

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	\$ 291,354,235	\$ 20,961,212	\$ 22,773,226	\$ 29,369,345	\$ 25,263,656	\$ 25,955,467	\$ 25,004,496	\$ 23,845,883	\$ 25,629,775	\$ 26,805,002	\$ 32,886,080	\$ 32,860,093	\$ -
Roadside - Other	\$ 228,132,020	\$ 16,121,573	\$ 19,948,556	\$ 22,639,807	\$ 15,984,930	\$ 20,226,652	\$ 22,399,623	\$ 18,724,873	\$ 20,140,083	\$ 21,528,331	\$ 23,036,035	\$ 27,381,557	\$ -
Transport	\$ 135,902,622	\$ 8,809,176	\$ 11,648,811	\$ 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	\$ -
Retail/ Lifestyle/Other	\$ 122,425,898	\$ 6,589,464	\$ 9,045,041	\$ 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	\$ -
	\$ 777,814,775	\$ 52,481,425	\$ 63,415,634	\$ 77,310,698	\$ 60,199,489	\$ 70,318,948	\$ 71,966,874	\$ 62,615,412	\$ 68,008,570	\$ 73,383,146	\$ 85,683,307	\$ 92,431,272	\$ -
<u>Net Revenues</u>													
Roadside - Billboards	\$ 266,422,274	\$ 19,234,634	\$ 20,895,721	\$ 26,865,024	\$ 23,131,418	\$ 23,708,390	\$ 22,838,619	\$ 21,811,058	\$ 23,365,983	\$ 24,487,375	\$ 29,996,984	\$ 30,087,068	\$ -
Roadside - Other	\$ 207,712,602	\$ 14,691,564	\$ 18,170,259	\$ 20,589,760	\$ 14,566,396	\$ 18,415,275	\$ 20,398,145	\$ 17,071,890	\$ 18,320,776	\$ 19,597,954	\$ 20,970,134	\$ 24,920,449	\$ -
Transport	\$ 124,148,666	\$ 8,078,716	\$ 10,623,129	\$ 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	\$ -
Retail/ Lifestyle/Other	\$ 111,229,872	\$ 6,028,308	\$ 8,340,012	\$ 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	\$ -
	\$ 709,513,414	\$ 48,033,222	\$ 58,029,121	\$ 70,514,260	\$ 54,984,744	\$ 64,122,769	\$ 65,592,770	\$ 57,167,876	\$ 61,950,799	\$ 66,600,266	\$ 78,138,636	\$ 84,378,951	\$ -
Last Year													
<u>Gross Revenues</u>													
Roadside - Billboards	\$ 237,463,746	\$ 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	\$ 200,630,106	\$ 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	\$ 125,523,903	\$ 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	\$ 108,338,958	\$ 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
	\$ 671,956,713	\$ 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	\$ 216,934,367	\$ 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	\$ 182,558,908	\$ 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	\$ 114,806,697	\$ 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	\$ 98,400,420	\$ 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
	\$ 612,700,392	\$ 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	22.69%	6.26%	26.06%	39.37%	32.12%	33.36%	29.62%	15.65%	28.91%	15.68%	18.74%	11.94%	N/A
Roadside - Other	13.71%	23.12%	15.02%	13.00%	-0.59%	14.54%	26.77%	18.75%	22.68%	10.17%	-1.55%	15.91%	N/A
Transport	8.27%	2.91%	11.79%	6.26%	7.29%	14.29%	6.50%	5.71%	13.83%	4.07%	21.07%	-1.33%	N/A
Retail/ Lifestyle/Other	13.00%	27.18%	33.12%	18.98%	-2.67%	14.56%	13.86%	11.95%	4.94%	7.04%	3.62%	22.77%	N/A
	15.75%	12.71%	20.51%	21.36%	11.99%	20.79%	21.35%	14.18%	20.16%	10.40%	10.41%	12.34%	N/A
<u>Net Revenues</u>													
Roadside - Billboards	22.81%	7.54%	26.82%	39.24%	32.08%	33.37%	29.31%	15.52%	28.57%	15.47%	18.83%	12.17%	N/A
Roadside - Other	13.78%	23.07%	15.13%	13.07%	-0.48%	14.69%	26.98%	18.83%	22.57%	10.01%	-1.44%	16.09%	N/A
Transport	8.14%	3.27%	11.54%	6.31%	7.08%	14.45%	6.23%	5.49%	13.76%	3.64%	20.79%	-1.44%	N/A
Retail/ Lifestyle	13.04%	27.06%	35.36%	19.23%	-2.34%	14.55%	13.92%	11.89%	5.04%	4.22%	4.31%	23.02%	N/A
	15.80%	13.31%	21.04%	21.42%	12.08%	20.88%	21.27%	14.09%	20.03%	9.74%	10.57%	12.47%	N/A

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