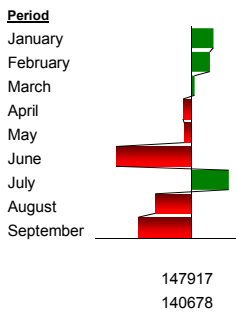


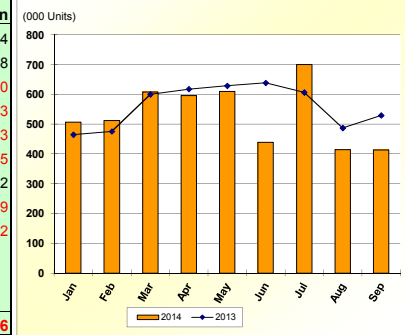
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
506952	464887	9	45306	-9	8362	-8	406313	14
512255	475873	8	46537	-5	9036	-9	399045	8
607677	600273	1	53013	2	11377	-6	481420	0
596269	617953	-4	51404	0	10427	-8	479321	-3
609792	628951	-3	48568	-5	11016	-4	487630	-3
439047	638771	-31	46921	-14	9811	0	324690	-35
700535	606799	15	40403	-22	8413	-10	597463	22
414064	487291	-15	35227	-1	6160	-10	320164	-19
413466	529734	-22	39877	-14	11167	5	296780	-32
4800058	5050531	-5	407255	-8	85770	-5	3792826	-6

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	352	16	392	16	-10
Page 2/3	55	2	90	4	-39
Inside	1813	80	1940	78	-7
Supplement	52	2	62	2	-16
	2272	100	2484	100	-9

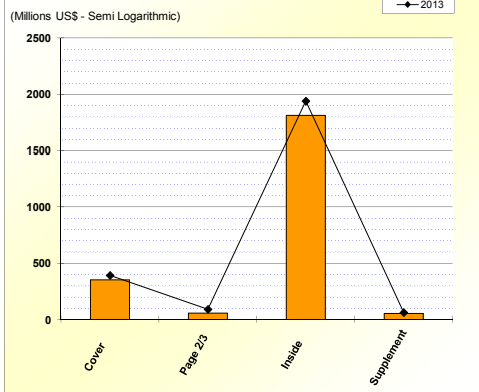
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	63	13	67	14	-7
Front Page	31	6	38	8	-19
Inter Page	383	80	390	79	-2
	477	100	496	100	-4

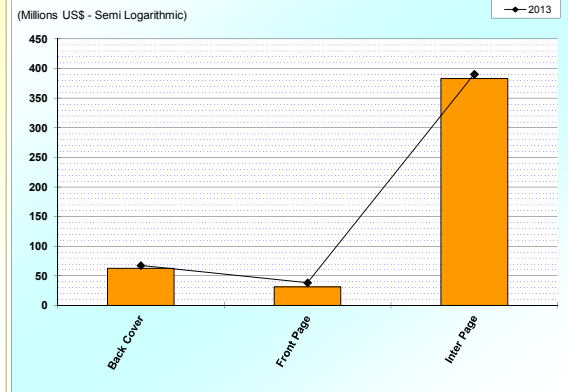
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	1763	15	1271	13	39
Midday	1359	12	956	10	42
Afternoon	1309	12	1113	12	18
Early Evng	1151	10	1047	11	10
Evng News	1567	14	1621	17	-3
Prime Evng	1520	13	1503	16	1
Overnight	2716	24	2127	22	28
###	100		9637	100	18

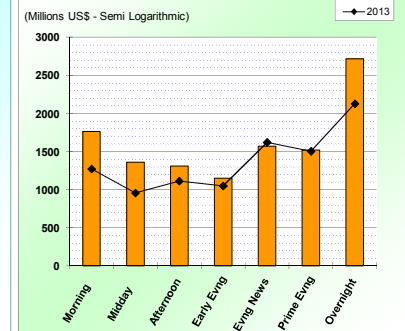
Spend by Position



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 57357 Hospital	194,557	194,455	389,012	194,506	100.00	0.00	0.00	0.00
2 Honest	170,211	206,909	377,120	188,560	100.00	0.00	0.00	0.00
3 Coca Cola	158,471	178,636	337,107	168,554	98.68	0.01	0.01	1.30
4 Magdi Yacoub H.f	120,817	52,037	172,854	86,427	100.00	0.00	0.00	0.00
5 Pampers	115,315	36,923	152,238	76,119	98.84	0.00	0.01	1.15
6 Dettol	100,782	91,516	192,298	96,149	99.88	0.11	0.00	0.00
7 Ariel	90,674	38,815	129,489	64,745	99.19	0.04	0.04	0.72
8 Dabur	87,613	70,295	157,908	78,954	99.89	0.00	0.11	0.00
9 Pepsi	87,609	179,609	267,218	133,609	95.23	0.10	0.01	4.66
10 Sedar	86,910	54,101	141,011	70,506	99.10	0.00	0.06	0.84
11 Mobinil	83,859	68,989	152,848	76,424	100.00	0.00	0.00	0.00
12 Etisalat Egypt	82,809	79,291	162,100	81,050	100.00	0.00	0.00	0.00
13 Saudi Telecomm.	79,439	77,731	157,170	78,585	62.18	6.60	0.82	30.40
14 Dostourak-egypt	77,748	0	77,748	38,874	100.00	0.00	0.00	0.00
15 Dream Park	76,321	44,678	120,999	60,500	100.00	0.00	0.00	0.00
16 Fairy	75,665	26,480	102,145	51,073	100.00	0.00	0.00	0.00
17 Toyota	75,570	50,601	126,171	63,086	59.43	18.90	1.82	19.85
18 Presidency Electi	75,091	0	75,091	37,546	100.00	0.00	0.00	0.00
19 Samsung	71,985	105,106	177,091	88,546	64.12	14.04	2.62	19.22
20 Marseille Group	71,575	24,392	95,967	47,984	99.98	0.02	0.00	0.00
21 Hassan _ Hussein	67,612	66,944	134,556	67,278	100.00	0.00	0.00	0.00
22 Zain Tel.comm.	67,262	86,788	154,050	77,025	62.66	14.12	0.39	22.82
23 Head & Shoulders	66,213	64,212	130,425	65,213	99.85	0.05	0.10	0.00
24 Mobily	65,357	88,475	153,832	76,916	71.88	4.27	0.73	23.12
25 Tide	64,337	27,587	91,924	45,962	100.00	0.00	0.00	0.00
26 Kfc	64,053	56,730	120,783	60,392	79.23	7.52	0.07	13.18
27 Galaxy	61,554	76,142	137,696	68,848	99.94	0.01	0.00	0.05
28 Tiger	60,024	15,720	75,744	37,872	99.96	0.04	0.00	0.00
29 Cadbury	57,300	46,489	103,789	51,895	100.00	0.00	0.00	0.00
30 Dove	57,184	64,899	122,083	61,042	97.47	0.02	0.06	2.44

*OT=Radio+Outdoor+Cinema