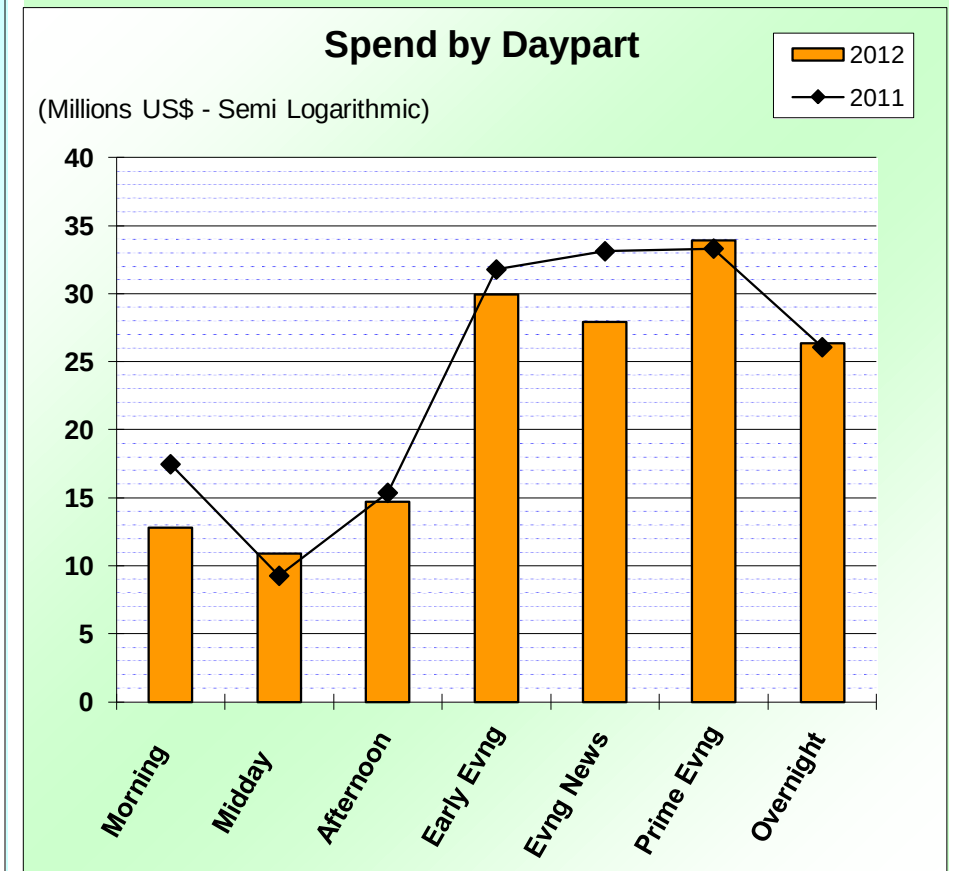


Thousand SESU 698 ▲ + 11%

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



Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2012			
	2012	2011	TOTAL	AVG	TV	NP	MG	OT*
1 Etisalat	23,384	19,492	42,876	21,438	46.27	37.07	2.30	14.35
2 Du	18,275	16,638	34,913	17,456	1.41	42.31	3.61	52.67
3 Dubai Shop.fest.	17,316	7,532	24,848	12,424	1.10	5.37	1.48	92.06
4 Mcdonald's	13,597	9,022	22,619	11,310	0.00	34.43	3.31	62.26
5 Carrefour	13,343	13,568	26,911	13,456	0.00	80.19	17.76	2.05
6 Samsung	9,230	6,589	15,819	7,909	9.30	63.40	8.95	18.34
7 Toyota	9,109	5,284	14,393	7,197	0.06	40.93	9.30	49.72
8 Adib	8,727	7,702	16,429	8,215	1.69	19.72	2.08	76.51
9 Kfc	8,394	6,990	15,384	7,692	1.12	16.75	0.65	81.49
10 Pepsi	7,546	4,943	12,489	6,244	36.38	0.14	0.00	63.47
11 Sony	7,362	8,642	16,004	8,002	2.75	52.89	8.15	36.22
12 Emirates Airlines	7,070	3,101	10,171	5,085	0.54	56.13	8.20	35.12
13 Pure Gold Jewel.	7,066	4,437	11,503	5,751	0.00	18.73	13.09	68.18
14 Adnoc	6,985	1,120	8,105	4,053	89.58	10.12	0.24	0.05
15 Lulu	6,513	6,442	12,955	6,478	0.29	77.07	20.15	2.49
16 Hyundai	6,365	3,716	10,081	5,041	29.18	26.81	2.01	42.00
17 Emirates Nbd	6,288	4,762	11,050	5,525	0.88	59.67	4.47	34.98
18 Home Center	6,179	4,202	10,381	5,191	0.00	34.81	30.74	34.46
19 Ford	6,161	5,793	11,954	5,977	37.33	26.18	13.44	23.05
20 Nissan	6,120	4,810	10,930	5,465	30.20	45.55	6.69	17.56
21 Sedar	5,957	8,964	14,921	7,461	99.56	0.44	0.00	0.00
22 Judicial Dep.adh	5,392	2,720	8,112	4,056	93.82	3.19	0.04	2.96
23 Hewlett Packard	5,301	2,534	7,835	3,917	0.00	51.99	12.29	35.72
24 Aldo	5,229	1,361	6,590	3,295	0.00	20.23	10.95	68.82
25 Etihad	5,122	3,396	8,518	4,259	0.42	68.46	9.15	21.97
26 First Select Int	5,101	4,928	10,029	5,014	0.00	100.00	0.00	0.00
27 Volkswagen	4,919	2,714	7,633	3,817	1.14	71.97	6.97	19.93
28 Axiom	4,809	2,720	7,529	3,764	40.00	24.72	0.28	34.99
29 Pizza Hut	4,751	4,661	9,412	4,706	0.00	21.09	0.00	78.92
30 Emaar	4,689	1,130	5,819	2,910	56.99	39.93	0.89	2.19

*OT=Radio+OutDoor+Cinema