



SAMRA BAY MARINA & SPA RESORT
LOCATED FRONTLINE, IN THE GOLDEN MILE OF HURGHADA

Frontline Luxury Properties in Hurghada

Welcome

At Afras Red Sea we believe in creating luxury resorts in the very best locations. We have, and will continue to improve the quality of materials used in every project and it is our aim to exceed our client's expectations upon delivery of their units. Our Group has a long history in delivering projects and this will be the fifth resort that we delivered in this Area.

Whilst there may be many projects in the area, there are none with a better location or luxury finish. Samra Bay is located within the "Golden Mile" and is to date the only truly frontline project in construction in Hurghada's Touristic Center.

We would like to welcome you as you search for either your second residence, somewhere to retire, holiday home or investment. If you would like a luxury apartment in the best location then look no further as you have found your developer.

Afras Red Sea for Touristic Projects S.A.E. (The Developer)



Why Egypt?

More than history and culture....

Discover Beautiful Beaches and Sunshine every day.

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Visiting Egypt is like travelling through time. One of the oldest civilizations on the planet, its rich history and different rulers have all left their unique marks on the country and its people.

Egypt holds one third of the world's ancient monuments.

There are many things to see and do, from the Pyramids and landmarks of Old Cairo, the Hanging Church, the spectacular view from Cairo Tower, the islands of Zamalek and Gezira, the modern district of Heliopolis, a felucca ride on River Nile, view the valley of the kings in Luxor or the Abu Simbel temple in Aswan.

Discover religious sites which include biblical landmarks in the Sinai desert, important monasteries and Coptic churches in the cities of Alexandria. Then there is the beautiful red sea, a whole world beneath the clear waters and breathtaking beaches. And this is just the start.....



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Why has Hurghada Grown in Popularity?

Many tourists may want to see all of the ancient monuments but may not want a long holiday in the chaotic, crowded, dusty, hot and noisy major cities or to travel on a Nile cruise liner.

By staying somewhere central like Hurghada means tourists can combine seeing the wonders of the old world such as well as being able to relax and enjoy a beach holiday with fantastic weather. The Pyramids and Sphinx in Cairo, a cruise down the Nile, the Valley of the Kings and the Karnak temple in Luxor and the famous Abu Simbel temple in Aswan and all can be seen on day trips from Hurghada.



Central Location. Hurghada has its own international airport just 10 minutes away from the main town area. Hurghada Airport is easily reachable with direct flights from the UK, Europe, the Former Soviet Union, the Middle East and Africa. Just a short hop away, Cairo connects Egypt with the rest of the world. There are also daily flights from Hurghada to other airports in Egypt making it very accessible to see all of the popular attractions.

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Things to do and see in Hurghada

Apart from the day trips to see wonders of the world, staying closer to home clients can enjoy Quad and Jeep Desert Safari discovering old Bedouin tents and camps, play golf on championship courses, Shop in Malls, discover treasures and papyrus' in old town Souks, enjoy horse Back riding, aqua parks, bowling and go-karting, brush up on water sports such as windsurfing and kite surfing, try deep sea fishing, enjoy wonderful beaches and relax with spa and wellness treatments.

For those a little more adventurous there is the wonderful diving & snorkeling; The Red Sea with an average yearly temperature of 20° C gives divers and snorkelers the opportunity to see lionfish, scorpion fish, parrotfish, rays, barracudas, seahorses, turtles, dolphins and 1200 other species of fish and 150 species of coral. There is diving of every level. If you are not keen on getting wet it is still possible to see the ocean life either in the aquarium, glass bottom boats or submarine.



Hurghada consists of three main parts

El Dahar is home for most of the locals living in the area and has a number of hotels, an aquarium, a library and the biggest mosques and food markets. El Dahar offers streets full of bazaars and great bargains.

Sheraton Road (El Sakala) is one of the main tourist streets in Hurghada. It is the busiest street in town with numerous bazaars, coffee shops, supermarkets, pharmacies, banks, restaurants and night clubs. In Sheraton Road area you will also find the new Marina – housing luxury yachts, many high street shopping brands and a great choice of restaurants.

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Village Road - Hurghada, The Promenade is the third and newest area of Hurghada with clean, wide, palm tree lined walk away with water features that stretches 5 km long. Along the promenade are quality hotels resorts, famous nightclubs, restaurants with international cuisine, malls and an array of shops that stretch for miles. Village road is peaceful and tranquil, here tourists can shop at a slower pace and are able to meander, viewing shop frontages and browse at their leisure. Famous spots in Village road include Esplanada & Kotta malls, Little Buddha nightclub and Hard Rock café.

Also located on Village Road is the newly released Samra Bay Marina and Spa Resort.



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Samra Bay Marina and Spa Resort is located within the Golden Mile area in New Hurghada. The centrally located, low density front line resort combines a private beach, luxury facilities and borders the famous Promenade with its world renowned restaurants, bars, cafeterias, clubs and shopping centers. Samra Bay is adjacent to the Hilton, Intercontinental & Steigenberger hotel chains.

There are two phases for Samra Bay; Abrim Residence for lifestyle and holiday home purchasers. Malaki Club is aimed primarily for investment purchasers.



Both parts of the resort benefit from a beachfront location with a marina, a unique natural lagoon, mature landscaped gardens, facilities to rival any 5 star hotel including a Spa & Wellness Club. With lavish finishes and ample outside terrace areas to enjoy the wonderful views and climate.

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The first phase is **Abrim Residence**.

Designed for clients to use as lifestyle residences, second properties or holiday homes the resort is centrally located. Clients can benefit from living in a front line development that gives its residences all the facilities of a luxury hotel and their own private beach. There are 160 units in total and include studios, one and two bedroom apartments. The apartments have views over swimming pool areas, established gardens and the Red Sea. Shops, bars and restaurants are just a stone's throw away.

Living frontline in luxury.

The second phase is **Malaki Club**.

Working in conjunction with a world renowned hotelier and the income guaranteed by a major bank means that clients can invest with confidence.

Using the knowledge and experience of a major hotelier will enable the developer to manage your unit and give the purchaser a guaranteed income for a minimum of 8 years. The income adjusted for inflation and increases year on year after the first 2 years. Of course, you will still have 3 weeks per year to enjoy the facilities and find out why Samra Bay is so popular.

Sit back and relax in the knowledge that you are in safe hands.



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Samra Bay – Abrim Residence – There really is no better place to live.

Imagine your apartment prepared for your arrival with a change of bedding, quick clean and optional welcome pack. Imagine waking up, looking out of your balcony over the lush gardens, swimming pools, beach and out to the beautiful sparkling azure sea. Imagine treating yourself once in a while to breakfast in bed or having your laundry done for you. Imagine a relaxing massage after your long day. You will have your own private beach and with all the facilities at your fingertips. With an on-site concierge to help reserve taxis, book day trips and recommend restaurants. Imagine working out in the fitness centre or winding down in the sauna or steam room. Choose to eat at one of the many on site restaurants or take a short walk to compare what the promenade has to offer. Alternatively you may simply choose just to relax with a cocktail on the beach.

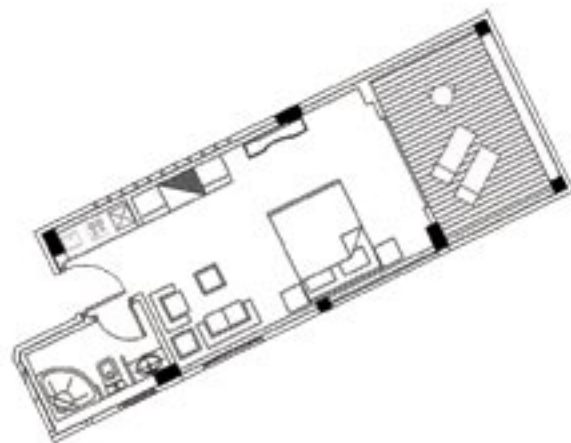


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All of the residences benefit from luxury finishes using the highest grade materials, ceramics and glass. Bathrooms will benefit from high quality suites and a hydro massage shower, all apartments will include Satellite TV, internet connections and have spacious terrace areas to enjoy the climate. Views will be over swimming pool areas, established gardens, private beach, lagoon and Red Sea.

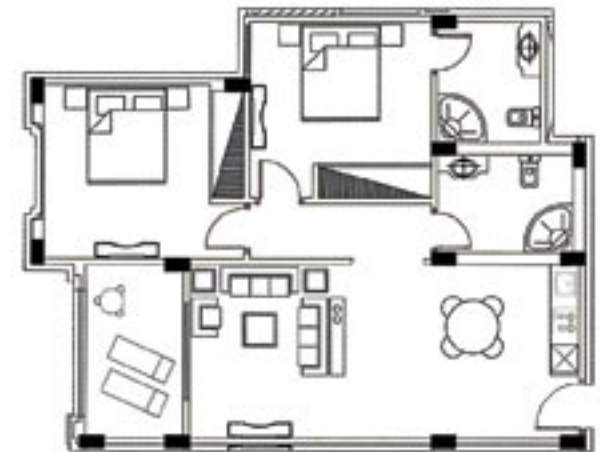
Lifestyle purchasers will benefit from facilities not normally found in a residential development.



Studio 47m²



Typical 1 Bed Apartment 74m²



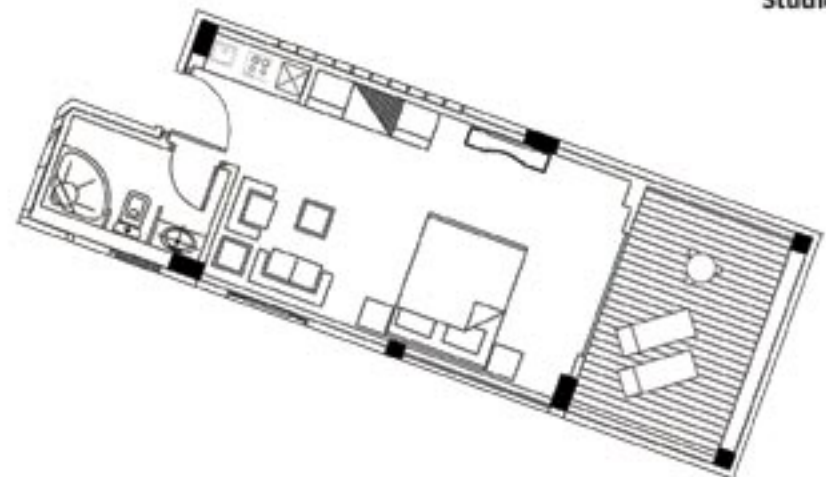
Typical 2 Bed Apartment 106m²

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Malaki Club – Invest with confidence

Malaki Club is made up of studio and 1 bedroom apartments and all units are finished to luxury hotel standard. The units are air conditioned and come fully furnished. The units will be used as part of the hotel, managed exclusively by a leading hotel management company. All apartments have views over freshwater swimming pools, established gardens, the beach, promenade areas and the Red Sea. Malaki Club is being built to a luxury specification, using the highest grade materials, ceramics and glass. The finishes are lavish, all of the bathrooms feature deluxe hydro massage showers. Using the knowledge and experience of a major hotelier will enable the developer to manage your unit and give the purchaser a guaranteed income for a minimum of 8 years. The income is adjusted for inflation and increases year on year after the first 2 years.



Studio 47m²

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Know that you are in safe hands

Imagine sitting back relaxing knowing that your investment is fully managed and underwritten by one of the leading worlds banks. Imagine benefitting from having a world class hotelier managing your investment unit. Imagine generating an income while you sleep at night. Imagine a completely hands off rental strategy and the ability to enjoy your income.

Imagine staying in a five star hotel resort for 3 weeks per year totally free.

1 Bedroom Apartment 74m²





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Relax...

Let your stresses fall away...

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Samra Bay Marina & Spa Resort has the following facilities:

- Private Beach with natural lagoon
- Marina
- Spa and Massage Centre
- Sport & Fitness Club, Sauna & Steam Room
- Diving School
- Water sports Centre
- Choice of Restaurants; Italian/Asian Fusion International and Seafood
- Fashion boutiques and designer shops
- Swimming pools
- Concierge Service
- Room Service
- Internet Connection
- Satellite TV
- Laundry Service
- Supermarket, snack bar and Cafés



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Why Invest?

With this project over any others, the developer builds to a luxury specification and ensures the best locations. This means that you can purchase a unique property in a niche part of an already established market. Almost all of the frontline of Hurghada New Town is occupied by hotels and resorts. In Hurghada there is a starvation of high end European luxury hotel resorts, these have the highest occupancy rate of any class of hotel and can be counted on one hand alone. Samra Bay is being built to a luxury finish with facilities to rival any 5 star resort, is truly frontline and one of very few resorts in Hurghada to feature a natural lagoon. There is only one other frontline residential development in the area of Village Road and Samra Bay is the only one located within the golden mile. The prices of the apartments are well below their completed counterparts and we feel the quality is far better. As Hurghada expands away from the beach areas and inland, frontline property will increase in Demand in an area where there is very little supply.

Increasing Demand

Whilst Egypt's property market may be newly emerging, it has a very stable established tourism market. United Nations places Egypt among the world's top 25 tourism destinations. Egypt is the number one tourist destination in the Middle East and the Eastern Mediterranean according to the number of arrivals and tourist nights. Over the last ten years Hurghada area has seen an amazing transformation. From desert sand has risen a town with more than 200 hotels, booming shopping promenades and vibrant nightlife. The number of tourist arrived to Red Sea in year 2008 almost reached 2 million and during 2008 the airport saw a 13.4% growth for passengers over the previous year. In Egypt tourism employs as much as 12.6% of all Egyptian labour. The Egyptian Ministry of Tourism predicts a 6% yearly increase in the number in the foreseeable future.

Buying in a off plan development

The development group has a proven track record of delivering resorts. In Malaki Club for example there are income guarantees in place which are underwritten by a major bank, so whether the development is complete or not your income is guaranteed. It is in the developer's best interest to ensure that the resort is complete and they start to gain an income from the Residence.

Also in one of the developer's previous projects, Ocean Breeze - Sun Gate the foundations were contracted to have started in March 2009. Amidst the financial crisis where many other developers halted construction, the developer started construction 1 year early to show its clients that they were stable and by November 2009 the whole 4 phases were constructed and the phase had been rendered a year ahead of schedule.

Listed are the other projects that the development group have delivered.

Completed projects of the development group

Palm Beach Piazza Apart Hotel - Sahl Hasheesh

Featured just 100 units and finished in 2007. The Apart Hotel features a hotel reception with concierge desk, fresh water swimming pool with children's area, supermarket, shops, restaurants, swimming pool bar, sauna, steam room, gymnasium and massage rooms where clients can choose from many different treatments. Palm Beach Piazza is also home to the wonderful La Piazza Italian Restaurant – fantastic views and wonderful food make this one of the finest restaurants in Sahl Hasheesh.



Sara's Residence - Hurghada

This was a residential development featuring just 50 units. The apartments and duplexes were built for permanent living so were very large and most looked over the main promenade area. The development also has a communal swimming pool, lifts and luxury finishing. Orbit Alliance head offices are spread over the first two floors. Having such a central location is key to our business. It will give us room to expand and also help maintain our position as one of the largest development groups in the Hurghada area.

Completed projects of the development group

El Andalous – Sahl Hasheesh

El Andalous was completed the second half 2008 and consists of 148 luxury one and two bedroom apartments. It features one of the best locations in Sahl Hasheesh, located next to the old town, facing the promenade and overlooking the sunken city and pier with direct access to the beach. It is fully operational with a hotel reception and concierge service, established gardens with water features, freshwater swimming pool and supermarket. The roof top terrace and pool will allow clients to make the best of the location with panoramic views across the Sahl Hasheesh bay.



Ocean Breeze Villas and Apartments & Sun Gate – Sahl Hasheesh

Ocean Breeze Apartments and Villas. 138 Apartments and 48 Villas under construction, this phase is due for completion end of 2010. When this phase is complete the gardens and swimming pools will be finished at the same time allowing clients to move in and enjoy and their development with pools and garden areas.

Sun Gate. Construction here is approx 1 year ahead of contract; this phase is scheduled for completion by end of 2011. There will be light interior construction but this should not bother the residents of Ocean

Samra Bay Marina & Spa Resort; For the latest update please check progress on our website www.orbitalliance.com.

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