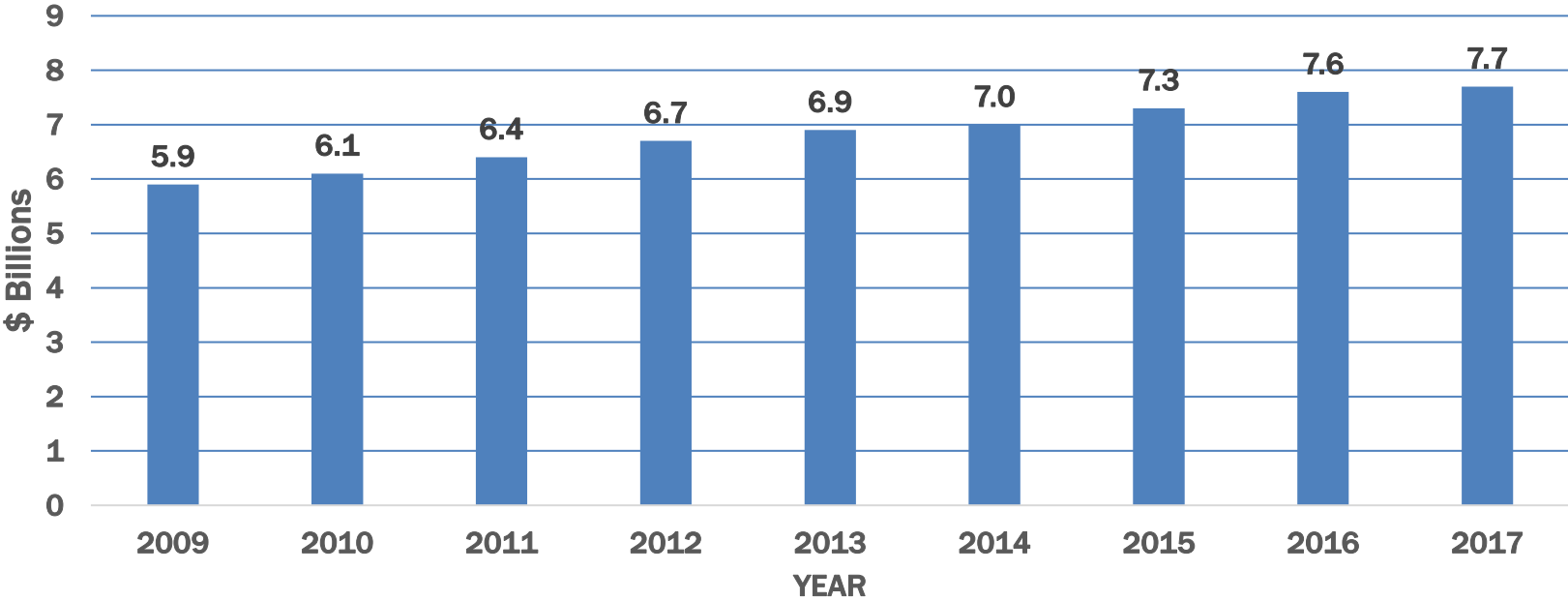


OOH Ad Spend 2009 - 2017



Source: OAAA, Kantar Media

Ad spend by year

| | |
|------|-----|
| 2009 | 5.9 |
| 2010 | 6.1 |
| 2011 | 6.4 |
| 2012 | 6.7 |
| 2013 | 6.9 |
| 2014 | 7.0 |
| 2015 | 7.3 |
| 2016 | 7.6 |
| 2017 | 7.7 |

