

## Al Arabia Outdoor Advertising and Multiply Group's Media Vertical Sign MoU to Establish a Global Investment Entity in Out-of-Home Advertising

- Significant cooperation aimed at enhancing international expansion in the outdoor advertising sector
- A strategic agreement between the two companies to enter new global markets, invest in global expansion, and strengthen their leadership as the fastest-growing companies in the outdoor advertising sector worldwide

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**ABU DHABI, UAE, 03 April 2025** - In a significant step towards global expansion, Al Arabia Outdoor Advertising signs a Memorandum of Understanding (MoU) with the media vertical of Multiply Group PJSC (ADX: MULTIPLY), the Abu Dhabi-based investment holding company, setting the stage for the creation of a joint entity dedicated to investing in the global out-of-home (OOH) advertising sector, strengthening global presence and supporting expansion plans into international markets. This collaboration also focuses on exploring joint acquisition opportunities and investments in OOH advertising with an emphasis on expansion beyond the MENA regions.

The MoU includes a key provision for exploring joint investments in advertising technology and artificial intelligence within the OOH sector as it aligns with the industry's ongoing transformation and emphasizes the development of advanced advertising platforms, including Supply-Side Platforms (SSP), these technologies will enhance the efficiency of reaching targeted advertising segments, improve overall sector sustainability, and integrate with the future of digital advertising.

Commenting on the partnership, **Mohammad Al-khereiji, the CEO of Arabia Outdoor Advertising stated:** "Signing this agreement with Multiply Group reflects our continued commitment to scaling our operations globally, aligning with our significant growth across the Middle East as the leading OOH advertising network in the region. Our expansion strategy is centered on identifying and capitalizing on new growth opportunities in international markets."

Al-khereiji added, "We believe this collaboration will strengthen our position as one of the fastest-growing companies in the OOH industry, allowing us to introduce groundbreaking solutions that harness the power of artificial intelligence and emerging technologies."

**Samia Bouazza, Group CEO and Managing Director of Multiply Group,** said: "This partnership with Al Arabia is part of Multiply Group's global growth strategy. With two media powerhouses joining forces, we are establishing the foundation for advancing out-of-home advertising and AdTech."

This move reflects the ambitious global expansion vision shared by both Multiply Group and Al Arabia Outdoor Advertising, through the creation of a joint venture focused on capturing growth opportunities in out-of-home advertising and adtech beyond the MENA region. The

collaboration represents a key step in attracting investor interest in high-return opportunities and engaging technology partners seeking to scale.

This MoU marks a new chapter in international collaboration as both companies work together to pioneer cutting-edge advertising technology solutions. This strategic alliance positions them at the forefront of the industry, ensuring they remain competitive amid rapid advancements in the sector. The partnership will also drive business expansion, deliver innovative advertising solutions to global markets, and open new investment avenues while fostering industry sustainability.

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## ABOUT Al Arabia Outdoor Advertising

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Al Arabia Outdoor Advertising was established in Riyadh, Saudi Arabia, on March 3, 1983, as a limited liability company specializing in outdoor advertising. It was later listed on the Saudi Stock Exchange (Tadawul) on November 15, 2021, becoming a publicly traded entity with a capital of SAR 500 million. Over the past four decades, the company has led the OOH industry in Saudi Arabia, securing the largest market share across multiple cities. With investments in Cairo, Alamein, and Dubai, Al Arabia Outdoor Advertising continues its expansion, modernizing its offerings and operating the largest digital advertising network in the Middle East.

## ABOUT MULTIPLY GROUP

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Multiply Group PJSC is an Abu Dhabi-based investment holding company that globally invests and operates in transformative, cash-generating businesses.

Known for its trademark growth mindset, Multiply Group will continue to deploy capital across its two distinct arms, both of which follow a disciplined approach to investing and ensure consistent, sustainable value creation for our shareholders in the short-, medium- and long-term:

**Multiply:** The investments and operations in long-term strategic verticals, currently investing and operating in Mobility, Energy & Utilities, Media & Communications, Wellness & Beauty, and Retail & Apparel. Anchor investments provide long-term recurring income, through which bolt-on acquisitions are made.

**Multiply+:** The Group further engages in opportunistic, sector-agnostic investments, via mainly minority stakes in private and public markets.

For more information, visit [www.multiply.ae](http://www.multiply.ae)