



WHERE WORK AND WONDERS *unite*

**M PLUS** IS MAKING HISTORY

## ABOUT MAGNA

With over two decades of expertise in construction, our journey began in 1998, entering the Egyptian market as a specialized contracting firm focused on roads and infrastructure. We've grown into a leading force in developments through dedication and a constant pursuit of excellence. Our work spans key regions like New Cairo, New Capital City, Shorouk City, Badr City, Al-Rubiki, and New Heliopolis, standing as a testament to innovation, quality, trust, and integrity. Having delivered over 3,000 units and 1,000 more under construction, we've earned the trust of 2,500+ clients who share our vision for growth.



## ABOUT THE PROJECT

Located in the entrance of New Capital City first row on bin Zayed south axis, Minutes away from New Cairo, The 6th settlement, the iconic tower, and in front of the green river.

M Plus is more than just a real estate project—it's a game-changing landmark that is set to transform Egypt's real estate market.

At its center, M Plus is making history with the world's largest sculpture, inspired by Bastet, the Egyptian goddess of protection, beauty, and balance.

This incredible symbol of creativity stands as a sign of growth and progress, blending Egypt's rich history with modern design to create a unique architectural masterpiece.



**M PLUS GOES BEYOND ITS STRIKING VISUAL PRESENCE.** It is designed to offer an exceptional experience, from fully furnished offices that radiate luxury and elegance to cutting-edge commercial spaces that will reshape business, redefine shopping experience, and set new standards for success. Every detail in M Plus is carefully designed to inspire, engage, and transform—creating an environment where visionaries can thrive, brands can evolve, and innovation takes the spotlight. With a team of innovators and experts—such as Mohamed Talaat, known for his architectural brilliance and Not Toys' creative designs—M Plus is more than a place. It's a bold vision, a space of limitless opportunities, and a future-defining project in Egypt's real estate market.





## PROJECT CONCEPT

With a wealth of global exposure from traveling around the world and a keen eye for world-class landmarks, Ahmed Elzahed, Chief Commercial Officer of Magna Developments, envisioned creating something truly extraordinary for Egypt. Recognizing the New Capital City as a cornerstone of the country's future, he sought to establish a landmark that would not only contribute to Egypt's vision and align with its development plans but also reflect the country's strategic ambitions for the New Capital City.

This one-of-a-kind concept, featuring the world's largest sculpture, is designed to become a major tourist attraction, fully aligned with the country's vision for growth and development. Additionally, for the first time in the New Capital City, he is introducing fully furnished luxury offices, setting a new benchmark for sophistication and exclusivity in Egypt's administrative business sector.

Partnering with renowned architect Mohamed Talaat, along with Not Toys, Magna Developments is bringing this bold idea into reality to create a truly exceptional Egyptian landmark.



## DESIGN CONCEPT

M Plus is not just a building; it's a one-of-a-kind creation that sets new standards in luxury, creativity, and ambition. At its core stands the world's largest sculpture, inspired by Bastet, symbolizing strength, protection, and harmony. This powerful and inspiring symbol of progress makes M Plus more than a destination—it's a sign of excellence, where business thrives and innovation takes center stage.



Every part of M Plus, from its high-end office spaces to its vibrant commercial zones, is thoughtfully designed to elevate experiences, foster success, and shape the future. It combines prestige, artistry, and modern design in a way that redefines what a business or retail space can be. M Plus is not just a location—it's a statement of ambition, an iconic landmark, and a gateway to extraordinary opportunities.



## OUR PARTNERS

At M Plus, we believe that true innovation is born from powerful partnerships. That's why we've teamed up with industry leaders who share our passion for creativity, excellence, and groundbreaking experiences. Together, we're crafting a unique destination that sets new standards in business, art, and modern design.





## MOHAMED TALAAT

Renowned architect Mohamed Talaat is behind the design of M Plus. Known for his ability to push design boundaries with a focus on simplicity, he's crafted a building that's not just about looks—it's an immersive experience that encourages innovation and progress, all while embracing elegant simplicity. Every detail of M Plus reflects a modern, forward-thinking approach to architecture, with a perfect balance of complexity and simplicity, raising the bar for excellence. Together, these innovative partners are turning M Plus into a landmark, not just a project. It's a space that combines ambition, creativity, simplicity, and limitless possibilities—creating a destination that defines the future.



MOHAMED TALAAT  
ARCHITECTS







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MOHAMED TALAAT  
ARCHITECTS





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ARCHITECTS



## Not Toys

Where imagination has no limits, Not Toys turns creative ideas into stunning landmarks. As a key partner of M Plus, Not Toys is bringing to life the biggest sculptural masterpiece in the world, inspired by Bastet, the ancient Egyptian goddess. This iconic work of art is not just a sculpture—it represents ambition, history, and endless creativity, blending Egypt's heritage with modern design to create a timeless masterpiece.

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Toys







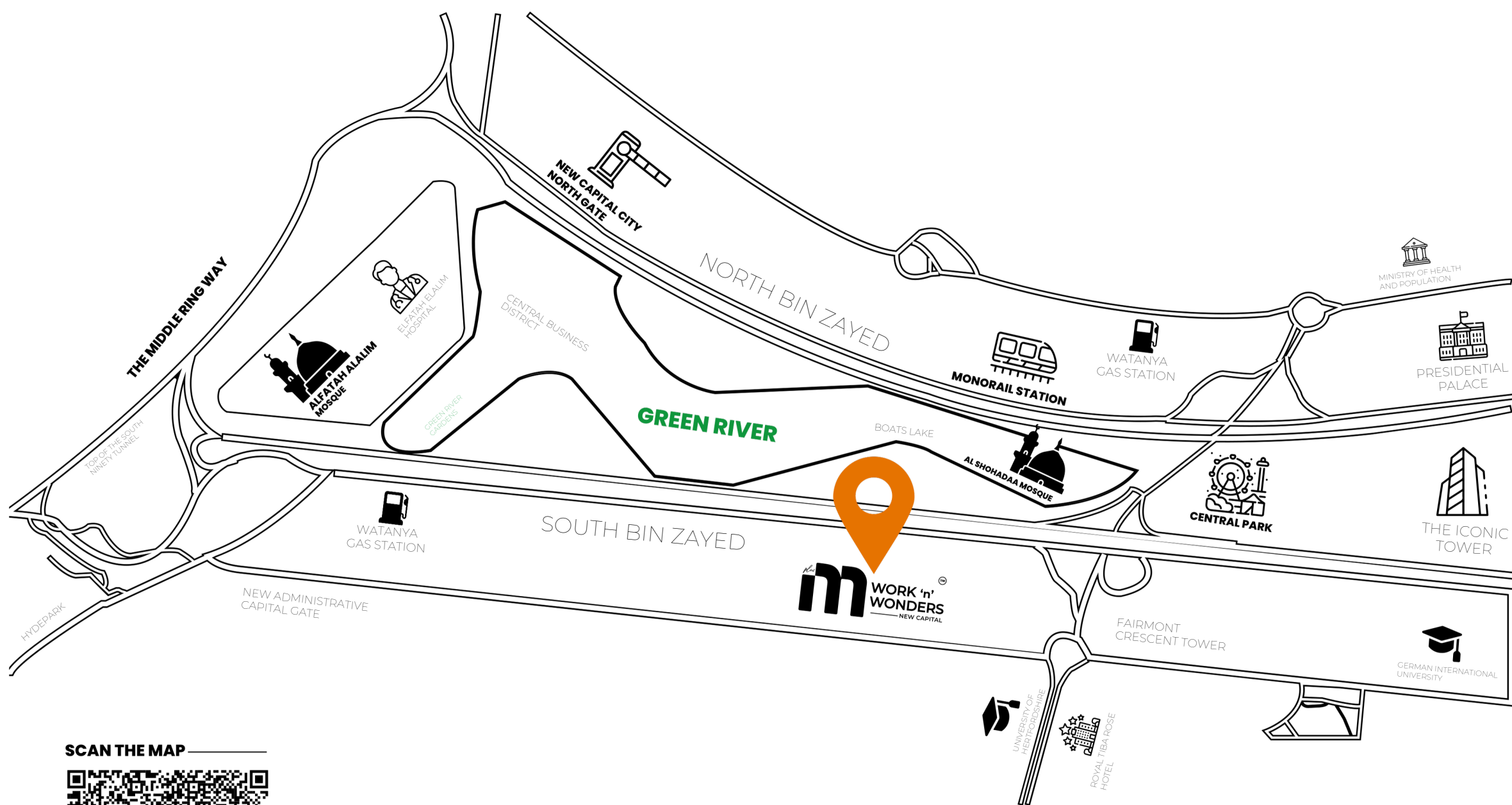


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TOY2



MOHAMED TALAAT  
ARCHITECTS





SCAN THE MAP





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