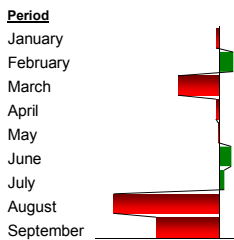


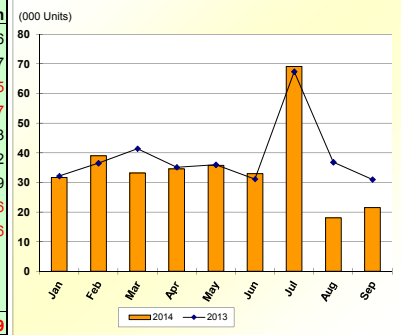
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
31691	32150	-1	7288	-20	632	-20	22240	6
38988	36492	7	8542	0	702	0	26172	7
33194	41377	-20	10565	8	598	-30	21023	-25
34592	35135	-2	9412	6	763	-18	21227	-7
35775	35956	-1	7780	-13	819	-12	24435	3
32986	31154	6	5963	-33	891	2	23193	22
69044	67353	3	4637	-50	742	-1	59212	9
18086	36809	-51	5790	1	473	2	9531	-66
21545	31002	-31	6699	-24	844	27	12740	-36
315900	347427	-9	66675	-15	6463	-7	219772	-9

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	48	13	52	14	-8
Page 2/3	23	6	21	6	5
Inside	282	76	288	76	-2
Supplement	18	5	19	5	-5
	371	100	380	100	-2

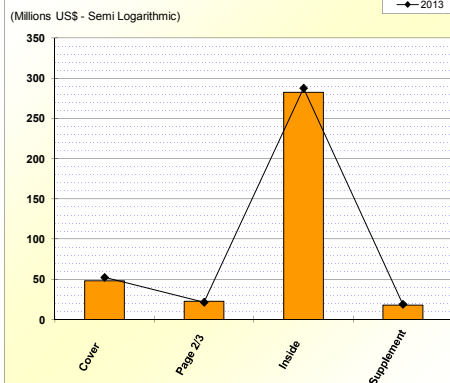
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	4	14	4	15	-12
Front Page	2	9	2	9	-10
Inter Page	20	77	21	76	-6
	25	100	27	100	-7

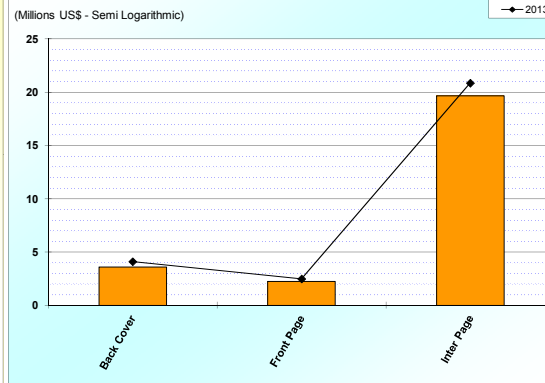
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	17	6	27	8	-37
Midday	19	7	24	7	-21
Afternoon	45	17	56	16	-20
Early Evng	37	14	47	14	-21
Evng News	57	21	76	22	-25
Prime Evng	49	18	47	14	4
Overnight	49	18	70	20	-30
	272	100	346	100	-22

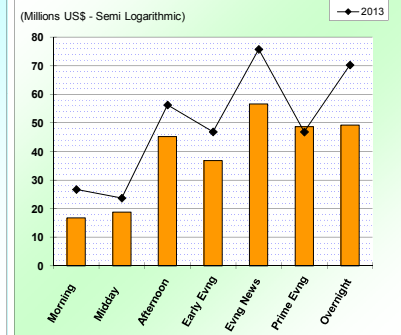
Spend by Position



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 Ooredoo	15,962	0	15,962	7,981	88.58	10.61	0.78	0.03
2 Viva	14,691	26,195	40,886	20,443	77.63	22.10	0.09	0.17
3 Mcdonald's	12,881	18,668	31,549	15,775	93.65	5.54	0.80	0.01
4 Zain Tel.comm.	9,822	24,016	33,838	16,919	52.33	45.40	0.28	2.00
5 Wataniya Telecom	9,054	16,439	25,493	12,746	84.95	14.78	0.06	0.22
6 Subway	8,088	6,104	14,192	7,096	99.69	0.19	0.00	0.12
7 Al Kanafani	7,950	4,204	12,154	6,077	91.35	8.64	0.00	0.00
8 N.b.k.	7,195	13,883	21,078	10,539	65.77	25.91	4.00	4.34
9 Kfc	6,832	7,464	14,296	7,148	72.65	26.55	0.10	0.71
10 Taw9eel.com	6,524	9,827	16,351	8,176	54.73	45.21	0.06	0.00
11 Sheeel	5,587	6,242	11,829	5,914	100.00	0.00	0.00	0.00
12 Al Khabaz	5,332	2,535	7,867	3,933	83.54	16.45	0.00	0.00
13 Gulf Bank	5,162	3,869	9,031	4,516	79.14	19.21	0.23	1.42
14 Al Ahli B.of Kwt	5,024	7,212	12,236	6,118	88.50	11.44	0.05	0.00
15 Kuwait Finance Ho	4,710	7,960	12,670	6,335	50.99	48.46	0.55	0.00
16 Toyota	4,592	4,606	9,198	4,599	2.63	90.60	6.77	0.00
17 X-cite	4,459	3,203	7,662	3,831	20.00	80.01	0.00	0.00
18 B.m.w.	4,298	5,379	9,677	4,839	44.64	54.53	0.85	0.00
19 Porsche	4,067	4,296	8,363	4,181	58.30	31.94	9.44	0.31
20 Pizza Hut	4,061	2,046	6,107	3,053	70.88	28.55	0.20	0.36
21 57357 Hospital	3,907	4,103	8,010	4,005	99.99	0.00	0.00	0.00
22 Ford	3,878	3,186	7,064	3,532	26.88	71.13	1.71	0.28
23 Mr.subs _ Wraps	3,875	24	3,899	1,949	99.00	0.99	0.00	0.00
24 Talabat.com	3,620	1,498	5,118	2,559	99.90	0.00	0.11	0.00
25 Eureka Trd.co.	3,613	2,766	6,379	3,189	0.00	100.00	0.00	0.00
26 Kwt.fund A.e.dev.	3,532	2,193	5,725	2,862	96.35	3.64	0.00	0.00
27 Burger King	3,405	2,690	6,095	3,047	57.14	38.29	0.38	4.18
28 Best	3,300	692	3,992	1,996	0.00	99.10	0.90	0.00
29 Honda	3,278	2,825	6,103	3,052	29.20	69.93	0.00	0.88
30 Markaz	3,155	1,174	4,329	2,164	96.44	3.56	0.00	0.00

*OT=Radio+Outdoor+Cinema