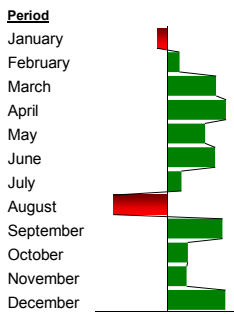


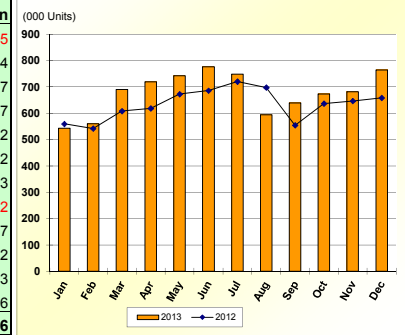
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2013/2012Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2013	2012	% Var'n	2013	% Var'n	2013	% Var'n	2013	% Var'n
543375	559243	-3	53932	17	11980	1	397683	-5
560027	541941	3	53376	13	12161	-5	417191	4
689603	607852	13	58219	14	15216	-8	526447	17
718617	618336	16	56129	10	14491	-5	541481	17
742076	672183	10	56233	5	14483	-7	557615	12
775990	685552	13	60689	1	12785	-13	575722	12
748077	720147	4	58026	7	12603	-5	569427	3
593616	697322	-15	39705	-6	9281	-15	444535	-22
638642	554278	15	50849	13	12935	-3	491592	17
672598	636525	6	51235	7	15613	-4	499132	2
680705	646242	5	53389	15	14721	-4	516083	3
763594	657977	16	53966	-2	14456	-8	585850	16
8126920	7597596	7	645749	8	160726	-6	6122758	6

Ad Space & Seasonality



Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Cover	675	18	686	19	-2
Page 2/3	115	3	141	4	-18
Inside	2842	76	2684	74	6
Supplement	108	3	98	3	11
	3741	100	3609	100	4

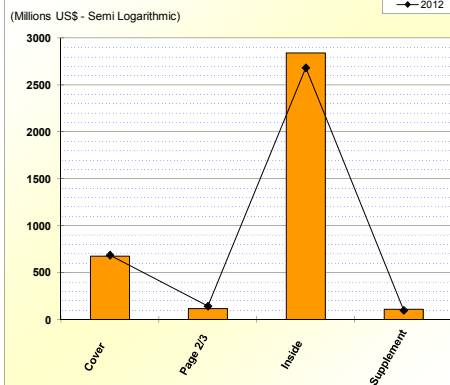
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	99	13	109	13	-9
Front Page	58	8	71	9	-18
Inter Page	603	79	633	78	-5
	761	100	813	100	-6

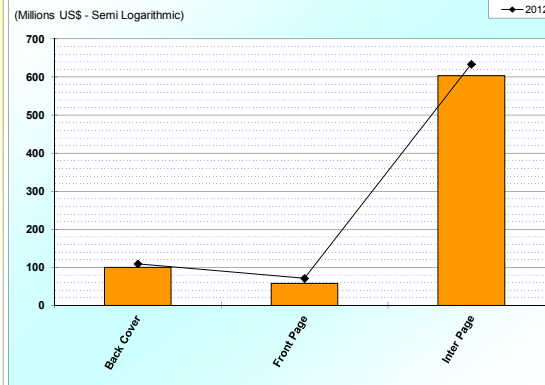
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	1711	13	1288	11	33
Midday	1326	10	1193	10	11
Afternoon	1601	12	1419	12	13
Early Evng	1506	11	1375	12	10
Evng News	2363	17	2115	18	12
Prime Evng	2191	16	2062	17	6
Overnight	2907	21	2363	20	23
###	100		11810	100	15

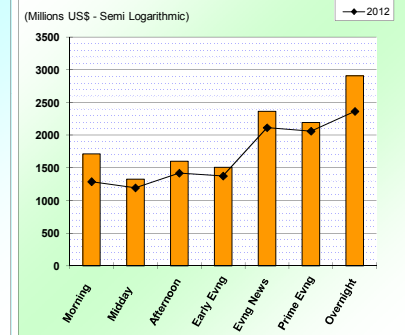
Spend by Position



Spend by Position



Spend by Daypart



TOP 30 LEAGUE OF Y2013 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2013			
	2013	2012	TOTAL	AVG	TV	NP	MG	OT*
1 Honest	293,565	116,593	410,158	205,079	99.98	0.01	0.00	0.01
2 Pepsi	259,830	283,407	543,237	271,619	95.62	0.25	0.02	4.11
3 Coca Cola	258,436	179,622	438,058	219,029	96.38	0.11	0.01	3.50
4 57357 Hospital	208,179	76,131	284,310	142,155	99.14	0.21	0.05	0.60
5 Samsung	149,326	122,470	271,796	135,898	48.06	18.47	2.86	30.61
6 Chipsy	137,889	102,946	240,835	120,418	99.45	0.03	0.00	0.53
7 Mobily	126,199	149,740	275,939	137,970	79.73	6.13	0.60	13.55
8 Vodafone	125,307	135,050	260,357	130,179	91.57	2.63	0.24	5.56
9 Dettol	123,052	93,449	216,501	108,251	99.53	0.25	0.08	0.14
10 Mirinda	107,587	65,336	172,923	86,462	99.87	0.00	0.00	0.13
11 Zain Tel.comm.	107,293	115,827	223,120	111,560	69.61	12.44	0.30	17.65
12 Etisalat Egypt	106,977	132,265	239,242	119,621	90.96	4.66	0.06	4.32
13 Galaxy	106,827	98,644	205,471	102,736	95.08	0.00	0.01	4.91
14 Sedar	105,650	110,123	215,773	107,887	98.07	0.23	0.26	1.44
15 Saudi Telecomm.	100,767	84,138	184,905	92,453	71.46	7.73	0.91	19.90
16 Mobinil	93,867	86,385	180,252	90,126	90.19	4.52	0.17	5.11
17 Zanussi	92,623	42,433	135,056	67,528	97.43	1.29	0.05	1.23
18 7-up	90,442	61,762	152,204	76,102	99.41	0.00	0.00	0.59
19 Doritos	90,315	66,751	157,066	78,533	99.16	0.00	0.00	0.84
20 Head & Shoulders	87,107	94,471	181,578	90,789	98.72	0.06	0.44	0.77
21 Dabur	86,048	101,065	187,113	93,557	99.97	0.00	0.03	0.00
22 Ford	84,415	70,083	154,498	77,249	57.45	26.45	1.39	14.72
23 Juhayna	82,715	59,003	141,718	70,859	97.58	1.56	0.26	0.60
24 Hassan _ Hussein	82,538	36,908	119,446	59,723	100.00	0.00	0.00	0.00
25 Mcdonald's	82,393	79,294	161,687	80,844	60.15	17.93	1.30	20.62
26 Dove	82,386	77,638	160,024	80,012	98.92	0.09	0.05	0.93
27 Persil	75,966	43,536	119,502	59,751	98.75	0.05	0.47	0.73
28 Kfc	73,974	60,183	134,157	67,079	72.11	9.93	0.15	17.80
29 Cheetos	73,632	67,023	140,655	70,328	100.00	0.00	0.00	0.00
30 Toyota	73,470	77,055	150,525	75,263	40.49	34.01	2.90	22.61

*OT=Radio+Outdoor+Cinema