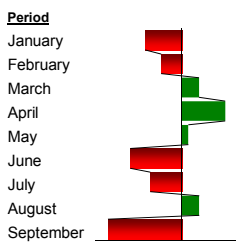


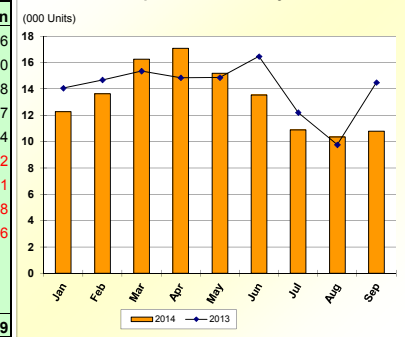
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
12267	14050	-13	6587	-10	402	-32	3035	26
13627	14676	-7	7513	-13	584	-14	3678	90
16248	15342	6	8421	6	645	-20	4138	58
17069	14842	15	8293	3	586	-6	4425	87
15181	14853	2	7981	0	698	1	3927	54
13528	16453	-18	7768	-24	612	-11	1926	-12
10877	12202	-11	6169	-8	493	-30	1825	-31
10338	9755	6	5965	50	366	-26	1217	-48
10787	14478	-25	5980	-21	641	15	1302	-46
119922	126650	-5	64678	-5	5026	-14	25472	19

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	97	15	119	16	-18
Page 2/3	19	3	47	6	-60
Inside	518	81	554	75	-7
Supplement	4	1	16	2	-75
	638	100	737	100	-13

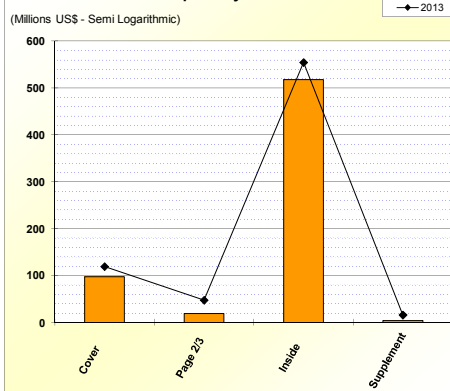
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	5	13	8	13	-33
Front Page	1	2	6	11	-89
Inter Page	33	85	43	75	-23
	39	100	57	100	-32

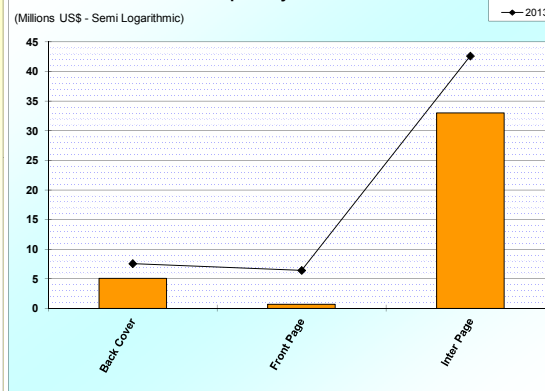
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	9	15	7	11	34
Midday	7	11	4	7	62
Afternoon	11	17	8	13	30
Early Evng	6	9	8	13	-31
Evng News	9	15	17	27	-45
Prime Evng	11	18	9	14	27
Overnight	10	16	9	15	5
	62	100	62	100	0

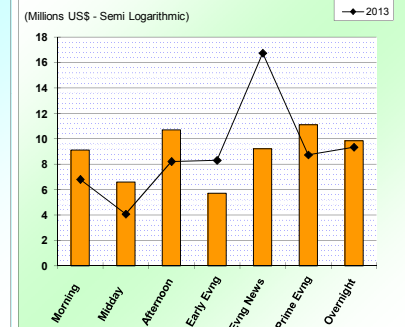
Spend by Position



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 Saudi Telecomm.	30,495	23,084	53,579	26,789	2.59	17.18	1.05	79.19
2 Zain Tel.comm.	18,731	16,518	35,249	17,624	2.30	16.31	0.50	80.89
3 Mobily	18,705	18,753	37,458	18,729	2.71	14.82	1.68	80.78
4 Toyota	18,204	20,835	39,039	19,519	2.25	30.74	0.10	66.91
5 Ford	13,287	21,092	34,379	17,190	6.61	56.93	0.18	36.29
6 Samsung	13,240	36,623	49,863	24,932	0.00	19.60	1.44	78.96
7 Nissan	7,822	3,974	11,796	5,898	1.30	53.56	0.60	44.54
8 Arabian Oud	7,723	8,634	16,357	8,179	3.38	25.57	0.76	70.28
9 Emaar	6,525	5,958	12,483	6,241	0.00	98.17	1.83	0.00
10 Al Majid Oud	5,743	4,176	9,919	4,960	0.05	2.93	0.13	96.89
11 Jarir Bookstore	5,739	4,603	10,342	5,171	0.00	48.09	0.17	51.74
12 Kia	5,339	5,361	10,700	5,350	0.00	57.04	6.72	36.24
13 Hyper Panda	5,308	4,294	9,602	4,801	2.12	95.24	0.05	2.59
14 Gazzaz	4,973	5,720	10,693	5,347	0.00	86.17	13.83	0.00
15 Chevrolet	4,831	6,206	11,037	5,518	4.66	59.26	0.00	36.08
16 Arabtec	4,476	0	4,476	2,238	0.00	100.01	0.00	0.00
17 Al Safi Danone	4,451	129	4,580	2,290	0.00	0.02	0.00	99.99
18 Saudia Airlines	4,376	2,646	7,022	3,511	6.85	80.81	9.61	2.73
19 Tam	4,312	0	4,312	2,156	99.99	0.00	0.00	0.00
20 Ikea	4,287	1,921	6,208	3,104	0.00	52.00	3.81	44.18
21 Lexus	4,235	2,737	6,972	3,486	0.00	28.99	0.00	71.01
22 Arab Media Co.	3,972	0	3,972	1,986	0.00	99.38	0.63	0.00
23 Samba	3,752	5,051	8,803	4,401	0.17	98.19	1.15	0.48
24 Nazaha	3,714	800	4,514	2,257	93.24	3.58	3.18	0.00
25 Saudi Comdy Star	3,549	0	3,549	1,774	99.99	0.00	0.00	0.00
26 Hyundai	3,499	5,917	9,416	4,708	0.00	67.94	9.56	22.50
27 Mcdonald's	3,260	5,852	9,112	4,556	0.00	64.78	2.08	33.15
28 Lg	3,216	3,856	7,072	3,536	0.00	68.62	2.01	29.38
29 Saudi Invest.bank	3,113	4,076	7,189	3,595	0.00	76.71	0.29	23.00
30 Othaim	3,048	2,157	5,205	2,603	0.00	100.01	0.00	0.01

*OT=Radio+OutDoor+Cinema