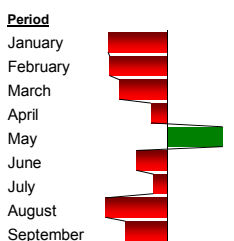


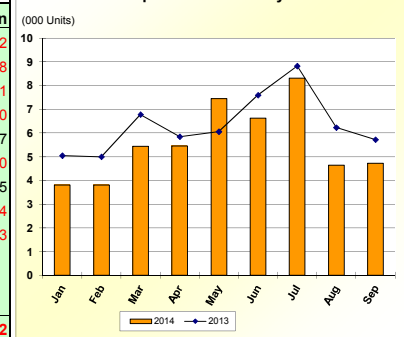
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2014/2013 Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2014	2013	% Var'n	2014	% Var'n	2014	% Var'n	2014	% Var'n
3806	5049	-25	1892	0	332	-1	1170	-52
3805	5000	-24	1889	-11	407	14	1097	-48
5441	6779	-20	3084	1	558	17	1386	-51
5450	5846	-7	2462	-1	663	17	1912	-20
7442	6056	23	2877	5	447	-17	3705	57
6631	7597	-13	3346	-9	500	-12	2372	-20
8311	8820	-6	2563	-29	551	-15	4784	15
4642	6229	-25	2486	5	358	-24	1385	-54
4727	5720	-17	2555	7	376	-21	1383	-43
50254	57095	-12	23154	-5	4190	-6	19195	-22

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	14	25	19	29	-26
Inside	43	75	46	71	-7
	0		0		-100
	0		0		#DIV/0!
	57	100	65	100	-12

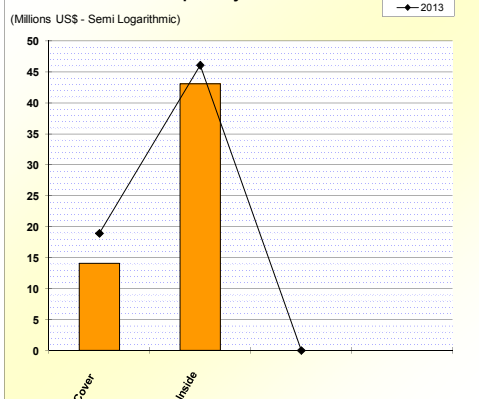
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	1	11	1	11	-9
Front Page	0	4	0	4	-5
Inter Page	5	86	5	85	-6
	5	100	6	100	-6

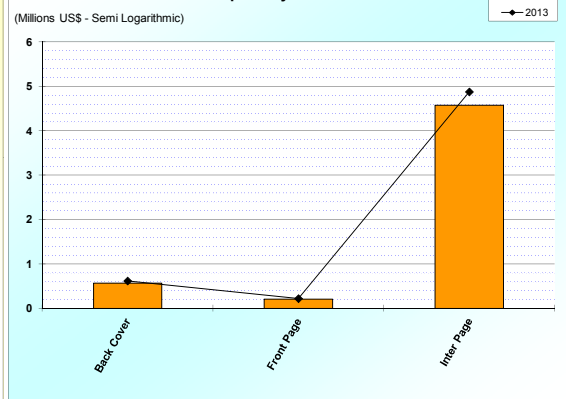
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	1	16	2	14	-11
Midday	1	6	1	9	-50
Afternoon	1	12	2	14	-35
Early Evng	2	18	2	18	-25
Evng News	3	36	4	33	-18
Prime Evng	1	9	1	11	-42
Overnight	0	3	0	2	9
	9	100	12	100	-26

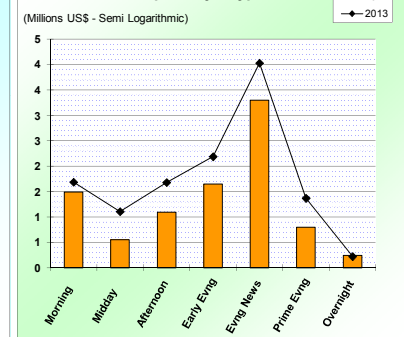
Spend by Position



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 Housing Bank	2,502	2,786	5,288	2,644	18.63	79.88	1.48	0.00
2 Samih Mall	2,391	3,848	6,239	3,119	0.95	99.04	0.00	0.00
3 Orange Telecom.	1,787	2,959	4,746	2,373	15.10	82.66	2.24	0.00
4 Zain Tel.comm.	1,504	2,621	4,125	2,062	14.37	84.93	0.70	0.00
5 Pepsi	1,470	1,756	3,226	1,613	34.35	38.96	0.00	26.68
6 Ikea	1,435	4	1,439	719	10.75	82.06	7.17	0.00
7 Umniah	1,208	2,200	3,408	1,704	0.00	97.51	2.51	0.00
8 Dallas Travel	1,182	1,073	2,255	1,127	3.06	96.93	0.00	0.00
9 Jordan Ahli Bank	1,001	843	1,844	922	1.72	95.63	2.66	0.00
10 Jordan Islamic Ba	973	723	1,696	848	33.49	66.56	0.00	0.00
11 Bank Al Etihad	948	120	1,068	534	17.06	81.26	1.67	0.00
12 Samsung	928	3,373	4,301	2,150	0.00	86.13	13.86	0.00
13 Arab Bank	863	843	1,706	853	16.45	79.68	3.87	0.00
14 Cairo Amman Bank	850	569	1,419	710	0.00	99.72	0.32	0.00
15 Royal Jordanian A	821	509	1,330	665	33.26	57.58	9.19	0.00
16 Jordan Aviation	815	46	861	430	0.00	99.97	0.00	0.00
17 Monasara	780	241	1,021	511	0.00	100.02	0.00	0.00
18 Hyundai	712	723	1,435	718	0.00	91.61	8.46	0.00
19 Kia	678	639	1,317	659	0.00	95.94	4.10	0.00
20 Carrefour	650	413	1,063	531	2.79	97.21	0.00	0.00
21 Ctown	628	542	1,170	585	0.00	100.02	0.00	0.00
22 Bank Of Jordan Lt	607	694	1,301	651	4.08	93.84	2.12	0.00
23 Jordan Comm.bank	567	661	1,228	614	0.00	99.93	0.00	0.00
24 Jor.heritage Rev.	533	444	977	489	100.07	0.00	0.00	0.00
25 Smartbuy	529	872	1,401	701	0.00	97.41	2.67	0.00
26 Al Moghamarah	522	653	1,175	587	0.00	99.91	0.00	0.00
27 Arab Jrd Inv Bk	470	123	593	297	7.67	90.72	1.67	0.00
28 Safeway's	432	524	956	478	0.00	99.43	0.66	0.00
29 King Hussein C.f	431	1,270	1,701	850	15.97	70.77	13.19	0.00
30 Tagarob	428	255	683	341	99.90	0.00	0.00	0.00

*OT=Radio+Outdoor+Cinema