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M squared extends partnership for fifth Saqqara Half Marathon featuring new 21km distance

Egyptian real estate developer M squared has extended its title sponsorship of the Saqqara Half Marathon for a third consecutive year, as the event prepares to introduce a 21-kilometre distance for the first time.

The fifth edition of the race, organized by The TriFactory, is scheduled for Friday, 13 February 2026. The event is expected to host approximately 2,000 runners repre-

senting more than 60 nationalities. Held under the auspices of the Ministry of Youth & Sports, the race is part of the "Race Through History" series, which utilizes Egypt's historical destinations for athletic events.

The 2026 edition will feature 5km and 10km distances alongside the new 21km half marathon. The routes for the 10km and 21km races will extend through the Saqqara Necropolis to the Abu Sir Pyramids

via newly opened interlock surface roads. The start line, finish line, and awards ceremony are situated at the 5,000-year-old Step Pyramid of Saqqara.

"Our partnership with The TriFactory for this landmark race, hosted in an area of exceptional historical and strategic significance, is exemplary of our belief in the role of sporting events in presenting Egyptian heritage through a

contemporary lens," said Karim Malash, CEO of M squared, the real estate arm of Intro Investment Holdings.

Malash added that the event contributes to the promotion of archaeological landmarks and supports sustainable tourism, noting that M squared views the sponsorship as an investment in "future-facing experiences." He stated that the company's approach to devel-

opment prioritizes the creation of integrated, healthy communities through walkability and shared amenities.

Ayman Hakky, founder and CEO of The TriFactory, said the introduction of the half marathon distance resulted from years of planning within the historic environment.

"Reaching a fifth edition and introducing the half marathon distance is the cumulative result of

years of planning on the ground," Hakky said. "Working with M squared allows us to continue developing the race with the operational depth and stability needed to deliver it at this scale."

The partnership aims to strengthen Egypt's position on the global running calendar by maintaining a race that prioritizes organization and participant safety within a heritage setting.