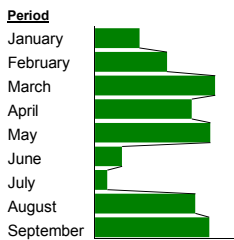


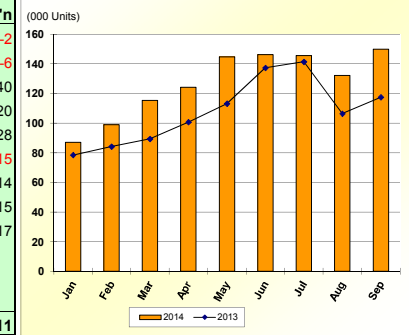
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
86948	78489	11	4009	0	2464	-16	41081	-2
98821	84154	17	3870	-6	2278	2	45233	-6
115289	89330	29	6568	6	2887	-7	59886	40
124218	100664	23	5110	3	2737	-13	57048	20
144692	113124	28	5340	2	2639	-14	70189	28
146206	137219	7	6485	9	2909	-4	61219	-15
145486	141278	3	4869	-23	2557	-20	89906	14
132110	106326	24	4664	16	2050	-15	58248	15
149830	117404	28	5233	16	2223	-1	73128	17
1143601	967989	18	46147	2	22743	-10	555937	11

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	105	31	112	34	-6
Page 2/3	1	0	1	0	-24
Inside	210	63	196	60	7
Supplement	19	6	18	6	1
	335	100	329	100	2

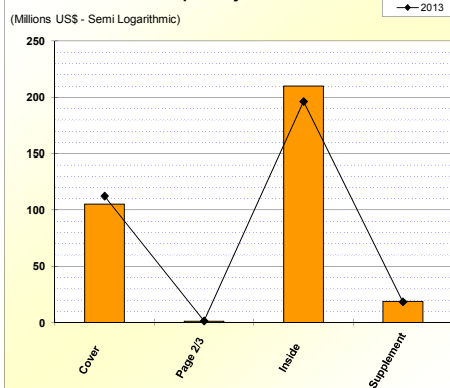
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	8	17	9	17	-13
Front Page	6	13	7	13	-14
Inter Page	32	70	35	70	-11
	45	100	51	100	-12

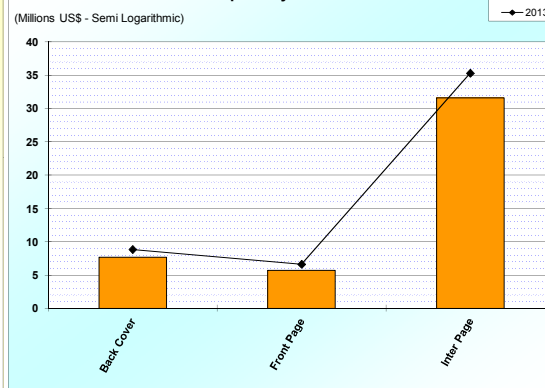
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	59	11	54	10	9
Midday	50	9	50	10	0
Afternoon	66	12	56	11	18
Early Evng	88	16	77	15	15
Evng News	127	23	126	25	1
Prime Evng	79	14	77	15	2
Overnight	84	15	77	15	9
	546	100	511	100	7

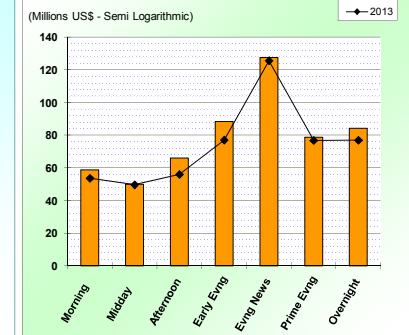
Spend by Position



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 Buzz	38,839	31,335	70,174	35,087	100.00	0.00	0.00	0.00
2 Xxl	19,540	18,527	38,067	19,034	98.99	0.02	0.03	0.97
3 Bankmed	18,804	16,195	34,999	17,500	86.88	11.37	0.40	1.36
4 Presidency Electi	18,443	5	18,448	9,224	91.09	3.32	0.01	5.57
5 Ariel	13,557	6,163	19,720	9,860	96.16	0.00	0.00	3.84
6 Byblos Bank	11,807	8,602	20,409	10,205	95.24	1.01	0.77	2.98
7 Jane Nassar	11,603	12,123	23,726	11,863	100.00	0.00	0.00	0.00
8 Darwish Co	10,345	16,492	26,837	13,419	100.00	0.00	0.00	0.00
9 Banque Misr	9,831	7,272	17,103	8,552	44.07	33.95	2.77	19.20
10 Ibl	9,830	4,791	14,621	7,311	98.61	0.76	0.45	0.18
11 Lebanese Army	9,830	2,789	12,619	6,310	97.19	0.66	0.47	1.68
12 Itn	9,733	7,378	17,111	8,556	99.82	0.00	0.18	0.00
13 Al Shahid Est.	9,365	513	9,878	4,939	100.00	0.00	0.00	0.00
14 Dostourak-egypt	8,598	6	8,604	4,302	83.15	1.56	0.12	15.18
15 Samsung	8,574	14,705	23,279	11,640	27.29	39.30	4.46	28.95
16 Nat'l B.egypt	8,237	5,267	13,504	6,752	19.40	72.36	2.46	5.78
17 Pepsi	7,671	11,301	18,972	9,486	69.26	7.93	0.00	22.81
18 Amer Group	7,637	3,340	10,977	5,489	0.58	81.41	1.43	16.59
19 Banque Audi	7,563	5,057	12,620	6,310	74.86	15.25	3.23	6.66
20 Blom Bank	7,382	9,810	17,192	8,596	90.87	5.30	2.76	1.07
21 Sayfco Holding	6,917	53	6,970	3,485	93.05	4.38	1.78	0.80
22 Pampers	6,824	5,750	12,574	6,287	99.44	0.00	0.07	0.48
23 Kassatly Chtaoura	6,674	10,034	16,708	8,354	100.00	0.00	0.00	0.00
24 Libano-francaise	6,602	5,409	12,011	6,006	96.86	0.68	2.18	0.27
25 Beirut Holidays	6,543	3,109	9,652	4,826	69.22	2.69	0.00	28.09
26 Kirox	6,205	10	6,215	3,108	95.10	4.17	0.00	0.73
27 Seif Beauty Cinc	5,906	4,512	10,418	5,209	99.10	0.00	0.83	0.07
28 Always	5,833	8,141	13,974	6,987	100.00	0.00	0.00	0.00
29 Mobinil	5,830	6,693	12,523	6,262	0.48	54.36	2.86	42.30
30 Sedar	5,534	6,086	11,620	5,810	99.60	0.40	0.00	0.00

*OT=Radio+Outdoor+Cinema