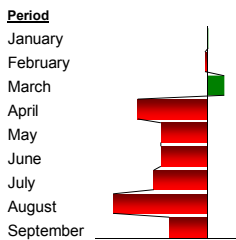


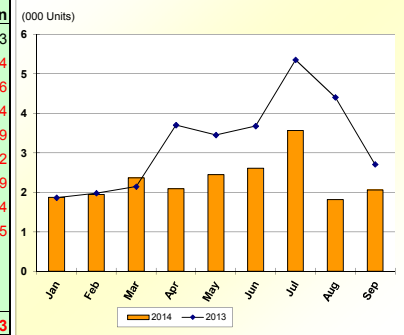
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
1873	1865	0	978	-3	450	80	62	13
1946	1980	-2	1186	4	427	22	6	-84
2367	2145	10	1226	8	487	12	44	-46
2094	3700	-43	1172	-3	486	0	72	-94
2450	3449	-29	1184	-14	564	22	209	-59
2612	3676	-29	1191	7	522	57	392	-72
3558	5349	-33	1254	-2	405	-3	1406	-49
1818	4402	-59	998	-10	353	13	142	-94
2060	2708	-24	1082	7	432	26	127	-75
20777	29274	-29	10272	-1	4127	22	2459	-73

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	23	48	11	24	106
Page 2/3	0	0	0	0	-28
Inside	26	52	35	75	-28
	49	100	47	100	5

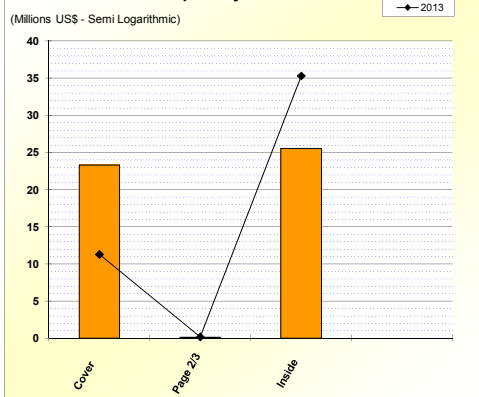
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	1	5	1	7	-26
Front Page	0	3	1	5	-40
Inter Page	10	92	9	88	11
	11	100	11	100	6

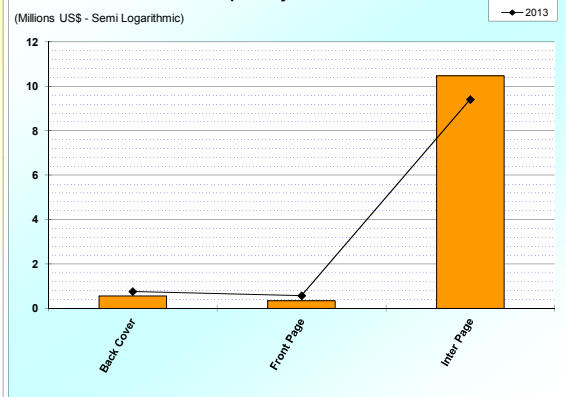
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	0	5	1	21	-91
Midday	0	6	1	10	-77
Afternoon	0	8	1	9	-67
Early Evng	1	49	2	23	-22
Evng News	1	20	1	18	-60
Prime Evng	0	11	1	14	-71
	0	0	5	5	-100
	3	100	7	100	-64

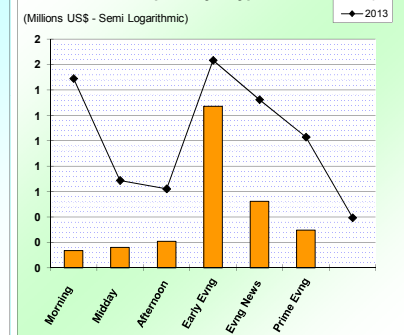
Spend by Position



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 Dana Cinema	2,218	2,366	4,584	2,292	0.00	100.00	0.00	0.00
2 Cineco 20	1,921	1,386	3,307	1,653	0.00	100.00	0.00	0.00
3 Zain Tel.comm.	1,864	1,425	3,289	1,644	0.00	98.51	1.21	0.27
4 Batelco	1,560	1,322	2,882	1,441	0.00	56.63	8.95	34.45
5 Viva	1,434	2,656	4,090	2,045	0.00	84.84	14.75	0.42
6 Cc_seef_s_j_awal	1,331	1,673	3,004	1,502	0.00	99.81	0.06	0.11
7 Pepsi	1,052	1,197	2,249	1,125	0.00	0.00	0.00	100.04
8 Montreal Car C.	984	1,184	2,168	1,084	47.77	49.66	2.61	0.00
9 Kuwait Finance Ho	731	543	1,274	637	0.00	99.70	0.00	0.34
10 B.m.w.	667	234	901	451	0.00	87.39	10.65	2.02
11 Star Real Estate	641	524	1,165	582	0.00	99.95	0.00	0.00
12 Lulu	570	874	1,444	722	0.00	93.68	6.41	0.00
13 Nissan	521	460	981	490	9.53	78.20	12.21	0.00
14 Ahli United Bank	514	356	870	435	0.00	99.92	0.00	0.00
15 Abdul Kareem Mann	481	110	591	295	0.00	99.93	0.00	0.00
16 Bmi Bank	452	734	1,186	593	20.37	65.75	13.96	0.00
17 Ithmaar Bank	435	378	813	406	26.93	71.12	0.55	1.30
18 Middle East Medic	427	0	427	214	7.68	91.19	1.18	0.00
19 Bah.int'l Circuit	416	736	1,152	576	2.76	73.05	16.01	8.09
20 Home Store	403	336	739	370	0.00	100.05	0.00	0.00
21 Toyota	395	529	924	462	6.56	74.19	19.31	0.00
22 Turkish Air.	382	122	504	252	0.00	89.11	10.68	0.29
23 Exotic Cars	377	461	838	419	34.22	65.76	0.00	0.00
24 Samsung	324	563	887	444	0.00	100.09	0.00	0.00
25 Royal Bahrain H.	314	305	619	309	0.00	95.64	4.27	0.00
26 Rolex	312	314	626	313	0.00	100.03	0.00	0.00
27 Dr.tariq Hospitl	311	230	541	270	0.00	99.91	0.00	0.00
28 Citibank	295	132	427	213	0.00	75.18	24.70	0.00
29 Bapco	285	358	643	321	0.00	96.87	3.08	0.00
30 Bank Of Bah_kwt	279	346	625	313	0.00	82.97	17.15	0.00

*OT=Radio+Outdoor+Cinema