

**EDISON**  
REAL ESTATE

# ERE INSIDE OUT

NEWSLETTER

QUARTER 1 | 2026



EDISON REAL ESTATE, a distinct concern of EDISON Group, is the benchmark of luxury living spaces with sustainability pervading every brick of its development. Incorporating contemporary building techniques, and future values, and offering quality brands as promised, EDISON REAL ESTATE ensures that you live exceptionally and we celebrate life to the fullest. We, at EDISON REAL ESTATE, also celebrate our every moment and achievements. This literature is shared to spread our happiness among you.

## Topics for Newsletter

<b>1. The Newest Addition</b>	<b>P   02</b>
▪ Edison Macbeth	02-03
<b>2. Celebration of Ownership</b>	<b>P   04</b>
▪ Welcoming Homeowners of Viola and Hermia	04
<b>3. Learning and Development</b>	<b>P   05</b>
▪ Occupational Ethics Training for Engineers	05
▪ Training on Dampness Prevention and New Process Implementation	05
<b>4. Annual Retreat</b>	<b>P   06</b>
▪ From Speed to Excellence – Momentum 2026	06
<b>5. Quarterly Sales Conference</b>	<b>P   06-07</b>
▪ Dinner and Delight	06-07
<b>6. Health, Safety, and Well-being</b>	<b>P   07</b>
▪ Wellness Program: Healthy Heart for a Healthy Life	07
<b>7. Cultural Highlights</b>	<b>P   08</b>
▪ International Women’s Day	08
▪ Pohela Falgun Celebration	08

# The Newest Addition



Edison Real Estate Ltd. has unveiled its latest residential offering, the 90-katha grand project 'Edison Macbeth' in Block G of Bashundhara R/A. Internationally acclaimed architectural consultant F2A+Partners leads the design of this ongoing development, the fourth-largest residential project in the area. Cancu Studio, a renowned firm in Thailand specializing in planning, landscaping, and interior design, responsible for creating Birnam Wood Garden, a 36,000+ SQFT lush green park featuring a designer swimming pool, elevated skywalk, kids' play zone, amphitheater, and central landscape centerpiece.

From the moment you enter Edison Macbeth, the connection to nature is unmistakable. Trees are placed not just along the edges but to shape movement and create a natural flow. Water features reflect light gently, while green corridors guide circulation organically. The landscaping is carefully selected to provide shade, structure, and subtle seasonal variation, creating a natural, lived-in environment rather than a staged display.

Each building welcomes with a grand double-height reception lobby that offers openness and composure. The spacious waiting lounges are thoughtfully arranged, providing moments of pause without ever feeling overwhelming.

At the heart of the project, Birnam Wood Garden, inspired by the historic Birnam Wood near Dunsinane Hill in Scotland, offers a peaceful retreat. The garden's layered design blends seamlessly into the overall landscape, creating a setting for quiet reflection and unhurried conversation.



The designer swimming pool is integrated thoughtfully into its surroundings, supporting wellness and daily movement while maintaining a cohesive, calming environment. An elevated skywalk strengthens the connection between greenery and architecture, offering brief pauses, light interactions, and open views across the community.

The kids' play zone is strategically positioned to give children a dedicated space for exploration and recreation while remaining part of the larger environment.

Taken together, Edison Macbeth is more than a collection of amenities; it is a connected living environment where each space flows naturally into the next, quietly supporting the rhythm of everyday life.

# Celebration of Ownership

## Welcoming Homeowners of Viola and Hermia



In the first quarter of 2026, Edison Real Estate handed over 20 units of its thoughtfully crafted Viola and Hermia project, continuing its journey of creating meaningful living spaces and transitioning them into comfortable homes through timely delivery.

Located in Blocks N and M of Bashundhara R/A, Viola and Hermia came to life as new homeowners moved in, bringing their own beginnings into the community.

To mark this transition, Edison Real Estate arranged its handover event named “Celebration of Ownership”, offering a simple and welcoming space for homeowners to meet and connect. The Viola session was held on 9 February 2026, followed by Hermia on 16 February 2026, where neighbors began interacting and getting acquainted within the community.



# Learning and Development

## Occupational Ethics Training for Engineers



At Edison Real Estate, we believe in integrity and customer satisfaction as the foundation of everything we do, and recently conducted a professional training session on Occupational Ethics, Empathy, and a Collaborative Work Environment for engineers working on the Edison Verona and Jolshiri projects. Led by Mr. Abu Helal Rashid Reza, General Manager, Construction Operation, the session reinforced our dedication to both technical excellence and strong professional values across our teams.

The training emphasized ethical practices, empathetic decision-making, and effective communication—critical elements that enhance project quality, safety, and reliability. It also highlighted the importance of collaboration in modern construction, where seamless coordination across disciplines is essential.

Practical strategies such as structured team coordination, mentorship, and open communication were shared to strengthen alignment and efficiency. Through initiatives like this, Edison Real Estate continues to build a responsible and collaborative workforce, ensuring every project is delivered with integrity, professionalism, and excellence for our valued customers.



## Training on Dampness Prevention and New Process Implementation

Edison Real Estate values continuous improvement and uncompromising quality, and recently conducted a comprehensive training session on wall dampness prevention at Edison Portia for all engineers. Led by Mr. Saiful Islam, Additional Director, Construction Operations Department, the session delivered expert insights into identifying, preventing, and effectively addressing damp-related challenges—further strengthening our commitment to durable and high-quality construction.

As part of this initiative, a newly standardized damp prevention process has been formally introduced, featuring clear guidelines, structured procedures, and defined accountability at every stage. This ensures greater consistency in execution while significantly reducing the risk of defects across projects.

All engineers are now aligned with this updated approach, reinforcing enhanced durability, superior construction quality, and a more reliable living experience for our homeowners. Supported by shared learning materials and a culture of continuous development, we remain dedicated to delivering homes that stand the test of time with excellence and care.



# Annual Retreat



## Momentum 2026- From Speed to Excellence

On 1st and 2nd February 2026, Edison Real Estate hosted its Annual Retreat named "Momentum 2026", creating a perfect blend of relaxation, connection, and inspiration for the team. The thoughtfully designed two-day program balanced engaging activities with moments to unwind. The retreat began with a scenic journey to the resort, followed by energizing group activities, sports, and a fun photoshoot, all complemented by ample time to relax. Evenings came alive with a short program and live music, bringing everyone together in a warm, celebratory atmosphere. Beyond the activities, the retreat offered a valuable opportunity to reflect on past achievements and share the vision for the future. It was a meaningful pause that strengthened bonds and fostered connections beyond the usual work setting.

## Quarterly Sales Conference

### Dinner and Delight



Edison Real Estate's quarterly sales conference, "Dinner & Delight," brought the team together for an evening shaped by connection, reflection, and shared moments. In a warm and welcoming setting, the gathering moved beyond the usual workday, allowing colleagues to engage in relaxed conversations and enjoy a sense of togetherness. As the evening unfolded, it offered a gentle reflection on the journey so far—one built over the past five years through meaningful customer relationships and everyday efforts, with over 650 customers served along the way. Moments of appreciation for team members added a thoughtful touch, quietly highlighting the people behind the work. The evening became a quiet moment to reconnect, appreciate the journey, and look ahead together.

## Health, Safety, and Well-being

### Wellness Program: Healthy Heart for a Healthy Life



On 15 January 2026, a wellness program was organized to promote the health and well-being of our team. The initiative featured a General Health Campaign alongside an awareness session titled 'Healthy Heart for a Healthy Life,' conducted in collaboration with Evercare Hospital, Dhaka, and Shanta Life Insurance PLC.

Team members received basic health check-ups and attended an insightful session led by Dr. Asif Zaman Tushar, who shared practical guidance on heart health and adopting a healthier lifestyle. The program underscored our commitment to nurturing a workplace where employee wellness is a priority, empowering our team to lead healthier, more balanced lives.

# Cultural Highlights



Celebrating the women-  
International Women's Day

This International Women's Day, Edison Real Estate proudly celebrated the incredible women who bring dedication, talent, and inspiration to our organization every day. From shaping projects to leading teams, their contributions make a lasting impact.

To honor their efforts, we organized a thoughtful gesture to gather and initiate small token of gift to appreciate and but heartfelt in appreciation. This celebration reflects our commitment to empowering women, recognizing achievements, and fostering a workplace where every voice is valued. Because when women thrive, we all thrive.



Pohela Falgun  
Celebration

On the occasion of Pohela Falgun, a small program was organized to celebrate the vibrant spirit of spring. The event brought team members together in a cheerful and colorful atmosphere, reflecting the warmth, joy, and togetherness of the season.