

## **Amr Shabana, Global Squash Icon, Acquires Mahara Sports Management with Vision for Egypt's Olympic Success**

**Cairo, Egypt Nov., 2024** In a groundbreaking move set to reshape Egypt's sports landscape, six-time world squash champion Amr Shabana has announced the acquisition of Mahara Sports Management. This strategic investment, for an undisclosed amount, marks Shabana's transition from athlete to visionary leader, committed to nurturing Egyptian talent for international and Olympic success.

To advance Mahara's mission, Shabana has partnered with ctrl+, a visionary marketing consultancy specializing in disruptive branding solutions. Together, Mahara and ctrl+ will implement bold strategies for athlete development, integrating cutting-edge training methods, competitive frameworks, and partnerships that bridge both public and private sector support.

*"Egypt has long been a powerhouse in the world of squash. With Mahara, we're committed to nurturing and advancing our athletes to achieve Olympic success and showcase our nation's extraordinary talent,"* Shabana stated.

This acquisition marks the start of a new era in Squash sports, with Shabana's leadership positioning Mahara as a key player in realizing Egypt's Olympic and global sports aspirations.

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### **About Amr Shabana**

Amr Shabana is a globally celebrated squash icon, recognized for his distinguished career, which includes five PSA World Championship titles and a record 33-month reign as World No. 1. Known for his groundbreaking achievements, Shabana was the first Egyptian to win the PSA World Championship in 2003, solidifying Egypt's dominance in the sport and inspiring a generation of world-class players. His innovative playing style, often called "The Maestro's Touch," earned him a reputation for making difficult shots look effortless.

### **About Mahara**

Mahara Sports Management was established by industry pioneers Fabio Donato, Adel Sherif, and Amr Salem, each bringing a wealth of expertise from their respective fields. Fabio Donato is renowned for his success in the restaurant industry with ventures like Gigi's and Izakaya, while Adel Sherif and Amr Salem have made significant contributions to real estate and other sectors, including JLL. Since its inception, Mahara Sports Management has been dedicated to advancing sports talent management and fostering excellence in the field.

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