

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

5 March 2013

Dear Sirs

We are a customer of Capital Radio and we are aware of the proposed merger of Global and RSL.

As a company, Benfield Motor Group are fully supportive of the merger as we think it will greatly benefit the North East region. From our perspective Global Radio have a history of investing in programming, marketing and digital platforms to provide bigger radio audiences and more targeted customer groups. This provides more targeted media options for our company. For example Capital is a life style brand targeting a younger audience where as Smooth is reaching the 45 plus market suiting brands like Skoda and Honda which aim their products at an older audience.

Benfield use many media platforms across the North East such as TV, Press and digital as well as radio. Global Radio and RSL compete against all these media platforms not just against each other. Currently our largest area of spend is on television and print as they are strong marketing platforms and competitive in price. Increasingly all off-line marketing activity simply drives visitors and enquiries through our on-line platforms and an increasing part of our media mix is being spent directly on search engine optimisation, Google pay per click, on-line advertising and social media. It is an aggressive media landscape of which radio forms just one part.

I can also confirm that Benfield's strength as a buyer would not be compromised as the main alternative radio station in the North East is Metro Radio owned by Bauer Media and this currently still accounts for a large share of our radio budget.

Finally, Global are an exciting and innovative company who are investing in strong radio brands to compete in an aggressive media world. This merger will, I believe, safeguard the future of this growing business.

Yours Faithfully,

Nigel McMinn