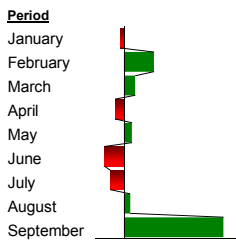


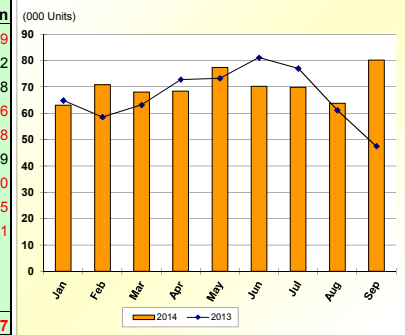
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
63044	64819	-3	13113	3	3207	-2	5678	-29
70763	58550	21	11783	5	3394	0	7486	2
68020	63087	8	13475	6	4299	-4	7622	28
68414	72785	-6	14062	7	3953	-8	6079	-16
77311	73235	6	13062	1	4087	1	6219	-18
70222	81065	-13	12526	-3	3735	1	6005	9
69814	76979	-9	9689	-27	2985	-11	14321	-10
63786	61134	4	8973	-15	2319	-9	6605	-15
80166	47517	69	11200	-8	4189	7	4900	-1
631539	599170	5	107884	-3	32169	-3	64916	-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 \$)	2014		2013		Var'n %
	Value	%	Value	%	
Cover	101	16	100	15	1
Page 2/3	11	2	13	2	-16
Inside	500	79	524	80	-5
Supplement	21	3	16	3	25
	633	100	654	100	-3

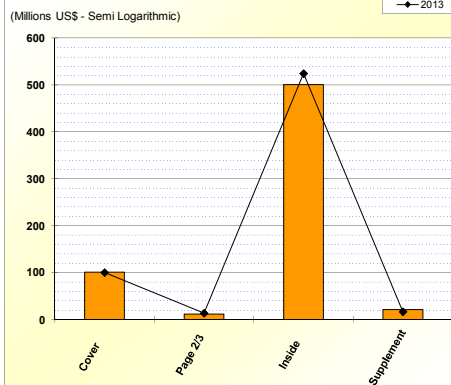
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	23	13	21	13	8
Front Page	12	7	11	7	8
Inter Page	142	80	132	81	8
	176	100	163	100	8

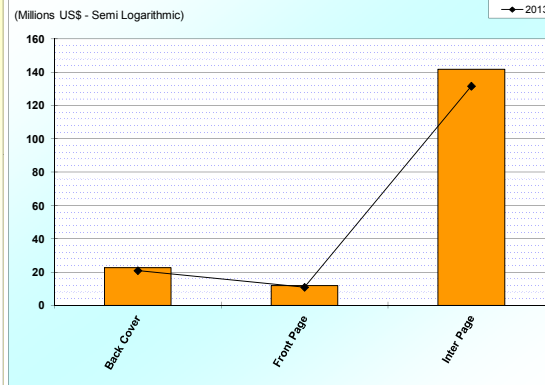
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	7	5	13	9	-46
Midday	7	6	8	6	-8
Afternoon	10	8	14	10	-29
Early Evng	28	22	24	18	16
Evng News	30	24	28	20	7
Prime Evng	24	19	29	21	-18
Overnight	20	16	20	15	1
	126	100	136	100	-7

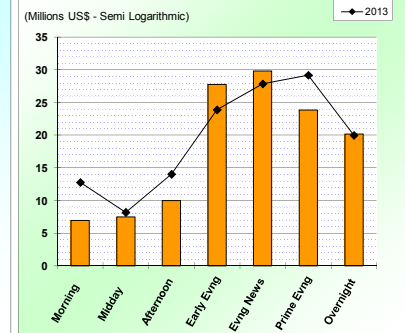
Spend by Position



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 Dubai Shop.fest.	16,284	16,666	32,950	16,475	0.18	7.67	0.03	92.12
2 Etisalat	15,700	19,903	35,603	17,802	19.75	24.81	1.14	54.30
3 Du	12,550	9,839	22,389	11,194	8.56	19.57	1.61	70.26
4 Arabtec	10,603	6,026	16,629	8,315	78.71	21.02	0.27	0.00
5 Mcdonald's	10,052	10,058	20,110	10,055	0.00	19.30	4.09	76.62
6 Emaar	9,932	5,106	15,038	7,519	12.33	64.84	3.34	19.48
7 Carrefour	9,493	8,886	18,379	9,189	0.00	75.84	19.17	4.99
8 Toyota	8,216	5,056	13,272	6,636	36.96	23.52	5.88	33.63
9 Kfc	7,529	9,200	16,729	8,364	2.23	14.54	0.18	83.04
10 Samsung	7,155	12,029	19,184	9,592	2.29	54.29	8.35	35.06
11 Uae Armed Forces	6,351	1,501	7,852	3,926	99.56	0.44	0.00	0.00
12 Sedar	5,334	4,551	9,885	4,943	100.01	0.00	0.00	0.00
13 Pure Gold Jewel.	5,176	4,934	10,110	5,055	0.00	17.14	16.32	66.54
14 Lulu	5,008	4,145	9,153	4,576	0.00	73.99	22.32	3.69
15 Home Center	4,556	4,241	8,797	4,398	0.00	16.48	20.53	62.99
16 Damac	4,392	2,508	6,900	3,450	5.88	87.84	0.58	5.71
17 Adib	4,382	2,230	6,612	3,306	30.27	19.76	3.56	46.40
18 Seha	4,361	2,989	7,350	3,675	98.49	0.90	0.60	0.00
19 Wild Wadi	4,324	3,196	7,520	3,760	0.00	0.31	2.73	96.95
20 Mercedes	4,299	2,786	7,085	3,543	8.58	23.22	5.99	62.22
21 Nakheel	4,259	2,095	6,354	3,177	0.00	99.75	0.19	0.06
22 Pizza Hut	4,170	3,810	7,980	3,990	20.30	11.62	0.00	68.08
23 Adcb	4,076	2,556	6,632	3,316	48.01	46.70	4.10	1.18
24 Pepsi	4,011	5,495	9,506	4,753	24.94	0.40	0.00	74.65
25 Emirates Nbd	3,940	4,344	8,284	4,142	7.25	78.30	10.99	3.45
26 Lenovo	3,887	484	4,371	2,186	0.00	26.83	0.00	73.18
27 Adnoc	3,826	6,435	10,261	5,130	77.88	19.52	0.53	2.06
28 First Select Int	3,708	3,722	7,430	3,715	0.00	100.01	0.00	0.00
29 Volkswagen	3,627	3,673	7,300	3,650	1.61	84.08	8.72	5.59
30 Mashreq Bank	3,619	2,845	6,464	3,232	0.00	91.37	3.16	5.46

*OT=Radio+Outdoor+Cinema