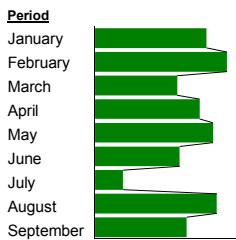


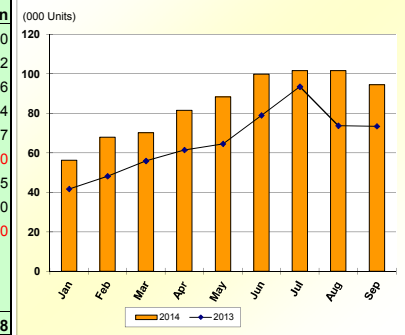
TOTAL MARKET ADVERTISING SPACE ALLOCATION

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
56176	41718	35	813	4	1173	-30	28947	10
67921	48153	41	790	-11	1047	-27	31498	2
70184	55901	26	1161	27	1427	3	40152	16
81400	61423	33	1043	10	1189	-21	37122	14
88205	64521	37	984	-1	1354	-10	37588	7
99686	78919	26	1306	79	1447	-7	41114	-10
101544	93421	9	1044	-28	1071	-32	63433	15
101569	73677	38	782	4	898	-28	44070	20
94318	73405	28	1203	40	1024	-4	36271	0
761002	591138	29	9125	10	10631	-18	360195	8

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	12	26	14	32	-15
Page 2/3	0	1	1	1	-54
Inside	18	42	18	41	5
Supplement	14	31	11	26	26
	44	100	43	100	3

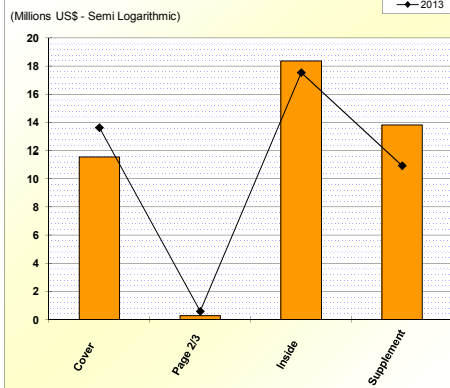
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	3	12	4	14	-28
Front Page	4	15	5	16	-20
Inter Page	18	73	21	71	-13
	25	100	29	100	-16

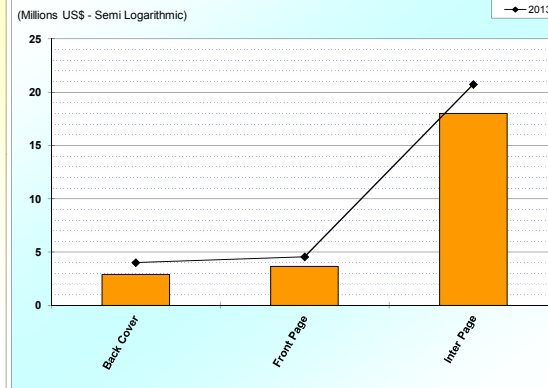
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	24	8	22	8	8
Midday	22	8	21	8	4
Afternoon	28	10	23	9	23
Early Evng	56	19	47	18	19
Evng News	92	32	91	35	1
Prime Evng	51	18	47	18	8
Overnight	16	5	11	4	40
	289	100	263	100	10

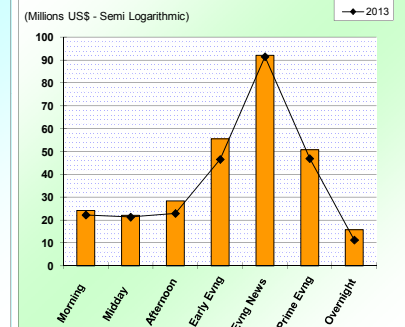
Spend by Position



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 Buzz	38,839	31,335	70,174	35,087	100.00	0.00	0.00	0.00
2 Xxl	19,540	18,527	38,067	19,033	98.99	0.02	0.03	0.96
3 Bankmed	18,804	16,195	34,999	17,499	86.87	11.37	0.40	1.35
4 Ariel	13,505	6,163	19,668	9,834	96.43	0.00	0.00	3.57
5 Byblos Bank	11,806	8,600	20,406	10,203	95.25	1.00	0.77	2.98
6 Jane Nassar	11,603	12,123	23,726	11,863	100.00	0.00	0.00	0.00
7 Darwish Co	10,345	16,492	26,837	13,418	100.00	0.00	0.00	0.00
8 Lebanese Army	9,831	2,790	12,621	6,311	97.19	0.66	0.47	1.68
9 lbi	9,830	4,790	14,620	7,310	98.61	0.77	0.44	0.18
10 ltn	9,733	7,378	17,111	8,556	99.81	0.00	0.19	0.00
11 Al Shahid Est.	9,365	513	9,878	4,939	100.00	0.00	0.00	0.00
12 Blom Bank	7,229	9,668	16,897	8,448	92.80	3.42	2.83	0.96
13 Banque Audi	7,154	4,435	11,589	5,795	79.15	12.09	3.15	5.61
14 Sayfco Holding	6,918	52	6,970	3,485	93.04	4.39	1.77	0.80
15 Pampers	6,791	5,184	11,975	5,987	99.92	0.00	0.08	0.00
16 Kassatly Chtaura	6,674	10,034	16,708	8,354	99.99	0.00	0.00	0.00
17 Libano-francaise	6,603	5,409	12,012	6,006	96.85	0.69	2.18	0.28
18 Beirut Holidays	6,543	3,108	9,651	4,825	69.22	2.68	0.00	28.09
19 Seif Beauty Cinc	5,901	4,512	10,413	5,207	99.19	0.00	0.73	0.08
20 Always	5,833	8,061	13,894	6,947	100.01	0.00	0.00	0.00
21 Sedar	5,512	6,068	11,580	5,790	100.00	0.00	0.00	0.00
22 Fairy	4,953	5,471	10,424	5,212	99.74	0.00	0.00	0.27
23 Oral-b	4,951	4,204	9,155	4,577	99.97	0.00	0.02	0.00
24 Wella	4,866	0	4,866	2,433	100.01	0.00	0.00	0.00
25 Tora Bika	4,859	114	4,973	2,487	99.47	0.00	0.00	0.54
26 Blue Gold	4,792	0	4,792	2,396	99.86	0.14	0.00	0.00
27 Tayar Watani Hor	4,538	1,953	6,491	3,245	100.00	0.00	0.00	0.00
28 Pepsi	4,528	5,336	9,864	4,932	100.00	0.00	0.00	0.00
29 Credit Bank (s)	4,519	73	4,592	2,296	86.89	1.69	2.21	9.22
30 Crest	4,512	4,825	9,337	4,669	100.01	0.00	0.00	0.00

*OT=Radio+Outdoor+Cinema