



**CORNERSTONE**  
DEVELOPMENT



**19614**  
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A portrait of Eng. Ashraf Boulos, a middle-aged man with grey hair and a beard, smiling. He is wearing a dark blue blazer over a light blue shirt. The background is a dark grey gradient.

# MESSAGE FROM CEO

"We know that luxury isn't just about what you own, it's about how you feel. So in the form & function of every space we create, we look for those details – large & small – that will elevate & enrich the everyday."

**Eng. Ashraf Boulos**  
CEO & Chairman of Cornerstone development



# Eng. Ashraf Boulos

## CEO & Chairman

A seasoned leader with over 30 years of experience, Eng. Ashraf Boulos is renowned for his visionary approach, prestige, and proven track record of success in both domestic and international projects. He has steered Cornerstone Development to become a leading force in Egypt's real estate market, specializing in the creation of luxury, boutique living experience compounds.

Following in the footsteps of his father, a prominent figure in Egypt's 70s and 80s development scene, Eng. Boulos began his career by expanding the family business. He spearheaded the development of notable towers and office buildings in Cairo and Alexandria, demonstrating his early aptitude for shaping skylines and transforming urban landscapes.

This success paved the way for Eng. Boulos to establish himself as a highly sought-after consultant. He provided expert advice and guidance to the Egyptian government and various domestic and international companies, maintaining a reputation for exceptional quality and efficiency. His expertise culminated in his role managing all major operations for the Ayia Napa Cyprus Marina Mega project, where he garnered significant recognition within the development industry.

Eng. Boulos' vision then became a reality with the development of The Curve, Cornerstone's first project. The Curve, situated in the New Administrative Capital, exemplifies the company's commitment to boutique compounds and unparalleled luxury living. The Curve is not a collection of residences; it's a meticulously designed community featuring a dedicated commercial strip known as The Terraces. The Terraces, currently under development, will cater to the discerning needs of both residents and the surrounding community, offering a curated selection of shops, restaurants, and amenities that will further elevate the residents' experience.

Looking towards the future, Eng. Boulos continues to push the boundaries of luxury living with the newest launch – Red Water Villas & Floating Gardens. These luxurious waterfront properties are designed to provide residents with an unparalleled living experience unlike any other.



# MESSAGE FROM COO

"At Cornerstone Development, we are constantly chasing success. During the chase, we prioritize our imagination & creativity while exerting hard work with perseverance & maintaining our integrity. We base our efforts on providing unique designs which offer comfort, art, culture & technology, while assuring a contribution to our community's wellness & bonding."

**Eng. Mourad Shenouda**  
COO of Cornerstone development





# Eng. Mourad Shenouda

## COO

Mourad Shenouda brings over 20 years of experience in construction to his role as COO of Cornerstone Development. His impressive portfolio has established him as a key player in commercially vital markets like real estate and telecommunications.

Mourad possesses extensive construction knowledge, honed over the past two decades. He has also played a distinguished role in the real estate industry, showcasing a proven track record of success. Shenouda's expertise extends to hospitality as well, demonstrating his versatility across various property sectors.

Shenouda's impressive career spans beyond Egypt, encompassing projects in the UAE, Bangladesh, Zimbabwe, Canada, and Algeria. This international experience complements his strong reputation within Egypt, solidifying his commitment to excellence across geographical boundaries.

Expanding his professional horizons has always been a driving force for Shenouda. His recent foray into real estate through Cornerstone Development has been met with significant acclaim, further solidifying his reputation as a visionary leader.

# ABOUT US



## WHO WE ARE

Cornerstone Development is a distinguished Egyptian real estate company with a rich history spanning over 30 years. We're passionate about crafting exceptional living experiences that blend luxury with unparalleled comfort. Our philosophy, "Glocal" development, focuses on creating communities that seamlessly integrate international design trends with the warmth and richness of Egyptian culture.

## WHAT WE DO

We're a full-service real estate development firm dedicated to transforming your vision of a dream home into reality. We handle every step of the process, from meticulous design and planning to high-quality construction and the integration of innovative amenities.

### COMMITMENT TO QUALITY

Top-quality materials and skilled professionals to build beautiful, lasting homes.

### INNOVATION AT OUR CORE

Pushing boundaries with cutting-edge design and technology.

### AMENITY-RICH LIVING

Our communities are designed for your complete well-being. Pools, fitness centers and green spaces.

### SUSTAINABILITY

We build green for a healthier future. Eco-friendly materials, energy-efficient technologies and walkable designs.





# OUR VISION

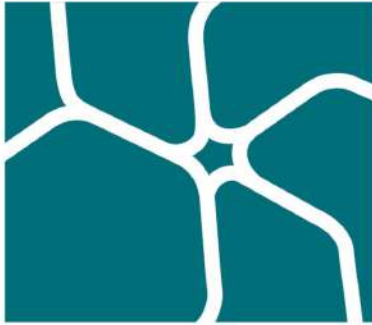


As a full real-estate development firm, Cornerstone Development is pioneering a Glocal approach to the places we build, one that inspires people to live a foreign experience that compliments the Egyptian culture. We bring together innovative spaces, experiential amenities, and social activities to build vibrant places where people can live their best together.



# OUR PILLARS

COMMUNITY



DESIGN



NATURE



WELLNESS



ART & CULTURE



TECHNOLOGY





# BOARD MEMBERS

Our board members and shareholders collectively possess over 30 years of combined experience in development and construction. With their deep-rooted knowledge of the industry, they play a pivotal role in shaping our company's strategies and decision-making processes. Their extensive expertise ensures that we navigate the complexities of the market with confidence, driving our company towards sustained growth and success.

## Eng. Riad R. Riad

CEO United-R Construction

Riad R. Riad is the Chairman & Managing Director of United-R for Construction Engineering, which was founded in Egypt in 1992.

Over the last 28 years of operations in the Egyptian market, United-R remains true to its spirit of excellence, its uncanny ability to thrive on technology, and all the developments of the 21st century, while staying committed to its core values.

Its core values are the cornerstone to its overall success & explosive documented growth, leading to its claiming of its rightful place atop the profile of the most distinguished interior design & outfitting companies in Egypt.

### United-R Construction's Clients



## Mr. Magdi Kassabgui

CEO Reliance Egypt

Magdi Kassabgui is the Founder, Chairman and CEO of Reliance Egypt, an accomplished entity in the logistics industry.

His undisputed expertise was hard earned throughout the years. Since graduating from the American University in Cairo, Kassabgui worked tirelessly in order to achieve his vision for Reliance Egypt to become the regional leader in the industry and to maintain its excellence by offering indispensable services in logistics, fuel supply, commodities and ready mix concrete solutions.

His accomplishment list goes a long way to include his success stories in D.Y.M.K. Mining and Industrial Investment and Al-Kassabgui Group.

### Reliance Egypt's Services





## Mr. Shaheer Mina

CEO Techno Gulf

Shaheer Mina is one of the co-founders of Cornerstone Development. He majored in Business Administration and Management and graduated in 1992 and this is when his journey in the development sector started.

He set the bar for excellence in the industry with his work ethic and rich expertise, reaching heights so as to start his own company, Techno Gulf, in 1996, which has now become the most prominent company in supplying the electrical materials needed for the construction of power stations that were built in Egypt during the last 20 years, in addition to countless other noteworthy industrial and commercial projects.

Mina's insightful vision is constantly encouraging him to keep evolving and mastering the art of his profession to attain all of his dreams which he will be able to do through this credible and dynamic Real Estate company - Cornerstone Development.

### Techno Gulf's Projects



City Stars Mall



Cairo Festival City Mall



American University in Cairo



Alexandria Bibliotheca



Zewail City



Egyptian Grand Museum

## Dr. Ahmed Hosny

CEO Copad Pharma

Ahmed Hosny has carved his name as one of the most notable pioneers of marketing for pharmaceuticals after achieving a long line of success stories in the industry.

Right after graduating college, Hosny recognized all the opportunities for growth and expansion in the pharmaceutical industry and committed himself to it, learning all its ins and outs and the science behind each and every product under his charge.

The journey started with outsourcing production of approved pharmaceutical products and marketing them in the Egyptian market till he gathered enough knowledge and expertise to start producing on Egyptian soil.

Hence, another story of manufacturing plants expansion and diversifying of pharmaceuticals production portfolio. Throughout his long line of achievements, Hosny prides

### Copad Pharma's Products



Infant Nutrition Products



Gynaecology Products



Pediatric Products



Vitamins & Minerals



Veterinary Products



Miscellaneous Products



Weight Control Products



Gastro-Intestinal Products



Food Supplements



Rheumatology Products



Cardio-Vascular Products



Nervous System Products





## Mrs. Hadia Ghabbour

CEO Sadko

Hadia Ghabbour is one of the investors, and true believers in the vision that has become reality as Cornerstone Development.

She set the bar for excellence in the Electrical Appliances industry with her outstanding work ethic and great expertise, establishing Sadko in 1986, which has now become one of the most prominent companies in this industry.

Ghabbour's insightful vision is constantly encouraging her to evolve and aim to be the main distributor for Egyptian local industries. All her expertise and knowledge is now being invested into the development and growth of Cornerstone Development.

## OUR SUCCESS PARTNERS



Yasser Al Beltagy Architects (YBA) was established in 1995, in Cairo, Egypt. Led by the founder and chief architect Yasser AL-Beltagy.

YBA is a leading multidisciplinary design firm that covers a wide range of specialties and services: architecture, urban, landscape, and interior design.

Over the years, YBA has worked on more than 1,200 projects across continents.

They are all-inclusive enterprise offering various architectural services.



A highly creative and savvy brand builder, Amir has an accomplished entrepreneurial and corporate career history innovating concepts and launching numerous product categories and brands that create consumer, brand and business value.

He has extensive experience with high profile global fashion, retail, hospitality, banking, real estate, transportation, luxury goods, technology, media, entertainment, food and alcohol consumer facing brands.



Studio Five was founded by a group of five architects who share a passion for design.

Their aim is to leave a fingerprint on the world of design through creating concepts and experiences.

They do this through their range of services that include architecture, interior design and consulting.

They are an award winning design house with projects in Houston, London, Dubai and Riyadh. In less than 6 years, they have managed to expand their offices to Dubai, UAE as well as Houston, Texas, and are headquartered in Cairo, Egypt.



ACE Moharram Bakhom is a multi-disciplinary engineering and project management consultancy company, based in Egypt.

They represent a unique selection of academic professionals and experienced engineers in fields such as architecture, planning, structural design, management, surveying, and electro-mechanical installations among many others.

Their reputation has enabled the firm to be involved in numerous multi-disciplinary mega projects, in more than 30 countries in the Middle East, Africa, Asia and Eastern Europe.





# OUR PROJECTS





# RED

WATER VILLAS & FLOATING GARDENS

OUR PROJECTS



## The Terraces

Elevated Offices. Panoramic Retail.



## THE CURVE

NEW CAPITAL



# RED

WATER VILLAS & FLOATING GARDENS











RED  
WATER VILLAS & FLOATING GARDENS





RED  
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RED  
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# The Terraces

Elevated Offices. Panoramic Retail.







# THE CURVE

NEW CAPITAL





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