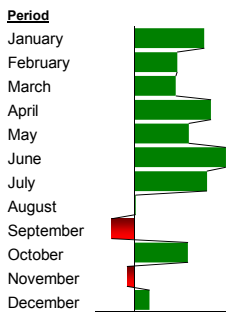


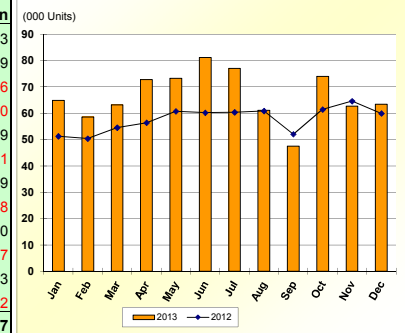
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
64819	51231	27	12690	17	3262	-2	7962	73
58550	50371	16	11251	11	3379	-11	7355	19
63087	54511	16	12753	18	4486	-10	5951	-16
72785	56389	29	13098	23	4291	-7	7197	0
73235	60705	21	12917	22	4052	-8	7611	29
81065	60171	35	12919	-6	3699	-1	5514	-21
76979	60340	28	13246	29	3362	-10	15883	59
61134	60850	0	10516	19	2550	-12	7757	-28
47517	52041	-9	12217	47	3922	1	4928	10
73898	61414	20	13535	31	4822	-1	5899	-27
62696	64553	-3	13788	45	4686	1	11657	23
63341	59904	6	10735	5	4789	4	6952	-12
799105	692479	15	149665	21	47300	-4	94666	7

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	138	15	140	16	-1
Page 2/3	17	2	39	4	-55
Inside	720	80	685	78	5
Supplement	24	3	19	2	26
	899	100	882	100	2

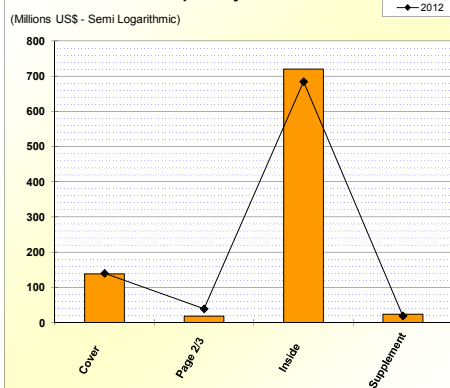
MAGAZINES

Spend by Position (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Back Cover	28	12	27	12	2
Front Page	15	6	17	7	-16
Inter Page	193	82	193	81	0
	235	100	238	100	-1

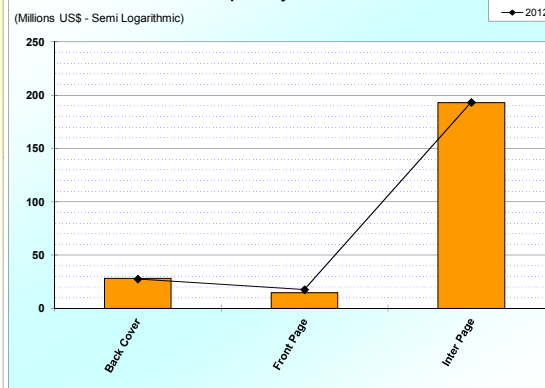
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2013		2012		Var'n %
	Value	%	Value	%	
Morning	16	9	13	8	24
Midday	11	6	11	7	-1
Afternoon	17	10	15	9	17
Early Evng	29	17	30	19	-6
Evng News	38	22	28	18	35
Prime Evng	38	22	35	22	9
Overnight	24	14	27	17	-10
	173	100	159	100	9

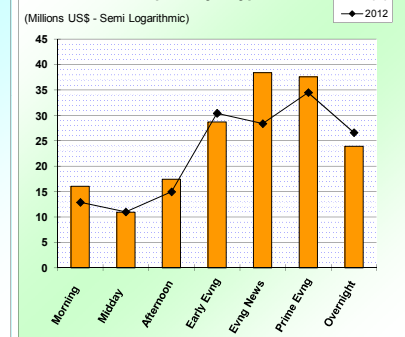
Spend by Position



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 Etisalat	25,277	23,246	48,523	24,261	28.86	27.41	2.14	41.58
2 Dubai Shop.fest.	21,625	17,426	39,051	19,526	0.31	8.01	0.54	91.14
3 Du	14,543	17,608	32,151	16,076	2.94	37.43	1.03	58.61
4 Samsung	14,101	9,514	23,615	11,808	6.88	52.17	8.19	32.77
5 Mcdonald's	13,952	13,880	27,832	13,916	0.00	22.23	4.11	73.66
6 Carrefour	12,318	13,364	25,682	12,841	0.00	79.78	16.13	4.09
7 Kfc	10,721	8,997	19,718	9,859	2.10	16.73	0.00	81.17
8 Damas Watch_jewlr	7,943	3,984	11,927	5,964	0.00	24.06	22.05	53.90
9 Arabtec	7,725	108	7,833	3,916	95.16	4.59	0.24	0.00
10 Adnoc	7,313	6,922	14,235	7,117	90.29	9.57	0.08	0.05
11 Pure Gold Jewel.	6,426	6,994	13,420	6,710	0.00	19.21	12.02	68.76
12 Emaar	6,204	4,826	11,030	5,515	15.36	81.39	2.38	0.88
13 Toyota	6,150	8,801	14,951	7,475	4.11	44.54	9.49	41.86
14 Pepsi	6,130	7,655	13,785	6,892	36.41	1.79	0.01	61.79
15 Union Nat'l Bank	5,993	3,249	9,242	4,621	19.53	64.00	1.30	15.17
16 Home Center	5,783	5,970	11,753	5,876	0.00	25.97	22.06	51.96
17 Chevrolet	5,638	3,792	9,430	4,715	57.78	31.16	3.45	7.61
18 Coca Cola	5,609	4,614	10,223	5,111	27.87	0.47	0.00	71.66
19 Sedar	5,597	5,957	11,554	5,777	100.00	0.00	0.00	0.00
20 Lulu	5,553	6,514	12,067	6,034	2.28	63.58	28.90	5.25
21 Emirates Nbd	5,427	6,206	11,633	5,816	12.35	73.07	2.29	12.28
22 Nissan	4,975	6,174	11,149	5,575	4.41	56.39	8.78	30.42
23 Volkswagen	4,975	4,740	9,715	4,857	11.89	70.82	4.78	12.51
24 Cartier	4,903	3,982	8,885	4,442	0.00	69.98	30.02	0.00
25 Emirates Airlines	4,826	6,954	11,780	5,890	0.86	49.55	7.35	42.23
26 Hsbc	4,819	3,430	8,249	4,124	6.68	39.80	2.51	51.00
27 First Select Int	4,703	5,097	9,800	4,900	0.00	100.01	0.00	0.00
28 Mohd.bin Rashed	4,657	0	4,657	2,329	76.30	23.62	0.09	0.00
29 Ford	4,642	6,028	10,670	5,335	34.79	33.73	10.65	20.84
30 Pizza Hut	4,615	4,788	9,403	4,701	0.00	17.70	0.05	82.24

*OT=Radio+Outdoor+Cinema