

# COMPANY PROFILE **20 26**



Your Billboard Is A Click Away

# WHO WE ARE

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Founded in 2019, **Yafta Map** is the first integrated platform in Egypt and KSA that transforms how businesses access and interact with the Out of Home (OOH) advertising market.

By consolidating all advertising spaces from traditional billboards to advanced digital screens into one unified, map based platform, Yafta Map enables users to seamlessly explore, evaluate, and activate advertising campaigns with clarity and speed.

Our mission is to simplify decision-making and put the entire market at your fingertips turning a traditionally complex process into a few intuitive steps.



# WHAT WE DO

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Yafta Map provides a complete digital experience that guides users from discovery to campaign launch:

- Select preferred billboards and move directly to booking
- Explore advertising locations interactively through a live map
- View real billboard assets and detailed specifications instantly
- Complete contracts digitally and launch campaigns without delays
- Compare multiple placements to identify the most effective options
- Filter and refine options based on location, format, and campaign needs

Every step is designed to move the user forward from browsing to decision to execution within a single seamless platform.

# OUR VALUE PROPOSITION

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Yafta Map is not a traditional media supplier it is a decision driven marketplace We empower users to take action with confidence:

- Shortlist and compare options with clarity
- Secure optimal placements at competitive pricing
- Instantly access and navigate the entire OOH market
- Make faster decisions with reduced operational friction
- Identify high-performing locations through data backed insights

From the moment a user enters the platform, they are guided toward one clear outcome selecting the right location and activating their campaign efficiently.

# PLATFORM FEATURES

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Our platform is built to support both exploration and immediate action:

**01**

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Instant selection and booking capabilities

**02**

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Smart filtering system for precise targeting

**03**

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Comparison tools for evaluating multiple options

**04**

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Visibility insights and estimated impressions

**05**

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Fully digital contracting process

**06**

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Real images and full specifications for every asset

**07**

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Interactive map displaying all available billboard locations

Whether users are discovering opportunities or ready to execute, the platform continuously enables them to move forward with the next step.



# SEAMLESS BOOKING EXPERIENCE

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**Yafra Map** transforms outdoor advertising into a guided, action oriented journey:

- Launch the campaign
- Complete the contract digitally
- Explore available billboard options
- Proceed to booking with a single action
- Identify target areas directly on the map
- Compare and shortlist preferred locations
- Review detailed information and performance indicators



From initial discovery to confirmed booking, the entire process is designed to be fast, intuitive, and conversion focused.

# Our Numbers

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**2019**

Where it all started



**+30**

Recurring Clients



**+3300**

Total Locations



**+100**

Districts



**+18**

Governorates



**+30**

Ad Types

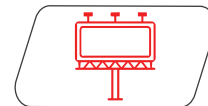
**Show Our Portfolio**

# BILLBOARD CATEGORIES

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▶ **Billboard Structures**

High-impact formats for maximum visibility and reach



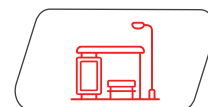
▶ **Building & Surface Advertising**

Large-scale branding across urban landscapes



▶ **Street Furniture & Urban Media**

Targeted exposure in high-footfall environments



▶ **Flags & Special Formats**

Flexible and creative advertising solutions



▶ **Digital Billboards**

Dynamic, data-driven display advertising



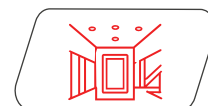
▶ **Transportation Advertising**

Mobile branding across transit networks



▶ **Indoor Advertising**

Strategic placements within commercial spaces



▶ **Airport Advertising**

Premium exposure in high-value travel environments



Yafta Map provides access to a comprehensive range of advertising formats, allowing users to choose the most suitable medium for their campaigns. Each category is fully integrated into the platform, enabling users to discover, evaluate, and select formats based on their campaign objectives.

# BILLBOARD STRUCTURES

First sample



## ADDRESS

3C7C+X5  
Nasr City, Egypt



## DISTRICTS

Ring Road



## GOVERNORATES

Cairo Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Uni Pole



## QUANTITY

1 Billboard



## SIZE

8x24 m



## SIDES

2 Sides



## SQUARED METER

192 m<sup>2</sup>

[Visit Our Market Place](#)



CODE: Y-2843

# BILLBOARD STRUCTURES

Second sample



## ADDRESS

3472+CV  
Kerdasa, Egypt



## DISTRICTS

Mehwar Road



## GOVERNORATES

Cairo Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Uni Pole



## QUANTITY

1 Billboard



## SIZE

8x24 m



## SIDES

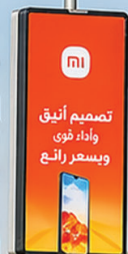
2 Sides



## SQUARED METER

192 m<sup>2</sup>

Visit Our Market Place



CODE: Y-2779





# BILLBOARD SURFACE ADVERTISING

First sample



## ADDRESS

24 Abd El-Azeem  
Basha Rashid, Al Agouzah



## DISTRICTS

October Bridge



## GOVERNORATES

Giza Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Roof Top



## QUANTITY

1 Billboard



## SIZE

10×18 m



## SIDES

2 Sides



## SQUARED METER

180 m<sup>2</sup>

Visit Our Market Place



CODE: Y-859

# BILLBOARD SURFACE ADVERTISING

Second sample



## ADDRESS

100 26th Of July Corridor,  
Boulaq Num.4, Bulaq



## DISTRICTS

15 May Bridge



## GOVERNORATES

Cairo Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Wall



## QUANTITY

3 Billboard



## SIZE

16x12 + 9x10 + 6x10 m



## SIDES

3 Sides



## SQUARED METER

342 m<sup>2</sup>

Visit Our Market Place

# STREET FURNITURE & URBAN MEDIA

First sample



## ADDRESS

El-Basatin  
Sharkeya, El Basatin



## DISTRICTS

Ring Road



## GOVERNORATES

Cairo Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Gate



## QUANTITY

2 Billboard



## SIZE

7x14 m



## SIDES

8 Sides



## SQUARED METER

98 m<sup>2</sup>

Visit Our Market Place



CODE: Y-186

# STREET FURNITURE & URBAN MEDIA

Second sample



## ADDRESS

Saad Zaghloul Street,  
Shaibet An Nakareyah



## DISTRICTS

El-Zagazik



## GOVERNORATES

Al-Sharkia Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Light Box



## QUANTITY

1 Billboard



## SIZE

5x6 m



## SIDES

1 Sides



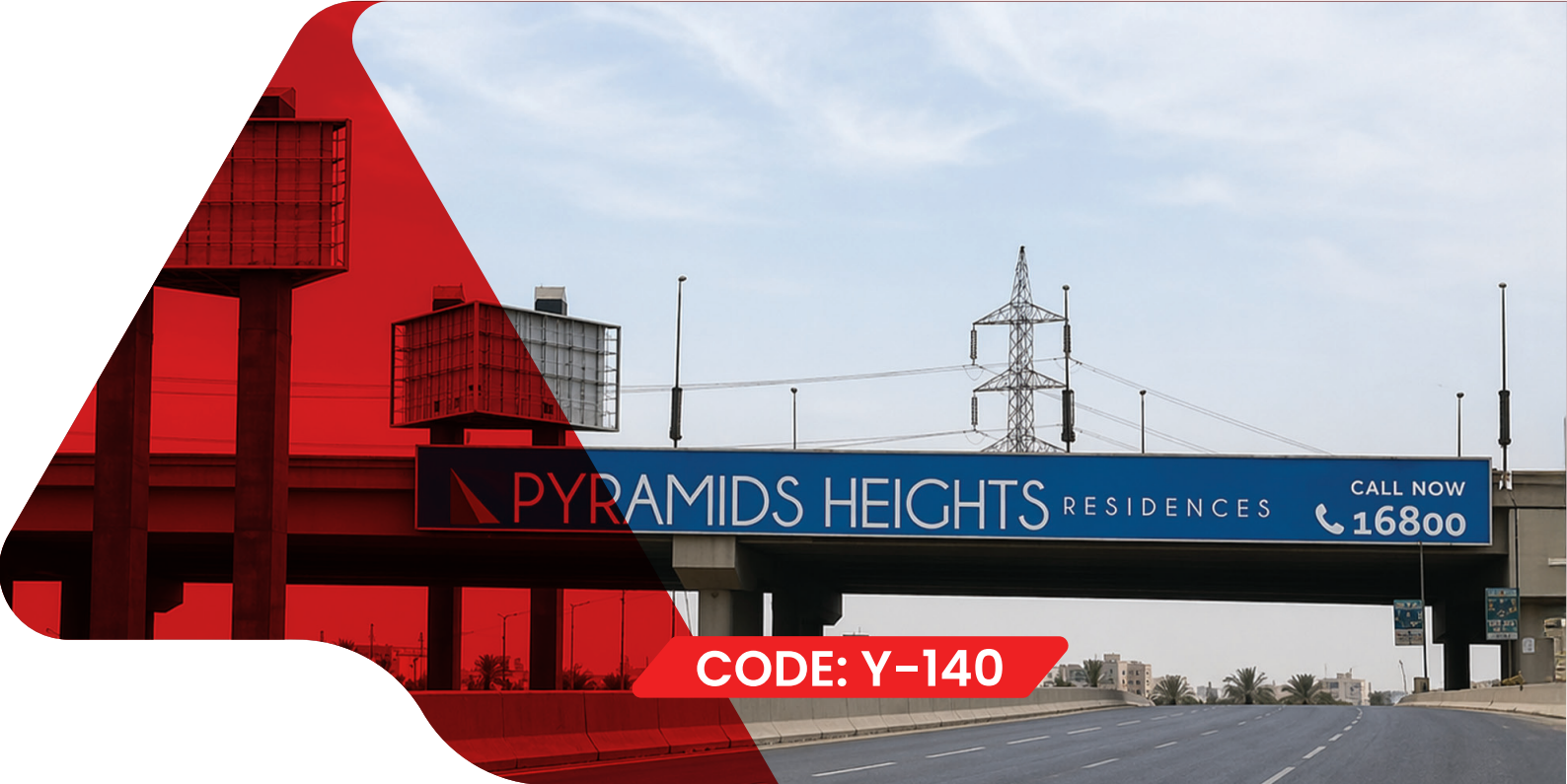
## SQUARED METER

30 m<sup>2</sup>

Visit Our Market Place

قباني موتورز KABANY MOTORS  
تخفيضات قباني بدأت  
45% خصومات تصل إلى  
تطبيق والاحكام  
55+  
19361 KABANY MOTORS

CODE: Y-2315



# FLAGS & SPECIAL FORMATS

First sample



## ADDRESS

Mehwar &  
Alex Desert Rd



## DISTRICTS

Alex Desert Rd



## GOVERNORATES

Giza Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Mirror



## QUANTITY

1 Billboard



## SIZE

26x5 m



## SIDES

4 Sides



## SQUARED METER

130 m<sup>2</sup>

Visit Our Market Place



CODE: Y-12

# FLAGS & SPECIAL FORMATS

Second sample



## ADDRESS

El-Basatin Sharkeya,  
El Mukkatam



## DISTRICTS

Autostrad



## GOVERNORATES

Cairo Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Flag



## QUANTITY

1 Billboard



## SIZE

3.5x4.5 m



## SIDES

2 Sides



## SQUARED METER

15.75 m<sup>2</sup>

Visit Our Market Place

# DIGITAL BILLBOARDS

First sample



## ADDRESS

32 Teraat Al Gabal,  
Al Khassah, Hada'lq  
El Qobbah



## DISTRICTS

October Bridge



## GOVERNORATES

Cairo Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Digital Screen



## QUANTITY

1 Billboard



## SIZE

12x10 m



## SIDES

1 Sides



## SQUARED METER

120 m<sup>2</sup>

Visit Our Market Place



CODE: Y-1872

# DIGITAL BILLBOARDS

Second sample



## ADDRESS

324 El-Gaish Rd,  
Fleming, Qism El-Raml



## DISTRICTS

Qism El-Raml



## GOVERNORATES

Alexandria Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Digital Screen



## QUANTITY

1 Billboard



## SIZE

1x2 m



## SIDES

1 Sides



## SQUARED METER

2 m<sup>2</sup>

Visit Our Market Place



CODE: Y-1879



CODE: Y-530

# TRANSPORTATION ADVERTISING

First sample



## ADDRESS

Oula Al Haram,  
El Omraniya



## DISTRICTS

Nasr City



## GOVERNORATES

Cairo Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Bus Vinyl Branding



## QUANTITY

1 Billboard



## SIZE

77x5.30, 77x6.30 m



## SIDES

2 Sides



## SQUARED METER

30 m<sup>2</sup>

Visit Our Market Place



# TRANSPORTATION ADVERTISING

Second sample



## ADDRESS

All Cairo -  
North coast



## DISTRICTS

Cairo - North coast



## GOVERNORATES

Cairo - Alexandria



## PLACEMENT TYPE

Outdoor



## TYPE

Digital screen with  
Without vinyl branding



## QUANTITY

1 Digital Screen  
Per car minimum 5 cars



## SIZE

0.36x1 m



## SIDES

2 Sides



## SQUARED METER

0.36 m<sup>2</sup>

[Visit Our Market Place](#)

# INDOOR ADVERTISING

First sample



## ADDRESS

2 El-Salam,  
Qesm Sharm Ash Sheikh



## DISTRICTS

Sharm El Sheikh



## GOVERNORATES

South Sinai Governorate



## PLACEMENT TYPE

Indoor



## TYPE

Floor Graphics



## QUANTITY

10 Floor Graphics



## SIZE

TBD



## SIDES

1 Sides



## SQUARED METER

TBD

Visit Our Market Place



CODE: Y-2429



CODE: Y-2459

# AIRPORT ADVERTISING

First sample



## ADDRESS

Borg El Arab  
International Airport



## DISTRICTS

Borg EL Arab Airport



## GOVERNORATES

Alexandria Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Poly Carbonate



## QUANTITY

2 Billboard



## SIZE

1.81x1.12 m



## SIDES

1 Sides



## SQUARED METER

2.03 m<sup>2</sup>

Visit Our Market Place



# AIRPORT ADVERTISING

Second sample



## ADDRESS

2 El-Salam,  
Qesm Sharm Ash Sheikh



## DISTRICTS

Sharm El Sheikh Airport



## GOVERNORATES

South Sinai Governorate



## PLACEMENT TYPE

Outdoor



## TYPE

Poly Carbonate



## QUANTITY

1 Billboard



## SIZE

5x2 m



## SIDES

1 Sides



## SQUARED METER

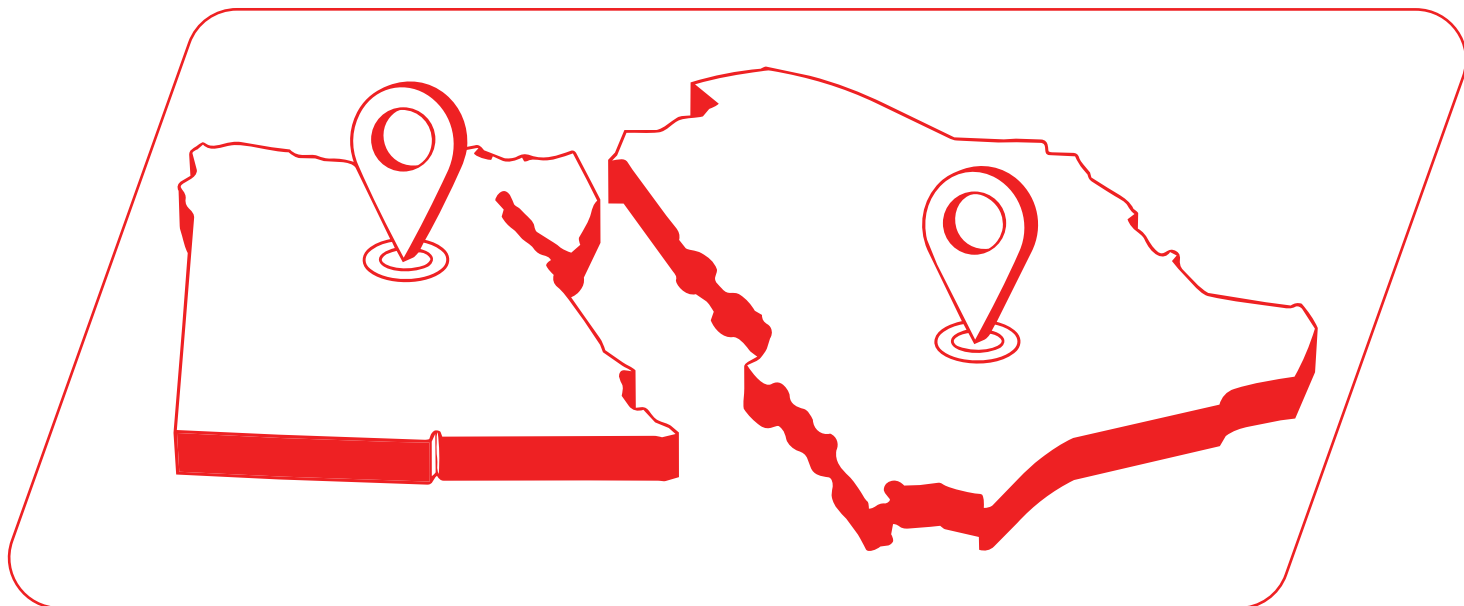
10 m<sup>2</sup>

Visit Our Market Place

# OUR PRESENCE

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Yafta Map operates across key regional markets:



**| Egypt:** Extensive coverage across major cities and strategic locations

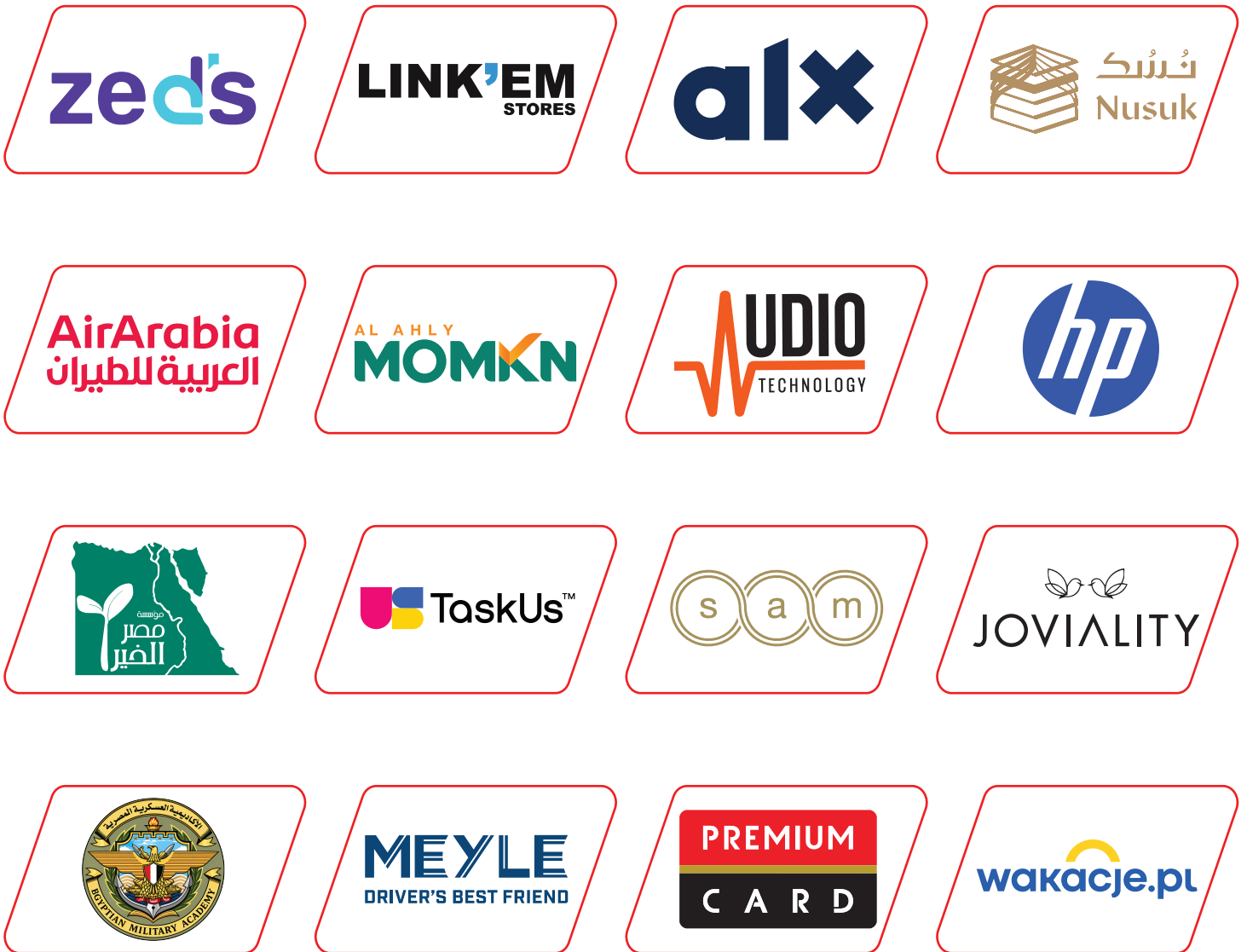
**| Saudi Arabia:** Growing presence with scalable expansion

Our platform ensures that users can access, compare,  
and activate campaigns across multiple markets from a single interface



# OUR CLIENTS

We collaborate with leading organizations across industries, including:



These partnerships reflect our ability to support clients at every stage from exploration to execution.



# THANK YOU

## START YOUR CAMPAIGN TODAY

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