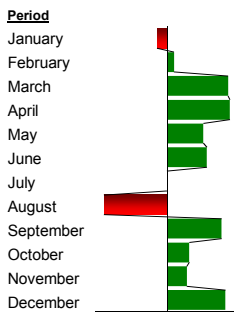


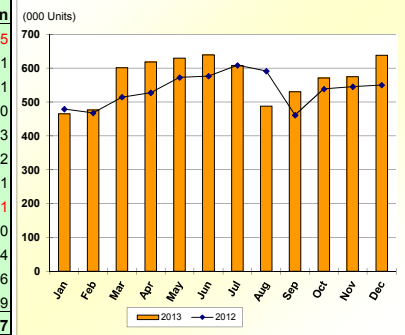
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
464887	478714	-3	49925	20	9043	-1	355822	-5
475873	467185	2	49238	18	9931	-2	368832	1
600273	513975	17	52045	18	12100	-7	483553	21
617953	527052	17	51183	14	11354	-6	493885	20
628951	572037	10	51021	9	11423	-8	502744	13
638771	576054	11	54712	3	9766	-9	503273	12
606799	607688	0	51705	12	9396	-3	490430	1
487291	590817	-18	35671	-3	6855	-14	393947	-21
529734	460767	15	46319	16	10684	0	437330	20
570365	537842	6	46953	10	12398	-6	452611	4
574267	544886	5	48693	16	12044	-6	467497	6
637516	549444	16	49401	-1	11124	-9	520455	19
6832679	6426460	6	586866	11	126118	-6	5470380	7

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	2013		2012		Var'n %
	Value	%	Value	%	
Cover	525	16	505	17	4
Page 2/3	114	3	138	5	-18
Inside	2585	78	2322	76	11
Supplement	82	2	72	2	14
	3306	100	3037	100	9

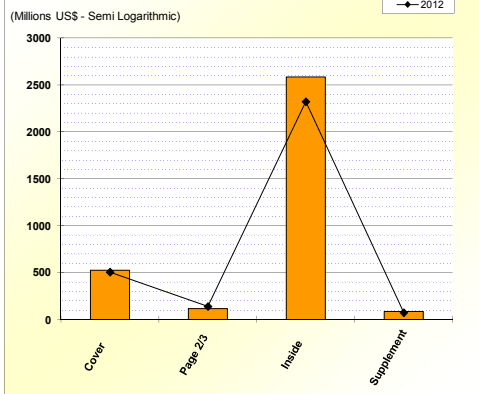
MAGAZINES

Spend by Position	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	88	13	94	13	-7
Front Page	49	7	60	8	-19
Inter Page	554	80	578	79	-4
	691	100	732	100	-6

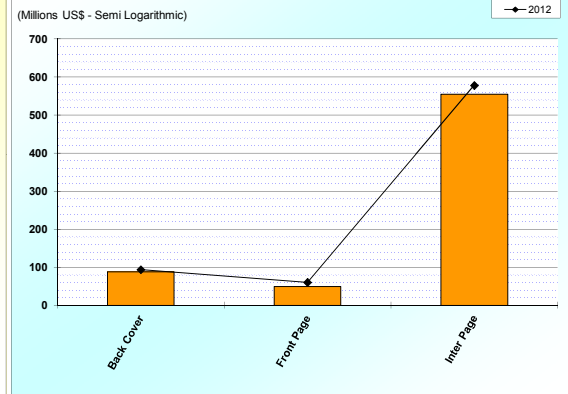
TELEVISION - KSA Time

Spend by Daypart	2013		2012		Var'n %
	Value	%	Value	%	
Morning	1645	13	1196	11	38
Midday	1264	10	1105	10	14
Afternoon	1530	12	1329	12	15
Early Evng	1407	11	1259	11	12
Evng News	2193	17	1932	18	13
Prime Evng	2089	16	1948	18	7
Overnight	2820	22	2210	20	28
	####	100	10979	100	18

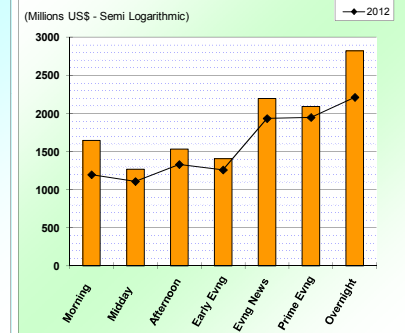
Spend by Position



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 Honest	293,501	116,471	409,972	204,986	100.00	0.00	0.00	0.00
2 Coca Cola	252,856	170,483	423,339	211,670	98.19	0.07	0.01	1.73
3 Pepsi	245,675	271,491	517,166	258,583	97.82	0.06	0.01	2.11
4 57357 Hospital	204,854	71,192	276,046	138,023	100.00	0.00	0.00	0.00
5 Chipsy	137,082	100,601	237,683	118,842	100.00	0.00	0.00	0.00
6 Samsung	128,991	107,376	236,367	118,184	49.60	16.61	2.81	30.98
7 Mobily	126,199	149,734	275,933	137,967	79.73	6.13	0.60	13.55
8 Dettol	123,052	92,520	215,572	107,786	99.53	0.25	0.08	0.14
9 Vodafone	117,799	122,106	239,905	119,953	97.15	1.04	0.08	1.73
10 Mirinda	104,789	64,076	168,865	84,433	100.00	0.00	0.00	0.00
11 Zain Tel.comm.	103,953	111,669	215,622	107,811	71.71	10.82	0.28	17.19
12 Galaxy	102,491	95,671	198,162	99,081	95.30	0.00	0.01	4.69
13 Saudi Telecomm.	100,748	84,098	184,846	92,423	71.48	7.74	0.89	19.90
14 Sedar	98,115	101,105	199,220	99,610	97.95	0.22	0.28	1.55
15 Etisalat Egypt	96,368	113,512	209,880	104,940	100.00	0.00	0.00	0.00
16 Zanussi	90,247	40,693	130,940	65,470	100.00	0.00	0.00	0.00
17 Doritos	89,352	65,800	155,152	77,576	100.00	0.00	0.00	0.00
18 7-up	88,546	60,400	148,946	74,473	100.00	0.00	0.00	0.00
19 Head & Shoulders	87,059	94,218	181,277	90,639	98.78	0.06	0.44	0.72
20 Dabur	85,691	101,050	186,741	93,371	99.97	0.00	0.03	0.00
21 Mobinil	84,577	69,858	154,435	77,218	100.00	0.00	0.00	0.00
22 Hassan _ Hussein	82,538	36,908	119,446	59,723	100.00	0.00	0.00	0.00
23 Dove	82,184	77,627	159,811	79,906	99.15	0.09	0.05	0.70
24 Ford	81,987	68,560	150,547	75,274	56.67	26.87	1.39	15.06
25 Juhayna	79,768	56,405	136,173	68,087	100.00	0.00	0.00	0.00
26 Mcdonald's	79,104	75,718	154,822	77,411	61.67	18.09	1.35	18.89
27 Cheetos	73,614	67,023	140,637	70,319	100.00	0.00	0.00	0.00
28 Pepsi_chipsy	72,775	0	72,775	36,388	100.00	0.00	0.00	0.00
29 Sun Bites	71,938	66,551	138,489	69,245	99.99	0.00	0.01	0.00
30 Persil	71,546	40,128	111,674	55,837	99.43	0.00	0.49	0.08

*OT=Radio+Outdoor+Cinema