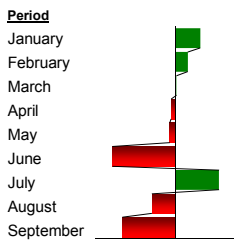


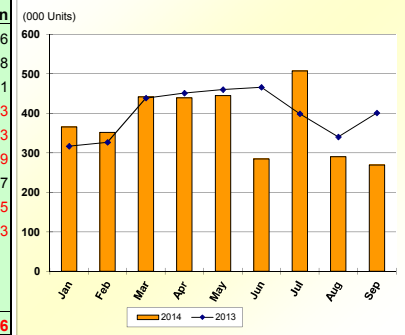
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
365434	316629	15	96	189	2868	-9	362470	16
351645	326457	8	106	26	3023	-13	348516	8
440911	438285	1	121	-20	4386	-1	436404	1
438627	450874	-3	168	38	3537	-8	434922	-3
444121	459784	-3	165	22	3948	-3	440008	-3
283876	465591	-39	263	114	3139	11	280474	-39
506557	398592	27	12	-92	2849	-2	503695	27
290324	339949	-15	16	-83	1828	-19	288480	-15
268999	400572	-33	33	-78	3826	-3	265139	-33
3390494	3596733	-6	981	-7	29405	-5	3360108	-6

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	1	15	1	18	-16
Page 2/3	0	0	0	1	-74
Inside	6	84	6	80	3
Supplement	0	0	0	0	-21
	8	100	8	100	-1

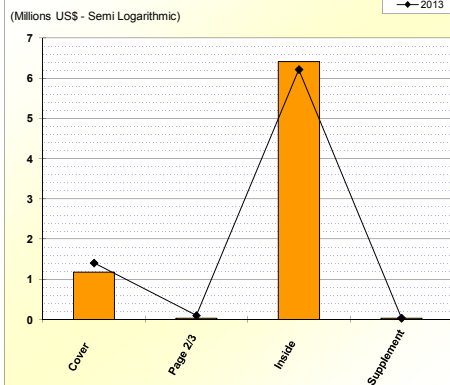
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	27	13	29	14	-8
Front Page	14	7	16	8	-10
Inter Page	162	80	161	78	0
	203	100	206	100	-2

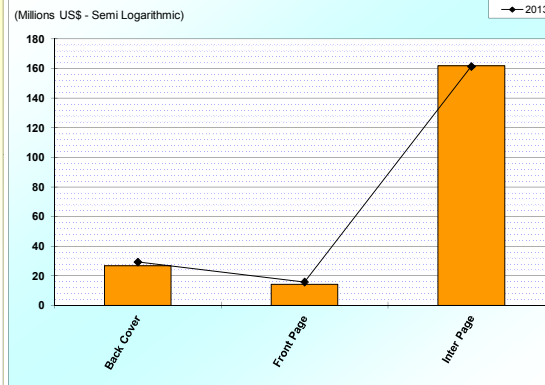
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	1727	16	1220	14	42
Midday	1324	12	916	10	45
Afternoon	1240	11	1028	11	21
Early Evng	1049	10	945	10	11
Evng News	1446	13	1470	16	-2
Prime Evng	1426	13	1399	16	2
Overnight	2634	24	2022	22	30
###	100		9000	100	21

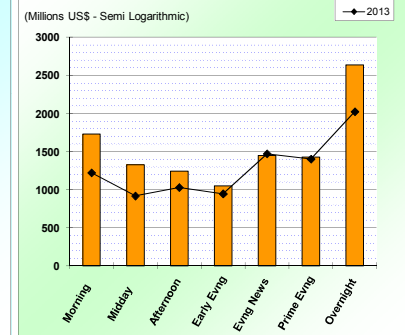
Spend by Position



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 57357 Hospital	189,415	189,749	379,164	189,582	100.00	0.00	0.00	0.00
2 Honest	170,211	206,909	377,120	188,560	100.00	0.00	0.00	0.00
3 Coca Cola	155,672	173,969	329,641	164,821	100.00	0.00	0.00	0.00
4 Magdi Yacoub H.f	120,817	52,037	172,854	86,427	100.00	0.00	0.00	0.00
5 Pampers	113,621	35,344	148,965	74,482	100.00	0.00	0.00	0.00
6 Dettol	99,802	87,059	186,861	93,431	100.00	0.00	0.00	0.00
7 Ariel	89,722	37,870	127,592	63,796	100.00	0.00	0.00	0.00
8 Dabur	87,263	69,694	156,957	78,479	99.99	0.00	0.01	0.00
9 Mobinil	83,859	68,989	152,848	76,424	100.00	0.00	0.00	0.00
10 Etisalat Egypt	82,809	79,291	162,100	81,050	100.00	0.00	0.00	0.00
11 Sedar	80,754	46,876	127,630	63,815	99.94	0.00	0.06	0.00
12 Pepsi	80,709	171,567	252,276	126,138	99.99	0.00	0.01	0.00
13 Dostourak-egypt	77,748	0	77,748	38,874	100.00	0.00	0.00	0.00
14 Dream Park	76,321	44,678	120,999	60,499	100.00	0.00	0.00	0.00
15 Fairy	75,413	24,869	100,282	50,141	100.00	0.00	0.00	0.00
16 Presidency Electi	75,091	0	75,091	37,546	100.00	0.00	0.00	0.00
17 Marseillea Group	71,575	24,039	95,614	47,807	99.98	0.02	0.00	0.00
18 Hassan _ Hussein	67,612	66,944	134,556	67,278	100.00	0.00	0.00	0.00
19 Head & Shoulders	65,812	60,957	126,769	63,385	99.97	0.00	0.03	0.00
20 Tide	64,103	25,787	89,890	44,945	100.00	0.00	0.00	0.00
21 Galaxy	60,760	68,742	129,502	64,751	100.00	0.00	0.00	0.00
22 Tiger	59,963	15,645	75,608	37,804	100.00	0.00	0.00	0.00
23 Cadbury	57,244	45,894	103,138	51,569	100.00	0.00	0.00	0.00
24 Nat'l Tumors In.	56,640	21,993	78,633	39,316	100.00	0.00	0.00	0.00
25 Mountain View	54,678	22,149	76,827	38,413	100.00	0.00	0.00	0.00
26 Crystal	53,815	15,488	69,303	34,652	100.00	0.00	0.00	0.00
27 Hamlet Al Nazafa	53,792	0	53,792	26,896	100.00	0.00	0.00	0.00
28 Dar Al Orman	53,365	46,517	99,882	49,941	100.00	0.00	0.00	0.00
29 Dove	52,702	60,335	113,037	56,518	99.97	0.00	0.03	0.00
30 Sparkle	51,374	16,955	68,329	34,164	99.99	0.00	0.01	0.00

*OT=Radio+OutDoor+Cinema