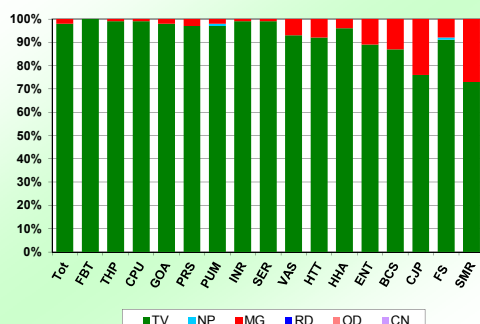
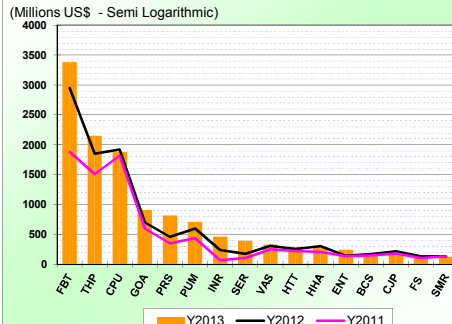


Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	1,883	2,947	3,383	27	15	100	0	0	0	0	0
Toiletries Hygiene/ House Care Products	THP	1,508	1,852	2,147	17	16	99	0	1	0	0	0
Communications & Public Utilities	CPU	1,816	1,919	1,877	15	-2	100	0	1	0	0	0
Government/Corporate & Organization Ad	GOA	599	697	906	7	30	98	0	2	0	0	0
Professional Services	PRS	349	460	814	7	77	97	0	3	0	0	0
Publishing Media	PUM	435	597	708	6	19	97	1	2	0	0	0
Insurance & Real Estate & Properties	INR	66	237	464	4	96	98	0	1	0	0	0
Other Services	SER	102	173	393	3	127	99	0	1	0	0	0
Vehicles Accessories & Supply	VAS	249	306	327	3	7	93	0	7	0	0	0
Hotel Travel & Tourism	HTT	222	253	290	2	15	92	0	8	0	0	0
Household Appliances	HHA	204	302	284	2	-6	97	0	4	0	0	0
Entertainment	ENT	136	142	244	2	72	89	0	11	0	0	0
Business/Construct Equip. & Supply	BCS	149	170	184	1	8	87	0	13	0	0	0
Clothing Jewellery & Personal Acs	CJP	177	215	177	1	-18	76	0	24	0	0	0
Financial Services	FS	107	131	135	1	3	92	1	8	0	0	0
Shopping Malls & Retail Stores	SMR	131	130	126	1	-3	73	0	27	0	0	0
Total		8,131	10,530	12,458	100	18	98	0	2	0	0	0

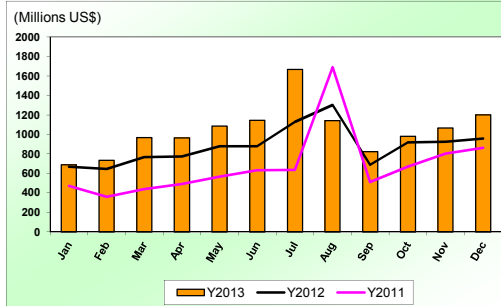
Y2013 Media Split %



Annual Growth Y2011 - Y2013



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



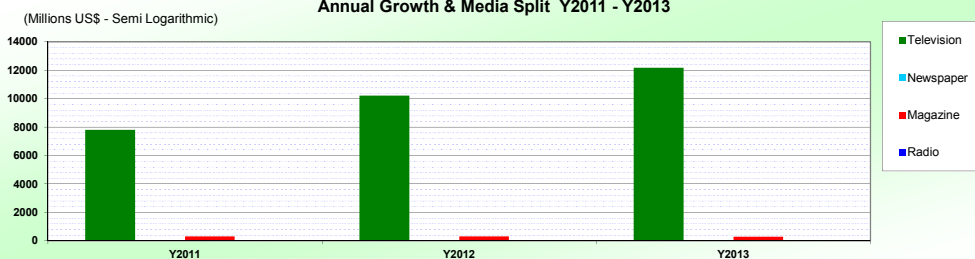
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	471	668	689	3
Feb	360	647	735	14
Mar	440	768	966	26
Apr	490	774	964	25
May	568	878	1084	23
Jun	631	880	1144	30
Jul	636	1128	1666	48
Aug	1690	1302	1141	-12
Sep	510	689	824	20
Oct	668	917	980	7
Nov	803	923	1065	15
Dec	862	958	1200	25
Total	8131	10530	12458	18

Overall Media Split Analysis (Millions US\$)

Media	Y2011		Y2012		Y2013		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2012/2013	Y13	Y12	Y12
Television	7,809	96	10,205	97	12160	98	19	156	131	
Newspaper	9	0	10	0	10	0	9	114	104	
Magazine	313	4	315	3	288	2	-9	92	101	
Total	8,131	100	10,530	100	12,458	100	18	153	130	

*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	Honest	293,501	152
2	Coca Cola	246,690	49
3	Pepsi	236,375	-10
4	57357 Hospital	200,148	196
5	Chipsy	137,082	36
6	Dettol	117,411	32
7	Vodafone	112,387	-3
8	Mirinda	104,789	64
9	Mobily	98,842	-13
10	Etisalat Egypt	96,368	-15
11	Galaxy	94,103	7
12	Zanussi	90,243	122
13	Doritos	89,352	36
14	Sedar	88,902	-3
15	7-up	88,546	47

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Nat'l B.egypt	327	23
2	Cpc	277	-21
3	Emirates Hights	212	-51
4	Cayan	202	N
5	Ecscr	160	246
6	Al Ahli R.e.dev.	160	E
7	Rolex	150	-14
8	Patek Philippe	115	-26
9	Better Home	85	-10
10	Eid In Dubai	80	219
11	Abraj Misr	70	N
12	Amadeus	66	0
13	Emirates Nbd	60	-36
14	Marseilla Group	56	129
15	Al Jazeera Stores	50	N

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Rolex	3,067	-15
2	Christian Dior	2,033	28
3	Du	1,914	-25
4	Chanel	1,905	0
5	Cartier	1,581	-10
6	Samsung	1,513	18
7	Hewlett Packard	1,478	-32
8	Omega	1,469	-3
9	B.m.w.	1,454	41
10	Louis Vuitton	1,390	11
11	Mercedes	1,208	22
12	Patek Philippe	1,178	-7
13	Etisalat	1,152	34
14	Damas Watch_jewlr	1,048	19
15	Chopard	1,038	8

E - Exceeding the limit >300% N - New