

| 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 | \$ 173,180,925 | \$ 20,961,212 | \$ 22,773,226 | \$ 29,369,345 | \$ 25,263,656 | \$ 25,955,467 | \$ 25,004,496 | \$ 23,853,523 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 136,046,014 | \$ 16,121,573 | \$ 19,948,556 | \$ 22,639,807 | \$ 15,984,930 | \$ 20,226,652 | \$ 22,399,623 | \$ 18,724,873 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 79,110,964 | \$ 8,809,176 | \$ 11,648,811 | \$ 13,223,146 | \$ 9,615,020 | \$ 12,694,665 | \$ 12,715,768 | \$ 10,404,378 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 69,978,217 | \$ 6,589,464 | \$ 9,045,041 | \$ 12,078,400 | \$ 9,335,883 | \$ 11,442,164 | \$ 11,846,987 | \$ 9,640,278 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | \$ 458,316,120 | \$ 52,481,425 | \$ 63,415,634 | \$ 77,310,698 | \$ 60,199,489 | \$ 70,318,948 | \$ 71,966,874 | \$ 62,623,052 | \$ - | \$ - | \$ - | \$ - | \$ - |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 158,492,504 | \$ 19,234,634 | \$ 20,895,721 | \$ 26,865,024 | \$ 23,131,418 | \$ 23,708,390 | \$ 22,838,619 | \$ 21,818,698 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Roadside - Other | \$ 123,903,289 | \$ 14,691,564 | \$ 18,170,259 | \$ 20,589,760 | \$ 14,566,396 | \$ 18,415,275 | \$ 20,398,145 | \$ 17,071,890 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Transport | \$ 72,281,520 | \$ 8,078,716 | \$ 10,623,129 | \$ 12,087,512 | \$ 8,788,909 | \$ 11,601,653 | \$ 11,587,094 | \$ 9,514,507 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Retail/ Lifestyle/Other | \$ 63,775,089 | \$ 6,028,308 | \$ 8,340,012 | \$ 10,971,964 | \$ 8,498,021 | \$ 10,397,451 | \$ 10,768,912 | \$ 8,770,421 | \$ - | \$ - | \$ - | \$ - | \$ - |
| | \$ 418,452,402 | \$ 48,033,222 | \$ 58,029,121 | \$ 70,514,260 | \$ 54,984,744 | \$ 64,122,769 | \$ 65,592,770 | \$ 57,175,516 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Last Year | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 137,359,076 | \$ 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 | \$ 117,650,796 | \$ 13,093,863 | \$ 17,343,707 | \$ 20,035,508 | \$ 16,080,198 | \$ 17,658,986 | \$ 17,669,988 | \$ 15,768,546 | \$ 16,416,712 | \$ 19,540,873 | \$ 23,399,390 | \$ 23,622,335 | \$ 22,655,870 |
| 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 | \$ 10,549,249 | \$ 12,882,801 | \$ 13,136,123 | \$ 15,679,826 | \$ 12,590,021 |
| Retail/ Lifestyle/Other | \$ 60,722,813 | \$ 5,181,151 | \$ 6,794,489 | \$ 10,151,659 | \$ 9,591,762 | \$ 9,988,107 | \$ 10,404,732 | \$ 8,610,913 | \$ 9,748,300 | \$ 10,877,368 | \$ 13,373,270 | \$ 13,617,207 | \$ 13,152,781 |
| | \$ 389,008,589 | \$ 46,561,266 | \$ 52,624,038 | \$ 63,703,319 | \$ 53,756,277 | \$ 58,216,979 | \$ 59,305,986 | \$ 54,840,724 | \$ 56,596,070 | \$ 66,472,197 | \$ 77,604,421 | \$ 82,275,436 | \$ 76,005,449 |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | \$ 125,488,729 | \$ 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 | \$ 107,054,363 | \$ 11,937,690 | \$ 15,781,745 | \$ 18,209,396 | \$ 14,637,020 | \$ 16,056,871 | \$ 16,064,537 | \$ 14,367,104 | \$ 14,947,457 | \$ 17,814,025 | \$ 21,276,101 | \$ 21,466,962 | \$ 20,605,082 |
| 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 | \$ 9,639,259 | \$ 11,782,184 | \$ 12,027,556 | \$ 14,368,416 | \$ 11,639,466 |
| Retail/ Lifestyle/Other | \$ 55,177,794 | \$ 4,744,299 | \$ 6,161,519 | \$ 9,202,078 | \$ 8,701,312 | \$ 9,076,648 | \$ 9,453,349 | \$ 7,838,589 | \$ 8,851,519 | \$ 9,886,494 | \$ 12,121,318 | \$ 12,363,295 | \$ 11,958,567 |
| | \$ 354,710,168 | \$ 42,390,701 | \$ 47,943,272 | \$ 58,075,894 | \$ 49,059,439 | \$ 53,047,061 | \$ 54,087,517 | \$ 50,106,284 | \$ 51,611,565 | \$ 60,688,849 | \$ 70,669,578 | \$ 75,020,232 | \$ 69,365,957 |
| Variance | | | | | | | | | | | | | |
| <u>Gross Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 26.08% | 6.26% | 26.06% | 39.37% | 32.12% | 33.36% | 29.62% | 15.69% | N/A | N/A | N/A | N/A | N/A |
| Roadside - Other | 15.64% | 23.12% | 15.02% | 13.00% | -0.59% | 14.54% | 26.77% | 18.75% | N/A | N/A | N/A | N/A | N/A |
| Transport | 7.96% | 2.91% | 11.79% | 6.26% | 7.29% | 14.29% | 6.50% | 5.71% | N/A | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle/Other | 15.24% | 27.18% | 33.12% | 18.98% | -2.67% | 14.56% | 13.86% | 11.95% | N/A | N/A | N/A | N/A | N/A |
| | 17.82% | 12.71% | 20.51% | 21.36% | 11.99% | 20.79% | 21.35% | 14.19% | N/A | N/A | N/A | N/A | N/A |
| <u>Net Revenues</u> | | | | | | | | | | | | | |
| Roadside - Billboards | 26.30% | 7.54% | 26.82% | 39.24% | 32.08% | 33.37% | 29.31% | 15.56% | N/A | N/A | N/A | N/A | N/A |
| Roadside - Other | 15.74% | 23.07% | 15.13% | 13.07% | -0.48% | 14.69% | 26.98% | 18.83% | N/A | N/A | N/A | N/A | N/A |
| Transport | 7.90% | 3.27% | 11.54% | 6.31% | 7.08% | 14.45% | 6.23% | 5.49% | N/A | N/A | N/A | N/A | N/A |
| Retail/ Lifestyle | 15.58% | 27.06% | 35.36% | 19.23% | -2.34% | 14.55% | 13.92% | 11.89% | N/A | N/A | N/A | N/A | N/A |
| | 17.97% | 13.31% | 21.04% | 21.42% | 12.08% | 20.88% | 21.27% | 14.11% | 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.