



FITNESS SOLUTIONS PROFILE

Since 2025



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A new chapter in fitness & wellness, built for Syria

Sham Wellness is a new complete fitness & wellness solutions company launching in Syria, led by Mohammad Shammaa, who also serves on Delta Fitness's senior management team in Saudi Arabia, with SportsArt signed as our first equipment partner.

MISSION

Complete fitness & wellness solutions that help Syria live healthier, more active lives.

VISION

To become Syria's leading complete fitness & wellness provider

VALUES



Integrity

We act with the highest ethics, both as individuals and as an organization.



Operational Excellence

We achieve our goals through mutual dedication, proficiency, and best practices.



Passion & Initiative

Passion and initiative is energy. Passion is what drives us and initiative is what enables us to do better and achieve higher.



Collaboration & Teamwork

Our success is dependent on unlocking individual potential and team collaboration in order to achieve synergy and deliver value to all our stakeholders.



Customer Centricity

This is why we exist. We are dedicated to providing value added products and services of great value to enrich our customers' lives through health & well-being.



Social Responsibility

We aim to positively contribute to our society and community in order to achieve a healthier lifestyle for all.

01

COMMERCIAL GYMS

Full equipment, layout and brand selection for standalone and multi-location gym operators.

02

FITNESS CLUBS

Premium club fit-outs designed to compete on member experience, not just equipment count.

03

SPORTS & FOOTBALL PERFORMANCE

Strength, conditioning and performance-testing equipment for clubs, academies and training centers.

04

WELLNESS FACILITIES

Recovery, spa and wellness environments for members, guests and residents alike.

05

RESIDENTIAL & HOSPITALITY FITNESS

Amenity gyms and wellness spaces for residential developments, hotels and mixed-use projects.

06

UNIVERSITY & EDUCATION

Sports and fitness facilities for universities, schools and student wellness programs.



CARDIO

Treadmills, bikes, ellipticals, rowers and climbers from leading international brands.



STRENGTH

Selectorized, plate-loaded and free-weight equipment for every training style.



ACCESSORIES

Mats, benches, racks and the small equipment that rounds out a facility.



FLOORING

Rubber, turf and shock-pad flooring built for high-traffic training areas.



LOCKERS

Locker room and changing-area furniture for clubs, hotels and facilities.



RECOVERY & BODY ANALYZERS

Recovery tools and body-composition analysis technology for members and athletes.



DESIGN

Space planning and equipment layout for new and renovated facilities.



CONSULTANCY

Guidance on brand selection, facility concept and market positioning.



SUPPORT & MAINTENANCE

Ongoing servicing to keep equipment running and members moving.



MANPOWER SUPPLY

Trainers, technicians and facility staff sourced for our partners.



SUPPLY CHAIN CAPABILITIES

Import, logistics and customs handling backed by our group's network.



SPORTS MARKETING

Marketing consultation, advertising and digital campaigns, sports event activations and brand identity creation.

- **Backed by Delta Fitness leadership**

Led by Mohammad Shammaa, who also sits on Delta Fitness's senior management team in Saudi Arabia — proven operating expertise behind a new brand.

- **Leading Brands**

A confirmed equipment partnership already in place — not just a conversation in progress.

- **A Jeddah-to-Damascus bridge**

Positioned to connect Saudi capital and expertise with Syria's reconstruction-era market, as investment accelerates between the two countries.

- **Favorable timing**

Sanctions on Syria were substantially eased in mid-2025, and Saudi Arabia has since signed billions of dollars in new investment agreements with Syria across real estate, infrastructure and tourism.

- **Damascus first**

Our initial focus is Damascus, where hospitality and residential reconstruction activity is already underway, with expansion to other cities planned as the market develops.

- **A Jeddah-to-Damascus bridge**

As a Jeddah-based company with senior leadership experience at Delta Fitness, we are positioned to bring proven fitness-industry sourcing, design and service expertise directly into the Syrian market.

OUR BRAND PORTFOLIO

International equipment brands available through our group's supplier relationships — SportsArt is signed and confirmed for Sham Wellness.

CORE
HEALTH & FITNESS

TCORX
FITNESS IN MOTION

 **concept 2**

 **Hyperice**

SportsArt
SIGNED PARTNER

InBody

PAVIGYM

 **SUITEMATE**
SWIMSUIT WATER EXTRACTOR

TRX®

JORDAN

K•WELL

For Syria, we exist to bring complete, professional fitness and wellness solutions to a market that is ready to grow.

Our leadership's experience in the fitness industry, our network's market knowledge, and a hands-on approach to sourcing, design and service allow us to bring quality health and wellness solutions to Syria from day one.

We look forward to building this platform together with our partners and clients as Sham Wellness grows.

Your fitness & wellness partner.

Sham Wellness Team



THANK YOU

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