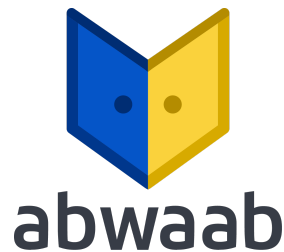


Apex Joins Abwaab to Scale its Elite College Admissions Success to the MENA Region



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Abwaab, the leading education platform across the Arab world, today announced its acquisition of **Apex Education**, a startup focused on elite college admissions.

The move reflects Abwaab's commitment to advancing educational excellence and unlocking student potential across the MENA region, from early learning through high education and beyond.

Co-founded by **Leila Hassan** (University of Oxford), **Hussein Elkheshen** (University of Chicago) and **Mohamed Ebied** (Harvard University) in 2019, and led by Leila since, Apex was born from the desire to help students and their families navigate admissions to the world's most in-demand universities through expert guidance.

Hamdi Tabbaa, Co-Founder and CEO of Abwaab, said "Abwaab's vision is to unleash the human potential of students across the region. Apex has earned the deep trust of families through their track record of placing students into the world's most competitive universities, allowing them to reach their full potential."

Since its founding, Apex has helped students get admitted into Harvard, Columbia, Oxford, Cambridge, Stanford, Brown, UChicago, UC Berkeley, UCLA, Imperial, UCL, EPFL and many more. Its core focus is high-end college advisory and admissions prep, guiding students from middle school to high school and preparing them for admissions to top global universities.

Leila Hassan, who will continue to lead [Apex Education](#) college admissions at Abwaab, added "At the heart of Apex, our philosophy was that every student can achieve more with the right guidance. We're not just shaping college applications, we're helping shape their futures, and we take that responsibility very seriously. Joining Abwaab allows us to deepen that impact by building the capacity and infrastructure we need to support more students, without compromising on quality and personalization."

The acquisition allows Abwaab to deliver its recently launched tutoring and test prep product for international curricula through Apex, encompassing both academic tutoring and expert global admissions guidance for students.



Left to right: Hamdi Tabbaa, Leila Hassan, Sabri Hakim

[Link to APEX website](#)