



MEDIA PRIMA AGM 2020

8 JULY 2020

Presentation by Group Managing Director



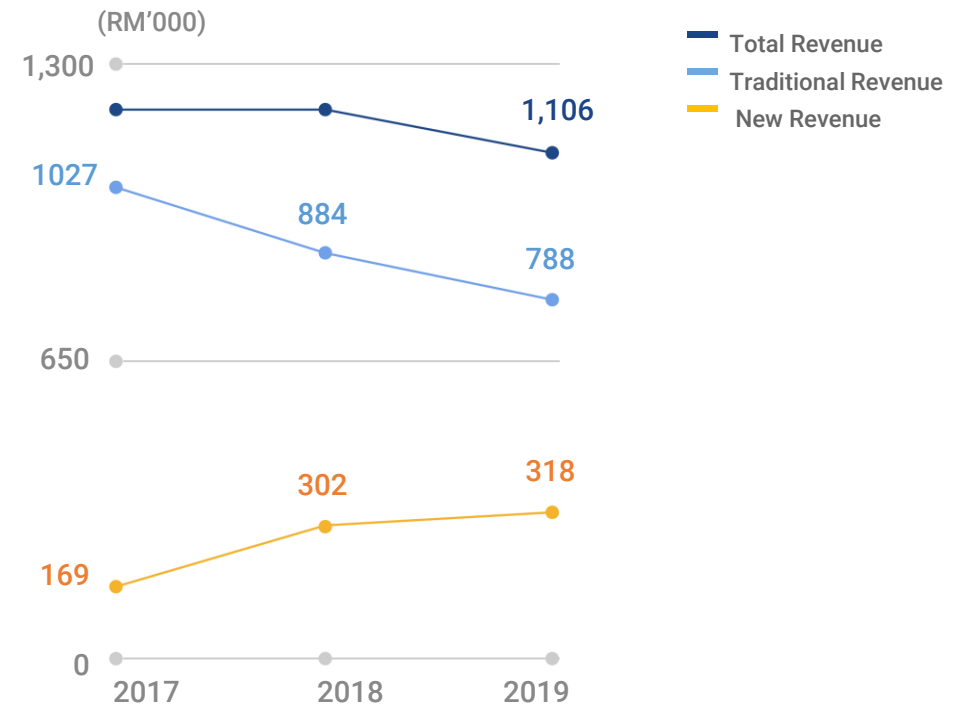
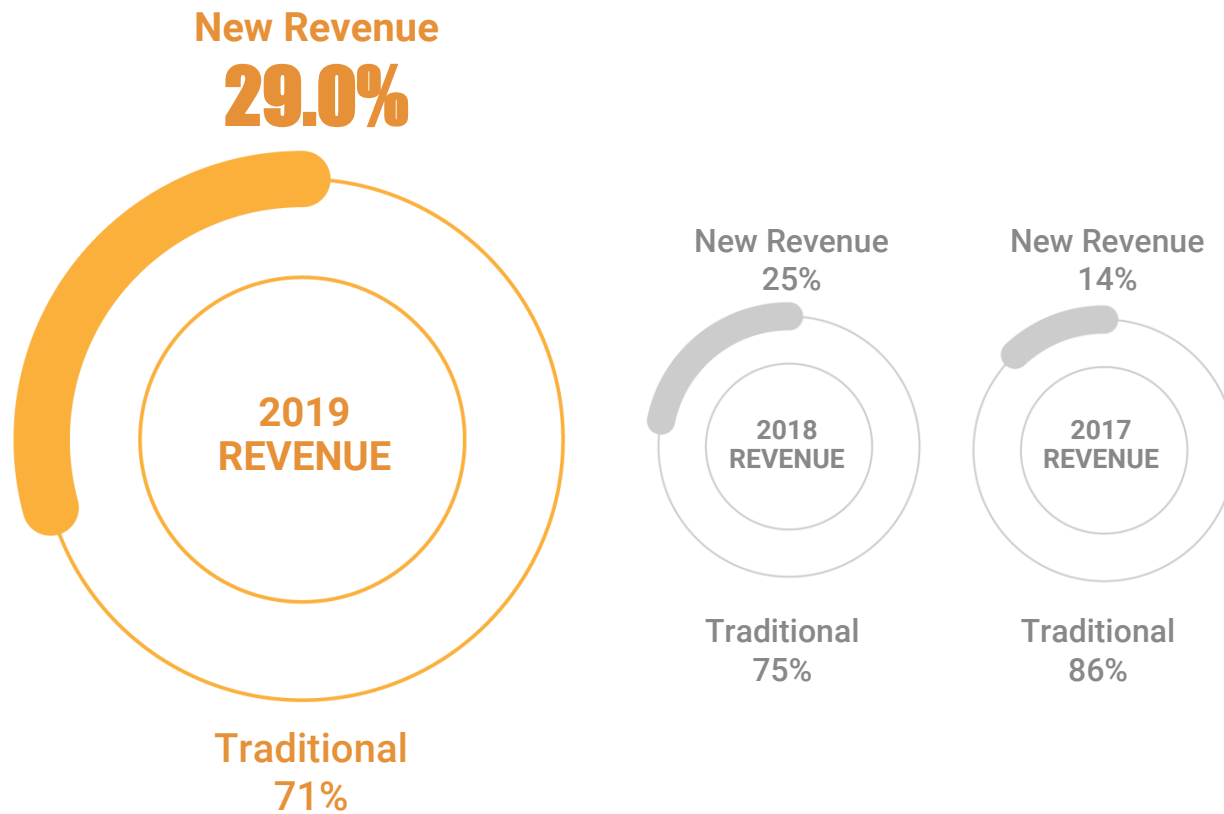
YEAR-ON-YEAR FINANCIAL PERFORMANCE

	FYE 2019 (RM'000)	FYE 2018 (RM'000)	Change	One-off Items	FYE 2019 (RM'000)
NET REVENUE	1,106,039	1,185,737	(7)	Impairment of PPE	23,029
EBITDA	83,148	(10,672)	>100	Impairment of Investment Properties	159
(LBT) / PBT	(173,001)	60,640	(>100)	Impairment of Goodwill	16,665
(LAT) / PAT	(185,488)	58,991	(>100)	Termination Benefits	78,071
(LAT) / PAT (without one-off items)	(67,564)	(106,012)	36	Total One-off Items	117,924

SEGMENTAL FINANCIAL PERFORMANCE

External Net Revenue (RM'000)	Television Networks	Ripple	Out-of-Home	Print	Content Creation	Digital Media	Home Shopping	MPB Group
2019	393,960	37,776	153,298	216,575	24,063	48,075	232,292	1,106,039
2018	426,255	53,268	167,111	266,390	14,251	45,324	213,138	1,185,737
Change (%)	(8%)	(29%)	(8%)	(19%)	69%	6%	9%	(7%)

NEW INITIATIVES CONTINUE TO RECORD INCREASE IN REVENUE CONTRIBUTION



GROWING DIGITAL REVENUE



10%

YoY revenue growth for REV Asia



14Mil

page views for SAYS.com in June 2019

Source: Google Analytics



2Mil

active user per month for Waktu Solat

Source: Comscore

RM82.9Mil

Group digital advertising revenue

ESPORTS VENTURE



MEDIA PRIMA TELEVISION NETWORKS: MORE THAN JUST TV



TV audience share

Source: Nielsen Malaysian Television Audience Measurement 4+ Jan-Dec 2019 / Chinese 4+ Jan-Dec 2019

24.6%



31.4%

of Chinese 4+ Audience



1.5%



2%



1.7Mil

Customers



AJL

35Mil

Online Views



BULETIN UTAMA

2.2Mil

Average Viewership



LAZADA 8TH BIRTHDAY CARNIVAL

1.4Mil

Viewership



PUJAAAN HATI KANDA

30Mil

Online Views



I CAN SEE YOUR VOICE

2.9Mil

Online Views

BULETIN UTAMA: Malaysia's most watched broadcast news programme.

MEDIA PRIMA TELEVISION NETWORKS: MORE THAN JUST TV

Media Prima TV Networks are
Malaysia's most watched
broadcast channels with

34.5%

TOTAL AUDIENCE SHARE




Home Shopping
Customer Base

1.7Mil

In FY2019

HOME
SHOPPING
PLATFORMS

TV
 **58%**

ECMC
 **42%**

COMPELLING CONTENT CREATOR NSTP 2019 ONLINE REACH

Source: Comscore

1.8Mil

Average Unique
Monthly Visitors



4.9Mil

Average Unique
Monthly Visitors



4.5Mil

Average Unique
Monthly Visitors

CONTENT: HIGH GROSSING FILMS AND SUCCESSFUL INTELLECTUAL PROPERTIES

Ajen Ali Gross Box Office

RM30.8Mii

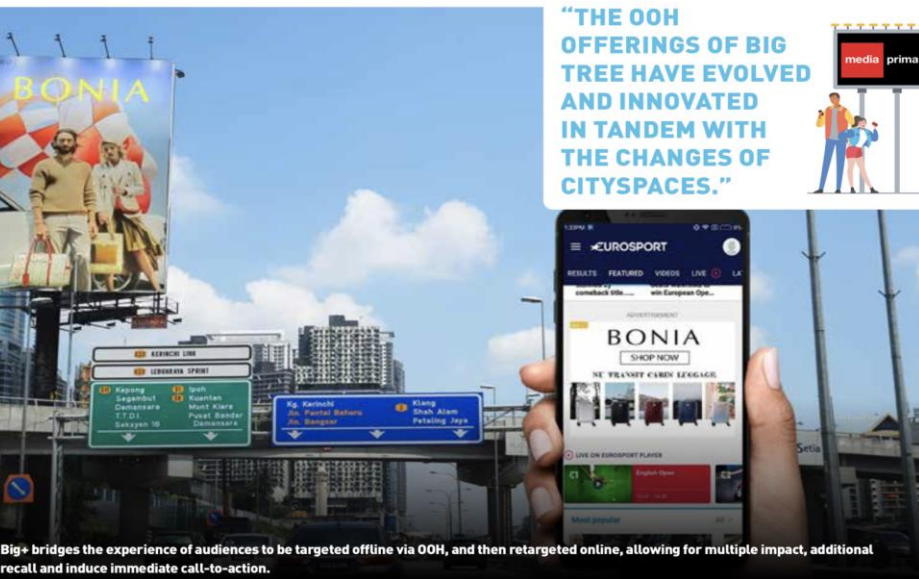


Sangkar Gross Box Office

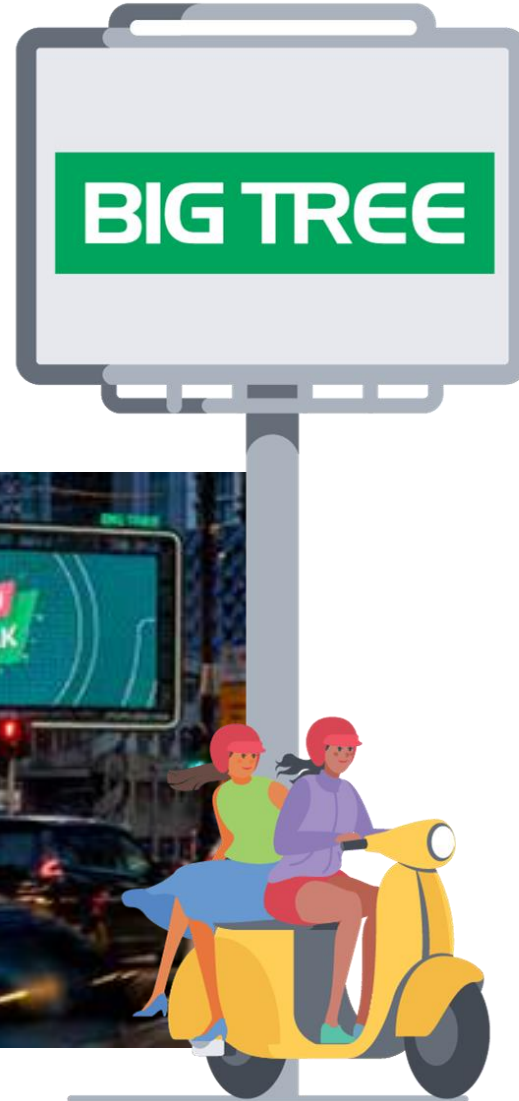
RM12.8Mii



OUT-OF-HOME: DELIVERING OUTSTANDING OOH EXPERIENCES



Big+ bridges the experience of audiences to be targeted offline via OOH, and then retargeted online, allowing for multiple impact, additional recall and induce immediate call-to-action.



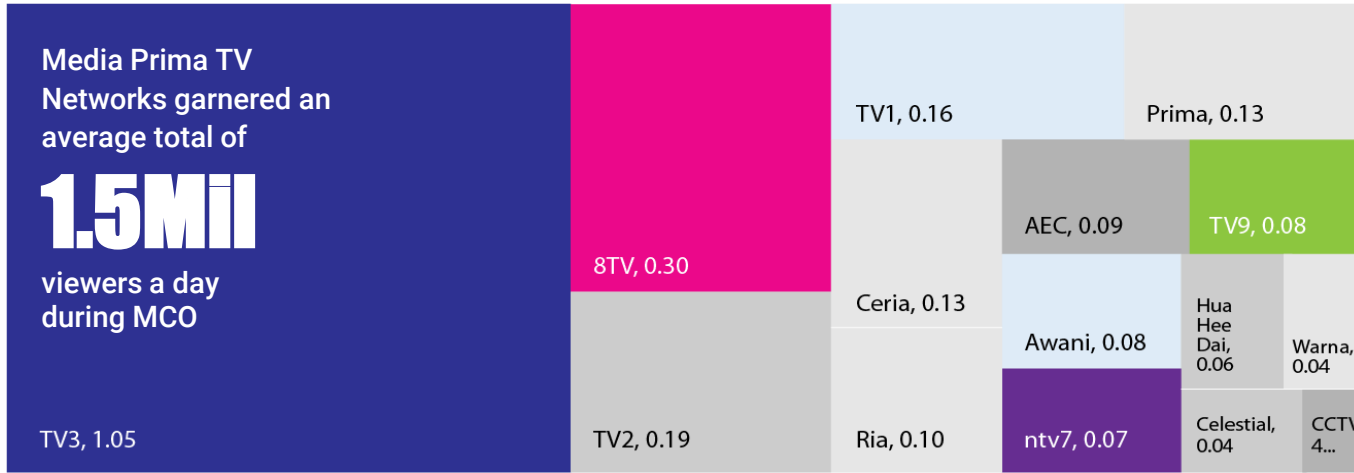
44% BIG TREE'S OOH MARKET SHARE

-  Asset Premiumisation
-  Technology Deployment
-  End to End Solutions
-  Widening Coverage

RIPPLE: REDEFINING THE RULES OF AUDIENCE ENGAGEMENT



RISING ENGAGEMENT ACROSS TV AND DIGITAL DURING MCO



NEWS PROGRAMMES VIEWERSHIP



TALK SHOW VIEWERSHIP



SPIKE DIGITAL - TOP NEWS GROUP IN MALAYSIA

MPB GROUP SITES

NST, Berita Harian, Harian Metro, OhBulan, SAYS - **Maintained highest combined traffic** during MCO against other media groups in Malaysia

(Source: SimilarWeb)

RIPPLE

Garnered a total of **1.9Mil** Digital Listens, **+30%** vs Pre-MCO

(Source: Radioactive)



RECORD TV VIEWERSHIP

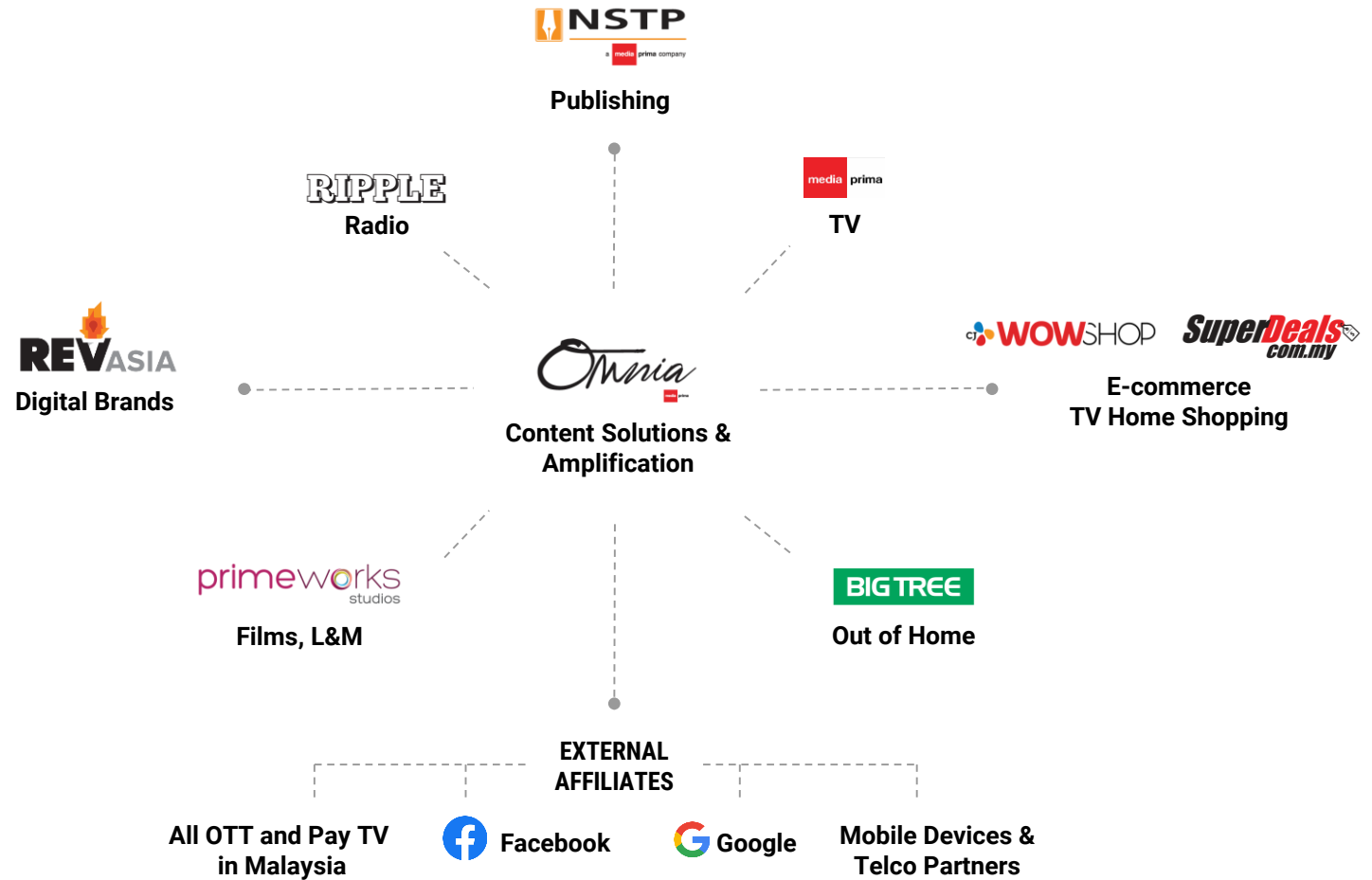
Total 4+ viewers per day on average

+31% vs Pre-MCO

News / Talk Show/ Drama are the **Most Watched** Program Genres on Media Prima TV Networks **During MCO**

Cumulative viewership of Dramas, Talk Shows and News Programmes. Measurement during pre-MCO period between 1 - 17 March 2020, and MCO period 18 - 31 March 2020. Source: Nielsen Audience Measurement (1 March - 31 March 2020)






AMPLIFICATION OF MEDIA PRIMA ECOSYSTEM THROUGH OMNIA



MEDIA PRIMA OMNIA SDN BHD
Spearheading Group's advertising sales function, offering solutions.

Resources are from Group's existing sales team from TVN, NSTP, Ripple and Integrated Marketing.

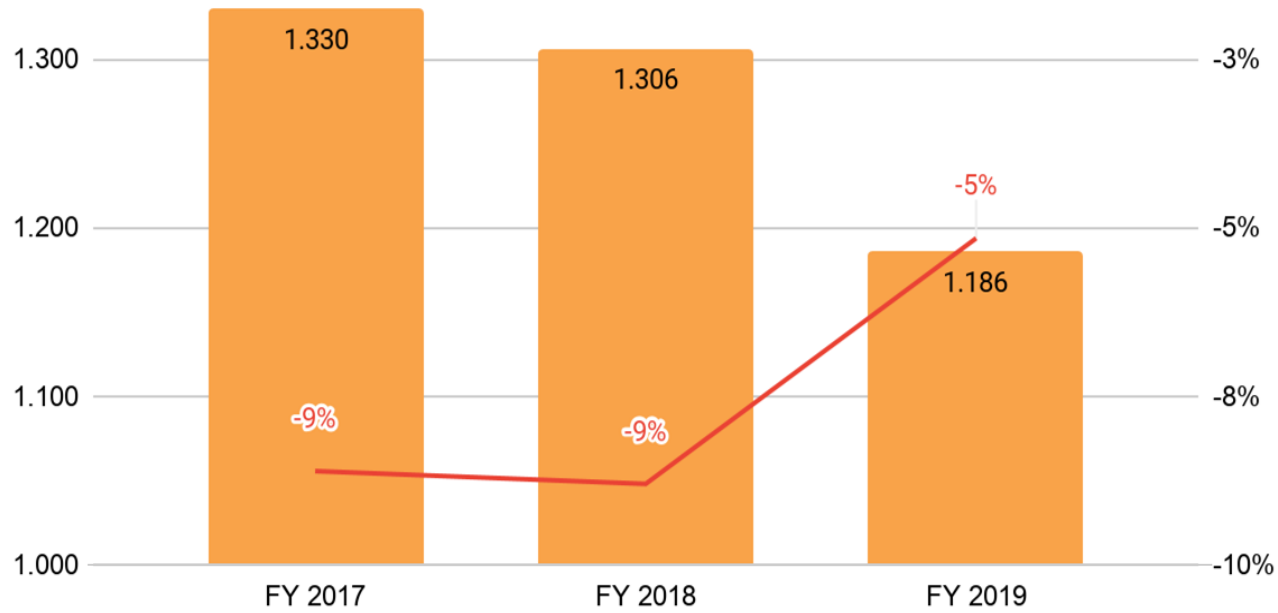
OPTIMISING AVAILABLE CAPACITY WITHIN THE GROUP

	PUBLICATIONS	PUBLICATION FREQUENCY	
		7 days/week (Mon-Sun)	<p>Printing for NSTP/ In-House Requirements</p>
		7 days/week (Mon-Sun)	
		7 days/week (Mon-Sun)	
		Every Monday	
	<p>The Malaysian Reserve</p>	5 days/week (Mon-Fri)	<p>External commercial printing</p>
	<p>SelangorKini</p>	Every Thursday	
	<p>Buletin Mutiara</p>	Twice a month	

RELENTLESS FOCUS ON OPERATIONAL EFFICIENCIES

OPERATING COST AND OPERATING PROFIT MARGIN

Operating cost (RM bil) Operating profit margin



9%
YOY OPERATING COST* REDUCTION
** Exclusive of taxation and exceptional items*

WAY FORWARD

DIGITAL AUDIENCE REACH

Measurement: Unique Visitors (million)
Source: Comscore MMX May 2020

