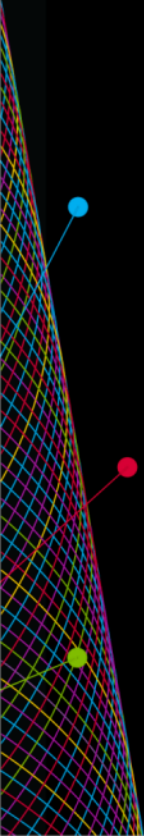
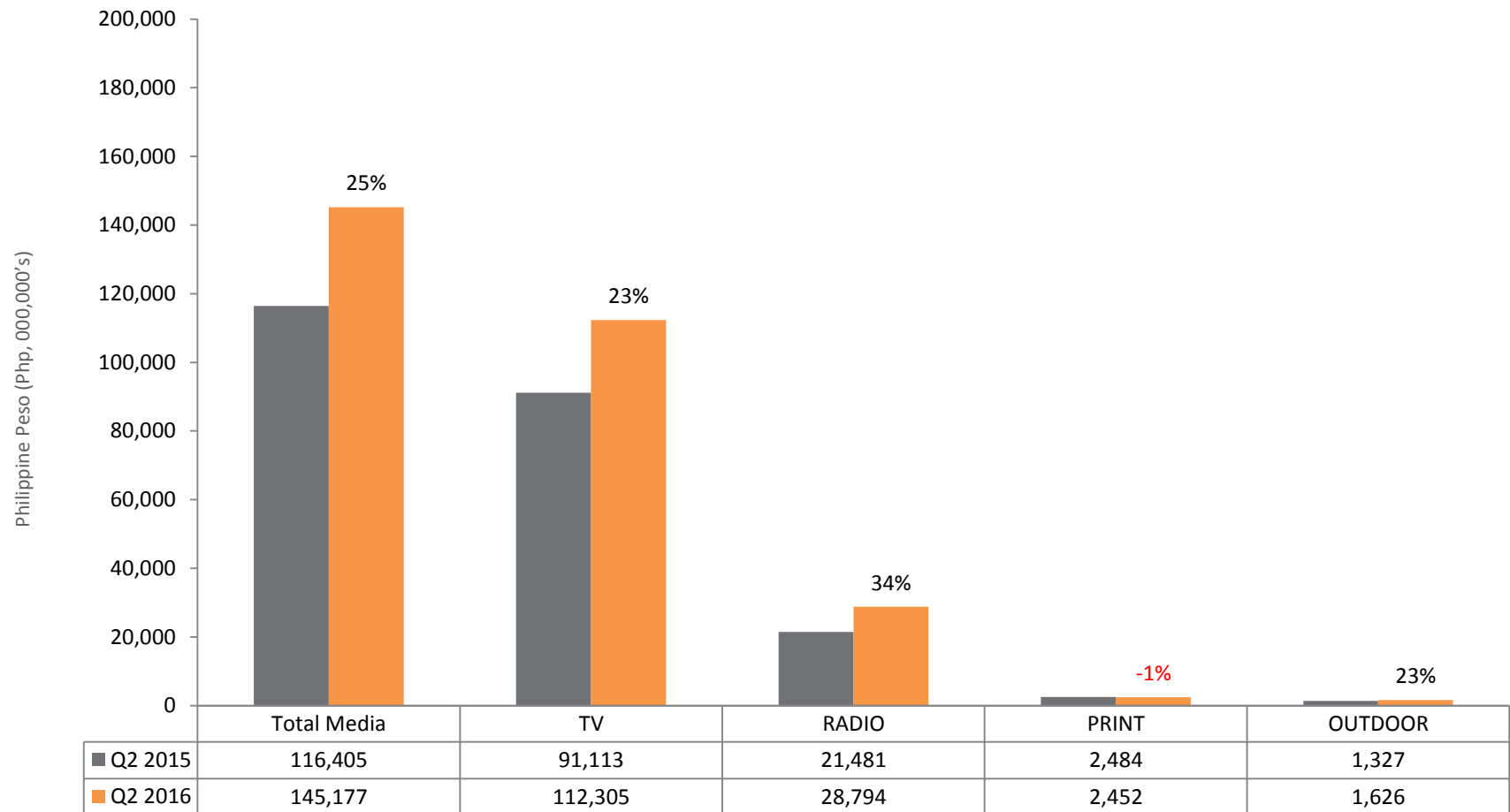


AD SPEND



GROWTH OF AD SPEND IN Q2 2016 DUE TO TV AND RADIO ELECTION SPENDING

Media Ad Spend, Q2 2015 vs. Q2 2016



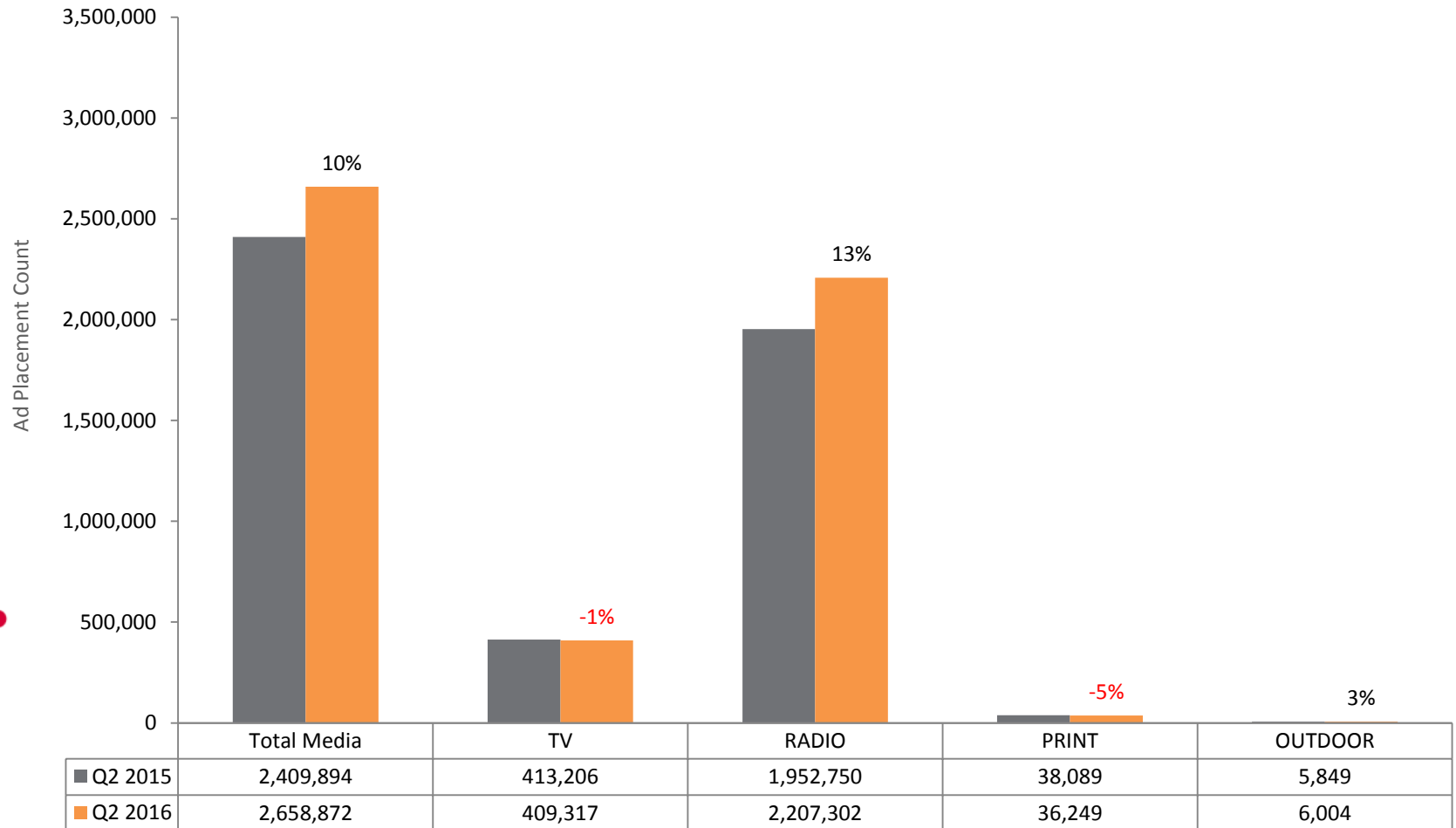
*values expressed in million pesos based on published rate card and costs

**regular thematic and promotion spots only

*** Covers TV, Radio, Print and Outdoor

BUT RADIO IS TRUE DRIVER OF VOLUME

Media Ad Volume, Q2 2015 vs. Q2 2016

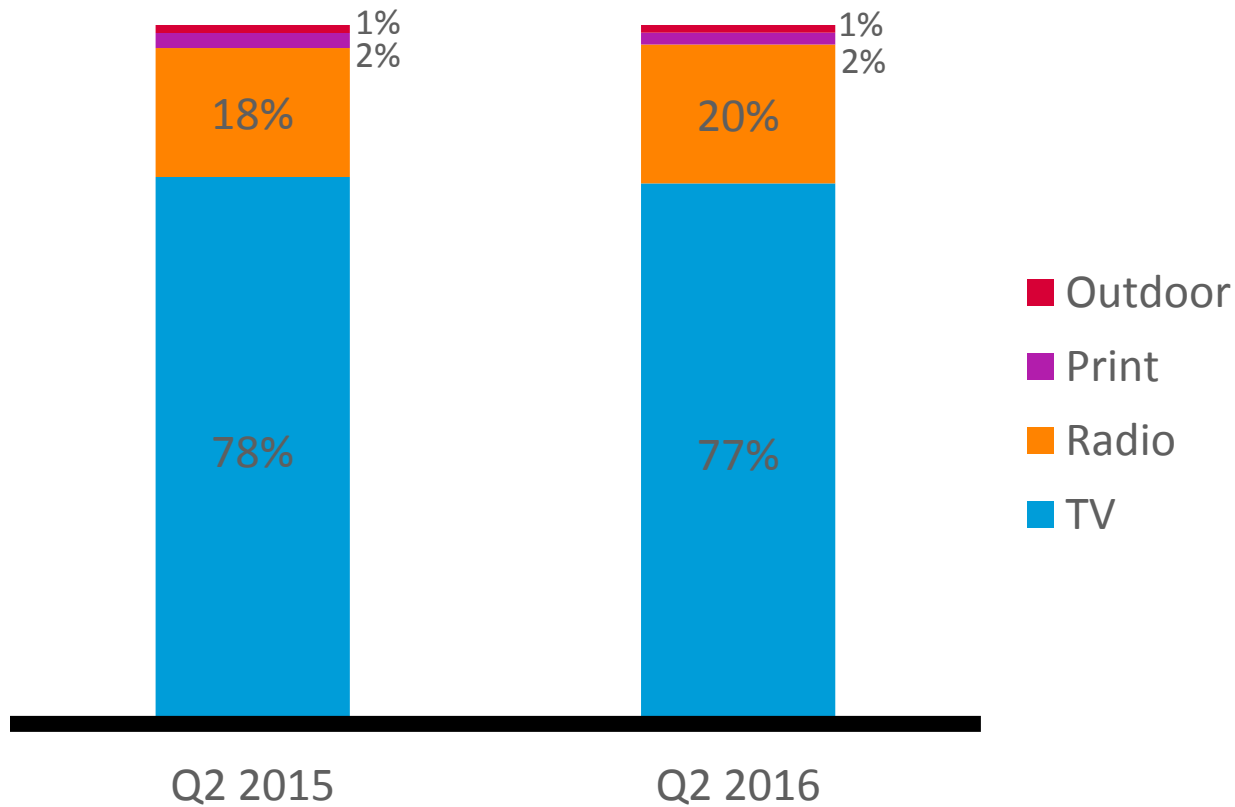


*regular thematic and promotion spots only

** Covers TV, Radio, Print and Outdoor

SLIGHTLY HIGHER SHARE FOR RADIO FOR Q2

Media Spend Share of Voice, Q2 2015 vs. Q2 2016



*based on published rate card costs
**regular thematic and promotion spots only