

MALAYSIA ADEX:

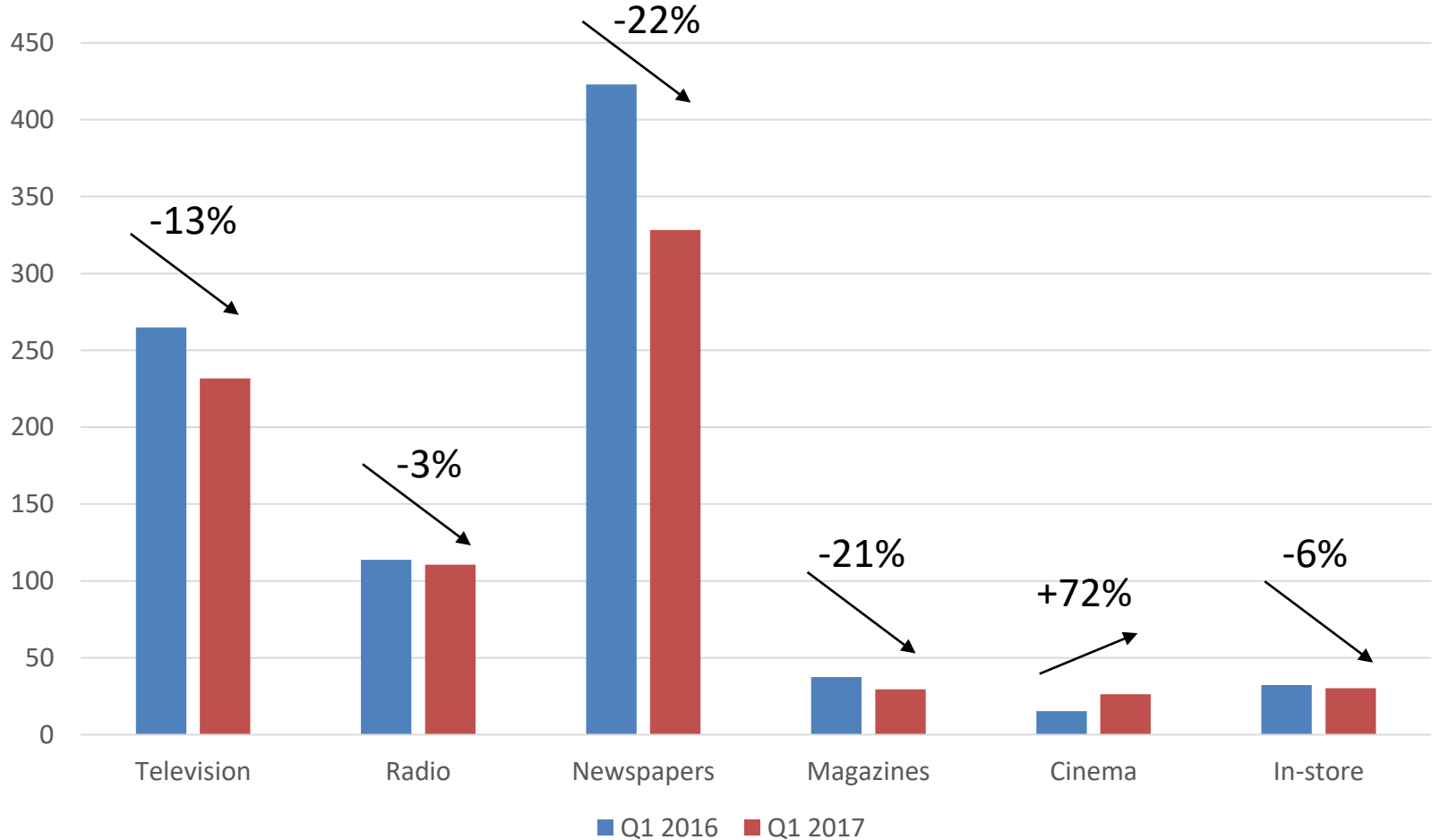
Jan – Mar 2017

Quarterly ADEX

Report

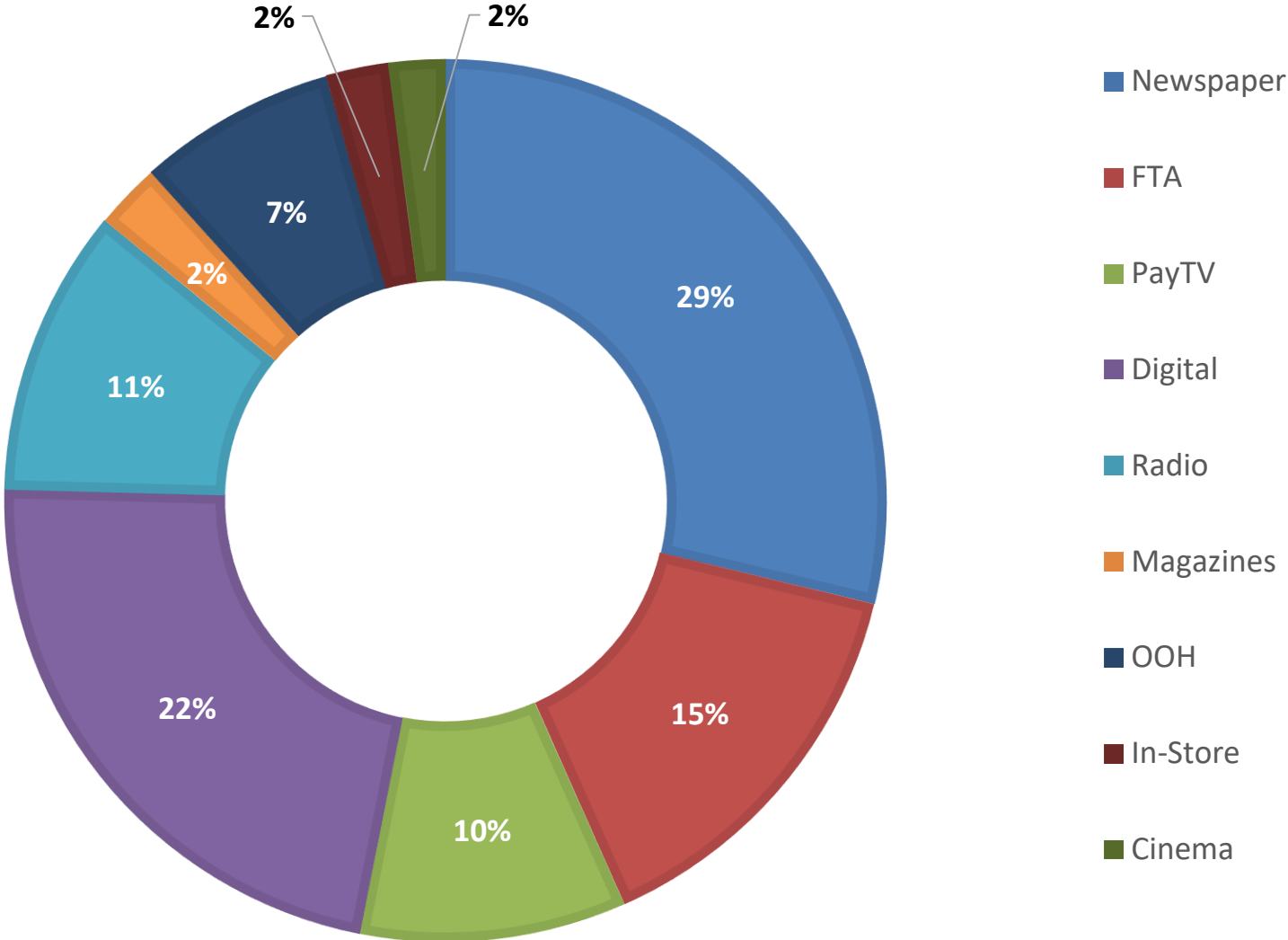
Q1 2017 ADEX REPORT

MYR mn

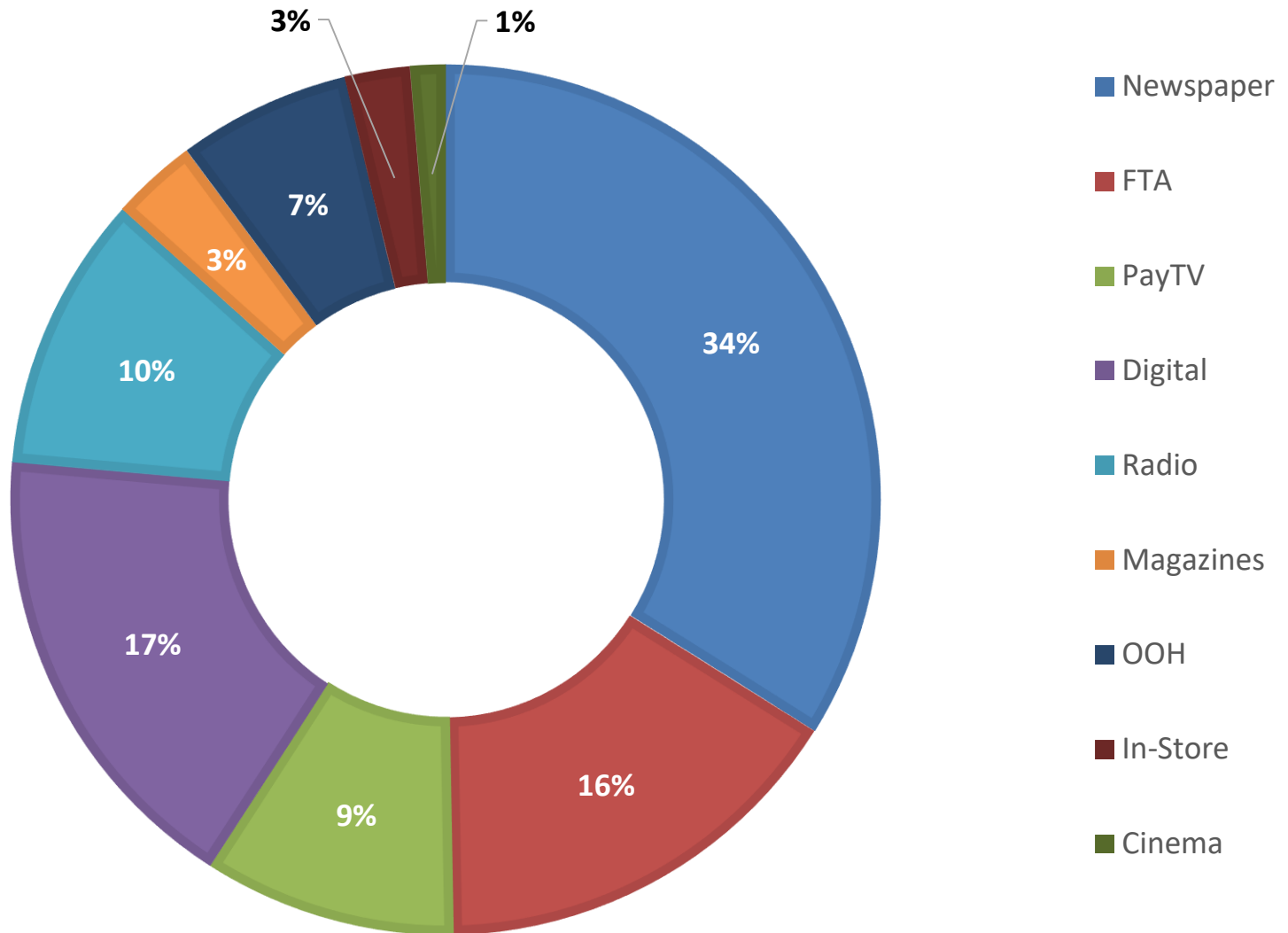


Quarterly report available only for tracked media

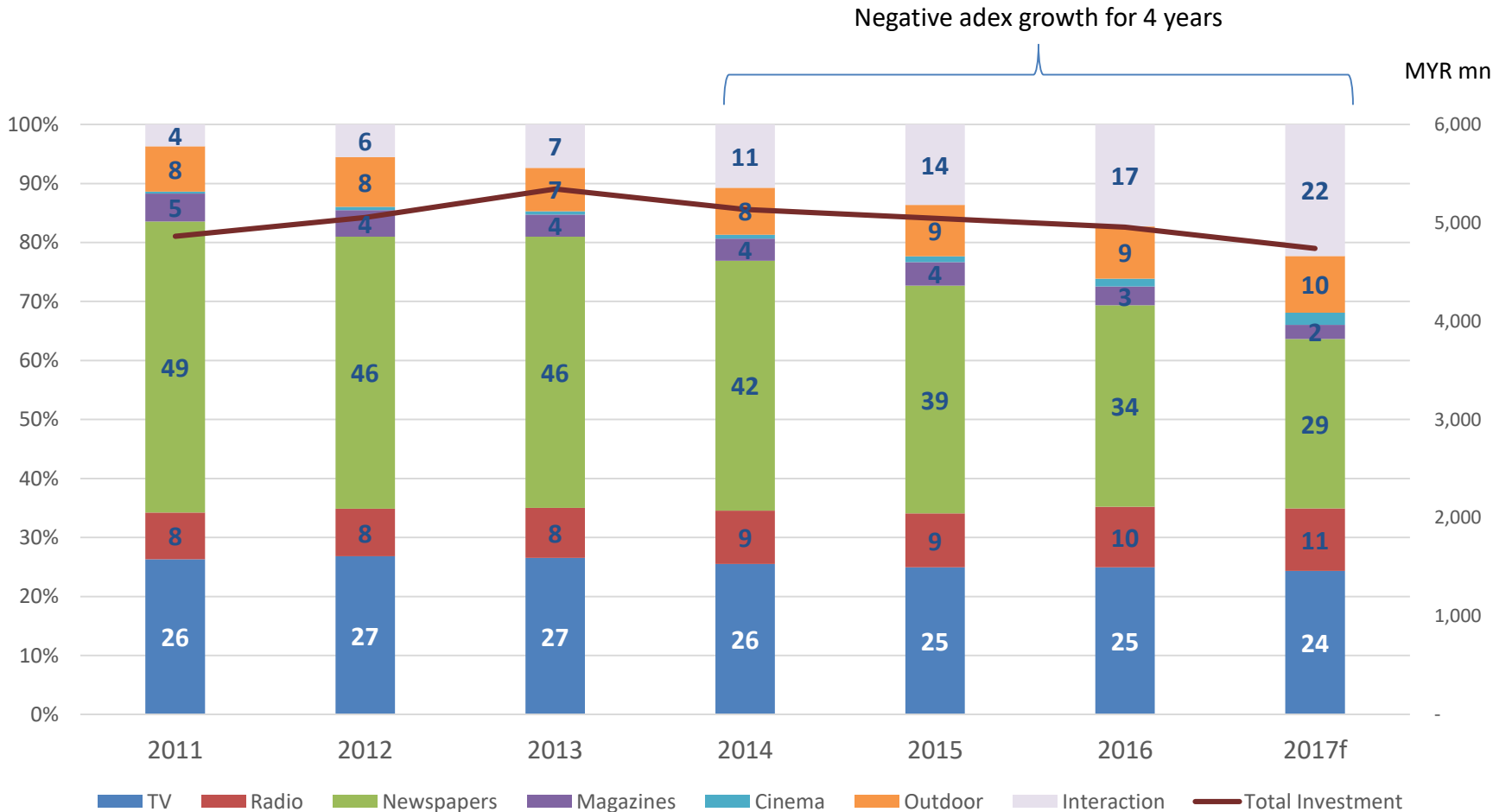
2017 ADEX PROJECTION: MYR 4.74Bn (updated June 2017)



2016 ADEX: MYR 4.96Bn



MULTI-YEAR TREND CHART



Outdoor in this chart includes OOH + In-store spends which are shown separately in the preceding pie charts