



## AlArabia Outdoor Advertising Celebrates the Launch of its Outdoor Advertising Projects in Riyadh.

In the presence of several dignitaries, bank executives, and businessmen, AlArabia Outdoor Advertising celebrated on Tuesday, the launch of its future projects in the outdoor advertising sector in Riyadh, in addition to winning the exclusive investment rights for billboards at King Khalid International Airport. The celebration took place at The St. Regis Hotel in Riyadh.

The ceremony included an introduction to the exclusive investment alliance between AlArabia and Saudi Artificial Intelligence Company (SCAI), one of the Public Investment Fund's companies for the development of outdoor advertising. The alliance is in partnership with Remat Al-Riyadh Development Company for a period of ten years, with a value exceeding ten billion riyals. Additionally, the details of AlArabia's investment in the exclusive advertising rights for King Khalid International Airport with Riyadh Airports Company were presented.

During the ceremony, the guests were introduced to a visual presentation of advertising solutions and innovations in the technologies used in billboards, highlighting their competitive features. The presentation showcased the complete digital transformation of advertising assets and the launch of three sets of smart and sustainable solutions.

The ceremony also witnessed the launch of the first platform of its kind in the field of analyzing the performance and real-time impact of outdoor advertising to enhance advertising content. Several initiatives and partnerships were signed with local and international design experts.

Following that, a panel discussion was held where speakers exchanged important views on the future of advertising products, their future trends, and details about advertising solutions and innovations to create a competitive digital environment for the capital. The discussion also covered proposals that support this competitiveness.



During the ceremony, Mr. Mohamed AlKhereiji, the CEO of AlArabia, delivered a welcoming speech, stating, "Through this project, we aim to provide innovative digital solutions that contribute to supporting our economy, creating over 1000 new job opportunities, retaining and attracting billion-dollar advertising budgets to our platforms, and achieving 100% digitization."