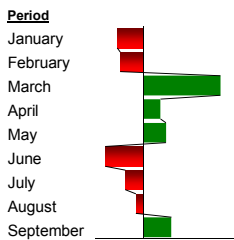


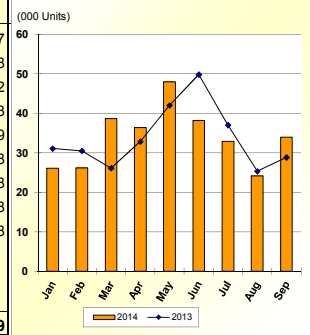
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2014/2013Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)		OD - Metro
2014	2013	% Var'n	2014	% Var'n	2014	% Var'n	2014	% Var'n	
26078	31058	-16	1304	-3	959	3	10075	-19	6847
26124	30469	-14	1191	5	825	87	11666	-21	5898
38626	26105	48	2322	6	902	-28	17309	247	7522
36348	32828	11	1605	6	884	-17	16994	40	8183
47927	41979	14	1478	0	838	-17	27777	64	8049
38127	49770	-23	1834	15	962	7	15971	-31	6698
32876	37006	-11	1262	1	935	-5	18934	8	6698
24173	25322	-5	1396	52	795	11	11066	11	6698
33889	28839	18	1475	15	823	16	18576	28	6698
304167	303375	0	13868	9	7922	-1	148369	17	63289

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	79	34	80	36	0
Page 2/3	1	0	1	0	-2
Inside	149	64	133	60	12
Supplement	5	2	7	3	-37
	234	100	221	100	6

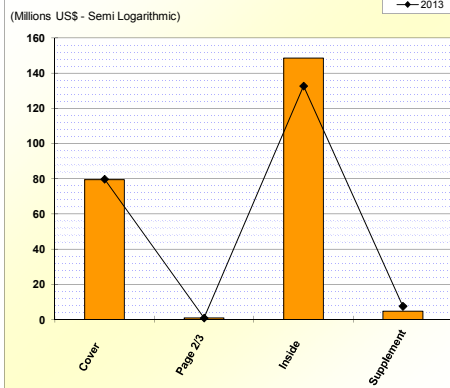
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	4	28	4	27	-1
Front Page	2	12	2	12	-2
Inter Page	9	60	10	62	-7
	15	100	16	100	-5

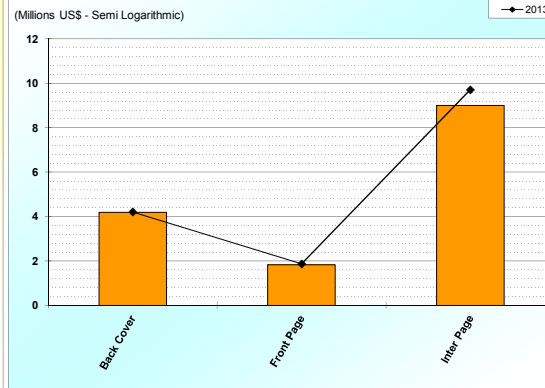
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	33	14	30	13	11
Midday	27	11	27	12	0
Afternoon	34	14	30	13	13
Early Evng	29	12	27	12	6
Evng News	27	11	26	11	3
Prime Evng	25	10	27	12	-9
Overnight	68	28	65	28	4
	243	100	233	100	4

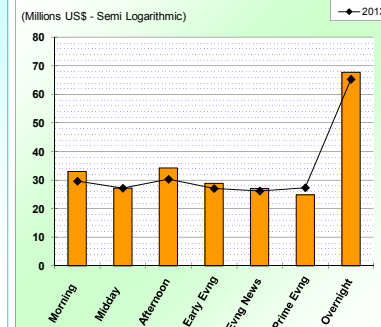
Spend by Position



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 Presidency Electi	18,442	5	18,447	9,223	91.10	3.32	0.01	5.57
2 Banque Misr	9,809	7,252	17,061	8,530	44.17	34.03	2.55	19.24
3 Dostourak-egypt	8,599	6	8,605	4,302	83.14	1.56	0.12	15.19
4 Nat'l B.egypt	8,237	5,261	13,498	6,749	19.40	72.36	2.47	5.78
5 Amer Group	7,593	3,340	10,933	5,466	0.00	81.87	1.44	16.68
6 Kirox	6,205	10	6,215	3,108	95.10	4.18	0.00	0.72
7 Mobinil	5,831	6,693	12,524	6,262	0.48	54.35	2.87	42.29
8 Vodafone	4,611	6,050	10,661	5,330	0.10	16.55	2.27	81.07
9 Samsung	4,558	4,986	9,544	4,772	0.00	55.51	2.21	42.29
10 Telecom Egypt	4,354	3,598	7,952	3,976	4.73	43.70	0.54	51.03
11 Te Data	3,666	3,781	7,447	3,723	0.00	57.10	2.01	40.88
12 Degla Real S.inv	3,663	2,892	6,555	3,278	0.28	98.93	0.00	0.79
13 Mbc Misr	3,663	1,591	5,254	2,627	0.00	78.24	0.00	21.77
14 Etisalat Egypt	3,198	8,654	11,852	5,926	4.32	29.51	0.48	65.70
15 1455	3,145	1	3,146	1,573	100.00	0.00	0.00	0.00
16 57357 Hospital	3,106	3,226	6,332	3,166	41.57	12.12	0.53	45.77
17 Mostafa Al Salab	3,022	0	3,022	1,511	2.62	81.68	6.24	9.45
18 Coca Cola	2,981	4,791	7,772	3,886	2.64	1.58	1.11	94.66
19 1495	2,897	0	2,897	1,449	100.01	0.00	0.00	0.00
20 Arabtech Holding	2,839	0	2,839	1,420	0.00	98.48	1.54	0.00
21 Al Masah	2,383	0	2,383	1,191	99.89	0.10	0.00	0.00
22 Emaar Egypt	2,379	2,687	5,066	2,533	0.00	88.39	4.22	7.41
23 Ebdad Be Nafsak	2,344	10,832	13,176	6,588	100.00	0.00	0.00	0.00
24 Comm.int'l Bank	2,290	1,741	4,031	2,016	0.00	32.94	5.14	61.94
25 Ramco R.e.	2,129	1,331	3,460	1,730	0.00	99.85	0.13	0.00
26 El Araby	2,096	22	2,118	1,059	6.17	93.82	0.00	0.00
27 Misr Alkhair	1,947	1,873	3,820	1,910	27.91	6.29	0.00	65.80
28 Majestic	1,863	17	1,880	940	0.00	66.38	21.44	12.16
29 Al Nassagoun	1,853	490	2,343	1,172	25.93	61.01	11.90	1.16
30 Amp Developments	1,784	1,905	3,689	1,844	0.00	99.93	0.00	0.05

*OT=Radio+Outdoor+Cinema