

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 | \$ 135,384,037 | \$ 19,725,918 | \$ 18,065,696 | \$ 21,072,485 | \$ 19,122,288 | \$ 19,462,349 | \$ 19,290,484 | \$ 18,644,817 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 121,081,272 | \$ 13,601,981 | \$ 17,813,617 | \$ 20,623,987 | \$ 16,515,446 | \$ 18,071,396 | \$ 18,310,117 | \$ 16,144,728 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 73,275,904 | \$ 8,560,334 | \$ 10,420,146 | \$ 12,443,667 | \$ 8,962,029 | \$ 11,107,537 | \$ 11,940,182 | \$ 9,842,009 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 55,002,416 | \$ 4,697,865 | \$ 6,068,979 | \$ 9,242,016 | \$ 8,956,174 | \$ 9,002,915 | \$ 9,266,783 | \$ 7,767,684 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | \$ 384,743,629 | \$ 46,586,098 | \$ 52,368,438 | \$ 63,382,155 | \$ 53,555,937 | \$ 57,644,197 | \$ 58,807,566 | \$ 52,399,238 | \$ - | \$ - | \$ - | \$ - | \$ - |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 123,703,710 | \$ 17,885,591 | \$ 16,476,089 | \$ 19,294,386 | \$ 17,513,152 | \$ 17,776,348 | \$ 17,661,427 | \$ 17,096,717 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 110,174,553 | \$ 12,399,616 | \$ 16,208,936 | \$ 18,744,377 | \$ 15,032,700 | \$ 16,431,789 | \$ 16,646,472 | \$ 14,710,663 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 66,989,282 | \$ 7,823,121 | \$ 9,523,919 | \$ 11,370,034 | \$ 8,207,955 | \$ 10,137,194 | \$ 10,907,604 | \$ 9,019,455 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 49,979,530 | \$ 4,304,509 | \$ 5,501,503 | \$ 8,374,303 | \$ 8,123,123 | \$ 8,180,123 | \$ 8,420,524 | \$ 7,075,445 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | \$ 350,847,075 | \$ 42,412,837 | \$ 47,710,447 | \$ 57,783,100 | \$ 48,876,930 | \$ 52,525,454 | \$ 53,636,027 | \$ 47,902,280 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Last Year | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 112,809,349 | \$ 14,639,075 | \$ 14,387,491 | \$ 16,960,321 | \$ 16,547,151 | \$ 17,231,415 | \$ 16,632,172 | \$ 16,411,724 | \$ 17,901,417 | \$ 18,685,104 | \$ 20,997,911 | \$ 24,372,493 | \$ 21,117,411 |
| Roadside - Other | \$ 116,247,175 | \$ 14,134,417 | \$ 16,983,219 | \$ 18,577,946 | \$ 14,385,980 | \$ 18,306,825 | \$ 17,793,143 | \$ 16,065,645 | \$ 18,806,569 | \$ 18,110,474 | \$ 21,887,570 | \$ 23,149,087 | \$ 21,267,073 |
| Transport | \$ 56,429,782 | \$ 6,551,604 | \$ 6,428,630 | \$ 8,159,540 | \$ 7,676,772 | \$ 9,730,967 | \$ 8,987,579 | \$ 8,894,690 | \$ 9,111,874 | \$ 9,674,083 | \$ 13,097,807 | \$ 14,989,939 | \$ 12,483,364 |
| Retail/ Lifestyle/Other | \$ 41,145,115 | \$ 3,862,153 | \$ 4,705,992 | \$ 7,480,037 | \$ 6,075,184 | \$ 5,894,041 | \$ 6,543,871 | \$ 6,583,837 | \$ 8,458,236 | \$ 8,612,635 | \$ 9,556,720 | \$ 11,656,094 | \$ 11,245,145 |
| | \$ 326,631,421 | \$ 39,187,249 | \$ 42,505,332 | \$ 51,177,844 | \$ 44,685,087 | \$ 51,163,248 | \$ 49,956,765 | \$ 47,955,896 | \$ 54,278,096 | \$ 55,082,296 | \$ 65,540,008 | \$ 74,167,613 | \$ 66,112,993 |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 103,529,614 | \$ 13,471,628 | \$ 13,240,658 | \$ 15,557,872 | \$ 15,190,846 | \$ 15,777,536 | \$ 15,276,252 | \$ 15,014,822 | \$ 16,349,368 | \$ 17,069,110 | \$ 19,216,795 | \$ 22,268,591 | \$ 19,408,316 |
| Roadside - Other | \$ 105,817,806 | \$ 12,852,378 | \$ 15,425,393 | \$ 17,004,670 | \$ 13,126,613 | \$ 16,645,297 | \$ 16,150,724 | \$ 14,612,731 | \$ 17,111,038 | \$ 16,507,059 | \$ 19,862,356 | \$ 21,053,485 | \$ 19,301,389 |
| Transport | \$ 51,810,975 | \$ 6,019,330 | \$ 5,917,258 | \$ 7,567,568 | \$ 7,038,389 | \$ 8,903,612 | \$ 8,224,382 | \$ 8,140,436 | \$ 8,363,385 | \$ 8,886,527 | \$ 11,960,366 | \$ 13,699,302 | \$ 11,428,601 |
| Retail/ Lifestyle/Other | \$ 37,492,167 | \$ 3,524,690 | \$ 4,291,921 | \$ 6,789,512 | \$ 5,529,678 | \$ 5,374,089 | \$ 5,985,332 | \$ 5,996,945 | \$ 7,879,900 | \$ 7,860,480 | \$ 8,686,273 | \$ 10,589,548 | \$ 10,222,311 |
| | \$ 298,650,562 | \$ 35,868,026 | \$ 38,875,230 | \$ 46,919,622 | \$ 40,885,526 | \$ 46,700,534 | \$ 45,636,690 | \$ 43,764,934 | \$ 49,703,691 | \$ 50,323,176 | \$ 59,725,790 | \$ 67,610,926 | \$ 60,360,617 |
| Variance | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 20.01% | 34.75% | 25.57% | 24.25% | 15.56% | 12.95% | 15.98% | 13.61% | N/A | N/A | N/A | N/A | N/A |
| Roadside - Other | 4.16% | -3.77% | 4.89% | 11.01% | 14.80% | -1.29% | 2.91% | 0.49% | N/A | N/A | N/A | N/A | N/A |
| Transport | 29.85% | 30.66% | 62.09% | 52.50% | 16.74% | 14.15% | 32.85% | 10.65% | N/A | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle/Other | 33.68% | 21.64% | 28.96% | 23.56% | 47.42% | 52.75% | 41.61% | 17.98% | N/A | N/A | N/A | N/A | N/A |
| | 17.79% | 18.88% | 23.20% | 23.85% | 19.85% | 12.67% | 17.72% | 9.27% | N/A | N/A | N/A | N/A | N/A |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 19.49% | 32.76% | 24.44% | 24.02% | 15.29% | 12.67% | 15.61% | 13.87% | N/A | N/A | N/A | N/A | N/A |
| Roadside - Other | 4.12% | -3.52% | 5.08% | 10.23% | 14.52% | -1.28% | 3.07% | 0.67% | N/A | N/A | N/A | N/A | N/A |
| Transport | 29.30% | 29.97% | 60.95% | 50.25% | 16.62% | 13.85% | 32.63% | 10.80% | N/A | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle | 33.31% | 22.12% | 28.18% | 23.34% | 46.90% | 52.21% | 40.69% | 17.98% | N/A | N/A | N/A | N/A | N/A |
| | 17.48% | 18.25% | 22.73% | 23.15% | 19.55% | 12.47% | 17.53% | 9.45% | 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.