COMPANY PROFILE 2026



YAFTA MAP™

Your Billboard Is A Click Away

WHO
WE ARE

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

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

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

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

01

Instant selection and booking capabilities

02

Smart filtering system for precise targeting

03

Comparison tools for evaluating multiple options

04

Visibility insights and estimated impressions

05

Fully digital contracting process

06

Real images and full specifications for every asset

07

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

Yafta 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

2019
Where it all started

+30
Recurring Clients

+3300
Total Locations

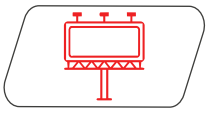
+100
Districts

+18
Governorates

+30
Ad Types

BILLBOARD CATEGORIES

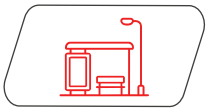
- **Billboard Structures**
  High-impact formats for maximum visibility and reach



- **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



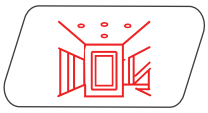
- **Digital Billboards**
  Dynamic, data-driven display advertising



- **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

ADRESS
3C7C+X5
Nasr City, Egypt

DISTRICTS
Ring Road

GOVERNORATES
Cairo Governorate

PLACEMENT TYPE
Outdoor

TYPE
Uni Pole

QUANTITY
1 Billboard

SIZE
8×24 m

SIDES
2 Sides

SQUARED METER
192 m^2



CODE: Y-2843

BILLBOARD STRUCTURES

Second sample

ADRESS
3472+CV
Kerdasa, Egypt

DISTRICTS
Mehwar Road

GOVERNORATES
Cairo Governorate

PLACEMENT TYPE
Outdoor

TYPE
Uni Pole

QUANTITY
1 Billboard

SIZE
8×24 m

SIDES
2 Sides

SQUARED METER
192 m^2



CODE: Y-2779



BILLBOARD
SURFACE ADVERTISING

First sample

ADRESS
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^2



BILLBOARD
SURFACE ADVERTISING

Second sample

ADRESS
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^2

STREET FURNITURE & URBAN MEDIA

First sample

ADRESS
El-Basatin
Sharkeya, El Basatin

DISTRICTS
Ring Road

GOVERNORATES
Cairo Governorate

PLACEMENT TYPE
Outdoor

TYPE
Gate

QUANTITY
2 Billboard

SIZE
7×14 m

SIDES
8 Sides

SQUARED METER
98 m^2



CODE: Y-186

STREET FURNITURE & URBAN MEDIA

Second sample

ADRESS
Saad Zaghloul Street,
Shaibet An Nakareyah

DISTRICTS
El-Zagazik

GOVERNORATES
Al-Sharkia Governorate

PLACEMENT TYPE
Outdoor

TYPE
Light Box

QUANTITY
1 Billboard

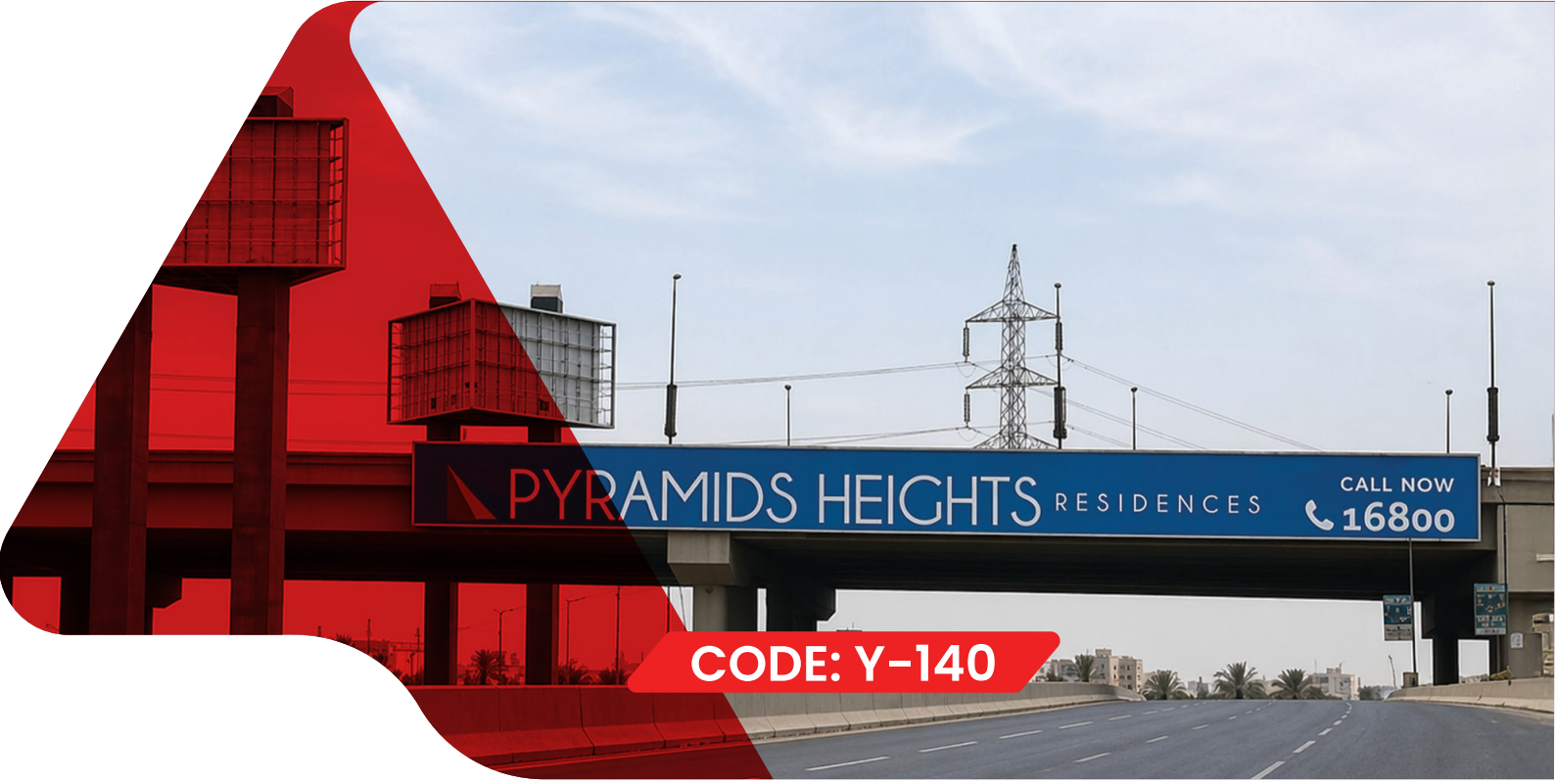
SIZE
5×6 m

SIDES
1 Sides

SQUARED METER
30 m^2



CODE: Y-2315



FLAGS & SPECIAL FORMATS

First sample

ADRESS
Mehwar &
Alex Desert Rd

DISTRICTS
Alex Desert Rd

GOVERNORATES
Giza Governorate

PLACEMENT TYPE
Outdoor

TYPE
Mirror

QUANTITY
1 Billboard

SIZE
26×5 m

SIDES
4 Sides

SQUARED METER
130 m^2



CODE: Y-12

FLAGS & SPECIAL FORMATS

Second sample

ADRESS
El-Basatin Sharkeya,
El Mukkatam

DISTRICTS
Autostrad

GOVERNORATES
Cairo Governorate

PLACEMENT TYPE
Outdoor

TYPE
Flag

QUANTITY
1 Billboard

SIZE
3.5×4.5 m

SIDES
2 Sides

SQUARED METER
15.75 m^2

DIGITAL BILLBOARDS

First sample

ADRESS
32 Teraat Al Gabal,
Al Khassah, Hada'Iq
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^2



CODE: Y-1872

DIGITAL BILLBOARDS

Second sample

ADRESS
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
1×2 m

SIDES
1 Sides

SQUARED METER
2 m^2



CODE: Y-1879



CODE: Y-530

TRANSPORTATION ADVERTISING

First sample

ADRESS
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^2



TRANSPORTATION ADVERTISING

Second sample

ADRESS
All Cairo -
North coast

DISTRICTS
Cairo - North coast

GOVERNORATES
Cairo - Alexandrea

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^2

AIRPORT ADVERTISING

First sample

ADRESS
Borg El Arab International Airport

DISTRICTS
Borg EL Arab Airport

GOVERNORATES
Alexandria Governorate

PLACEMENT TYPE
Outdoor

TYPE
Poly Carbonate

QUANTITY
2 Billboard

SIZE
1.81×1.12 m

SIDES
1 Sides

SQUARED METER
2.03 m^2



CODE: Y-2459

AIRPORT ADVERTISING

Second sample

ADRESS
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^2



CODE: Y-2441



CODE: Y-2429

INDOOR ADVERTISING

First sample

ADRESS
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

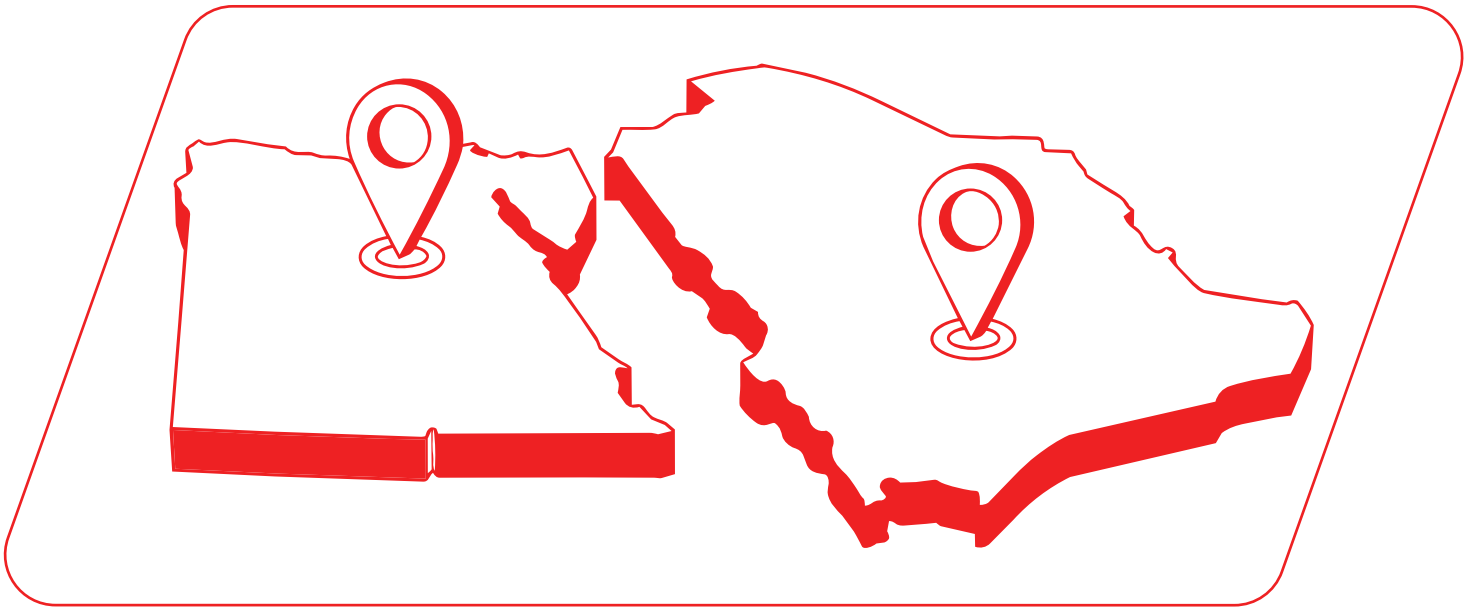
SIZE
TBD

SIDES
1 Sides

SQUARED METER
TBD

OUR PRESENCE

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.

MEET
OUR CEO



Mohamed Adel Allam

CO-Founder & Chief Executive Officer

Biography

Mohamed Adel Allam founded Yafta Map with a vision to transform outdoor advertising through technology.
By bringing transparency, efficiency, and digital innovation to the OOH industry, he has led the company in building a platform that simplifies how businesses discover, compare, and launch advertising campaigns across the region.

A Message From Our CEO

"Technology should make outdoor advertising simpler, smarter, and more accessible. Our mission is to empower brands with the tools they need to make confident decisions while shaping the future of Out-of-Home advertising across the region."

mohamed adel allam

Leadership Values

Transparency: Building trust through clarity and data.
Customer First: Creating solutions around real business needs.
Innovation: Simplifying complex industries through technology.

Vision

To become the Middle East's leading digital marketplace for Out-of-Home advertising.



THANK YOU

START YOUR CAMPAIGN TODAY

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