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M squared announces one-year sponsorship of Egyptian HYROX athlete Aly Mazhar

Egyptian real estate developer M squared, the real estate arm of Intro Holding, has signed a one-year athlete sponsorship agreement with Egyptian entrepreneur and HYROX athlete Aly Mazhar to support his competitive journey throughout the 2026-2027 season.

Running from July 2026 to July 2027, the partnership will back Mazhar as he competes in HYROX races across Europe, Asia, and South America. His season begins in Istanbul on 1-2 August, followed by events in Rome, Rio de Janeiro, London, and other international destinations.

According to the company, the sponsorship forms part of M squared's broader vision of creating destinations where fitness, wellbeing, and community are woven into everyday life.

Karim Malash, Chairman & CEO of M squared, said: "Great partnerships begin with shared values. Aly has



earned every milestone through consistency, discipline and a willingness to keep raising the bar. That's the kind of mindset we value at M squared. We build places where people can grow, pursue ambitious goals, and build meaningful lives, and we're proud to stand behind Aly as he takes on his next HYROX season."

The agreement marks Mazhar's second full HYROX season after making his debut in 2025. What began as a personal fitness challenge has evolved into a competitive pursuit, with Mazhar having competed in more than 16 races. He previously secured a second-place finish in Abu Dhabi and placed third in the Red Bull Monday

Night Shift Invitational. The company noted that he continues his pursuit of professional-level performance in one of the world's fastest-growing fitness racing formats.

Alongside his athletic career, Mazhar continues to grow businesses centred around fitness and wellbeing. He is a partner in AlphaX and BeFit Gym at RITSA, which serves as M squared's commercial destination at Masyaf Ras Alhekma.

Commenting on the partnership, Aly Mazhar said: "Every race teaches you something. You learn where you can improve, where you need more discipline and how much further you can push yourself. That's why this partnership means so much to me. M squared shares that mindset of continuous progress, whether you're building a business, training for competitions, or creating a community around you. I'm looking forward to taking on this season together."