

THE FIRST  
DYNAMIC

WEEO

COMMERCIAL  
COMPLEX.



welcome  
to the family







Welcome to a family that is deeply-rooted with a commitment of establishing communities where individuals can grow together.

JUZUR means roots, incorporates the essence of connection and strength. We grow roots in prime locations, build sustainable projects and turn every development into an ecosystem filled with unity. We're a developer that stays connected to their roots; supported by a blend of visionary local and international founders bringing an exceptional mix of experiences to the table where everyone feels part of the family.

# JUZUR



# Word From Our Chairman

As a family, we are dedicated to developing communities that thrive on the eighth fundamentals of root development: Culture, Standards, Passion, Values, Love, Joy, Character, and Unity. We are guided by four main pillars that help us create environments where individuals can flourish and build lasting relationships: People, Places, Purpose, and Plot.

Our personnel possess extensive expertise in construction, engineering, and project management, ensuring that each project is executed with precision and excellence. At JUZUR, our diverse team's collective knowledge and experience are pivotal in shaping sustainable developments that resonate with the community's needs and aspirations.



WELCOME TO

THE

WORLD





# The Newest Member of JUZUR'S Family

NEO is an innovative commercial area and a vibrant hub for business, leisure and entertainment that is big on digital innovations.

NEO, derived from the Greek word Neos, meaning <new,> signifies our commitment to redefining the urban landscape with contemporary flair.



# A Brand Neo Experience

New and fresh family members always come with futuristic concepts, just like NEO, that is also inspired from “The Matrix”, with a bold step towards creating visually captivating commercial spaces.

NEO creates an engaging and visually stimulating environment through dynamic screens on its buildings that serve as advertising, interactive displays, and real-time information updates so that everyone can tell their story.



Experience the  
First Dynamic  
Commercial  
Complex that is  
Central,  
Innovative and  
Captivating



Our commercial component features a vibrant mix of retail units; all positioned to give our visitors the ultimate experience.





Healthcare, we have  
specialized clinic modules for  
modern medical practices.





**Additionaly offices and workspaces  
for startups and established  
corporate entities.**



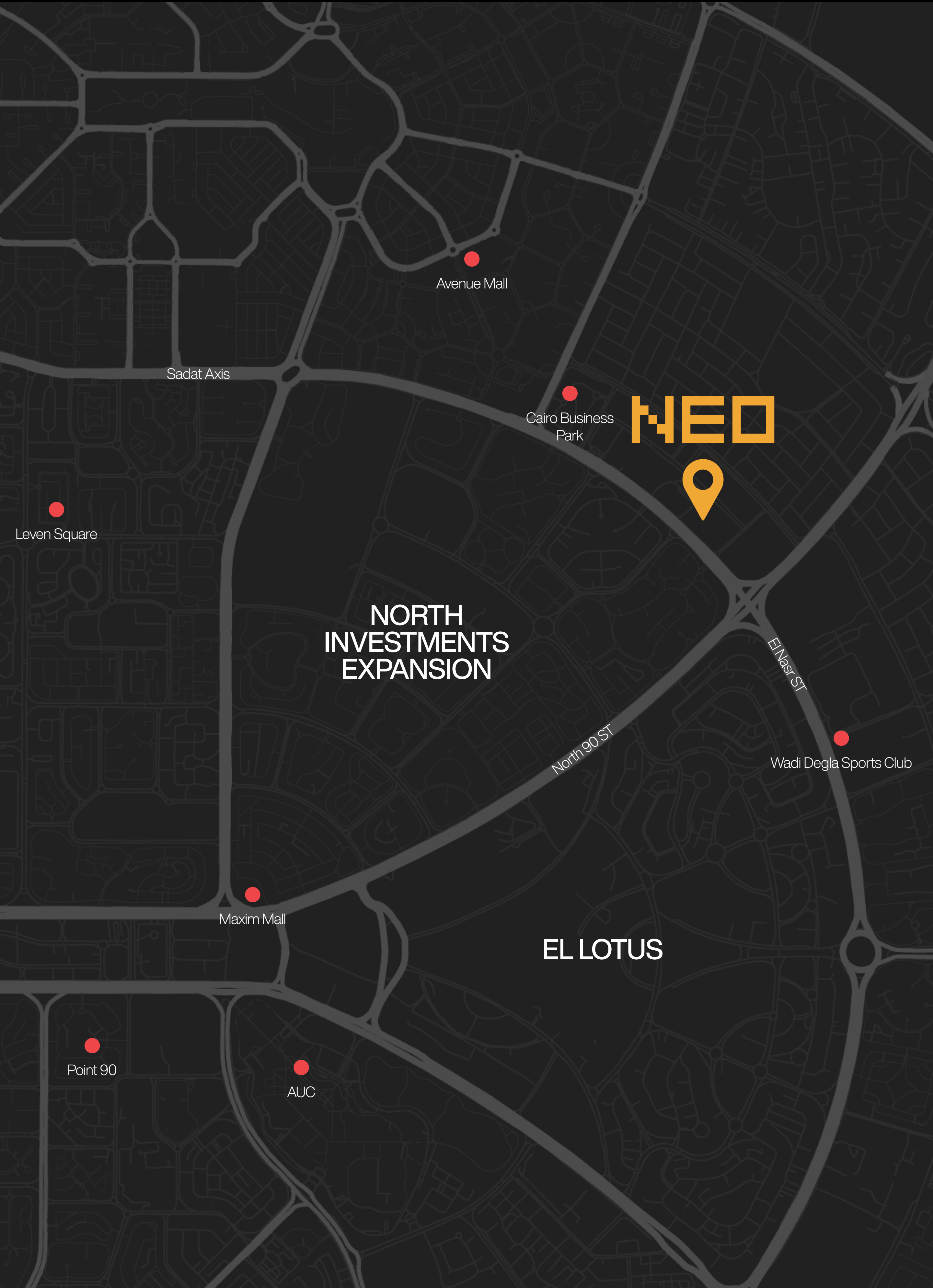


# Location & Masterplan



# LOCATION

NEO is located in a prime district in New Cairo surrounded by well-known landmarks and attractions just minutes away from Al Rehab, Palm Hills Katameya, Waterway, Ahl Masr Hospital, and New Capital.





# MASTERPLAN

NEO is designed to create a truly interconnected live-work-play ecosystem, where every element complements the next to offer a holistic experience for our visitors.





# Land Size

The landscape design spans 4.5 acres, combining functionality and aesthetics with shaded pathways, window display pods, a water maze, and greenery.

What differentiates NEO as a commercial center is that it's made fully of digital screens, creating a unique and immersive experience for visitors.

It offers comfortable areas, artistic exhibits, interactive features, tranquility, and stimulating views for a dynamic environment. Surrounding these spaces are pockets of greenery that provide tranquility and balance, while the offices benefit from views of this thoughtfully curated landscape, fostering a serene yet stimulating work atmosphere.





**NEO has an unparalleled scale that allows for the seamless integration of its diverse commercial and lifestyle offerings.**





**With this generous site size, people can experience unmatched luxury through spacious open spaces, recreational amenities, and pedestrian-friendly pathways.**



# Project Breakdown

Our buildings are designed with 80% of their exteriors covered in a dynamic mix of three screen types: MESH screens covering the upper sections, LED screens at the lower levels, and striking 3D screens on the facades, creating a visually captivating and functional design.



# THE FIRST MODULE

Consists of 40% retail units ranging from 35 to 50 sqm, complemented by 35% administrative units of 30 to 40 sqm.

# THE SECOND MODULE

Provides larger retail spaces of 51-100 sqm (40% of total) paired with 40-50 sqm admin units (25% of total).

# THE THIRD MODULE

Features 20% of units over 100 sqm in the retail category, and 10% admin units exceeding 100 sqm.





# EXPERIENCE

Something Else.





“EXPERIENCE A  
MULTI-FACETED  
BRAND.”

Experience A Multi-Use Hub In New  
Cairo; Combining Admin With Retail,  
Leisure and Entertainment.





# WHERE

NEO takes the concept of a truly integrated live-work-play community to new heights, offering an unparalleled array of amenities that cater to every

aspect of one's lifestyle. Our thoughtfully-curated amenities span the realms of entertain, play, eat, shop, discover, and enjoy.

# EVERYTHING'S NEO





NEO is where you

# UNWIND

At the heart of the NEO experience lies an oasis of wellness and relaxation. It's where people can unwind at NEO's state-of-the-art facilities and enjoy the breathtaking views.





NEO is where you

# INDULGE

Dining at NEO is an exceptional experience. Featuring a portfolio of international franchises making their debut in Egypt, NEO invites you to savor authentic delicacies, indulge in gourmet burgers, or sip artisanal coffees, all while enjoying a truly exceptional sensory experience.







Pedestrian connectivity and walkability are at the core of the NEO's master plan. Meticulously designed pathways and promenades invite visitors to explore the development on foot, discovering hidden gems and unexpected delights around every corner.

NEO is where you

WANDER



NEO is where you

# INDULGE

Shopping at NEO is an unparalleled experience, with the development offering a mix of boutiques, stores, and flagship retail destinations and international retailers. Anchored by leading global and regional brands, our commercial zones cater to diverse shopper preferences - from high-end fashion and accessories to specialty home goods and tech.







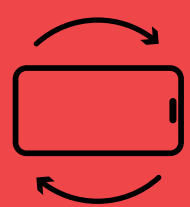
At NEO, the spirit of exploration and discovery is woven into every aspect of the development. Curated art installations and interactive public spaces invite visitors to engage with the project's vibrant culture and community. Each visit to NEO promises to unveil new delights and unique experiences that keep visitors coming back for more.

**NEO is where you**

**DISCOVER**



# PORTRAITS OF OUR FUTURE



please rotate your mobile  
for a better experience

















PRO

HERBERT

SIGNAGE & CHANGE

SIGNAGE

















AMIN

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MARS HOTEL THE RULES

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# FLOOR PLANS



# Planning

# AREA PROGRAM

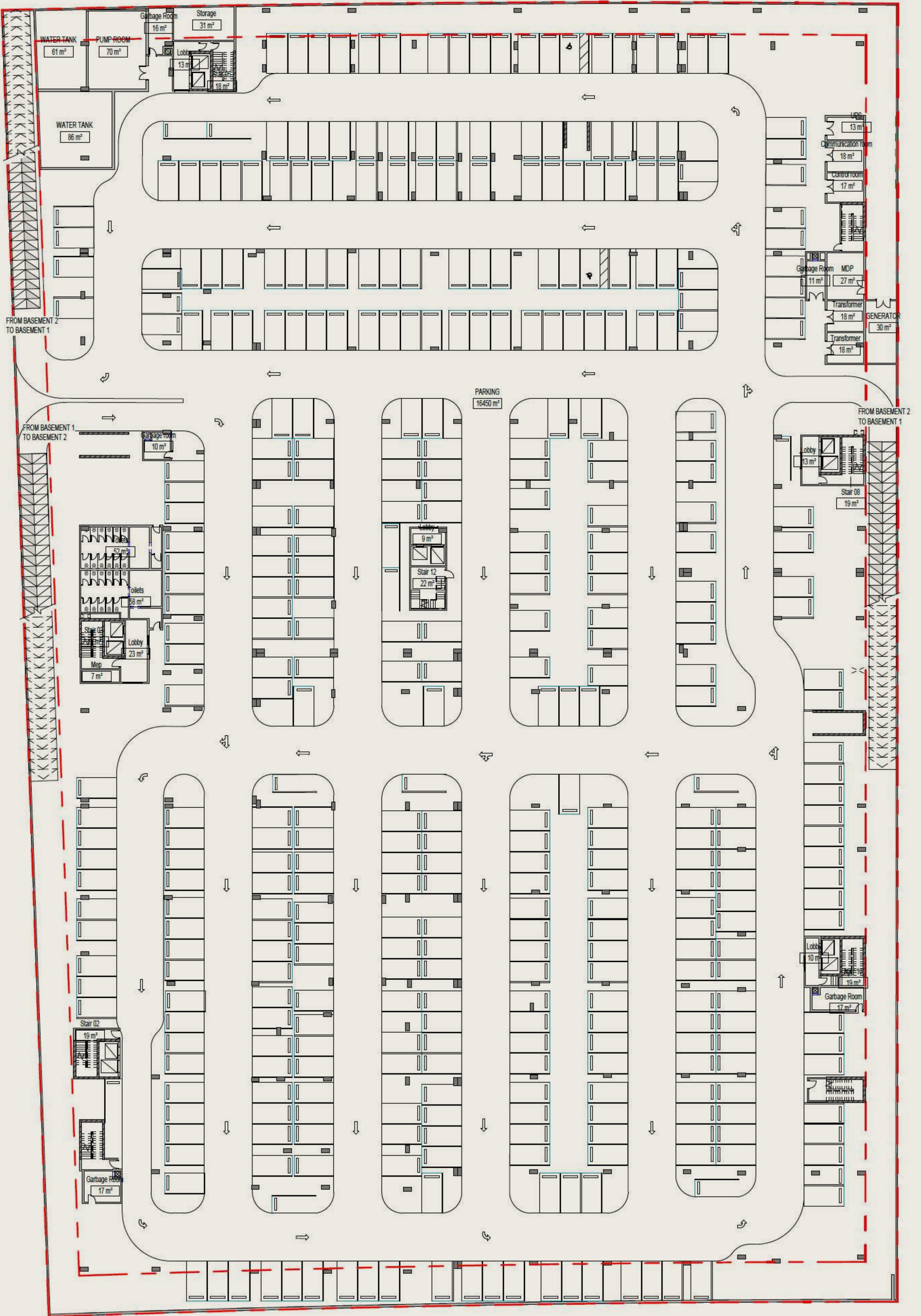
Floor	Floor Area	Sellable Area	Services	Terraces	Efficiency
Basement 1	17,823m <sup>2</sup>	3,540m <sup>2</sup>	838m <sup>2</sup>	851.6m <sup>2</sup>	20%
Ground Floor	7,461m <sup>2</sup>	6,697m <sup>2</sup>	789m <sup>2</sup>	2,195m <sup>2</sup>	89.8%
First Floor	7,225m <sup>2</sup>	4,479m <sup>2</sup>	2,746m <sup>2</sup>	1,421m <sup>2</sup>	62%
Second Floor	5,684m <sup>2</sup>	4,397m <sup>2</sup>	1,287m <sup>2</sup>	1,155m <sup>2</sup>	77.4%
Third Floor	5,156m <sup>2</sup>	3,969m <sup>2</sup>	1,187m <sup>2</sup>	85m <sup>2</sup>	77%
Fourth Floor	4,913m <sup>2</sup>	3,724m <sup>2</sup>	1,189m <sup>2</sup>	245m <sup>2</sup>	75.8%

Allowable in 4th Floor = 2,767 m<sup>2</sup>  
Additional Area = 2,146 m<sup>2</sup>

TOTAL BUA	33,979m <sup>2</sup>	26,806m <sup>2</sup>	7,863m <sup>2</sup>		78.9%
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# Basement





# Lower Ground

EXIT FROM BASEMENT 2  
TO BASEMENT 1



FROM BASEMENT 2  
TO BASEMENT 1

FROM BASEMENT 1  
TO BASEMENT 2

FROM GROUND  
TO BASEMENT 1

EXIT FROM BASEMENT 1  
TO GROUND



# Upper Ground

EXIT FROM BASEMENT 2  
TO BASEMENT 1



EXIT FROM BASEMENT 1

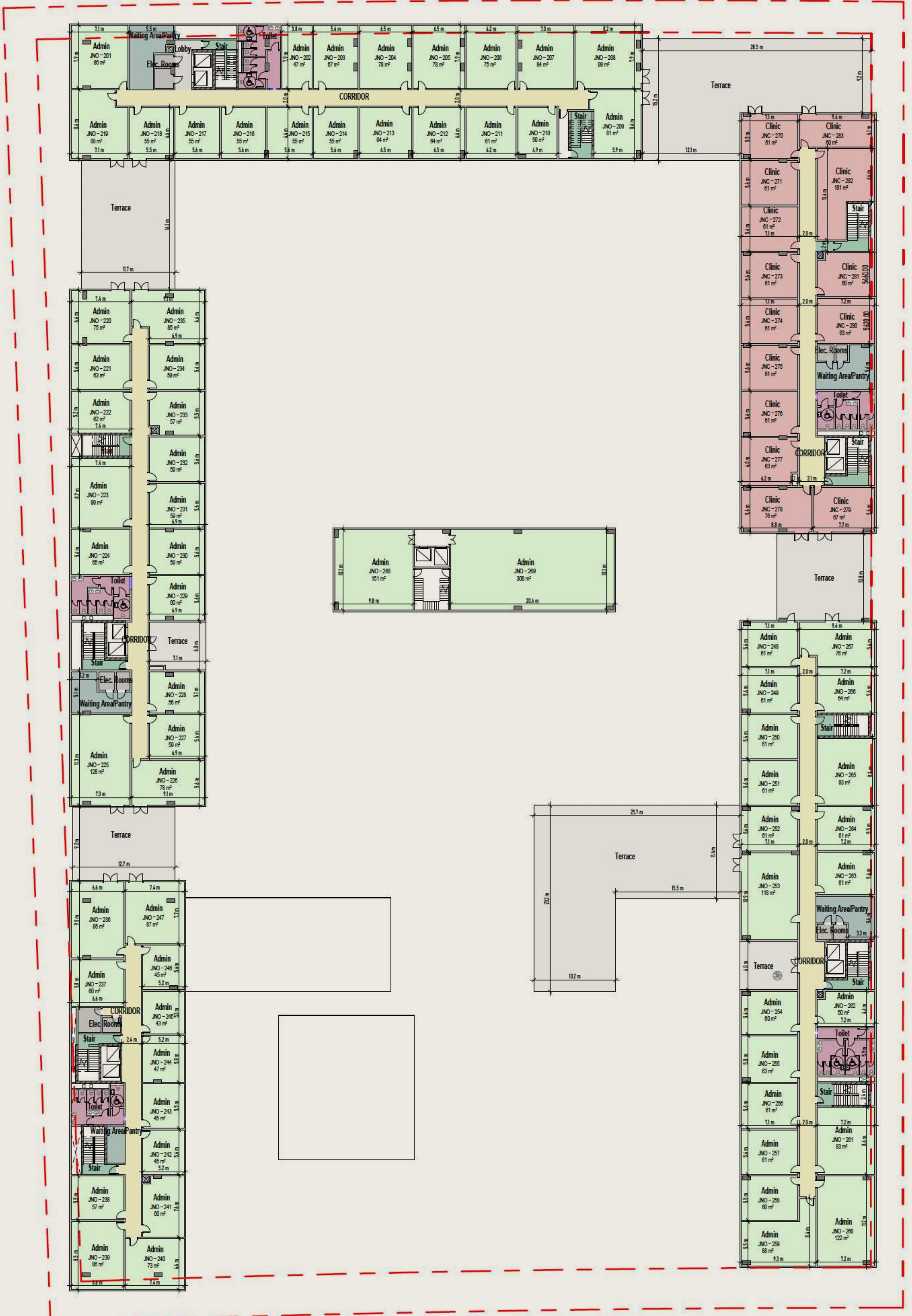


# First Floor



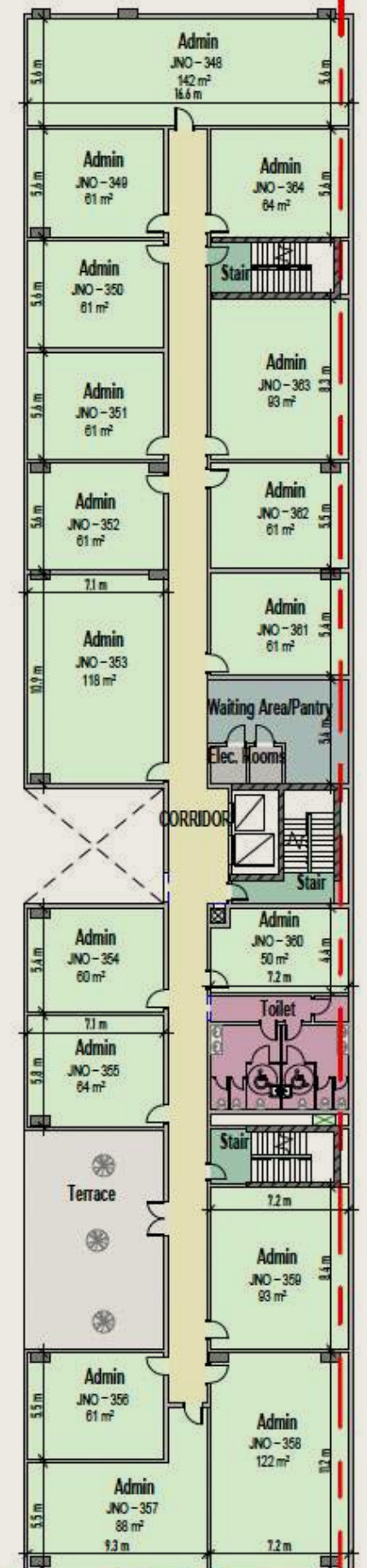
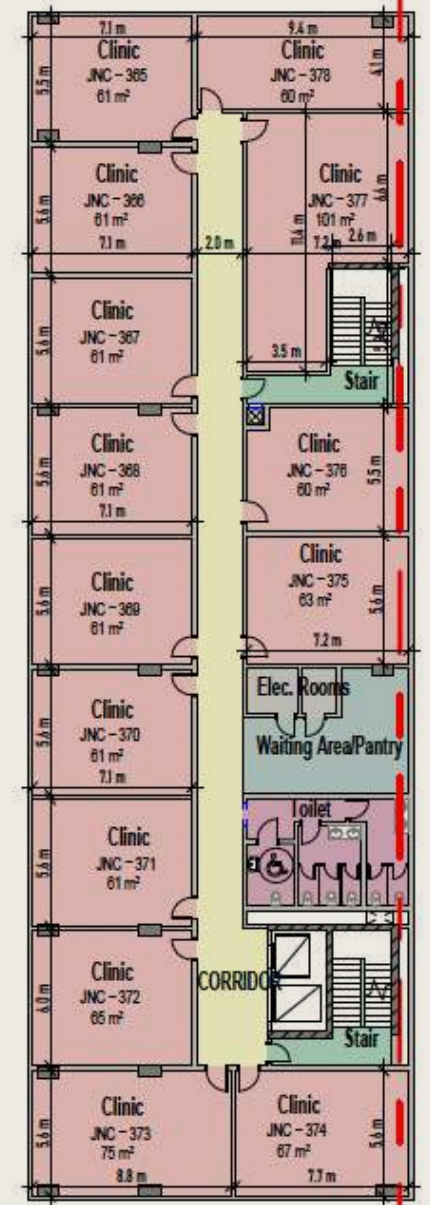
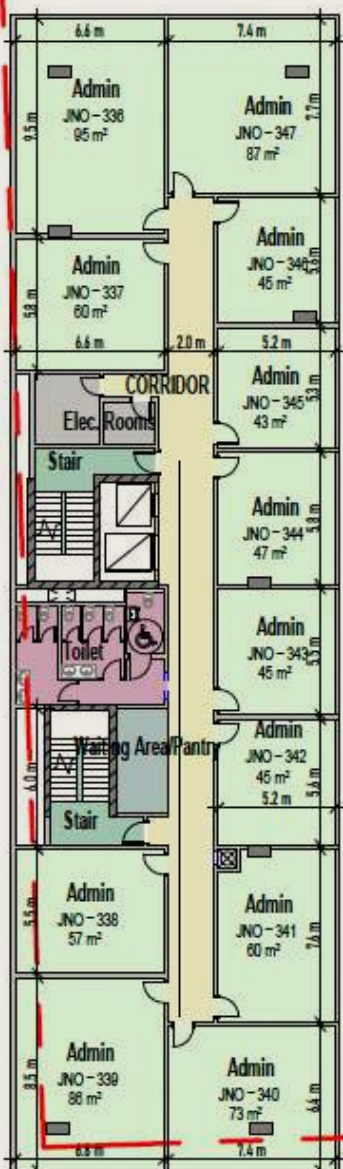
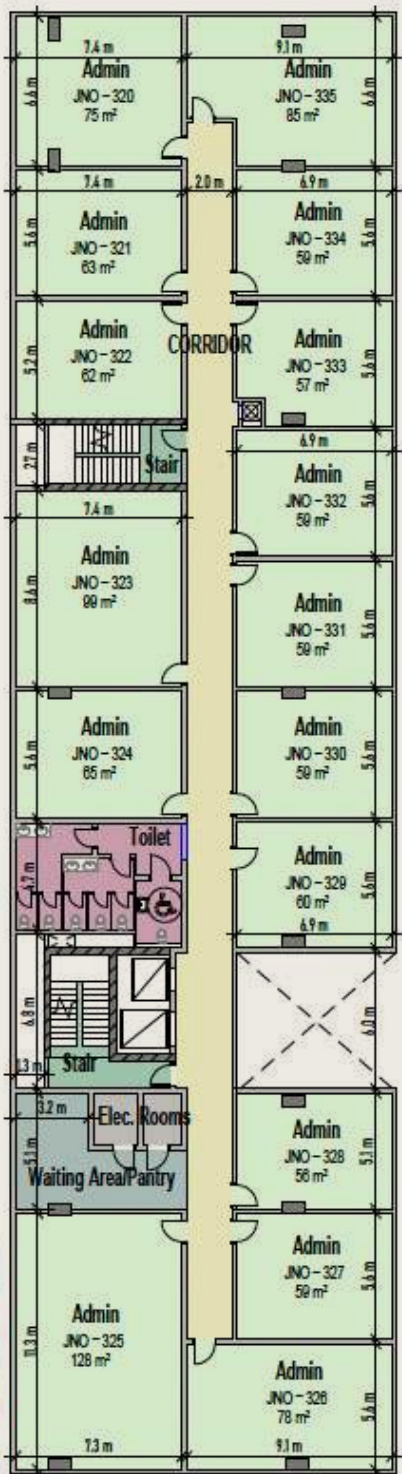
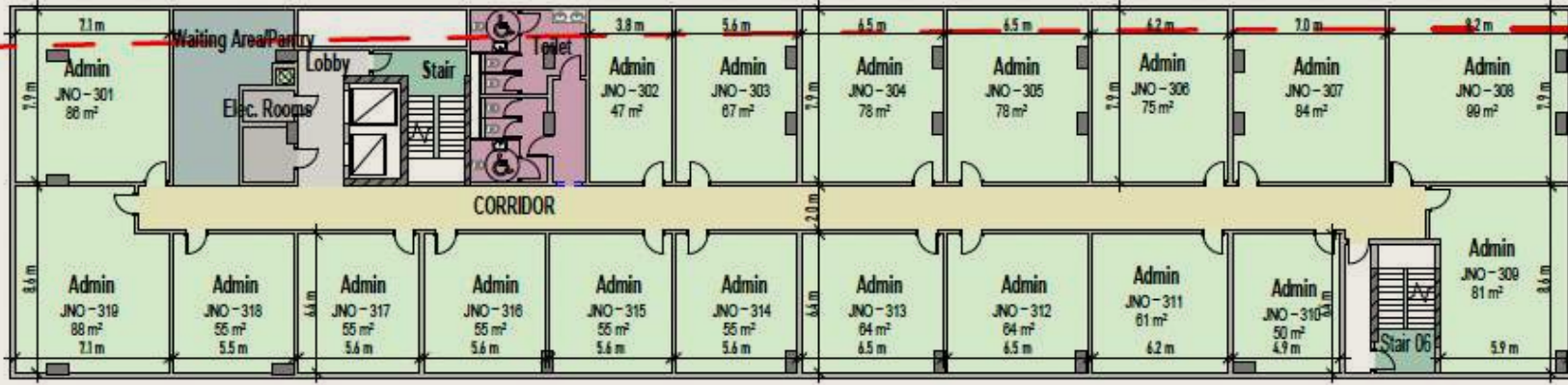


# Second Floor





# Third Floor





# Fourth Floor

