

LIME SOLUTIONS

Strive 4 Success

COMPANY PROFILE · 2026

Three businesses, one structure.

The Dubai holding company behind Beithady, FM+ and VoltAuto: hospitality, facility management and electric mobility across the UAE and Egypt.



IFZA BUSINESS PARK · DUBAI SILICON OASIS · DUBAI, UNITED ARAB EMIRATES



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-  **Beithady**
Hospitality
-  **FM+**
Facility management
-  **VoltAuto**
Electric mobility

The Lime Solutions mark is built from three rhombi on an isometric grid. In this profile each rhombus stands for one business, and the page footer lights the one you are reading about.

THE GROUP

Anchored in Dubai, at work across Egypt and the UAE.

Lime Solutions FZCO is a founder-led holding company registered in the IFZA free zone at Dubai Silicon Oasis. Through companies in the UAE and, via Lime Investments S.A.E., in Egypt, it owns and steers three businesses: Beithady in hospitality, FM+ in facility management and VoltAuto in electric mobility.

The businesses grew from one conviction: that the fast-growing cities of Egypt and the Gulf deserve services run to international standards. FM+ keeps compounds, malls, hospitals, campuses and offices running. Beithady turns apartment buildings into serviced homes for travellers. VoltAuto brings electric cars within reach of Egyptian drivers.

The Dubai layer holds the brands, the international contracts and the hard-currency treasury. The Egyptian layer employs the teams and does the work on the ground. One leadership team and one in-house operating platform run across both.

LEGAL NAME	Lime Solutions FZCO
ESTABLISHED	6 October 2020, Ras Al Khaimah
LICENSED BY	Dubai Integrated Economic Zones Authority (IFZA)
REGISTERED OFFICE	IFZA Business Park, Dubai Silicon Oasis, Dubai, UAE
EGYPTIAN HOLDING	Lime Investments S.A.E., Cairo
GROUP COMPANIES	Six, in the UAE and Egypt
LICENSED ACTIVITIES	Motor-vehicle trading and new-vehicle trading for export · E-commerce · IT consultancy



HOSPITALITY



Serviced apartments in Cairo, El Gouna and Dubai, with the service of a hotel.



FACILITY MANAGEMENT



Integrated facility management for communities, malls, banks, campuses and offices across Egypt.



ELECTRIC MOBILITY

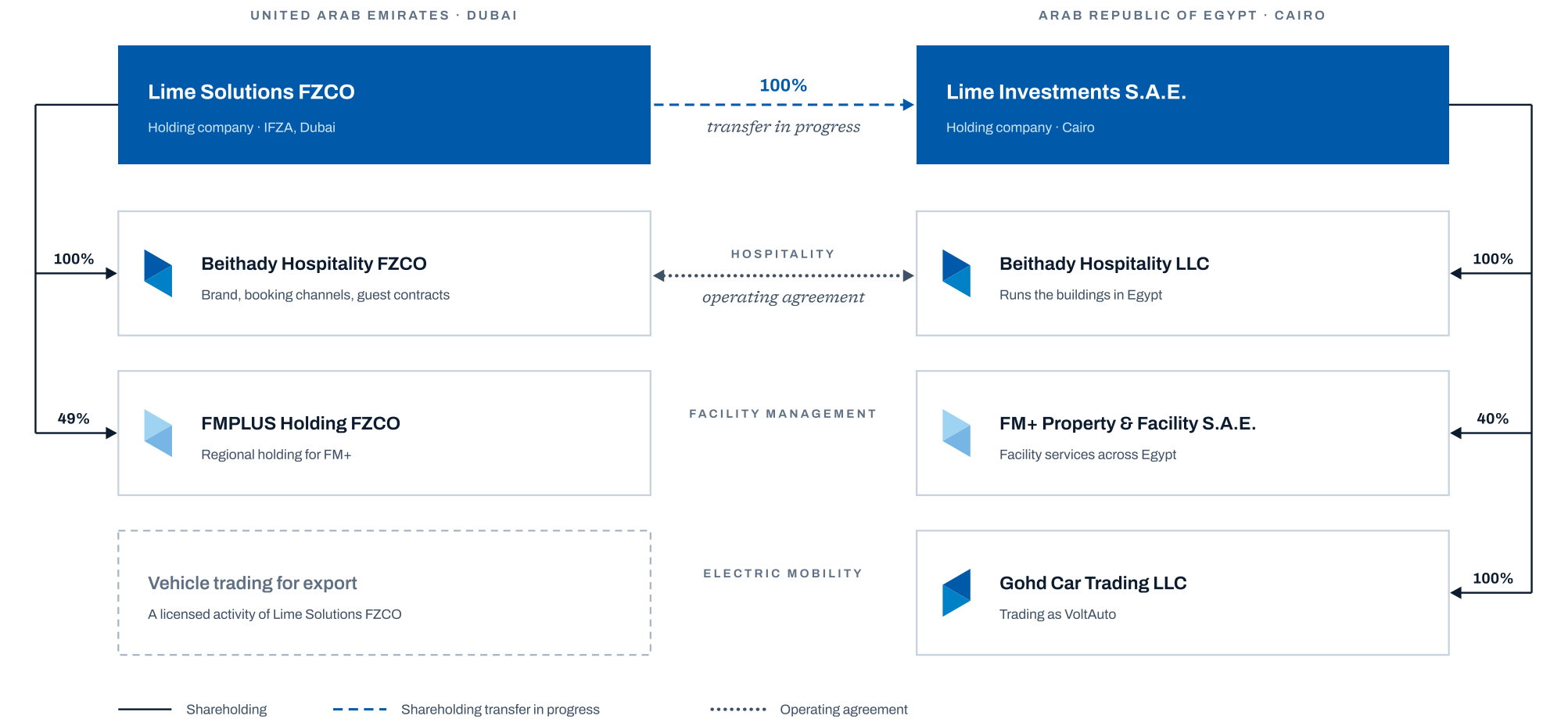


Electric and extended-range vehicles, imported, financed and serviced.

GROUP STRUCTURE

One structure, mirrored across two countries.

Each business has a company on both sides of the Gulf. Lime Solutions heads the UAE side; Lime Investments heads the Egyptian side and is moving under Lime Solutions in full.



Percentages show the parent company's shareholding. Both FM+ companies are held jointly with the Concrete Plus group.

HOW THE GROUP WORKS

Brands and contracts in Dubai. Teams and operations in Egypt.

IN THE UAE

Lime Solutions FZCO

Beithady Hospitality FZCO

FMPLUS Holding FZCO

The Dubai companies own the brands and the group’s shareholdings. They contract with international booking platforms, payment processors and suppliers, and hold revenue in the currencies it is earned in: US dollars, euros and dirhams. FMPLUS Holding FZCO is the platform for FM+’s regional growth.

IN EGYPT

Lime Investments S.A.E.

Beithady Hospitality LLC

FM+ Property & Facility S.A.E.

Gohd Car Trading LLC (VoltAuto)

Lime Investments S.A.E. owns the Egyptian operating companies. They employ the teams and deliver the work: running Beithady’s buildings day to day, providing facility services at FM+ client sites, and importing, selling and servicing VoltAuto’s electric vehicles.

ACROSS THE GROUP

One operating platform

Built in-house. Reservations and guest messaging, HR and payroll, procurement, inventory and accounting run on one system for every company.

Facility know-how on tap

Beithady was created “powered by FM Plus”: its buildings run on FM+ practice in maintenance, housekeeping and security.

Dubai as the gateway

A UAE free-zone base gives international platforms, payment processors and suppliers one established counterparty, with revenue kept in hard currency.

WHERE WE OPERATE

Dubai and Egypt, 2,420 km apart and run as one group.

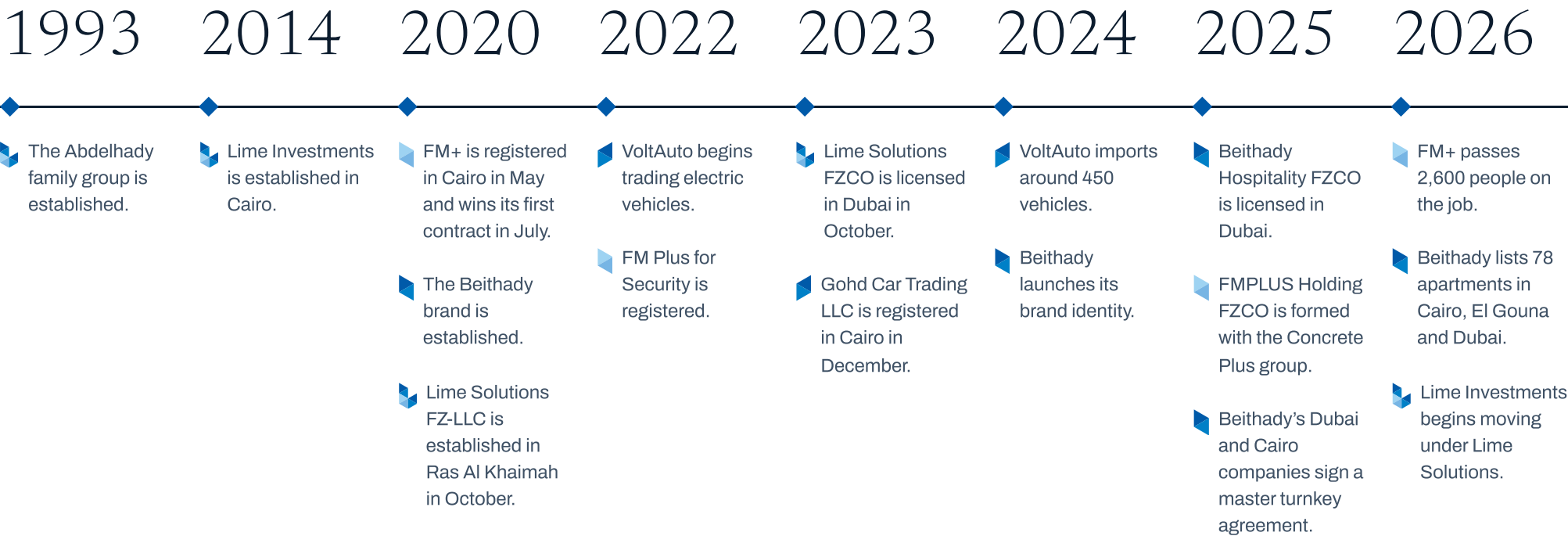
The group keeps offices at Dubai Silicon Oasis and at One Kattameya in Cairo. Its businesses work from Dubai's free zones to Egypt's North Coast, Red Sea and New Administrative Capital.

LOCATION	BEITHADY	FM+	VOLTAUTO	GROUP OFFICES
Dubai UAE · 25.2° N, 55.3° E	 Serviced residences	—	 Logistics hub and parts warehouse, Jebel Ali Free Zone	 Lime Solutions FZCO, Dubai Silicon Oasis
New Cairo & Kattameya Cairo · 30.0° N, 31.5° E	 73 apartments, including Beit Hady 26, 73 and 435	 Head office; Jayd, City Gate, Uptown Cairo	 Showroom and service, Kattameya	 Cairo office, One Kattameya
Heliopolis & Nasr City Cairo · 30.1° N, 31.3° E	 City residences	 National Telecommunication Institute; Metro Line 3 depots	—	—
New Administrative Capital 30.0° N, 31.8° E	—	 ACUD: R3 district and street lighting	—	—
Sheikh Zayed & 6th of October Giza · 30.0° N, 31.0° E	—	 Casa, Twin Towers, Smart Village	 <i>Showroom planned</i>	—
North Coast Marassi · 31.0° N, 28.7° E	—	 Marassi, with Emaar Misr	—	—
Red Sea & Ain Sokhna El Gouna · 27.4° N, 33.7° E	 El Gouna residence	 Kai Sokhna	—	—
Alexandria 31.2° N, 29.9° E	 <i>Next locations planned</i>	—	 <i>Showroom planned</i>	—

Beithady figures are apartments listed on 14 September 2026. FM+ entries name representative client sites. Dashed marks show planned locations.

MILESTONES

From a family business in 1993
to a group across two countries.





بيت هادي
BEIT HADY

HOSPITALITY

A home that feels like
a hotel, and a hotel
that feels like home.

Beithady runs serviced apartments in Cairo, El Gouna and Dubai. The brand, booking channels and guest contracts sit with Beithady Hospitality FZCO in Dubai; the buildings are run by Beithady Hospitality LLC in Egypt.

78

apartments listed, September 2026

4.9

guest rating on Airbnb, where
Beithady is a Superhost

2020

year the brand was established



BEITHADY · THE BRAND

Apartment space, hotel standards.

Beit Hady (بيت هادي, “a calm home”) gives travellers the space, kitchen and privacy of an apartment with the service of a hotel: housekeeping, a concierge on call, smart-lock arrival and round-the-clock security.

Guests are families on holiday, business travellers, visitors on medical stays and Egyptians home for the holidays, many of them from the Gulf. They stay from a weekend to a month or more, in homes from studios to four bedrooms.

International standards within reach

Hotel-grade furnishing, full kitchens, fast Wi-Fi and digital locks in every apartment, with pools and gyms in selected buildings.

Heartfelt hospitality

Attentive, personal service and clear, quick communication before, during and after every stay.

Come as you are

Airport pickups, groceries, restaurant bookings and private tours to the Pyramids and Old Cairo, arranged on request.

SERVICES

Housekeeping · Reception & concierge · 24-hour security · Smart-lock self check-in · Room service · Heritage tours with private car and Egyptologist



Lobby, Beit Hady 26, New Cairo



The HB monogram, Beit Hady 73

BEITHADY · PORTFOLIO

78 apartments in three cities.

Most of the portfolio sits in New Cairo, minutes from the American University in Cairo, Point 90 and Downtown Katameya. A Red Sea address in El Gouna and a growing collection in Dubai complete it.

BUILDING	LOCATION	APARTMENTS	MODEL
Beit Hady 73	73 Cleopatra Street, New Cairo	27	Leased & operated
Beit Hady 26 · Lotus	26 Cleopatra Street, New Cairo	22	Leased & operated
Beit Hady 435	Fifth Settlement, New Cairo	14	Managed for its owner
One Kattameya	Kattameya, New Cairo	9	Leased & operated
City residences	Heliopolis and New Cairo	3	Single residences
El Gouna	Red Sea	1	Single residence
Dubai	Reehan and Yansoon residences	2	Single residences
Beit Hady 34	34 Cleopatra Street, New Cairo	—	Opening next

Listed apartments

78

Next: Beit Hady 34 in New Cairo, then more locations in Cairo and Alexandria, with international growth across the region to follow.



Beit Hady 73, New Cairo

3

cities: New Cairo, El Gouna and Dubai

0–4

bedrooms, from studios to family homes

79

people on the Beithady team

LEASE & OPERATE

Beithady leases the building, fits it out to its own standard and runs it end to end. Beit Hady 26, 73 and One Kattameya work this way.

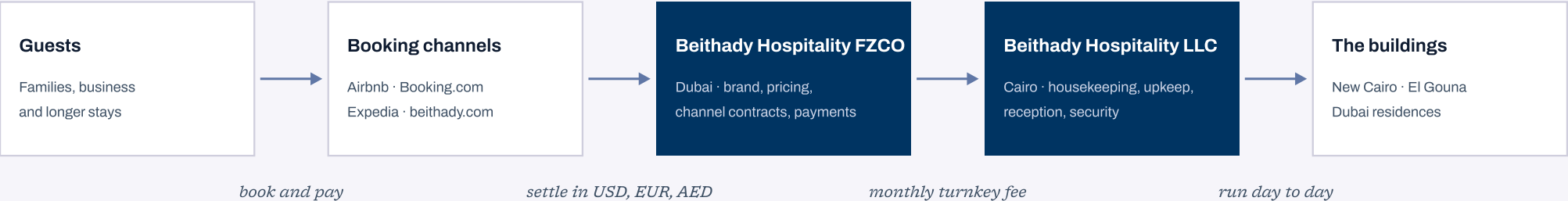
MANAGE FOR OWNERS

Beithady runs an owner's building for a share of its revenue and reports to the owner every month. Beit Hady 435 works this way.

BEITHADY · OPERATING MODEL

Booked through Dubai, delivered in Cairo.

Each company in the chain does one job, so guests, booking platforms and property owners always know who they are dealing with.



Guest revenue is collected by the Dubai company; the Egyptian company invoices it a monthly turnkey fee for each building it runs.

DISTRIBUTION

- Airbnb, as a Superhost
- Booking.com
- Expedia and Hotels.com
- Direct on beithady.com, with card payments by Stripe

GUEST EXPERIENCE

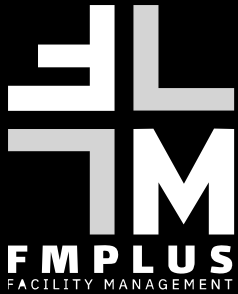
- WhatsApp-first guest line in English, Arabic and French
- Smart locks with a unique code for every stay
- Pricing reviewed daily against the market
- Monthly statements for property owners



Living room, Beit Hady 73



Bedroom, Beit Hady 73



FACILITY MANAGEMENT

Precision where it matters.

FM+ keeps residential communities, hotels, malls, offices, banks, campuses and metro depots running across Egypt. Lime Investments holds 40% of FM+ Property & Facility S.A.E., and Lime Solutions holds 49% of FMPLUS Holding FZCO in Dubai, alongside the Concrete Plus group.

2,600+

people on the job, September 2026

50+

clients across eight sectors

2020

year FM+ was founded in Cairo



FM+ · THE COMPANY

One point of contact for everything a building needs.

FM+ was founded in Cairo in 2020 within the Concrete Plus group. It takes on the whole operation of a property (maintenance, housekeeping, security, landscaping and pest control) under one contract, one site team and one set of reports, so clients can concentrate on their own business.

MISSION

To provide exceptional, customer-focused services that exceed client expectations, using industry best practice and advanced technology to enhance asset value and reduce costs.

VISION

To be the leading provider of property and facility management, improving the efficiency and sustainability of client operations and setting the standard for quality, innovation and customer satisfaction.

VALUES Integrity · Excellence · Innovation · Customer focus · Reliability



The FM+ uniform

2,600+

people on the job

30M m²

of property under service

26,000+

assets maintained by in-house technicians

50+

clients, from developers to banks

FM+ · SERVICES

Five service lines, run as one.

Clients can buy a single service or hand over the whole building. Integrated contracts put every line under one site team, as at Casa, Jayd, Trio, City Gate, La Sirena Palm Beach, West Hills, Soleya and Joulz.

Hard services

Maintenance and repair by in-house technicians: HVAC, electrical and backup power, plumbing and pumps, fire fighting, building management systems, street lighting, and water and effluent treatment.

26,000+ ASSETS MAINTAINED

Housekeeping

Daily cleaning, hygiene and supervision for residential communities, malls, offices and campuses, plus facade cleaning for hotels and beach clubs.

FROM MARASSI TO THE AUC CAMPUS

Security

Static guarding, access control, gated-community surveillance, concierge, valet and traffic management, events and emergency response, delivered by FM Plus for Security.

LICENSED UNDER LAW 86 OF 2015

Landscaping

Lawn, tree and shrub care, planting, irrigation, hardscape, seasonal clean-up and outdoor lighting for communities and campuses.

110,000+ M² OF LANDSCAPE

Pest control

Rodent, insect, termite and bird control and fumigation, delivered with specialist partners in some regions.

RESIDENTIAL AND COMMERCIAL



FM+ CAFM

An in-house facility-management platform for work orders, planned-maintenance checklists, workforce attendance and inventory.

Attendance app

Online and offline attendance with geolocation and a management dashboard, for teams spread across client sites.

Paid Services app

Residents book cleaning, maintenance, installations and pest control from their phone, with ratings and live chat.

FM+ · SECTORS & CLIENTS

Trusted across eight sectors.

RESIDENTIAL COMMUNITIES

Emaar Misr (Marassi, Uptown Cairo) · SODIC (Casa) · Qatari Diar (City Gate) · Misr Italia (Kai Sokhna) · M Squared (Trio) · Inertia (West Hills, Soleya, Joulz) · Manara (La Sirena Palm Beach)

RETAIL & COMMERCIAL

Marakez (District 5) · Savills (Royal Park) · ORA Developments (ZED Club) · SODIC (EDNC) · Mansour Automotive · GB Auto · The Nox Mall

BANKING

CIB · Crédit Agricole · ADIB · Mashreq · telda

EDUCATION

The American University in Cairo

HOSPITALITY & LEISURE

Emaar Misr at Marassi: North Beach, Safi Beach, Marassi Beach Clubhouse, Marassi Golf Course and Marassi Water World

CORPORATE OFFICES

Henkel · Signify · Etisalat by e& · City Edge Developments · Egyptian Zakat and Charity House

GOVERNMENT & PUBLIC

ACUD, New Administrative Capital · NTRA · National Telecommunication Institute · Ministry of Communications and IT

TRANSPORT

RATP Dev: Cairo Metro Line 3 depots and stations

CERTIFIED

ISO 9001:2015 Quality

ISO 14001:2015 Environment

ISO 45001:2018 Health & safety

WHERE FM+ WORKS

New Cairo · New Administrative Capital · Sheikh Zayed & 6th of October · North Coast · Ain Sokhna · Greater Cairo



ELECTRIC MOBILITY

The future of electric mobility in Egypt.

VoltAuto imports, sells, finances and services electric and extended-range vehicles from its showroom in Kattameya, Cairo, backed by a logistics hub and parts warehouse in Jebel Ali, Dubai. It trades through Gohd Car Trading LLC, wholly owned by Lime Investments S.A.E.

450

vehicles imported in 2024

2

hubs, in Cairo and Dubai

2022

trading electric vehicles since



VOLTAUTO · THE COMPANY

Electric cars, from the factory to the driveway.

Founded by Karim and Yassin Abdelhady, VoltAuto is one of the few companies in Egypt dedicated entirely to electric (EV) and extended-range (EREV) vehicles. It buys directly from manufacturers, imports to order and stays with every car it sells through service, charging and parts.

WHY NOW

Egypt charges no customs duty on electric vehicles, only VAT, and is building solar power at scale: the conditions for a fast switch to electric driving.

Import & trading

Direct relationships with manufacturers. Around 450 vehicles imported in 2024, from Mercedes-EQ, BMW and BYD to Denza and Honda.

Import on request

One all-in landed-cost quote in EGP covering the car, inspection in China, freight, customs, registration and delivery, typically in 8 to 10 weeks.

Fleet solutions

Electric fleets for companies in telecoms, banking and construction, with a utilisation audit, charger specification and a phased rollout.

Charging

Home and wall chargers supplied and installed, portable and fast chargers, and 24/7 roadside assistance with 60 kW mobile chargers.

Service & parts

EV service centres for battery diagnostics, electrical, mechanical, A/C and bodywork, with spare-parts warehouses in Cairo and Dubai.

Financing

Instalment and leasing options arranged with partner banks and leasing firms, for first-time buyers and fleets.



VoltAuto showroom, Kattameya, Cairo

VOLTAUTO · LINE-UP & LOCATIONS

A line-up built around range.

Imported in 2024: Mercedes-EQ (EQA, EQB, EQE), BMW (i3, iX3, i5), BYD (Champion, Song L, Yuan, Qin), Denza D9 and Honda e:NP2.



Deepal S05



Zeekr 8X



BMW iX3



ROX 01

MODEL	POWERTRAIN	BODY	BATTERY	RANGE
Deepal S05	Electric	Compact SUV	56.1 / 68.8 kWh	520 / 620 km CLTC
Nevo Q05	Electric	Compact SUV	40.3 / 51.9 kWh	405 / 506 km CLTC
BMW iX3	Electric	Premium SUV	80 kWh	460 km WLTP
Arcfox T1 MAX	Electric	Compact hatchback	42.3 kWh	425 km CLTC
Nevo A06	Extended range	Fastback sedan	28.4 kWh	2,120 km total, CLTC
ROX 01	Extended range	6–7-seat SUV	56.0 kWh	1,362 km total, CLTC
Avatr 12	Extended range	Gran coupé	39.1 kWh	1,155 km total, CLTC
Zeekr 8X	Plug-in hybrid	Luxury SUV, 900 V	55 / 70 kWh	318 / 425 km electric, CLTC

CAIRO

Showroom and service, Kattameya

DUBAI

Logistics hub, showroom and parts warehouse, Jebel Ali Free Zone

COMING NEXT

Showrooms in 6th of October City and Alexandria

LEADERSHIP

The people behind the group.

GROUP

Kareem Hady

FOUNDER & MANAGING DIRECTOR, LIME SOLUTIONS FZCO

Founder and Chairman of Beithady, co-founder and CEO of FM+ and co-founder of VoltAuto. More than thirty years across facility management, investment and real estate; previously CEO of Alexmar.

Yassin Hady

CO-FOUNDER, VOLTAUTO · OPERATIONS, BEITHADY

Leads sourcing, import logistics, customs and service at VoltAuto, and day-to-day operations at Beithady.

BEITHADY

Malak Hady

CREATIVE DIRECTOR

Racha El Omari

HEAD OF DESIGN & EXECUTION

FM+ BOARD

Tarek Youssef

CHAIRMAN

Co-founder of FM+; CEO of Concrete Plus for Engineering & Construction and of T&D Designs Group, with more than three decades of experience.

Amro Hammad

CO-FOUNDER & MANAGING DIRECTOR

More than fifteen years in facility management; previously general manager of an FM company running 25+ large projects and 2,000 employees.

Hossam Fikry

BOARD MEMBER

Managing Director of Concrete Plus.

STANDARDS AND ASSURANCE

What partners can rely on.

Licensed companies, certified management systems, and day-to-day operations that run on software rather than paper.

CERTIFIED	LICENSED	RUN ON SYSTEMS	MEASURED BY CUSTOMERS
FM+ Property & Facility Management			
ISO 9001:2015	Lime Solutions FZCO and Beithady Hospitality FZCO are licensed by the Dubai Integrated Economic Zones Authority (IFZA).	A group-built platform runs reservations, guest messaging, HR and payroll, procurement, inventory and accounting.	Beithady: 4.9 guest rating and Superhost status on Airbnb.
ISO 14001:2015			
ISO 45001:2018	FM+ Property & Facility S.A.E. and Gohd Car Trading LLC are registered with the Cairo Investment Commercial Registry.	FM+ CAFM manages work orders, planned maintenance and attendance on every site.	FM+: 96.5% customer satisfaction, as published by FM+.
	FM+ guarding services run through a security company licensed under Egypt's Law 86 of 2015.	Beithady prices daily, takes card payments through Stripe and gives every stay its own smart-lock code.	VoltAuto: a pre-delivery inspection on every car and 24/7 roadside assistance.

AVAILABLE ON REQUEST

Trade licences and commercial-registry extracts · Memoranda and articles of association · FM+ ISO certificates · Company profiles for Beithady, FM+ and VoltAuto

CORPORATE DIRECTORY

The companies of the group

COMPANY	REGISTERED IN	LEGAL FORM	BUSINESS	SHAREHOLDER
 Lime Solutions FZCO	Dubai, UAE · IFZA	Free zone company	Group holding company	—
 Beithady Hospitality FZCO	Dubai, UAE · IFZA	Free zone company	Hospitality · brand & channels	Lime Solutions FZCO · 100%
 FMPLUS Holding FZCO	Dubai, UAE	Free zone company	Facility management · regional holding	Lime Solutions FZCO · 49%
 Lime Investments S.A.E.	Cairo, Egypt	Joint stock company	Egyptian holding company	Lime Solutions FZCO · 100% (transfer in progress)
 Beithady Hospitality LLC	Cairo, Egypt	Limited liability company	Hospitality · operations	Lime Investments S.A.E. · 100%
 FM+ Property & Facility S.A.E.	Cairo, Egypt	Joint stock company	Facility management	Lime Investments S.A.E. · 40%
 Gohd Car Trading LLC (VoltAuto)	Cairo, Egypt	Limited liability company	Electric vehicles	Lime Investments S.A.E. · 100%

DUBAI OFFICE

IFZA Business Park
Dubai Silicon Oasis
Dubai, United Arab Emirates

CAIRO OFFICE

One Kattameya Business District, Tower 120
Kattameya, Cairo 4440001
Arab Republic of Egypt

ON THE WEB

Beithady beithady.com
FM+ fmplusme.com
VoltAuto voltauto.biz



LIME SOLUTIONS

Stride 4 Success

DUBAI

IFZA Business Park
Dubai Silicon Oasis
Dubai, United Arab Emirates

CAIRO

One Kattameya Business District, Tower 120
Kattameya, Cairo 4440001
Arab Republic of Egypt

OUR BUSINESSES

Beithady beithady.com
FM+ fmplusme.com
VoltAuto voltauto.biz