

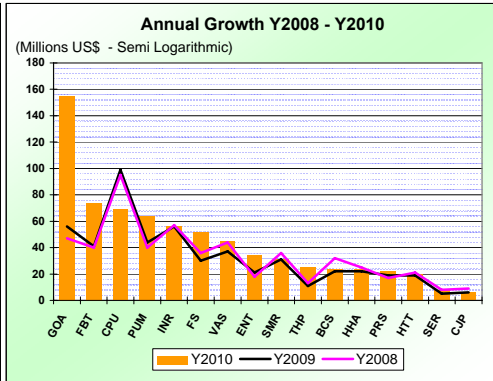
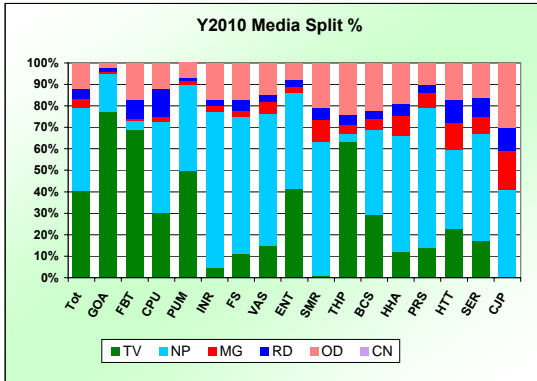


Chapter	Abbreviation	Y2008	Y2009	Y2010	Sh%	%Var'n Y10/09	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	47	56	155	22	177	78	18	1	2	2	0
Food Beverages And Tobacco	FBT	40	41	74	10	80	69	4	1	9	17	0
Communications & Public Utilities	CPU	95	99	69	10	-30	30	42	2	13	12	0
Publishing Media	PUM	40	44	64	9	45	50	40	2	1	7	0
Insurance & Real Estate & Properties	INR	57	56	56	8	0	5	73	3	3	17	0
Financial Services	FS	36	30	52	7	73	11	63	3	5	17	0
Vehicles,Accessories & Supply	VAS	44	37	45	6	22	15	62	6	3	15	0
Entertainment	ENT	18	21	34	5	62	42	45	3	3	8	0
Shopping Malls & Retail Stores	SMR	36	31	31	4	0	1	63	10	6	21	0
Toiletries Hygiene/ House Care Products	THP	13	11	25	4	127	63	4	4	5	24	0
Business/Construct Equip. & Supply	BCS	32	22	24	3	9	29	40	5	4	22	0
Household Appliances	HHA	25	22	24	3	9	12	55	9	6	19	0
Professional Services	PRS	17	19	22	3	16	14	66	7	4	10	0
Hotel, Travel & Tourism	HTT	21	19	20	3	5	23	37	13	11	17	0
Other Services	SER	8	5	8	1	60	17	50	8	9	16	0
Clothing,Jewellery & Personal Acs	CJP	9	6	6	1	0	0	41	18	11	30	0
Total		538	521	708	100	36	41	39	4	5	12	0

Top Brands Y2010 (000 US\$)

Television Top Spenders

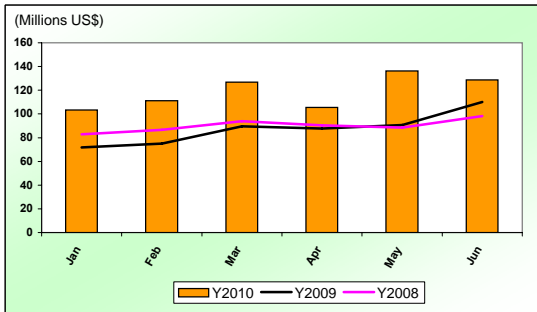
Rank	Brand	Y2010	Y10/09	%Var'n
1	Waqfa Masrya Ca.	73859		E
2	Election Campai.	16240		N
3	Pepsi	13752	248	
4	Ebby	8560		N
5	Chipsy	7558		E
6	Reading Festival	6007	118	
7	Telecom Egypt	5804		E
8	Juhayna	5354		E
9	Chevrolet	5334		E
10	A'asel Esoud	5227		N
11	Al Dilar	5100		N
12	Festival De Can.	4648		N



Newspapers Top Spenders

Rank	Brand	Y2010	Y10/09	%Var'n
1	Mobinil	7081		41
2	Nat'l B.egypt	6007		28
3	Vodafone	5513		-13
4	Etisalat Egypt	4712		N
5	Telecom Egypt	3770		27
6	Chevrolet	3565		101
7	Degla Real S.inv	3159		-12
8	Theatre Art.hse.	2717		-3
9	Hyundai	2547		6
10	Alexandria Bank	2140		91
11	Etisalat	2025		-69
12	Banque Misr	2001		34

Monthly Spend Analysis (Millions US\$)Y2008 - 2010



Period	Y2008	Y2009	Y2010	Var'n % Y10/09
Jan	83	72	103	44
Feb	87	75	111	48
Mar	94	90	127	42
Apr	90	88	105	20
May	89	91	136	50
Jun	98	110	129	17
Total	538	521	708	36

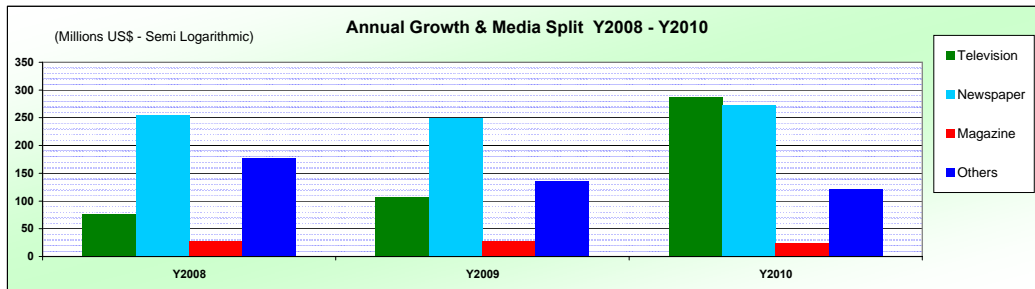
Magazines Top Spenders

Rank	Brand	Y2010	Y10/09	%Var'n
1	Vodafone	454		-19
2	Egypt Air	362		-14
3	Telecom Egypt	326		-1
4	Kiriazi	318		-17
5	Mobinil	306		10
6	Jeep	299		10
7	Mercedes	276		69
8	Samsung	208		132
9	Al Nassagoun	206		34
10	Tecnogas	200		133
11	Pantene	192		85
12	Nat'l B.egypt	184		132

Overall Media Split Analysis (Millions US\$)

Media	Y2008		Y2009		Y2010		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2009/2010	Y10	Y09	
Television	77	14	107	21	288	41	168	374	140	
Newspaper	256	48	250	48	273	39	9	107	98	
Magazine	27	5	27	5	25	3	-9	91	100	
Others	178	33	136	26	122	17	-10	69	77	
Total	538	100	521	100	708	100	36	132	97	

*Index base Y2008



Radio Top Spenders

Rank	Brand	Y2010	Y10/09	%Var'n
1	Vodafone	1416		-6
2	Mobinil	1258		124
3	Etisalat Egypt	1170		N
4	Pepsi	1037		74
5	Etisalat	541		-17
6	Clorets	535		155
7	Bake Rolls	438		E
8	Nido	436		E
9	Samsung	429		261
10	Nescafe	411		N
11	Mcdonald's	348		2
12	Misr Italia	345		63

Outdoor Top Spenders

Rank	Brand	Y2010	Y10/09	%Var'n
1	Vodafone	2317		-9
2	Mobinil	2274		27
3	Alexandria Bank	1990		221
4	Al Salab	1884		68
5	Nat'l B.egypt	1523		72
6	Banque Misr	1458		4
7	Etisalat Egypt	1260		N
8	Talaat Moustaf Group	1140		-54
9	Pepsi	1030		17
10	Sodic	1017		0
11	Coca Cola	841		17
12	Te Data	840		161

E - Exceeding the limit >300% N - New