

RIGHT ANGLE

OUT OF HOME

COMPANY PROFILE

About Right Angle

- Right Angle is one of the largest Out-Of-Home media companies in the UAE and MENA
- Right Angle has partnered with the Road and Transport Authority (RTA) in developing and managing the world's first Air-Conditioned Bus Shelter network for Dubai
- Right Angle uses established and accepted Global Best Practice that provides advertising effectiveness and accountability



Core Business Model - PPP



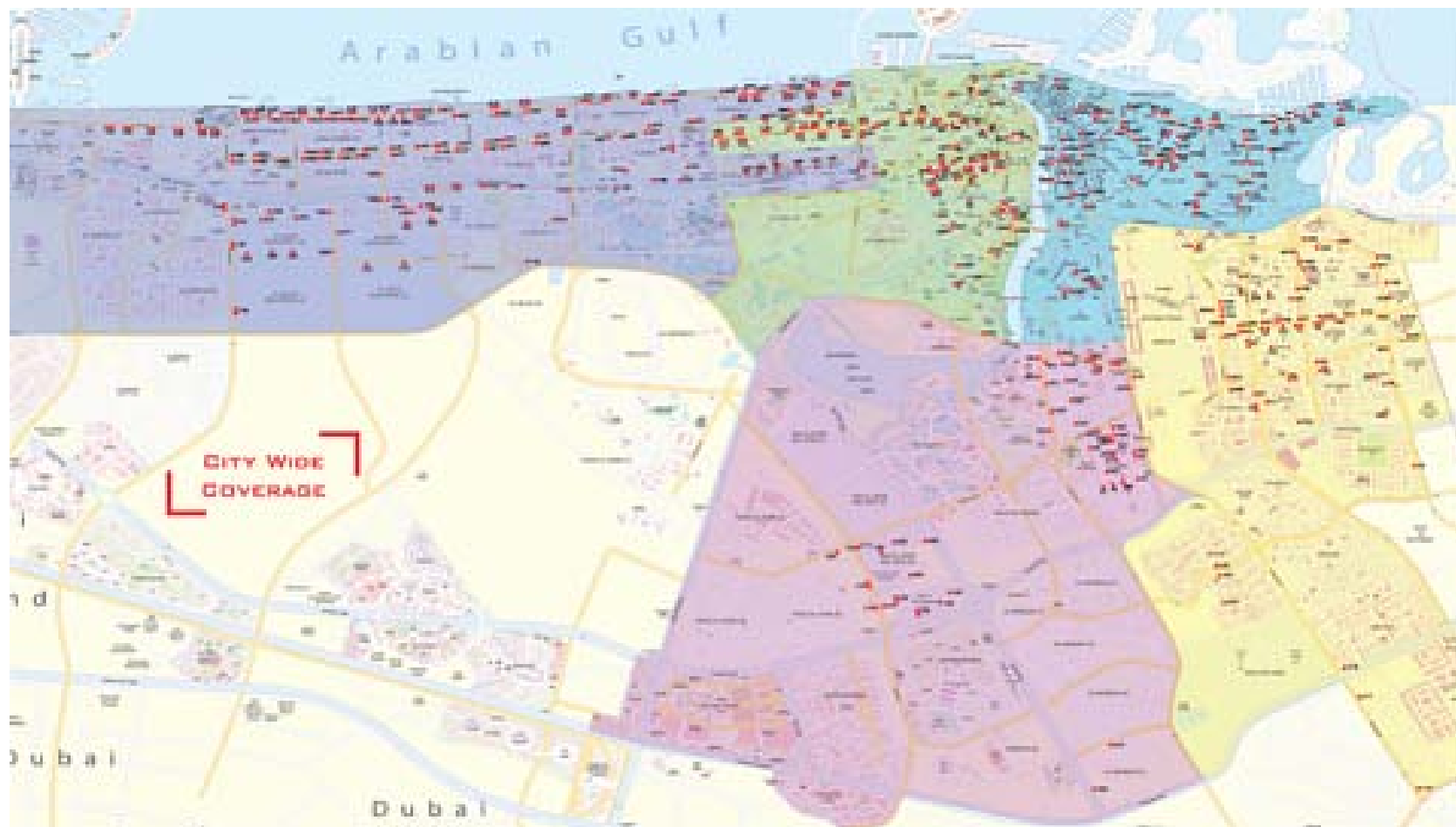
- Right Angle works with progressive municipalities and authorities to develop Public-Private Partnerships (PPP) that enable
 - Municipalities develop infrastructure without capital
 - Commuters utilise premium public services
 - Advertisers use an accountable media
- Some Right Angle concessions
 - Citywide - Street Furniture, Lamp Posts, Unipoles, Bridge Banners, Flags
 - Airport - Emerging provider of turnkey solutions that enhance passenger experience



Dubai Street Furniture

- Right Angle’s Air-Conditioned Bus Shelter project in Dubai provides utilitarian infrastructure and accountable media to advertisers
- Right Angle joined hands with the RTA in Dubai to develop this world class infrastructure and add yet another landmark to the city of Dubai
- Right Angle devised the entire project right from concept stage to completion in a period of 3 years
- This bus shelter network now spans over 650 locations in Dubai providing a premium commuter experience





New Dubai

Bur Dubai

Deira

Ghusais

Suburbs

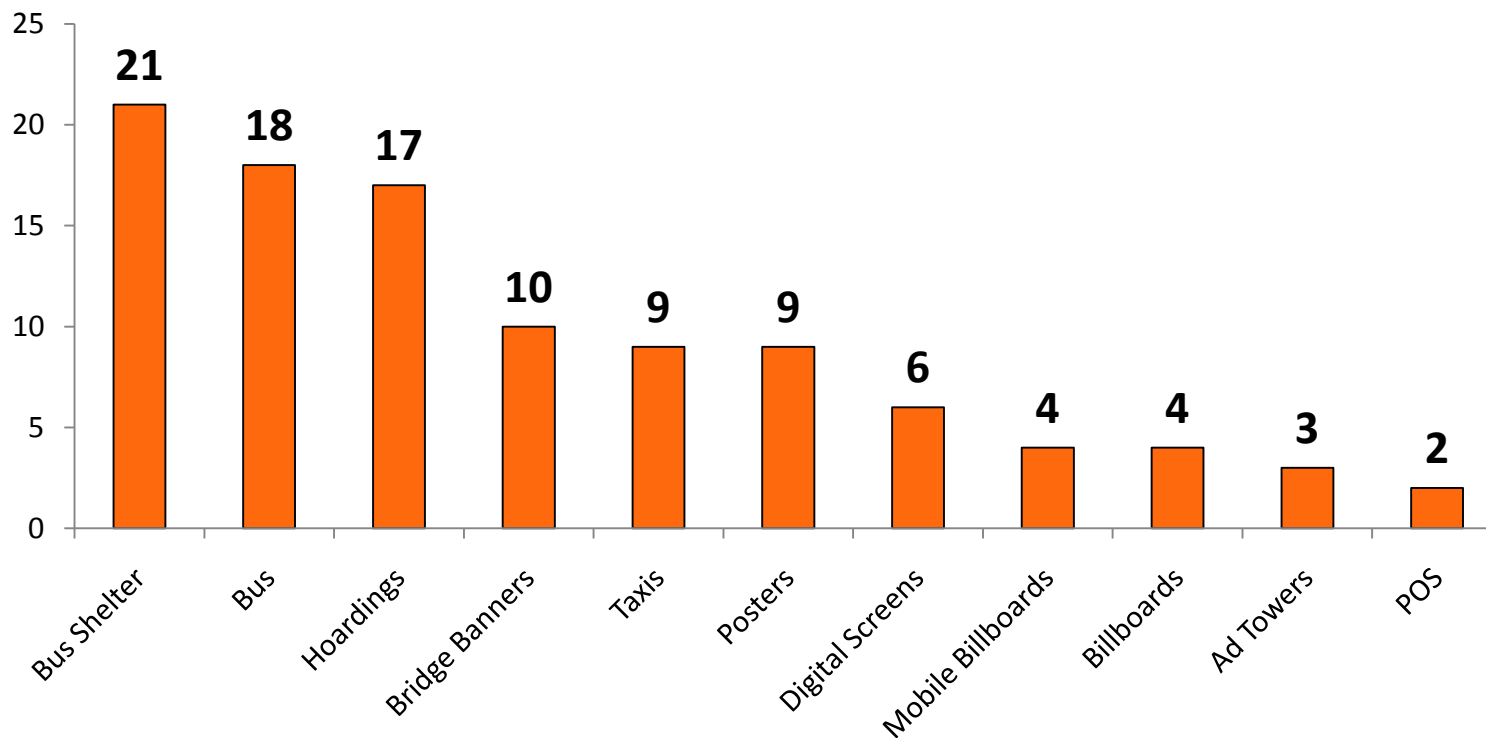
Right Angle - Research

- Right Angle is the first outdoor media company in the region to invest in audience research as it aims to provide accountability to an advertising investment
- Right Angle has appointed an independent research agency to generate awareness of the Street Furniture medium and brands advertised on it
- Additional objectives were
 - To generate insights on creative measurements
 - Media impact on buying decisions
 - Identify brand recall on Bus Shelters



Dubai Street Furniture – Top of Mind

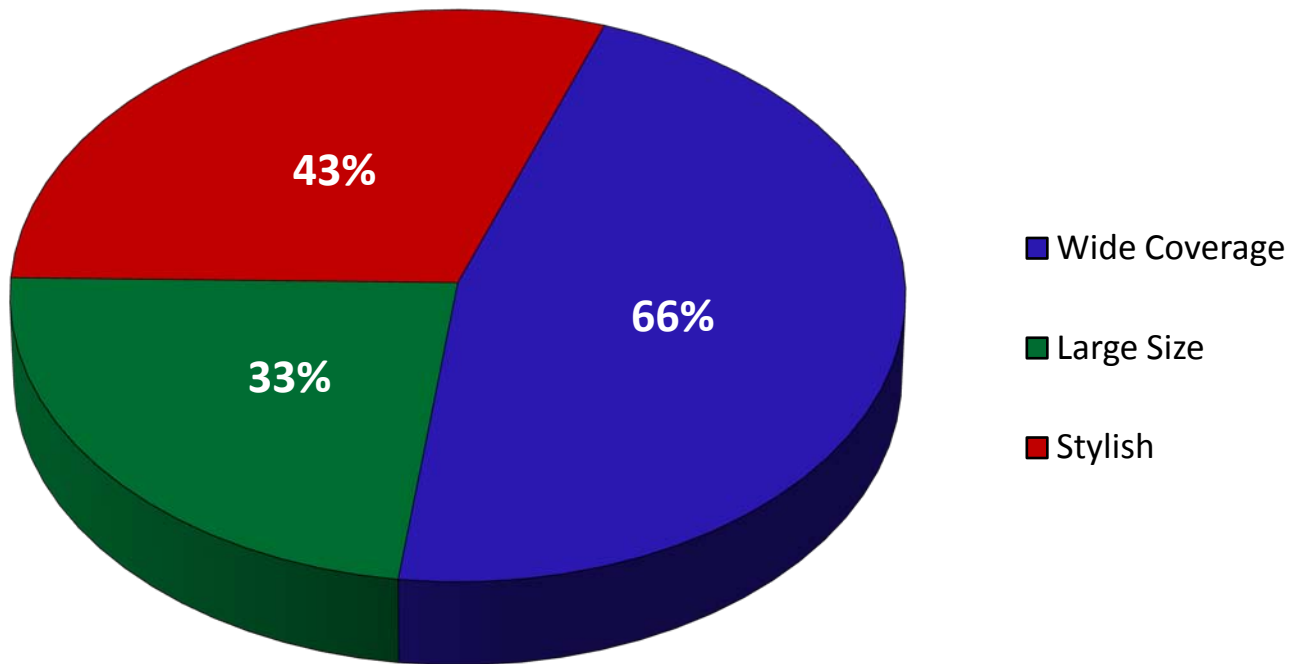
When asked “What OOH media comes first to your mind?”, the unprompted reply was



Bus Shelters have managed, in less than six months from the first study in Nov 2008, to improve its ranking through the top 3 OOH media in Dubai on spontaneous brand awareness to **rank no. 1** (all figures in percentages)

Dubai Street Furniture – Preferred Medium

When asked, “How is this medium different from other OOH media?”, their reply was



Visibility and **frequency** of the medium are two of the main reasons Right Angle bus shelters score well over other OOH media

Right Angle and Laqshya Media



- Laqshya Media is the largest independent Indian OOH media company in India
- Offers an array of OOH displays to an audience of more than **100 Million people** across Indian cities and towns
- More than 3000 sites across various cities and town of India
- Headquartered in Mumbai (India) with more than 20 offices spread across the country
- Right Angle Media is the international arm of Laqshya Media in the UAE



Laqshya Media - Portfolio



Airport



Large Format



Transit

Digital



Ambient



OUT OF HOME MEDIA... REDEFINED

