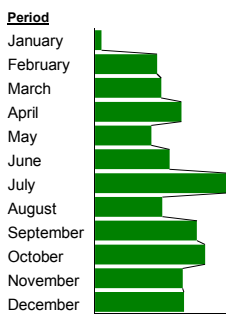


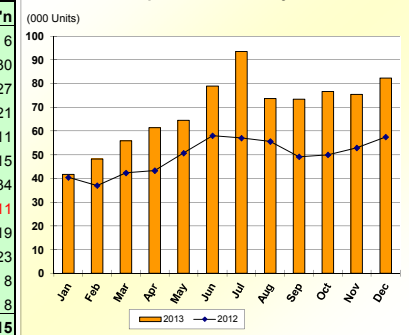
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
41718	40437	3	782	-34	1666	5	26299	6
48153	37027	30	889	-31	1430	2	30991	30
55901	42332	32	913	-29	1381	-27	34529	27
61423	43312	42	945	-29	1510	2	32493	21
64521	50695	27	990	-38	1513	-11	35012	11
78919	58001	36	730	-45	1553	-13	45516	15
93421	57024	64	1457	-4	1579	-11	55277	34
73677	55573	33	752	-18	1240	-26	36578	-11
73405	49167	49	857	-8	1066	-21	36374	19
76591	49989	53	1013	-16	1604	10	38865	23
75379	52922	42	1042	2	1256	4	37973	8
82242	57487	43	1220	10	1753	-11	44161	8
825350	593966	39	11588	-21	17551	-9	454069	15

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	18	30	22	36	-18
Page 2/3	1	1	1	2	-46
Inside	25	41	25	39	0
Supplement	16	28	14	23	15
	60	100	62	100	-4

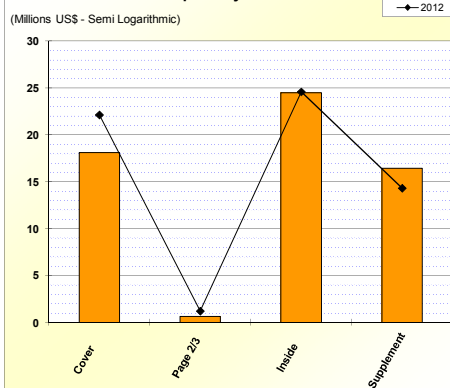
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	5	13	6	13	-5
Front Page	6	15	7	15	-6
Inter Page	29	72	32	73	-10
	40	100	44	100	-9

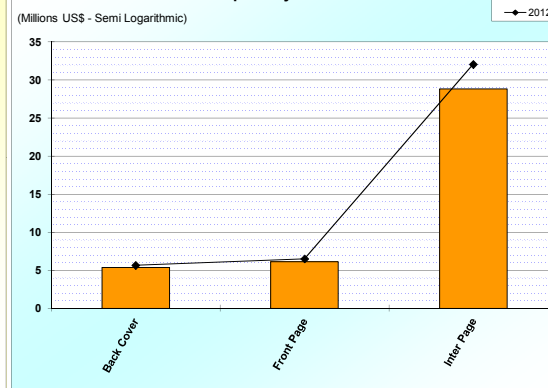
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	30	8	25	8	21
Midday	30	8	25	8	16
Afternoon	31	8	26	9	16
Early Evng	63	17	53	17	20
Evng News	128	35	111	36	16
Prime Evng	66	18	56	18	17
Overnight	15	4	11	4	36
	363	100	307	100	18

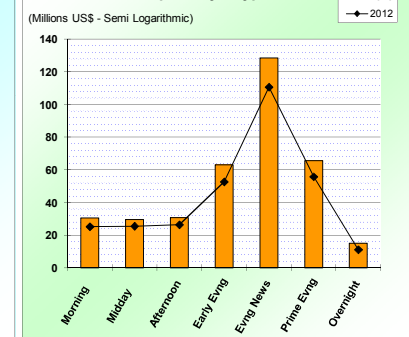
Spend by Position



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 Buzz	45,370	32,905	78,275	39,137	99.99	0.00	0.01	0.00
2 Darwish Co	27,636	0	27,636	13,818	100.00	0.00	0.00	0.00
3 Bankmed	22,449	24,942	47,391	23,695	84.07	13.72	0.43	1.78
4 Xxl	21,754	12,421	34,175	17,087	99.92	0.06	0.03	0.00
5 Freez	17,069	19,195	36,264	18,132	99.99	0.00	0.01	0.00
6 Byblos Bank	16,849	12,853	29,702	14,851	94.24	1.05	0.91	3.80
7 Jane Nassar	16,631	4,225	20,856	10,428	99.94	0.00	0.06	0.00
8 Nescafe	15,293	6,858	22,151	11,076	94.63	0.00	0.00	5.37
9 Chateau Ka	13,282	3,449	16,731	8,366	99.95	0.00	0.05	0.00
10 Blom Bank	12,303	8,337	20,640	10,320	85.03	3.39	2.18	9.40
11 Always	10,957	2,866	13,823	6,912	99.72	0.00	0.28	0.00
12 Kassatly Chtaura	10,034	8,862	18,896	9,448	100.00	0.00	0.00	0.00
13 ltn	9,737	4,530	14,267	7,134	99.98	0.00	0.02	0.00
14 Moukarzel	9,702	2,688	12,390	6,195	98.16	0.00	1.84	0.00
15 lbi	8,948	5,175	14,123	7,062	98.26	1.08	0.37	0.30
16 Pampers	8,935	10,409	19,344	9,672	99.97	0.00	0.03	0.00
17 Samsung	8,753	3,260	12,013	6,006	88.13	2.23	2.29	7.35
18 Label 5	8,400	4,619	13,019	6,509	98.43	0.03	0.24	1.30
19 Najjar	7,740	3,031	10,771	5,386	99.85	0.00	0.15	0.00
20 Sedar	7,511	8,990	16,501	8,251	100.00	0.00	0.00	0.00
21 Touch	7,466	10,133	17,599	8,800	84.61	1.85	0.61	12.93
22 Libano-francaise	7,277	4,125	11,402	5,701	95.70	0.98	2.42	0.90
23 Probiotic Plus	7,255	2,234	9,489	4,744	99.99	0.00	0.00	0.00
24 Fairy	6,875	6,015	12,890	6,445	99.92	0.00	0.08	0.00
25 Ariel	6,843	5,194	12,037	6,019	97.64	0.00	0.00	2.36
26 Al Mawarid	6,770	1,648	8,418	4,209	94.01	4.96	0.81	0.23
27 Pepsi	6,664	4,065	10,729	5,364	97.76	0.02	0.00	2.22
28 Zein Al Atat	6,539	7,928	14,467	7,234	99.72	0.00	0.28	0.00
29 Seif Beauty Cinc	6,373	5,238	11,611	5,805	99.40	0.00	0.59	0.00
30 Mafi Metlo Show	5,971	2,749	8,720	4,360	100.01	0.00	0.00	0.00

*OT=Radio+Outdoor+Cinema