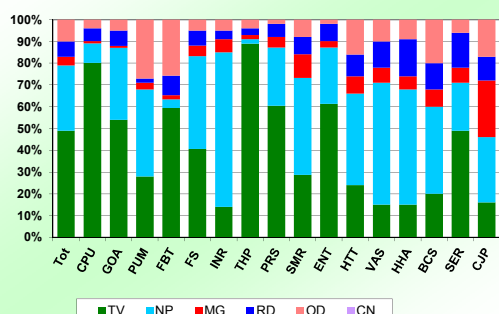


LEVANT* MEDIA MARKETS

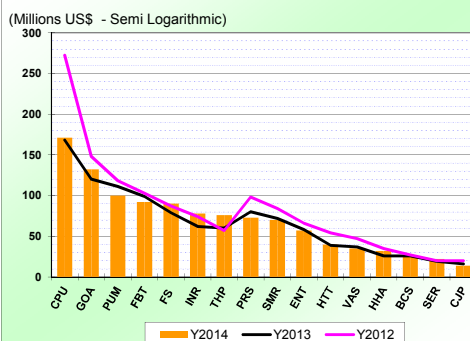
Millions US\$ 1110 ▲ + 3%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	272	168	171	15	2	81	9	1	6	4	0
Government/Corporate & Organization Adv	GOA	148	120	132	12	10	54	33	1	7	5	0
Publishing Media	PUM	118	111	100	9	-10	28	40	3	2	27	0
Food Beverages And Tobacco	FBT	103	99	92	8	-7	60	4	2	9	26	0
Financial Services	FS	87	79	90	8	14	41	43	5	7	5	0
Insurance & Real Estate & Properties	INR	74	62	78	7	26	14	71	6	4	5	0
Toiletries Hygiene/ House Care Products	THP	57	60	76	7	27	89	2	2	3	4	0
Professional Services	PRS	98	80	73	7	-9	61	27	5	6	2	0
Shopping Malls & Retail Stores	SMR	84	72	70	6	-3	29	45	11	8	8	0
Entertainment	ENT	66	58	57	5	-2	62	26	3	8	2	0
Hotel Travel & Tourism	HTT	54	39	40	4	3	24	42	8	10	16	0
Vehicles Accessories & Supply	VAS	47	37	35	3	-5	15	56	7	12	10	0
Household Appliances	HHA	35	26	32	3	23	15	53	6	17	9	0
Business/Construct Equip. & Supply	BCS	27	26	27	2	4	20	40	8	12	20	0
Other Services	SER	20	19	22	2	16	49	22	7	16	6	0
Clothing Jewellery & Personal Accs	CJP	20	16	14	1	-13	16	30	26	11	17	0
Total		1,310	1,073	1,110	100	3	49	30	4	7	10	0

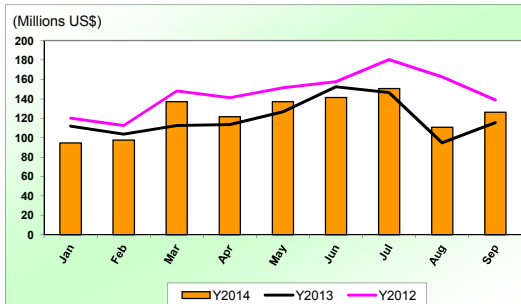
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



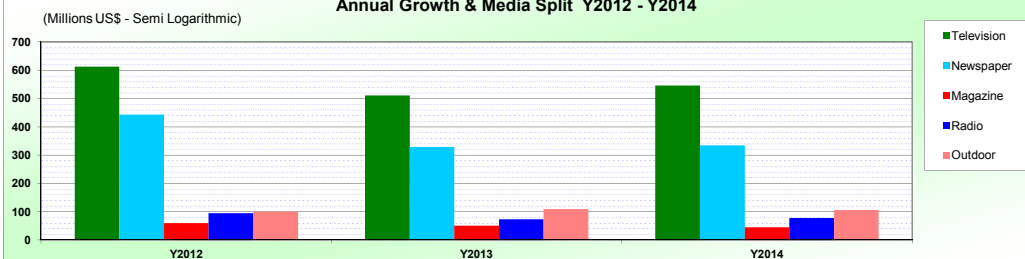
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	120	112	94	-16
Feb	112	104	97	-6
Mar	148	112	137	22
Apr	141	113	122	7
May	152	127	137	8
Jun	158	153	141	-7
Jul	180	147	151	3
Aug	163	95	111	17
Sep	139	116	126	9
Total	1310	1073	1110	3

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	613	47	511	48	546	49	7	89	83	
Newspaper	443	34	329	31	335	30	2	76	74	
Magazine	60	5	51	5	45	4	-12	75	85	
Radio	95	7	74	7	78	7	6	82	77	
Outdoor	100	8	109	10	106	10	-3	106	109	
Total	1,310	100	1,073	100	1,110	100	3	85	82	

*Index base Y2012

Annual Growth & Media Split Y2012 - Y2014



Top Brands Y2014 (000 US\$)

Television Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Buzz	38839	24
2	Xxl	19342	5
3	Presidency Electi	16800	N
4	Bankmed	16336	22
5	Ariel	13036	117
6	Jane Nassar	11603	-4
7	Byblos Bank	11245	45
8	Darwish Co	10345	-37
9	ltn	9715	32
10	lbi	9693	108
11	Lebanese Army	9554	265
12	Al Shahid Est.	9365	E

Newspapers Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Amer Group	6217	137
2	Nat'l B.egypt	5960	23
3	Degla Real S.inv	3624	25
4	Samsung	3370	-18
5	Banque Misr	3338	31
6	Mobinil	3169	2
7	Mbc Misr	2866	256
8	Arabtech Holding	2796	N
9	Mostafa Al Salab	2468	N
10	Samih Mall	2368	-38
11	Bankmed	2138	-10
12	Ramco R.e.	2126	62

Magazines Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Majestic	400	N
2	Samsung	382	12
3	M.e.airlines	282	-16
4	Banque Misr	272	50
5	Fransa Bank	253	31
6	Banque Audi	244	11
7	Egyptair	231	53
8	Mercedes	230	-39
9	Al Nassagoun	221	E
10	Cairo Sales St.	208	-2
11	Jammal Trust	207	14
12	Blom Bank	204	7

Radio Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Vodafone	2384	-7
2	Coca Cola	2206	-33
3	Beirut Holidays	1838	200
4	Samsung	1818	19
5	Telecom Egypt	1797	7
6	Banque Misr	1453	118
7	Mobinil	1434	-23
8	57357 Hospital	1422	22
9	Comm.int'l Bank	1397	64
10	Te Data	1289	-32
11	Misr Alkhir	1281	18
12	Shell	1071	61

Outdoor Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Almaza	3695	E
2	Vodafone	1354	-11
3	Pepsi	1321	-25
4	Etisalat Egypt	1230	-28
5	Mobinil	1032	-35
6	Mbc Misr	797	84
7	Dostourak-egypt	706	E
8	Mcdonald's	679	-1
9	Samsung	664	-79
10	Coca Cola	639	-11
11	Mirinda	635	E
12	Ariel	501	209

E - Exceeding the limit >300% N - New