

A NATURAL ESCAPE ON THE RED SEA



THE FIRST
COLLECTION
SHARM OASIS

WHERE THE RED SEA MEETS
REFINED LIVING. WELCOME TO
SHARM EL SHEIKH.



SHARM EL SHEIKH

EGYPT'S ESTABLISHED GATEWAY TO THE RED SEA

Blessed by year-round sunshine and set between the dramatic peaks of the Sinai Peninsula and the crystal-clear waters of the Red Sea, Sharm El Sheikh is one of the region's most popular year-round tourism destinations, attracting a diverse mix of leisure travellers from Europe, the Middle East, and beyond.

As Egypt continues to prioritise tourism as a key economic driver, Sharm El Sheikh is benefiting from sustained public and private investment, attracting stakeholders from across the region and around the world.

19 m

International visitors in 2025
(+21% YoY)

30 m

Projected visitors to Egypt
by 2030

1st

Sharm El Sheikh leads Africa's
hotel pipeline with 4,200
planned guestrooms



DISCOVER THE

SINAI PENINSULA & RED SEA

Ras Mohammed National Park

Located at the southern tip of the Sinai Peninsula, Ras Mohammed is Egypt's most celebrated marine reserve, known for its pristine coral reefs, rich marine life and exceptional snorkelling and diving.



The Blue Lagoon

A secluded coastal haven in South Sinai, known for its striking turquoise waters and unspoilt natural setting.



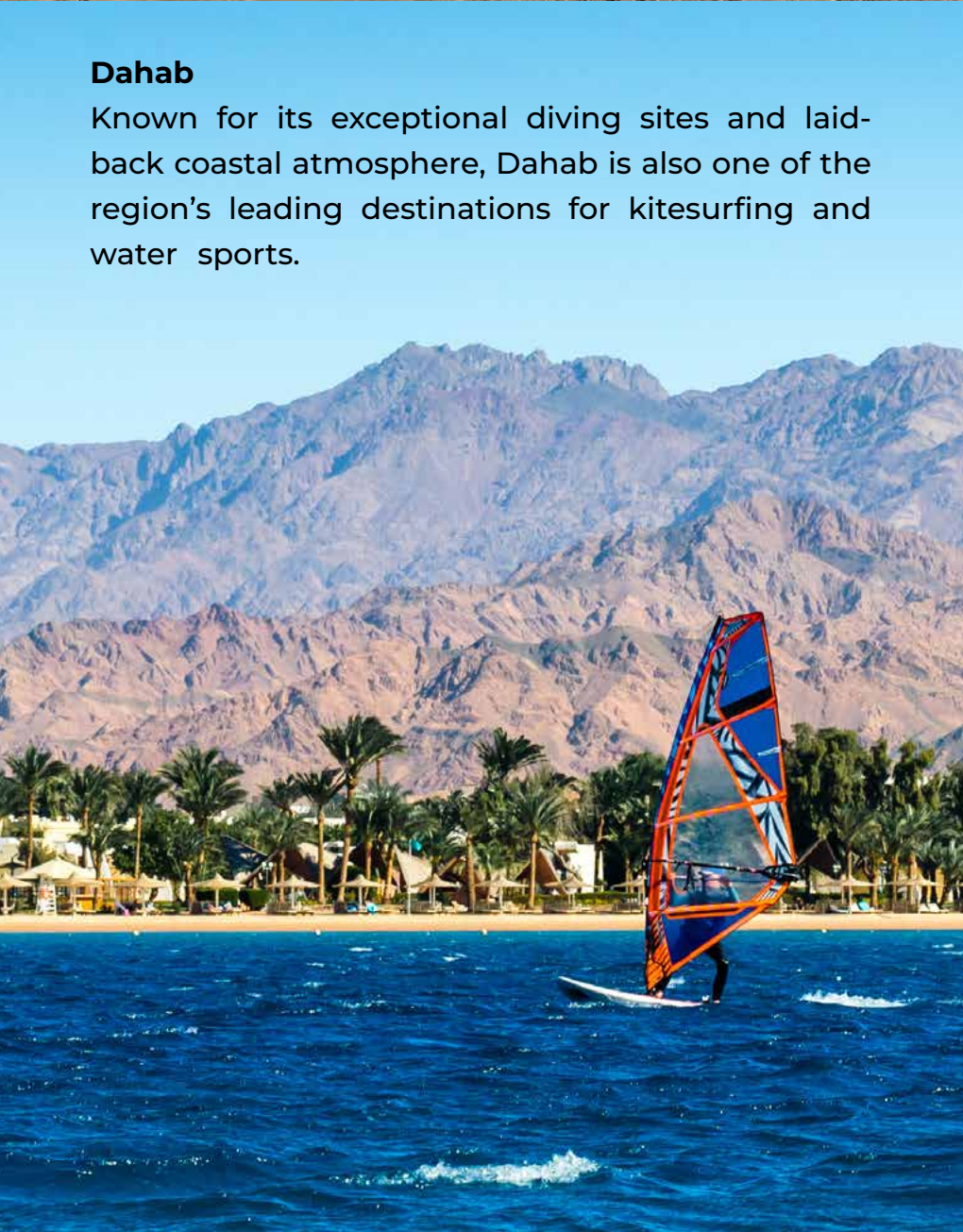
Saint Catherine's Monastery

One of the world's oldest Christian monasteries, Saint Catherine's is also listed as a UNESCO World Heritage Site.



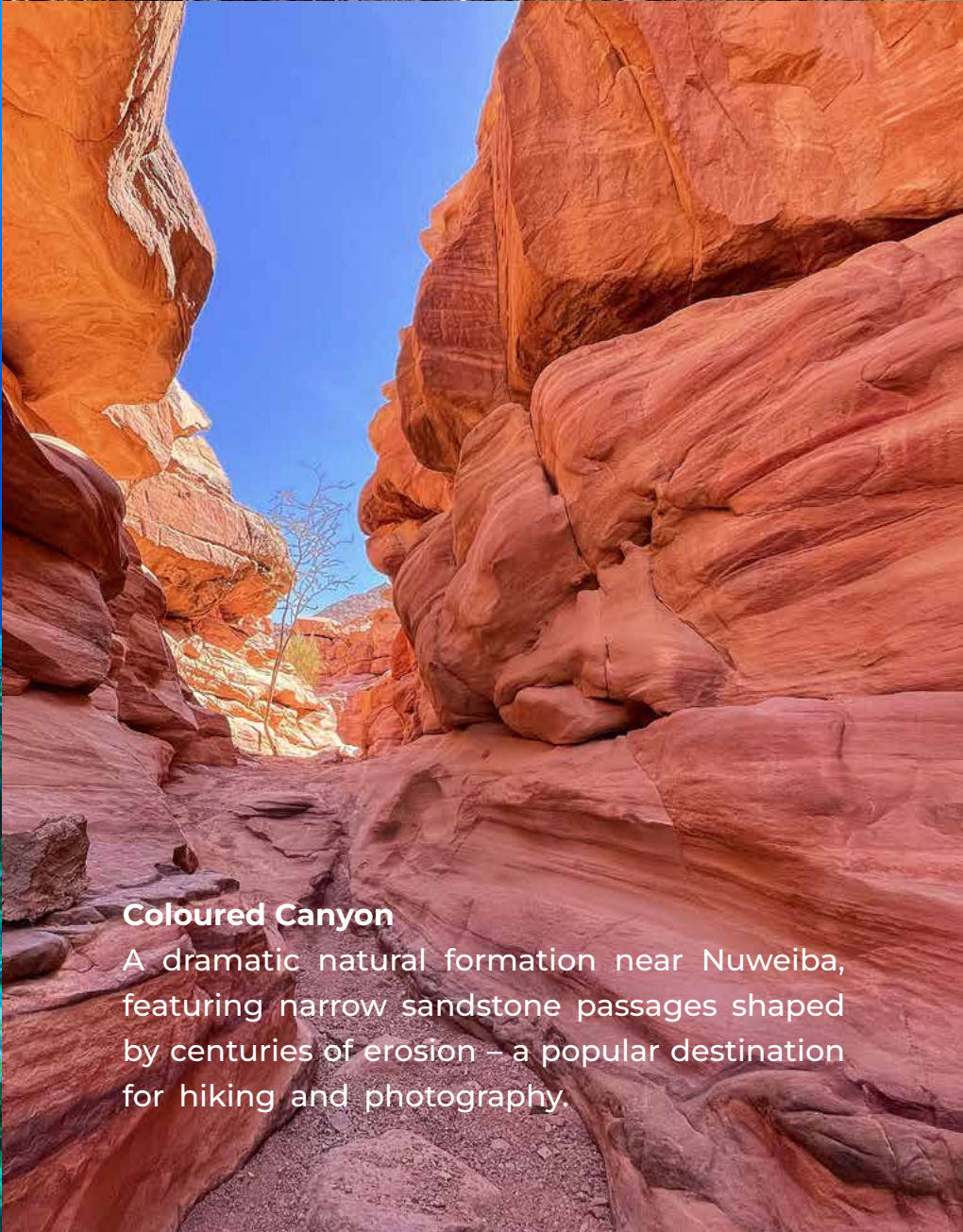
Dahab

Known for its exceptional diving sites and laid-back coastal atmosphere, Dahab is also one of the region's leading destinations for kitesurfing and water sports.



Coloured Canyon

A dramatic natural formation near Nuweiba, featuring narrow sandstone passages shaped by centuries of erosion – a popular destination for hiking and photography.



INTRODUCING



THE FIRST
COLLECTION
SHARM OASIS

A LUXURIOUS OASIS IN NABQ BAY





NABQ BAY

A PRESTIGIOUS COASTAL ENCLAVE IN SHARM EL SHEIKH

Located along the northern shoreline of Sharm El Sheikh, Nabq Bay is one of the destination's most desirable coastal districts. Framed by wide sandy beaches and bordering a protected natural reserve, the area offers an exclusive getaway that is still close to the city's established leisure and entertainment hubs.

Just minutes from Sharm El Sheikh International Airport, Nabq Bay combines seamless international accessibility with direct access to the Red Sea's outstanding natural attractions, including its world-renowned snorkelling and diving sites. Its growing collection of leisure and lifestyle amenities further reinforces its appeal as the Red Sea's leading new coastal community.

8 mins

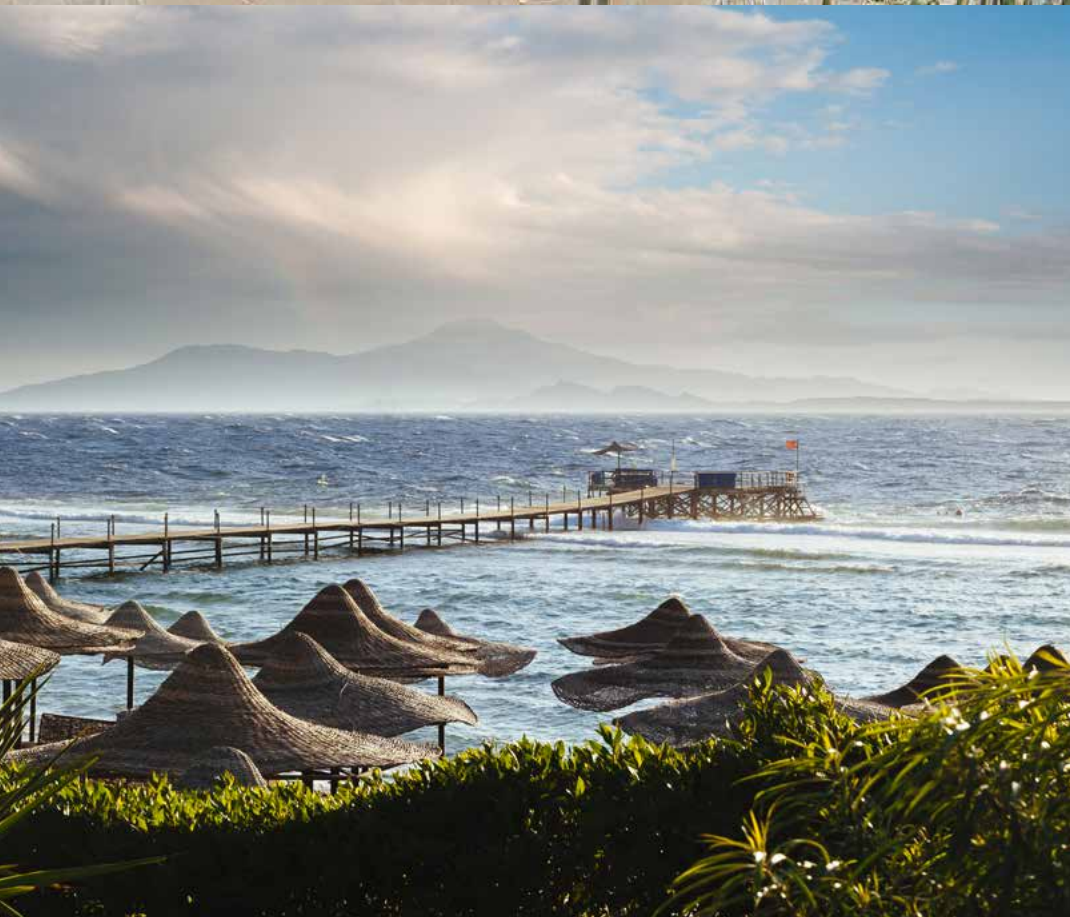
Sharm El Sheikh
International Airport

10 mins

Soho Square
An Award-Winning Entertainment
Centre Of Sharm El Sheikh

16 mins

Naama Bay
The Vibrant Heart of
Sharm El Sheikh



THE FIRST COLLECTION SHARM OASIS

AN INTEGRATED RESORT COMMUNITY IN NABQ BAY

The First Collection Sharm Oasis is an exclusive, resort-style development combining contemporary upscale accommodation with outstanding resort-style facilities and amenities.

Set within lush, landscaped grounds, The First Collection Sharm Oasis features a compelling mix of hotel suites and fully equipped one- and two-bedroom hotel apartments, professionally managed by The First Collection to deliver a seamless guest experience.

64,000

Square Meters

366

1 & 2 BR
Hotel Apartments

104

Hotel Suites



AN IMMERSIVE RESORT EXPERIENCE

DESIGNED FOR RELAXATION, RECREATION AND MEMORABLE STAYS

The First Collection Sharm Oasis has been conceived as a fully integrated, hotel-managed resort, with leisure and lifestyle experiences carefully curated to enhance the guest journey at every stage of their stay. A diverse mix of amenities sits at the heart of the resort, including expansive swimming pools, wellness and fitness facilities, signature dining venues and lifestyle retail outlets.

Together, these elements create a contemporary resort environment designed to appeal to a broad international audience, supporting strong and sustained demand while delivering memorable guest experiences in a competitive hospitality market.



Swimming Pools



Signature Restaurants



Fitness Centre



Kids Club



Lifestyle Retail



Spa

OPERATED BY
THE FIRST COLLECTION
AN AWARD-WINNING LIFESTYLE
HOSPITALITY BRAND

The First Collection Sharm Oasis is operated by The First Collection – The First Group’s award-winning lifestyle hospitality brand. Known for developing contemporary, experience-led properties that reflect the character of their locations, the brand combines thoughtful design, attentive service and carefully curated amenities to deliver highly memorable guest experiences.

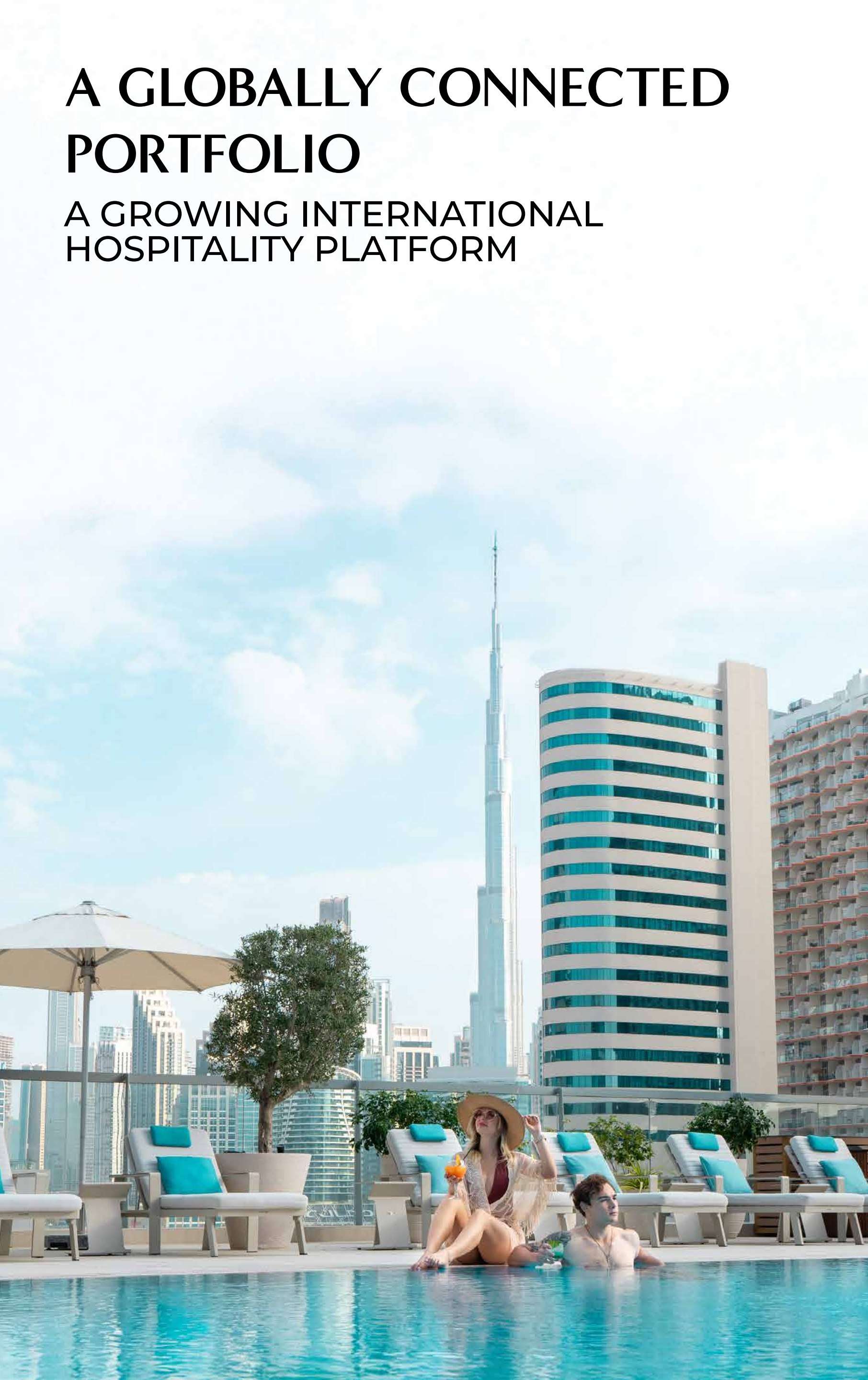


Building on the success of its Dubai portfolio, The First Collection is now expanding globally, with The First Collection Sharm Oasis marking the brand’s first venture beyond the UAE. This expansion reflects the strength of the brand’s operating model and its ability to perform across diverse international markets.



A GLOBALLY CONNECTED PORTFOLIO

A GROWING INTERNATIONAL
HOSPITALITY PLATFORM



The First Collection's portfolio spans some of Dubai's most dynamic districts, including Dubai Marina, Business Bay, Jumeirah Village Circle, Dubai Sports City, and Dubai Studio City. Each property is strategically positioned to serve key leisure and business demand drivers, supporting consistent performance across the portfolio.

With an expanding presence and a growing pipeline beyond the UAE, The First Collection continues to strengthen its international footprint, applying a consistent operating model and brand-led approach across diverse markets.



A GLOBALLY CONNECTED PORTFOLIO



MODERN COASTAL-INSPIRED
ARCHITECTURE

 THE FIRST
COLLECTION
SHARM OASIS



INTEGRATED FIVE-STAR RESORT
LIFESTYLE

THE FIRST
COLLECTION
SHARM OASIS



CONTEMPORARY ORGANIC
INTERIORS

T THE FIRST
COLLECTION
SHARM OASIS





THE
FIRST
GROUP

THE FIRST GROUP

REDEFINING HOSPITALITY, ELEVATING
EXPERIENCES

Over the past two decades, The First Group has established itself as a leading force in hospitality real estate development and management, providing groundbreaking property ownership opportunities to clients and partners, while delivering exceptional, memorable experiences to hotel and leisure guests.

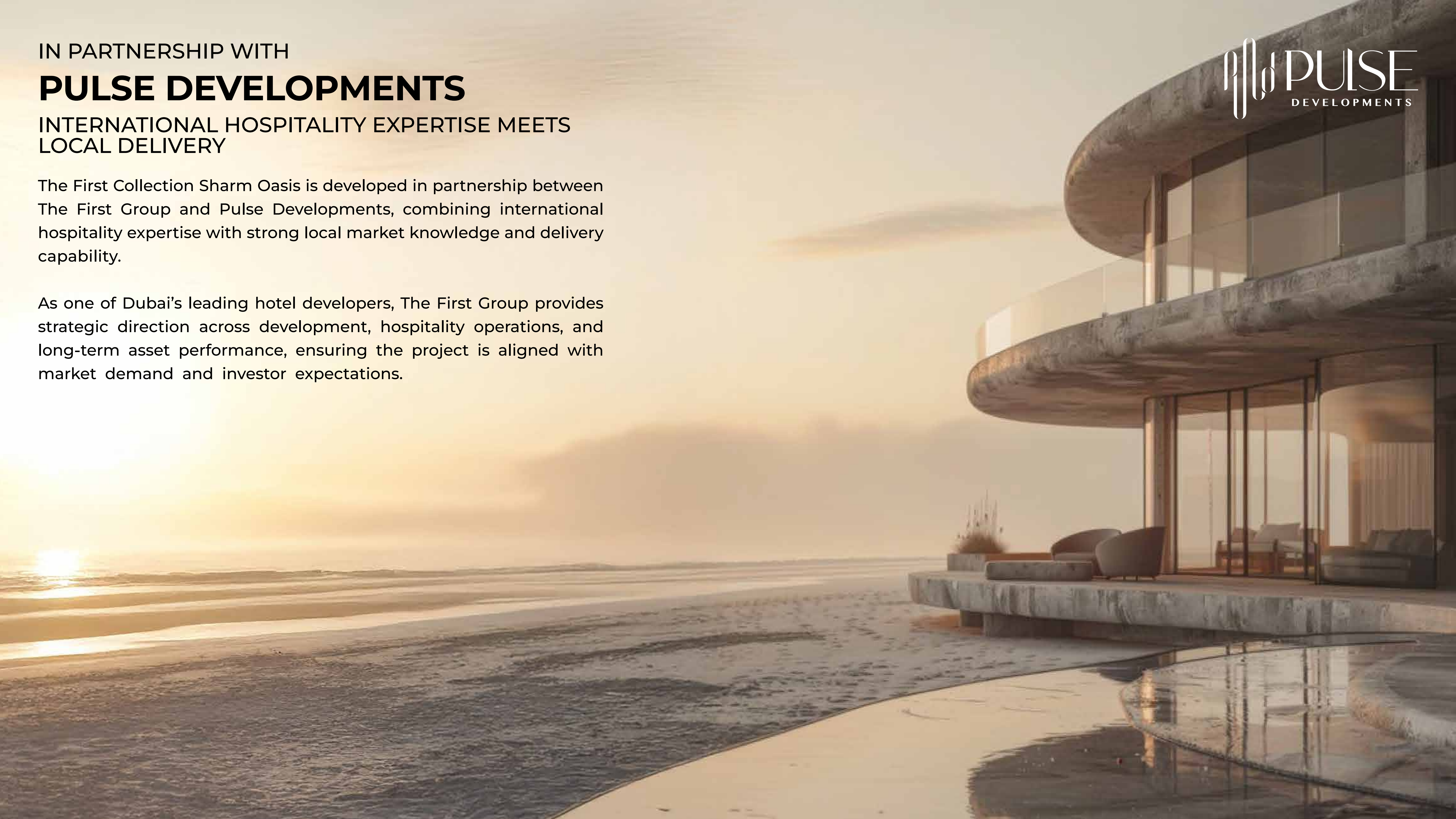
IN PARTNERSHIP WITH

PULSE DEVELOPMENTS

INTERNATIONAL HOSPITALITY EXPERTISE MEETS LOCAL DELIVERY

The First Collection Sharm Oasis is developed in partnership between The First Group and Pulse Developments, combining international hospitality expertise with strong local market knowledge and delivery capability.

As one of Dubai's leading hotel developers, The First Group provides strategic direction across development, hospitality operations, and long-term asset performance, ensuring the project is aligned with market demand and investor expectations.





THE
FIRST
GROUP

PULSE
DEVELOPMENTS

SHARM
OASIS

THE FIRST
COLLECTION
SHARM EL SHEIKH