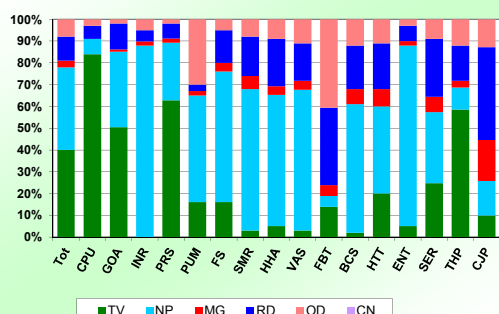


EGYPT* - 2014

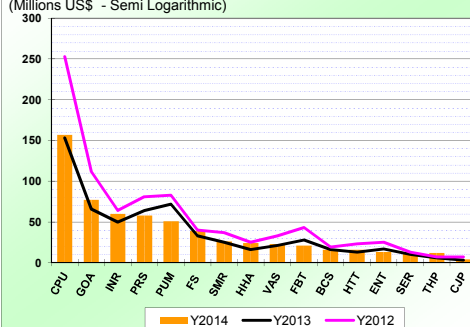
Millions US\$ 611 ▲ + 3%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	253	153	157	26	3	84	7	0	6	3	0
Government/Corporate & Organization Adv	GOA	112	66	77	13	17	51	35	1	12	2	0
Insurance & Real Estate & Properties	INR	64	50	60	10	20	0	87	2	5	5	0
Professional Services	PRS	81	64	58	9	-9	64	27	2	7	2	0
Publishing Media	PUM	83	72	51	8	-29	16	49	2	3	30	0
Financial Services	FS	40	33	39	6	18	16	60	4	15	5	0
Shopping Malls & Retail Stores	SMR	37	25	26	4	4	3	65	6	18	8	0
Household Appliances	HHA	25	16	24	4	50	5	61	4	22	9	0
Vehicles Accessories & Supply	VAS	33	21	23	4	10	3	64	4	17	11	0
Food Beverages And Tobacco	FBT	43	28	21	3	-25	14	5	5	36	41	0
Business/Construct Equip. & Supply	BCS	19	16	16	3	0	2	59	7	20	12	0
Hotel Travel & Tourism	HTT	23	13	16	3	23	20	40	8	21	11	0
Entertainment	ENT	25	17	13	2	-24	5	83	2	7	3	0
Other Services	SER	13	10	13	2	30	25	33	7	27	9	0
Toiletries Hygiene/ House Care Products	THP	7	6	12	2	100	58	10	3	16	12	0
Clothing Jewellery & Personal Accs	CJP	7	3	4	1	33	10	16	19	43	13	0
Total		864	593	611	100	3	40	38	3	11	8	0

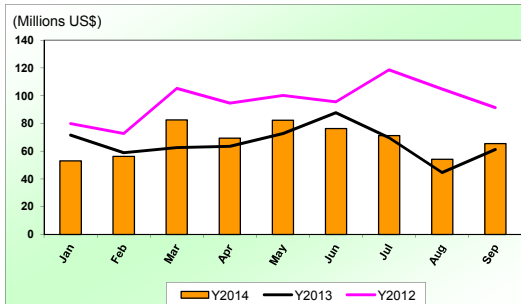
Y2014 Media Split %



Annual Growth Y2012 - Y2014



Monthly Spend Analysis (Millions US\$)Y2012 - 2014



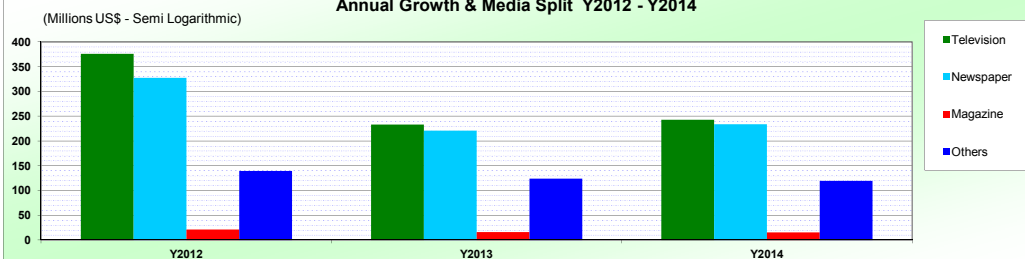
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	80	72	53	-26
Feb	73	59	56	-5
Mar	105	63	83	32
Apr	95	64	69	9
May	100	73	82	13
Jun	96	88	76	-13
Jul	119	70	71	2
Aug	105	45	54	21
Sep	91	61	65	7
Total	864	593	611	3

Overall Media Split Analysis (Millions US\$)

Media	Y2012		Y2013		Y2014		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2013/2014	Y14	Y13	
Television	376	44	233	39	243	40	4	65	62	
Newspaper	328	38	221	37	234	38	6	71	67	
Magazine	21	2	16	3	15	2	-5	72	76	
Others	139	16	124	21	119	20	-3	86	89	
Total	864	100	593	100	611	100	3	71	69	

*Index base Y2012

Annual Growth & Media Split Y2012 - Y2014



Top Brands Y2014 (000 US\$)

Television Top Spenders

Rank	Brand	Y2014	Y14/13
1	Presidency Electi	16,800	N
2	Dostourak-egypt	7,149	N
3	Kirox	5,901	N
4	Banque Misr	4,333	27
5	1455	3,145	N
6	1495	2,897	N
7	Al Masah	2,380	N
8	Ebdaa Be Nafsak	2,344	-78
9	Nat'l B.egypt	1,598	N
10	57357 Hospital	1,291	-17
11	Qortoba Hospital	958	227
12	Falez	644	N

Newspapers Top Spenders

Rank	Brand	Y2014	Y14/13
1	Amer Group	6,217	137
2	Nat'l B.egypt	5,960	23
3	Degla Real S.inv	3,624	25
4	Banque Misr	3,338	31
5	Mobinil	3,169	2
6	Mbc Misr	2,866	256
7	Arabtech Holding	2,796	N
8	Samsung	2,530	-15
9	Mostafa Al Salab	2,468	N
10	Ramco R.e.	2,126	62
11	Emaar Egypt	2,103	-10
12	Te Data	2,093	34

Magazines Top Spenders

Rank	Brand	Y2014	Y14/13
1	Majestic	400	E
2	Banque Misr	250	56
3	Al Nassagoun	221	E
4	Cairo Sales St.	208	-2
5	Egyptair	207	49
6	Nat'l B.egypt	203	88
7	Mostafa Al Salab	189	N
8	Mobinil	167	65
9	Alexandria Bank	165	E
10	Cairo Lab	162	N
11	Kiriazzi	143	3
12	Toyota	143	57

Radio Top Spenders

Rank	Brand	Y2014	Y14/13
1	Vodafone	2,384	-7
2	Coca Cola	2,206	-33
3	Samsung	1,806	20
4	Telecom Egypt	1,797	7
5	Banque Misr	1,453	118
6	Mobinil	1,434	-23
7	57357 Hospital	1,422	22
8	Comm.int'l Bank	1,397	64
9	Te Data	1,289	-32
10	Misr Alkhair	1,281	18
11	Shell	1,071	61
12	Amer Group	1,066	77

Outdoor Top Spenders

Rank	Brand	Y2014	Y14/13
1	Vodafone	1,354	-11
2	Etisalat Egypt	1,230	-28
3	Mobinil	1,032	-35
4	Pepsi	929	-23
5	Mbc Misr	797	84
6	Dostourak-egypt	706	E
7	Mirinda	635	E
8	Coca Cola	616	-11
9	Banque Misr	435	-8
10	New Giza	434	-17
11	Telecom Egypt	425	15
12	Chipsy	407	60

E - Exceeding the limit >300% N - New