h:rs

Every **Hour** Counts

by /
MAIN MARKS

Connect. Engage. Work.


Every **Hour** Counts

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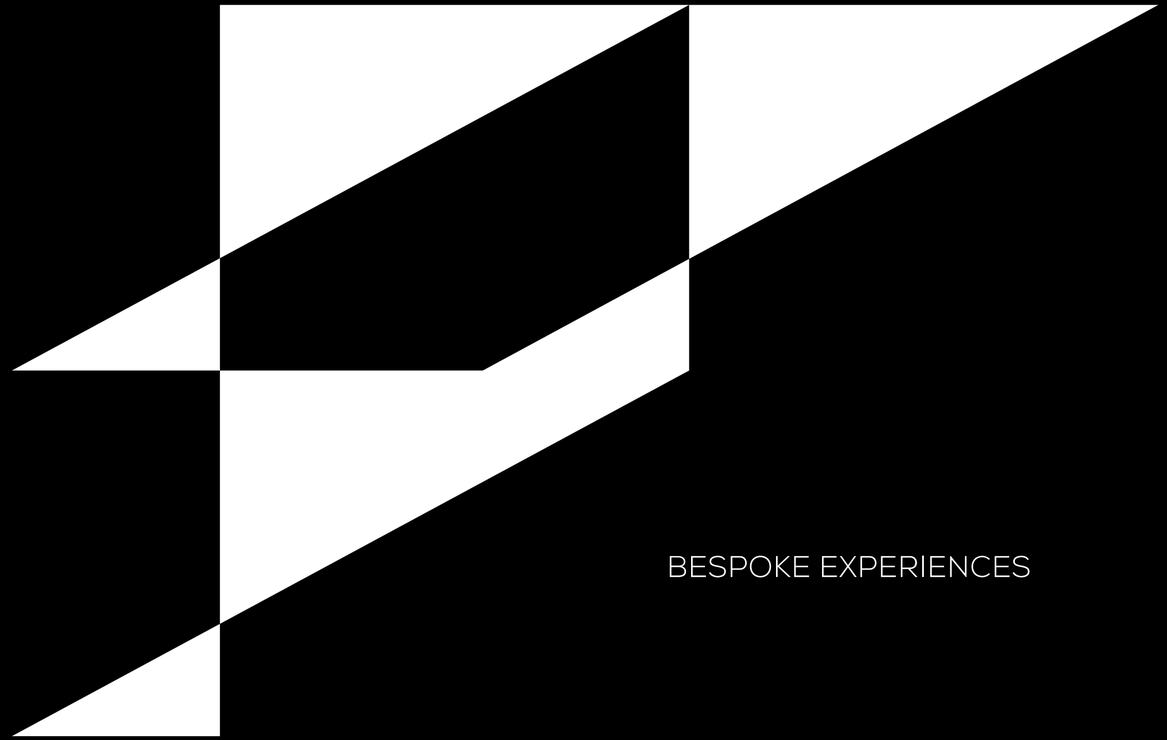


h:rs
Business Hub

2nd Mark of - Distinction

MAIN MARKS

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



BESPOKE 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

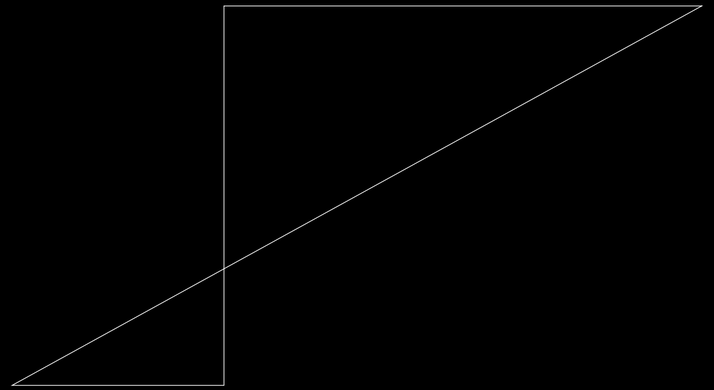
Initiating the future's pace, today, Main Marks goes beyond the conventional, embodying the spirit of a true boutique developer.

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 unfathomable 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 Align



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.

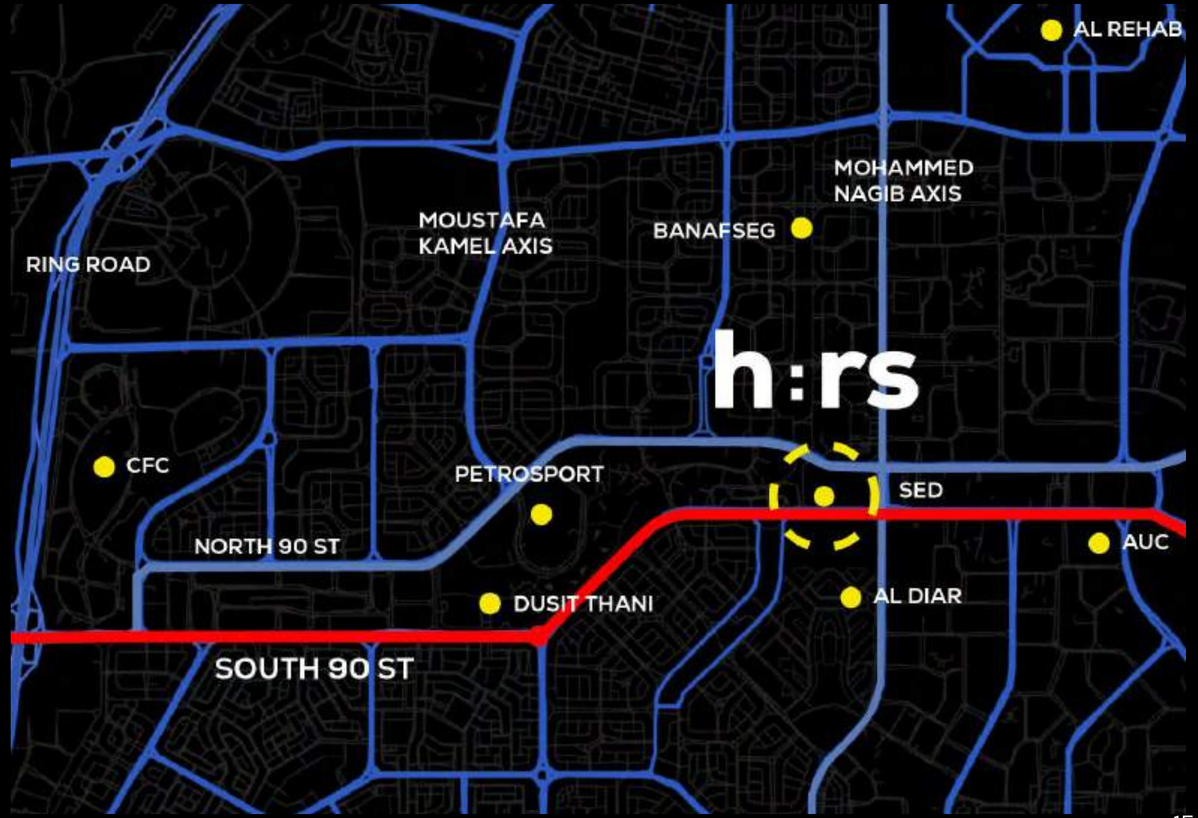


Location

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

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

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.



Architectural Concept

The design is anchored by a central courtyard that balances openness with privacy, organizing diverse functions around clarity, natural daylight, and intuitive user flow.

Flanked by two linear buildings and a rear wing, the layout effectively separates public and private uses while providing a strong sense of orientation.

This architectural rhythm is defined by a refined vertical façade and a sculptural, bounded landscape, resulting in a calm, premium, and contemporary commercial destination.

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

Design Partner: ARC 5 DESIGN STUDIO



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

Land Use

The total land area of h:rs Business Hub is 11,000 sqm (2.62 feddan), carefully distributed to create balance between built spaces and open areas.

Building footprint: 3,520 sqm (0.838 fdn) – 32%

Landscape area: 7,480 sqm (1.78 fdn) – 68%

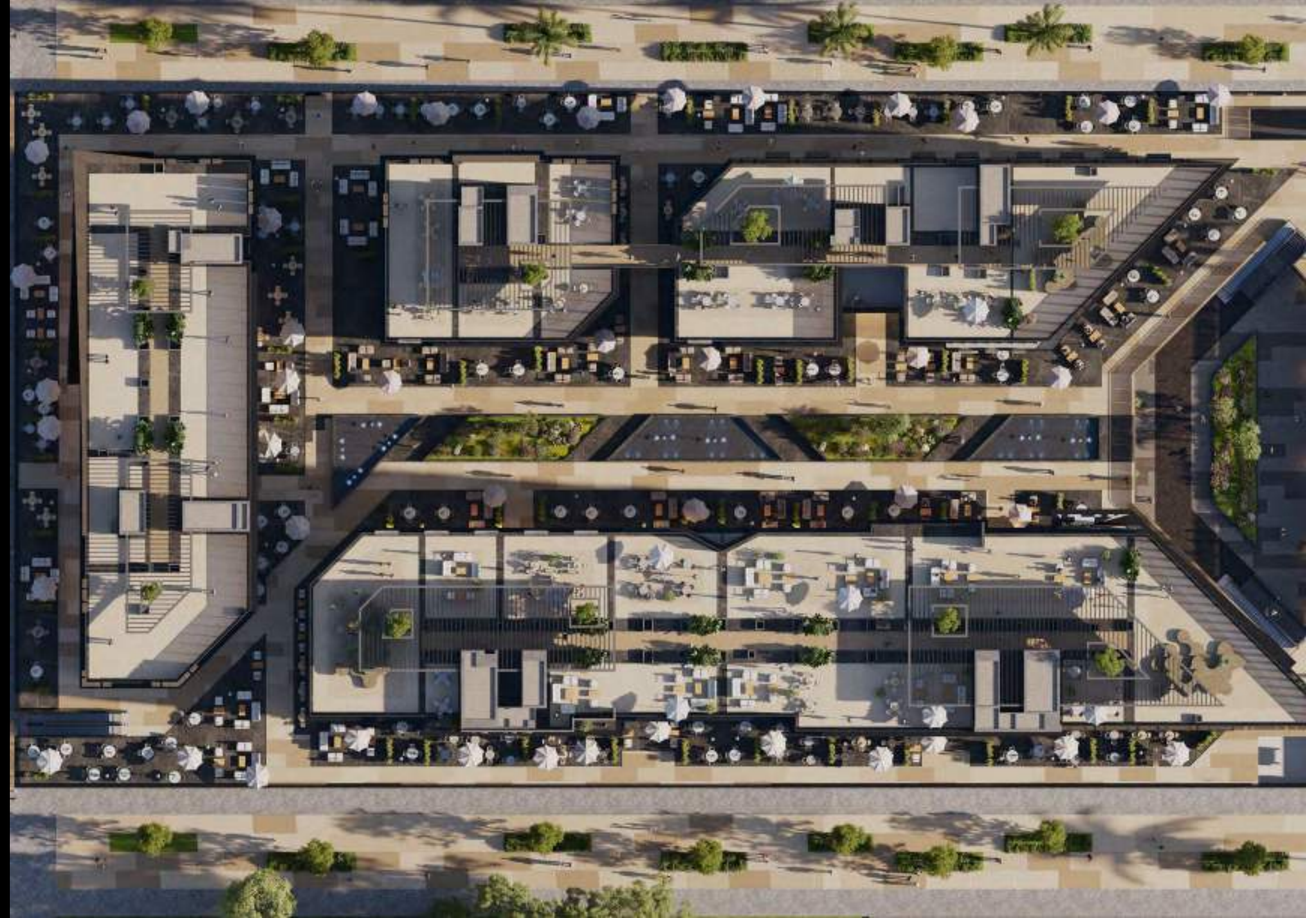


This distribution ensures a spacious environment where built forms and landscape coexist in harmony, enhancing both functionality and user experience.

Master Plan

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

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




h:rs
18:35
A
28°C
SUIL & TIE
HIVE
NINE RETAIL
PRISM

Landscape & Outdoor Areas

%68 LANDSCAPE + WATER FEATURES

h:rs outdoor areas are carefully designed to enhance circulation, interaction, and the overall user experience, creating a seamless transition between architecture and public spaces.

The outdoor environment is designed around principles of universal accessibility, providing safe, barrier-free movement for all users.



Central Plaza

A dynamic central plaza designed as the heart of the project, offering an inviting destination for retail, dining, social interaction, and leisure.



Outdoor Seating Areas

Inviting outdoor seating spaces that extend the commercial experience into the landscape, encouraging relaxation, social interaction, and leisure.



Self Shaded Outdoors

Self-shaded outdoor spaces designed to provide thermal comfort and a pleasant environment for relaxation, circulation, and social interaction throughout the day.



Southern Court

A vibrant commercial court that creates an engaging pedestrian destination, bringing together retail, leisure, and social experiences within a lively outdoor setting.





A Place Built With Purpose

Project Accessibility

The project features two well-planned entrances, including one main entrance directly along South 90th Street and a secondary entrance from the rear street.

This thoughtful design ensures easy accessibility and seamless transitions into the heart of the project, providing smooth movement from surrounding streets and enhancing overall convenience for users and visitors.

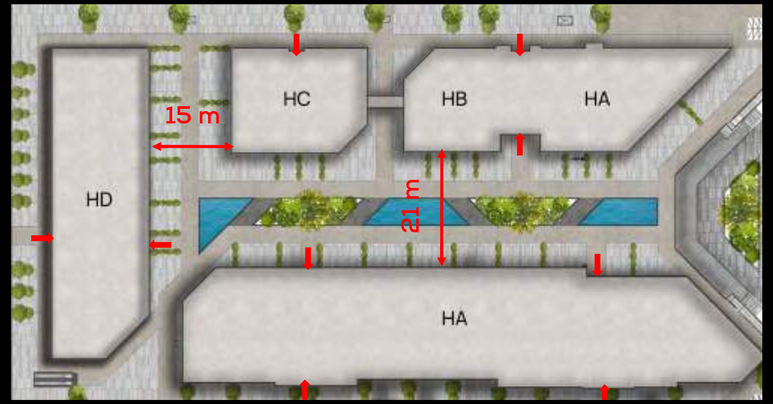


We have 2 Main Entrances

Buildings Accessibility & Distance Between Buildings

h:rs office's buildings feature a refined entrance experience with high-end finishes and a strong sense of arrival. Premium office spaces offer flexible, future-ready layouts that can be combined or reconfigured to suit different working styles.

Generous floor heights, expansive glass façades, and select private-access levels provide open views, enhanced privacy, and seamless circulation throughout the destination.




BLINK & BUY
NINE RETAIL
MELLOW
CALN CUPPA
HIVE
SQUARE
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h:rs

Unit Types



Connect. Engage. Work.

Administrative Units

Areas From :
32 sqm to 214 sqm

Administrative units occupy all typical floors of buildings HA, HB, HC & HE



h:rs offers a diverse range of administrative spaces, thoughtfully designed to accommodate different business needs and working styles.

From private offices and executive offices to flexible shared administrative spaces, each environment is supported by dedicated meeting rooms, reception areas, staff facilities, and essential support spaces.

This variety creates a functional and adaptable workplace where every space serves a purpose.

Interior Shots

Flexi Finishing





Clinical Units

Areas From :
33 sqm to 68 sqm

Clinical units occupy all typical floors of Building HD



h:rs offers a variety of clinical spaces thoughtfully planned to accommodate different medical specialties, practices, and operational needs.

From private consultation and examination rooms to reception areas, waiting spaces, treatment rooms, and dedicated support facilities, each clinic is designed to create a functional and professional environment for both practitioners and patients. With flexibility at its core, h:rs provides healthcare professionals with spaces that support efficient operations and a seamless patient experience.

Interior Shots

Flexi Finishing





Commercial Units

Areas From :
32 sqm to 1014 sqm

Commercial units occupy street level and ground floor of all buildings



h:rs brings together a diverse mix of commercial spaces designed to create an active and engaging business environment throughout the day.

From retail, F&B, restaurants, showrooms, and essential services to vibrant outdoor commercial areas and thoughtfully designed public spaces and lobbies, every element is planned to encourage movement, interaction, and customer engagement.

This carefully curated mix creates a well-rounded destination where businesses, visitors, and everyday experiences come together – making every hour count.

Interior Shots

Core & Shell Finishing





h:rs

Floor Plans

The carefully planned vertical composition brings together administrative, clinical, and commercial spaces within one integrated destination, creating a well-connected environment designed to support businesses, professionals, and visitors throughout the day.



Ground Floor

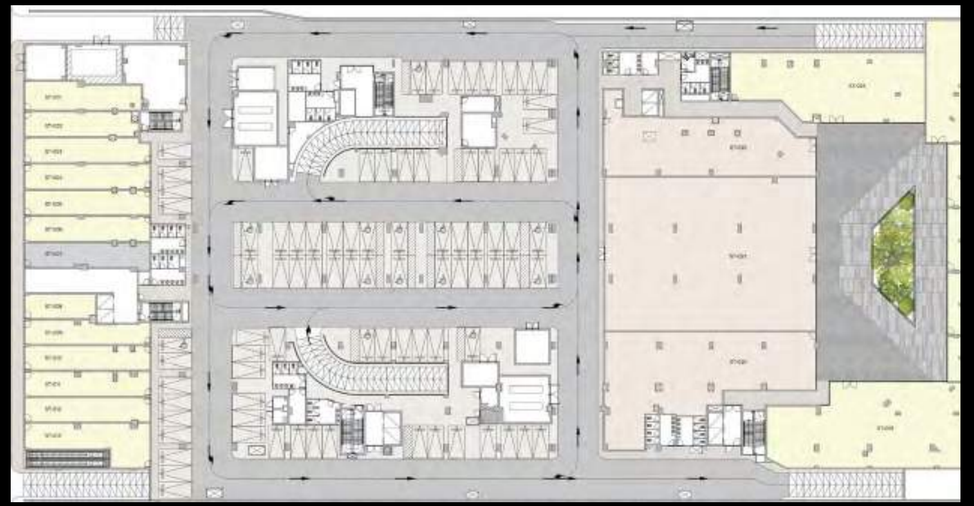
Ceiling Height Average:
4.5 Meters



F&B
Showroom
Retail
Pharmacy

Street Level

Ceiling Height Average:
3.85 Meters



Retail
Mega Store
Pharmacy

First Floor

Ceiling Height Average:
3.25 Meters



Showroom
Clinic
Admin

Second Floor

Ceiling Height Average:
3.25 Meters



Clinic
Admin

Third Floor

Ceiling Height Average:
3.25 Meters



Clinic
Admin

Fourth Floor

Ceiling Height Average:
3.25 Meters



Clinic
Admin

Fifth Floor

Ceiling Height Average:
3.25 Meters



Clinic
Admin

Sixth Floor

Ceiling Height Average:
3.25 Meters



Clinic
Admin





Where Purpose Takes Place

h:rs

Interior Shots

The project interiors are defined by a carefully selected palette of premium finishes, combining functionality with a contemporary aesthetic.

Gypsum board ceilings, elegant marble flooring, and refined wood claddings come together to create sophisticated spaces with a polished and welcoming character, designed to complement the professional environment.



Reception





Corridor





Project Facilities



2 Levels of Underground Parking



Shopping



Fine Dining & Café



Security & Safety



Infrastructure & Connectivity



Central Plaza

Project Services

h:rs brings together a carefully curated mix of facilities, creating a well-integrated environment that responds to the functional and experiential needs of its users.



5 Lifts Lobbies



Prayer Rooms



6 Ramps for Parking Accessibility



10 Elevators



32 Public Toilets



Facade Cleaning Friendly



3 Escalators

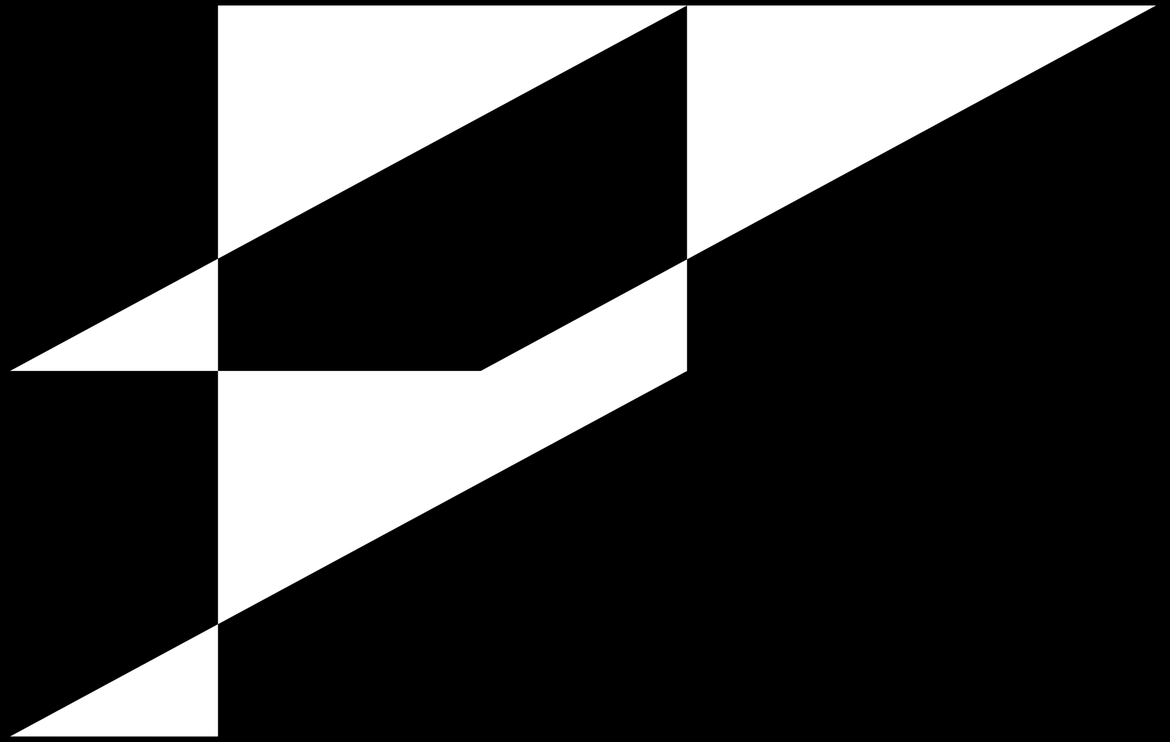
Rooftop Facilities

The rooftop buildings at h:rs are designed as a vibrant destination above the workplace, bringing together spaces for connection, wellness, and recreation.

Featuring shared meeting rooms, a dedicated sports workout area, padel tennis, and a spa, the rooftop offers a dynamic setting to meet, recharge, stay active, and unwind.

Thoughtfully designed to complement the daily work environment, it creates a distinctive experience where productivity, wellbeing, and social interaction come together.





2nd Mark / New Cairo