

| Detailed Monthly Revenue Figures (By Category) | | | | | | | | | | | | | |
|---|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | <u>YTD</u> | <u>Jan</u> | <u>Feb</u> | <u>Mar</u> | <u>Apr</u> | <u>May</u> | <u>Jun</u> | <u>Jul</u> | <u>Aug</u> | <u>Sep</u> | <u>Oct</u> | <u>Nov</u> | <u>Dec</u> |
| This Year | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 195,545,957 | \$ 24,338,755 | \$ 26,999,406 | \$ 39,310,813 | \$ 35,257,774 | \$ 36,389,100 | \$ 33,250,109 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 123,414,013 | \$ 16,320,812 | \$ 19,750,365 | \$ 24,379,489 | \$ 18,986,535 | \$ 21,748,544 | \$ 22,228,268 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 82,763,860 | \$ 10,063,300 | \$ 12,738,204 | \$ 15,434,660 | \$ 12,152,741 | \$ 14,266,883 | \$ 18,108,072 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 68,275,059 | \$ 7,835,385 | \$ 11,053,915 | \$ 14,496,687 | \$ 10,218,460 | \$ 12,547,716 | \$ 12,122,896 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | \$ 469,998,889 | \$ 58,558,252 | \$ 70,541,890 | \$ 93,621,649 | \$ 76,615,510 | \$ 84,952,243 | \$ 85,709,345 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 178,583,548 | \$ 22,315,746 | \$ 24,670,883 | \$ 35,735,906 | \$ 32,103,768 | \$ 33,300,423 | \$ 30,456,822 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 112,388,287 | \$ 14,857,416 | \$ 17,964,188 | \$ 22,158,613 | \$ 17,331,831 | \$ 19,827,678 | \$ 20,248,561 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 75,723,813 | \$ 9,253,475 | \$ 11,685,953 | \$ 14,144,997 | \$ 11,116,986 | \$ 13,022,350 | \$ 16,500,052 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 62,041,771 | \$ 7,126,997 | \$ 10,028,582 | \$ 13,131,453 | \$ 9,309,278 | \$ 11,408,522 | \$ 11,036,939 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| | \$ 428,737,419 | \$ 53,553,634 | \$ 64,349,606 | \$ 85,170,969 | \$ 69,861,863 | \$ 77,558,973 | \$ 78,242,374 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Last Year | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 170,230,863 | \$ 25,914,549 | \$ 26,223,394 | \$ 32,631,155 | \$ 26,837,591 | \$ 29,877,774 | \$ 28,746,400 | \$ 26,710,577 | \$ 28,747,074 | \$ 31,638,762 | \$ 37,447,188 | \$ 37,385,351 | \$ 32,052,267 |
| Roadside - Other | \$ 118,449,658 | \$ 16,028,058 | \$ 17,445,367 | \$ 22,631,482 | \$ 17,641,923 | \$ 22,396,373 | \$ 22,306,455 | \$ 19,427,734 | \$ 20,281,235 | \$ 25,272,046 | \$ 25,344,486 | \$ 25,580,581 | \$ 26,608,426 |
| Transport | \$ 66,526,570 | \$ 9,126,784 | \$ 10,654,280 | \$ 12,459,749 | \$ 9,391,046 | \$ 12,382,468 | \$ 12,512,243 | \$ 10,505,538 | \$ 10,327,723 | \$ 12,536,093 | \$ 15,199,545 | \$ 15,875,674 | \$ 16,276,169 |
| Retail/ Lifestyle/Other | \$ 66,183,288 | \$ 8,238,957 | \$ 10,952,076 | \$ 12,739,282 | \$ 9,844,427 | \$ 12,497,812 | \$ 11,910,734 | \$ 10,676,465 | \$ 10,615,831 | \$ 12,393,068 | \$ 14,615,016 | \$ 15,006,772 | \$ 15,972,388 |
| | \$ 421,390,379 | \$ 59,308,348 | \$ 65,275,117 | \$ 80,461,668 | \$ 63,714,987 | \$ 77,154,427 | \$ 75,475,832 | \$ 67,320,314 | \$ 69,971,863 | \$ 81,839,969 | \$ 92,606,235 | \$ 93,848,378 | \$ 90,909,250 |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 155,466,063 | \$ 23,658,272 | \$ 23,947,850 | \$ 29,723,800 | \$ 24,538,311 | \$ 27,326,280 | \$ 26,271,550 | \$ 24,389,519 | \$ 26,378,437 | \$ 28,856,189 | \$ 34,183,431 | \$ 34,102,291 | \$ 29,257,731 |
| Roadside - Other | \$ 107,873,399 | \$ 14,601,036 | \$ 15,886,332 | \$ 20,588,269 | \$ 16,099,480 | \$ 20,397,970 | \$ 20,300,312 | \$ 17,687,219 | \$ 18,449,838 | \$ 22,962,821 | \$ 23,007,532 | \$ 23,269,183 | \$ 24,194,158 |
| Transport | \$ 60,849,236 | \$ 8,369,385 | \$ 9,754,416 | \$ 11,394,007 | \$ 8,592,122 | \$ 11,300,116 | \$ 11,439,190 | \$ 9,640,496 | \$ 9,473,252 | \$ 11,493,683 | \$ 13,905,401 | \$ 14,527,657 | \$ 14,962,547 |
| Retail/ Lifestyle/Other | \$ 60,214,500 | \$ 7,434,756 | \$ 9,941,795 | \$ 11,563,638 | \$ 8,961,888 | \$ 11,475,914 | \$ 10,836,509 | \$ 9,714,063 | \$ 9,630,434 | \$ 11,232,871 | \$ 13,272,033 | \$ 13,612,193 | \$ 14,513,855 |
| | \$ 384,403,198 | \$ 54,063,449 | \$ 59,530,393 | \$ 73,269,714 | \$ 58,191,801 | \$ 70,500,280 | \$ 68,847,561 | \$ 61,431,297 | \$ 63,931,961 | \$ 74,545,564 | \$ 84,368,397 | \$ 85,511,324 | \$ 82,928,291 |
| Variance | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 14.87% | -6.08% | 2.96% | 20.47% | 31.37% | 21.79% | 15.67% | N/A | N/A | N/A | N/A | N/A | N/A |
| Roadside - Other | 4.19% | 1.83% | 13.21% | 7.72% | 7.62% | -2.89% | -0.35% | N/A | N/A | N/A | N/A | N/A | N/A |
| Transport | 24.41% | 10.26% | 19.56% | 23.88% | 29.41% | 15.22% | 44.72% | N/A | N/A | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle/Other | 3.16% | -4.90% | 0.93% | 13.80% | 3.80% | 0.40% | 1.78% | N/A | N/A | N/A | N/A | N/A | N/A |
| | 11.54% | -1.26% | 8.07% | 16.36% | 20.25% | 10.11% | 13.56% | N/A | N/A | N/A | N/A | N/A | N/A |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 14.87% | -5.67% | 3.02% | 20.23% | 30.83% | 21.86% | 15.93% | N/A | N/A | N/A | N/A | N/A | N/A |
| Roadside - Other | 4.19% | 1.76% | 13.08% | 7.63% | 7.65% | -2.80% | -0.25% | N/A | N/A | N/A | N/A | N/A | N/A |
| Transport | 24.44% | 10.56% | 19.80% | 24.14% | 29.39% | 15.24% | 44.24% | N/A | N/A | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle | 3.03% | -4.14% | 0.87% | 13.56% | 3.88% | -0.59% | 1.85% | N/A | N/A | N/A | N/A | N/A | N/A |
| | 11.53% | -0.94% | 8.10% | 16.24% | 20.05% | 10.01% | 13.65% | N/A | N/A | N/A | N/A | N/A | N/A |

Note: The figures have been adjusted for 2014 revenue to reflect changes within categories, allowing direct comparisons in revenue year-on-year.