$$f(x) = y = \frac{\ln\left(\frac{x}{m} - sa\right)}{r^2}$$

$$y r^2 = \ln\left(\frac{x}{m} - sa\right)$$

$$e^{y r^2} = \frac{x}{m} - sa$$

$$m e^{y r^2} = x - m s a$$

$$\Rightarrow m e^{rry} = x - mas$$