

## **AlArabia Outdoor Advertising Company signs an exclusive concession agreement with Umm Al Qura for Development & Construction Company for 15 years.**

AlArabia Outdoor Advertising Company announced the signing of an exclusive 15-year concession agreement with Umm Al Qura for Development & Construction Company. This agreement entails the installation and operation of 315 digital billboards in total, with the possibility of future expansion. 34 of these billboards will be positioned on bridges and tunnels, covering a total area exceeding 1.2 million square meters. These billboards serve as a focal point on Masar Makkah, representing an urban destination with a developmental and investment vision, offering multiple capabilities and advantages in the heart of the holy capital.

This agreement aims to contribute to enhancing the quality of life for the people and visitors of Makkah, and improving the services provided by Masar destination to be an inspiring destination for the coming years by installing fully digital billboards with high standards and efficiency. These billboards will be equipped with modern and intelligent technologies and feature designs inspired by the identity and culture of Makkah, its natural surroundings, and architectural structure. They will be manufactured using sustainable and environmentally friendly materials, displaying advertisements that resonate with the spirituality of Makkah and respect its culture and authenticity. Additionally, they will introduce visitors and newcomers to Makkah, while presenting dynamic content that offers unique advertising experiences. Furthermore, this agreement contributes to boosting the economic growth of the region and establishing a new and diverse investment base that will add to the local GDP of the city of Makkah, helping to achieve the goals of the Saudi Vision 2030.

Umm Al Qura for Development & Construction Company, renowned for Masar destination, is committed to enhancing the urban landscape and investment potential of Makkah. Situated at the western entrance of the city, Masar stretches from the borders of the Third Ring Road to the west, intersecting the First Ring Road at the western boundary of the Holy Mosque in Makkah. Due to its strategic significance, the Masar destination has embraced the concept of modern destination development, aiming to apply the latest strategies of exemplary destination development while considering the urban and economic dynamics of Makkah.