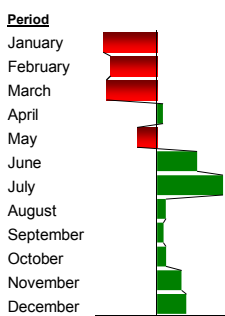


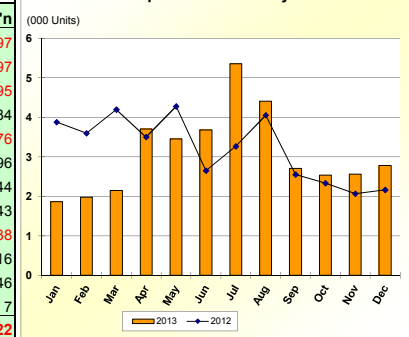
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
1865	3876	-52	1004	-6	250	-13	55	-97
1980	3595	-45	1140	5	352	-9	38	-97
2145	4194	-49	1134	-8	434	-4	81	-95
3700	3499	6	1203	-4	487	-8	1257	34
3449	4273	-19	1382	22	462	0	515	-76
3676	2650	39	1115	8	333	-20	1397	96
5349	3264	64	1283	10	419	22	2781	144
4402	4051	9	1103	-18	312	28	2519	43
2708	2550	6	1009	12	342	20	512	-38
2534	2332	9	1198	4	432	4	344	16
2556	2065	24	1182	24	443	-12	385	146
2777	2163	28	1548	36	444	11	131	7
37141	38512	-4	14301	6	4710	0	10014	-22

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	23	35	15	25	54
Page 2/3	0	0	0	0	150
Inside	44	65	45	74	-2
	68	100	60	100	13

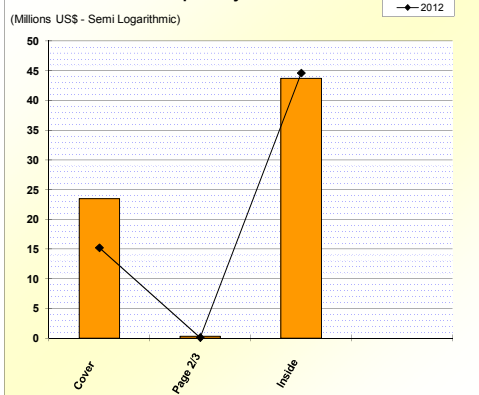
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	1	6	1	7	-21
Front Page	1	5	1	8	-43
Inter Page	13	89	13	85	1
	15	100	15	100	-4

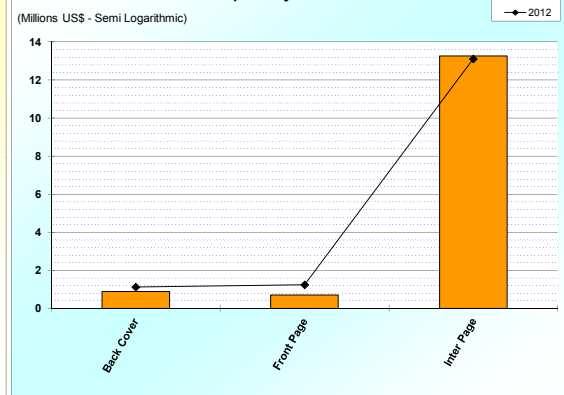
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	2	21	2	19	-12
Midday	1	10	1	9	-16
Afternoon	1	9	1	8	-11
Early Evng	2	22	2	22	-21
Evng News	1	19	2	20	-26
Prime Evng	1	14	2	17	-33
Overnight	0	5	0	#DIV/0!	-21
	8	100	10	100	

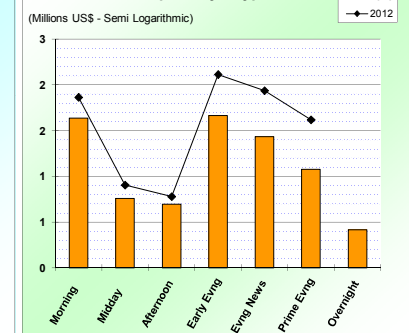
Spend by Position



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 Dana Cinema	3,432	2,493	5,925	2,962	0.00	99.99	0.00	0.00
2 Viva	3,082	1,681	4,763	2,381	16.19	74.68	8.47	0.65
3 Cineco 20	2,186	7	2,193	1,096	0.00	99.99	0.00	0.00
4 Cc_seef_s_1_awal	2,062	3,202	5,264	2,632	0.00	100.01	0.00	0.00
5 Zain Tel.comm.	2,007	2,371	4,378	2,189	5.73	93.18	1.09	0.00
6 Batelco	1,707	1,673	3,380	1,690	0.00	51.42	6.70	41.87
7 Pepsi	1,548	1,404	2,952	1,476	9.36	0.00	0.00	90.64
8 Montreal Car C.	1,444	1,119	2,563	1,282	19.17	77.51	3.32	0.00
9 Lulu	1,217	1,429	2,646	1,323	0.00	91.76	7.44	0.80
10 Group Plus	1,212	42	1,254	627	99.39	0.00	0.58	0.00
11 Al Salam Bank	1,136	570	1,706	853	0.00	12.86	0.00	87.10
12 Bahrain Summer	1,011	240	1,251	625	93.28	5.32	1.28	0.10
13 Bmi Bank	886	459	1,345	673	23.32	69.07	7.62	0.00
14 Bah.int'l Circuit	857	1,032	1,889	945	23.06	59.78	15.40	1.81
15 Toyota	737	380	1,117	558	0.00	83.48	16.45	0.00
16 Star Real Estate	733	474	1,207	604	0.00	100.04	0.00	0.00
17 Jobs4bahrain	669	28	697	348	0.00	95.62	4.37	0.00
18 Samsung	652	405	1,057	529	0.00	96.36	3.58	0.09
19 Tamkeen	645	1,495	2,140	1,070	0.16	94.84	4.63	0.40
20 Kuwait Finance Ho	614	736	1,350	675	1.75	94.51	3.68	0.00
21 Bapco	567	659	1,226	613	19.48	79.13	1.43	0.00
22 Ithmaar Bank	558	573	1,131	566	0.09	99.25	0.47	0.25
23 Exotic Cars	552	567	1,119	560	33.21	66.85	0.00	0.00
24 Nissan	548	665	1,213	607	15.04	64.77	19.42	0.77
25 Rolex	531	429	960	480	0.00	99.91	0.00	0.00
26 Gulf Industries	506	470	976	488	0.00	90.87	9.13	0.00
27 Nat'l Inst.f.huma	504	0	504	252	99.13	0.94	0.00	0.02
28 Al Dair Gardens	495	0	495	248	100.02	0.00	0.00	0.00
29 Royal Bahrain H.	474	317	791	396	0.00	96.66	3.39	0.00
30 Ahli United Bank	471	599	1,070	535	0.00	99.90	0.00	0.00

*OT=Radio+Outdoor+Cinema