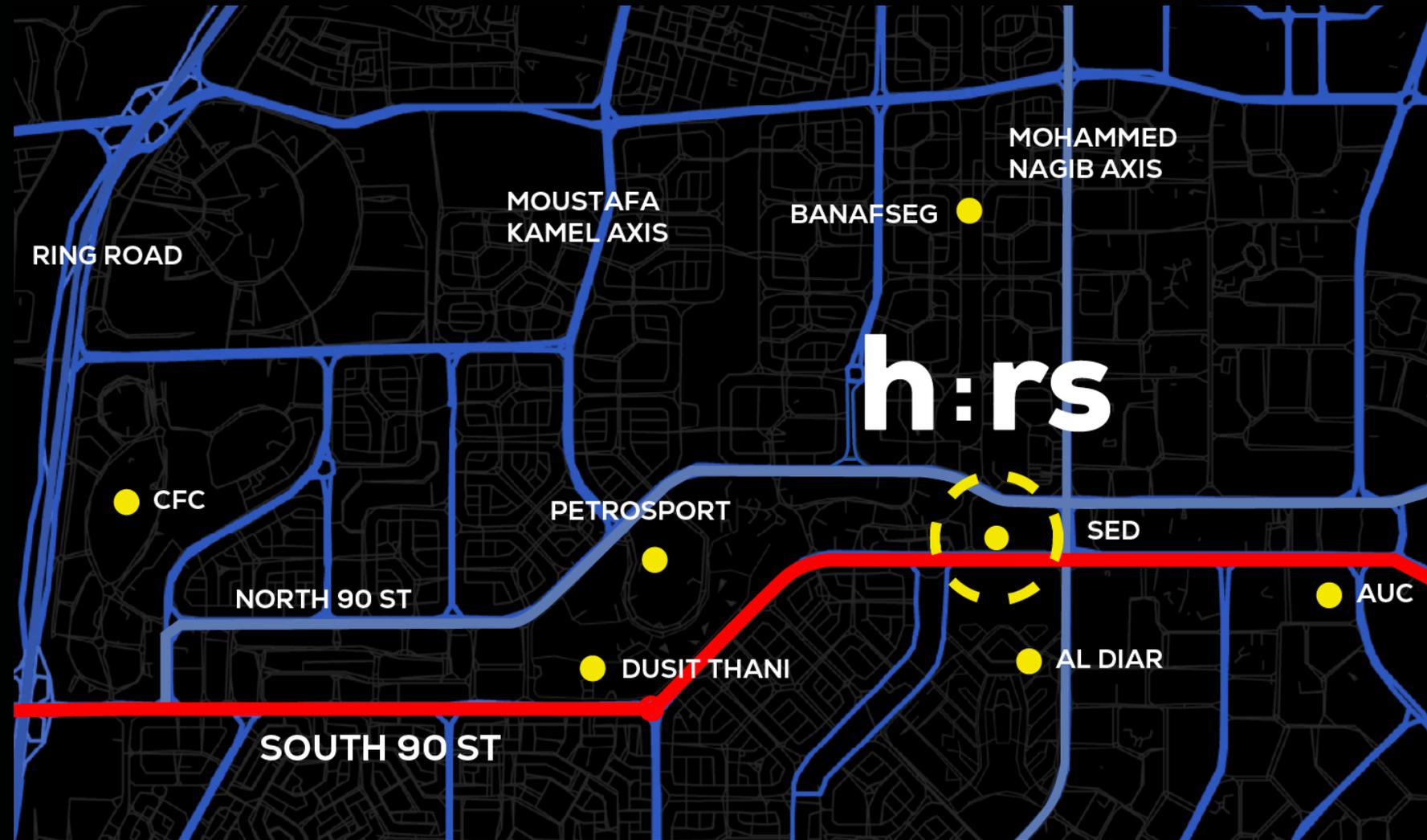


Location

The project is strategically positioned on South 90 Street, New Cairo's most dynamic and prestigious business artery.

Its location offers effortless connectivity through key axis roads, including Mohamed Naguib Axis and the Ring Road, placing it at the heart of the city's administrative and commercial movement.

Set on a highly active route that attracts top-tier business traffic, the project benefits from unmatched visibility, accessibility, and proximity to leading corporate and retail destinations—making it an ideal address for ambitious enterprises.





Our Pillars

Connect. Engage. Work.

At our core, Main Marks is driven by three modern pillars: the power to Connect with purpose, the freedom to Engage with experiences that inspire, and the space to Work at your highest potential.

These principles shape every Main Marks signature, crafting environments where life doesn't simply unfold—it advances, collaborates, and thrives.

Connect

Connect represents the heart of the community within h:rs. Designed to encourage meaningful interactions, this pillar reflects the project's vision of building a business environment where people naturally meet, share ideas, and create opportunities.

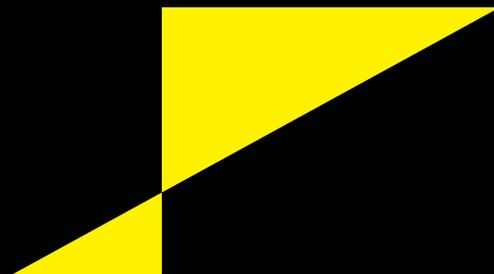


Through shared spaces, community-driven facilities, and a modern open atmosphere, h:rs becomes a place where professionals don't just work—they connect, collaborate, and thrive together.



Engage

Engage highlights the commercial and retail experience, where visitors, tenants, and professionals interact with a vibrant mix of cafés, stores, and daily services.



This pillar captures the dynamic energy of the development—where people engage with brands, culture, and convenience. It represents the social rhythm of the project, bringing life, movement, and continuous activity throughout the day.

Work

Work embodies the administrative core of h:rs. The offices are designed to elevate productivity, focus, and efficiency, ensuring that every working hour is impactful.



This pillar reflects the professional side of the project—smart layouts, modern facilities, and a seamless work environment that empowers businesses to perform at their best. It is where ambition meets structure, and where every hour contributes to success.

Where productivity meets lifestyle

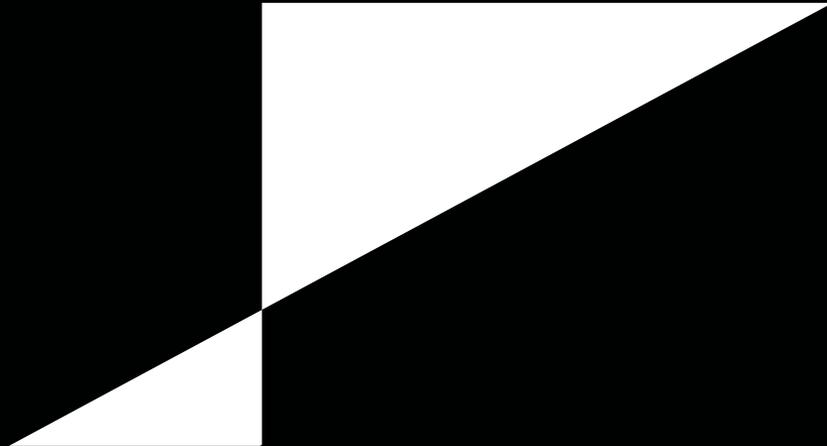


Project Overview

h:rs Business Hub is a purpose-built business destination designed to meet the evolving needs of modern enterprises.

The project is developed as a fully integrated hub, bringing together administrative, clinical, and commercial uses within one cohesive destination.

It combines contemporary office spaces, advanced infrastructure, and a strategically planned environment to support efficiency, scalability, and sustainable business operations.



Land Use

The total land area of h:rs Business Hub is **11,003 sqm (2.62 feddan)**, carefully distributed to create balance between built spaces and open areas.

Building footprint: **4,000 sqm (0.95 feddan) – 36.4%**
Landscape area: **7,003 sqm (1.67 feddan) – 63.6%**



This distribution ensures a spacious environment where built forms and landscape coexist in harmony, enhancing both functionality and user experience.



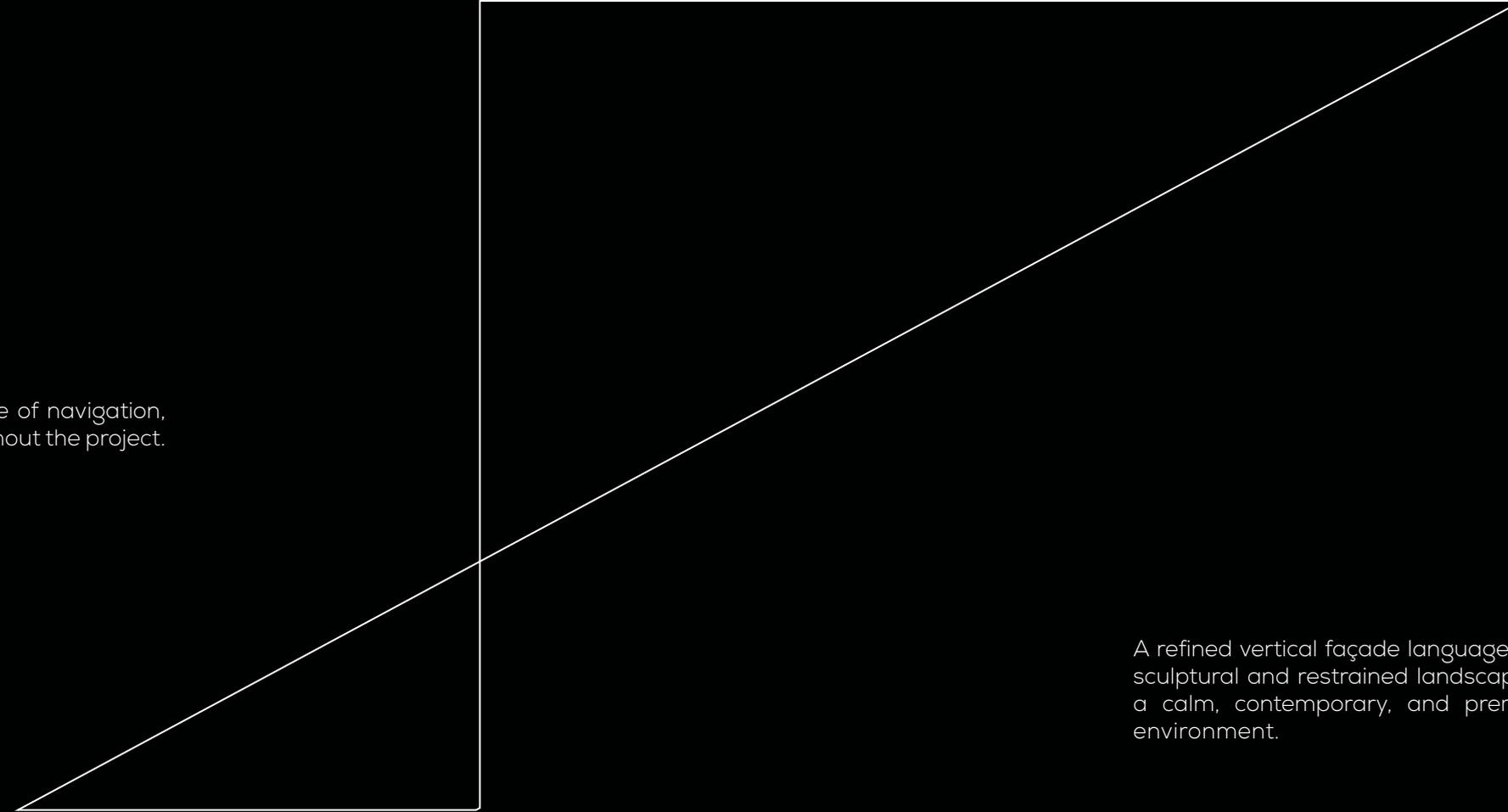
Architectural Concept

The architectural design of h:rs is anchored by a central courtyard that organizes the project around openness, natural daylight, and intuitive movement.

The development is composed of two linear buildings and a rear wing, arranged to clearly separate public and private functions while maintaining strong visual and spatial orientation.

This layout enhances clarity, ease of navigation, and operational efficiency throughout the project.

A refined vertical façade language, combined with a sculptural and restrained landscape design, creates a calm, contemporary, and premium commercial environment.

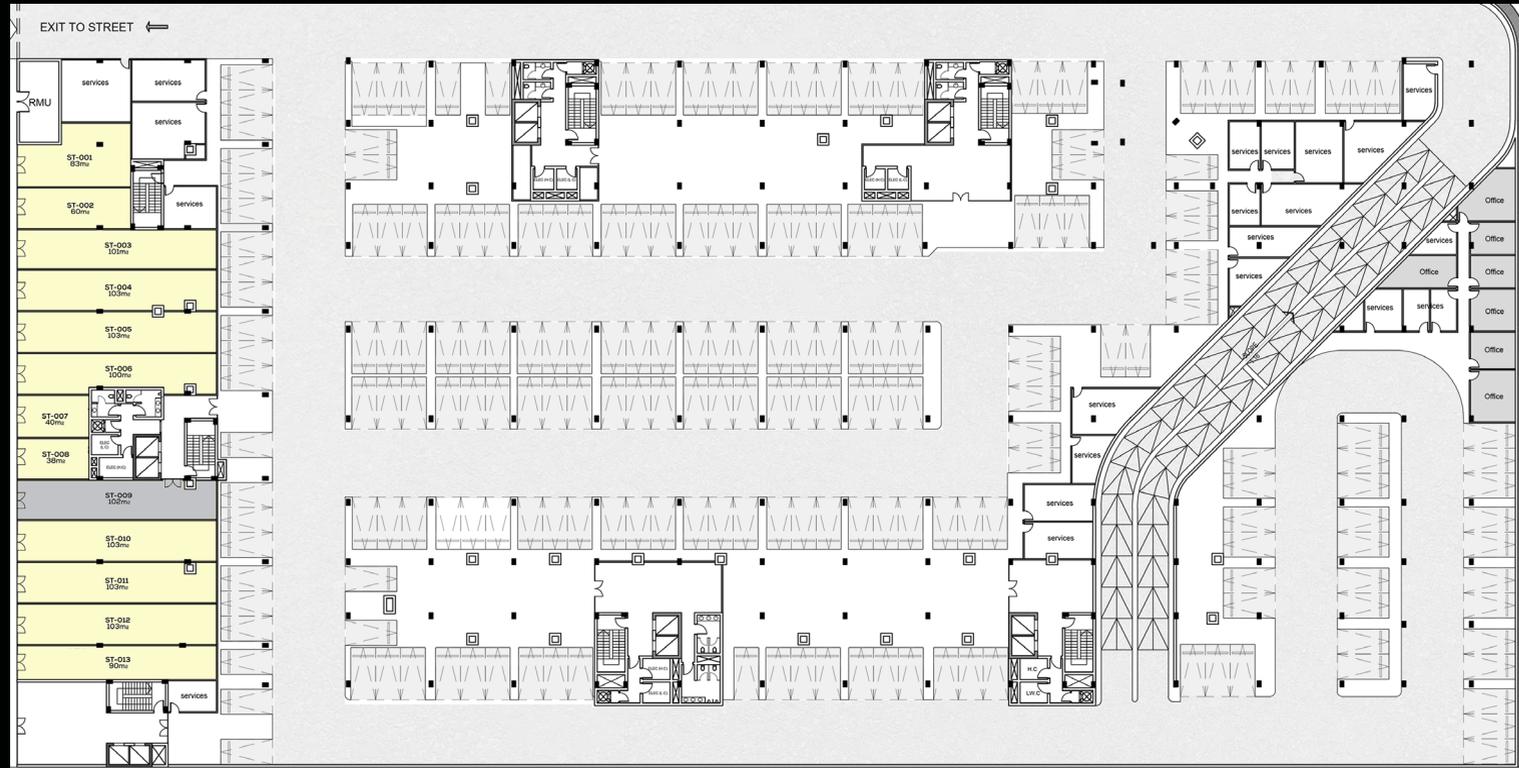


Master Plan & Floor Plans

h:rs master plan is strategically designed to ensure seamless accessibility, efficient circulation, and strong visual presence.



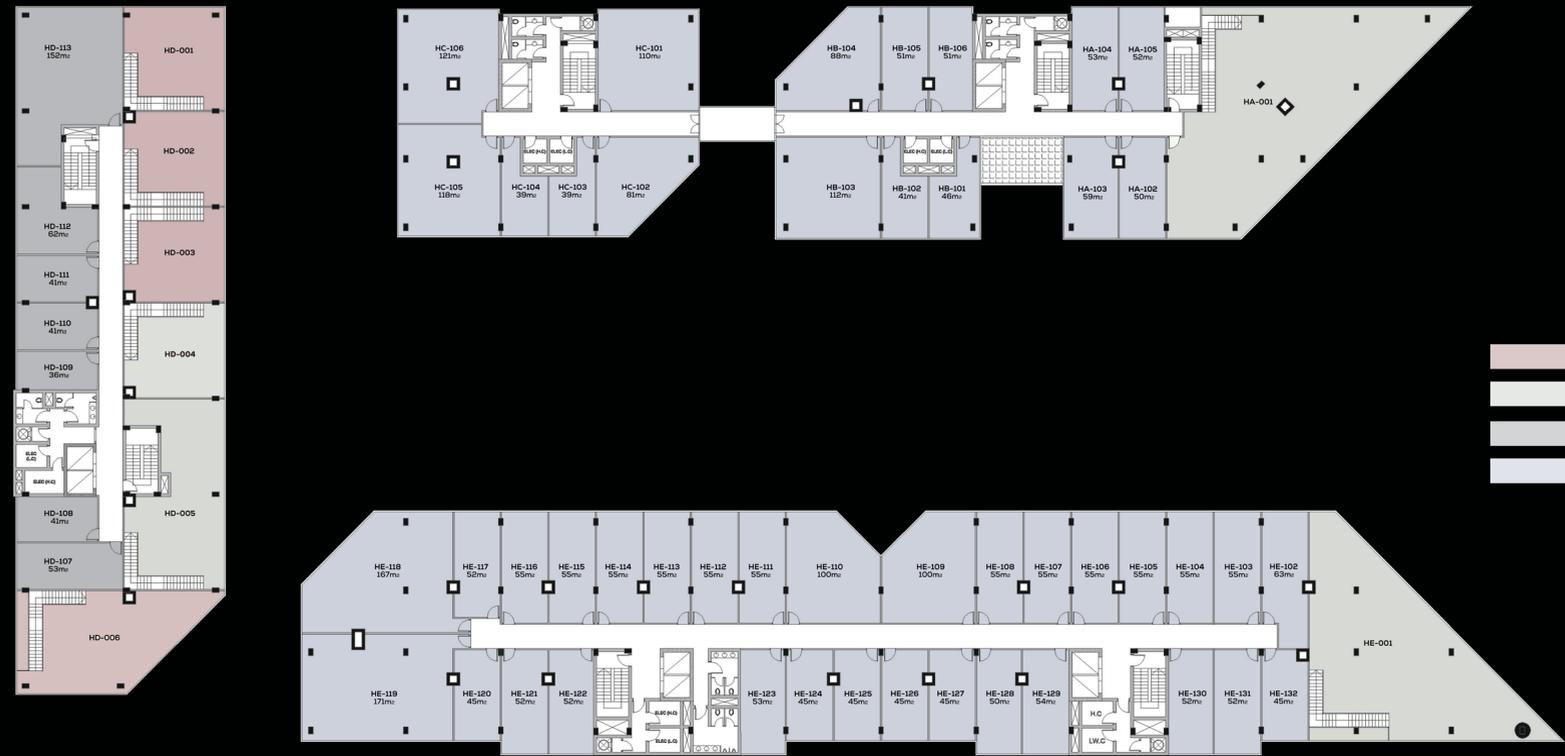
Street Level Floor



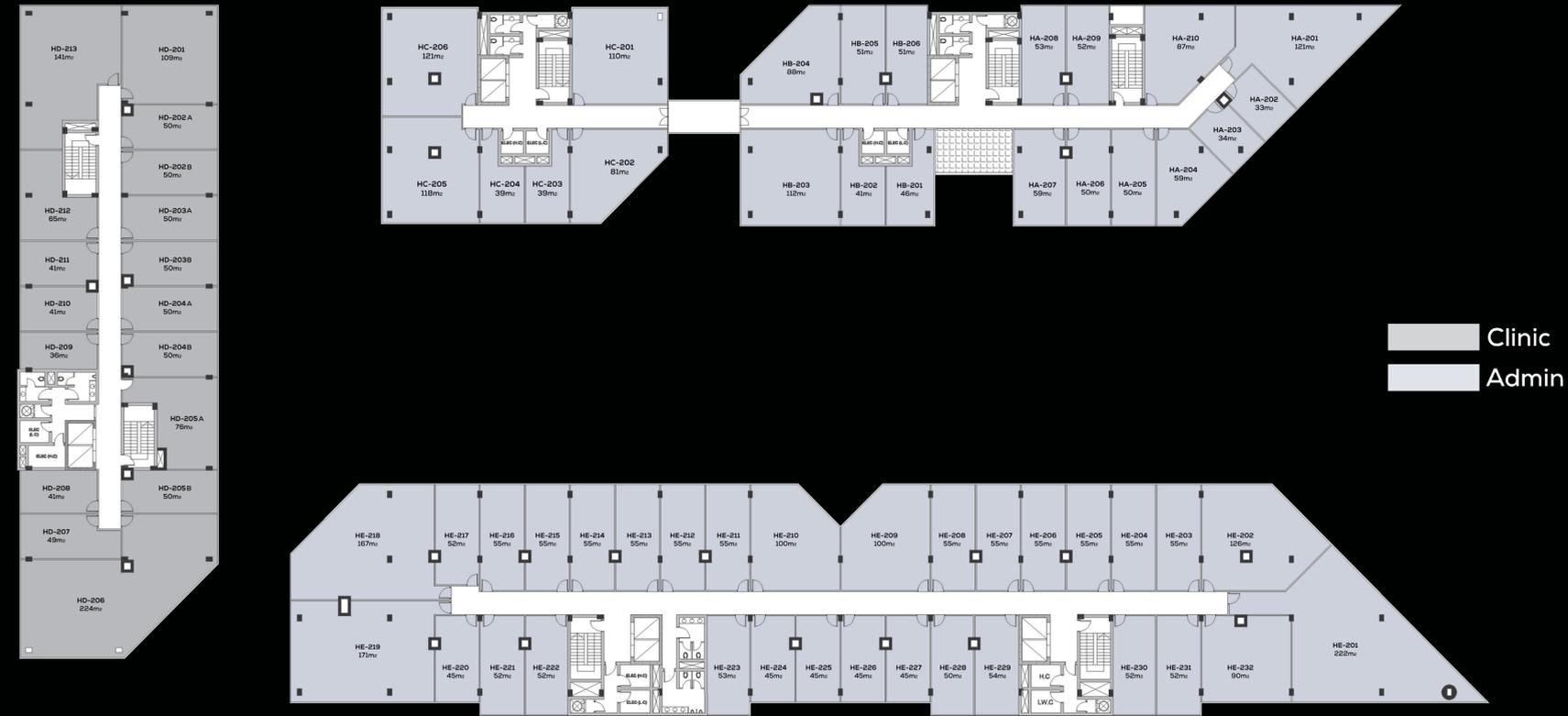
Ground Floor



First Floor

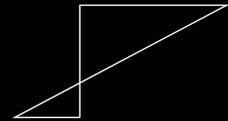


Typical Floors



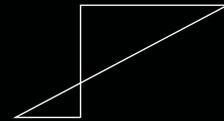
Unit Types

h:rs business hub offers a diverse mix of unit types, carefully planned to serve different business needs



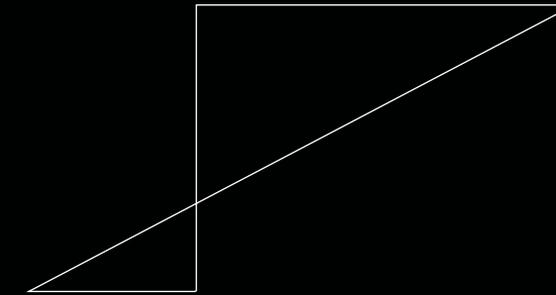
Administrative Units:

A total of 317 units, ranging from 33 sqm up to 222 sqm, designed to accommodate a wide range of office requirements within a structured and efficient business environment.



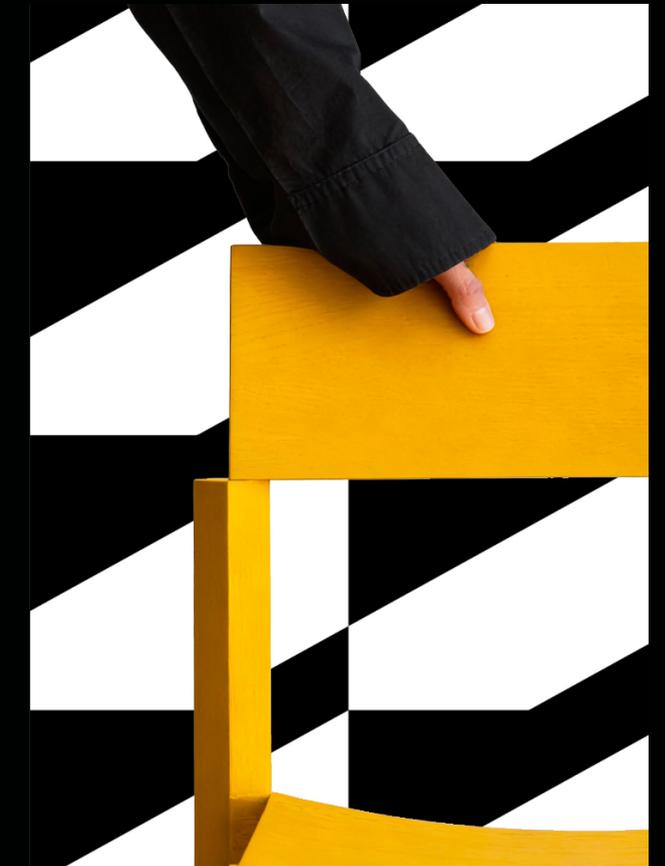
Clinical Units:

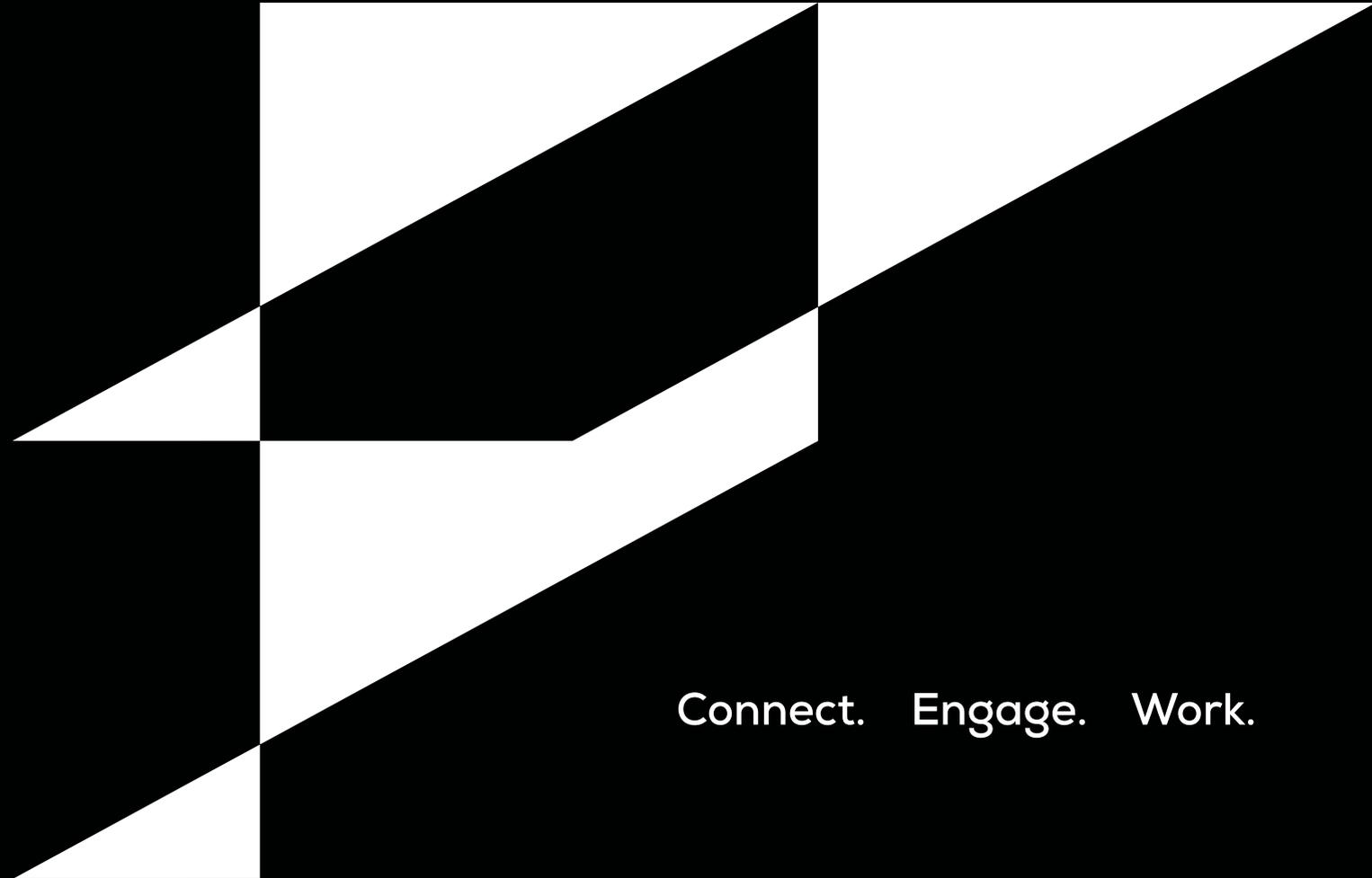
A total of 92 units, ranging from 36 sqm up to 224 sqm, planned to meet professional clinical operational needs within a dedicated and well-organized setting.



Commercial Units:

A total of 44 units, ranging from 34 sqm up to 719 sqm, strategically located to activate the project and support daily business activities within the hub.





Connect. Engage. Work.

2nd Mark / New Cairo

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