



**KERNEL**

BUSINESS  
HUB



## ABOUT AFFIX DEVELOPMENTS

*BUILDING VALUE ... TRANSFORMING LIFE*

Boasting more than twenty years of multidisciplinary expertise, Affix is a visionary developer with a successful track-record in construction, residential and industrial real estate. The company adopts a progressive outlook on integrated development to redefine the benchmark in exceptional quality. By putting contemporary needs at the forefront of its operations, Affix introduces dream-like realities that enable communities to thrive in cutting-edge settings that push traditional boundaries. With an eye on the future and a commitment to add value, Affix provides an ideal product mix that boldly sets its projects apart from competition; from selecting prime locations and offering flexible spaces to opting for dynamic designs that stand out but most importantly, guaranteeing the highest return on investment to transform the face of the industry.

- Step into the future of investment and experience integrated excellence wherever you turn.
- A magnetic design concept, drawing forward-thinking minds to connect, collaborate and unwind in an open field of possibilities where the sky is simply the limit.
- This is the place where epic business ideas see the light.
- An exclusive investment opportunity to grow beyond your potential attracting success in the core of the Fifth Settlement.

WELCOME TO THE FUTURE  
WELCOME TO



# INTRODUCING KERNEL

*A MAGNETIC FIELD OF UNLIMITED POSSIBILITIES*

Expertly masterplanned by Affix Developments, Kernel is a dynamic interpretation of a mixed-use concept, bringing the best of all worlds under one integrated roof. The landmark project rolls out on an impressive 4,400 sqm to draw investors from all walks of life, thanks to its strategic and highly accessible location, crowning the core of 90 North and South Street in the Fifth Settlement.

Designed on a U-shaped land similar to a magnet, Kernel boasts elegantly adjoined buildings with separate entrances; each setting the benchmark in exceptional quality and distinguished finishing, but most importantly, flexible spaces that add more value to your business. Impressively original and strikingly innovative, *Kernel places your investment at the core of unparalleled excellence, promising medical, administrative and retail distinction where value truly speaks volumes.*



KEERNEL

EXPERIENCE MORE  
AT THE CORE  
OF 5<sup>TH</sup> SETTLEMENT.

# ONE CORE ... WORLDS OF INTEGRATED EXCELLENCE.

## INTRODUCING KERNEL

*A UNIQUE CUSTOMER JOURNEY WHERE ADDED-VALUE COMES ALIVE*

Kernel adopts an original philosophy where value is seamlessly multiplied. The mixed-use project is thoughtfully designed to put investors' convenience at the core of its operations, empowering businesses of all types and sizes to strike the perfect work-life balance in one comprehensive destination.

Every aspect of Kernel has been carefully crafted to inspire simultaneous productivity and safe recreation, day in-day-out. From property management, 24/7 surveillance cameras and customized spaces to a convenient two-level parking, public toilets, private elevators and escalators, *Kernel is in short, enriching investors' journey at every touchpoint.*



KEPNEI

RESTAURANT

COFFE SHOP

SHOP SIGN

SHOP SIGN

CAFE

RESTAURANT

SHOP SIGN



# KERNEL IN FACTS & FIGURES

- Land/plan Area: 4,400 sqm.
- Building Specifications: G+4 Floors
- Sustainable rooftop for temperature control
- Two-level parking
- Drop-off/pick-up points
- 2 cutting-edge escalators
- 4 elevators and 1 service elevator for both medical and administrative buildings
- Retail Plaza
- Public toilets for each floor
- Landscaped areas and flowing water features
- Expansive waiting areas in both medical and administrative areas
- Facility management for investors' ultimate convenience
- Meeting rooms with exceptional views
- 24/7 CCTV surveillance cameras and around the clock security
- Smart gates and identification systems powered by the latest technology
- Mosque
- Coffee-break area



KERNEL

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# THRIVE IN A STRATEGIC LOCATION LIKE NO OTHER

*GUARANTEED GROWTH AT THE CORE OF BUSINESS SUCCESS.*

Kernel was carefully planned to re-define accessibility and growth potential in the beating heart of New Cairo. The mixed-used project enjoys a one-of-a-kind location, right at the core of 90 North and South street to grant investors seamless access to the Fifth Settlement's corporate and financial hub while being only few minutes away from the Air Forces specialized Hospital. The strategic location of *the project places businesses where potential target are, in a unique context that magnetically attracts thousands of people, year-round.*



15 MINS AWAY FROM  
CAIRO AIRPORT

SUEZ ROAD

AL REHAB

POLICE  
ACADEMY

EL-  
BANAFSEG

NEW CAPITAL

**KERNEL**  
BUSINESS  
HUB

CFC

90<sup>TH</sup>  
ROAD

AUC

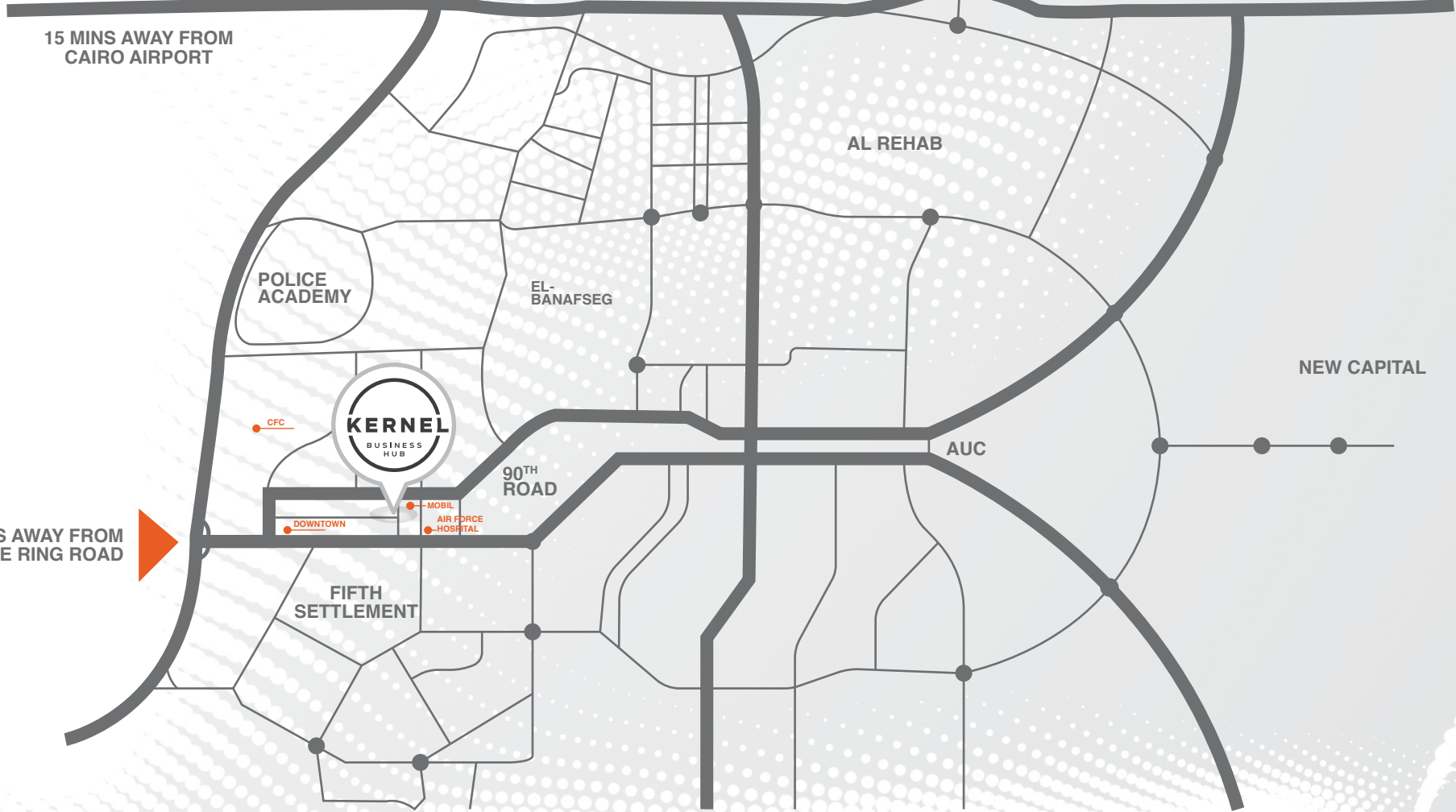
3 MINS AWAY FROM  
THE RING ROAD



DOWNTOWN

MOBIL  
AIR FORCE  
HOSPITAL

FIFTH  
SETTLEMENT





# ONE CORE WHERE EVERYONE BELONGS.

If you're a clinic looking to expand, a healthcare expert wanting to reach patients, hassle-free or if you're an ambitious entrepreneur, a medium-sized company wanting to grow or a large corporation seeking to lead, Kernel is the destination to be.

# KERNEL'S DESIGN CONCEPT

*A DYNAMIC MAGNET. A TIMELESS DESIGN.*

Built in an impressive U-shaped structure, Kernel's design is similar to a powerful magnet that attracts people from all walks of life. The project represents a bold statement of contemporary elegance, thanks to its dynamic facade that lends the buildings a timeless impression of flowing continuity and productivity.

Kernel's large glass window facades invite natural daylight and panoramic views inside while guaranteeing ultimate privacy for all professionals. All buildings have been envisaged to accommodate leveled architecture while boasting a green, environment-friendly rooftop to regulate temperature and pollution for ultimate well-being. *Kernel's design concept is magnetic influence attracting people to work and entertain in one comprehensive core that knows no impossible.*



**KERNEL**

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ADMIN. ENTRANCE



A FRESH  
PERSPECTIVE  
ON WAITING  
TIME.





KERNEL

1030  
Office  
207  
m2/10

# KERNEL'S MEDICAL SPACE

*MEDICAL AMBITIONS MADE POSSIBLE.*

At Kernel, healthcare is taken to a whole new level of professional excellence, guaranteeing uninterrupted productivity for professionals, and patients seeking utmost convenience. The medical area sets the stage for specialized clinics, cutting-edge labs and medical professionals to exponentially kick-start in the core of the Fifth Settlement.

Boasting state-of-the-art interiors; customized based on preference, Kernel provides a private entrance, quality finishing and a waiting area for patients' peace of mind ensuring *added-value through flexible spaces that encourage every type of medical business to thrive.*



The background features a halftone dot pattern of varying sizes, creating a sense of depth and movement. A large, white, abstract shape, resembling a stylized 'A' or a similar geometric form, is positioned on the right side of the image, partially overlapping the dot pattern.

ADMINISTRATIVE  
LEADERSHIP  
MADE EASY.



# KERNEL'S ADMINISTRATIVE SPACE

*ADMINISTRATIVE LEADERSHIP MADE EASY.*

Kernel embodies an innovative outlook on smart business, as well as administrative excellence. The building has been expertly designed with its own private entrance to open investors' eyes on an abundant variety of flexible spaces to suit every industry type. Ideal for inspiring entrepreneurs, rising SMEs and large corporations alike, every aspect of Kernel's interiors has been crafted around modern-day collaboration and focused-reflection to accelerate productivity, worry-free.

Kernel's Administrative building boasts quiet meeting rooms, powered by the latest technology, as well as recreational spots for business networking. *Envisaged as a springboard for smart success, Kernel's Administrative Building is leadership made easy in the beating heart of the Fifth Settlement.*





DINING & RETAIL  
AT YOUR  
FINGERTIPS.





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SHOP SIGN

COFFEE SHOP

# KERNEL'S RETAIL PLAZA

*DINING & RETAIL AT YOUR FINGERTIPS.*

Escape for a refreshing coffee-break or enjoy business unusual in Kernel's Retail Plaza, designed to awaken your senses, as well as to entertain you. Lined with top-class coffee shops, casual dining options and sunny hang-outs, the plaza is a modern outtake on business networking and all-day socializing with friends and family.

*From exceptional cuisine and impeccable service, freshly-ground coffee and artisanal bakery to boutique stores and colorful stalls, Kernel's Retail Plaza is simply dining, shopping, and guaranteed fun, all day long.*



CAFE

RESTAURANT

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SHOP SIGN

COFFE SHOP

PARKING ENTRANCE

SHOP SIGN

SHOP SIGN

SHOP SIGN

SHOP PARKING ENTRANCE

KERNEL



# FLEXIBILITY WITH YOU AT CORE.

*EXCEEDING YOUR EVERY EXPECTATION*

At Kernel, we fully understand that every business seeks the ideal formula and environment to grow. That's why, we are committed to go the extra mile in providing a competitive niche, reflected on flexible spaces to suit your every need—whichever big or small.

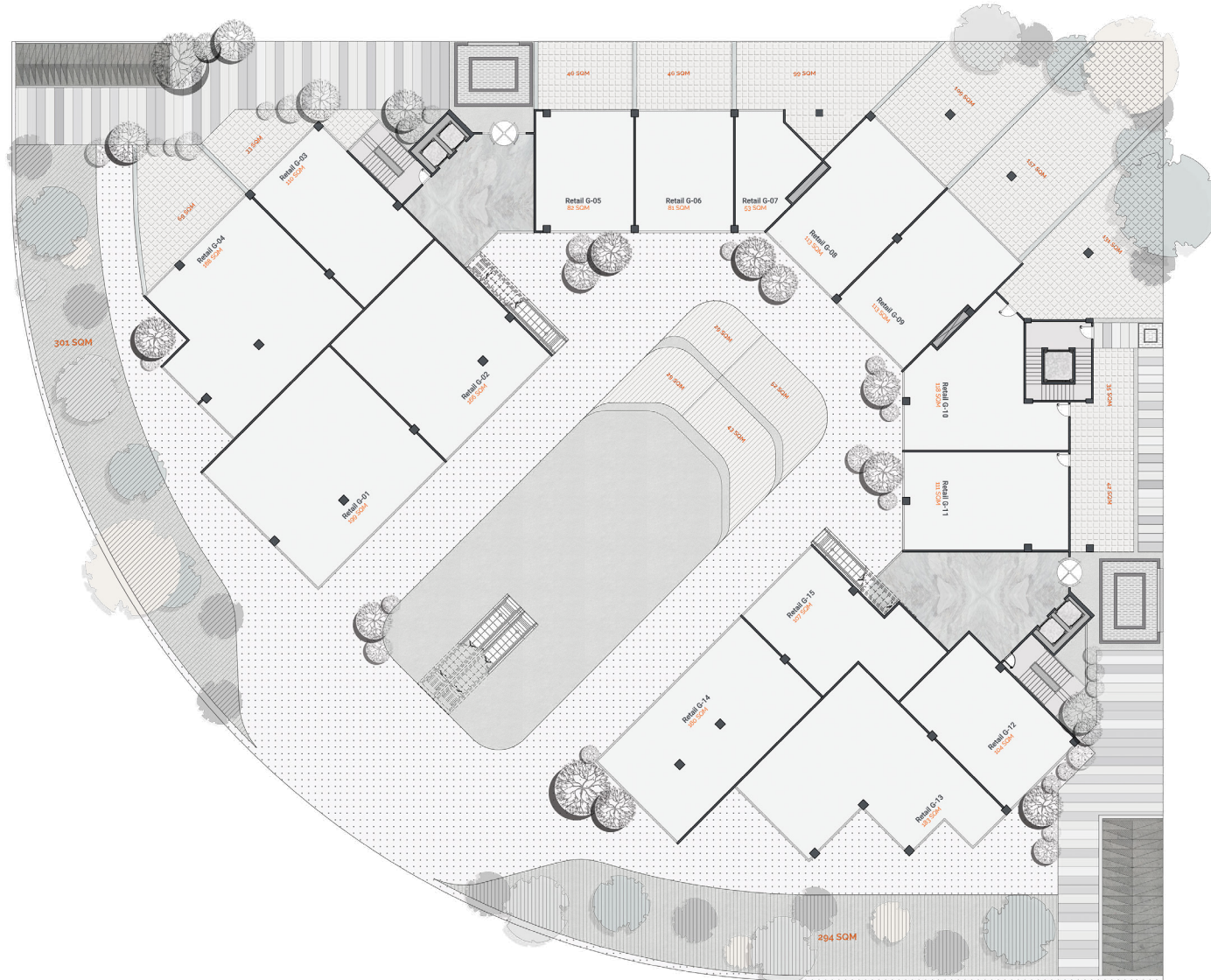
By putting flexibility at the heart of everything we do, our team of professional experts make sure to accommodate your needs with leading knowledge and a comprehensive understanding of your business, but most importantly, ensuring the best value for money.

# SUSTAINABILITY FOR A BRIGHTER FUTURE.

*A GREEN VISION WHERE LESS IS MORE*

Kernel adopts a sustainable development approach aimed at reducing waste, minimizing energy and combating climate change for investors' health benefits. The mixed-use project projects a green roof-top to regulate the building's year-round temperature while accommodating sustainable materials to minimize the negative environmental impact, providing a healthy and productive environment.





# GROUND FLOOR PLAN





# SECOND FLOOR PLAN





# THIRD FLOOR PLAN





# FOURTH FLOOR PLAN

# INVEST IN THE FUTURE OF BUSINESS.

## *EFFICIENT FACILITY MANAGEMENT*

Kernel's Facility Management arm is dedicated to provide swift and efficient delivery of support services to ensure a safe and hassle-free environment for all investors alike. From 24/7 security, and reliable maintenance to an attentive team of expert professionals, our facility management department is long-term investment guaranteed.

📍 220 CROWN BUILDING - 2ND SECTOR,  
5TH SETTLEMENT 90 NORTH NEW CAIRO,  
Cairo Governorate 11835 - 1st. floor.  
☎ +202 28124270 /71 - +202 28124258  
🌐 [affixdev.com](http://affixdev.com)

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DEVELOPMENTS

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