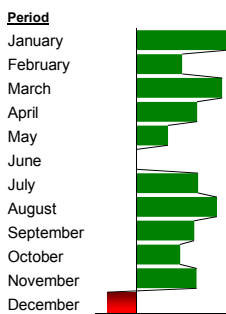


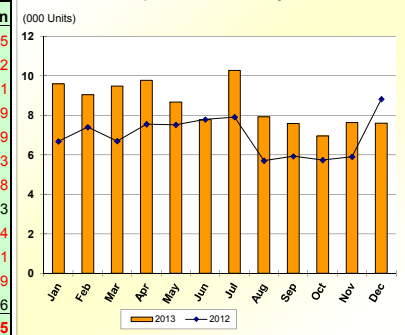
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
9584	6675	44	8494	104	310	24	778	-65
9035	7393	22	7524	92	284	2	1225	-62
9469	6691	42	7783	77	240	33	1444	-31
9761	7545	29	7616	66	301	9	1842	-29
8660	7511	15	7294	64	286	14	1079	-59
7773	7780	0	6621	59	267	9	884	-73
10266	7907	30	7750	51	299	57	2215	-8
7925	5703	39	5155	32	202	-26	2566	83
7579	5921	28	5761	47	246	45	1571	-14
6949	5735	21	5696	39	349	40	902	-31
7619	5900	29	6667	53	188	-12	762	-39
7589	8816	-14	6318	-16	143	-47	1127	16
102209	83577	22	82679	51	3117	9	16395	-35

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	59	18	58	24	1
Page 2/3	11	3	1	0	958
Inside	260	79	182	75	43
Supplement	1	0	0	0	161
	331	100	241	100	37

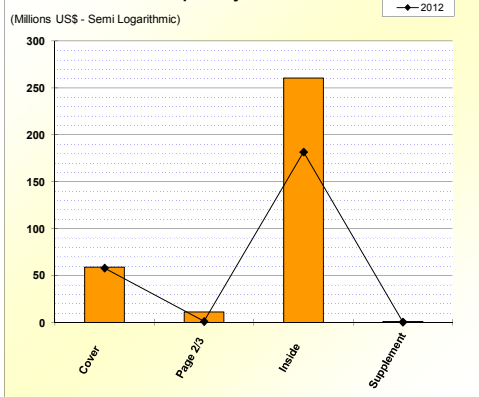
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	2	26	2	23	22
Front Page	0	6	0	7	-8
Inter Page	5	68	5	70	3
	7	100	7	100	6

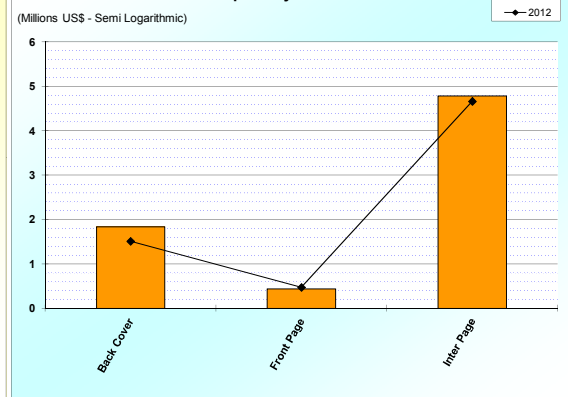
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	2	14	4	17	-41
Midday	3	16	3	13	-10
Afternoon	2	14	3	15	-32
Early Evng	2	12	3	14	-37
Evng News	3	16	3	15	-21
Prime Evng	2	14	3	14	-23
Overnight	2	14	3	12	-12
	17	100	23	100	-26

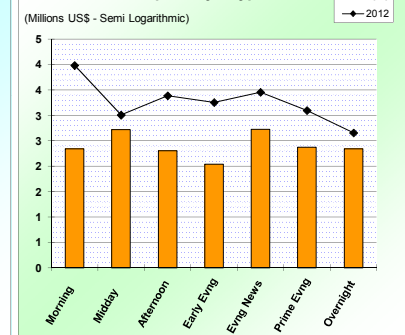
Spend by Position



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 Bank Muscat	8,091	4,013	12,104	6,052	4.53	93.72	1.75	0.00
2 McDonald's	4,792	1,665	6,457	3,228	0.00	99.77	0.22	0.00
3 Muscat Electmc.	4,732	673	5,405	2,702	0.00	99.56	0.43	0.00
4 Omantel	4,392	4,073	8,465	4,232	5.40	91.16	3.44	0.00
5 Consumer Protect	3,906	1,624	5,530	2,765	100.01	0.00	0.00	0.00
6 Royal Opera Hous	3,793	5,570	9,363	4,681	40.28	59.54	0.17	0.00
7 Nat'l B.oman	3,349	2,226	5,575	2,787	0.09	97.13	2.77	0.00
8 Philips	2,838	610	3,448	1,724	0.00	99.88	0.12	0.00
9 Manam Sohar	2,674	254	2,928	1,464	0.00	99.99	0.00	0.00
10 Lulu	2,653	1,795	4,448	2,224	0.00	98.67	1.34	0.00
11 Nissan	2,597	3,082	5,679	2,839	0.96	94.64	4.39	0.00
12 Capital Store	2,436	548	2,984	1,492	0.00	99.47	0.50	0.00
13 Mughlai Zaika	2,377	2,233	4,610	2,305	0.00	100.01	0.00	0.00
14 Toyota	2,308	1,911	4,219	2,110	6.04	93.32	0.65	0.00
15 Mustafa Sultan	2,178	650	2,828	1,414	0.00	100.01	0.00	0.00
16 Swiss Arabian	2,177	654	2,831	1,416	0.00	99.57	0.44	0.00
17 Nawras Telecom	2,146	1,725	3,871	1,935	0.69	87.10	12.19	0.00
18 Financial Srv.co	2,036	733	2,769	1,385	0.00	100.01	0.00	0.00
19 Golden Family B	1,961	960	2,921	1,461	0.00	100.01	0.00	0.00
20 The Wave Muscat	1,929	1,533	3,462	1,731	0.00	98.76	1.23	0.00
21 Bank Sohar	1,587	1,276	2,863	1,431	4.24	93.09	2.66	0.00
22 Badr Al Samaa	1,583	919	2,502	1,251	4.72	94.04	1.27	0.00
23 Al Maha Ceramics	1,556	1,451	3,007	1,504	0.00	100.03	0.00	0.00
24 Dell	1,495	260	1,755	877	0.00	100.00	0.00	0.00
25 Oasis	1,418	6	1,424	712	0.00	97.68	2.32	0.00
26 Bank Dhofar	1,414	768	2,182	1,091	0.00	93.91	6.09	0.00
27 Kia	1,411	1,274	2,685	1,342	34.33	64.14	1.52	0.00
28 Hyundai	1,363	894	2,257	1,128	0.00	97.50	2.49	0.00
29 Oman Air	1,298	631	1,929	964	6.31	93.13	0.53	0.00
30 Hsbc	1,283	1,189	2,472	1,236	0.00	92.69	7.27	0.00

*OT=Radio+Outdoor+Cinema