

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	\$ 265,070,523	\$ 19,725,918	\$ 18,065,696	\$ 21,072,485	\$ 19,122,288	\$ 19,462,349	\$ 19,291,084	\$ 20,619,256	\$ 19,881,809	\$ 23,171,155	\$ 27,695,638	\$ 29,356,068	\$ 27,606,777
Roadside - Other	\$ 229,259,423	\$ 13,601,981	\$ 17,813,617	\$ 20,623,987	\$ 16,515,446	\$ 18,071,396	\$ 18,310,117	\$ 16,264,543	\$ 17,057,711	\$ 20,103,843	\$ 23,729,474	\$ 24,057,124	\$ 23,110,184
Transport	\$ 138,113,924	\$ 8,560,334	\$ 10,420,146	\$ 12,443,667	\$ 8,962,029	\$ 11,107,537	\$ 11,940,182	\$ 9,842,009	\$ 10,549,249	\$ 12,882,801	\$ 13,136,123	\$ 15,679,826	\$ 12,590,021
Retail/ Lifestyle/Other	\$ 110,881,227	\$ 4,697,865	\$ 6,066,774	\$ 9,242,016	\$ 8,953,994	\$ 9,002,915	\$ 9,157,757	\$ 7,688,646	\$ 9,048,206	\$ 9,857,122	\$ 12,250,863	\$ 12,463,652	\$ 12,451,417
	\$ 743,325,097	\$ 46,586,098	\$ 52,366,233	\$ 63,382,155	\$ 53,553,757	\$ 57,644,197	\$ 58,699,140	\$ 54,414,454	\$ 56,536,975	\$ 66,014,921	\$ 76,812,098	\$ 81,556,670	\$ 75,758,399
<u>Net Revenues</u>													
Roadside - Billboards	\$ 242,097,209	\$ 17,885,591	\$ 16,476,089	\$ 19,294,386	\$ 17,513,152	\$ 17,776,348	\$ 17,662,027	\$ 18,881,136	\$ 18,173,330	\$ 21,206,146	\$ 25,244,603	\$ 26,821,559	\$ 25,162,842
Roadside - Other	\$ 208,594,396	\$ 12,399,616	\$ 16,208,936	\$ 18,744,377	\$ 15,032,700	\$ 16,431,789	\$ 16,646,472	\$ 14,818,010	\$ 15,530,183	\$ 18,325,816	\$ 21,576,177	\$ 21,862,225	\$ 21,018,095
Transport	\$ 126,446,163	\$ 7,823,121	\$ 9,523,919	\$ 11,370,034	\$ 8,207,955	\$ 10,137,194	\$ 10,907,604	\$ 9,019,455	\$ 9,639,259	\$ 11,782,184	\$ 12,027,556	\$ 14,368,416	\$ 11,639,466
Retail/ Lifestyle/Other	\$ 100,703,421	\$ 4,304,509	\$ 5,499,298	\$ 8,374,303	\$ 8,120,943	\$ 8,180,123	\$ 8,318,603	\$ 6,999,326	\$ 8,214,433	\$ 8,958,070	\$ 11,099,928	\$ 11,313,560	\$ 11,320,325
	\$ 677,841,189	\$ 42,412,837	\$ 47,708,242	\$ 57,783,100	\$ 48,874,750	\$ 52,525,454	\$ 53,534,706	\$ 49,717,927	\$ 51,557,205	\$ 60,272,216	\$ 69,948,264	\$ 74,365,760	\$ 69,140,728
Last Year													
<u>Gross Revenues</u>													
Roadside - Billboards	\$ 215,883,685	\$ 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	\$ 219,467,948	\$ 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	\$ 115,786,849	\$ 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	\$ 82,905,171	\$ 3,862,153	\$ 4,705,992	\$ 7,480,037	\$ 6,075,184	\$ 5,894,041	\$ 6,543,871	\$ 6,583,837	\$ 7,218,509	\$ 7,235,486	\$ 8,192,217	\$ 9,724,409	\$ 9,389,435
	\$ 634,043,653	\$ 39,187,249	\$ 42,505,332	\$ 51,177,844	\$ 44,685,087	\$ 51,163,248	\$ 49,956,765	\$ 47,955,896	\$ 53,038,369	\$ 53,705,147	\$ 64,175,505	\$ 72,235,928	\$ 64,257,283
<u>Net Revenues</u>													
Roadside - Billboards	\$ 197,841,794	\$ 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	\$ 199,653,133	\$ 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	\$ 106,149,156	\$ 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	\$ 75,698,513	\$ 3,524,690	\$ 4,291,921	\$ 6,789,512	\$ 5,529,678	\$ 5,374,089	\$ 5,985,332	\$ 5,996,945	\$ 6,757,947	\$ 6,614,160	\$ 7,449,973	\$ 8,841,372	\$ 8,542,894
	\$ 579,342,596	\$ 35,868,026	\$ 38,875,230	\$ 46,919,622	\$ 40,885,526	\$ 46,700,534	\$ 45,636,690	\$ 43,764,934	\$ 48,581,738	\$ 49,076,856	\$ 58,489,490	\$ 65,862,750	\$ 58,681,200
Variance													
<u>Gross Revenues</u>													
Roadside - Billboards	22.78%	34.75%	25.57%	24.25%	15.56%	12.95%	15.99%	25.64%	11.06%	24.01%	31.90%	20.45%	30.73%
Roadside - Other	4.46%	-3.77%	4.89%	11.01%	14.80%	-1.29%	2.91%	1.24%	-9.30%	11.01%	8.42%	3.92%	8.67%
Transport	19.28%	30.66%	62.09%	52.50%	16.74%	14.15%	32.85%	10.65%	15.77%	33.17%	0.29%	4.60%	0.85%
Retail/ Lifestyle/Other	33.74%	21.64%	28.92%	23.56%	47.39%	52.75%	39.94%	16.78%	25.35%	36.23%	49.54%	28.17%	32.61%
	17.24%	18.88%	23.20%	23.85%	19.85%	12.67%	17.50%	13.47%	6.60%	22.92%	19.69%	12.90%	17.90%
<u>Net Revenues</u>													
Roadside - Billboards	22.37%	32.76%	24.44%	24.02%	15.29%	12.67%	15.62%	25.75%	11.16%	24.24%	31.37%	20.45%	29.65%
Roadside - Other	4.48%	-3.52%	5.08%	10.23%	14.52%	-1.28%	3.07%	1.40%	-9.24%	11.02%	8.63%	3.84%	8.89%
Transport	19.12%	29.97%	60.95%	50.25%	16.62%	13.85%	32.63%	10.80%	15.26%	32.58%	0.56%	4.88%	1.85%
Retail/ Lifestyle	33.03%	22.12%	28.13%	23.34%	46.86%	52.21%	38.98%	16.71%	21.55%	35.44%	48.99%	27.96%	32.51%
	17.00%	18.25%	22.72%	23.15%	19.54%	12.47%	17.31%	13.60%	6.12%	22.81%	19.59%	12.91%	17.82%

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