

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

6 March 2013

I write with regards to the proposed acquisition by Global of the above listed stations.

Having previously worked in marketing for a financial services group covering the UK, I was responsible for all marketing activity with an annual budget that stretched into millions. The business used a varied marketing mix including the use of TV, radio, press, online and a variety of other different sources to engage with prospective consumers. Throughout this time, the myriad of radio stations that we could utilise across the UK was simply staggering.

In my present role I personally plan and review all direct marketing activity that we undertake, of which radio plays a key role of our marketing mix.

As present, we spend in the region of [X] per month just on radio and the broad spectrum of available stations, as it was throughout my previous role, at times, is still overwhelming. As a case in point, the North West, [X], has the most incredible selection of radio stations.

We acquire activity on local, regional and national radio stations [X] and at the moment currently advertise on [X] Smooth, Real radio and Real XS stations [X]. We also use a [number] of stations from Global, Bauer, UTV, FRS to mention but a few.

Following years of planning and orchestrating campaigns on all manner of radio stations across the UK, I do not foresee any real challenge that will be brought about by the proposed acquisition of Real and Smooth by Global in locations whereby there are a suitable number, and therefore healthy competition of equivalent radio stations, able to deliver a similar audience profile.

With the enormous selection of radio stations available to any advertiser across the UK, I therefore have no reason to believe, that after taking my above point into account, there should be no reason as to why this merger should not proceed.

Yours sincerely,

[Advertiser E]