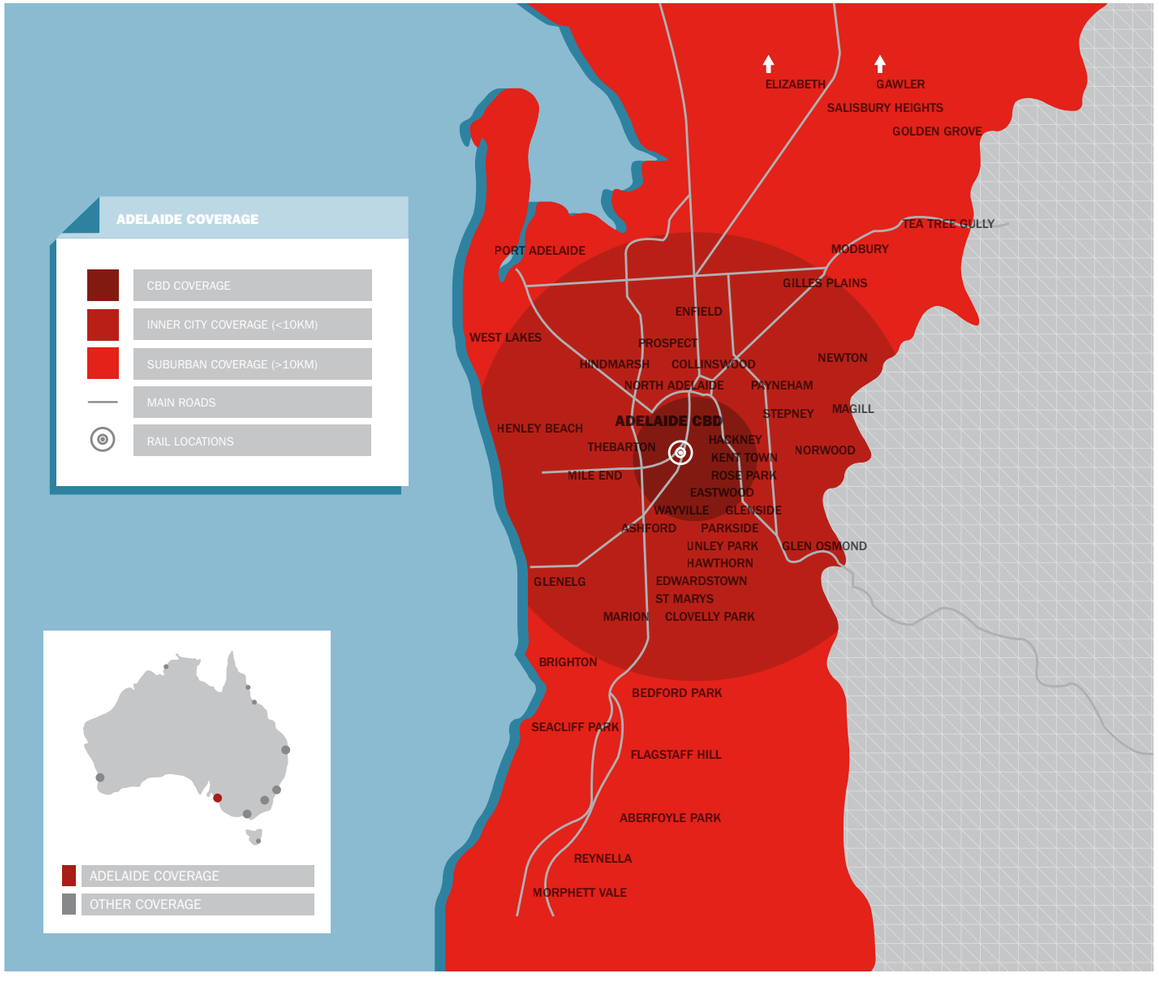
ADELAIDE

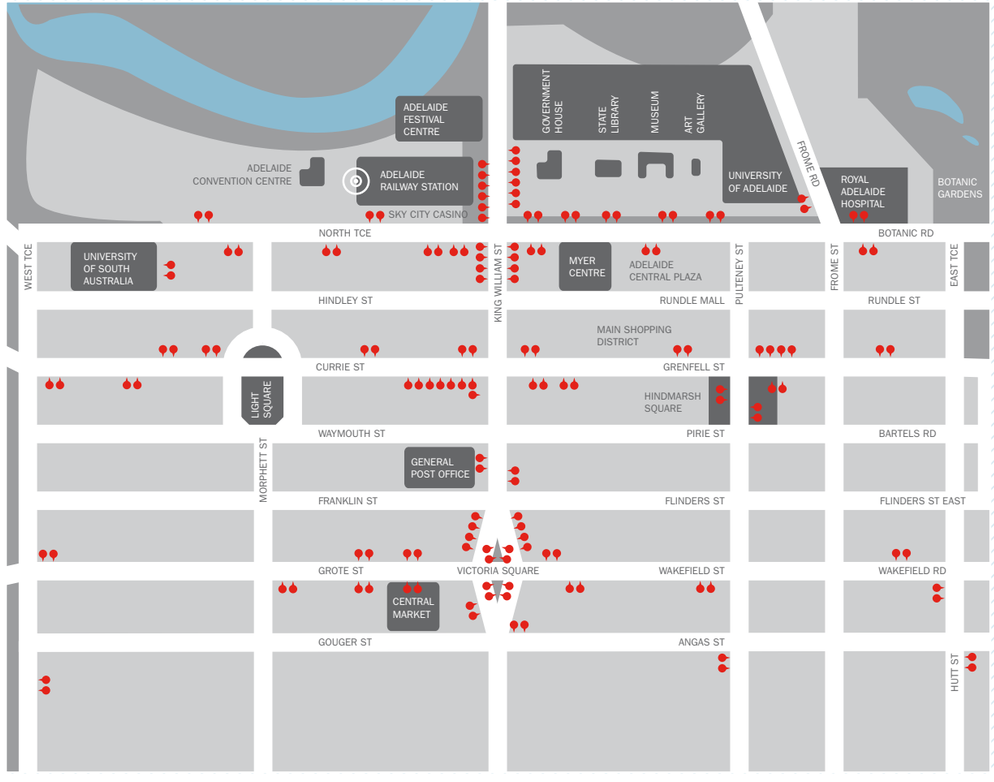
CBD, INNER CITY & SUBURBAN COVERAGE

POPULATION 1.2 MILLION



96% IN ADELAIDE | 97% OF BABY BOOMERS | 97% OF ADULTESCENTS | 98% OF COMMUTERS | 98% OF MGBs | 97% OF YOUTH LIVE IN ADSHEL AREAS

CBD COVERAGE | ADELAIDE CITY

97% OF METRO ADELAIDE RESIDENTS LIVE IN ADSHEL AREAS

Source: Pathfinder Solutions (Based on place of residence, ABS 2006 Census) 16 - 54 year olds in 5 metro cities.