



**FIRST IN TIME, FIRST IN QUALITY**

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العملاء

**FIRSTGROUP** is a leading contractor based in the State of Kuwait, established in 1994. With a commitment to executing high-quality, large-scale projects on schedule and within budget, the company has successfully completed numerous projects for prestigious clients across various sectors. **FIRSTGROUP** emphasizes diversity and extensive experience, focusing on client satisfaction by delivering functional and aesthetically pleasing spaces. Adhering to excellent standards of health, safety, and environmental practices, **FIRSTGROUP** has positioned itself as an icon in the construction community in Kuwait, recognized for its reliability and excellence in the industry.

تعتبر شركة **فيرست جروب** من شركات المقاولات الرائدة في دولة الكويت، وقد تأسست عام 1994. وبفضل التزامها بتنفيذ مشاريع عالية الجودة وواسعة النطاق في الموعد المحدد وضمن الميزانية، نجحت الشركة في إنجاز العديد من المشاريع لصالح عملاء مرموقين في مختلف القطاعات. وتؤكد شركة **فيرست جروب** على التنوع والخبرة الواسعة، مع التركيز على إرضاء العملاء من خلال توفير مساحات وظيفية وجمالية. وبفضل التزامها بالعايير الممتازة للصحة والسلامة والممارسات البيئية، نجحت شركة **فيرست جروب** في ترسيخ مكانتها كرمز في مجتمع البناء في الكويت، حيث تشتهر بموثوقيتها وتميزها في هذه الصناعة.

# ABOUT US من نحن

At **FIRSTGROUP**, we exceed expectations in the implementation, and construction of diverse projects, including commercial towers, residential buildings, hospitals, and multi-story parking facilities. With over 30 years of distinguished leadership, we leverage our expertise and ingenuity to create landmark properties while fostering lasting client relationships. Our commitment extends beyond project handover, as we continually address our clients' needs, ensuring their ongoing success and satisfaction. This focus on quality and service positions **FIRSTGROUP** as a trusted leader in the construction industry.

في **فيرست جروب** ، نتجاوز التوقعات في تنفيذ وبناء مشاريع متنوعة، بما في ذلك الأبراج التجارية والمباني السكنية والمستشفيات ومرافق مواقف السيارات متعددة الطوابق. مع أكثر من 30 عامًا من القيادة المتميزة، نستفيد من خبرتنا وإبداعنا لإنشاء عقارات مميزة مع تعزيز العلاقات الدائمة مع العملاء. يمتد التزامنا إلى ما هو أبعد من تسليم المشروع، حيث نتعامل باستمرار مع احتياجات عملائنا، ونضمن نجاحهم ورضاهم المستمر. هذا التركيز على الجودة والخدمة يضع **فيرست جروب** كقائد موثوق به في صناعة البناء.

#### Holding Companies

Emeel Abdalla Investments is an umbrella to the following group of firms:

الشركات القابضة  
اميل عبد الله للاستثمارات هو مظلة للمجموعة  
التالية من الشركات

#### FIRST GROUP - KUWAIT

FIRST ADS.

FIRST UNITED EGYPT

URBNLANES DEVELOPMENTS



White Pearl



urbnlanes

Solo

# OUR HISTORY

## تاريخنا

# VISION & MISSION

**FIRSTGROUP** aims to set a new benchmark in real estate development in Egypt by inspiring through buildings that reflect technical excellence and community values. We enhance residents' quality of life by integrating innovative design with local context, ensuring our developments are sources of pride and inspiration for future generations.

تهدف شركة **فيرست جروب** إلى وضع معيار جديد في مجال التطوير العقاري في مصر من خلال إلهام الناس من خلال المباني التي تعكس التميز التقني وقيم المجتمع. نحن نعمل على تعزيز جودة حياة السكان من خلال دمج التصميم المبتكر مع السياق المحلي، وضمان أن تكون مشاريعنا مصدر فخر وإلهام للأجيال القادمة.

# الرؤية والرسالة

is to provide high-quality construction services at competitive prices while ensuring customer satisfaction through timeliness and attention to detail. We aim for long-term success by maintaining professionalism and integrity in our relationships with clients and suppliers, fostering lasting partnerships and a strong reputation in the industry.

هي تقديم خدمات البناء عالية الجودة بأسعار تنافسية مع ضمان رضا العملاء من خلال الالتزام بالواعيد والاهتمام بالتفاصيل. نهدف إلى تحقيق النجاح على المدى الطويل من خلال الحفاظ على الاحتراف والنزاهة في علاقاتنا مع العملاء والموردين، وتعزيز الشراكات الدائمة والسمعة القوية في الصناعة.

At **FIRSTGROUP**, our objective is to advance urban communities and improve quality of life through meticulously designed, livable spaces. We offer comprehensive services that support community development and facilitate urban growth, fostering connectivity and enhancing the overall living experience for residents.

# OUR GOALS

## أهدافنا

في **فيرست جروب**، نضع الصحة والسلامة في المقام الأول، وندرك أهميتها. نحن ملتزمون بتقديم خدمات عالية الجودة مع ضمان بيئة آمنة لجميع الموظفين. من خلال الالتزام بمعايير السلامة الصارمة، نحمي قوتنا العاملة ونعزز نتائج المشروع، ونعزز النجاح والابتكار.

At **FIRSTGROUP**, we prioritize health and safety, recognizing its importance. We are committed to delivering high-quality services while ensuring a secure environment for all employees. By adhering to strict safety standards, we protect our workforce and enhance project outcomes, fostering success and innovation.

في **فيرست جروب**، نضع الصحة والسلامة في المقام الأول، وندرك أهميتها. نحن ملتزمون بتقديم خدمات عالية الجودة مع ضمان بيئة آمنة لجميع الموظفين. من خلال الالتزام بمعايير السلامة الصارمة، نحمي قوتنا العاملة ونعزز نتائج المشروع، ونعزز النجاح والابتكار.

# HEALTH & SAFETY REGULATIONS

## لوائح الصحة والسلامة

At **FIRSTGROUP**, we aim to lead Egypt's real estate market by delivering high-value, mixed-use developments. Driven by the growing demand for ownership, our innovative products redefine industry standards through exceptional design and construction.

في **فيرست جروب** ، نهدف إلى قيادة سوق العقارات في مصر من خلال تقديم مشاريع عقارية عالية القيمة ومتعددة الاستخدامات. ويفضل الطلب المتزايد على الملكية، تعمل منتجاتنا المبتكرة على إعادة تعريف معايير الصناعة من خلال التصميم والبناء الاستثنائي.

# PRODUCT & INDUSTRY المنتج والصناعة

Hessa Mubarak Towers

Levels Tower

Grand Park Towers

Grand Sea Towers

Shaza Hotel

Complex Tower

Injazat Tower

Omniyat Gardens

أبراج حصة مبارك

برج ليفلز

أبراج جراند بارك

أبراج جراند سي

فندق شذا

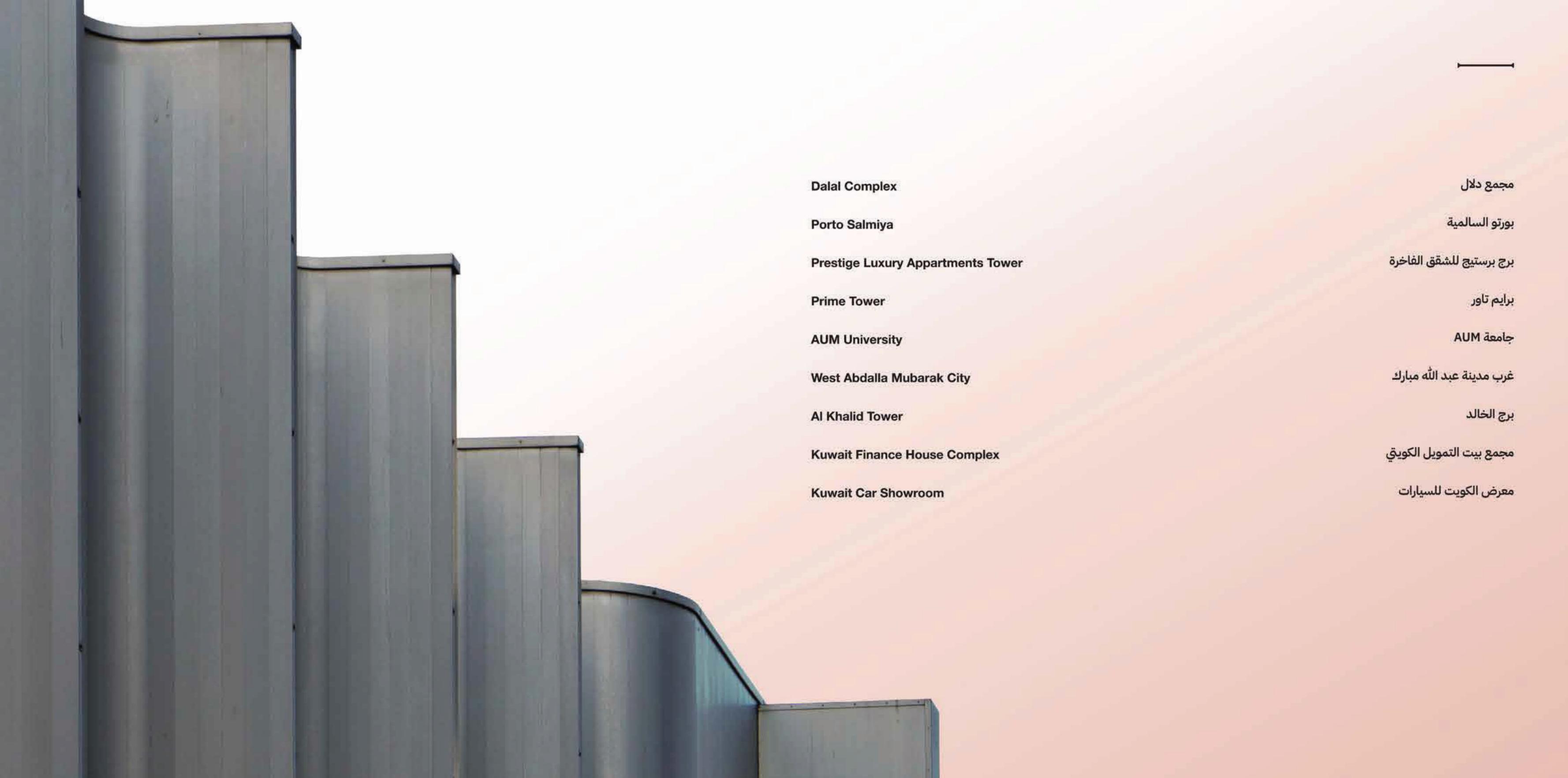
مجمع البرج

برج إنجازات

حدائق أمنيات

# PORTFOLIO HIGHLIGHTS

لمحة عن  
أعمالنا السابقة



**Dalal Complex**

**مجمع دلال**

**Porto Salmiya**

**بورتو السالمية**

**Prestige Luxury Apartments Tower**

**برج برستيچ للشقق الفاخرة**

**Prime Tower**

**برايم تاور**

**AUM University**

**جامعة AUM**

**West Abdalla Mubarak City**

**غرب مدينة عبد الله مبارك**

**Al Khalid Tower**

**برج الخالد**

**Kuwait Finance House Complex**

**مجمع بيت التمويل الكويتي**

**Kuwait Car Showroom**

**معرض الكويت للسيارات**



## EAST SABAH AL AHMAD CITY

We developed Sabah Al-Ahmad City as a modern model of integrated urban planning in Kuwait. We carefully designed the city to combine contemporary designs with comprehensive services, focusing on green spaces and facilities that meet residents' daily needs. With its strategic location near the sea, we successfully created a unique residential and investment environment.

تاريخ البدء	تاريخ الإنتهاء
Start date	End date
2021	2024

قيمة المشروع  
Project value  
**68,473,860.000 K.D.**







## AL-MATLAA CITY, N6 & N9

First Group is honored to be a part of the construction and development of the new city in Al Jahra, South al-Mutlaa expected to be the largest housing project in the Kuwaiti history, contributing with civil works and finishing works for public buildings: kindergartens, primary schools, middle schools, secondary schools, local mosques, and shops.

تاريخ البدء  
Start date  
2019

تاريخ الإنتهاء  
End date  
2021

قيمة المشروع  
Project value  
37,960,000.000 K.D.











## WATER TANKS AL MATLAA CITY

85 million Gallons



## WEST ABDULLAH AL-MUBARAK CITY PROJECTS

We pride ourselves in providing unconventional civil and finishing works in west Abdullah Al-Mubarak city buildings. The public projects include kindergartens, primary schools, middle schools, secondary schools, local mosques, shops, and fire stations.

تاريخ البدء	تاريخ الإنتهاء
Start date	End date
2018	2021

قيمة المشروع
Project value
37,990,000.000 K.D.









## WEST FUNAITEES

تاريخ البدء	تاريخ الإنتهاء
Start date	End date
2021	2024

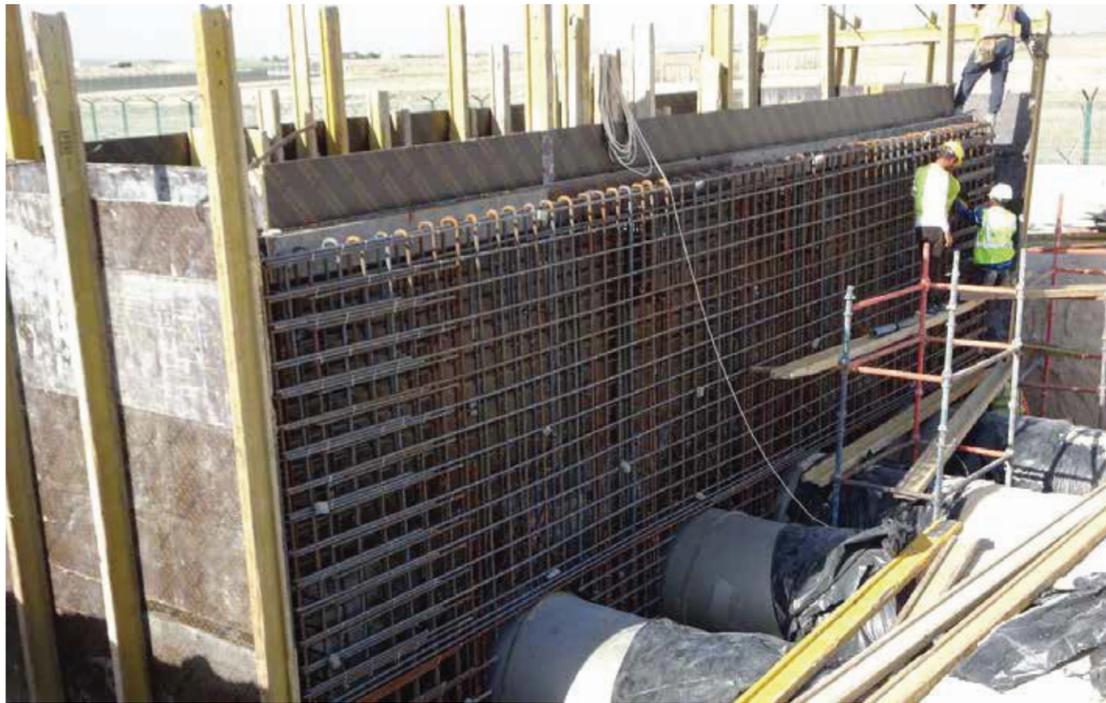
قيمة المشروع  
Project value  
**18,949,820.000 k.D.**





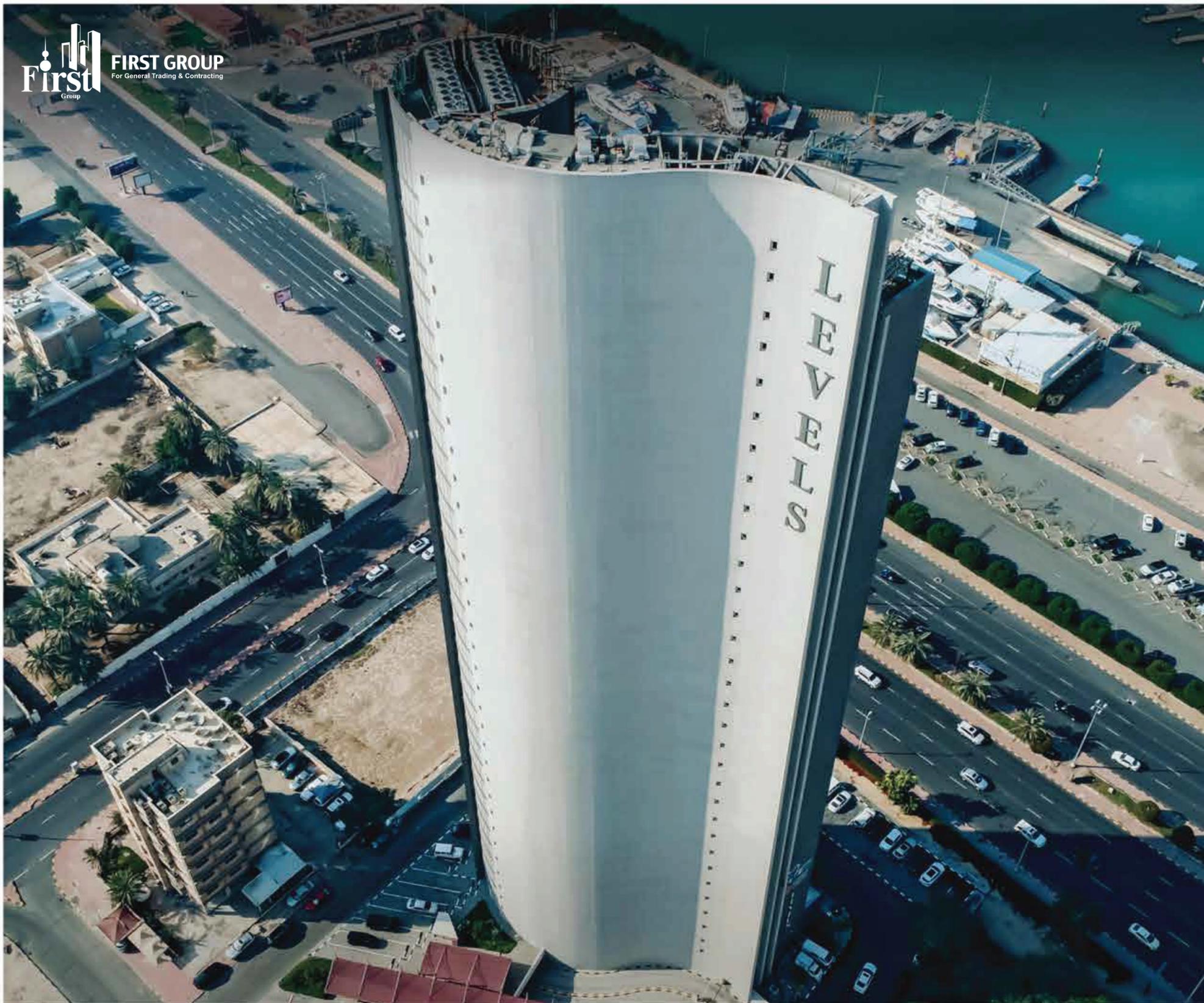








**FIRST GROUP**  
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# LEVELS TOWER

مساحة بناء  
Building area  
**24,000 m<sup>2</sup>**

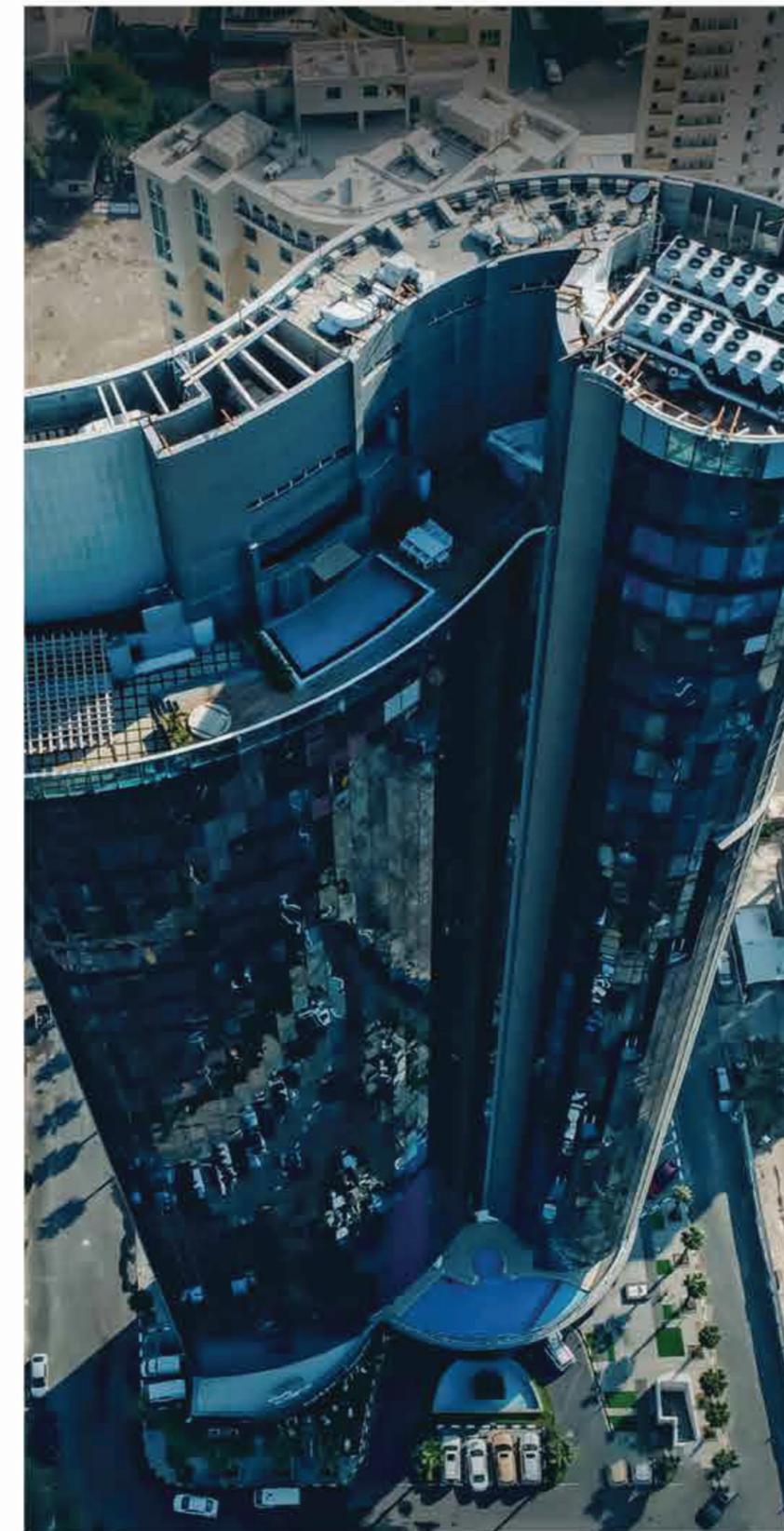
قيمة المشروع  
Project value  
**10,300,000.000 K.D.**

تاريخ البدء  
Start date  
**2015**

تاريخ الإنتهاء  
End date  
**2018**

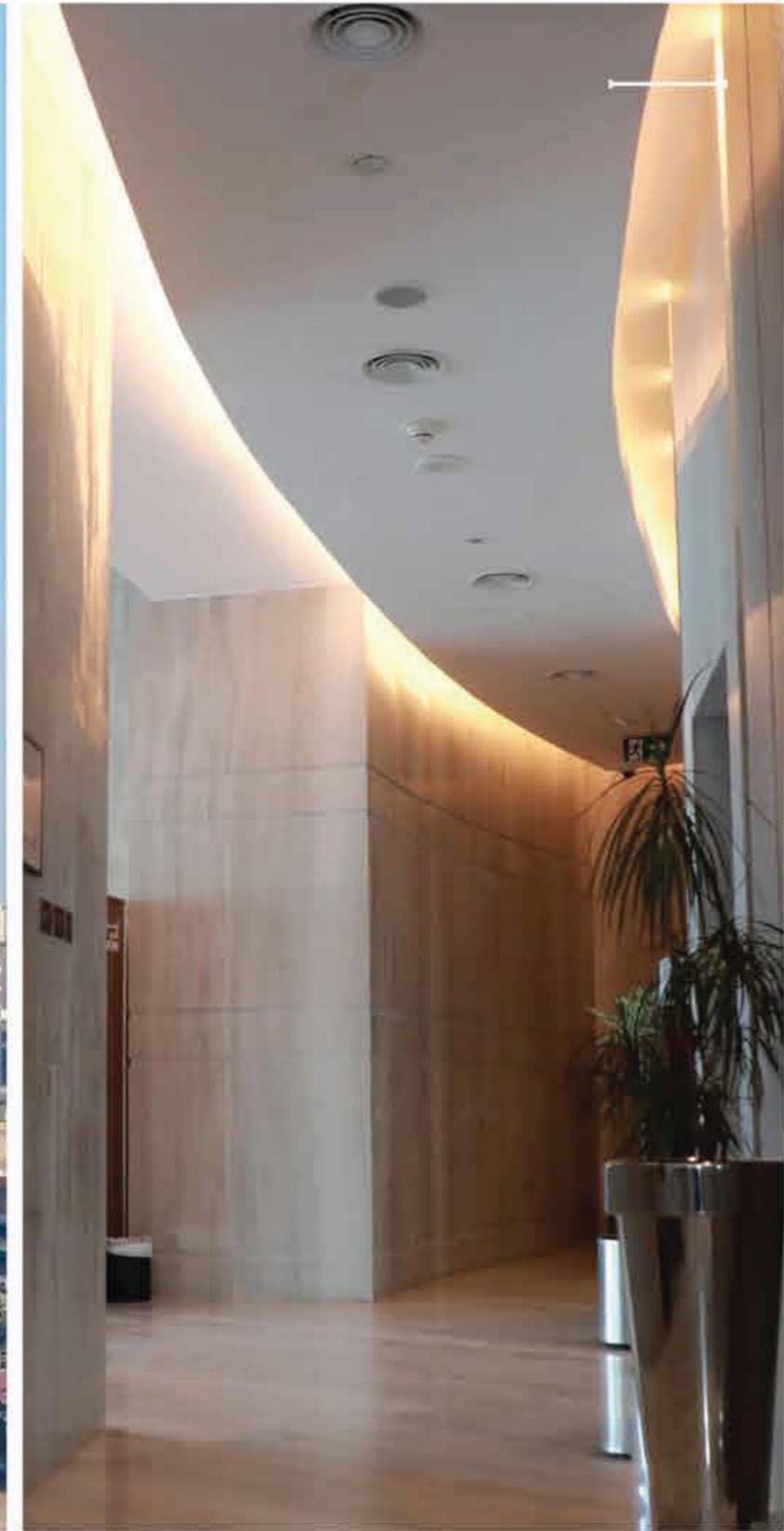
مدة العمل  
Workig time  
**1104 Days**

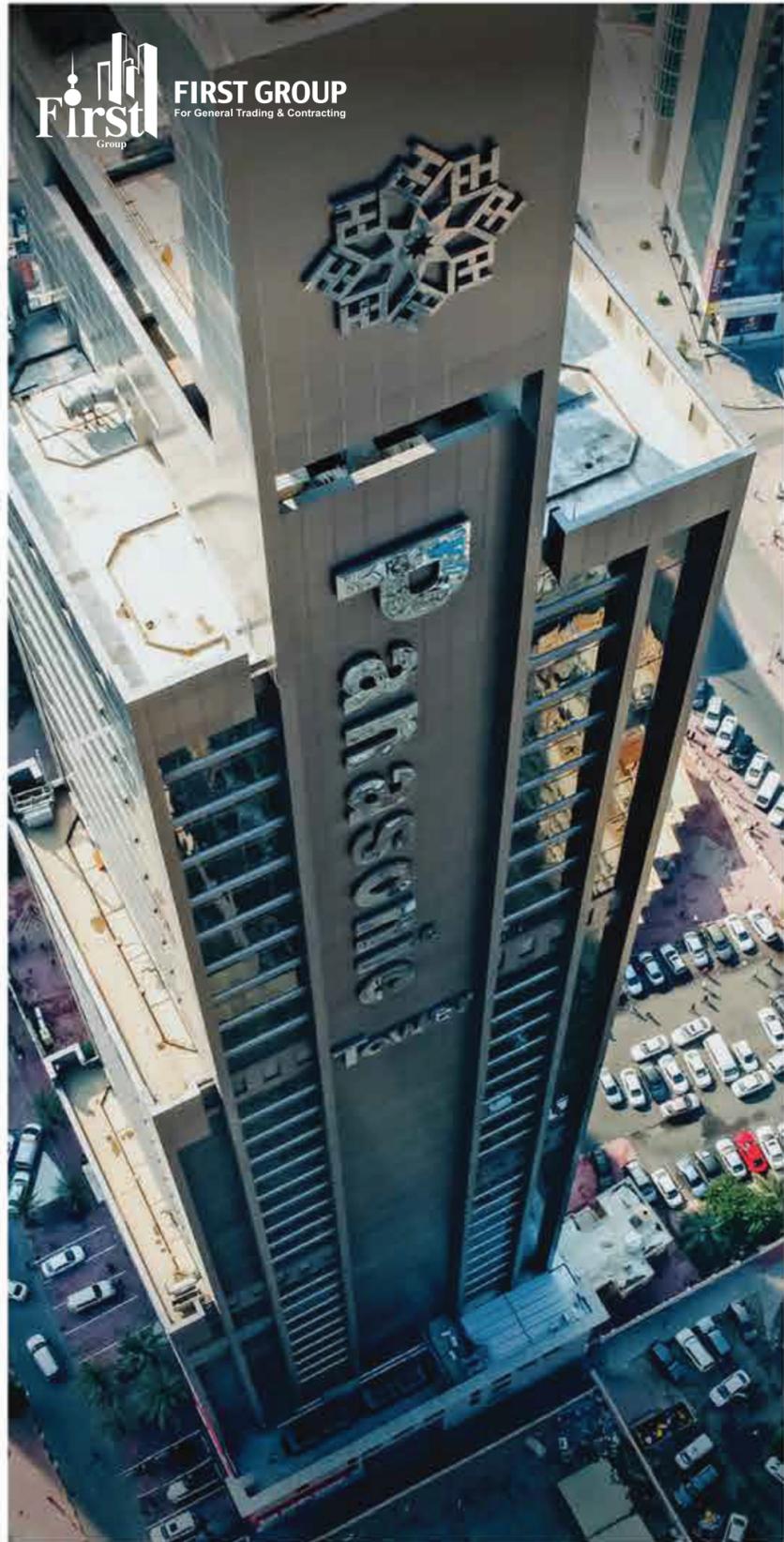
The peaceful yet iconic experience of Levels Tower is at a distinct level of excellence and aesthetic on its own. A piece of architectural art for a prime stay and visit.





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ارتفاع البناء  
Building height  
**167 m**

قيمة المشروع  
Project value  
**2,240,000.000 K.D.**

تاريخ البدء  
Start date  
**2015**

تاريخ الإنتهاء  
End date  
**2018**

The groundbreaking Panasonic Tower is a lavish experience that was executed and brought by the distinct works of construction, completion, and maintenance, by First Group's diligent team.





# HESSA MUBARAK TOWERS

مساحة بناء  
Building area  
**128,000 m<sup>2</sup>**

قيمة المشروع  
Project value  
**36,000,000.000 K.D.**

تاريخ البدء  
Start date  
**2020**

تاريخ الإنتهاء  
End date  
**2023**

مدة العمل  
Workig time  
**625 Days**

Live the Architectural Excellence through the prominent Hessa Mubarak Towers. Representing the latest technologies, high-quality construction, and an eye for design.





مساحة بناء  
Building area  
**25,500 m<sup>2</sup>**

قيمة المشروع  
Project value  
**19,127,000.000 K.D.**

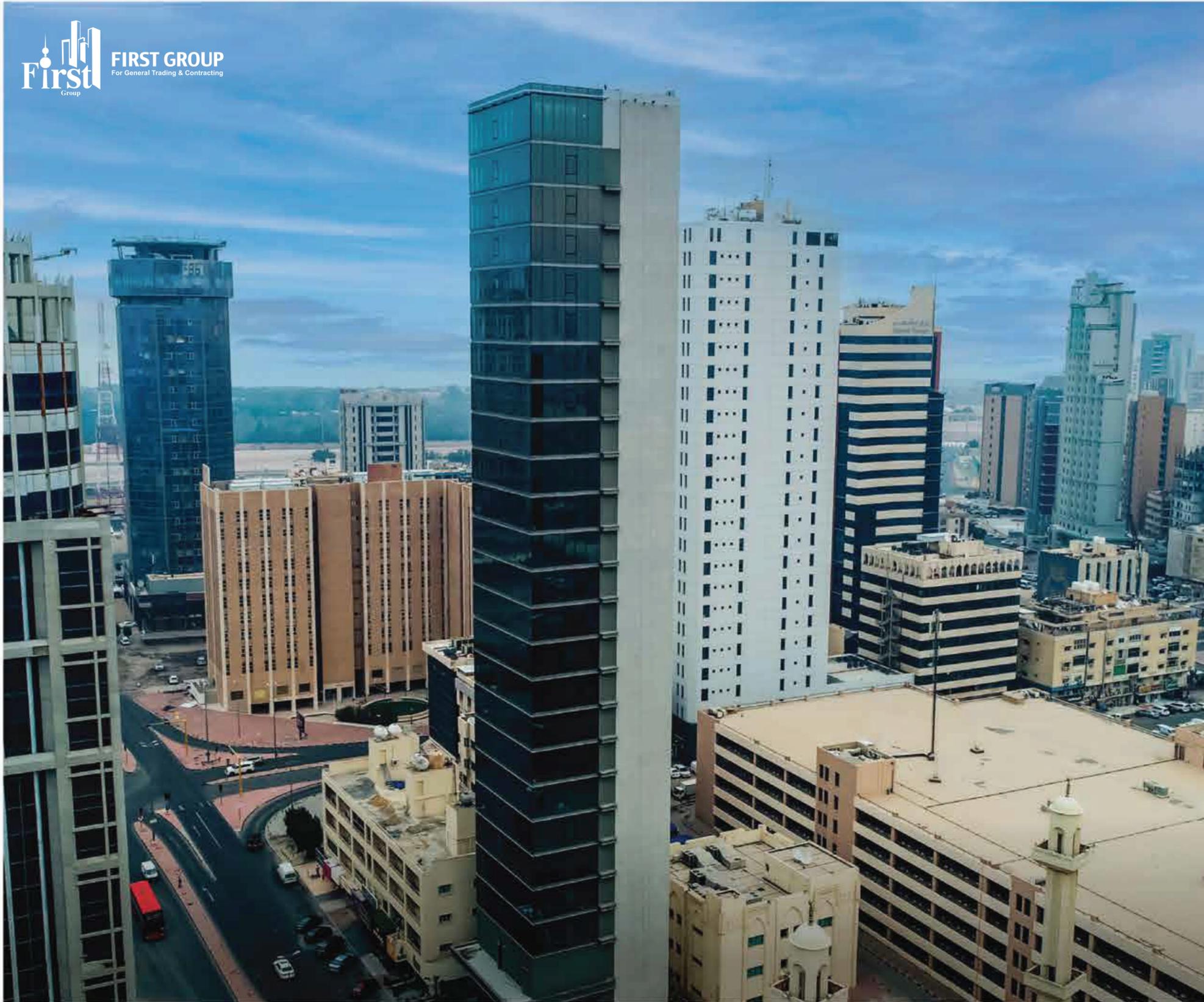
تاريخ البدء  
Start date  
**2017**

تاريخ الإنتهاء  
End date  
**2017**

مدة العمل  
Workig time  
**206 Days**

The eminent and significant American University of the Middle East project is a signature of our attentive and devoted team in Kuwait. The project has leading works of construction, completion, and maintenance.





# ENJAZAT TOWER

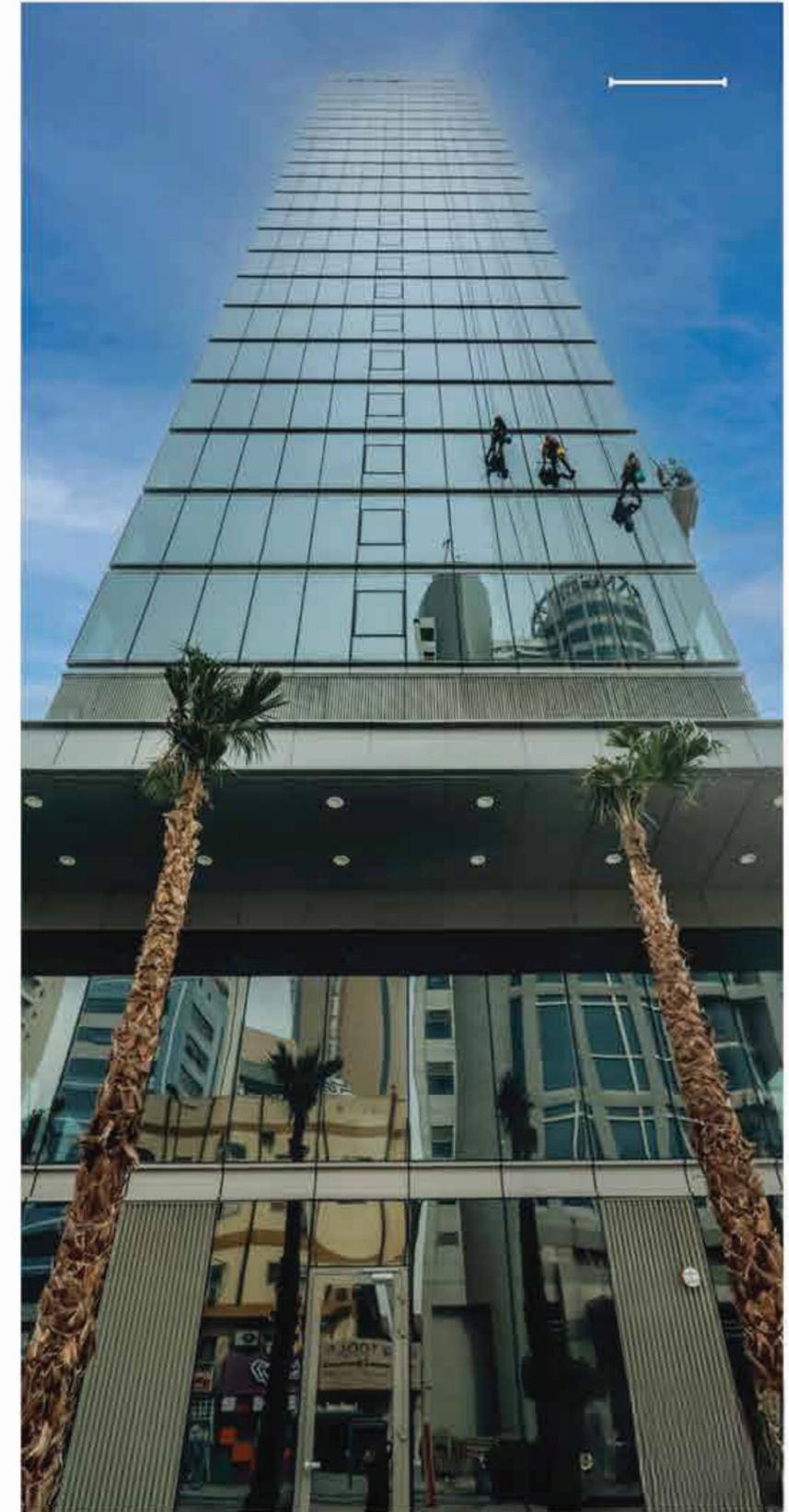
مساحة بناء  
Building area  
**128,000 m<sup>2</sup>**

قيمة المشروع  
Project value  
**5,600,000.000 K.D.**

تاريخ البدء  
Start date  
**2020**

تاريخ الإنتهاء  
End date  
**2022**

مدة العمل  
Workig time  
**625 Days**





# AL KHALID TOWER

ارتفاع البناء  
Building height  
**167 m**

قيمة المشروع  
Project value  
**6,500,000.000 K.D.**

تاريخ البدء  
Start date  
**2007**

تاريخ الإنتهاء  
End date  
**2009**

Al khaled Tower is an exemplary project that had a timely schedule alongside all the top-notch standards of First Group team in Kuwait and the works of construction, completion, and maintenance.





# TOWER 50

مساحة بناء  
Building area  
**128,000 m<sup>2</sup>**

قيمة المشروع  
Project value  
**4,500,000.000 K.D.**

تاريخ البدء  
Start date  
**2020**

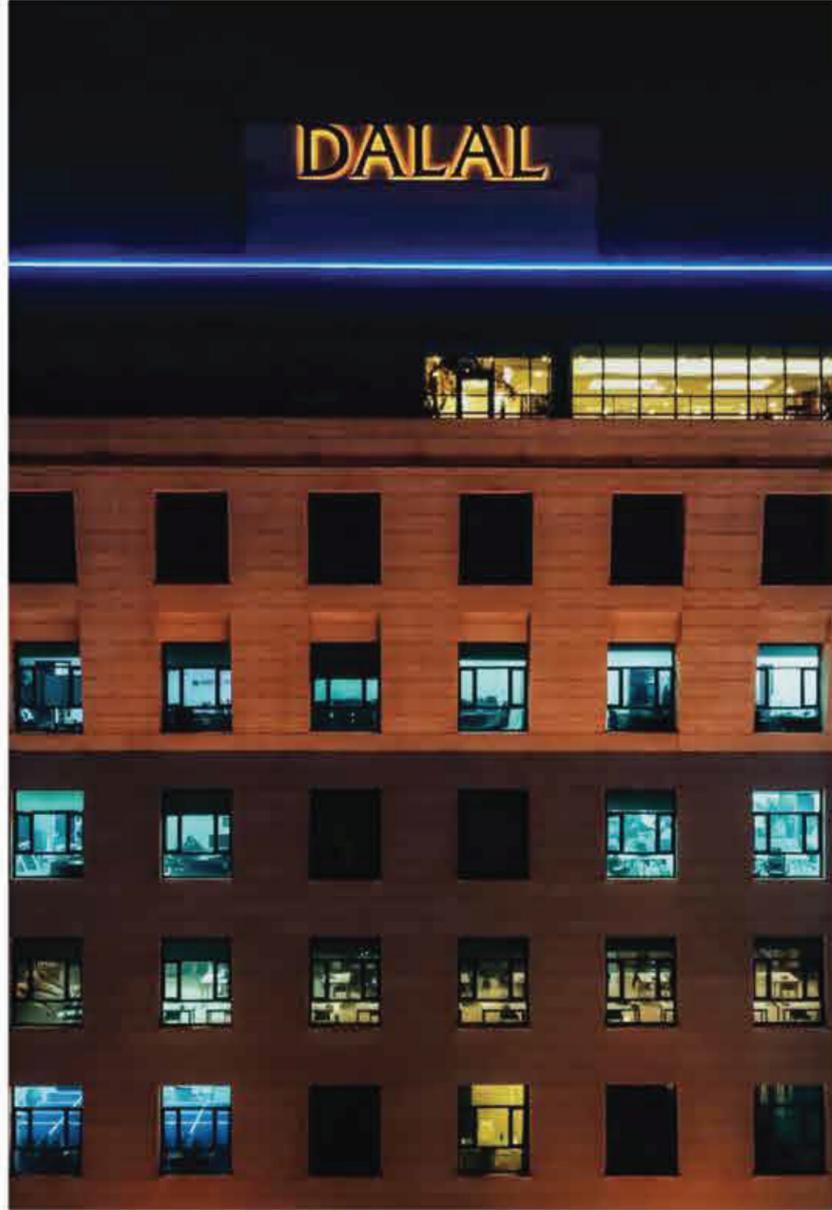
تاريخ الإنتهاء  
End date  
**2023**

مدة العمل  
Workig time  
**625 Days**

Al Rashdan Tower is of top-grade construction materials and global standards with exceptional facade and interiors and smartly designed amenities and features.







مساحة بناء  
Building area  
**12,000 m<sup>2</sup>**

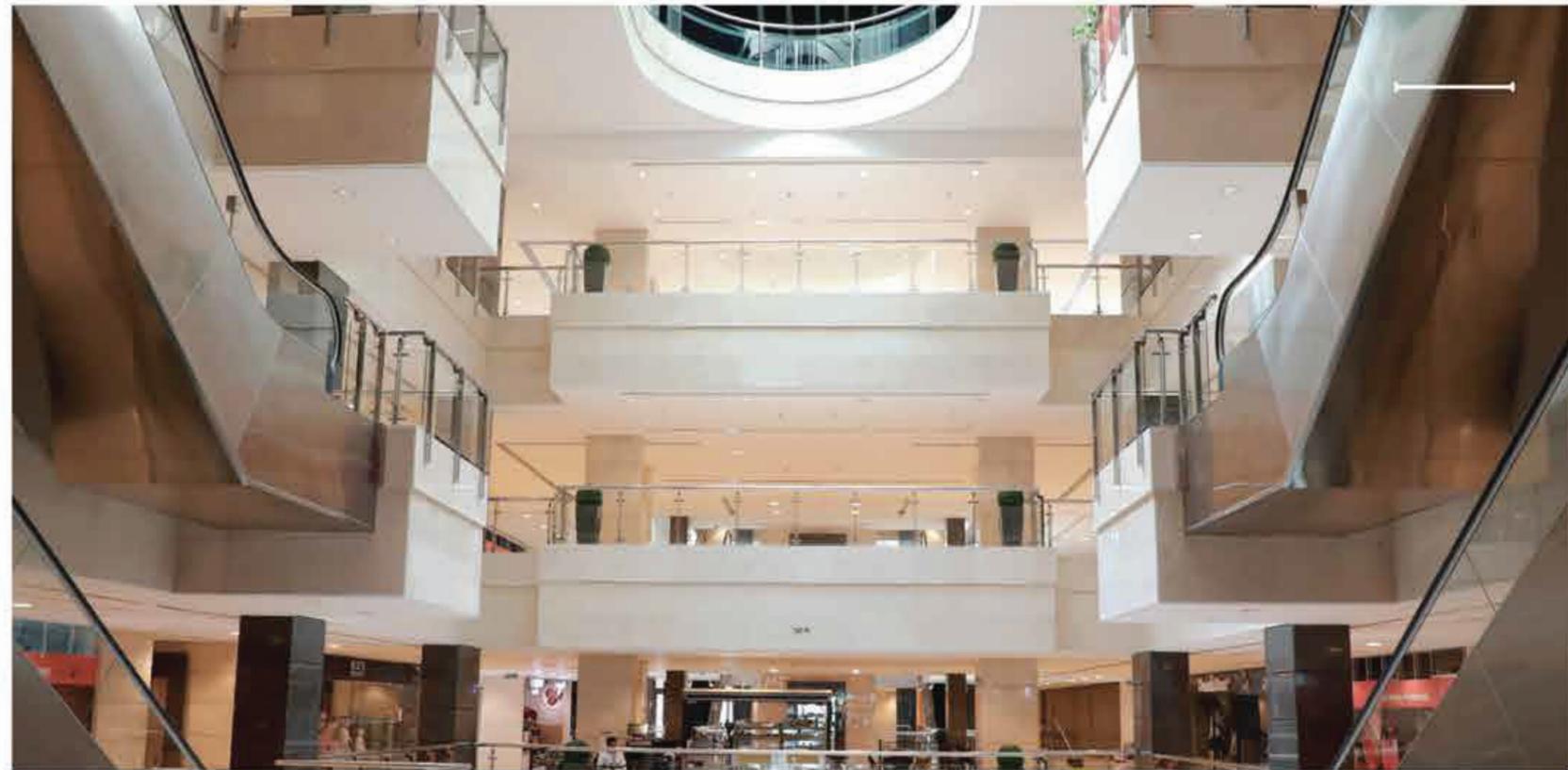
قيمة المشروع  
Project value  
**2,387,000.000 K.D.**

تاريخ البدء  
Start date  
**2017**

تاريخ الإنتهاء  
End date  
**2019**

مدة العمل  
Workig time  
**913 Days**





# SWISS-BELINN TOWER



مساحة بناء  
Building area  
**128,000 m<sup>2</sup>**

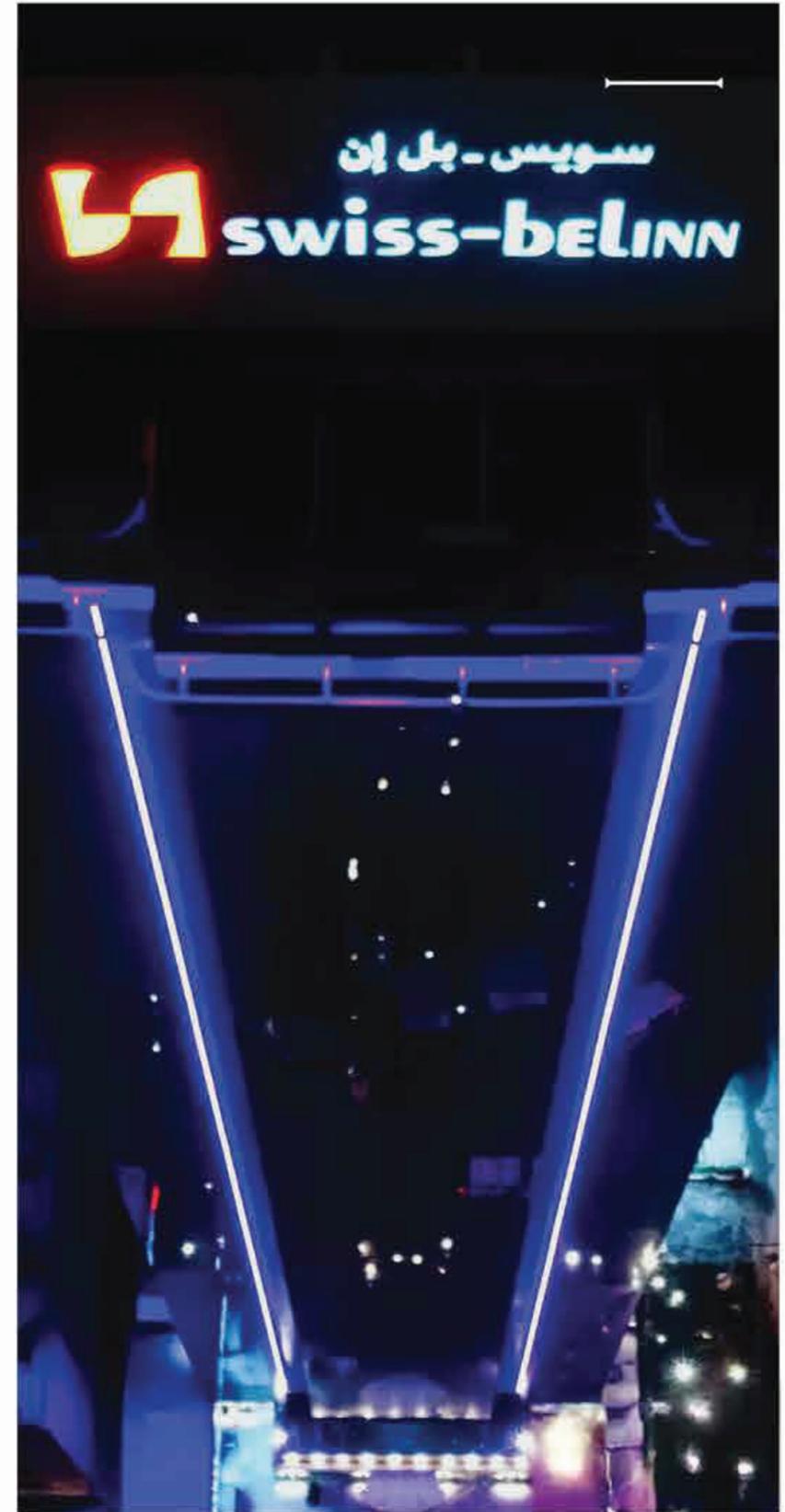
قيمة المشروع  
Project value  
**590,000.000 K.D.**

تاريخ البدء  
Start date  
**2020**

تاريخ الإنتهاء  
End date  
**2022**

مدة العمل  
Workig time  
**625 Days**

The top-notch architectural experience is addressed to the artful Swiss-Belinn Tower with a vast of distinctive amenities.





مساحة بناء  
Building area  
**25,500 m<sup>2</sup>**

قيمة المشروع  
Project value  
**6,800,000.000 USD**

تاريخ البدء  
Start date  
**2017**

تاريخ الإنتهاء  
End date  
**2019**

مدة العمل  
Workig time  
**206 Days**

The unrivaled standards of Shadadiyah were First Group's top priority. They incorporated functionality and art in one place that was delivered far ahead of schedule.





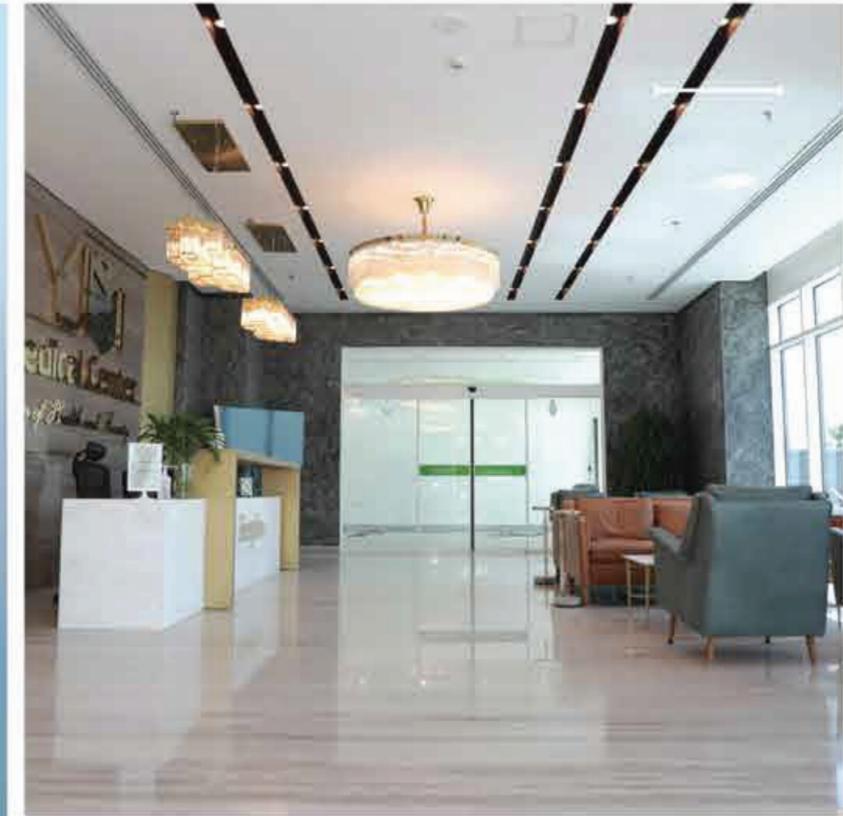
## YJM MEDICAL CENTER

قيمة المشروع  
Project value  
**3,832,000.000 K.D.**

تاريخ البدء  
Start date  
**2018**

تاريخ الإنتهاء  
End date  
**2021**

Our excellence and deep-rooted reputation are a result of years of devotion to delivering the utmost quality presented in such projects as the prominent Medical Center Complex.





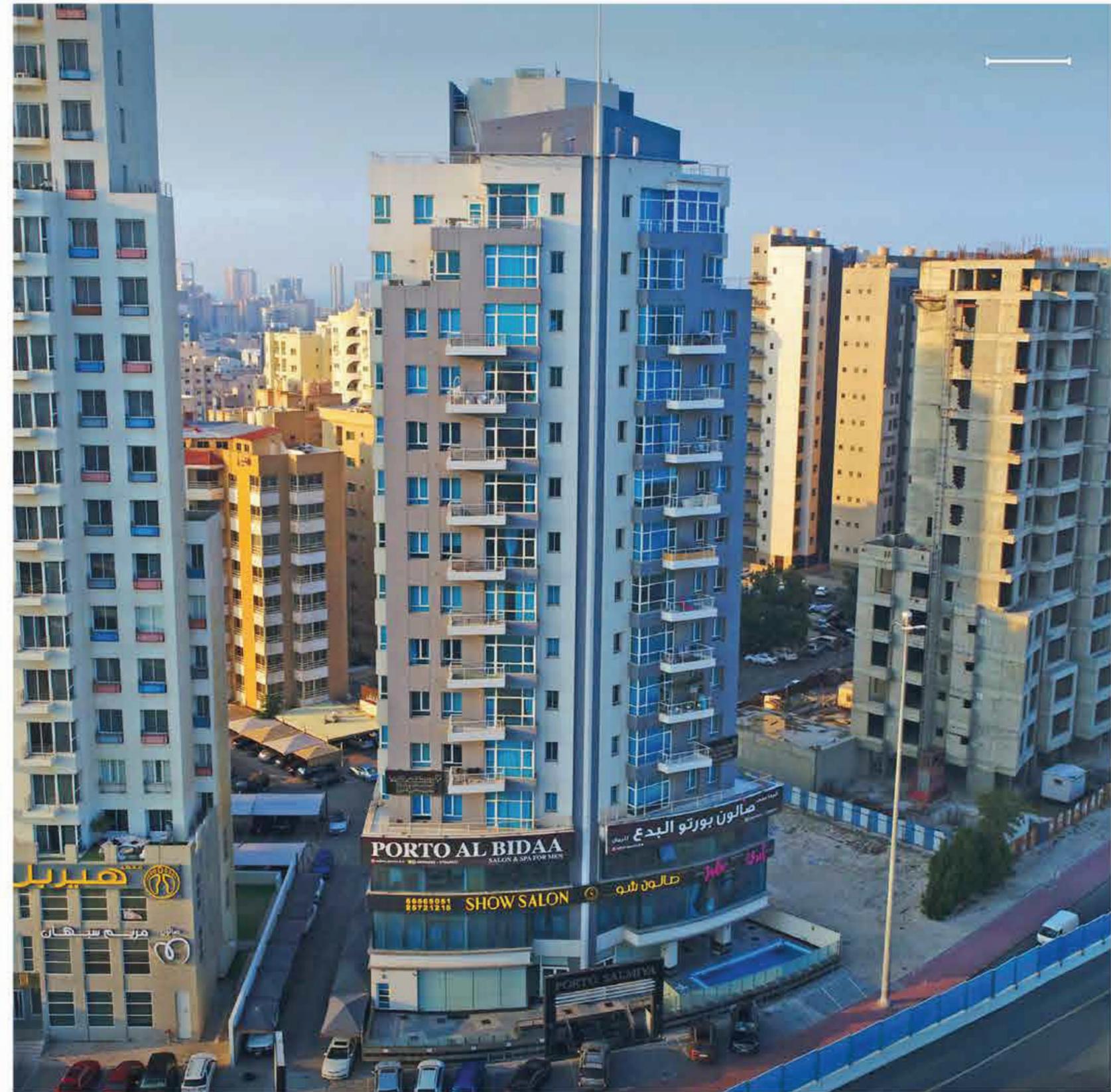
## THE BOULEVARD TOWER IN SULMIYA

قيمة المشروع  
Project value  
**4,700,000.000 K.D.**

تاريخ البدء  
Start date  
**2017**

تاريخ الإنتهاء  
End date  
**2019**

The eminent towers First group built are a benchmark in the market, including the Boulevard Tower in Salmiya; it is one stunning delivered on-time project. The project consists of a basement, ground floor, ten recurring floors, and a roof, and the total building area is 3600 square meters.





**FIRST GROUP**  
For General Trading & Contracting



## MYSK HOTEL

قيمة المشروع  
Project value  
**2,456,500.000 K.D.**

تاريخ البدء  
Start date  
**2019**

تاريخ الإنتهاء  
End date  
**2022**

The exquisite quality of First Group in the construction and development of Mysk Hotel makes it an outstanding stay for every client, alongside the top-grade amenities and maintenance.





تاريخ البدء  
Start date  
**2018**

تاريخ الإنتهاء  
End date  
**2021**

قيمة المشروع  
Project value  
**2,375,000.000 K.D.**

## COLD STORAGE BUILDING IN AL-AHMADI AREA

The construction, completion, and maintenance of the cold storage building in Al-Ahmadi area were masterwork for our team in Kuwait, and the delivery date was a noted achievement. The building is located on an area of 7400 sqm.

## AL FOUZ TOW- ERS IN SULMI- YA

قيمة المشروع  
Project value  
**5,170,000.000 K.D.**

تاريخ البدء  
Start date  
**2011**

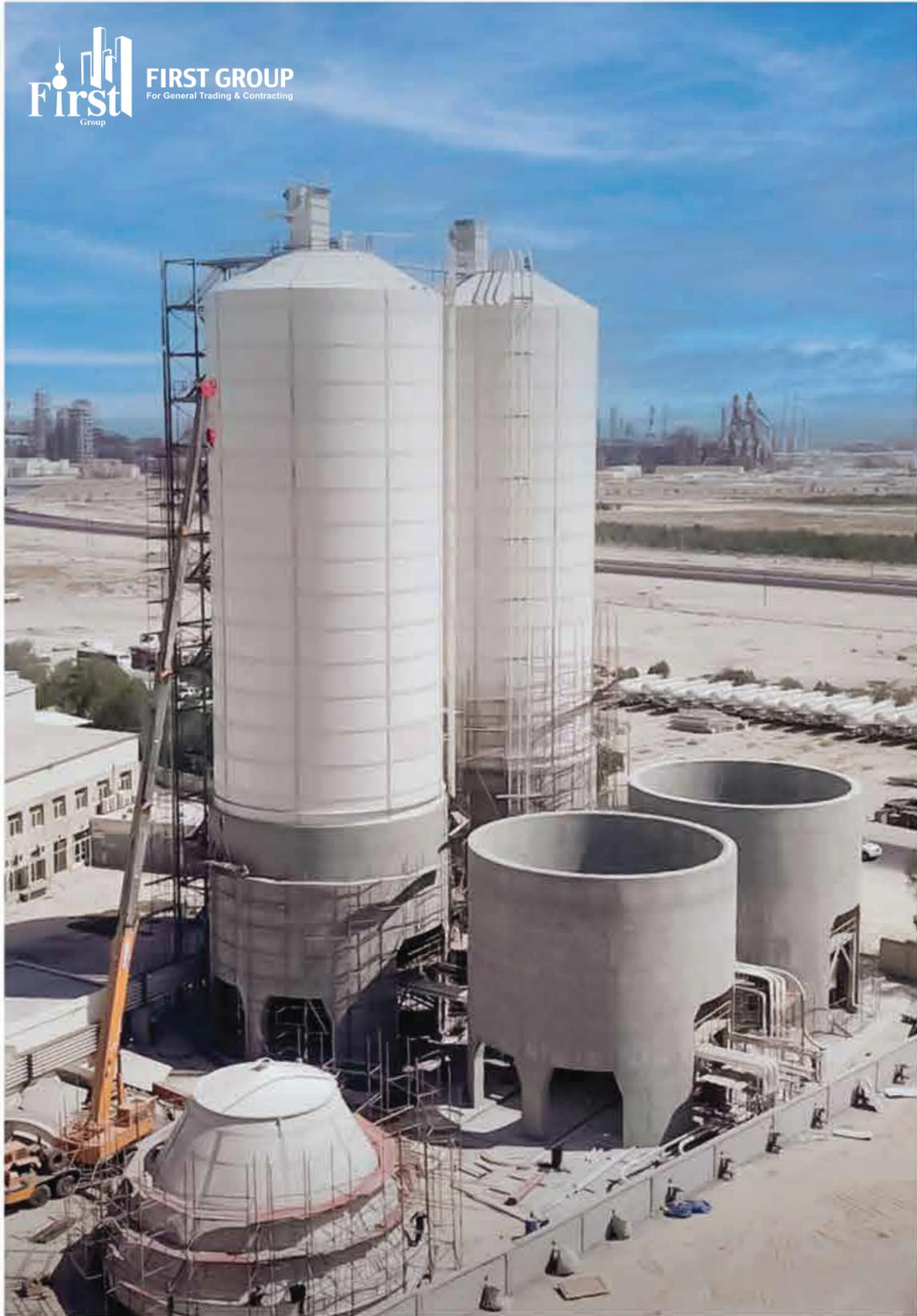
تاريخ الإنتهاء  
End date  
**2013**

One of our major highlights is developing projects with the highest quality of Fintas compound that was delivered far before the delivery date and was fully finished and functioning.





**FIRST GROUP**  
For General Trading & Contracting



## SHUAIBA CEMENT FACTORY

قيمة المشروع  
Project value  
**1,115,000.000 K.D.**

تاريخ البدء  
Start date  
**2019**

تاريخ الإنتهاء  
End date  
**2020**

Developed in a record time, the project started in January 2019 and was delivered in April 2019. The fully-functioning Shuaiba cement factory is a result of the top-grade type of work First Group presents. Exceptional works of construction, completion, and maintenance for the cement filling building and the power station building.





## AL-RAQI TOWER

The iconic Al-Raqi tower is a result of absolute devotion to delivering with the utmost quality. The project construction, completion, and maintenance works were a masterpiece by First Group. The tower consists of a basement, ground floor, 18 floors, and roof, and the total building area is 14800 square meters



## TOYOTA CARS EXHIBITION

تاريخ البدء	تاريخ الإنتهاء
Start date	End date
<b>2016</b>	<b>2017</b>

قيمة المشروع  
Project value  
**1,987,000.000 K.D.**



## ELDERLY CARE BUILDING IN HAWALLY

The elderly care building, which consists of a basement, ground floor, first and second floor, and a roof, is incorporating functionality, aesthetics, and high quality, all by our dedicated team in Kuwait.

تاريخ البدء  
Start date  
2018

تاريخ الإنتهاء  
End date  
2021

قيمة المشروع  
Project value  
2,794,000.000 K.D.



**MIXING STATION IN  
AL-MATLAA PROJECT**



**MAIN CATTLE TRANSPORTING AND  
TRADING BUILDING**

تاريخ البدء	تاريخ الإنتهاء
Start date	End date
<b>2015</b>	<b>2016</b>

قيمة المشروع  
Project value  
**1,754,000.000 K.D.**

# PRO JECTS IN EGYPT

مشاريعنا في مصر

## NEW CAPITAL

### العاصمة الإدارية الجديدة

The New Capital is built based on a futuristic vision from the Egyptian government and this is what we had in mind when working there. Everything we work on in the New Capital is adhering to its vision and concept.

تم بناء العاصمة الجديدة على اساس رؤية مستقبلية من الحكومة المصرية و هذا ما كان في اعتبارنا عند العمل هناك. كل مشاريعنا في العاصمة الادارية الجديدة تتماشى مع الرؤية

للمرسومة لها.

## NEW CAIRO

### القاهرة الجديدة

New Cairo is one of the main and most important districts in Cairo and therefore our projects there had to be distinctive and iconic. Every project we worked on in New Cairo is distinguished and unique.

القاهرة الجديدة هي واحدة من أهم أحياء القاهرة، و بالتالي مشاريعنا هناك يجب ان تكون مميزة و مختلفة. كل مشروع عملنا عليه في القاهرة الجديدة مميز و فريد من.

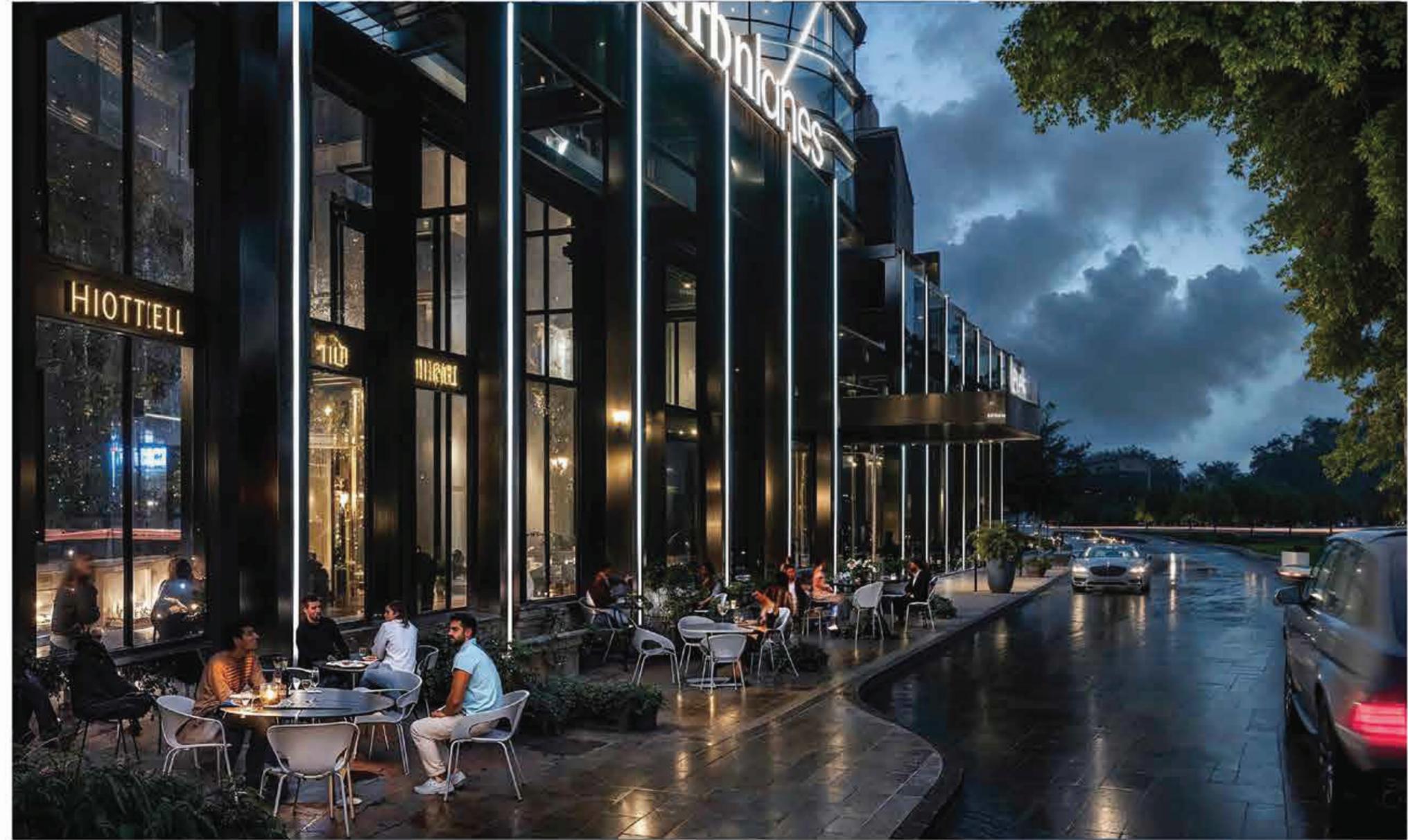
نوعه



## LEVELS BUSINESS TOWER

The tower is a representation of innovation, utilizing a luxurious life style and the latest trends of corporate spaces. The design incorporates natural abstract elements into the heart and soul of the building as every few levels are divided into themed, named zones.

Located at the first row of the Downtown towers, on the northern axis of Bin Zayed and the Green River with an open view of the Green River.







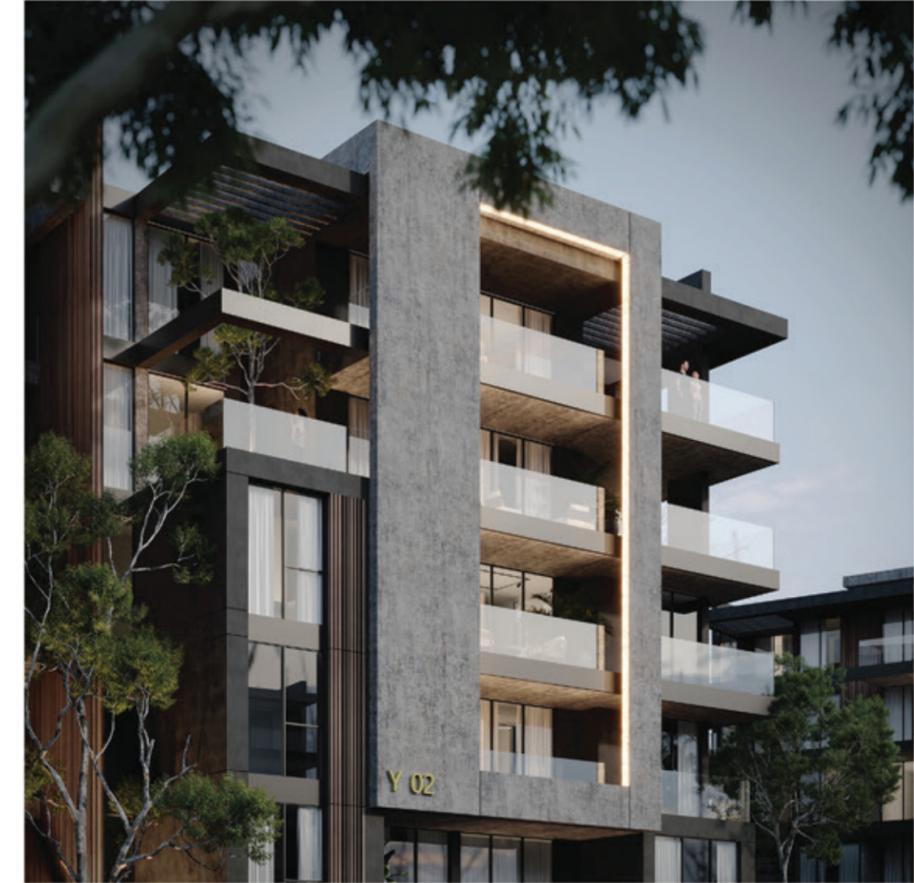
## EASTLANE

The Eastlane building is in one of the most iconic, prominent and bustling areas in New Cairo. It is a fully fledged complex overlooking south 90 street, providing all your needs in one place. Merging the administrative with the retail and creating a one stop shop for you and your family. Eastlane is where life unravels.

Eastlane is constituted of 2 commercial floors and 3 administrative floors with an investment of 2 Billion Egyptian Pounds.







# YELLOW RESIDENCE

Yellow is a residential compound designed to provide residents with a life of bliss and empower them to reach their higher selves. The architecture and interior design of Yellow are carefully crafted to create a sense of calm and tranquility, with a focus on natural materials and open spaces to allow the community to thrive through an unparalleled experience.

NET LAND AREA 100,800 sqm

COMMERCIAL BUA 8 2,672 sqm

BUA 55,400 sqm



**MEDICAL HUB**

**CROWNE PLAZA**

**CROWN RESIDENCE**

Y20

Y19

Y18

Y17

Y16

Y15

Y14

Y13

Y12

Y11

Y10

Y09

Y08

Y07

Y06

Y05

Y04

Y03

Y02

Y01

Y21

Y02

Y03

Y04

Y05

Y06

Y07

Y08

Y09

Y10

Y11

Y12

Y13

Y14

Y15

Y16

Y17

Y18

Y19

Y20



# YELLOW LANE

Where lines become pathways to a brighter future. Discover your authentic self in a community that's as unique as you are. Welcome to the future of living with Urbnlanes



# YELLOW MASTERPLAN

- 1- YOGA AREA
- 2- CYCLE LANE
- 3- THEATRE AREA
- 4- INTERACTIVE AREA
- 5- YELLOW GARDEN
- 6- WALKING LANE
- 7- FRUITS & SEATING AREA
- 8- SERVICED APARTMENT
- 9- WATER FEATURES AREA
- 10- ADMIN/COMMERCIAL
- 11- KIDS AREA
- 12- HOTEL
- 13- HOSPITAL
- 14- PRIVATE PARKING



# MIDLANE

Midlane is a premium mixed-use project located on \*N Teseen Street, New Cairo's most vibrant and accessible destination. Offering a seamless blend of \*\*commercial, administrative, and medical spaces\*, it's designed to meet the evolving needs of modern businesses and communities. With its strategic location, contemporary architecture, and curated tenant mix, Midlane sets a new standard for innovation and convenience in the heart of New Cairo.



urbanlanes



## NOI RESIDENCE

NOI Residence is a visionary compound redefining luxury living in New Cairo's prestigious Golden Square, spanning 46 feddans of \*high-end villas, residential units, and a vibrant commercial area\* surrounded by lush green spaces. Designed by the renowned \*Hani Saad, it takes inspiration from the intricate \*\*Voronoi pattern\* found in nature, reflected in its architecture and landscaping. Strategically located near key landmarks like the American University in Cairo (AUC), NOI Residence offers a perfect blend of exclusivity, innovation, and contemporary luxury.



# NOI MASTERPLAN

## LOCATION

NOI is situated in the prime area of Golden Square in Fifth Settlement, New Cairo. This strategic location places it at the heart of New Cairo, surrounded by upscale residential communities and close to prominent commercial and recreational hubs. With easy access to major roads, NOI connects residents to essential services and destinations, making it an ideal spot in one of Cairo's most sought-after neighborhoods.

**6 mins** to Suez Road  
**3 mins** Dusit Thani Hotel

**9 mins** Cairo Festival City  
**5 mins** to Al Rehab

**12 mins** to Cairo Airport  
**10 mins** to AUC

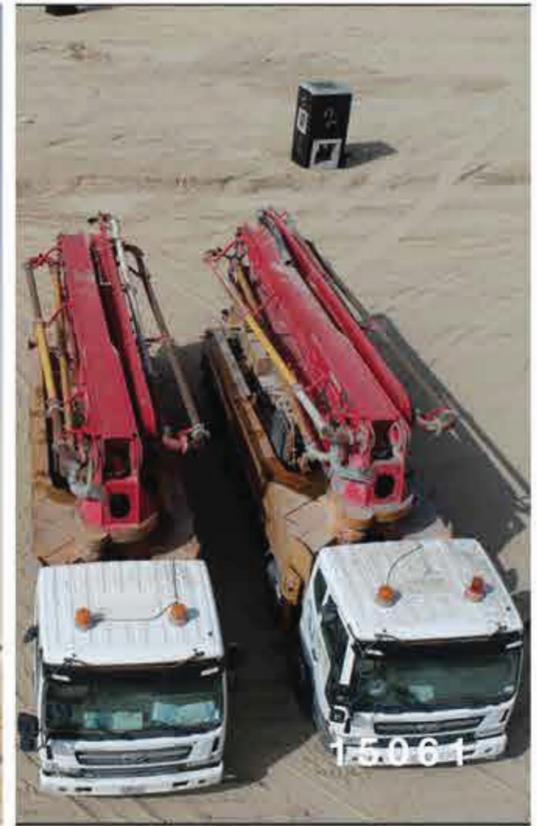
**17 mins** to New Administrative Capital  
**15 mins** to Sokhna Toll Station

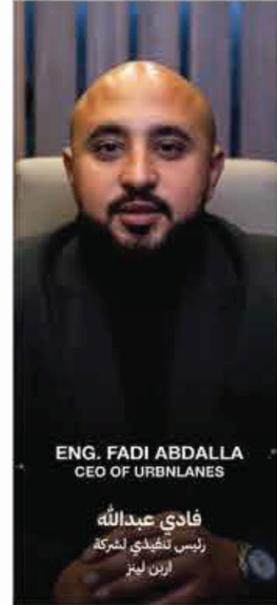


FIRST GROUP  
For General Trading & Contracting

# OUR EQUIPMENT

معداتنا





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