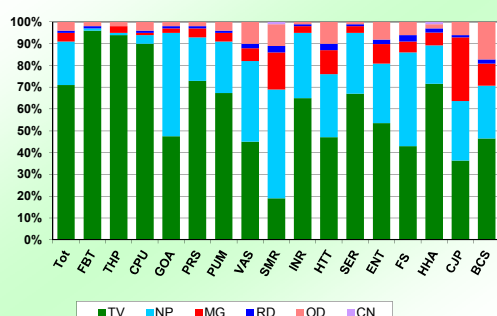
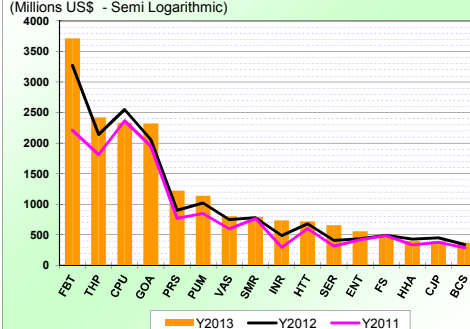


Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	%Var'n Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	2,208	3,274	3,714	19	13	96	1	0	1	2	0
Toiletries Hygiene/ House Care Products	THP	1,810	2,144	2,424	13	13	94	1	3	0	2	0
Communications & Public Utilities	CPU	2,369	2,551	2,332	12	-9	90	4	1	1	4	0
Government/Corporate & Organization Ad	GOA	1,948	2,060	2,320	12	13	48	48	2	1	2	0
Professional Services	PRS	770	899	1,221	6	36	73	20	4	1	2	0
Publishing Media	PUM	850	1,023	1,141	6	12	68	24	4	1	4	0
Vehicles Accessories & Supply	VAS	595	747	803	4	7	45	37	6	2	10	0
Shopping Malls & Retail Stores	SMR	765	778	792	4	2	19	50	17	3	10	1
Insurance & Real Estate & Properties	INR	294	488	737	4	51	65	30	3	1	1	0
Hotel Travel & Tourism	HTT	603	681	721	4	6	47	29	11	3	10	0
Other Services	SER	313	406	655	3	61	67	28	3	1	1	0
Entertainment	ENT	416	434	555	3	28	53	27	9	2	8	0
Financial Services	FS	485	492	501	3	2	43	43	5	3	6	0
Household Appliances	HHA	332	428	402	2	-6	73	18	6	2	2	1
Clothing Jewellery & Personal Accs	CJP	375	451	393	2	-13	36	27	29	1	6	0
Business/Construct Equip. & Supply	BCS	288	340	370	2	9	46	24	10	2	17	0
Total		14,421	17,195	19,087	100	11	71	20	4	1	4	0

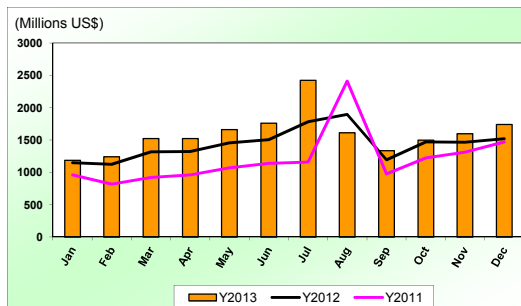
Y2013 Media Split %



Annual Growth Y2011 - Y2013



Monthly Spend Analysis (Millions US\$)Y2011 - 2013



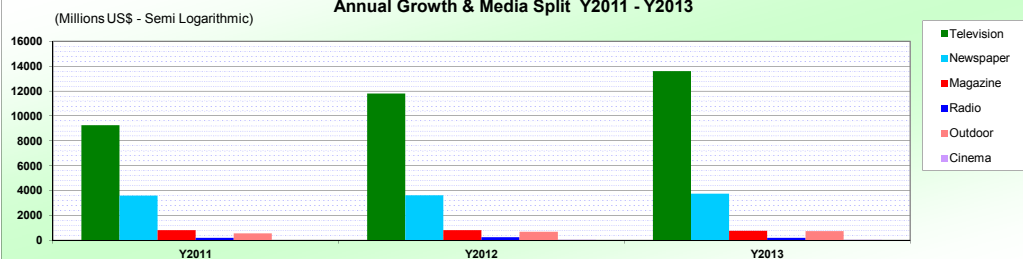
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	962	1148	1183	3
Feb	816	1124	1241	10
Mar	922	1318	1520	15
Apr	961	1321	1521	15
May	1070	1454	1659	14
Jun	1140	1505	1761	17
Jul	1157	1783	2422	36
Aug	2412	1897	1612	-15
Sep	976	1194	1333	12
Oct	1224	1469	1496	2
Nov	1314	1465	1596	9
Dec	1468	1521	1742	15
Total	14421	17195	19087	11

Overall Media Split Analysis (Millions US\$)

Media	Y2011		Y2012		Y2013		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2012/2013	Y13	Y12	
Television	9,257	64	11,810	69	13,600	71	15	147	128	
Newspaper	3,588	25	3,609	21	3,741	20	4	104	101	
Magazine	816	6	813	5	760	4	-7	93	100	
Radio	194	1	259	2	210	1	-19	108	133	
Outdoor	547	4	672	4	732	4	9	134	123	
Cinema	19	0	32	0	45	0	44	237	165	
Total	14,421	100	17,195	100	19,087	100	11	132	119	

*Index base Y2011

Annual Growth & Media Split Y2011 - Y2013



Top Brands Y2013 (000 US\$)

Television Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Honest	293,501	152
2	Coca Cola	249,077	46
3	Pepsi	248,455	-8
4	57357 Hospital	206,399	180
5	Chipsy	137,127	36
6	Dettol	122,472	31
7	Vodafone	114,746	-3
8	Mirinda	107,445	66
9	Sedar	103,610	-4
10	Galaxy	101,572	10
11	Mobily	100,615	-11
12	Etisalat Egypt	97,307	-15

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Samsung	27,580	13
2	Toyota	24,986	-12
3	Ford	22,326	26
4	Chevrolet	16,412	-2
5	Nissan	15,805	32
6	Emaar	15,164	92
7	Carrefour	15,005	0
8	Mcdonald's	14,773	19
9	Zain Tel.comm.	13,350	-14
10	Hyundai	12,794	26
11	Lulu	11,120	-10
12	Honda	10,183	37

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Rolex	6,368	-12
2	Christian Dior	5,557	15
3	Cartier	5,201	-11
4	Chanel	4,991	0
5	Samsung	4,265	16
6	Patek Philippe	4,141	10
7	Damas Watch_jewlr	3,217	4
8	Mercedes	3,168	21
9	B.m.w.	3,150	27
10	Bvlgari	2,927	-13
11	Chopard	2,899	3
12	Louis Vuitton	2,846	13

Radio Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Coca Cola	3,872	-7
2	Saudi Telecomm.	3,489	-51
3	Pepsi	3,364	-36
4	Vodafone	3,321	-41
5	Mobinil	2,796	-21
6	Te Data	2,592	39
7	Etisalat Egypt	2,382	-60
8	Samsung	2,356	-19
9	Jarir Bookstore	2,175	-27
10	Telecom Egypt	2,066	35
11	Mcdonald's	1,760	-11
12	Zain Tel.comm.	1,605	-38

Outdoor Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Samsung	41,591	72
2	Dubai Shop.fest.	19,494	23
3	Zain Tel.comm.	16,915	63
4	Saudi Telecomm.	15,862	119
5	Toyota	15,798	-16
6	Ford	15,450	15
7	Mobily	15,096	-40
8	Mcdonald's	14,452	-10
9	Kfc	11,862	9
10	Etisalat	9,626	268
11	Du	7,510	-9
12	Pizza Hut	6,590	-37

E - Exceeding the limit >300% N - New