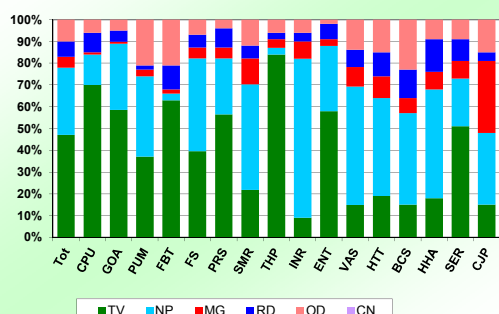


LEVANT* MEDIA MARKETS

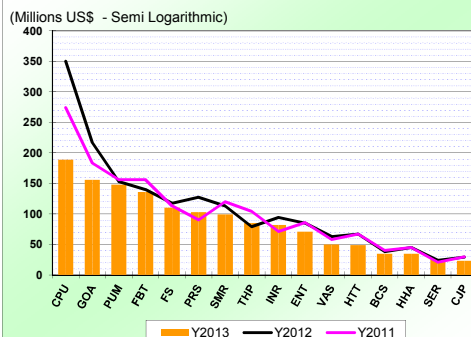
Millions US\$ 1399 ▼ - 20%

Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	%Var'n Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	274	350	189	14	-46	70	14	1	9	6	0
Government/Corporate & Organization Ad	GOA	183	217	156	11	-28	58	30	1	5	5	0
Publishing Media	PUM	156	153	148	11	-3	37	37	3	2	21	0
Food Beverages And Tobacco	FBT	156	140	136	10	-3	63	3	2	11	21	0
Financial Services	FS	113	117	110	8	-6	40	43	5	6	7	0
Professional Services	PRS	90	127	103	7	-19	57	26	5	9	4	0
Shopping Malls & Retail Stores	SMR	120	113	99	7	-12	22	49	12	6	12	0
Toiletries Hygiene/ House Care Products	THP	104	79	85	6	8	84	3	4	3	6	0
Insurance & Real Estate & Properties	INR	71	94	82	6	-13	9	73	8	4	6	0
Entertainment	ENT	86	85	71	5	-16	58	30	3	7	2	0
Vehicles Accessories & Supply	VAS	58	63	50	4	-21	15	55	9	8	14	0
Hotel Travel & Tourism	HTT	67	67	49	4	-27	19	45	10	11	15	0
Business/Construct Equip. & Supply	BCS	40	38	35	3	-8	15	42	7	13	23	0
Household Appliances	HHA	45	45	35	3	-22	18	50	8	15	9	0
Other Services	SER	21	24	26	2	8	51	22	8	10	9	0
Clothing Jewellery & Personal Acs	CJP	30	29	23	2	-21	15	33	33	4	15	0
Total		1,612	1,742	1,399	100	-20	47	31	5	7	10	0

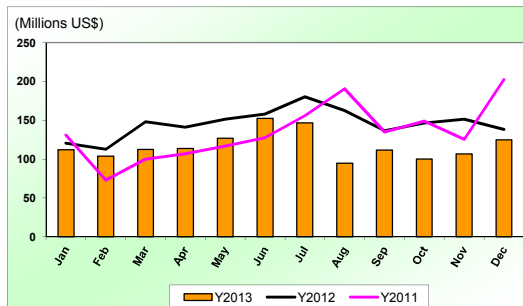
Y2013 Media Split %



Annual Growth Y2011 - Y2013



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



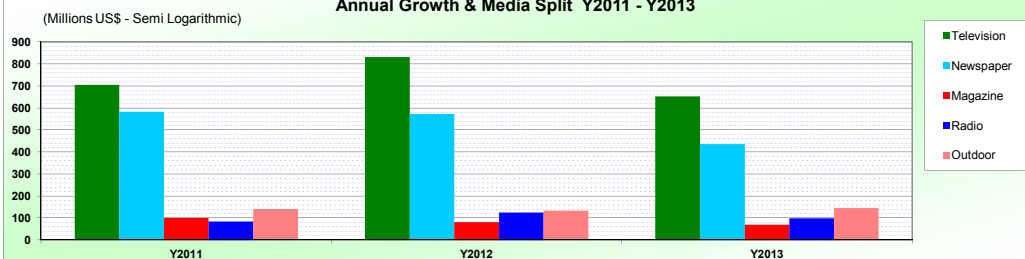
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	131	120	112	-7
Feb	72	112	104	-8
Mar	100	148	112	-24
Apr	107	141	113	-20
May	117	152	127	-16
Jun	127	158	153	-3
Jul	156	180	147	-19
Aug	191	163	95	-42
Sep	135	136	111	-18
Oct	149	146	100	-32
Nov	126	152	106	-30
Dec	203	138	125	-10
Total	1612	1742	1399	-20

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	705	44	831	48	652	47	-22	92	118	
Newspaper	582	36	572	33	435	31	-24	75	98	
Magazine	100	6	81	5	70	5	-14	70	81	
Radio	84	5	124	7	98	7	-21	117	148	
Outdoor	141	9	133	8	145	10	8	103	95	
Total	1,612	100	1,742	100	1,399	100	-20	87	108	

*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	Buzz	45,367	38
2	Darwish Co	27,636	N
3	Xxl	21,736	75
4	Bankmed	18,872	-6
5	Freez	17,067	-11
6	Jane Nassar	16,621	294
7	Byblos Bank	15,878	35
8	Nescafe	14,516	91
9	Chateau Ka	13,276	285
10	Ebdaa Be Nafsak	11,311	N
11	Always	10,926	283
12	Blom Bank	10,462	48

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Nat'l B.egypt	6,451	-19
2	Samsung	6,148	-10
3	Etisalat Egypt	4,986	-51
4	Samih Mall	4,824	8
5	Mobinil	4,245	-57
6	Amer Group	3,872	-37
7	Degla Real S.inv	3,820	-28
8	Al Salab	3,695	42
9	Banque Misr	3,424	-9
10	Bankmed	3,079	-29
11	Orange Telecom.	3,067	-6
12	Emaar Egypt	2,835	N

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Patek Philippe	706	42
2	Samsung	653	72
3	Mercedes	634	55
4	M.e.airlines	431	-15
5	Chanel	404	-30
6	A.lange _ Sohne	356	75
7	Rolex	323	-5
8	Banque Audi	310	44
9	S.t.dupont	300	-43
10	Fransa Bank	270	-13
11	Al Salab	268	-12
12	Blom Bank	268	13

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	1,701	-27
9	Jotun	1,375	29
10	Comm.int'l Bank	1,299	E
11	Dostourak	1,258	27
12	Misr Alkhair	1,255	44

Outdoor Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Samsung	4,043	-5
2	Etisalat Egypt	2,240	17
3	Pepsi	2,127	20
4	Mobinil	2,002	-32
5	Kfc	1,826	-1
6	Vodafone	1,809	-45
7	Burger King	1,548	43
8	Khoury Home	1,510	127
9	Al Salab	1,440	-40
10	Knorr	1,276	123
11	Monoprix	1,253	E
12	Al Rif	1,235	N

E - Exceeding the limit >300% N - New