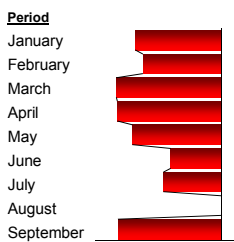


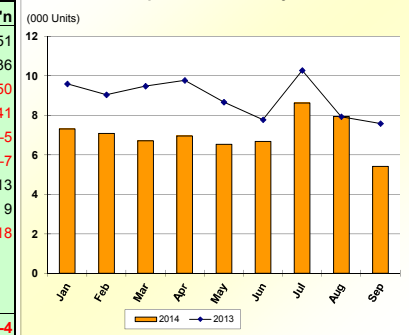
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
7298	9584	-24	5869	-31	249	-19	1178	51
7072	9035	-22	5168	-31	231	-19	1671	36
6712	9469	-29	5749	-26	242	1	719	-50
6944	9761	-29	5549	-27	302	0	1092	-41
6523	8660	-25	5268	-28	227	-21	1026	-5
6679	7773	-14	5598	-15	257	-4	823	-7
8612	10266	-16	5874	-24	224	-25	2513	13
7929	7925	0	4974	-3	163	-20	2790	9
5407	7579	-29	3875	-33	241	-2	1289	-18
63175	80052	-21	47923	-25	2136	-12	13102	-4

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	24	12	46	18	-47
Page 2/3	2	1	7	3	-70
Inside	169	86	199	79	-15
Supplement	1	0	1	0	-12
	196	100	253	100	-23

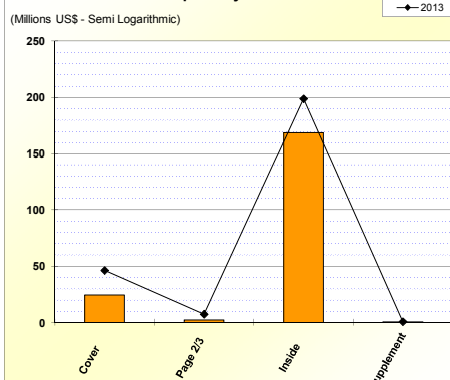
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	1	28	1	25	2
Front Page	0	5	0	6	-24
Inter Page	3	66	4	69	-13
	5	100	5	100	-10

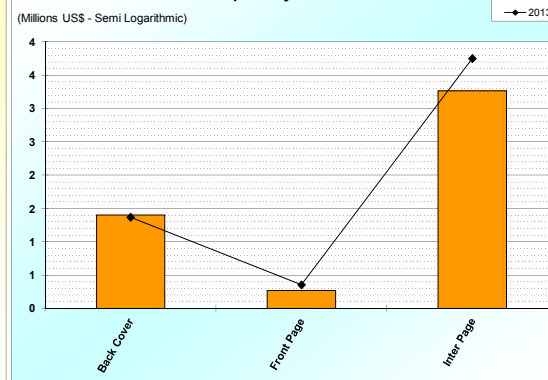
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	2	16	2	13	7
Midday	2	13	2	17	-30
Afternoon	2	14	2	13	-5
Early Evng	2	14	2	12	-1
Evng News	2	17	2	16	-4
Prime Evng	2	13	2	15	-22
Overnight	2	13	2	14	-22
	12	100	14	100	-12

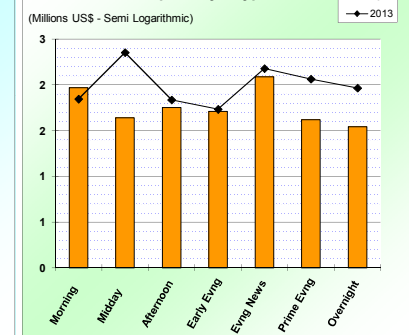
Spend by Position



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 Omantel	2,780	3,173	5,953	2,977	5.63	89.80	4.57	0.00
2 Bank Muscat	2,687	6,934	9,621	4,811	5.65	91.01	3.35	0.00
3 Lulu	2,006	2,180	4,186	2,093	0.00	98.52	1.47	0.00
4 Royal Opera Hous	1,925	3,112	5,037	2,519	0.00	99.16	0.87	0.00
5 A'saffa	1,444	612	2,056	1,028	85.85	13.33	0.79	0.00
6 Mcdonald's	1,427	4,162	5,589	2,795	0.00	99.88	0.12	0.00
7 Muscat Electmc.	1,403	4,259	5,662	2,831	0.00	99.24	0.75	0.00
8 Nissan	1,378	2,401	3,779	1,890	0.00	92.88	7.13	0.00
9 Consumer Protect	1,349	3,549	4,898	2,449	100.01	0.00	0.00	0.00
10 Manam Sohar	1,348	2,035	3,383	1,692	0.00	100.02	0.00	0.00
11 Toyota	1,295	1,843	3,138	1,569	9.79	89.94	0.24	0.00
12 Salalah Toursm F	1,118	670	1,788	894	90.28	9.14	0.55	0.00
13 Oman Arab Bank	1,019	847	1,866	933	0.00	95.35	4.64	0.00
14 Muscat Festival	972	615	1,587	794	59.02	39.89	1.12	0.00
15 Golden Family B	961	1,560	2,521	1,261	0.00	100.01	0.00	0.00
16 Nawras Telecom	956	1,659	2,615	1,307	17.88	73.91	8.18	0.00
17 Mughlai Zaika	943	1,870	2,813	1,407	0.00	100.02	0.00	0.00
18 Oasis	887	1,113	2,000	1,000	0.00	96.12	3.93	0.00
19 Bank Sohar	876	1,188	2,064	1,032	0.00	95.90	4.13	0.00
20 Public A.sme Dev.	876	241	1,117	558	98.54	1.44	0.00	0.00
21 Al Maha Ceramics	844	1,267	2,111	1,056	0.00	100.05	0.00	0.00
22 Badr Al Samaa	842	1,268	2,110	1,055	0.00	97.11	2.93	0.00
23 Swiss Arabian	817	1,902	2,719	1,360	0.00	99.00	1.02	0.00
24 Mitsubishi	784	686	1,470	735	0.00	87.47	12.59	0.00
25 Barzman	772	0	772	386	0.00	99.97	0.00	0.00
26 The Wave Muscat	738	1,042	1,780	890	0.00	97.58	2.45	0.00
27 Oman Air	734	731	1,465	732	9.23	90.54	0.22	0.00
28 Hyundai	730	1,068	1,798	899	0.00	98.40	1.62	0.00
29 Renault	729	689	1,418	709	0.00	97.01	3.00	0.00
30 Bank Nizwa	705	525	1,230	615	31.48	64.03	4.45	0.00

*OT=Radio+Outdoor+Cinema