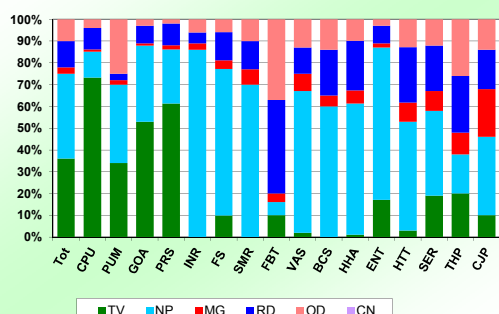


EGYPT* - 2013

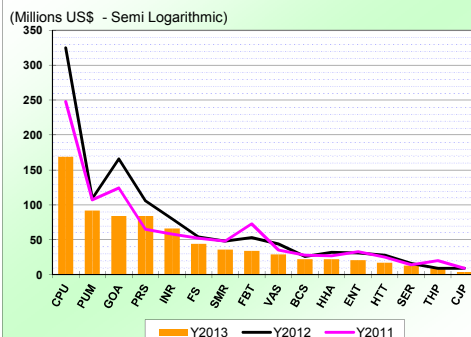
Millions US\$ 747 ▼ - 34%

Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	%Var'n Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	248	325	169	23	-48	74	12	1	10	4	0
Publishing Media	PUM	107	109	92	12	-16	34	36	2	3	25	0
Government/Corporate & Organization Ad	GOA	124	166	84	11	-49	53	35	1	8	3	0
Professional Services	PRS	65	106	84	11	-21	62	25	2	10	2	0
Insurance & Real Estate & Properties	INR	58	80	66	9	-18	0	86	3	5	6	0
Financial Services	FS	52	54	44	6	-19	10	68	4	13	6	0
Shopping Malls & Retail Stores	SMR	48	48	36	5	-25	0	70	7	13	10	0
Food Beverages And Tobacco	FBT	73	53	34	5	-36	10	6	4	43	37	0
Vehicles Accessories & Supply	VAS	35	44	29	4	-34	2	65	8	12	13	0
Business/Construct Equip. & Supply	BCS	28	26	22	3	-15	0	60	5	21	14	0
Household Appliances	HHA	27	32	22	3	-31	1	61	6	23	10	0
Entertainment	ENT	33	31	21	3	-32	17	70	2	8	3	0
Hotel Travel & Tourism	HTT	25	28	17	2	-39	3	51	9	26	13	0
Other Services	SER	14	16	13	2	-19	19	39	9	21	12	0
Toiletries Hygiene/ House Care Products	THP	20	9	9	1	0	20	18	10	26	26	0
Clothing Jewellery & Personal Accs	CJP	9	9	4	1	-56	10	36	22	18	14	0
Total		967	1,136	747	100	-34	36	39	3	12	10	0

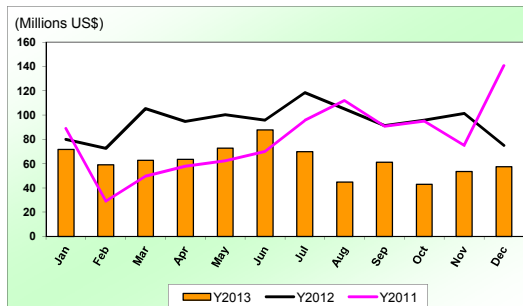
Y2013 Media Split %



Annual Growth Y2011 - Y2013



Monthly Spend Analysis (Millions US\$)Y2011 - 2013



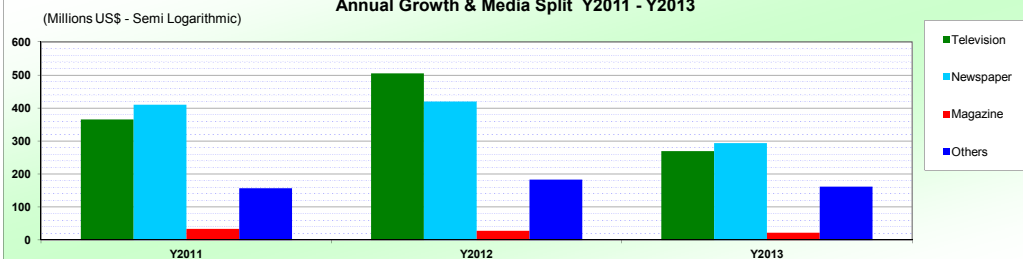
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	89	80	72	-10
Feb	29	73	59	-19
Mar	50	105	63	-41
Apr	58	95	64	-33
May	62	100	73	-27
Jun	70	96	88	-8
Jul	95	119	70	-41
Aug	112	105	45	-57
Sep	91	91	61	-33
Oct	95	96	43	-55
Nov	75	101	53	-47
Dec	141	75	57	-23
Total	967	1136	747	-34

Overall Media Split Analysis (Millions US\$)

Media	Y2011		Y2012		Y2013		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2012/2013	Y13	Y12	
Television	366	38	505	44	270	36	-47	74	138	
Newspaper	410	42	420	37	294	39	-30	72	102	
Magazine	34	4	28	2	21	3	-23	63	82	
Others	157	16	183	16	162	22	-12	103	117	
Total	967	100	1,136	100	747	100	-34	77	117	

*Index base Y2011

Annual Growth & Media Split Y2011 - Y2013



Top Brands Y2013 (000 US\$)

Television Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Ebdaa Be Nafsak	11,311	N
2	Banque Misr	4,165	65
3	Election High C.	4,162	N
4	Save Energy	2,583	103
5	Nagham Fm	2,353	-56
6	Dostourak	2,154	-94
7	Nile Cinema	1,815	N
8	Kirox	1,556	N
9	57357 Hospital	1,556	-37
10	Abu Dh.film Fest	1,546	N
11	Arab Young Creato	1,106	N
12	Juhayna	944	E

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Nat'l B.egypt	6,451	-19
2	Etisalat Egypt	4,986	-51
3	Samsung	4,768	-12
4	Mobinil	4,245	-57
5	Amer Group	3,872	-37
6	Degla Real S.in	3,820	-28
7	Al Salab	3,695	42
8	Banque Misr	3,424	-9
9	Emaar Egypt	2,835	N
10	Amp Developments	2,667	137
11	Yafa Mak	2,529	-30
12	Link Dot Net	2,437	0

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Mercedes	420	60
2	Samsung	271	24
3	Al Salab	268	-12
4	Link Dot Net	240	16
5	Banque Misr	232	-18
6	Juhayna	215	-39
7	Cairo Sales St.	212	81
8	Kiriazzi	209	-50
9	Egyptair	208	-66
10	Vodafone	198	-22
11	Ntra	193	-50
12	Universal	181	E

Radio Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Coca Cola	3,852	-3
2	Pepsi	3,361	-33
3	Vodafone	3,117	-43
4	Mobinil	2,795	-21
5	Te Data	2,592	39
6	Etisalat Egypt	2,382	-60
7	Telecom Egypt	2,066	35
8	Samsung	1,680	-27
9	Jotun	1,375	29
10	Comm.int'l Bank	1,299	E
11	Dostourak	1,258	27
12	Misr Alkhir	1,255	44

Outdoor Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Etisalat Egypt	2,240	17
2	Mobinil	2,002	-32
3	Vodafone	1,809	-45
4	Pepsi	1,456	29
5	Al Salab	1,440	-40
6	Universal	1,195	-12
7	Coca Cola	780	-32
8	Al Nahar Tv	773	-14
9	Green Land	760	240
10	Royal	724	48
11	Tiger	711	85
12	Obour Land	662	45

E - Exceeding the limit >300% N - New