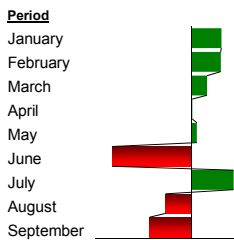


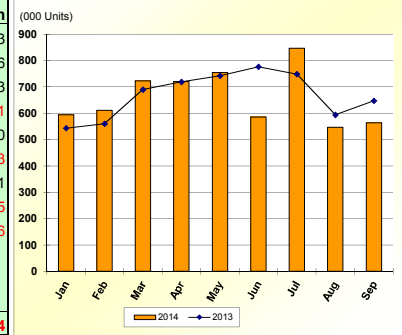
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2014/2013Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2014	2013	% Var'n	2014	% Var'n	2014	% Var'n	2014	% Var'n
593900	543375	9	49314	-9	10825	-10	447394	13
611076	560027	9	50407	-6	11315	-7	444277	6
722966	689603	5	59581	2	14264	-6	541306	3
720487	718617	0	56514	1	13164	-9	536368	-1
754485	742076	2	53908	-4	13655	-6	557818	0
585253	775990	-25	53406	-12	12720	-1	385909	-33
846021	748077	13	45272	-22	10970	-13	687369	21
546174	593616	-8	39890	0	8210	-12	378412	-15
563297	647138	-13	45110	-11	13390	4	369908	-26
5943659	6018520	-1	453402	-7	108513	-6	4348763	-4

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 \$)	2014		2013		Var'n %
	Value	%	Value	%	
Cover	457	18	504	18	-9
Page 2/3	56	2	91	3	-38
Inside	2023	78	2136	76	-5
Supplement	71	3	80	3	-12
	2607	100	2812	100	-7

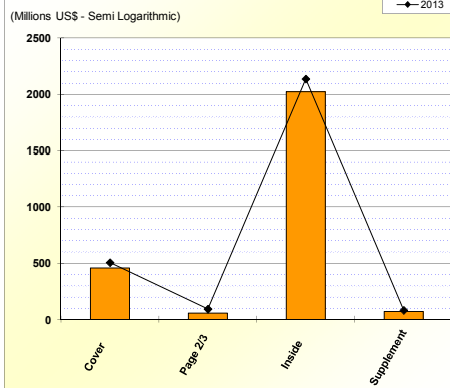
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	70	13	76	14	-8
Front Page	37	7	45	8	-18
Inter Page	415	80	426	78	-3
	521	100	547	100	-5

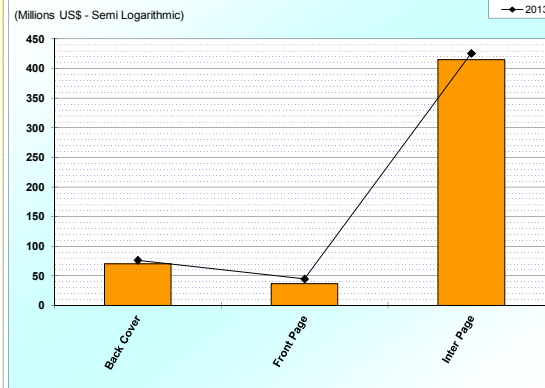
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	1821	15	1325	13	37
Midday	1409	12	1005	10	40
Afternoon	1375	12	1169	12	18
Early Evng	1239	10	1124	11	10
Evng News	1694	14	1746	17	-3
Prime Evng	1598	13	1580	16	1
Overnight	2800	23	2204	22	27
####	100		10149	100	18

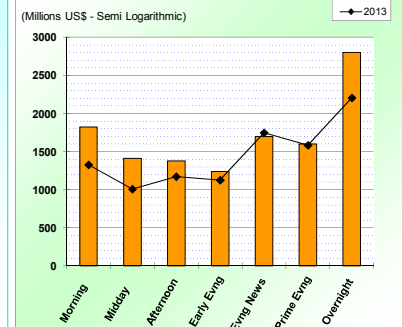
Spend by Position



Spend by Position



Spend by Daypart



TOP 30 LEAGUE OF Y2014 (000 US\$)

Rank & Brand	JANUARY - SEPTEMBER		2 YEARS		MEDIA SPLIT % - JAN - SEP 2014			
	2014	2013	TOTAL	AVG	TV	NP	MG	OT*
1 57357 Hospital	197,663	197,680	395,343	197,672	99.08	0.19	0.01	0.72
2 Honest	170,309	206,973	377,282	188,641	99.94	0.06	0.00	0.00
3 Coca Cola	161,476	183,476	344,952	172,476	96.89	0.04	0.03	3.04
4 Pampers	122,139	42,673	164,812	82,406	98.88	0.00	0.01	1.12
5 Magdi Yacoub H.f	120,832	52,170	173,002	86,501	99.99	0.00	0.00	0.00
6 Ariel	104,232	44,978	149,210	74,605	98.80	0.04	0.04	1.13
7 Dettol	100,883	91,516	192,399	96,200	99.78	0.14	0.01	0.07
8 Pepsi	95,279	190,908	286,187	143,094	93.14	0.73	0.01	6.12
9 Presidency Electi	93,534	5	93,539	46,770	98.24	0.66	0.00	1.10
10 Sedar	92,443	60,187	152,630	76,315	99.13	0.02	0.05	0.79
11 Mobinil	89,689	75,682	165,371	82,686	93.53	3.53	0.19	2.75
12 Dabur	88,319	70,648	158,967	79,484	99.89	0.00	0.11	0.00
13 Dostourak-egypt	86,346	6	86,352	43,176	98.32	0.16	0.01	1.51
14 Etisalat Egypt	86,008	87,945	173,953	86,977	96.44	1.10	0.02	2.44
15 Fairy	80,638	31,952	112,590	56,295	99.96	0.00	0.00	0.04
16 Samsung	80,560	119,809	200,369	100,185	60.20	16.73	2.82	20.26
17 Toyota	79,847	54,786	134,633	67,317	59.96	18.95	1.91	19.18
18 Saudi Telecomm.	79,439	77,744	157,183	78,592	62.18	6.60	0.82	30.40
19 Dream Park	76,689	44,944	121,633	60,817	99.52	0.29	0.01	0.17
20 Marseille Group	72,869	25,586	98,455	49,228	98.20	1.26	0.00	0.54
21 Zain Tel.comm.	72,347	89,427	161,774	80,887	63.44	14.90	0.44	21.22
22 Tide	67,833	28,672	96,505	48,253	99.97	0.00	0.00	0.03
23 Hassan _ Hussein	67,612	66,944	134,556	67,278	100.00	0.00	0.00	0.00
24 Kfc	66,255	59,066	125,321	62,661	77.19	8.43	0.18	14.21
25 Head & Shoulders	66,213	64,260	130,473	65,237	99.85	0.05	0.10	0.00
26 Mobily	65,357	88,475	153,832	76,916	71.88	4.27	0.73	23.12
27 Galaxy	64,846	78,558	143,404	71,702	99.79	0.01	0.00	0.20
28 Tiger	60,419	16,450	76,869	38,435	99.60	0.07	0.03	0.30
29 Cadbury	59,214	47,679	106,893	53,447	99.05	0.15	0.00	0.80
30 Dove	57,784	65,081	122,865	61,433	97.47	0.04	0.06	2.43

*OT=Radio+OutDoor+Cinema