

**ROCK CAPITAL 1**

# ROCK CAPITAL 1

By: **ELBATAL**  
DEVELOPMENTS

THE BIGGEST ADMINISTRATIVE BUILDING  
IN THE GOVERNMENTAL DISTRICT



## A MAN'S AMBITION; A GROWING LEGACY

Once modest contractors started by Eng. Samir Doss, now quickly becoming one of the country's most dependable residential, commercial, and administrative real estate developers.

El Batal Developments, a growing family of born-and-raised Egyptian engineers and real estate developers with a passion for transforming plain earth into tangible constructions.

Throughout 40 years of operation, we've established a diverse portfolio of signature real estate developments, guided by years of collective engineering experience. Our projects spread throughout Egypt's most significant destinations, from the historic areas of Old Cairo, to massive residential, commercial and administrative ventures in its newest growing districts, and several exemplary commercial ventures in Canada.

Residential & Commercial Projects  
SINCE 1978

### ABOUT THE DEVELOPER

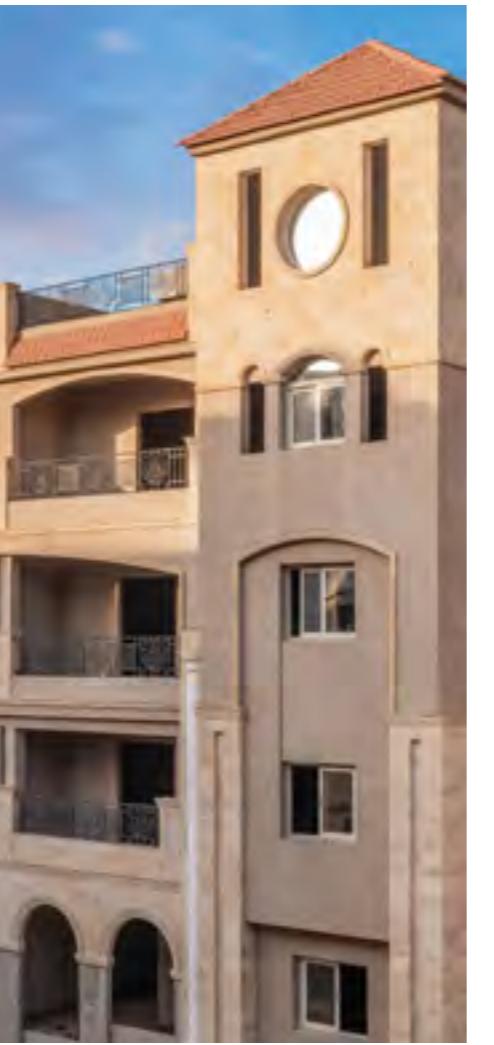


## ENGINEERING WITH PURPOSE

El Batal Developments has stretched its influence across the evolving new cities of Egypt. We own, finance, construct, and develop impressive real estate projects in Heliopolis, 6th of October, Obour, New Cairo, and now seizing a prime spot in the New Administrative Capital.

The secret to our success is simple: we're dedicated to real estate. Our expertise lies in finding the ideal land for impressive visions to materialize in the residential and commercial sectors. A solid foundation and the right location are our tools of the trade; no more is this better exemplified than in our Cultural Rock concept.

Heliopolis  
6 October  
Obour  
New Cairo  
New Capital



We Own, Finance, Construct, and Develop Our Projects

## GOING ACROSS CONTINENTS

Led by engineers Adel and Emad Doss, El Batal Developments grew to new heights overseas in 2010, in Canada.

Entering an entirely new world of real estate, architectural code, regulations, and techniques was a challenge to the Doss brothers, to say the least. However, their progress soared, learning all the essential ins and outs of international code, licensing, and building procedures. This has allowed the company to establish six commercial ventures in Ontario - Canada, under its Canadian sister company, Doss Homes. Made to fit and go beyond the ideal Canadian requirements, Doss Homes eventually attracted the eyes of some core Canadian enterprises: Tim Hortons, CIBC Bank, Burger King, A&W, and Scotia Bank.

Only through learning the finer points of local and international code, licensing, and building procedures have we made a noteworthy mark on our combined land banks.

### Egyptian Developer With Canadian Experience



# THE ROCK DEFINED

We implemented the ROCK Concept; a name found in all of our projects, indicating not only that we develop on Rock-solid foundations, but also a reflection of our intent to meet the needs and standards of our clients whether at home, at work or anywhere in between. Our Rock Concept could be an innovative, cultural or architectural or a new idea we present to the market, our profile of the Rocks promises residential and commercial landmarks for our clients.

Our crowning commercial achievement, Rock Capital 1 - an iconic administrative landmark, takes El Batal Developments' signature craft and practice to the New Administrative Capital, demonstrating the company's world-class architectural and cultural innovation, as well as strict adherence to proper building codes across its ventures.



SETTING A NEW REAL ESTATE STANDARD

IN THE NEW ADMINISTRATIVE CAPITAL



# ROCK CAPITAL 1

## THE WORKPLACE OF THE FUTURE

Just like a family, a company is only as happy as its unhappiest member. Today's workforce is more driven, motivated, and passionate than ever. Employers consider their employees to be members of their team and partners in the company's success, so making sure that they are engaged, happy, healthy, and comfortable is integral to a company's growth.

A comfortable chair and an office with a view used to be the pinnacle of dreams for fresh graduates. That has become an outdated paradigm, and creating office spaces that are holistic and wholly integrated helps create the right environment for work.

Recent studies have shown that "better buildings" are just as important, if not more so, than other perks and extras offered by a company, like workplace health programs, bonuses, and flexible work options. Well-ventilated areas, natural light, and open spaces that invite creativity, productivity and collaboration raise satisfaction and productivity levels in the workplace.

Rock Capital 1 was designed with all of these needs in mind. Fresh air and natural light are consistent elements in the design, with high atriums and large facades overlooking landscaped gardens.

Creativity is innately fostered by the diverse and multiple meeting areas, where people can create and collaborate. The integrated wellness areas, like the gym, fitness center, and jogging track, ensure that staying fit and healthy is just part of the Rock Capital 1 lifestyle and not an extra thing on the to-do list. Additionally, the acoustic clouds prevent the space from becoming too noisy, which is a cause of stress and anxiety.

By carefully designing and engineering Rock Capital 1 into a human-first building, employees can enjoy quiet, stress-free, active lives that propel them to innovate, create, and produce more work for a brighter future.

### The Workplace That Drives Productivity and Growth

## Elevating Workday Experiences

Work has changed; gone are the days of sitting at a desk from nine till five. Collaboration, communication, and connection are what drive change and growth. Companies that disrupt their industries are the ones making leaps and bounds towards the future, and that can only be done when talented and skilled employees are in the right environment for creativity and productivity.

Rock Capital 1's diverse and flexible spaces are a catalyst for meetings, huddles, brain-storming sessions, and even quick walks that will stimulate your company's growth. Designing with wellness and health in mind directly and indirectly helps boost productivity. Healthy and happy employees create more in terms of quality and quantity.

**Designed and Built with Productivity, Community and Wellness in Every Aspect**

Starting with the location, Rock Capital 1 is in the Governmental District in Egypt's New Administrative Capital, easily accessible by all forms of public transit and major roads, connecting it to greater Cairo. Rock Capital 1 is Egypt's first premium administrative office building that offers firms not just the space to do business but a space that actively promotes productivity, creativity, connectivity, wellness, and more in luxurious surroundings. The building was meticulously, artfully, and tastefully designed by world-class architect Hazel Wong, who designed masterworks like the Emirates Towers, to accommodate all business needs while also being a human- and community-first space.

El Batal Developments realizes the near-limitless potential that the New Administrative Capital has to offer; Rock Capital 1 represents the company's full architectural, engineering, and developmental prowess in the administrative sector, and its exemplary demonstration of proper building codes.

**Highest Levels of Safety And Security Supported by Security Facilities in front of the Presidential Palace**

# THE ICONIC SMART BUSINESS COMPLEX



# UNPARALLELED

# LOCATION

## NEW ADMINISTRATIVE CAPITAL

The New Administrative Capital is part of the Egypt Vision 2030 initiative to develop the country's economy and build a better future. The city is 60 kilometers away from the heart of Cairo and the port city of Suez; the perfect place to conduct business of any kind. The Central Bank of Egypt, financial institutions, foreign embassies, and government agencies are moving to the new city, making it Egypt's new administrative and financial center.

Set to be Egypt's true city of the future, and having the skills and support of the world's most leading architectural entities; the New Administrative Capital is the pinnacle of Egyptian real estate.

Enjoying a unique location between Cairo and Suez Canal, this high-tech new capital will comprise 21 districts featuring the next evolution in Egyptian monuments. The core of this country will be shifting almost entirely to the New Administrative Capital, with embassies, governmental entities, major economic movers and shakers, and untold investment potential.

The location for Rock Capital 1 was carefully selected to maximize proximity to important buildings and services in the new capital.

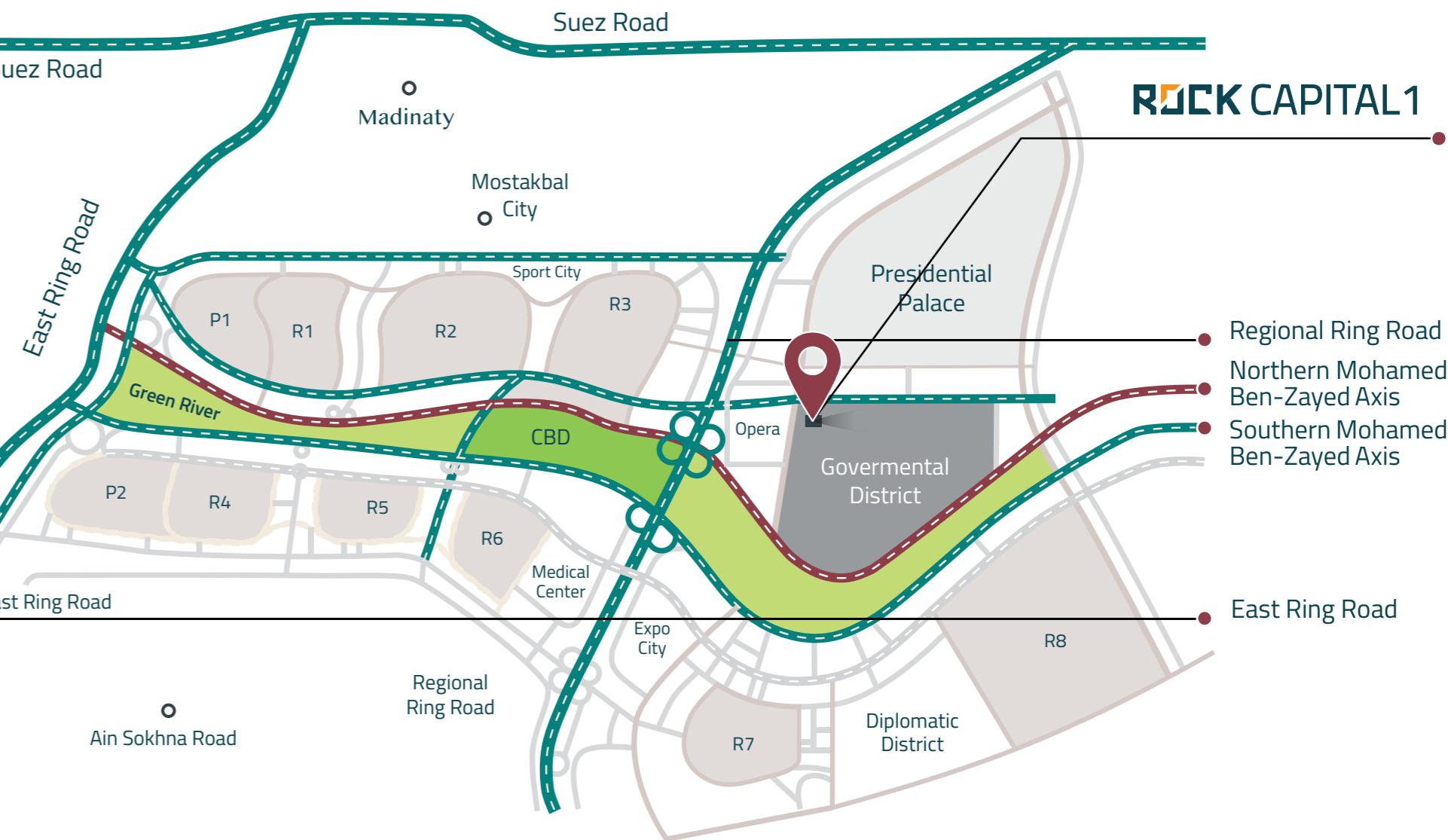
# THE ELITE PLACE TO BE

Your address is more than a place on the map. It is where your team builds amazing products, creates useful services, and where you create value for all your stakeholders. The location you choose reflects the company's views of itself and cements the commitment to your values and workforce. With Rock Capital 1, you are building a future for your company on rock-solid foundations.

It is directly overlooking the presidential palace in the Governmental District, , that will be the first to have full access to all government and infrastructure services. The Rock Capital 1 community will not need to wait for business to be up and running. Minutes away from the Central Bank of Egypt, the Stock Market, and the Banks Zone, Rock Capital 1 is mere minutes from all your banking and financial needs.

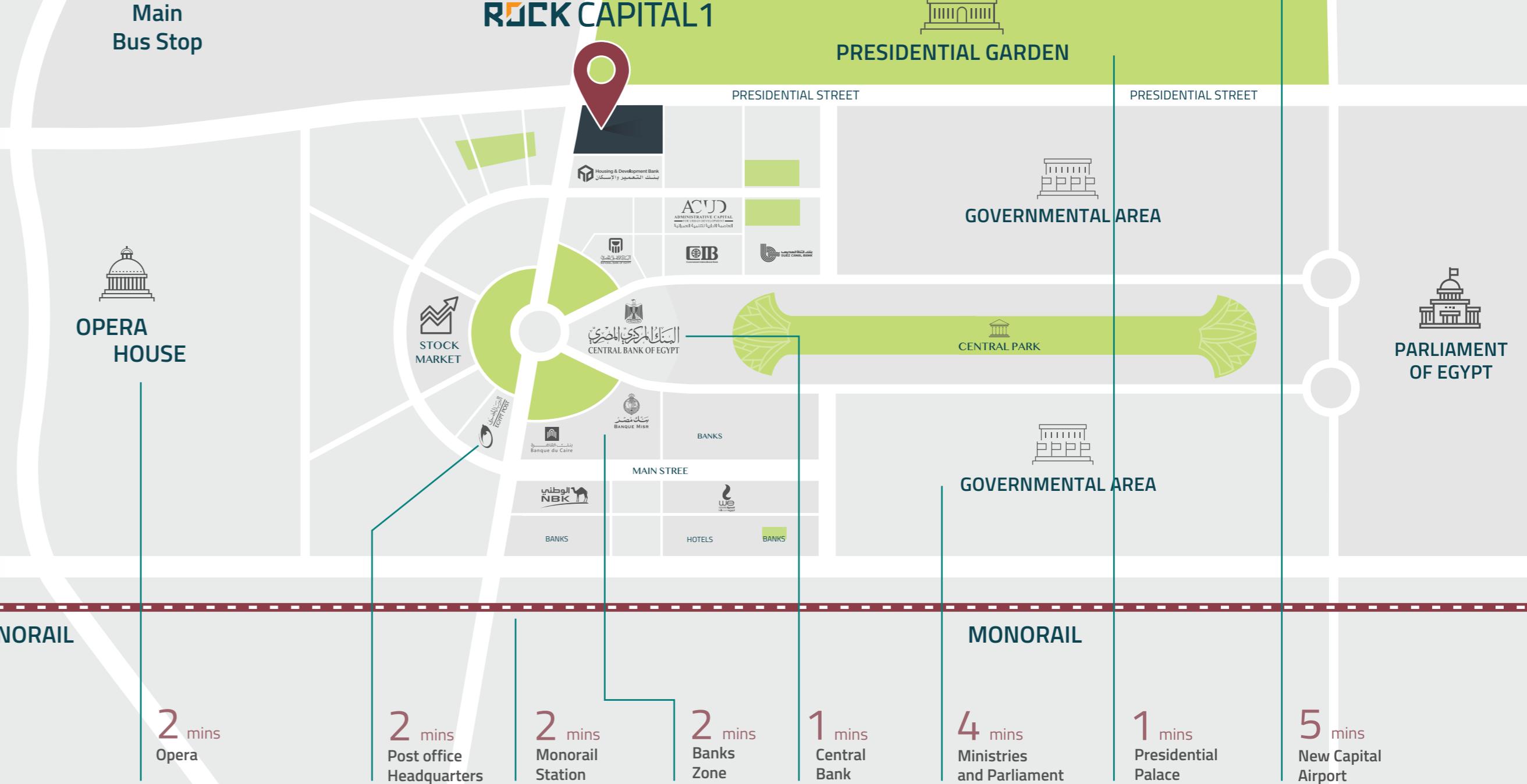
Ministries, Parliament offices, and the Post Office Headquarters are in the same area, providing Rock Capital 1 businesses with all their governmental and communication needs. Lovers and appreciators of the arts and culture can easily enjoy afternoons at the Opera House, which is quite nearby. Finally, the monorail station is within walking distance, offering employees and visitors an alternative to a long driving commute.

Most importantly the area will enjoy the highest levels of safety and security that will be supported by security facilities in front of the presidential palace.



# AN ADDRESS IS MORE THAN JUST A LOCATION

Close  
Proximity to



# INDUSTRY-LEADING PARTNERSHIPS FOR SUCCESS

Together, we can go farther and break previously unreachable barriers, which is why we have chosen our collaborators carefully. We wanted to join forces with entities and firms that would complement our strength, understand and appreciate our vision, and help us move forward by bringing Rock Capital 1 to the world. We hold our core values close and apply them to every action we take, so we have only aligned with partners who align with our values.

## **DESIGNED BY AWARD-WINNING FIRM**

### **WSWArchitects**

The grand vision for Rock Capital 1 and its prime location needed to be matched with an award-winning architectural office. WSW Architects helped us realize the architectural concept. As one of the most successful award-winning Building Surveying and Architectural Design Practice companies in the world, working primarily with clients throughout the UK and Dubai, they were uniquely positioned for this collaboration.

## **A ONE-OF-A-KIND Refined ARCHITECTURAL DESIGN BY HAZEL WONG**

Spearheaded by Hazel Wong as the Executive Director, who was the principal designer for Rock Capital 1. Her stellar track record includes The Emirates Towers; Emirates Tower One and Emirates Tower Two.



Additionally, she worked on the design of Palm Jumeirah's Serenia Residence in Dubai; a high-end residential project that overlooks Palm Jumeirah, the Burj Al Arab, the Dubai skyline, and the sea.

Her vast expertise and experience in designing and creating luxurious projects in prime locations are unparalleled in the industry. The Hong Kong-born architect's style and aesthetic are unequaled, especially when coupled with her holistic design philosophy of creating spaces that make the best use of natural light, organic lines, and curves that make buildings feel welcoming, lived-in spaces that inspire.

Our aspiration for the location was brought to life with Wong's design and expertise, which helped us transform our vision for the Rock Capital 1 building into a tangible reality.



## TRANSFORMED INTO REALITY BY

T E D   J A C O B   E N G I N E E R I N G   G R O U P

For the planning, building design, and construction of Rock Capital 1, we chose to partner with Ted Jacob Engineering Group (TJEG). The multinational engineering consultancy firm operates from multiple global offices and has a 300+ strong workforce from all over the world.

With over four decades of impeccable project delivery experience and TJEG's values of sustainability, functionality, and corporate social responsibility, we knew that they were a partner we could trust.

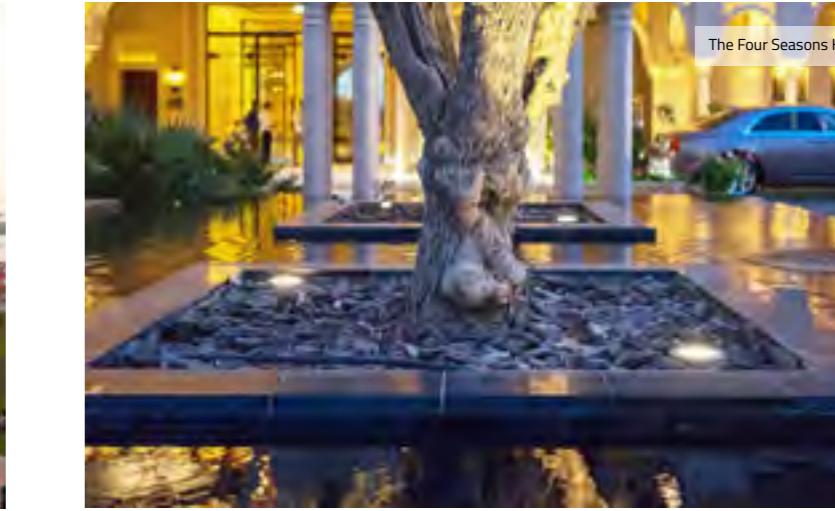


## AN OASIS OF GREENERY IN THE HEART OF THE URBAN JUNGLE BY

cracknell

We had a holistic and comprehensive vision for Rock Capital 1, which included beautiful outdoor and indoor landscaping that inspires serenity, calm, and a sense of organic growth.

London-based firm Cracknell is one of the world's leading landscape architecture, planning, and urban design practices, and we have chosen them to be our landscaping partner.

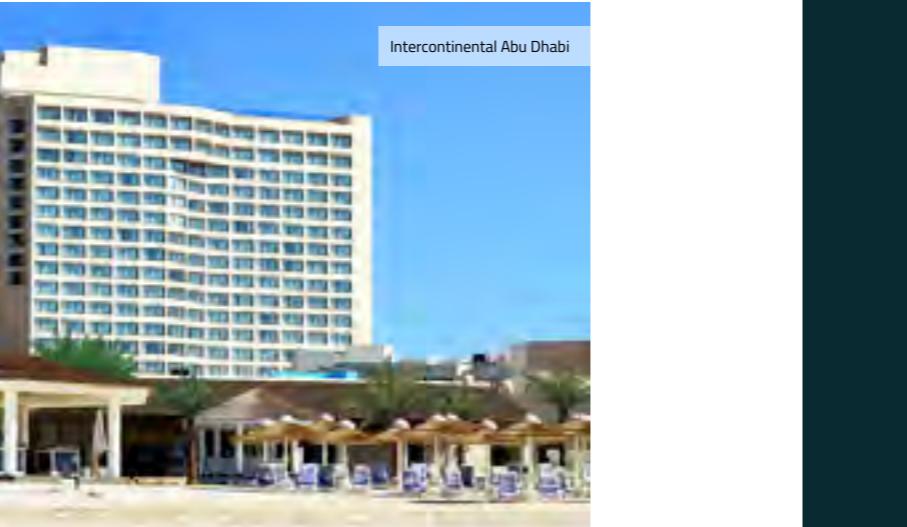


**SUPPORTED BY DECADES OF EXPERTISE FROM**



A project consultant is an integral partner in any project's success. Engineering Consultants Group (ECG) is Egypt's top engineering consultancy group and Rock Capital 1's project general consultant.

ECG was founded in 1967 in Egypt, and has successfully completed a substantial list of projects in the Middle East and Africa.



# Form and Function Exist Harmoniously at Rock Capital

A SMART BUILDING WITH ALL THE AMENITIES  
NEEDED FOR SUCCESSFUL BUSINESSES



# ROCK CAPITAL 1

## BY THE NUMBERS

100,000  
m<sup>2</sup>

Total Built  
Up Area

21,500  
m<sup>2</sup>

Total Gross  
Land area

9,000  
m<sup>2</sup>

Gross Area  
Per Floor

7

Typical  
Floors

4,000  
m<sup>2</sup>

Landscape  
Terrace

850  
m

Open  
View

11  
M

Double Height  
Ground Floor

2

Basement  
Floors

# THE EXCEPTIONAL ROCK CAPITAL 1 EXPERIENCE

The amenities provided are not considered add-ons or perks but an integral part of the Rock Capital 1 philosophy; that giving people fresh air, natural light, exercise areas, and beautiful views promotes their health, happiness, and wellness so they can focus on doing great work. The building was designed to be smart, intelligent and to make use of the latest materials and technologies to make it energy efficient, luxurious but still practical so it can serve the community that uses it every day.



## Main Entrance

**11m** Triple Height Ceiling

## 16 High Speed Elevators

Waiting for a slow, crowded elevator during the morning rush hour is dreaded by every office worker. With 16 high-speed elevators throughout the Rock Capital 1 building, waiting is a thing of the past.



## ACOUSTIC CLOUDS

To prevent the space from becoming too noisy, which is a cause of stress and anxiety.



## 5

## ATRIUMS

Rock Capital 1 is designed to allow natural daylight for a better work environment.





## MEETING ROOMS

## OFFICE SPACES

With an Open Plan Concept, Rock Capital 1 has the most Flexible Office Spaces up to 9000 m<sup>2</sup> per floor.



## GOING GREEN

Rock Capital 1 makes use of solar energy via the rooftop solar panels, and reduces the building's carbon footprint. The electric car charging stations in the parking spaces allow us to extend our energy-consciousness to our occupants and guests.





**COZY COFFEE BARS**

## **CHAT CORNERS**





**FINE DINING RESTAURANTS**

## FOOD AND BEVERAGE SHOPS

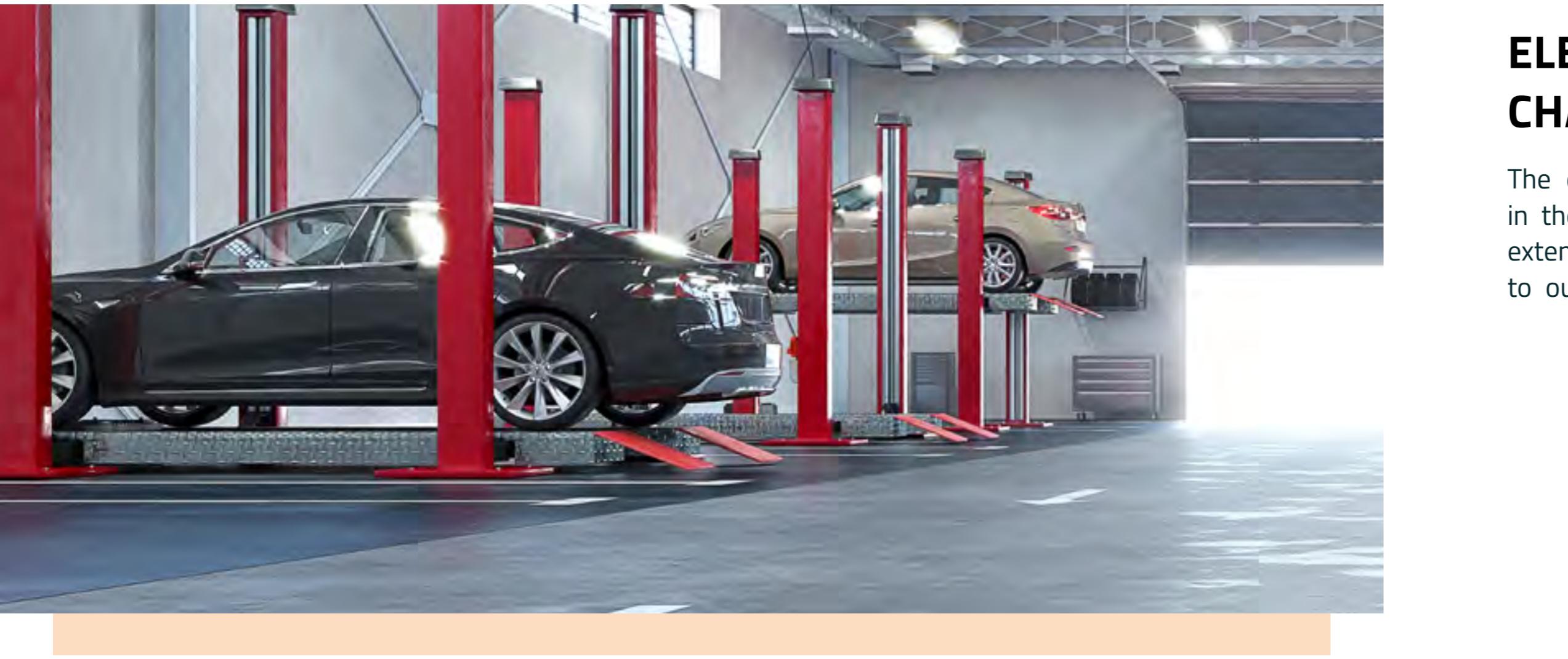




## TERRACE AND INDOOR LOUNGES

The movers and shakers still need to take breaks. Stop for a breather in one of Rock Capital 1's many indoor and terrace lounges on the different floors.





## LIFT PARKING

## ELECTRIC VEHICLE CHARGING STATIONS

The electric car charging stations in the parking spaces allow us to extend our energy-consciousness to our occupants and guests.



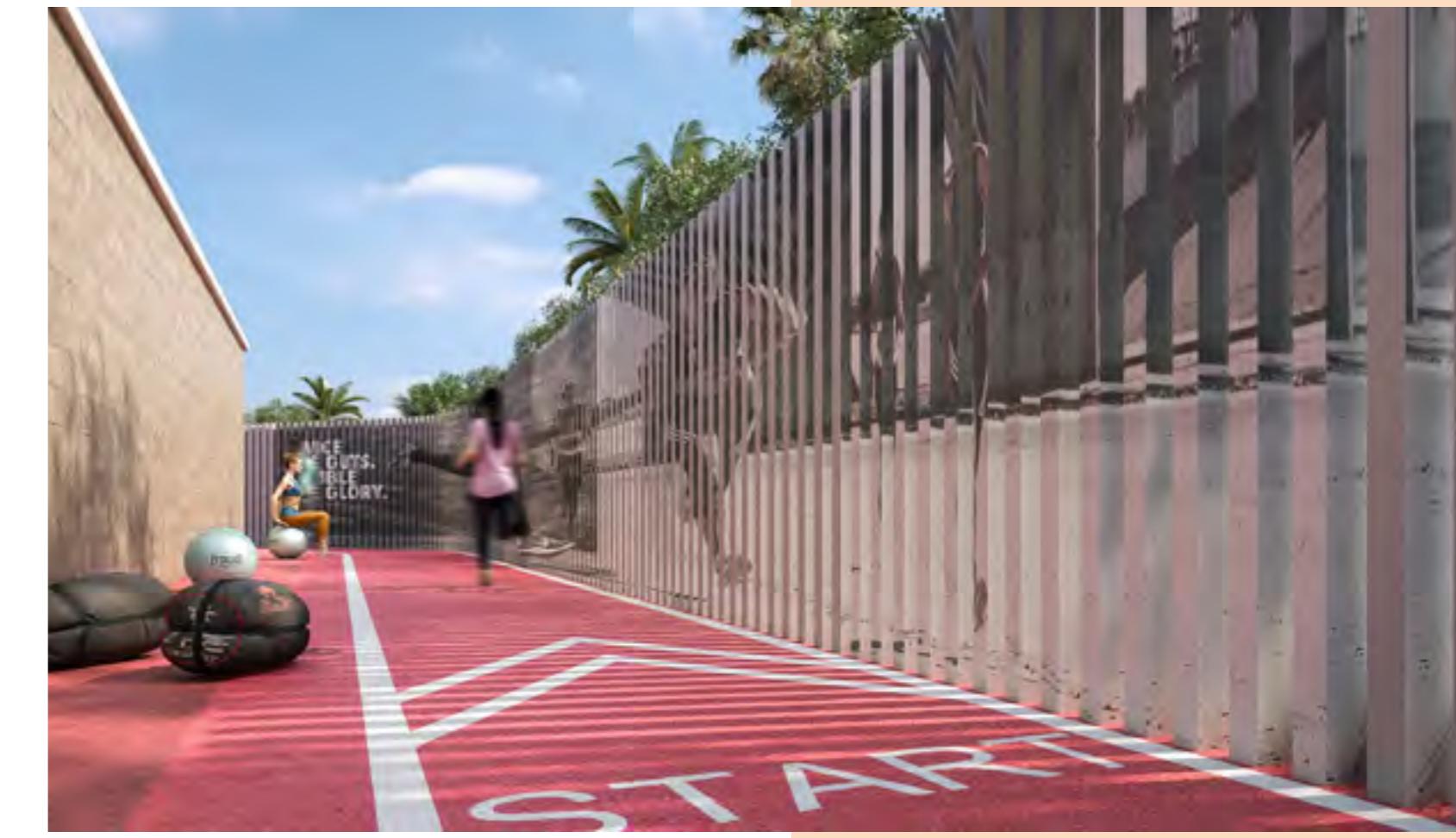


## INCLUSIVITY MATTERS

The disability-friendly architectural design allows differently abled bodies access to the entire space without needing assistance. Inclusivity is not just a buzz word at Rock Capital 1 but a reality built into the design.

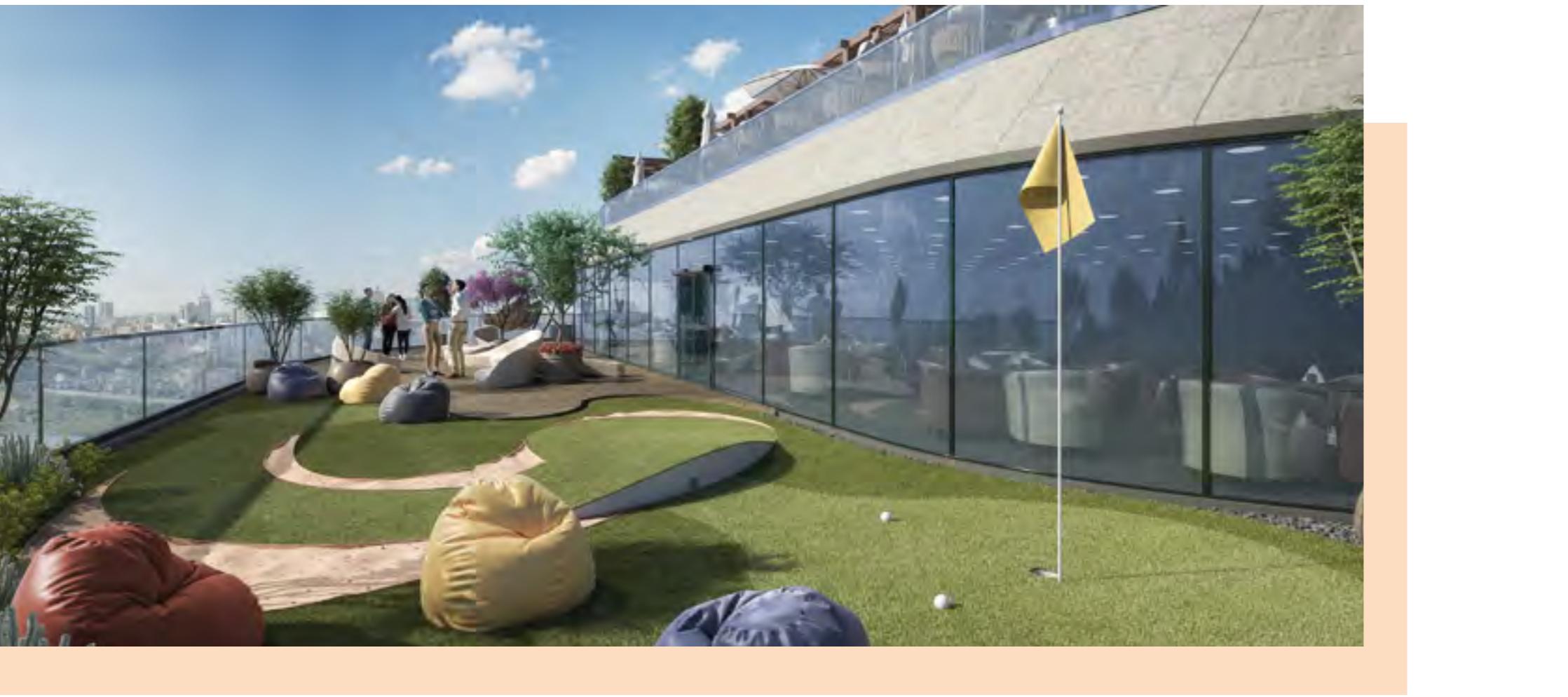
## GYM , FITNESS CLUB & WELLNESS CENTER

Ensuring that staying fit and healthy is just part of Rock Capital 1 lifestyle.



## 400M OLYMPIC JOGGING TRACK

Sitting at a desk all day is not the best for human bodies. The building houses a 400 meter Olympic jogging track to encourage healthier living.



## GARDEN VIEWS

Offices with garden views. Exposure to green spaces objectively reduces stress and improves emotional well-being and mental health.

## HEALTH CARE

Multiple health clinics are available. You won't need to take a day off to visit a dentist or ophthalmologist. There is even a dermatology center available.

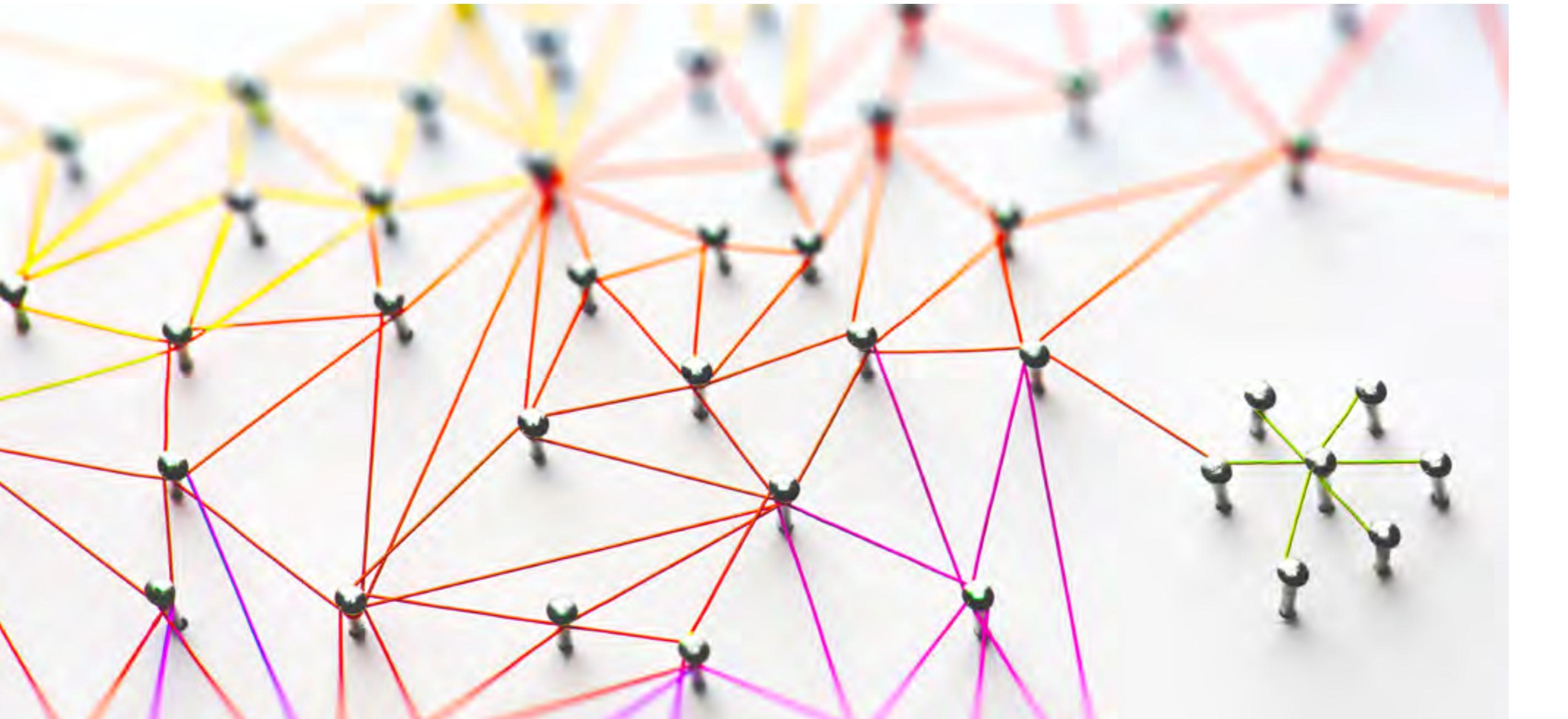




## AT YOUR SERVICE

The facility management team at Rock Capital 1 take care of the behind-the-scenes work so that businesses and companies can focus on creation of value and innovation instead of daily logistics. From the maintenance and upkeep of the buildings and grounds to making sure that all legal requirements and health and safety standards are met, your work environment at Rock Capital 1 is set for success.

## World-Class Facility Management



## THE COMMUNITY

We build construction projects, but our occupants build communities. A space is more than just the amenities, design features, and floor plans; it is an ecosystem where life thrives if the community within it is connected, engaged, and driven.

Companies do not exist in vacuums; they need healthy relationships with vendors, suppliers, and even their competitors. Having a high concentration of the country's top talent in a single building inspires everyone to become even better. Neighboring, like-minded, forward-thinking firms create opportunities for spontaneous connections between regional and global players that can create new business opportunities.

**Neighboring, Like-Minded,  
Forward-Thinking Firms**

# FLOOR PLANS

EACH FLOOR  
IS UNIQUE,  
and **offers occupants**  
and visitors alike different  
**SERVICES AND**  
**AMENITIES**

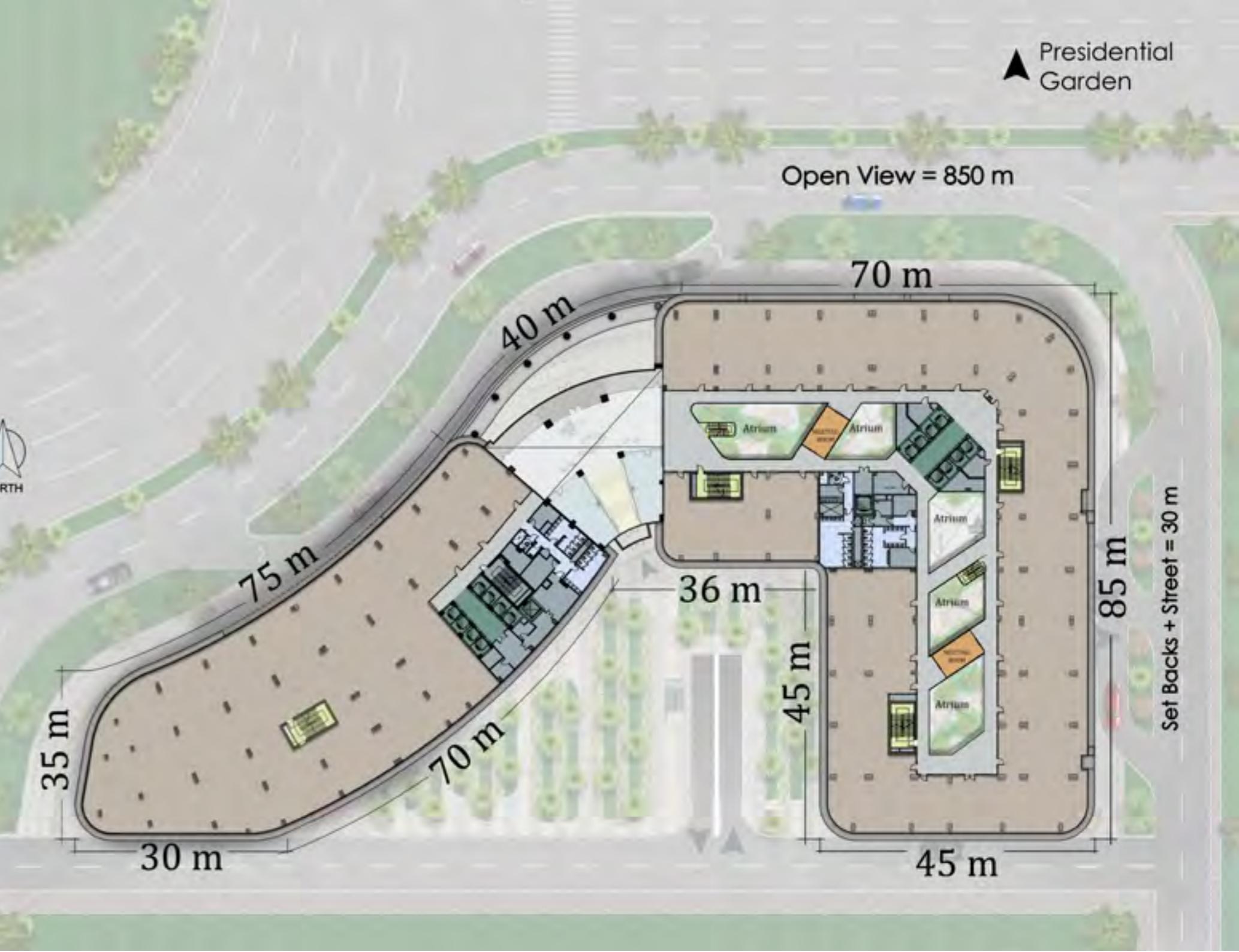
# GROUND FLOOR

- Offices
- Stairs
- Elevators Area
- W.Cs
- Meeting Rooms



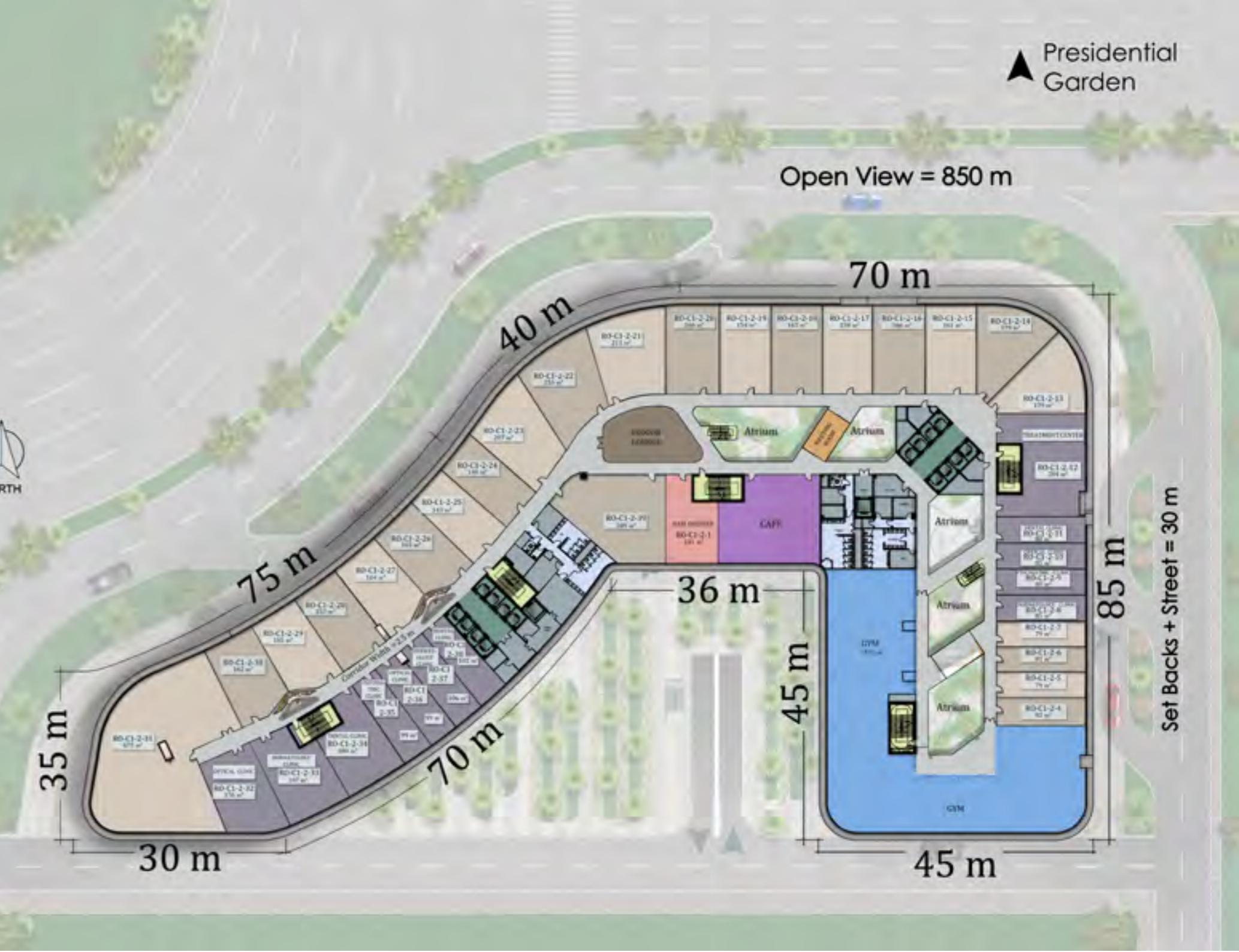
# FIRST FLOOR

- Offices
- Stairs
- Elevators Area
- W.Cs
- Meeting Rooms



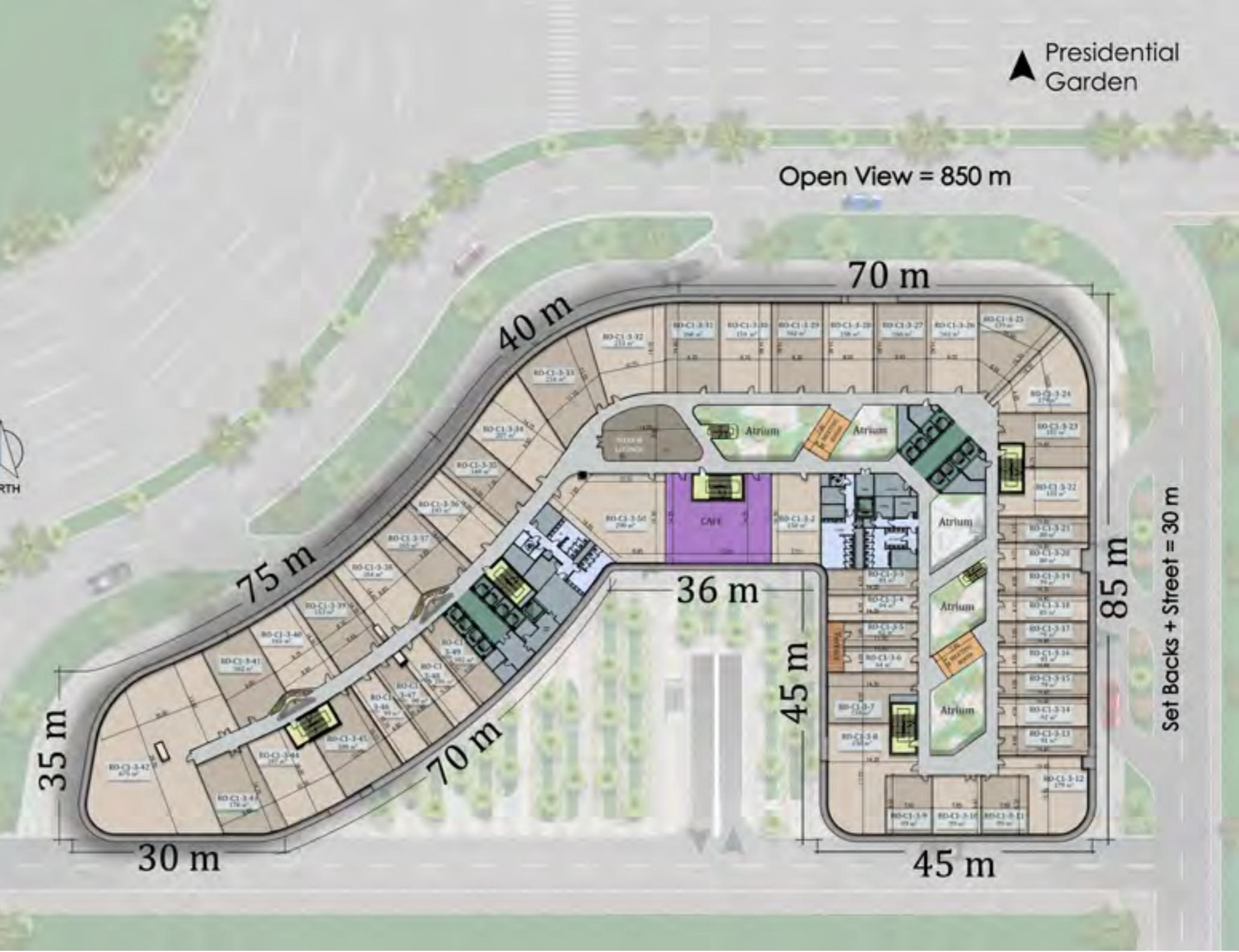
# SECOND FLOOR

- Offices
- Stairs
- Elevators Area
- W.Cs
- Cafe
- Meeting Rooms
- Lounge
- Hair Dresser
- Clinics
- Gym



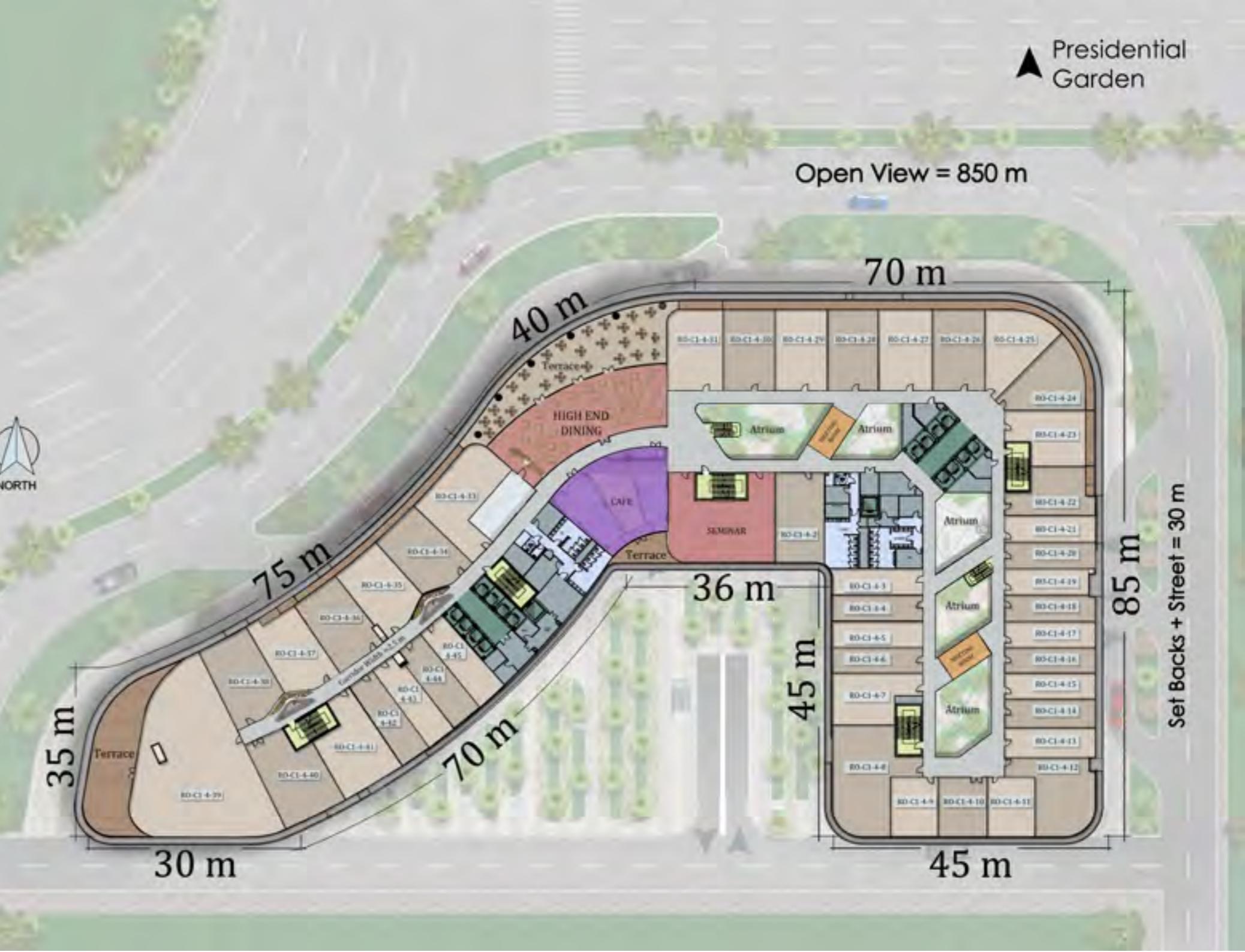
# THIRD FLOOR

- Offices
- Stairs
- Elevators Area
- W.Cs
- Cafe
- Meeting Rooms
- Lounge



# FOURTH FLOOR

- Offices
- Stairs
- Elevators Area
- W.Cs
- Cafe
- Meeting Rooms
- Lounge
- High End Dining
- Seminar Room



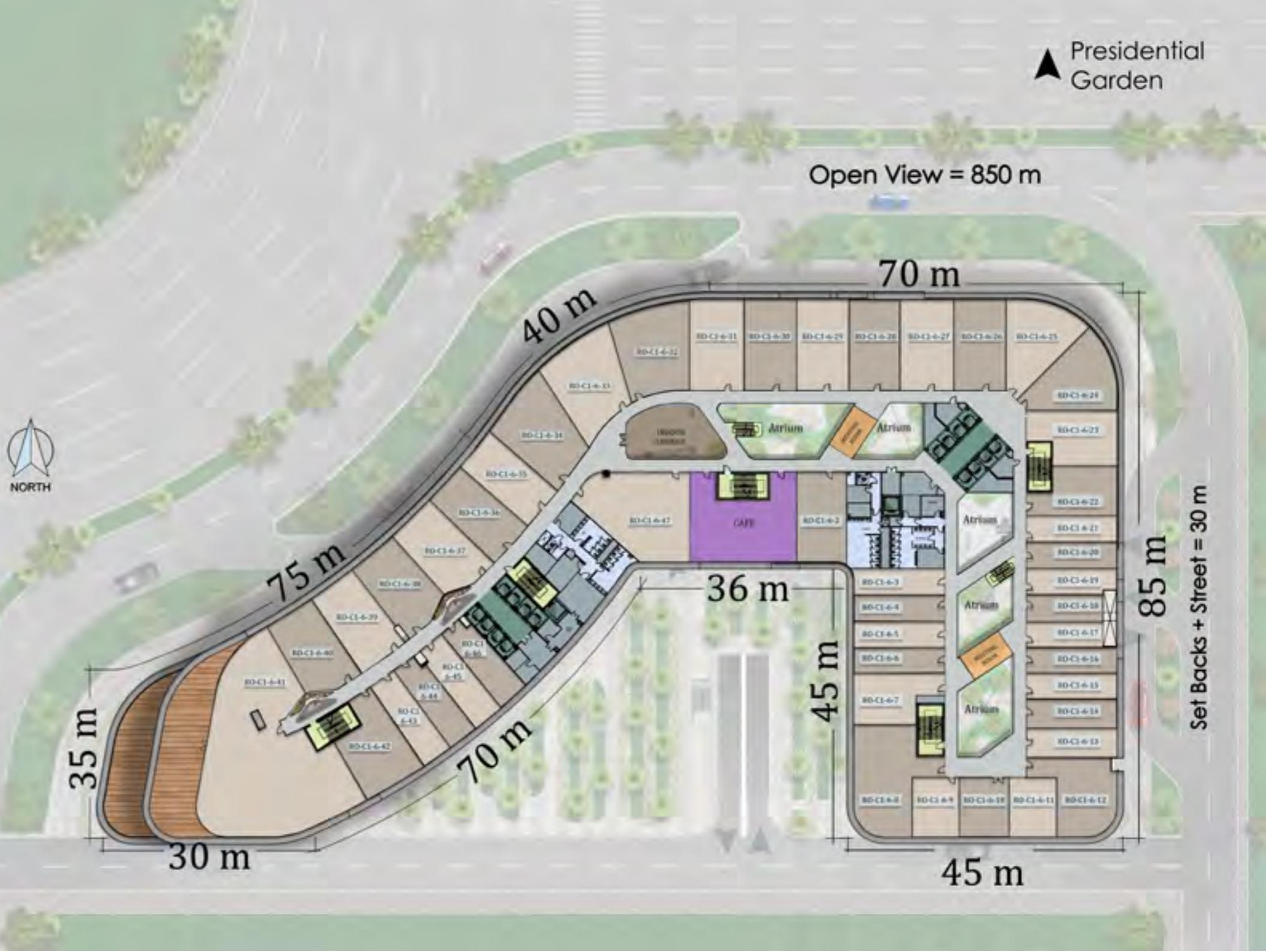
# FIFTH FLOOR

- Offices
  - Stairs
  - Elevators Area
  - W.Cs
  - Cafe
  - Meeting Rooms
  - Lounge



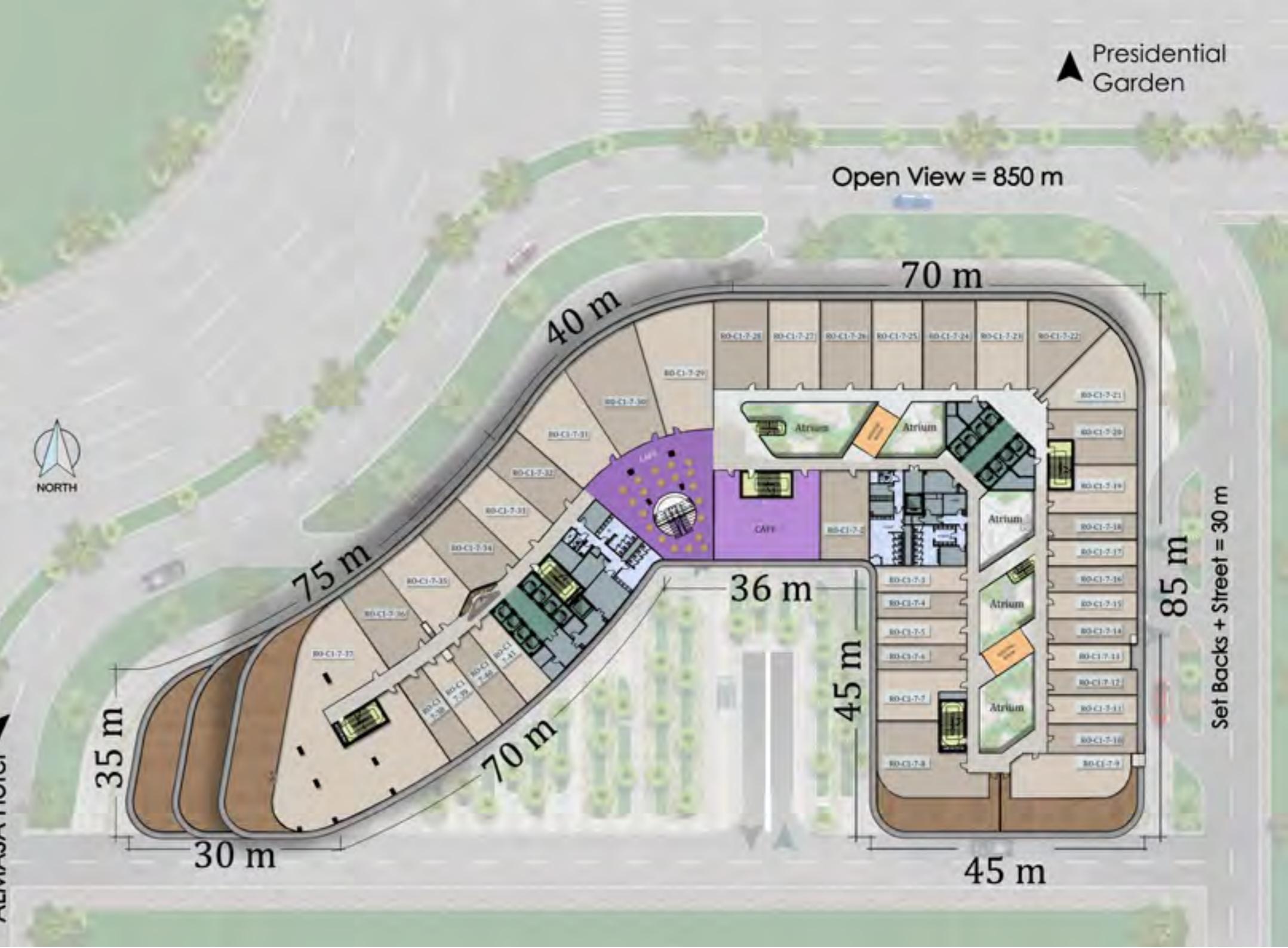
# SIXTH FLOOR

- Offices
- Stairs
- Elevators Area
- W.Cs
- Cafe
- Meeting Rooms
- Lounge



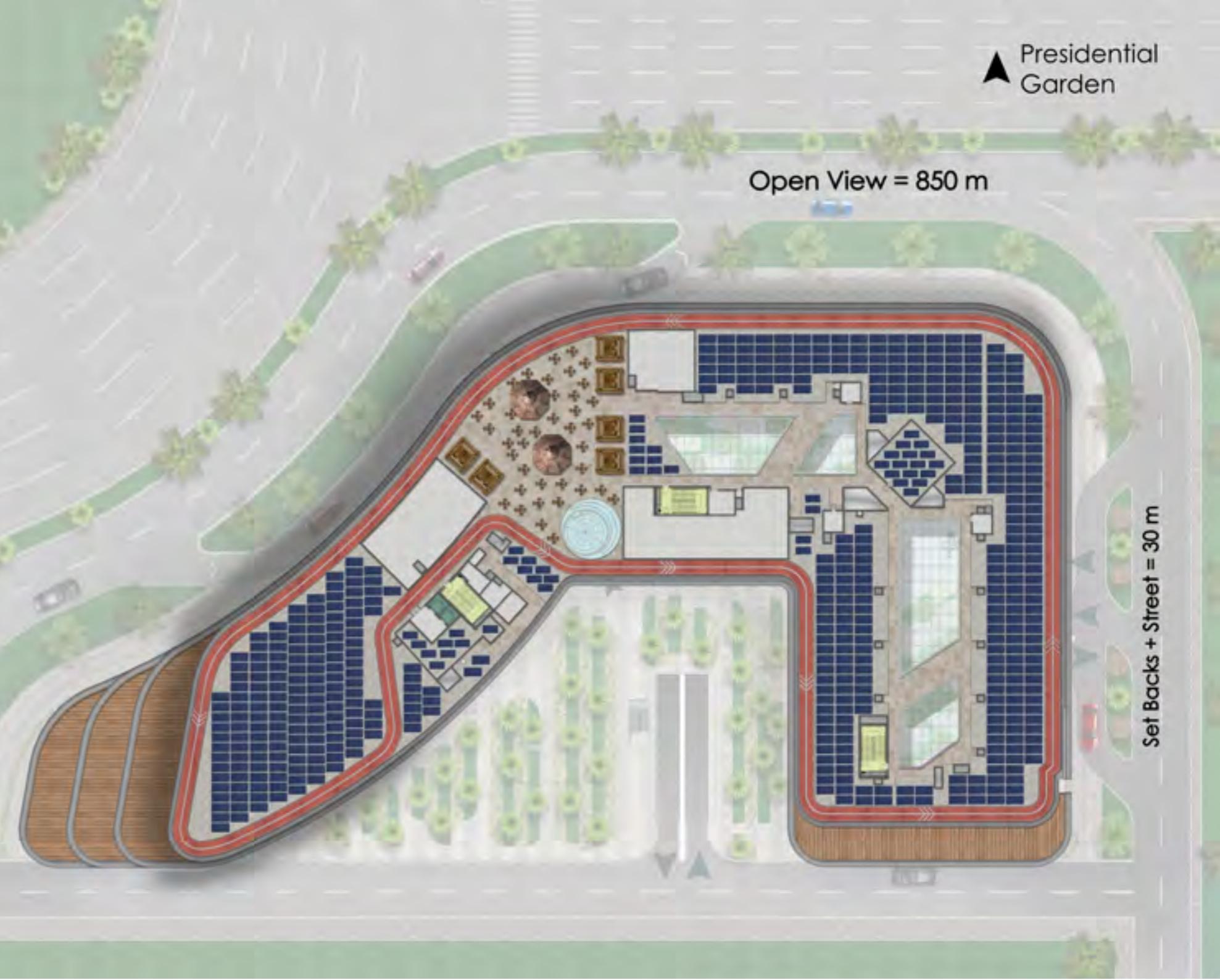
# SEVENTH FLOOR

- Offices
- Stairs
- Elevators Area
- W.Cs
- Cafe
- Meeting Rooms
- Lounge



# ROOF FLOOR

- Sky Light
- Stairs
- Elevators Area
- Jogging Track
- Solar Pv Panel
- Pergola



# Contact Us

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