



The Khamsin Beach Resort-Buyers Guide

One of the last residential beach front locations in central Hurghada
Pre launch prices from £18,900.



Investment summary

Summary

Khamsin Beach Resort is a luxury collection of waterside apartments located in the Arabia District of Hurghada just 10 minutes from the bustling tourist hotspot of Sheraton Road, Downtown Hurghada. The project offers far-reaching views over the Red Sea towards Giffen Island and is scheduled for completion by the end of May 2011.

During this pre-launch release pricing has been geared to offer early-bird buyers the lowest possible entry point

- 38 m2 Studios from just £18,908
- 52 m2 1 bedroom apartments from just £22,775
- 84 m2 2 bedroom apartments from just £40,997
- 114 m2 3 bedroom apartments from just £82,725

The Arabia District lies close to Hurghada Port - the centre of the diving industry for the entire region. Khamsin Beach Resort is situated away from the sometimes stale feeling gated hotel resort areas. The project offers strong long term capital appreciation, not just due to its beachfront location but due also to the resorts proximity to the city centre — The Heart of Hurghada. The continued expansion of Hurghada will certainly see asset values rise steadily across all real estate stock over the next 5-10 years. Saleability of this prime beachfront resort is extremely high, and the gains for pre-launch investors are truly exceptional. Pre-launch prices are certainly at or below ANY other project in the region, even when you do include the 'dressed up' discounts that proliferate some of these projects. As such, Khamsin is firmly at the top of the list of options for sensible investors.

- Prices for similar projects are selling at £800+ m2 in Hurghada (Samra Bay)
- Low purchase costs and stage payments available
- Strong exit strategy - highly desirable re-sale unit
- Very strong re-sale potential prior to completion particularly for early bird investors
- Higher rental Return due to Rental Pool option and beach front location
- Furniture packs and Air Conditioning included with many apartments during pre-launch release.
- Price increase of 15% at end of pre-launch
- All properties are freehold and complete in May 2011
- No capital gains tax or inheritance tax
- Prices start from £18,908 and includes furniture and air conditioning for selected units for a limited period only

Location

If there is one thing you can rely upon with property investment it is *location, location, location*. The Khamsin Beach Resort is an ocean side collection of luxury apartments with its own private beach in the Arabia District, close to downtown Hurghada by the Red Sea, Egypt.

Get in early

This is the very first marketing activity for Khamsin Beach Resort and there are some incredible early-bird offers available for a limited period. The price structure presented in this pre-launch phase will be totally revised with a minimum increase of 15%.

Strong rental returns

The Project is scheduled for completion by May 2011, it will operate as a hotel facility and will offer flexible rental management solutions, including a renewable rental pool program. The high local occupancy rates throughout the 12 month season, make this project of interest to any buy-to-let investors.

Solid capital appreciation

Hurghada is fast becoming the centre of operations for the Red Sea Tourist industry. Airport expansion and large scale regional development will see visitor numbers double over the next 10 years. Now is the time to buy beachfront to secure the greatest rental and capital returns tomorrow.

Consistent long term demand

The Red Sea Region is the 'Costa Del Sol' for middle eastern communities and this is the key driver to the rapid and continued development in the region as a whole. This resort will maintain a very high desirability factor for rental usage and eventual re-sale as part of any focused investment strategy.

Why Invest in Egypt?



Egypt enjoys year-round sunshine, warm turquoise waters, heavily populated by marine life, and world famous historical sites. The Red Sea resorts are now receiving more visitors than the more traditional destinations of Luxor and Aswan. According to Amani El Torgoman, Director of Tourism Operations at Travco, the country's leading travel agency, *"In the past it used to be older people who go on Nile cruises to see antiquities, now its younger families who come for a beach holiday and may just take a day to see Luxor"*.

The Egyptian Economy

Egypt has the largest population in the Middle East, a stable economic growth rate which exceeds 6%, whilst enjoying a key strategic location.

There exists within the market a high demand for quality real estate, in addition to this Egypt offers a stable currency and open foreign exchange policy, coupled with a booming stock market; Egypt's significant growth in foreign and local investment looks highly promising, showing a 500% increase over the past 12 months. GDP in 2007 rose by 7%.

The Egyptian government has put in place and is consistently revising its legislation to allow its economy to integrate with world markets. Today, Egypt has established a market-based, liberalised and open economy.

Egypt's economy has taken off in the last few years, mainly due to new government initiatives and a clear insight into the benefits of foreign investment. Legislation passed in 2004 now makes it possible for non-Egyptians to own, sell and let property freely.

Egyptian Tourism

Key to Egypt's tourism expansion plans is the planning of large integrated resorts on its coastline, all offering luxury accommodation and residential property as well as marinas, spa and golf resorts. These creations are not simply ideas in the pipeline; they are now becoming a reality.

Prime resort locations in Egypt offer a strong second home resale market, particularly in the resort areas, as most overseas buyers are now seeking holiday or second home locations as lifestyle choices. In addition, and in tandem with reform within the banking sector and increased economic success, the purchasing power of the domestic market in Egypt is on the rise. This offers fantastic long term profitability.

With no VAT, no capital gains tax, minimal tax on rental income along with very low costs of purchasing and a GDP growth in 2007 of 7.1%, the market has never been more favourable. It is interesting to see much of the property investment is by Egyptians themselves who are witnessing the growth in prosperity their country in enjoying.

About Hurghada

Hurghada is located on the Red Sea coast. Hurghada, the city was founded in the early 20th century, and since the 1980s has been continually enlarged by European and Arab investors to become the leading tourism hub of the Red Sea. Holiday villages and first class hotels provide excellent aquatic sport facilities for sail boarders, yachtsmen, scuba divers and snorkelers. Hurghada stretches for about 40 km along the seashore. The current successes have left prime beach land at a premium.

In particular, over the last 3 years, Hurghada has evolved into a destination for package holiday tourists from Central and eastern Europe, notably Russians, Czechs, Polish, Germans and increasingly British holiday makers. Today Hurghada counts a large and varied group of inhabitants and is divided into three parts: Downtown (El Dahar) is the old part; Sekalla is the modern part, and El Korra Road is the most modern part. Sakkala is the relatively modest hotel quarter.

Hurghada is firmly established as an international centre for aquatic sports like windsurfing, sailing, deep-sea fishing, swimming, and above all — snorkelling and diving. The unique offshore underwater gardens are some of the finest in the world, justifiably famous amongst divers.

The warm waters here are ideal for many varieties of rare fish and coral reefs. The city provides a gateway to prime diving sites throughout the Red Sea. Its central location provides favourable access to very famous dive sites and access to many uninhabited offshore reefs and islands.

Hurghada is a versatile destination and offers an abundance of choice for accommodation, dining and nightlife. Famous brands such as the Hard Rock Cafe and the Ministry of Sound sit happily alongside the traditional Shisha cafes, and traditional fish restaurants.

The daily high temperature hovers round 30 degrees Celsius most of the year. Numerous Europeans spend their Christmas and New Year holidays in Hurghada, and is especially popular at New Year with the Germans and Italians.



The Hurghada Real Estate Market



One could be forgiven for thinking that the phrase ‘urban sprawl’ was invented for a place like Hurghada. Just 30 years ago this seaside community ticked along without any form of tourism industry whatsoever and as such was a sleepy fishing village with some ancillary employment related to the oil industry.

The first wave of serious real estate development in Hurghada was the emergence of gated hotels that dominate the majority of waterside plots in the entire region. It is of course these hotel resorts that are responsible for ‘putting Hurghada on the map’ and the all-inclusive hotel industry was the catalyst for opening up this region to international attention.

The global desire for individual holiday homes for not just lifestyle but also for investment prompted a second wave of development in Hurghada. Within the last five years a huge learning curve has been underway for local builders and developers. In earlier times many projects were marketed and sold as ‘geared for the international buyer’ but were actually originally planned for the local market.

The resulting property market of today shows signs of building a considerable crest to the third wave of development. The city has grown and grown in order to serve the hugely popular local tourism industry and now the emergence of additional local ancillary services are poised to take Hurghada to new levels. The airport is doubling its capacity and runways, increasing the inbound traffic by a minimum 100% before 2016. A major film studio complex has been planned and is underway, as is the first large American style shopping-mall, schools, medical facilities and other non tourism industries. An increase in affluence from within the local population as well as reforms to local mortgaging and finance ability prompt more private local ownership, promising to continue to morph well into the future. The Hurghada that existed solely because of tourism has evolved and will continue to do so.

“Consider this, 30 years ago Hurghada was a small blip in the desert by the Red Sea... just imagine where this City will be in another 30 years and you realise the time is right here... right now... but remember construction and expansion will continue ferociously for at least another 10 years. If you do decide to get in before the market begins to mature... make sure choose your location carefully; it is not what deal you can secure today that matters, its who you are going to sell it to tomorrow that counts.”

The Khamsin Beach Resort



The Khamsin Beach Resort has its own private beach and marina with stunning views over the crystal clear red sea, towards the famous Giffen Island. The resort is perfect for those looking to enjoy an all year round beach lifestyle and indulge in the many water sports on offer.

Just 4.5 hours from the UK and 15 minutes from Hurghada International Airport, The Khamsin Beach Resort also offers a full complement of hotel-style amenities and services. The 12mth season, high occupancy rates and turn-key rental package offered by The Khamsin Beach will put this firmly at the top of any jet to let investors 'must have' list. The development consists of studios, one bed, two bed and three bed apartment suites.

In the majority of Red Sea Resorts prime beach front locations are owned by hoteliers and are rarely set aside for residential development. With its own private beach, these apartments will always be at a premium whether you intend to rent your apartment or when you come to sell.

The facilities planned for the Khamsin Beach Resort are nothing short of comprehensive with the full complement of hotel-style amenities and services. Numerous swimming pools, shade and terraces, shops, restaurants and even a dive centre will provide maximum convenience to residents. The complex will also provide all year round services including (but not limited to) maintenance, gardening and laundry services.

The Red Sea Riviera has two seasons: a hot summer, which runs from May to October, followed by a mild winter for the remaining months. The warm climate makes the area a highly desirable location at any time of the year. The Kamsin Beach Resort takes its name from the famous Saharan wind that blows across the desert for 50 days each year.

Development Highlights

Private beach front location.
Studios, 1 , 2 & 3 Bed apartments

Pre-launch prices from just £422m2
Prices from £18,900
Limited free Furniture and AC

Resort facilities include
Private beach, swimming pools, fitness centre, spa and beauty centre, Kids Beach Club, restaurants and beach Bars

Water sports centre including Diving School, kite and windsurfing. Equipment hire and storage.

WiFi, Cable TV and data to all apartments. Internet Cafe

Reception and Concierge Service, cleaning , laundry and maintenance service

Central Hurghada location
Close to Sheraton Street & Port
Airport only 15mins

10 year construction Guarantee.

Completion dates
Khamsin Beach Gardens Dec 2010
Beach resort Dec 2011

The Khamsin Beach Resort



(Artists impression.)

Location, location, location



The Khamsin Beach Resort (which takes its name from the famous Saharan wind that blows across the desert for 50 days each year) has its own private beach and commands stunning views over the crystal clear Red Sea, towards the famous Giffen Island. The resort is perfect for those looking to benefit from a steady year round rental income whilst also maintaining the option to enjoy an all year round beach lifestyle and indulge in the many activities and adventures that the Red Sea and Egypt has on offer.

The facilities planned for the Khamsin Beach Resort will offer the full complement of up market hotel-style amenities and services. Numerous swimming pools will be placed around the site so that you are never more than a few metres from a cooling swim. The boutiques, bars and entertainment areas will transform the garden and commercial areas after sun down.

Down on the waterfront Khamsin Beach Resort will really set itself apart. Over 200m of carefully landscaped beach and gardens that will offer mouth watering gastronomy from the seaside Bar/Grill as well as various instructor led activities such as kite surfing and snorkelling.

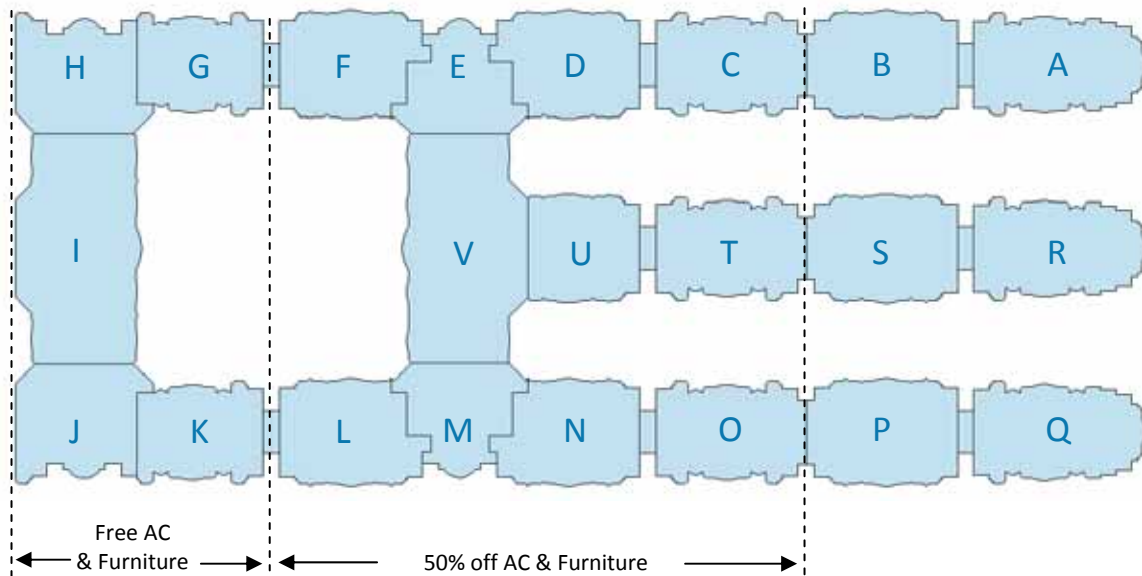
Khamsin Beach Resort will also provide all year round services including (but not limited to) airport pick up and apartment management (keyholding), maintenance and of course house keeping and laundry services.

The Khamsin Beach Resort



The Khamsin Garden Apartments

The first phase of the Khamsin Beach resort to be launched will be the Khamsin Garden apartments. Benefiting from all the amenities in the resort these apartments offer amazing value for money in this premium location. The Khamsin Beach units are not due for release until July 09 and will be subject to further price increases.



We are currently running a pre launch offer which provides a number of apartments with free furniture and air conditioning and others with 50% off the price. The diagram above is a guide to the location and reference for each block and indicates which blocks are subject to the pre launch offer. Prices are per m² gross which includes a 10% allowance for communal construction areas as is common in Egypt.

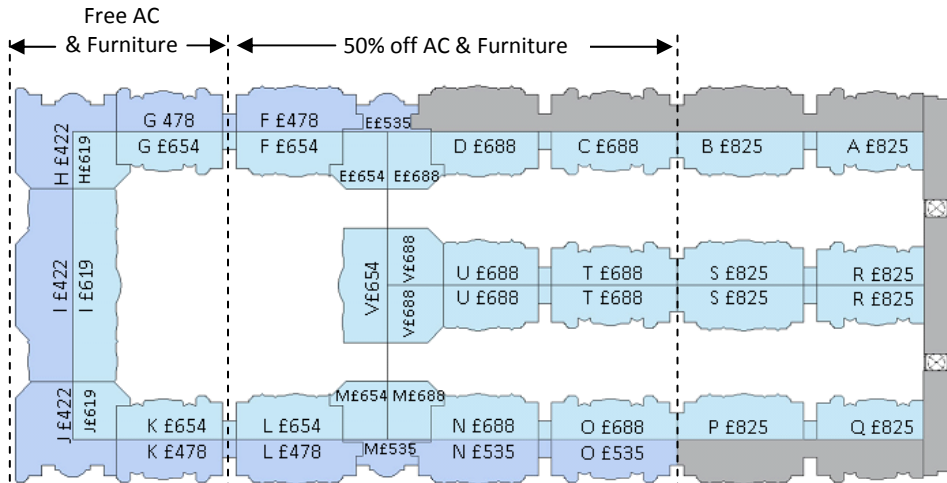
The following pages indicate the price zoning and list the prices of the individual apartments. As a note:-

- All penthouse units are subject to a 10% price uplift.
- All internal facing ground floor units are subject to a 10% uplift.
- All external facing ground floor units are subject to a 10% price rebate.

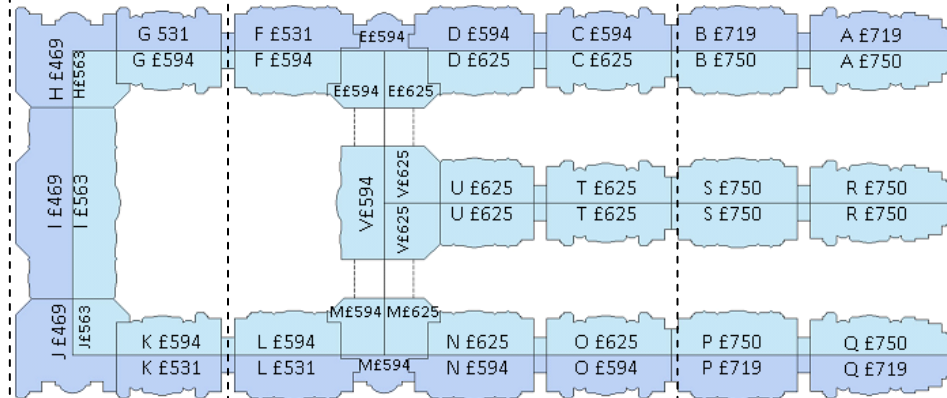
Pre Launch Price Guide

The following plans show the m2 pricing structure for Khamsin Gardens at the Khamsin Beach resort. Please see individual block plans for individual apartments plans and prices.

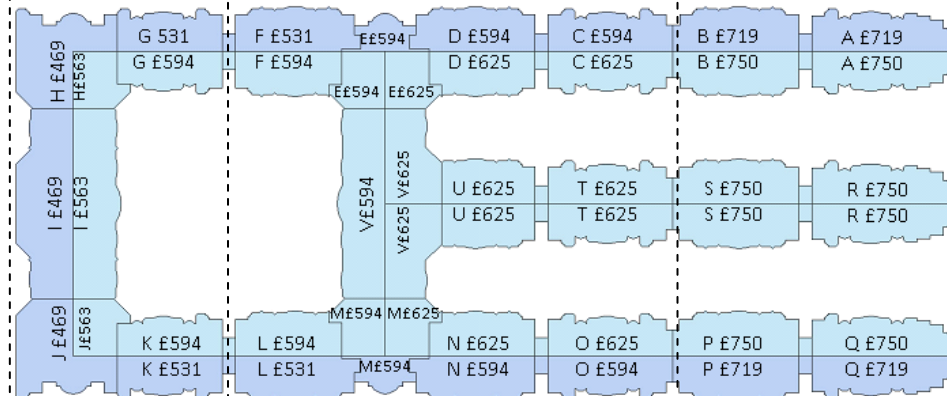
Ground Floor



First Floor

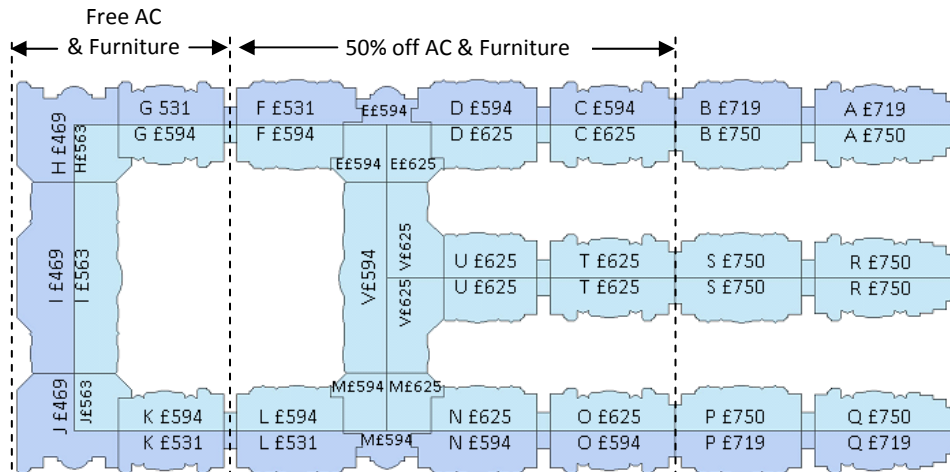


Second Floor



Pre Launch Price Guide

Third Floor



Fourth Floor

