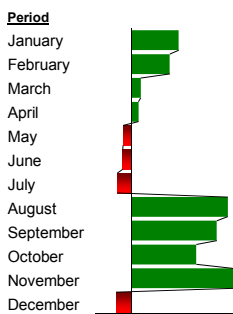


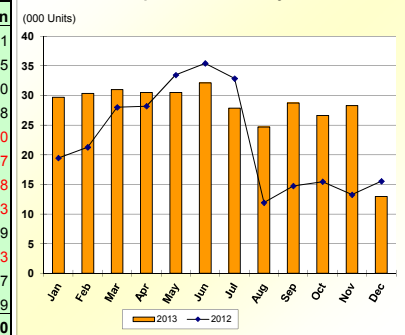
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
29683	19453	53	7307	9	591	-2	2415	81
30309	21261	43	8650	13	678	16	1932	45
30975	27996	11	7949	2	805	13	2621	30
30474	28186	8	8057	4	624	-37	2367	8
30485	33432	-9	7973	-4	693	-19	2553	0
32085	35407	-9	10200	-18	688	4	2200	-7
27834	32843	-15	6689	-21	703	25	2629	-8
24640	11921	107	3990	-20	494	-5	2353	-3
28693	14750	95	7487	0	416	-30	2406	9
26583	15466	72	5498	-13	573	-38	2798	-23
28305	13263	113	6077	-4	767	19	3576	47
12955	15540	-17	7906	6	602	-7	2952	9
333021	269518	24	87783	-4	7631	-8	30802	10

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	149	16	149	16	0
Page 2/3	56	6	68	7	-17
Inside	714	76	712	75	0
Supplement	18	2	21	2	-16
	936	100	950	100	-1

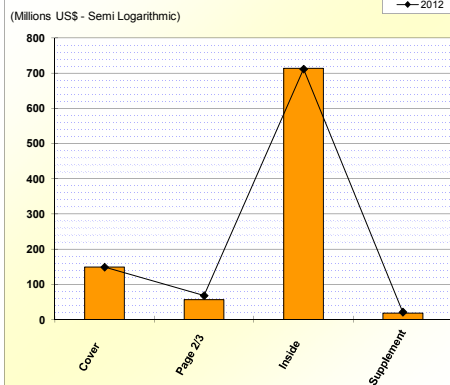
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	8	11	11	14	-29
Front Page	7	10	8	10	-15
Inter Page	57	79	64	77	-12
	72	100	84	100	-14

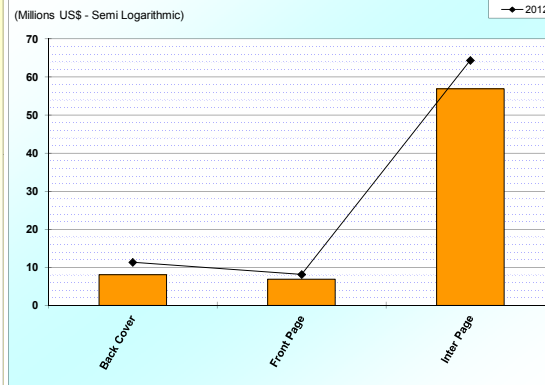
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	11	12	12	15	-10
Midday	6	7	7	8	-5
Afternoon	11	13	10	13	9
Early Evng	11	13	8	9	44
Evng News	23	26	17	21	35
Prime Evng	13	14	16	20	-21
Overnight	13	15	11	14	15
	88	100	81	100	9

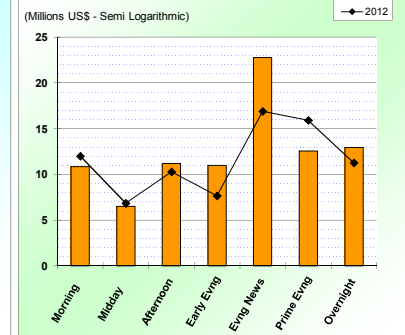
Spend by Position



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 Samsung	43,764	26,285	70,049	35,024	0.49	18.55	1.70	79.25
2 Ford	29,351	23,389	52,740	26,370	1.98	48.03	0.09	49.90
3 Saudi Telecomm.	29,187	26,061	55,248	27,624	5.29	26.57	1.84	66.30
4 Mobily	26,439	36,244	62,683	31,342	6.71	28.44	1.85	63.00
5 Toyota	26,372	31,047	57,419	28,709	7.74	41.78	0.32	50.15
6 Zain Tel.comm.	23,284	17,909	41,193	20,596	2.44	23.78	0.50	73.27
7 Arabian Oud	9,089	3,096	12,185	6,092	1.20	29.89	0.17	68.73
8 Jarir Bookstore	8,532	9,952	18,484	9,242	0.00	36.84	0.11	63.05
9 Chevrolet	7,737	10,558	18,295	9,148	2.56	85.54	2.22	9.68
10 Hyundai	7,436	5,410	12,846	6,423	11.25	68.18	4.26	16.31
11 Gazzaz	7,422	7,393	14,815	7,407	0.00	84.76	15.23	0.00
12 Emaar	7,047	1,684	8,731	4,365	0.00	98.65	1.35	0.00
13 Mcdonald's	7,041	9,773	16,814	8,407	0.00	54.19	2.34	43.47
14 Al Rajhi Financia	6,839	3,492	10,331	5,165	0.00	82.53	1.35	16.12
15 Al Riyadh Bank	6,792	6,068	12,860	6,430	0.00	38.02	0.23	61.75
16 Kia	6,391	4,285	10,676	5,338	0.00	70.43	8.82	20.76
17 Nissan	6,294	876	7,170	3,585	2.09	65.63	1.87	30.42
18 Gmc	6,123	1,309	7,432	3,716	0.00	60.77	1.94	37.29
19 Samba	6,081	6,278	12,359	6,179	0.48	98.71	0.12	0.69
20 Nadeec	5,937	5,806	11,743	5,871	0.00	4.25	0.00	95.74
21 Hyper Panda	5,649	6,757	12,406	6,203	0.78	96.10	0.17	2.95
22 Saudi Invest.bank	5,634	2,963	8,597	4,298	0.00	90.51	1.39	8.09
23 Saudia Airlines	5,317	4,447	9,764	4,882	14.58	57.80	11.14	16.49
24 Al Janadria Fest	5,307	4,647	9,954	4,977	0.00	96.08	0.10	3.83
25 Florina	4,961	3,946	8,907	4,454	0.00	93.41	0.00	6.59
26 Nat'l Comm. Bank	4,943	6,261	11,204	5,602	0.86	94.70	3.48	0.97
27 Domino's Pizza	4,902	4,130	9,032	4,516	0.00	1.86	0.00	98.15
28 Dodge	4,839	3,789	8,628	4,314	13.70	85.51	0.78	0.00
29 Asharqia Chamber	4,754	3,920	8,674	4,337	0.00	99.97	0.00	0.02
30 Lg	4,490	5,700	10,190	5,095	0.00	84.52	1.52	13.95

*OT=Radio+Outdoor+Cinema