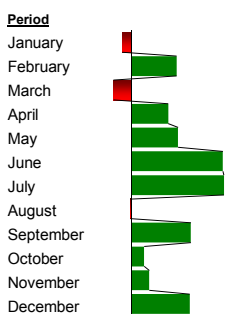


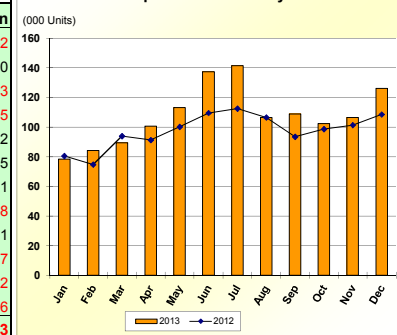
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
78489	80529	-3	4008	-17	2937	7	41861	-2
84154	74756	13	4137	-21	2231	-16	48359	30
89330	93877	-5	6174	-11	3116	-11	42894	-13
100664	91284	10	4946	-17	3137	-2	47596	-5
113124	100146	13	5212	-21	3060	-3	54871	2
137219	109498	25	5977	-18	3019	-22	72449	15
141278	112459	26	6320	-21	3207	-11	78998	21
106326	106505	0	4034	-25	2426	-18	50588	-28
108908	93511	16	4530	-11	2251	-14	54262	1
102233	98683	4	4282	-20	3215	4	46522	-17
106438	101356	5	4696	-1	2677	2	48586	-22
126078	108533	16	4565	-11	3332	-8	65395	-6
1294241	1171136	11	58883	-16	34607	-8	652377	-3

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	150	34	181	32	-17
Page 2/3	2	0	3	1	-49
Inside	258	59	362	63	-29
Supplement	26	6	26	5	0
	435	100	572	100	-24

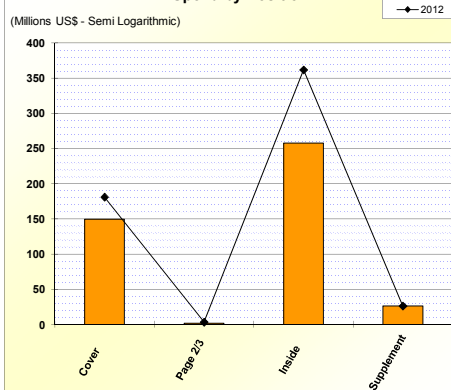
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	12	17	15	18	-20
Front Page	9	13	10	13	-14
Inter Page	49	70	56	69	-13
	70	100	81	100	-14

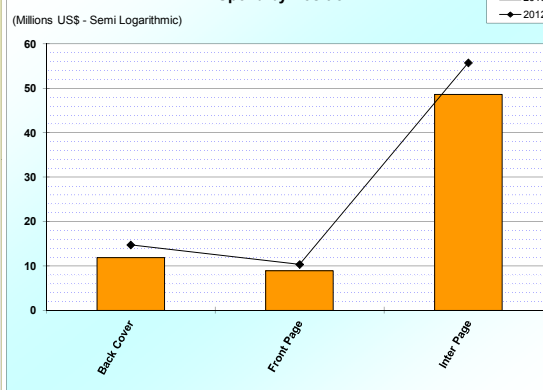
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	66	10	92	11	-29
Midday	61	9	87	11	-30
Afternoon	71	11	90	11	-21
Early Evng	99	15	116	14	-15
Evng News	171	26	183	22	-7
Prime Evng	102	16	114	14	-11
Overnight	88	13	153	18	-43
	652	100	831	100	-22

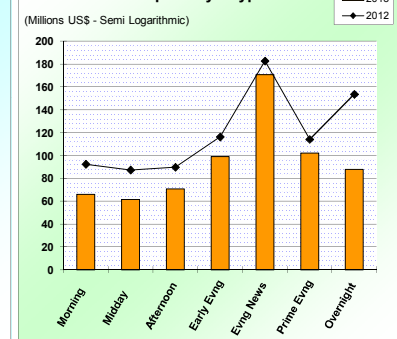
Spend by Position



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	39,138	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	23,696	84.07	13.72	0.43	1.79
4 Xxl	21,754	12,421	34,175	17,088	99.92	0.06	0.03	0.00
5 Samsung	20,335	15,097	35,432	17,716	38.31	30.23	3.21	28.25
6 Freez	17,070	19,195	36,265	18,133	99.98	0.00	0.02	0.00
7 Byblos Bank	16,850	12,855	29,705	14,853	94.23	1.06	0.91	3.80
8 Jane Nassar	16,630	4,226	20,856	10,428	99.95	0.00	0.05	0.00
9 Nescafe	16,150	8,425	24,575	12,288	89.88	0.01	0.07	10.04
10 Pepsi	14,157	11,917	26,074	13,037	57.45	3.52	0.27	38.77
11 Chateau Ka	13,283	3,449	16,732	8,366	99.95	0.00	0.05	0.00
12 Blom Bank	12,465	8,806	21,271	10,636	83.93	4.54	2.15	9.38
13 Ebdad Be Nafsak	11,311	0	11,311	5,656	100.00	0.00	0.00	0.00
14 Always	11,037	2,871	13,908	6,954	98.99	0.00	0.39	0.62
15 Etisalat Egypt	10,609	18,753	29,362	14,681	8.85	47.00	0.58	43.57
16 Kassatly Chtaura	10,034	8,862	18,896	9,448	100.00	0.00	0.00	0.00
17 ltn	9,737	4,530	14,267	7,134	99.98	0.00	0.02	0.00
18 Moukarzel	9,702	2,688	12,390	6,195	98.17	0.00	1.83	0.00
19 Pampers	9,518	10,893	20,411	10,206	93.84	0.00	0.09	6.06
20 Mobinil	9,290	16,527	25,817	12,909	0.91	45.69	1.75	51.64
21 Banque Misr	9,261	8,277	17,538	8,769	44.97	36.97	2.80	15.26
22 lbi	8,947	5,175	14,122	7,061	98.27	1.07	0.37	0.29
23 Label 5	8,400	4,619	13,019	6,510	98.43	0.04	0.24	1.30
24 Najjar	7,740	3,031	10,771	5,386	99.86	0.00	0.14	0.00
25 Sedar	7,535	9,018	16,553	8,277	99.68	0.32	0.00	0.00
26 Vodafone	7,507	12,944	20,451	10,226	4.12	27.63	2.64	65.62
27 Touch	7,467	10,133	17,600	8,800	84.60	1.85	0.62	12.94
28 Libano-francaise	7,276	4,125	11,401	5,701	95.71	0.98	2.42	0.89
29 Probiotic Plus	7,255	2,234	9,489	4,745	100.00	0.00	0.00	0.00
30 Ariel	7,023	5,489	12,512	6,256	95.14	0.00	0.00	4.86

*OT=Radio+Outdoor+Cinema