

| Detailed Monthly Revenue Figures (By Category) | | | | | | | | | | | | | |
|--|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | YTD | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| This Year | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 225,378,927 | \$ 25,846,895 | \$ 26,223,394 | \$ 32,631,155 | \$ 26,837,591 | \$ 29,877,774 | \$ 28,746,400 | \$ 26,710,577 | \$ 28,505,141 | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 158,056,939 | \$ 16,028,058 | \$ 17,445,367 | \$ 22,578,294 | \$ 17,593,423 | \$ 22,396,373 | \$ 22,306,455 | \$ 19,427,734 | \$ 20,281,235 | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 87,359,456 | \$ 9,126,784 | \$ 10,654,280 | \$ 12,459,749 | \$ 9,391,046 | \$ 12,382,468 | \$ 12,512,243 | \$ 10,505,538 | \$ 10,327,348 | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 87,343,448 | \$ 8,238,957 | \$ 10,952,076 | \$ 12,739,282 | \$ 9,844,427 | \$ 12,497,812 | \$ 11,910,734 | \$ 10,676,465 | \$ 10,483,695 | \$ - | \$ - | \$ - | \$ - |
| | \$ 558,138,770 | \$ 59,240,694 | \$ 65,275,117 | \$ 80,408,480 | \$ 63,666,487 | \$ 77,154,427 | \$ 75,475,832 | \$ 67,320,314 | \$ 69,597,419 | \$ - | \$ - | \$ - | \$ - |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 205,950,366 | \$ 23,593,956 | \$ 23,947,850 | \$ 29,723,800 | \$ 24,538,311 | \$ 27,326,280 | \$ 26,271,550 | \$ 24,389,519 | \$ 26,159,100 | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 143,908,768 | \$ 14,601,036 | \$ 15,886,332 | \$ 20,535,081 | \$ 16,050,980 | \$ 20,397,970 | \$ 20,300,312 | \$ 17,687,219 | \$ 18,449,838 | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 79,962,646 | \$ 8,369,385 | \$ 9,754,416 | \$ 11,394,007 | \$ 8,592,122 | \$ 11,300,116 | \$ 11,439,190 | \$ 9,640,496 | \$ 9,472,914 | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 79,440,095 | \$ 7,434,756 | \$ 9,941,795 | \$ 11,563,638 | \$ 8,961,888 | \$ 11,475,914 | \$ 10,836,509 | \$ 9,714,063 | \$ 9,511,532 | \$ - | \$ - | \$ - | \$ - |
| | \$ 509,261,875 | \$ 53,999,133 | \$ 59,530,393 | \$ 73,216,526 | \$ 58,143,301 | \$ 70,500,280 | \$ 68,847,561 | \$ 61,431,297 | \$ 63,593,384 | \$ - | \$ - | \$ - | \$ - |
| Last Year | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 199,740,806 | \$ 20,985,480 | \$ 22,730,904 | \$ 29,512,796 | \$ 25,214,097 | \$ 26,231,823 | \$ 24,788,209 | \$ 23,947,490 | \$ 26,330,007 | \$ 26,805,002 | \$ 32,886,080 | \$ 33,645,067 | \$ 30,979,691 |
| Roadside - Other | \$ 156,340,411 | \$ 16,248,413 | \$ 20,131,928 | \$ 22,641,768 | \$ 15,938,835 | \$ 20,194,969 | \$ 22,357,212 | \$ 18,698,519 | \$ 20,128,767 | \$ 21,528,331 | \$ 23,036,035 | \$ 27,381,517 | \$ 24,773,244 |
| Transport | \$ 90,806,239 | \$ 8,680,736 | \$ 11,463,936 | \$ 13,223,146 | \$ 9,615,020 | \$ 12,694,665 | \$ 12,715,768 | \$ 10,404,378 | \$ 12,008,590 | \$ 13,406,692 | \$ 15,904,440 | \$ 15,471,936 | \$ 13,526,358 |
| Retail/ Lifestyle/Other | \$ 80,206,484 | \$ 6,589,464 | \$ 9,043,186 | \$ 12,078,400 | \$ 9,335,883 | \$ 11,442,164 | \$ 11,846,987 | \$ 9,640,278 | \$ 10,230,122 | \$ 11,643,121 | \$ 13,856,752 | \$ 16,717,686 | \$ 16,713,140 |
| | \$ 527,093,940 | \$ 52,504,093 | \$ 63,369,954 | \$ 77,456,110 | \$ 60,103,835 | \$ 70,563,621 | \$ 71,708,176 | \$ 62,690,665 | \$ 68,697,486 | \$ 73,383,146 | \$ 85,683,307 | \$ 93,216,206 | \$ 85,992,433 |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 182,693,905 | \$ 19,256,755 | \$ 20,848,868 | \$ 26,997,966 | \$ 23,083,370 | \$ 23,954,211 | \$ 22,642,762 | \$ 21,912,985 | \$ 23,996,988 | \$ 24,490,251 | \$ 29,996,984 | \$ 30,868,052 | \$ 28,393,862 |
| Roadside - Other | \$ 142,369,638 | \$ 14,805,330 | \$ 18,336,871 | \$ 20,593,226 | \$ 14,525,240 | \$ 18,389,228 | \$ 20,359,364 | \$ 17,048,172 | \$ 18,312,207 | \$ 19,597,954 | \$ 20,970,134 | \$ 24,920,413 | \$ 22,556,042 |
| Transport | \$ 82,965,981 | \$ 7,963,120 | \$ 10,457,141 | \$ 12,087,512 | \$ 8,788,909 | \$ 11,601,653 | \$ 11,587,094 | \$ 9,514,507 | \$ 10,966,045 | \$ 12,210,984 | \$ 14,528,238 | \$ 14,161,879 | \$ 12,398,435 |
| Retail/ Lifestyle/Other | \$ 73,071,361 | \$ 6,028,308 | \$ 8,338,289 | \$ 10,971,964 | \$ 8,498,021 | \$ 10,397,451 | \$ 10,768,912 | \$ 8,770,421 | \$ 9,297,995 | \$ 10,303,953 | \$ 12,643,280 | \$ 15,209,555 | \$ 15,173,374 |
| | \$ 481,100,885 | \$ 48,053,513 | \$ 57,981,169 | \$ 70,650,668 | \$ 54,895,540 | \$ 64,342,543 | \$ 65,358,132 | \$ 57,246,085 | \$ 62,573,235 | \$ 66,603,142 | \$ 78,138,636 | \$ 85,159,899 | \$ 78,521,713 |
| Variance | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 12.84% | 23.17% | 15.36% | 10.57% | 6.44% | 13.90% | 15.97% | 11.54% | 8.26% | N/A | N/A | N/A | N/A |
| Roadside - Other | 1.10% | -1.36% | -13.34% | -0.28% | 10.38% | 10.90% | -0.23% | 3.90% | 0.76% | N/A | N/A | N/A | N/A |
| Transport | -3.80% | 5.14% | -7.06% | -5.77% | -2.33% | -2.46% | -1.60% | 0.97% | -14.00% | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle/Other | 8.90% | 25.03% | 21.11% | 5.47% | 5.45% | 9.23% | 0.54% | 10.75% | 2.48% | N/A | N/A | N/A | N/A |
| | 5.89% | 12.83% | 3.01% | 3.81% | 5.93% | 9.34% | 5.25% | 7.38% | 1.31% | N/A | N/A | N/A | N/A |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 12.73% | 22.52% | 14.86% | 10.10% | 6.30% | 14.08% | 16.03% | 11.30% | 9.01% | N/A | N/A | N/A | N/A |
| Roadside - Other | 1.08% | -1.38% | -13.36% | -0.28% | 10.50% | 10.92% | -0.29% | 3.75% | 0.75% | N/A | N/A | N/A | N/A |
| Transport | -3.62% | 5.10% | -6.72% | -5.74% | -2.24% | -2.60% | -1.28% | 1.32% | -13.62% | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle | 8.72% | 23.33% | 19.23% | 5.39% | 5.46% | 10.37% | 0.63% | 10.76% | 2.30% | N/A | N/A | N/A | N/A |
| | 5.85% | 12.37% | 2.67% | 3.63% | 5.92% | 9.57% | 5.34% | 7.31% | 1.63% | 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.