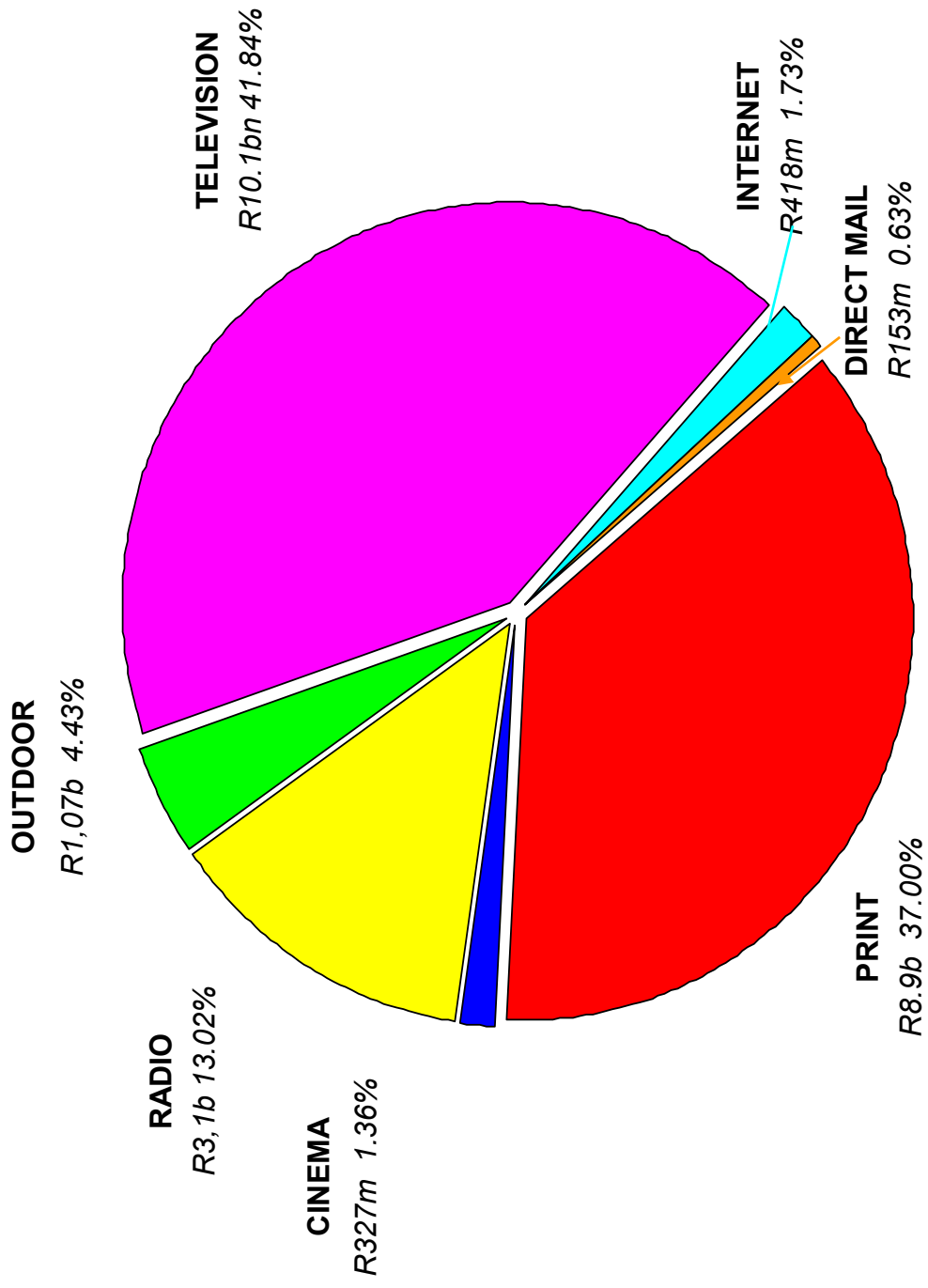


# ADVERTISING EXPENDITURE COMPARED EXCL SELF PROMOTIONS

ALL MEDIA EXCLUDING SELF PROMOTIONS				
Media Type	2007	2008	% share	% growth
Tv	9,378,723,596	9,964,712,181	40.29%	5.88%
Print	9,165,710,467	9,300,333,692	38.46%	1.45%
Radio	2,964,827,269	3,344,822,195	13.14%	11.36%
<b>Outdoor</b>	<b>1,161,008,380</b>	<b>1,079,927,638</b>	<b>4.67%</b>	<b>-7.51%</b>
Internet	271,998,085	375,932,384	1.35%	27.65%
Cinema	359,538,399	357,381,740	1.49%	-0.60%
Direct Mail	139,900,248	150,501,248	0.60%	7.04%
<b>Grand Total</b>	<b>23,441,706,444</b>	<b>24,573,611,078</b>	<b>100.00%</b>	<b>4.61%</b>

Share of the R 24,188,160,974 adjusted (excl. Self-Promo's)  
Adspend across all media types  
September 08 – August 09



# Advertising Expenditure

## Top 10 Advertisers

01-Aug-07 to 30-Sep-09

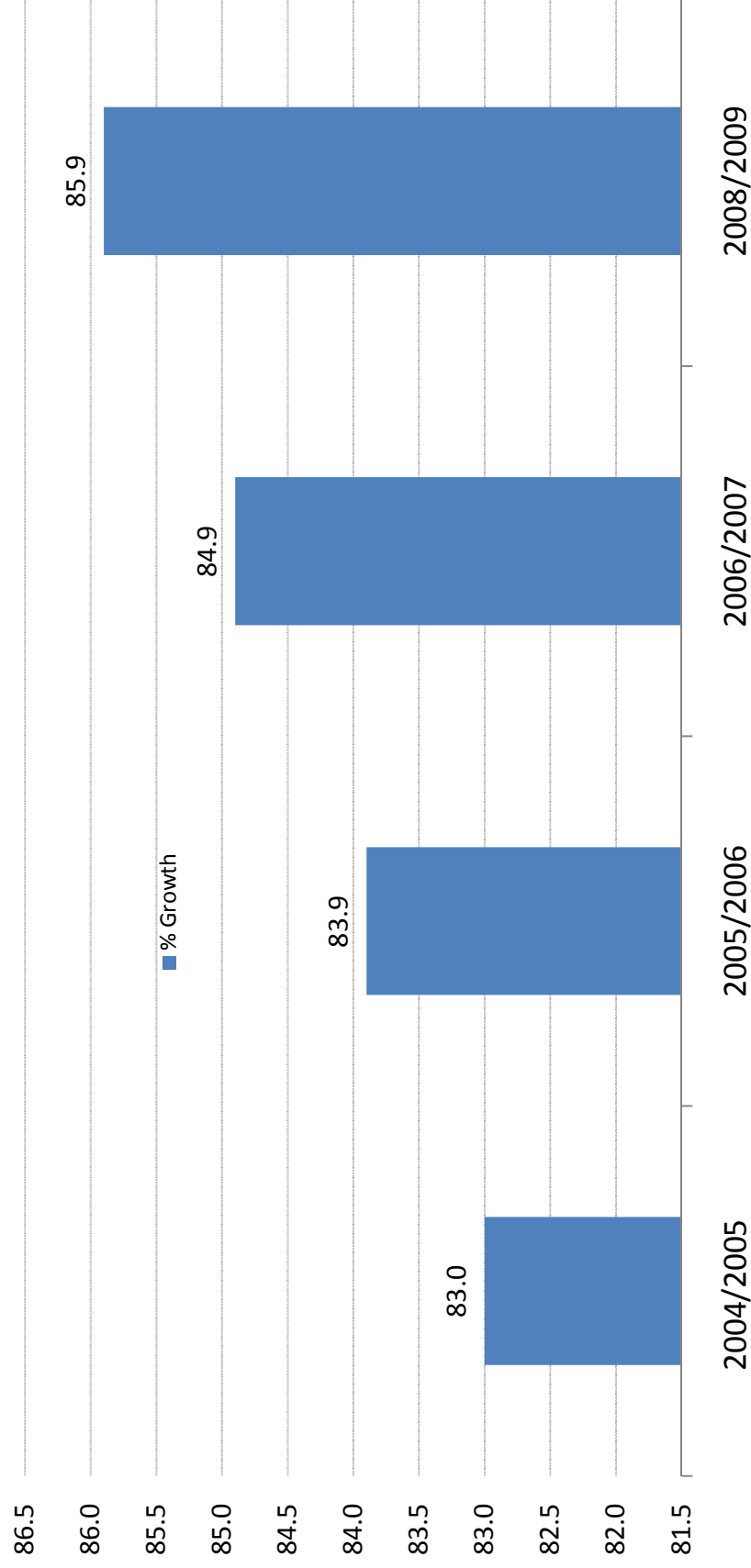
ADVERTISER	2007	2008	2009	Grand Total
SAB MILLER	21,913,532	57,740,414	33,361,606	113,015,552
VODACOM COMMUNICATION	16,894,427	43,186,721	28,507,662	88,588,810
MOBILE TELEPHONE NETWORK	13,797,990	29,338,773	22,032,053	65,168,816
NEDBANK	11,979,027	32,493,135	19,257,043	63,729,205
COCA COLA SOUTH AFRICA	5,611,988	18,701,294	32,115,329	56,428,611
UNILEVER SA	9,783,497	21,157,032	22,348,671	53,289,200
MULTICHOICE AFRICA	8,256,962	25,193,405	18,782,933	52,233,300
PERNOD RICARD	12,308,290	24,537,348	14,189,668	51,035,306
BRANDHOUSE	9,804,587	26,048,073	11,651,596	47,504,256
CELL C	13,674,332	18,426,311	14,747,151	46,847,794
Grand Total	124,024,632	296,822,506	216,993,712	637,840,850

# Advertising Expenditure Top 10 Brands

01-Aug-07 to 30-Sep-09

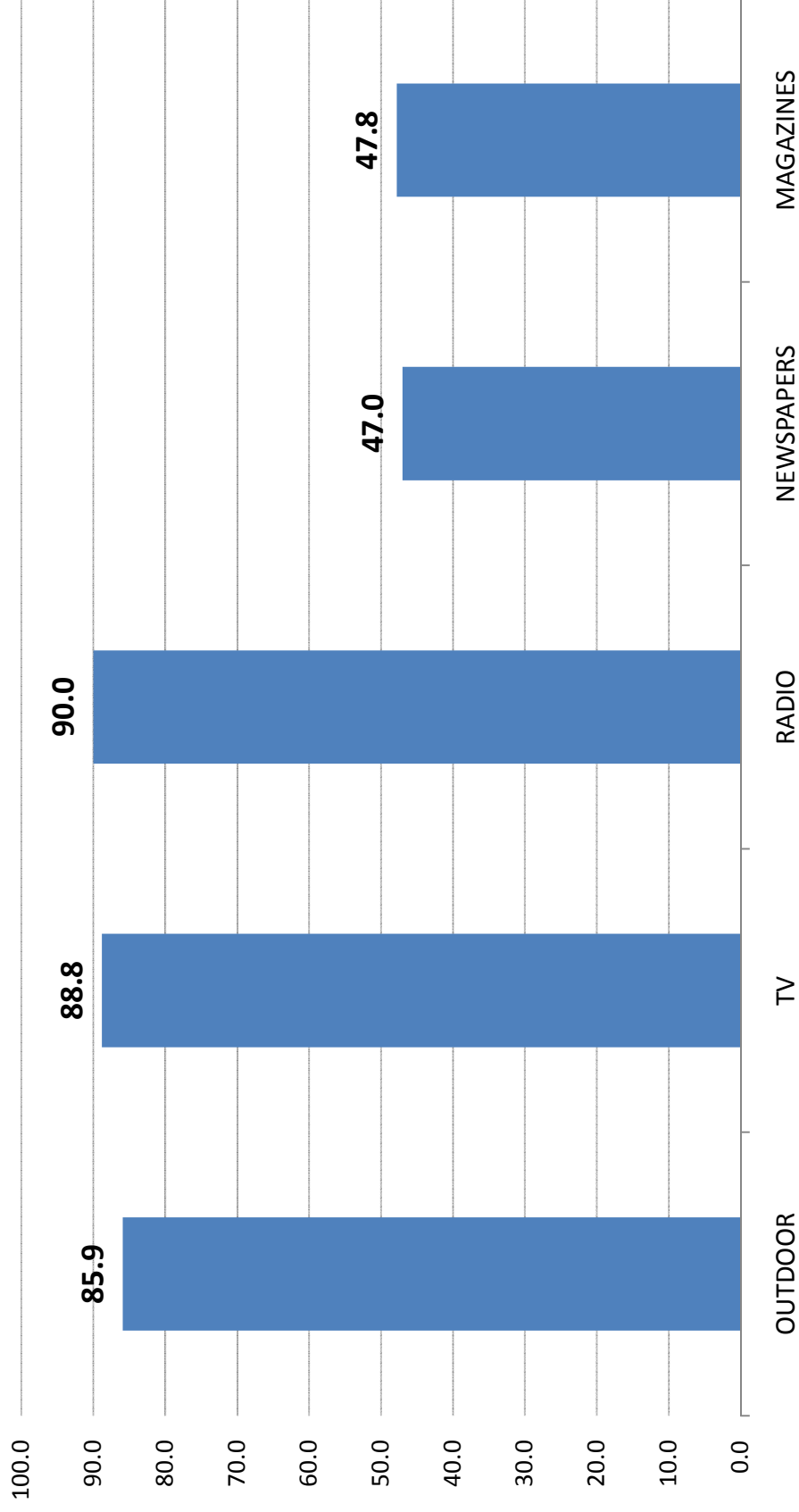
BRAND	2007	2008	2009	Grand Total
VODACOM COMMUNICATION	15,539,452	39,288,505	26,247,442	81,075,399
MTN CORPORATE	13,374,552	28,164,149	17,496,561	59,035,262
CELL C	13,419,805	18,378,306	14,706,464	46,504,575
MULTICHOICE DSTV	5,805,298	17,053,813	14,722,001	37,581,112
COCA COLA	4,212,069	12,190,395	19,114,766	35,517,230
NEDBANK	9,704,914	22,524,531	2,066,594	34,296,039
ETV STATION	7,481,561	15,091,496	11,246,596	33,819,653
ABSA BANK	7,716,798	11,595,641	8,825,630	28,138,069
CARLING BLK LBL BEER	2,919,017	10,860,606	10,997,339	24,776,962
STD BANK	7,107,759	11,975,509	5,685,665	24,768,933
Grand Total	87,281,225	187,122,951	131,109,058	405,513,234

# Billboards - Audience Trends



The above graph illustrates the growth in outdoor advertising awareness (Billboards, last 4 weeks) amongst the total South African adult population (Source: *AMPS MAIN BRANDED*)

# Media Types Compared



Outdoor advertising's reach of the total adult population versus other main media  
(Source: AMPS 2008/9 MAIN BRANDED)

# Billboards: Main Metro Markets

