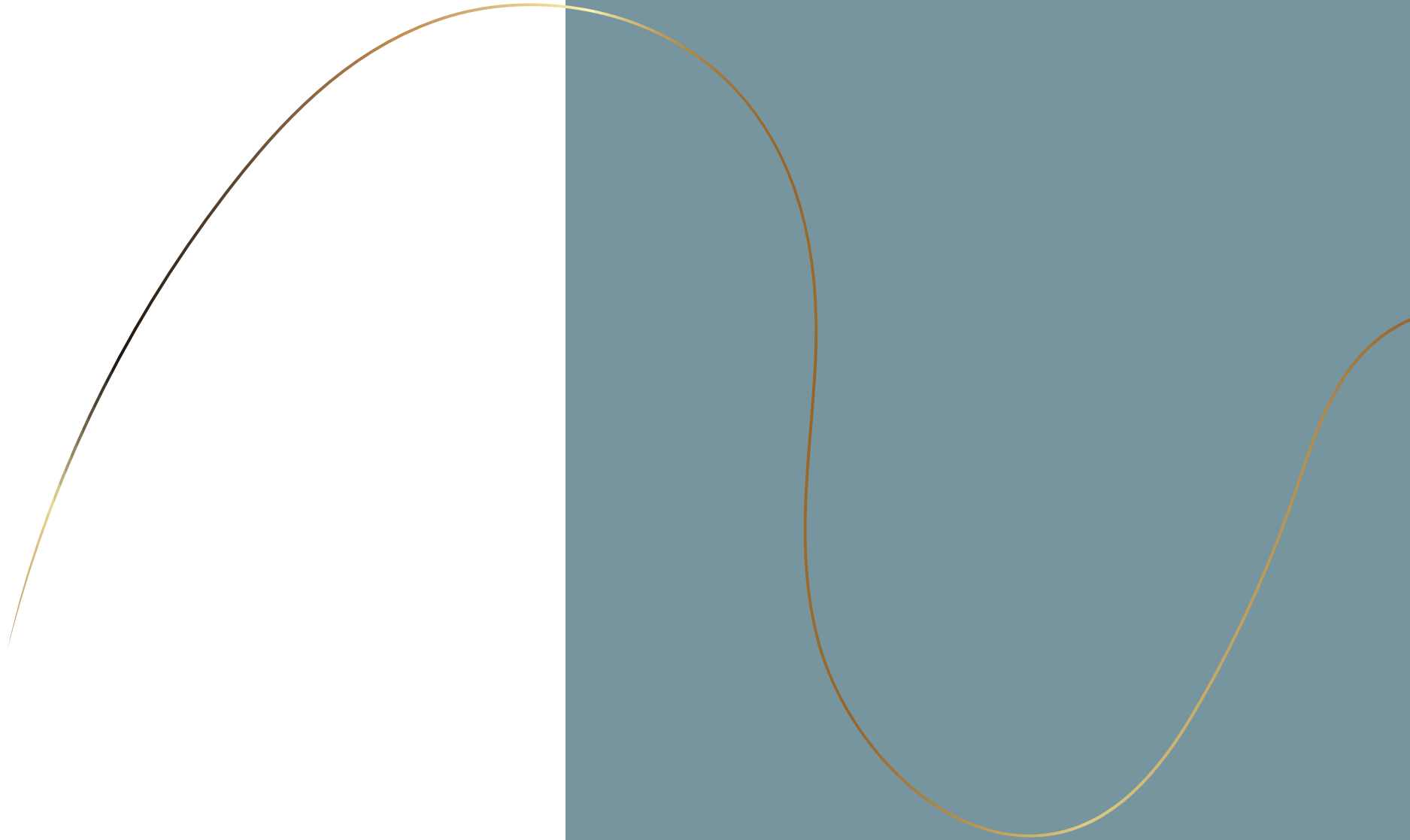


# ROCK GOLD


*for the timeless you.*





*We are enchanted by rarity,  
it is destined for the unique,  
those who redefine living,  
who embrace differentiation,  
those who live, act and feel timeless.*

**Rock Gold,**  
*for the timeless you.*

A close-up photograph of a golden Egyptian sandal, likely made of bronze or gold, resting on a blue, textured surface. The sandal features a simple, elegant design with a thin strap across the foot and a pointed toe. The background is dark, creating a dramatic contrast with the golden sandal. The lighting highlights the metallic sheen and the texture of the surface.

*“Conceal your heart, control your mouth. Beware of releasing the restraints in you; Listen if you want to endure in the mouth of the hearers. Speak after you have mastered the craft.”*

Muata Ashby / Ancient Egyptians

And while we conceal our deeds to genuineness and love, we shall together look into our ancestors and walk their steps into perfection and strive to embrace this golden opportunity to nurture our golden connection,

*To build a legacy that lives far beyond living...*



*For the love of the craft,*

THE FIRST JEWELRY MALL  
IN NEW CAIRO

[www.mission235.com](http://www.mission235.com)





## Formidable...

---

Enticing, the smooth reflections on the shiny spreads of opal, enchanting aged-gold brackets on the picturesque facades; a swing of imagination between the beams of your dreams and the shades of your longings.

The diamond-rare selection of sheer luxury, reinterpreted to craft the masterpiece of your lifestyle; what we call a senses' retreat in the realm of a silky euphoria, extracting scents of existence abounding into your world...

*Here is an essence of your next journey,  
Rock Gold.*

# Harmonious...

A captivating setting tinkles your imagination, a symphony of contemplating offerings brings your endeavors together.

Rock Gold's ensemble of artifacts, contemporary, modern and everyday jewelry brings sparkles to your taste, as it mingles with an accompaniment of a luxury compendium of elite brands; from watches, sunglasses, accessories, fashion, wellness, fitness, beauty care, skin care, nail care, perfumery, spa, jacuzzi, gifts, confectionery, flowers, VIP concierge, child care, selective home accessories and all what a luxury lifestyle commands.

Our mix of selective brands blends in harmony to offer you an all-round fulfilled experience; reflecting your life aspirations and rewarding your notable achievements.

*Here is a good addiction to come,  
Rock Gold*







## Rewarding...

Satisfaction is heart-made, heart-delivered and heart-felt. We believe in the power of thoughtfulness in everything we do. A state-of-the-art destination can only be complete with a tailored experience in every touch point of your journey at the Rock Gold.

And to cherry the top, we're aligning with our family of brands to offer you way more than shopping and lifestyle. Our shopping experience team has developed a full suite of rewards every time you journey with us. From an elite loyalty program, occasional prizes, out-of-mall rewards, year-round promotions and of-course jewelry gifts to add a flare to your experience.

*Here is a grace of sharing and togetherness,  
Rock Gold*

# Contemplating...

Beauty Clinic  
Dental Clinic  
Physiotherapy  
Beauty Spa  
Nail Spa  
Sauna  
Jacuzzi  
Massage  
Hair Styling  
Luxury Fashion  
Fitness Apparel  
Shoes  
Bags  
Accessories

Sun Glasses  
Watches  
Fine Dining  
Casual Dining  
Confectionery  
Chocolatier  
Coffee Shop  
Gym  
Child Care Center  
Flower Shop  
Banking  
Concierge Service  
Nightlife  
Complementary Luxury





[www.mission235.com](http://www.mission235.com)

















*Define*



*Refine*



*Redefine*





[www.mission235.com](http://www.mission235.com)

# Prime

Amidst the most prominent landmarks of New Cairo, at the heart of the Golden Square, along the extension of Ben Zayed Street, a stone-throw away from AUC.

Quadrable accessibility from Ring Road, Cario-Suez Road, East Ring Road and Ain El Sokhna Road.

Nested in an ample circle of the renowned residential compounds of New Cairo:

Mountain View 2  
Lake View Residence  
SODIC Vilette and SODIC Eastown  
Mivida  
Hyde Park  
Katameya



# Golden Figures

---

40,000

Sqm Built-up Area

6,000

Sqm Area per Floor

3,000

Sqm of Landscape

250+

Parking Spaces

5

Floors + Roof

7

Stair Cases

7

Elevators

9

Indoor Lounges

100

Gold Stores

12,000

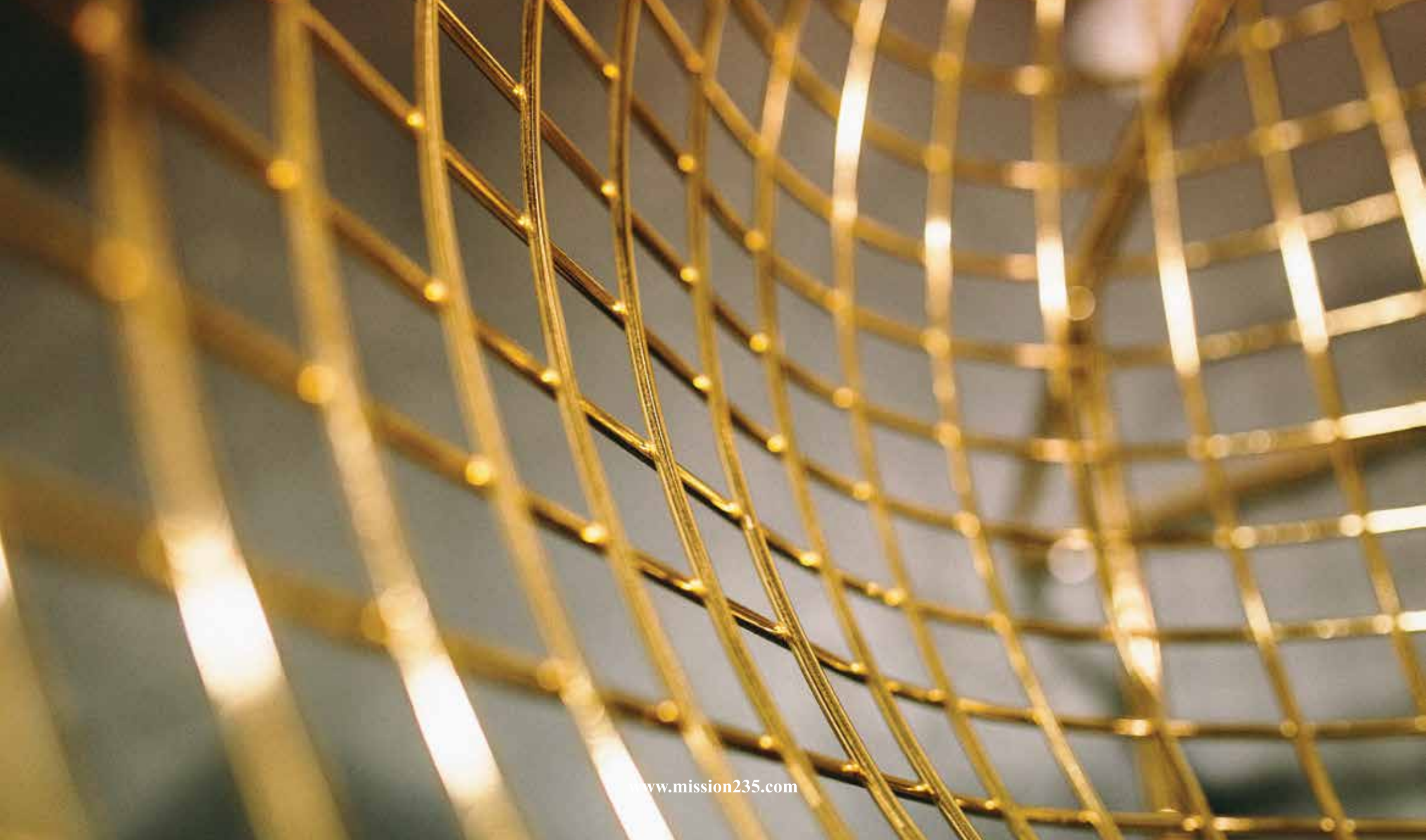
Sqm of Retail Stores

4,000

Sqm of F&B

2023

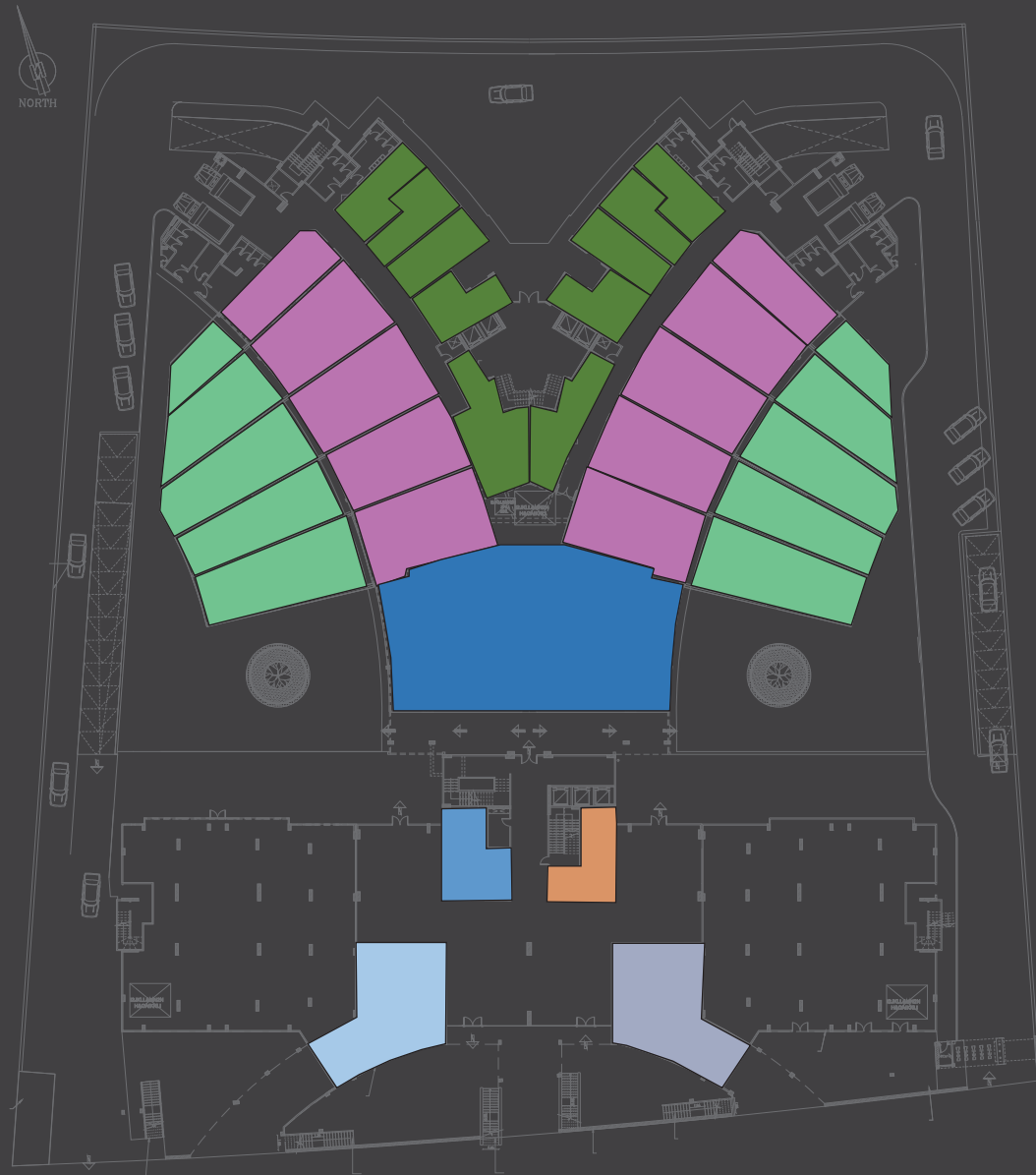
December | Delivery



# Floor Plans

## LOWER GROUND FLOOR

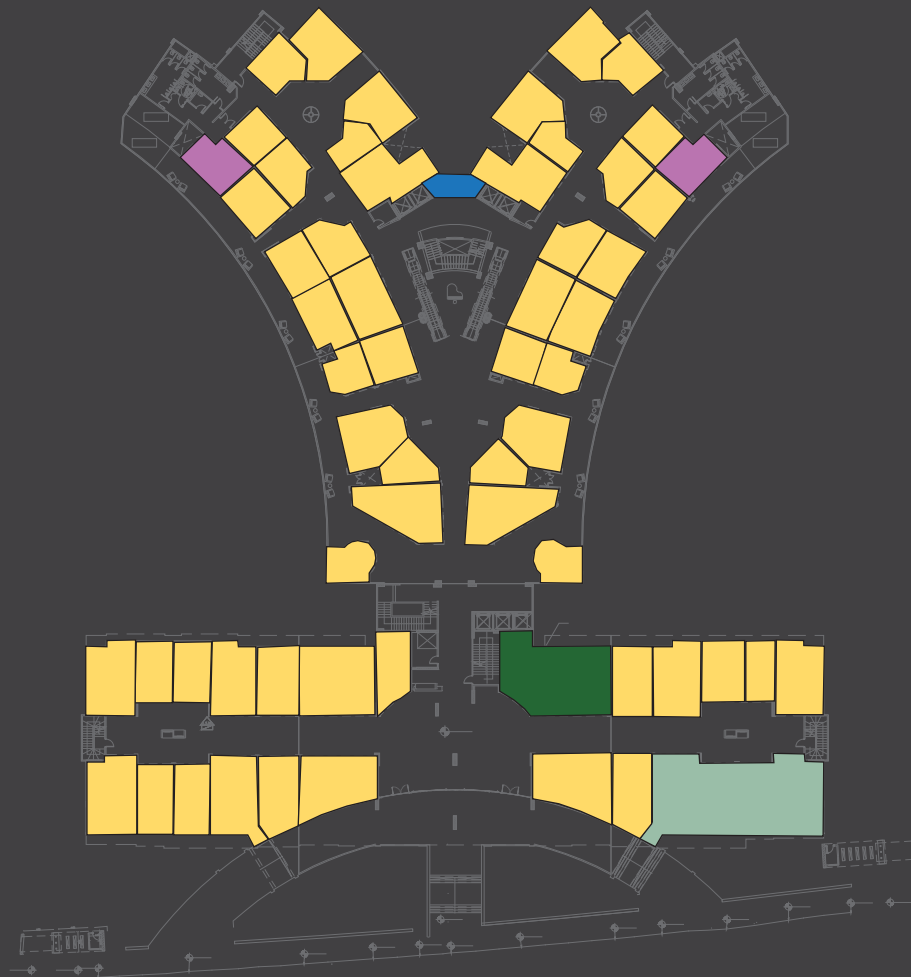
- Food And Beverage
- Eyewear
- Outdoor Areas
- Women Fashion
- Leather Goods & Footwear
- Gifts Shop
- Storage



# Floor Plans

## GROUND FLOOR

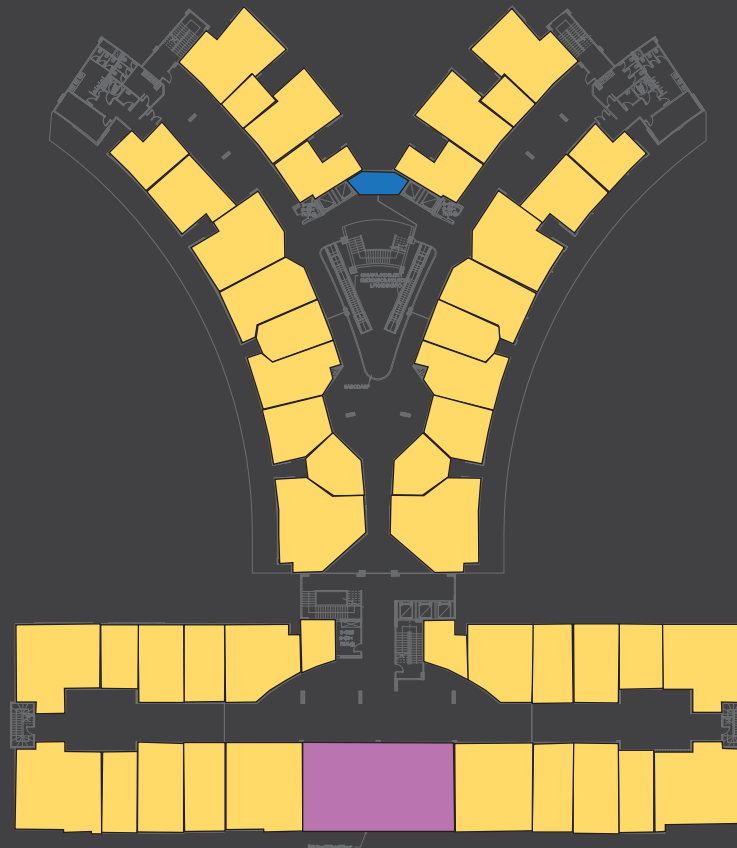
-  Jewelry
-  Bank
-  Pharmacy
-  F&B
-  ATM



# Floor Plans

## FIRST FLOOR

-  Jewelry
-  F&B
-  ATM

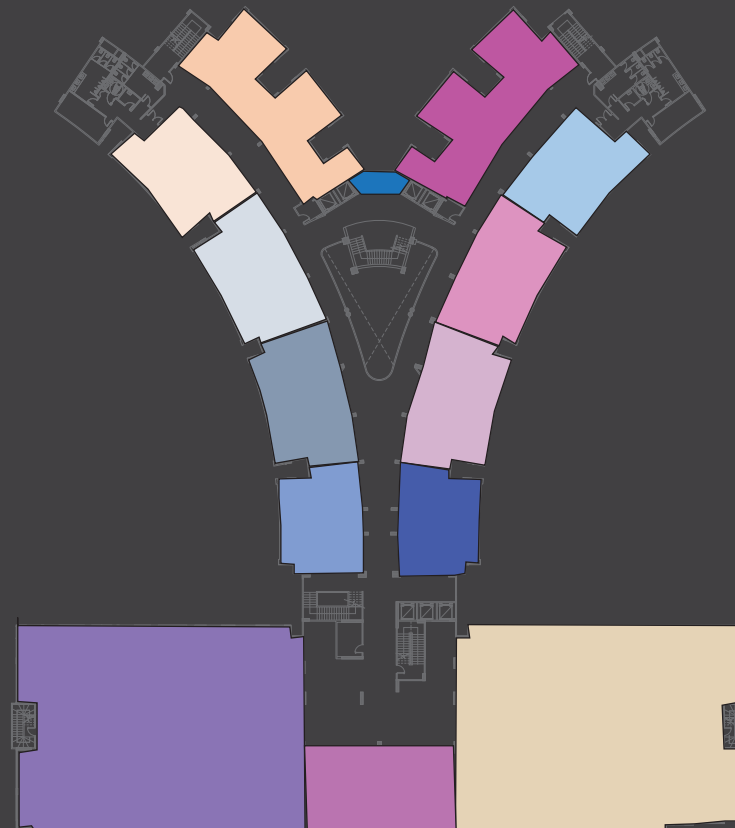




# Floor Plans











## SECOND FLOOR

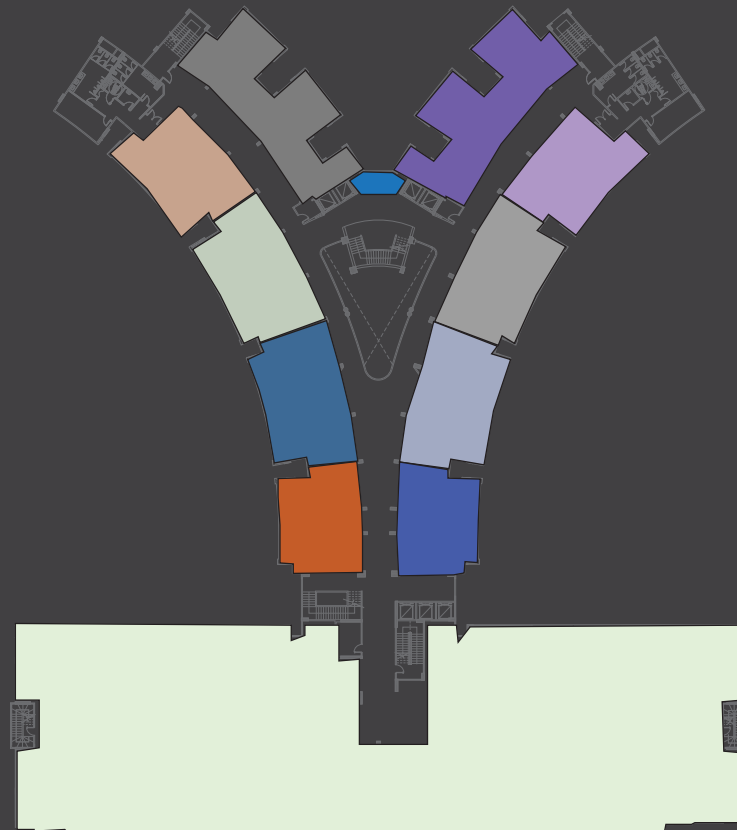
- F&B
- Leather Goods & Footwear
- Skincare Products
- Soiree Dresses
- Laser/hair Removal/solarium
- Sports Wear
- Lingerie
- Perfumery/cosmetics
- Nails Spa
- Beauty Center
- Bridal Center
- Sylist - Tailor - Workshop
- Fashion House - International Designer
- ATM



# Floor Plans

## THIRD FLOOR

-  Gym
-  Sports Wear & Goods
-  Spa
-  Dietitian / Nutrition
-  Beauty Dental Clinic
-  Bath & Body Shop
-  Women Fashion (Yoga & Swim Wear)
-  Chiropractor Therapy
-  Beauty Products
-  Women Tutorial Center
-  Atm





# Facility Management



Bank Security Measures 24/7



Fire Fighting & Fire Alarms



Operation & Maintenance



Central AC



Disability-Friendly Building



Parking Area (250+ Slots)



Valet Parking







GOLD

THE GOLD SHOP



# ELBATATL

## DEVELOPMENTS

We are 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.

### SINCE 1978

Throughout 40 years of operation, we've established a diverse portfolio of signature real estate developments.

### 5 DESTINATIONS

El Batal Developments has stretched its influence across the evolving new cities of Egypt. We own, finance, construct, and develop New Cairo, and New Administrative Capital.







*We strive for success in every development we handle and every investment we're entrusted on.*

Since its inception in 2015, Mission235 has consistently allocated the collective decades of its team's expertise to bring the best-in-class retail development management; with a vast range of services ranging from market research, to investment management, design review, owner representation, facility management, operations, shopping experience, tenant mix, branding, marketing and leasing; topped with technology, offering the latest in the international retail-tech scene.

With success stories with over 20 unique developments in Egypt varied from mixed use, residential to shopping destinations, Mission235 continues to deliver successful projects in completion and leasing fulfillment. Their role with Rock Gold encompasses consultancy, design review, market research, tenant mix and leasing.





*Now Leasing*

LET'S CONNECT

[www.mission235.com](http://www.mission235.com)



## LEASING

lys@mission235.com  
nysf@mission235.com

+2010 333 67 111



[www.mission235.com](http://www.mission235.com)