

INERTIA

Inertia Sponsors the First Marathon in Egypt with International Presence

Organized in partnership with TriFactory and the Magdy Yacoub Heart Foundation

Cairo, Egypt; March 5, 2017 – Inertia, a prominent real estate company which provides high quality, modern commercial and residential properties across Egypt, was the platinum sponsor of the first-of-its-kind marathon on the 24th of February, 2017 in Aswan, Egypt. The running event, titled 'Aswan42,' was held in collaboration with TriFactory and the Magdy Yacoub Heart Foundation.

The occasion united 1,000 competitors from 32 nations, with a significant number of observers that attended to watch the unique run along the River Nile. Participants ran for an astounding cause – to gather pledges for the Aswan Heart Center, and the free heart surgeries it accommodates for both grown-ups and kids.

Runners signed up through www.thetrifactory.com, and were able to choose between the full marathon (42 KM), a half-marathon (21 KM), and the (10 KM) race distances, while children of ages 10 and below were able to take on a 2 KM Kids Run.

“Dr Magdy Yacoub attended the marathon himself, and inaugurated the run,” said Hussein Rifai, the Chairman and Board Member of Inertia Holding Group (IHG). “Running next to someone as benevolent as himself, helped enthusiastic contestants from all over the world to walk the extra mile for a human cause,” he added.

9 female winners and 9 male winners were announced for each of the marathon’s categories. Below are the rankings of each:

10K Male Winners:

- 1 - Amr Gamea (Egypt)
- 2- Michael Dixon (Great Britain)
- 3- Youssef Hegazy (Egypt)

10K Female Winners:

- 1 - Monica Smith (US)
- 2- Farida El Guertly (Egypt)
- 3- Rebecca MCarthy (CA)

21K Male Winners

- 1 - Hassan Marzouk (Egypt)
- 2- Mohamed Gamal (Egypt)
- 3- Ali Said Ahmed (Egypt)

21K Female Winners:

- 1 - Nesma Amar (Egypt)
- 2- Judi Hamilton (Ireland)
- 3- Nancy Aliaeldin (Egypt)

42K Male Winners

- 1 - Mohamed Rabie (Egypt)
- 2- Moharamy Hamdallah(Egypt)
- 3- Abdelrahman Hassan (Egypt)

42K Female Winners:

- 1 - Steffanie Kenia (CA)
- 2- Madhusmita Jena (India)
- 3- Zohra Merabet (Algeria)

“Aswan42 provided us with an opportunity to develop our role in the community, while also sporting a healthy lifestyle and bringing people together for a cause,” said Engineer Ahmed El Adawy, CEO of Inertia. “The marathon allowed us to hold on to our values and what we stand for as a company.”

About The TriFactory:

The TriFactory LLC is an Egyptian sports management company specialising in triathlon, endurance sports, and mass participation events. It provides administration, management, and the expertise to train athletes, organize events, and the capability to facilitate sports travel for clients.

About MYF:

Magdy Yacoub Heart Foundation (MYF) is a non-profit, non-governmental organisation providing world-class medical treatment for cardiovascular diseases. MYF's is completely free and serves underprivileged patients both locally and throughout the region.

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Since its establishment, MYF has been committed to building and maintaining a state-of-the-art medical facility in Aswan, focused on serving patients suffering from heart disease. This medical facility would be a center of excellence and would eventually have a positive spillover effect on the neighbouring community and surrounding region.

About Inertia:

As a premium homebuilding company, Inertia wants owners to have absolute confidence when buying a new home from the company. That is why community stands at the heart of Inertia. Inertia challenges conventional lifestyles and provides a higher standard of living to people who join the Inertia "family". Inertia aspires to create flawlessly designed developments that show commitment to innovation and quality, allowing residents to feel at home from day one. By consciously selecting exceptional locations across Egypt, Inertia delivers a lifestyle to its residents that suits them perfectly, putting their interests and needs first.

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