



ORASCOM
DEVELOPMENT
**KEYS
OF LIFE**

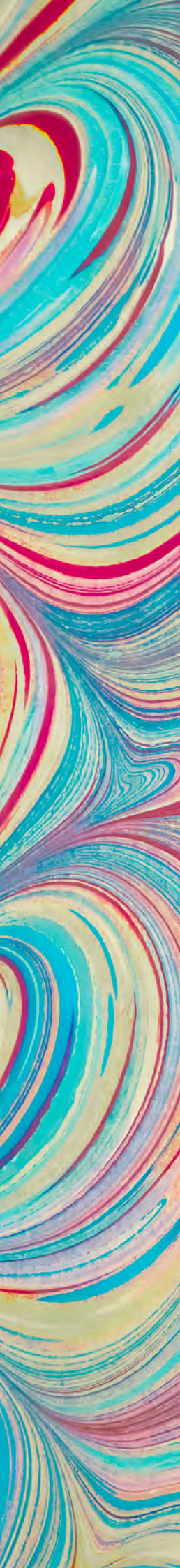
SECOND EDITION

**DEVELOPING
THE FUTURE**



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INTRODUCTION

In this second edition of the **Orascom Development Keys of Life** report, **Developing the Future**, we examine the evolving concept of home, and the changing dynamics of social connections and travel trends on community. Our findings reveal a world where traditional boundaries are increasingly blurred, and people seek greater flexibility in how they live, work, and play.

The rise of nomadic living and “bleisure” travel highlights a shift in lifestyle preferences, where home is no longer tied to a specific location, but carried through experiences and interactions.

Through these insights, we aim to inspire new approaches that contribute to building inclusive and adaptable communities inspiring a collective vision for the future.

LOOKING ACROSS GENERATIONS



MEET OMAR EL HAMAMSY

Group CEO, Orascom Development

As Group CEO, Omar has brought his extensive global experience to deliver record achievements for Orascom Development since he joined in 2020.

Previously, Omar was a Senior Partner at McKinsey & Company. Throughout his 18 years at McKinsey, he led several practices and worked with clients across multiple industries such as high-tech, private equity, logistics, and transportation.

He has extensive experience in advising start-ups and organizations empowering young people. He is an avid pilot in his free time.

“ In **Developing the Future**, the second edition of **Orascom Development Keys of Life 2024**, we capture the major shifts shaping modern life, from the increasing connectivity between nature and homes to blended work-leisure experiences in our communities.

As we look ahead, our aim is to foster vibrant, adaptable spaces that transcend geographic and cultural boundaries and create lasting connections. This research offers a unique lens through which we can understand evolving insights, helping us design communities that help people thrive, no matter where they call home.

WHAT DOES HOME MEAN TO YOU?

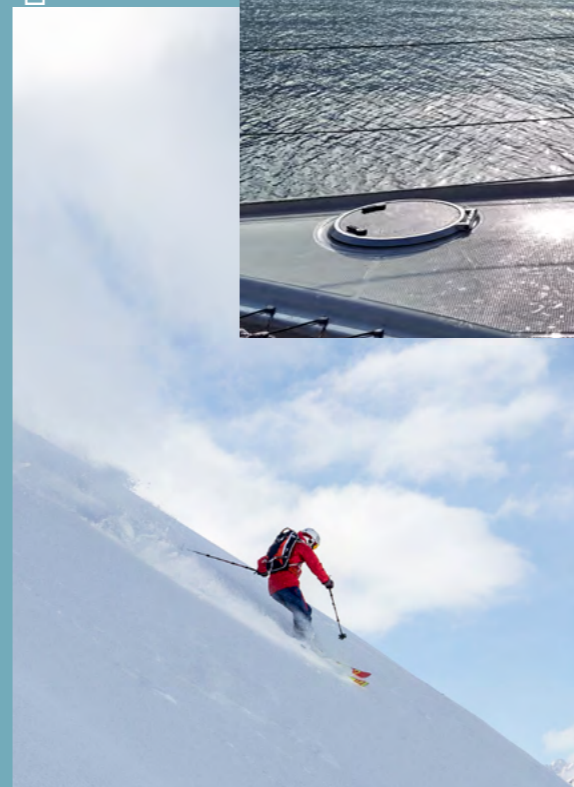
SUSTAINABILITY

TRAVEL

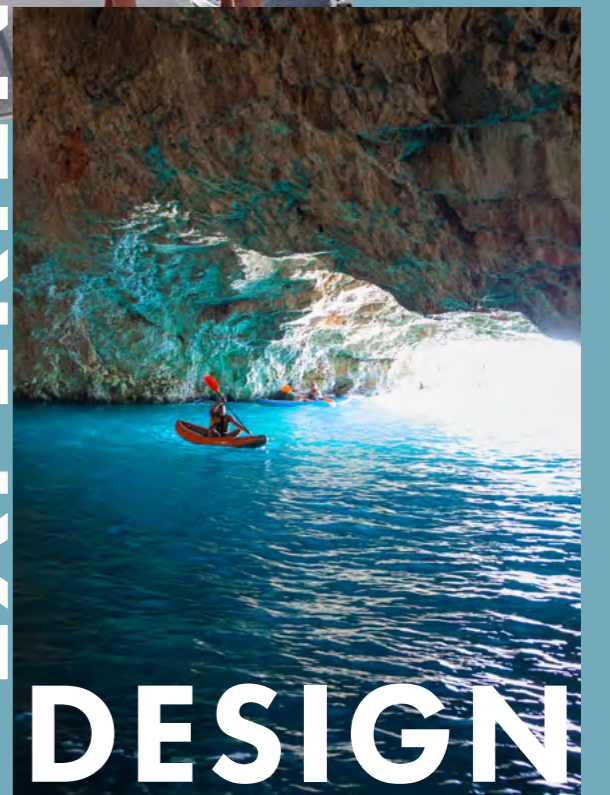


BLEISURE

EXPERIENCE



NOMAD NATURE



DESIGN



85%

**believe it's important to have homes
that incorporate natural elements and
sustainable features**

THE EVOLVING NEST

In the ever-changing world of home design, there's a growing desire to blur the lines between indoors and out as the built environment better integrates nature. There's a clear shift towards nature-centric designs.

Homeowners are creating spaces that place the beauty of the natural world at the forefront through features that range from large windows with spectacular views to indoor plants to outdoor gardens.

Today, we are moving towards a future where architecture helps us live healthier and happier lives.

How we think about the "jobs" that homes do is changing. They no longer just provide places to live, but they are increasingly designed to promote our wellbeing.

This transformation might be even more surprising in an age of advanced technology. It appears that even though technology can present opportunities for an easier life, people value beautiful surroundings more.

76%

choose eco-friendly home features and design

76%

want to have open-access views overlooking communal areas like parks, plazas, or shared gardens

65%

view smart solutions and home automation as important



7 out of 10 view sustainable living as an appealing lifestyle choice today and in the coming 10 years

Sustainability has become a buzz word. Nonetheless, its practice is increasingly leading purchase and living decisions, from using reusable cups when placing coffee orders to choosing homes built to reduce their impact on nature.

While there may be a strong perception that climate change is of most concern among the young, we found all demographics show concern about the environment and climate change.

Levels of concern about the impact of climate change on everyday life are highest among those age 18-24 at 75% but 65% of those age 45+ also shared this opinion





MEET OLIVER HEATH

**Founder, Heath Design Ltd,
global experts in Biophilic Design**

Oliver founded Heath Design Ltd, an architectural & interiors practice that is focussed on designing for the wellbeing of people and planet. It combines three key strands: strategic consultancy, design and thought leadership development.

His work as a designer, writer and TV presenter advocates the use of 'biophilic design' to improve the experience of spaces for both individuals and communities. By supporting physical, mental, and emotional wellbeing they stimulate the adoption of happier, healthier, more productive places to live and to work.

“ How we consider future communities goes beyond just humans, it needs to recognise the complex and interconnected system of life that we are deeply reliant on.

When creating regenerative places and spaces, the focus is on how to create a 'life-centered approach'; designing in a way that makes it possible for all living things to flourish. It must acknowledge the reliance and responsibility we have towards nature to create mutualistic benefits for all.

Supporting the wellbeing of nature, biodiversity and the systems that support us are all critical ingredients for creating regenerative cities. This is how we will move towards a future where humans and nature thrive together.



MEET LUCY CHOW

**Angel Investor, Author,
Gaming and Tech Expert**

Lucy Chow is a future-focused thought leader and advocate directed toward the innovation space, both in terms of supporting founders and as an investor.

HSBC Middle East featured Lucy as one of 75 outstanding individuals, who have contributed to the UAE's rise and role in helping to build the UAE's entrepreneurial ecosystem. Her recently published book, "Changing the Game", highlights the importance of digital technologies (such as gaming) and its relevance to the future of work.

Her role as Advisor, 2022 Female Angels and Representative, World Business Angels Investment Forum is both on increasing funding.

“ I feel that technology is integral to our future and will continue to be transformative.

When you talk about AI, there are still a lot of people who are worrying that their jobs will become obsolete. However, we need to advance far from that conversation and think about how we use AI for our benefit going forward.

Technology and digitization in the community is a gamechanger. For example, if I can pay all my bills in a minute, that's huge. I really value that. Especially if you're a second or third homeowner and you're not in the right country, it can be very time consuming. So, having the correct technology behind the scenes is especially important.

A man and a woman are sitting on a white stone ledge in a garden. The woman is wearing a dark blue dress and a wide-brimmed hat, and the man is wearing a dark blue polo shirt and light-colored shorts. They are both smiling and looking towards the right. The background features a stone wall, a black metal fence, and various green plants and flowers. A decorative black lamp post is visible on the right side of the image. The overall scene is bright and sunny, suggesting a pleasant outdoor setting.

81%

**feel traveling or exploring other areas
outside of their own is important,
which rises to 88% for CEOs**

IT'S A NOMAD'S WORLD

Home is more than a physical location. It's a feeling we carry with us wherever life may take us.

There's been a significant shift in the travel and hospitality industry since the global pandemic. The days of rigid itineraries and pre-booked vacations are rapidly dwindling. Today's traveler craves immersive experiences, and the very concept of "home" is evolving.

There's the rise of the nomadic lifestyle – a modern-day adventure fueled by technological advancements and a yearning for adventure. From digital nomads working remotely to van-lifers roaming the open road, this newfound freedom is reshaping our relationship with place and space. Especially for Gen Z'ers and urbanites, home has become a mobile concept.

Travel motivations are as diverse as the destinations themselves. Today's travelers are often memory makers collecting experiences like souvenirs to share back home, rechargers yearning to escape the daily grind, and foodies exploring the world through one dish at a time.

Preference for a nomadic lifestyle is highest among youth age 18-24 at 78% and lowest among those 45+ at 43%

City dwellers are more likely to embrace this style of living (71%) than those in rural and low-density areas (46%)

INSPIRATIONS FOR TRAVELLING

72% want to collect unforgettable memories and stories to share with loved ones

66% hope to escape the everyday hustle to go on lavish escapes

64% yearn for delicious food

The lines between work and leisure are blurring. Many senior business leaders are combining travel, adventure, and remote work, often called "bleisure."

33%

of people and 53% of CEOs traveled for bleisure in the past year

75%

believe spending time with themselves and keeping their life private is important, which increases to 84% for CEOs

Our desire for exploration and connections seems to be a two-sided coin with a desire to venture outside their comfort zones balanced against keeping their personal lives private. This duality is even more evident among high achievers in business like CEOs.

Perhaps the key to living a fulfilling life is embracing both the thrill of discovery and the quiet importance of self-reflection.

TRAVEL FREQUENCY

8% Never or less than 1 time per year

35% 3-4 times per year

40% 1-2 times per year

18% 5 or more times per year





MEET ADAM CHALLIS

UK Head of Research & Strategy, JLL

Adam’s experience spans over 20 years of real estate advisory with both public and private sector clients.

As the head of JLL’s UK Research & Strategy at JLL, Adam brings together a best-in-class team covering insight, analytics and client public policy advisory, with a particular focus on the role of real estate as a catalyst to sustainable prosperity in cities.

Adam is also a Board Trustee at World Habitat, and Chairperson for their Investment & Finance committee.

“A paradigm shift in our industry that we’re all now coming to terms with is that real estate is simply the backdrop to the human experience.

We are now thinking much more about the experience of cities but from a personal standpoint, and that’s subtle but so important.

Going forward, sustainability must be an embedded part of good real estate delivery, of good placemaking, of good communities, because without it, you create quite a high degree of instability. It’s as simple and powerful as that.



MEET AADITYA SARANA

Executive Advisor, AD Ports Group

A common thread running through Aaditya’s career has been building businesses, economic clusters and brands in developing markets. He has developed business plans, raised funding and operationalised businesses in diverse sectors such as ICT, FDI attraction, theme parks, film studios, real estate and corporate restructuring.

Previously, Aaditya was a Founding Team Member of Dubai Holding and Dubai Development and Investment Authority where he created successful companies like Dubai Internet City, Dubai Development and Investment Authority, Dubai land, Dubai Studio City, Dubai Industrial City, and others that attracted over USD 5 billion of investment.

“A thriving community is built upon developing an enabling environment that attracts diverse people and talent.

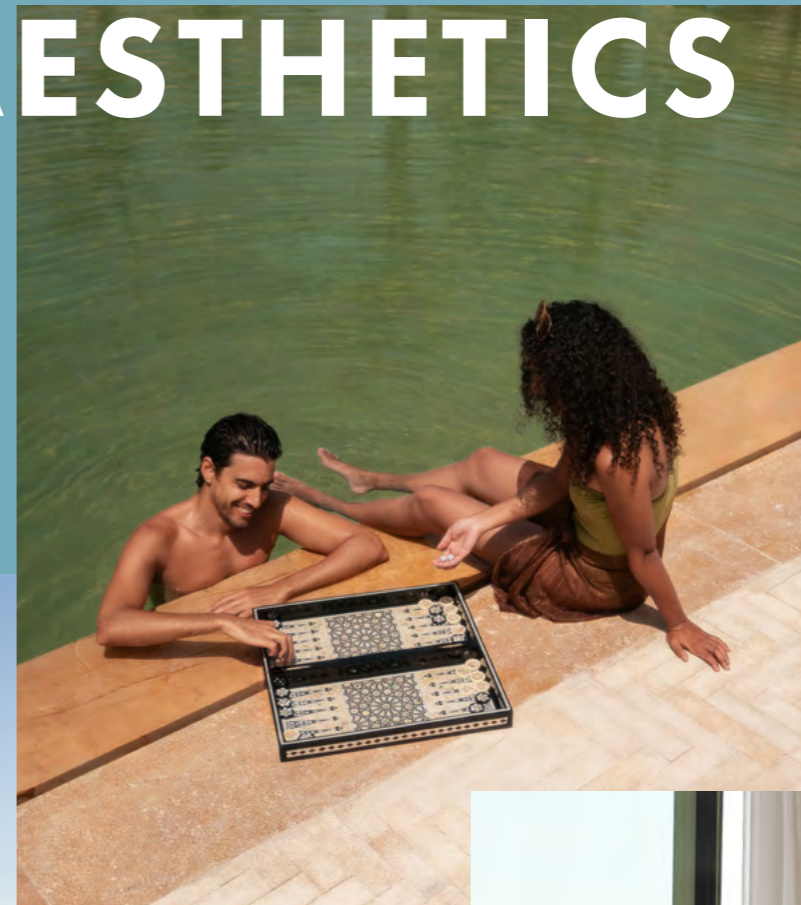
Creating the right social infrastructure, including accessible healthcare, quality education, and enriching cultural elements, is essential. By offering a wide variety of opportunities and experiences, communities can bring together people from different backgrounds who share common interests, nurturing personal and professional growth.

Ultimately, the goal is to make the community a place where everyone wants to be a part of and to live in.

HOW IS SOCIAL CAPITAL EVOLVING?

LEARNING

AESTHETICS



BALANCE
NEIGHBOURS



VIRTUAL
REMOTE



DIGITAL

71%

of people feel most productive when they can choose where to work; dropping to 55% for those sharing a room



ESCAPING THE DAILY GRIND

Perhaps ditching the bland office for a more aesthetically pleasing environment could be the secret weapon against procrastination that we've all been searching for.

Our communities and homes are evolving beyond just shelters. They're becoming sanctuaries that nurture wellbeing, foster meaningful connections, and cater to the diverse demands of contemporary living.

In today's world, achieving a healthy balance between work and personal life feels like a distant dream. While rising working trends like "Portfolio Life" and "Work from Anywhere (WFA)" offer a glimmer of hope, there's a clear pushback against 'Workism'.

79% have a greater desire for work-life balance than in the past 2-3 years

The desire for a fulfilling life beyond work has grown stronger in recent years, with many recognizing its importance for overall wellbeing.

62% report a better balance in life when remote working

Remote work can help with work-life balance, but for many, the real perk is having the autonomy to choose their work environment. This is especially true if you have a dedicated workspace at home. Unsurprisingly, remote work is less appealing for those who share a room with others.

66% of people are concerned about work and income stability; rising to 77% for CEOs

Anxieties about job security and income persist – especially for those in leadership positions.



To accommodate changes in the workplace, more functionality in our communities and homes is required. Home design must now accommodate dedicated workspaces that are functional and visually appealing.

71% of people feel most productive when they can choose where to work; dropping to 55% for those sharing a room

73% agree that they get work done faster in a beautiful environment than an ugly one, with this rising to 89% for CEOs



**MEET
VIKRAM KRISHNA**
Co-founder, Sacred Groves

Vikram Krishna is a seasoned, award-winning banker with more than 28 years of contributing to successful businesses in complex market conditions.

Inspired by the principles of 'inter-generational equity' and driven by his passion to leave behind a flourishing planet for future generations, Vikram co-founded Sacred Groves to protect natural habitats from further destruction.

Vikram is committed to making every effort to leave behind a healthier planet for all. He believes that every individual needs to get involved and start making a difference.

“ I read the book *The 100 Year Life* – about what humans need to do to have the highest probability of living for 100 years from a socioeconomic, political, relationships perspective.

That's when I realized that I needed to reflect on pursuing my passions. So, I asked myself, 'Which were the happiest moments in my life?' And the answer was when I'm walking in the forest...There are stories about forest bathing benefits and I happen to have lived next to a forest growing up...so I thought potentially that's what I want to do.

That's why I decided to start my own enterprise. I was also clear that whatever I do, my family must be part of it. So, for the next 50 years, if I am to live that long, it's important to me that my family feels the same as I feel about what I do.



**MEET
LAURENT GIBASSIER**
MD, Co-Head Strategic Clients & Family Offices,
UK International, Barclays

Laurent co-heads Barclay's coverage of strategic clients and family offices across EMEA to deploy Investment Management, Corporate and Investment Banking solutions.

Laurent has an impressive international career in banking. But to hear him talk is to understand the passion of legacy over counting pounds or Euros.

“ Younger generations are more mobile, more flexible and more focused on sustainability.

Whether it's the future of investments, work or travel, Gen Z'ers just have a different approach. We are back to traveling now as a global community but we travel less than we used to for work, which again may have a positive impact.

Sustainable investments have grown exponentially over the last 10 years, and a lot of that has been through real estate. The next generation thinks much more about their legacy – what they want to leave behind to their families and planet Earth.

A group of skiers in colorful gear are riding a chairlift up a snowy mountain. The chairlift is suspended from a cable and has a metal frame. The skiers are wearing helmets, goggles, and jackets in various colors like red, blue, and yellow. The background shows a clear blue sky and snow-covered mountain peaks. The overall scene is bright and sunny.

70%

would like to have more community groups where they can regularly meet and socialize with community members

WAVE THIS WAY

Are friendly neighbors a thing of the past, or are we just rewriting the rulebook on good neighborliness? And what's the impact on feelings of isolation?

Despite our recent findings from our earlier report, Redefining Community, that people crave connections, it seems the preferred level of interaction with neighbors isn't universal. There might be more to these dynamics than meets the eye – especially when it comes to age and geography. Face-to-face interactions and shared experiences may be a key.

72%

of people randomly waved or smiled at a neighbor in the past year, 51% at a stranger

Overall, 36% of people agree, 'I feel lonely in the area where I live and worry about being isolated'

Attitudes towards neighborly friendliness and social interactions vary significantly by age.

Our seasoned pros (age 45+) seem to have the whole "friendly neighbor" game down to a science – waving and feeling less lonely.

On the other hand, young adults appear to be guarding their friendliness like it's the last lifeline in a game of social survival and honing their Solitude skills. Is it a coincidence that today's youngest adults, who are "digital natives", also view virtual communities as vital?

85%

of 45+ age group have randomly smiled or waved at neighbor in the past year while only 63% of youth age 18-24 did

Loneliness is highest among young adults (age 18-24), with more than half (54%) agreeing, and lowest among those age 45+, with just 17% agreeing

Social behavioral habits varied among geographical locations of where people lived as well.

City dwellers might be scrambling for connections amid the hustle and bustle of the concrete jungle – but it doesn't mean interacting with a stranger!

For those in more idyllic settings, random acts of friendliness can be as common as seashells on the shore and isolation is just a wave that gets washed away by the tide.

46%

randomly smiled or waved at a stranger in cities, which increased to 63% in rural areas

Of the people who feel lonely in the area they live in and worry about being isolated, 42% live in cities while only 21% live in rural areas





15%

of adults took part in a book club in their community in the past year, that figure nearly doubled to 28% for CEOs and General Managers

ESSENTIAL CORNERSTONES OF COMMUNITIES

The education landscape is changing.

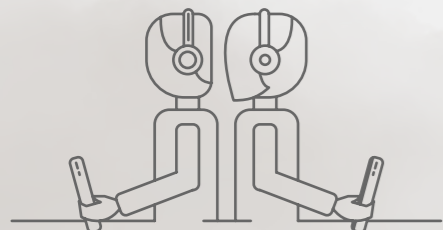
Evolving education systems encourage learners to think beyond theory and traditional boundaries – this seems to resonate more with young adults (age 18-24).

Young adults actively seek out ways to increase their skills and knowledge.

Formal learning platforms – whether in person or online – emphasize critical thinking, collaboration, and real-world applications with a focus on reliable sources. This focus on trustworthiness may be a reaction to the growing concern around misinformation, especially on social media.

82% of young adults regularly seek to upgrade their skills and knowledge to stay up to date with market needs, which declines to 57% for those age 45+

77% of young adults prefer to learn in more formal than informal ways



Technology is an enabler shaping today's communities.

Social media and digital platforms bring together people from diverse backgrounds and locations around shared interests, values, or experiences. Online communities often spark real-world connections and collaborations too through meetups and events, blending the virtual and physical realms.

60%

view community as the people they associate and connect with online or through virtual platform

Gen Z-ers associate community with people they know through online or virtual platforms

74%

45+ crowd disagree that online or virtual platforms define communities

25%



MEET SCOTT ARMSTRONG

Founder and CEO, Mentl.space

Scott is CEO and Founder of Mentl.Space, a new platform aimed at tackling the stigma of mental health head-on. Scott's focus on mental health stems from his own lived experiences. He advocates for more open conversations about mental health in the workplace and beyond.

Scott has been a storyteller for more than three decades as an award-winning journalist and communications strategist, in the Middle East and UK.

“ Loneliness is becoming a global pandemic that people are aware of and trying to solve. Mental health is a massive challenge to workplaces especially. We talk about purpose and passion and trying to create a sense of community where building connections tackle that sense of loneliness.

Gen Z is the first generation that prioritizes purpose and passion over a wage. There seems to be a portion of them who are leaving the rat race to take lower paid jobs to have the four-day weekend. It's happening already, and we likely will see more of it.



MEET VALERIE HANNON

Co-Founder of Innovation Unit and Senior Adviser to the OECD's Education 2030 Project

Valerie is long committed to inspiring systems to re-think what 'success' will mean in the 21st century, and the implications for education.

She is a Senior Adviser to the Organization for Economic Co-operation and Development (OECD), which is an international organization that works to build better policies for better lives, on its Education 2030 project.

“ The physical building of a school is valuable if we use it to foster real interaction. Kids shouldn't be glued to screens all day. Schools should be about relating to and connecting with other humans.

We need to embed the concept of education within the community, where local kids come together and create new possibilities and common resources. Diverse environments spark curiosity in young minds, and that's what gives me hope for the future. Kids who embrace different experiences are the ones who will solve tomorrow's challenges.

HOW DO YOU IMAGINE TOMORROW?



65%

**of people agree that they feel the area
where they live will be better in 10
years than it is today**



BUILDING MEMORIES AND LEGACIES

Top concerns in the next 12 months:

81%

Economy's impact on people's lives

Healthcare & wellness

75%

81%

Cost of living

People's future concerns revolve around the lasting effects of economic shifts, especially for the most vulnerable.

Questions about long-term financial security, access to education, and retirement plans weigh heavily on people's minds. There's a clear shift in spending habits and lifestyle choices as people strive for financial improvements.

As people recalibrate their professional lives, we can see a clear sense of resilience and optimism.

The landscape of investment is undergoing a transformative shift. Beyond traditional wealth accumulation, there's a profound focus on leaving a meaningful legacy for future generations. The emphasis extends beyond financial gains and family business management to investments that align with environmental, social, and governance (ESG) principles.

Factors influencing people's decisions for purchasing second homes are:

78%

Creating a space to gather family and loved ones for cherished moments

76%

Creating a personal escape for relaxation and pampered leisure time

62%

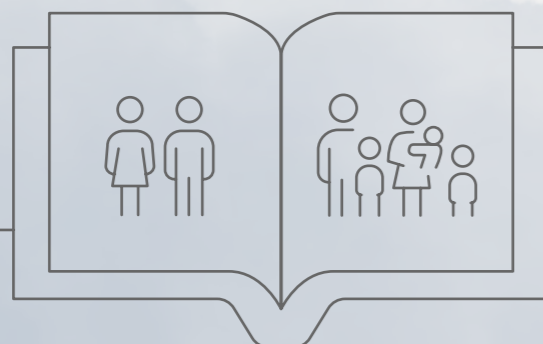
Building a lasting family heritage for passing down to future generations

Younger adults appear more focused on creating a lasting legacy for their families when it comes to second homes.

For the 45+ crowd, they are more likely to purchase a second home aiming for a haven for themselves than their families. Perhaps after years of juggling careers and families, the older demographics may simply crave dedicated space for well-deserved rest and rejuvenation.

The sentiment of building a lasting family heritage through a second home is highest among Gen Z'ers (73%)

Only half among those age 45+ feel this way; their top reason is creating a personal escape (79%)



DREAM BIG FOR TOMORROW

Where do you envision your dream home?

38% by the beach or sea

18% in the city

14% in rural areas

Ever fantasize about an unexpected financial windfall?

We wanted to understand the scale of people's desires. For many, it means a dream home, possibly near the sea. Others envision an enriching experience like traveling the world.

If you receive a large sum of money, like winning the lottery or inheriting cash, how would you spend it?

39% of people would purchase a dream home

25% of people would travel the world

Forget the mid-life crisis sports car. Debt freedom seems to be the ultimate symbol for the 45+ group.

In contrast, young adults find the allure of luxury cars more appealing than settling old debts.

Paying off debt

21%
of age 45+

6%
of age 18-24

Purchasing a luxury car

12%
of age 18-24

2%
of age 45

What does the future of travel look like?

Travel will likely evolve toward more extraordinary experiences in general.

When asked to peer into the crystal ball to predict future travel trends,

40%

of people envision a rise in extraordinary escapades like underwater suites, mountaintop cabanas, and safari tents

However, those living in luxury homes expect more tailored and personalized offerings – whether they are tech-based or wellbeing.

57%

living in mansions predict a rise in travel technology (e.g., virtual travel advisors and passport control via gadgets) and anticipate custom-tailored health and wellness programs



CONCLUSION: EMBRACING A CONNECTED FUTURE

In exploring the evolving concept of home and community, this report reveals the enduring human need for a sense of belonging that transcends geographic and cultural boundaries. **The future of communities lies in adaptability and inclusivity**, as people seek flexible environments that support both personal and professional fulfillment.

Sustainability and environmental responsibility are becoming central to how we envision the future of home and community design. **Integrating nature and promoting eco-friendly practices are critical steps in fostering healthier, happier living spaces.**

There is also a shift in trend towards flexible, experience-driven lifestyles. The blending of work and leisure, or “bleisure,” illustrates the necessity for environments that support both professional and personal fulfillment. This underscores the need for creating communities where people can thrive holistically.

Creating inclusive social spaces where people can nurture meaningful connections will be vital. Loneliness is an emerging concern, particularly as social norms of yesteryear fade away. **Communities designed to promote wellbeing and a sense of belonging are essential for the future**, which can be boosted with fostering environments that support continuous learning and self-reflection.

Ultimately, the future of communities lies in designing adaptable, inclusive, and supportive communities. **By building resilient, vibrant communities where people feel at home (no matter where they are), we can unlock the “Keys of Life”.** Future-ready communities must embrace diversity, foster connections, and design environments that empower people to grow, reflect, and thrive in a rapidly evolving world.



APPENDIX

Keys of Life 2024 Methodology

These findings came together through a combination of data and insights collected through existing research by Orascom Development and new research conducted between Q4 of 2023 and Q2 of 2024.

Qualitative research was conducted through a combination of exclusive roundtables with key industry experts in London, UK and Dubai, UAE, and in-depth interviews with select key opinion leaders and subject matter experts around the world.

The quantitative research was conducted by YouGov, the global market research and data analytics firm, on behalf of Orascom Development. It was conducted as an online survey among a national representative sample of people age 18+ in five countries, where a total of 3,686 surveys were completed. The following countries were included: Switzerland, UK, Egypt, UAE and the US. The data collection was completed in the periods between 18 December 2023 to 2 January 2024 and between 20 May 2024 to 25 May 2024.

Quotas have been applied to gender, age and region, and data was weighted according to the dimensions of gender, age and region based on an ideal weighting from statistics in each country. Consequently, the results are representative of the population relative to the target group. Base: All adults = 3,686

Water Marbling: A Unique Design Element

Water marbling offers a distinctive and visually captivating design element to our Orascom Development Keys of Life visual identity. Its intricate, swirling patterns, traditionally created by floating pigments on water in cultures as diverse as Japan, Turkey and Germany, provide a sense of depth and complexity that represents the complexity and interconnectedness of modern business challenges.

About Orascom Development

Orascom Development Holding (ODH) is a leading international developer specializing in vibrant, integrated communities in Europe, the Middle East, and North Africa. For 35 years, Orascom Development has been a pioneer in creating destinations where people are inspired to live, work, and play with passion and purpose.

From El Gouna's stunning Egyptian coastal town by the Red Sea to Andermatt Swiss Alps' breathtaking, year-round mountain destination, each master-planned community is a testament to Orascom Development's commitment to placemaking at its finest. The integrated towns harmoniously combine residential areas with private villas and apartments, hotels, and award-winning leisure and commercial amenities – including golf courses, marinas, sports facilities, retail shops and restaurants.

Orascom Development owns a land bank of more than 100 million square meters with approximately 40% developed or under development into thriving communities in Egypt (El Gouna, Makadi Heights, O West, Taba Heights, and Byoum), in the GCC (The Cove in UAE and Jebel Sifah and Hawana Salalah in Oman), and in Europe (Andermatt Swiss Alps in Switzerland, Luštica Bay in Montenegro and West Carclaze Garden Village in the UK). Orascom Development's hospitality portfolio includes 33 premium and luxury hotels with more than 7,000 rooms across Europe, the Middle East, and North Africa.

ODH shares are listed on the SIX Swiss Exchange.



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