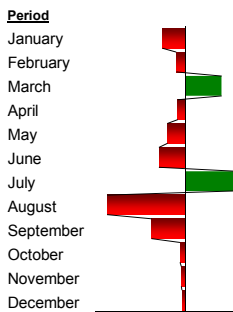


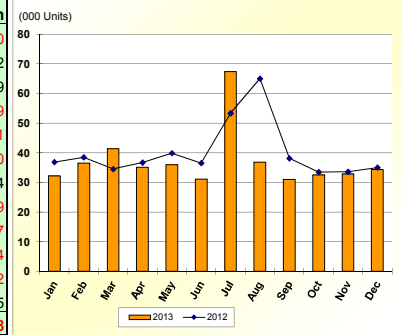
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
32150	36867	-13	9085	7	795	67	20925	-10
36492	38475	-5	8541	7	701	9	24470	2
41377	34507	20	9776	26	858	15	27876	19
35135	36707	-4	8859	-2	933	18	22817	-9
35956	39871	-10	8965	-9	934	4	23768	-11
31154	36539	-15	8965	-12	873	20	18972	-20
67353	53317	26	9233	-6	746	5	54466	-34
36809	64987	-43	5756	-25	465	-25	27832	-49
31002	38106	-19	8824	-4	666	-6	19899	-27
32465	33488	-3	9002	-1	935	1	20572	-4
32829	33583	-2	9493	-2	897	-4	20448	-2
34326	35028	-2	7965	-22	924	2	22440	5
447048	481475	-7	104463	-4	9729	7	304485	-8

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	70	14	76	15	-9
Page 2/3	28	6	29	6	-3
Inside	390	76	372	74	5
Supplement	26	5	25	5	5
	515	100	502	100	3

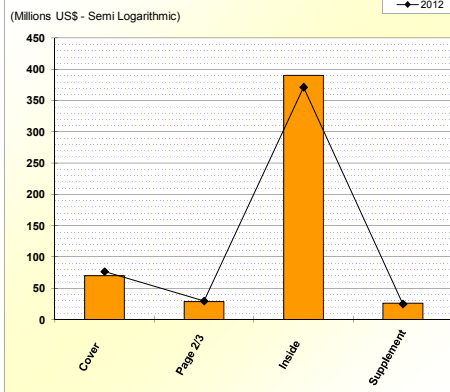
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	5	14	6	15	-2
Front Page	3	9	3	9	5
Inter Page	30	77	27	76	9
	38	100	36	100	7

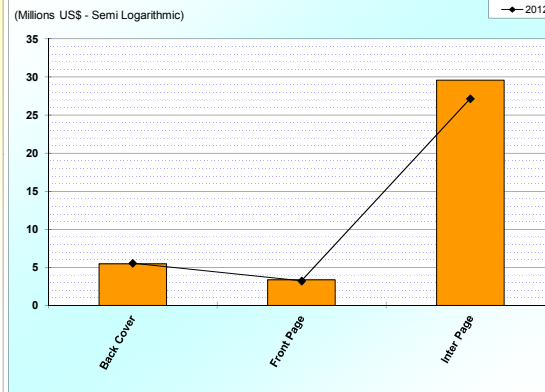
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	32	8	34	8	-5
Midday	27	7	30	7	-11
Afternoon	63	15	61	15	4
Early Evng	54	13	59	14	-8
Evng News	94	23	84	21	12
Prime Evng	59	14	68	17	-12
Overnight	82	20	73	18	13
	412	100	407	100	1

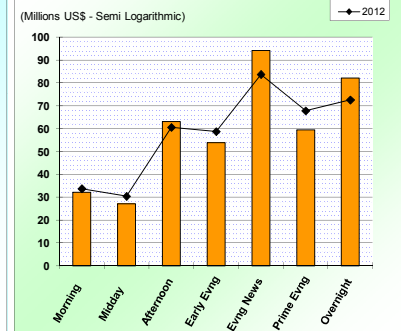
Spend by Position



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 Viva	29,373	34,441	63,814	31,907	89.66	10.30	0.01	0.02
2 Zain Tel.comm.	28,368	15,420	43,788	21,894	85.89	12.68	0.05	1.38
3 Mcdonald's	25,436	26,630	52,066	26,033	89.54	9.70	0.67	0.09
4 Wataniya Telecom	19,230	18,172	37,402	18,701	72.25	26.95	0.61	0.19
5 N.b.k.	14,666	8,382	23,048	11,524	76.40	21.26	1.32	1.03
6 Taw9eel.com	13,284	4,936	18,220	9,110	69.21	30.66	0.13	0.00
7 Kfc	10,596	4,584	15,180	7,590	78.56	21.42	0.02	0.00
8 Kuwait Finance Ho	10,122	5,784	15,906	7,953	57.20	41.68	1.12	0.00
9 Int'l Clinic	9,758	6,056	15,814	7,907	98.25	1.34	0.41	0.00
10 Sheeel	8,864	0	8,864	4,432	100.00	0.00	0.00	0.00
11 Election Campai.	7,629	3	7,632	3,816	96.81	3.19	0.00	0.00
12 Al Ahli B.of Kwt	7,464	3,446	10,910	5,455	83.38	15.91	0.70	0.00
13 Subway	6,559	4,485	11,044	5,522	98.68	1.22	0.09	0.00
14 Toyota	6,462	4,984	11,446	5,723	4.88	88.71	6.17	0.24
15 Al Kanafani	5,748	1,589	7,337	3,669	85.15	14.85	0.00	0.00
16 B.m.w.	5,699	3,374	9,073	4,537	50.36	48.43	1.22	0.00
17 Porsche	4,950	2,451	7,401	3,701	57.90	30.80	11.13	0.18
18 Hardees	4,881	3,109	7,990	3,995	68.09	31.88	0.04	0.00
19 Ford	4,768	3,675	8,443	4,222	3.94	93.90	1.71	0.46
20 Nat'l Assembly	4,664	20,735	25,399	12,699	0.00	99.99	0.00	0.00
21 X-cite	4,245	3,275	7,520	3,760	0.18	99.75	0.07	0.00
22 Al Seif Hospital	4,202	10,204	14,406	7,203	87.42	11.91	0.68	0.00
23 Cura Prox	4,177	0	4,177	2,088	99.99	0.00	0.00	0.00
24 Quality Net	4,165	4,439	8,604	4,302	91.04	6.52	1.16	1.30
25 Kwt.fund A.e.dev.	4,105	97	4,202	2,101	96.52	3.48	0.00	0.00
26 57357 Hospital	4,103	3,433	7,536	3,768	99.88	0.00	0.11	0.00
27 Gulf Bank	4,073	5,611	9,684	4,842	69.44	27.96	1.00	1.60
28 Choowy Goowy	3,778	110	3,888	1,944	93.54	6.47	0.00	0.00
29 Tijan Int Dent C	3,725	525	4,250	2,125	99.79	0.13	0.00	0.07
30 Burger King	3,688	1,864	5,552	2,776	51.68	43.33	0.17	4.83

*OT=Radio+Outdoor+Cinema