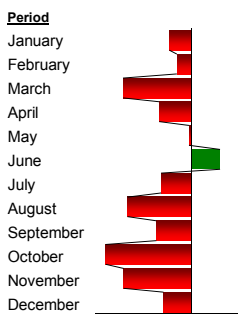


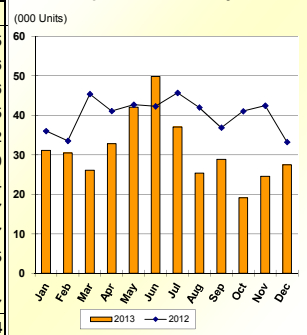
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2013/2012Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)		OD - Metro
2013	2012	% Var'n	2013	% Var'n	2013	% Var'n	2013	% Var'n	
31058	35992	-14	1343	-9	935	23	12480	-25	9675
30469	33524	-9	1138	-25	442	-48	14717	20	7846
26105	45360	-42	2198	-3	1260	13	4991	-75	8886
32828	41059	-20	1517	-9	1060	8	12153	-41	9505
41979	42647	-2	1484	-17	1009	13	16924	-14	10712
49770	42256	18	1589	3	897	-38	23043	18	9910
37006	45639	-19	1250	-48	984	-18	17540	-9	10444
25322	41967	-40	921	-37	713	-7	9932	-58	10357
28839	36862	-22	1286	-19	711	-6	14498	-23	7187
19137	41012	-53	1124	-30	1024	3	4297	-79	7095
24514	42403	-42	1355	-15	867	-1	7333	-69	7481
27436	33226	-17	1582	26	1116	11	7473	-49	7387
374462	481947	-22	16786	-17	11018	-5	145381	-37	106484

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	107	37	131	31	-18
Page 2/3	1	0	2	0	-51
Inside	175	60	275	65	-36
Supplement	10	3	12	3	-17
	294	100	420	100	-30

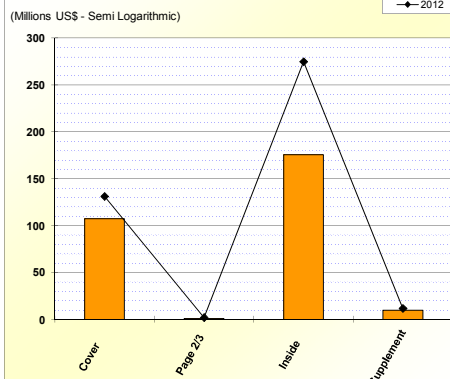
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	6	26	8	29	-30
Front Page	3	12	3	12	-27
Inter Page	13	61	16	59	-20
	21	100	28	100	-23

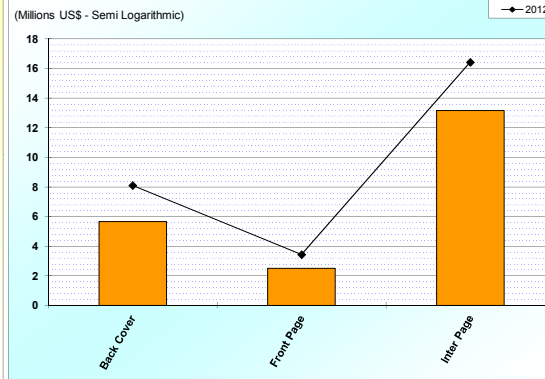
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	33	12	65	13	-48
Midday	30	11	61	12	-50
Afternoon	36	13	61	12	-41
Early Evng	32	12	60	12	-46
Evng News	32	12	62	12	-48
Prime Evng	33	12	55	11	-40
Overnight	72	27	142	28	-49
	270	100	505	100	-47

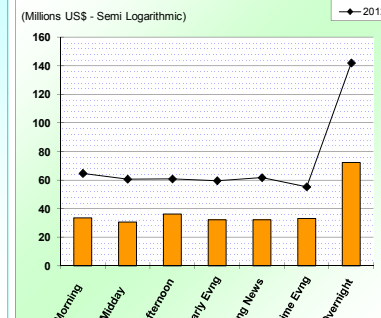
Spend by Position



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 Ebdia Be Nafsak	11,311	0	11,311	5,656	100.00	0.00	0.00	0.00
2 Etisalat Egypt	10,609	18,754	29,363	14,682	8.85	47.00	0.58	43.57
3 Mobinil	9,291	16,527	25,818	12,909	0.91	45.69	1.76	51.63
4 Banque Misr	9,235	8,254	17,489	8,744	45.10	37.08	2.51	15.30
5 Vodafone	7,508	12,945	20,453	10,226	4.11	27.63	2.64	65.62
6 Samsung	7,084	8,647	15,731	7,866	0.00	67.31	3.83	28.86
7 Nat'l B.egypt	6,944	9,154	16,098	8,049	0.00	92.90	2.24	4.86
8 Al Salab	5,909	5,927	11,836	5,918	0.61	62.53	4.54	32.32
9 Coca Cola	5,523	8,973	14,496	7,248	14.26	1.74	0.13	83.87
10 Te Data	5,441	3,712	9,153	4,576	0.73	44.05	1.73	53.49
11 Pepsi	5,317	6,321	11,638	5,819	7.60	1.49	0.30	90.60
12 Amer Group	4,779	7,274	12,053	6,027	0.56	81.01	1.82	16.61
13 Telecom Egypt	4,701	7,142	11,843	5,922	0.94	42.41	0.68	55.97
14 Election High C.	4,162	0	4,162	2,081	99.99	0.00	0.00	0.00
15 Degla Real S.inv	3,823	5,345	9,168	4,584	0.00	99.92	0.00	0.08
16 Dostourak	3,658	37,665	41,323	20,661	58.88	2.47	0.00	38.65
17 57357 Hospital	3,325	4,940	8,265	4,133	46.79	12.84	2.91	37.48
18 Emaar Egypt	3,278	0	3,278	1,639	0.00	86.48	4.99	8.54
19 Mbc Misr	3,240	2,142	5,382	2,691	0.00	72.01	0.02	27.95
20 Link Dot Net	3,136	3,537	6,673	3,337	0.31	77.71	7.66	14.33
21 Juhayna	2,947	2,598	5,545	2,772	32.03	43.78	7.28	16.90
22 Yafa Mak	2,713	4,449	7,162	3,581	0.00	93.23	1.85	4.93
23 Amp Developments	2,692	1,164	3,856	1,928	0.00	99.07	0.00	0.92
24 Kiriaz	2,648	2,183	4,831	2,416	0.00	45.66	7.89	46.46
25 Save Energy	2,585	1,274	3,859	1,930	99.94	0.00	0.07	0.00
26 Chevrolet	2,504	5,884	8,388	4,194	8.78	56.07	3.56	31.60
27 Comm.int'l Bank	2,432	1,446	3,878	1,939	0.00	42.19	3.59	54.23
28 Zanussi	2,374	1,740	4,114	2,057	0.00	50.30	1.92	47.79
29 Nagham Fm	2,353	5,412	7,765	3,883	100.01	0.00	0.00	0.00
30 Ramco R.e.	2,341	5,210	7,551	3,776	0.00	99.17	0.85	0.00

*OT=Radio+Outdoor+Cinema