



Enriching the Ecosystem

SUSTAINABILITY REPORT 2013

ENRICHING THE ECOSYSTEM



We believe the ecosystem for creative content industry is still evolving. It is still a learning curve for us and for the industry, it is hardly beginning.

The dynamic evolution of creative interactions and evolutionary networks of content across multiple devices have yet to show its true colours. We believe “connected consumers” will drive media companies like us to new areas and dimensions. We have to be agile to prepare ourselves for the new demands.

We have to understand what the consumer wants.



www.mediaprima.com.my

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About Our Sustainability Report

THE MEDIA PRIMA BERHAD ("THE GROUP") SUSTAINABILITY REPORT 2013 (REPORT) REFLECTS OUR COMMITMENT TO WORKING SUSTAINABLY AND REPORTING TRANSPARENTLY. THIS REPORT PROVIDES OUR STAKEHOLDERS WITH INFORMATION ON OUR APPROACH AND PERFORMANCE IN SEVERAL KEY AREAS.

The Report contains information on our community engagement and investment, health and safety, people, environment and economic contribution. It also describes the measures undertaken to address key material issues affecting the sustainable development of our business.

It complements and is aligned with our Annual Report 2013, which discloses information on our operations and financial performance. Together, these documents provide comprehensive coverage of our performance, both financial and non-financial.

This Report presents the Group's non-financial performance across more than 110 indicators covering environmental, social and governance aspects of our business. We endeavour to measure our performance using relevant quantitative performance indicators wherever feasible. Otherwise, estimations are used that are in line with approaches used for regulatory or emission inventory reporting.

This Report is based on the Global Reporting Initiative (GRI) Guidelines. The GRI guidelines contain principles and indicators that provide comparability and consistency across worldwide sustainability reporting. We supplement this with a sector-specific framework for media companies to keep our Report relevant. This approach ensures we capture the most material issues for our stakeholders.

The accuracy of this Report has been verified by SIRIM QAS International Sdn Bhd through a detailed on-site audit process. This comprehensive process gives the Report's content credibility and ensures it conforms to a strict set of guidelines. This approach ensures that the material issues are reported and that these issues are clear. The Report has also been assessed by the GRI for how comprehensively the latest GRI G3.1 guidelines have been applied, achieving a top application level of A+.

Reporting Scope

This Report covers our entire organisation and mainly includes quantitative and qualitative data from Peninsular Malaysia. Media Prima Berhad (Media Prima) refers to the Group which comprises TV and Radio Networks, The New Straits Times Press (Malaysia) Berhad (NSTP) and Big Tree Outdoor. Some indicators are partial and only relate to certain divisions or activities as indicated in the text.

Reporting Period : 1 January to 31 December 2013

Reporting Cycle : Annually

Principle Guidelines : Global Reporting Initiative (GRI) G3.1 Framework

Additional Guidelines :

- Bursa Malaysia's Corporate Social Responsibility (CSR) Framework "Silver Book" by the Putrajaya Committee on GLC Transformation.
- Association of Chartered Certified Accountants (ACCA) Malaysia Sustainability Reporting Guideline for Malaysian Companies 2005.

Distribution of and Feedback on the Report:

This Report is available to all stakeholders in hard copy upon request and can be downloaded from our website. For further information and comments, please contact:



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Enriching the Ecosystem

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Corporate Structure



100%



Sistem Televisyen Malaysia Berhad



98%



The New Straits Times Press
(Malaysia) Berhad (NSTP)



100%



Big Tree Outdoor
Sdn Bhd



100%



Synchrosound Studio
Sdn Bhd



100%



Primeworks Studios
Sdn Bhd



100%



Alt Media Sdn. Bhd



100%



CH-9 Media Sdn Bhd

100%



Natseven TV Sdn Bhd

100%



Metropolitan TV
Sdn Bhd

NEW STRAITS TIMES



100%

KURNIA
OUTDOOR

Kurnia Outdoor Sdn Bhd

100%

TRC

The Right Channel Sdn Bhd

100%

GOTCHA

Gotcha Sdn Bhd

100%

UPD

UPD
Sdn Bhd

100%



Max - Airplay
Sdn Bhd

80%



One FM Radio Sdn Bhd



Grand Brilliance



MONKEY BONE



The 8unit

100%



Media Prima Content
Services Sdn Bhd

emas

emas



www.gua.com.my



www.tonton.com.my



www.seroja.com.my

Chairman's Statement



DATUK JOHAN JAAFFAR
Chairman
Media Prima Berhad

Media Prima Was Honoured With A Number Of Recognitions For Its Exemplary Sustainability Initiatives.

We were the Platinum winner of the National Annual Corporate Report Awards (NACRA) 2013 for Corporate Social Responsibility Reporting. We were also announced as the overall winner in another prestigious CSR award, the ACCA (Association of Chartered Certified Accountants) Malaysia Sustainability Reporting Awards (ACCA MaSRA).

I have great pleasure in presenting the Media Prima Sustainability Report 2013, the fifth consecutive year of its publication. The Report conforms to the stringent 'G3.1' guidelines of the Global Reporting Initiative (GRI) at the highest 'A+' level. It has also been independently validated by SIRIM QAS Sdn Bhd. It is a transparent and voluntary disclosure that presents the Triple Bottom Line performance of the Group. The Report encapsulates our vision, strategy and action in helping build a sustainable, inclusive and secure future for larger society.

This year, Media Prima was honoured with a number of recognitions for its exemplary sustainability initiatives. We were the Platinum winner of the National Annual Corporate Report Awards (NACRA) 2013 for Corporate Social Responsibility Reporting. We were also announced as the overall winner in another prestigious

CSR award, the Association of Chartered Certified Accountants Malaysia Sustainability Reporting Awards (ACCA MaSRA). This reflects our unfaltering efforts of integrating the very best standards of corporate governance, sustainability and transparency into our operations. As Malaysia's largest integrated Media Group, we have a great responsibility to the nation and our stakeholders to preserve the ecosystem. This is the core of our promise, to all of you, which is to deliver great content across all platforms.

Media Prima's enduring vision to create larger societal capital and subserve national priorities has powered a multi-pronged competitive strategy. The Company will enhance economic contribution; enable world-class benchmarked environmental practices; contribute to climate change mitigation and adaptation; and integrate societal value creation in its business models.

Chairman's Statement

We take great pride in compiling our Annual Sustainability Report, which is consistently recognised for its completeness and accuracy. We began our sustainability journey by carefully monitoring the community around us, to understand their issues and efforts. Armed with this information, we are able to engage with them more effectively — not in a prescriptive way, but in a collaborative way. It is a commitment Media Prima people work to uphold each and every day and I am very proud of the positive impact for future generations. Our colleagues, customers and members are central to our vision as we continue to deliver our promise of being an exemplary employer by responding to our members and meeting customers' needs.

I would also like to take this opportunity to welcome and introduce Datuk Ahmad A. Talib who was recently appointed as the Group CSR Advisor. He is overseeing the *Briged Sukarelawan Media Prima-NSTP* that has coordinated several relief missions across the country. The brigade has collaborated with Mercy Malaysia, *Institut Jantung Negara (IJN)* and *Persatuan Bulan Sabit Malaysia (PBSM)* on various programmes. We launched *Tabung Lahad Datu* immediately after the incursion, collecting almost RM10 million from caring and concerned Malaysians. We launched *Tabung kemanusiaan Syria* and *Tabung Bencana Taufan Haiyan* and continue with our *Tabung Bencana NSTP-Media Prima* for local relief efforts. We are moved by the response from corporate citizens and ordinary Malaysians who support our fund raising efforts.

Enriching Our Ecosystem

We are aware that the broadcast landscape is becoming congested and attracting advertising revenues more difficult. We responded by continuously adapting and reinventing ourselves to improve and learn. By enriching our ecosystem, we continuously respond to consumer and industry demand. In September 2012, Media Prima began a successful collaboration with Samsung Malaysia Electronics which resulted in the development of the Tonton TV application for Samsung SMART TVs, Malaysia's first entertainment streaming application on a SMART TV platform. This application provides a catch-up TV service for content aired on Media Prima TV Networks channels, online portals and radio stations within the conglomerate.



Our outdoor total solutions provider, Big Tree, launched its Cubig Digital Series in 2013. This is the first of its kind in the region. The digital series allows brand owners to communicate with their target audiences in a more compelling way with limitless creativity. Advertisers enjoy animated connectivity across the screens with a multiscreen synchronization effect. Cubig Digital Series is strategically placed on KL Monorail pillars in Bukit Bintang and targets both motorists and pedestrians.

In 2014, Media Prima is expected to broadcast over 100 new programmes across four of its top-rated television channels, TV3, ntv7, 8TV and TV9. These programmes will consist of a combination of local blockbusters, such as drama series, reality shows, cooking shows, talk shows, variety programmes and documentaries. A number of these programmes are co-produced in association with leading media houses around the world to ensure the content meets viewers' expectation and world-class standards.

Our Sustainability Milestones

Media Prima has a deep and intrinsic link to good corporate responsibility. Our balanced ecosystem of corporate responsibility and sustainability positions us as a positive force in the communities in which we operate. Managing environmental and social risks, both now and in the future, drives sustainability and provides competitive advantage. As Malaysia's Leading Fully Integrated Media Company, our sustainability practices are about touching lives. Each business platform takes a proactive role in reaching out to its stakeholders and making a difference to their lives. The concept of sustainability at Media Prima encourages us to integrate sustainability into our core business such as raising funds to people in-need through our television programme, Bersamamu and through print in *Titipan Kasih Harian Metro*. This year, we have also started to integrate our business platforms for maximum reach and extend our brand presence to deliver talent and content to difference audience groups. *Projek Metro*, a collaboration with Harian Metro and TV3, is a good example of this. Fly FM show, Phat Fabes and Ben show, featuring the most famous duo, Phat Fabes and Ben, is being aired on ntv7.

We have established a number of funds to speed the distribution of money to various causes: *Tabung TV3* and *TV3 Bersamamu Funds*; Special Purpose Fund; *Tabung Wira Lahad Datu Media Prima*; Media Prima – NSTP Typhoon Haiyan Disaster Fund; and Media Prima Syrian Humanitarian Fund. I am very pleased with the warm response these funds have received from all of you. It just shows the level of compassion that our citizens have.

In this Report, you will see that significant steps were taken to further embed sustainability in our business. We also increased public awareness of our environmental, societal and governance programmes and performance. Next year, we will conduct our first comprehensive materiality analysis of the issues that matter most to our business and society. This process will build upon and enhance our ongoing stakeholder engagement efforts. It will also help define our business strategy.

We are committed to providing a multi-cultural, enjoyable environment where people are valued and developed through the wide range of career development opportunities on offer. It is an obvious ecosystem cycle where happy employees perform better at work. We reward our employees for their hard work and

dedication. Our Human Resource Department regularly conducts market analysis and benchmarking to ensure that our benefits package is on a par with the market. Our employee turnover rate continues to decrease, which is further evidence that we are meeting our employees' expectations. We will continue providing the Media Prima family with a comfortable and safe working environment.

I believe that preserving the environment of our ecosystem is of paramount importance. I am pleased to report that NSTP increased its spending on environmental initiatives by over 300% to RM582,479.44. This funded a number of initiatives such as a detailed audit of our air conditioning systems to maximise their efficiency and performance. Some changes have already been made and more will follow in 2014. We hope to conduct similar audits at our remaining plants next year.

We have also installed induction lighting at our plants, which is one of the best kept secrets in energy-efficient lighting. This lighting uses less electricity while minimising the chance of eye strain caused by flickering, strobing or noise.

NSTP also tested the performance of a new violet chemical-free plate solution at its plants in Senai and Shah Alam. This pilot was a success and I look forward to this solution being introduced to all of our plants. This is good for the environment and also reduces costs.

Acknowledgement

I invite you to take time to read this report, and visit our website, to discover the initiatives that support the ecosystem of our sustainability practices. I am very proud of the work that we have done to date and I look forward to accelerating our efforts over the coming years.

I would like to thank our diverse group of stakeholders for supporting our many sustainability initiatives throughout 2013. On behalf of the Board I would like to thank each and every employee for their commitment and dedication. This Sustainability Report is dedicated to all of you. We hope you find it useful and informative. I would welcome your feedback and critical-thinking about the issues that are central to us.

DATUK JOHAN JAAFFAR
Chairman
Media Prima Berhad



ASIAMONEY AWARD FOR BEST CORPORATE GOVERNANCE

On 14 January 2013, Media Prima emerged as the most outstanding Malaysian company with the best overall corporate governance once again.

In the latest Asiamoney Corporate Governance Poll 2012, Media Prima also received awards for best company for disclosure and transparency, best company for responsibilities of management and the board of directors in the country, best for shareholders' rights and equitable treatment and best company for investor relations in Malaysia.

MEDIA PRIMA BERHAD

Asiamoney Awards 2013

- Best Overall for Corporate Governance
- Best for Disclosure and Transparency
- Best for Responsibilities of Management and the Board of Directors
- Best for Investor Relations

Human Resources Excellence Awards 2013

- Silver Award for the Excellence in Graduate Programme
- Bronze Award for the Excellence in Employee Work Life Balance
- Bronze Award for the Excellence in Employee Development

Malaysia – ASEAN Corporate Governance Index 2013 (MSWG)

- Corporate Governance Industry Excellence Award – Consumer Services

ACCA Malaysia Sustainability Reporting Awards 2013

- Best Sustainability Report Award

National Annual Corporate Report Awards 2013 (NACRA)

- Platinum Award for the Best Corporate Social Responsibility Reporting Award

PRIMEWORKS STUDIOS

World Media Festival 2013

- Gold intermedia – globe (Documentaries: Station Image Promotion category) – Brotherhood CNY
- Silver intermedia-globe (Documentaries: Culture category) – *1Malaysia Rasa Sayang*
- Silver intermedia-globe (Entertainment: Music Clips category) – Free Palestine with Aizat
- Silver intermedia-globe (Sales Promotions: Events category) – Golden Awards

49th Chicago International TV Awards

- Silver Plaque (Travel Series) – Hip Hoppin' Asia
- Certificate of Merit (Game Show Series) – Switch Off

Asean International Film Festivals & Awards 2013

- Best Action Film – *Songlap*
- Best Comedy Film – *Istanbul Aku Datang*
- Best Actor – Shaheizy Sam (*Songlap*)

Festival Fitem Malaysia ke-25

- Best Cinematography – Haris Hue Abdullah (*Songlap*)
- Best Editing – Wong Hui Lynn (*Songlap*)
- Best Supporting Actor – Syafie Naswip (*Songlap*)
- Best Supporting Actress – Normah Damanhuri (*Songlap*)

Anugerah Blockbuster 2

- Tuan Direktor Terhebat – Syamsul Yusof (*Jalan Kembali – Bohsia 2*)
- Watak Penjahat Terbaik – Sofi Jikan (*Jalan Kembali – Bohsia 2*)

Hadiah Kewartawanan Malaysia – MPI Petronas 2012

- Best Documentary Video
Majalah 3 – *Badang Kinabalu*
Producer: Za'im Helmi bin Zainal

Anugerah PROFIMA 2013

- Best Film – *Sembunyi*
- Best Director – Kabir Bhatia (*Sembunyi*)
- Best Film Editor – Adilan Azemi/Kabir Bhatia (*Sembunyi*)
- Best Art Director – Mazalan Zulkifli (*Sembunyi*)
- Best Continuity – Ikha Yusof (*Sembunyi*)
- Best Make Up – Syahrul Mazlan (*Sembunyi*)
- Best Audio – Albert Richard (*Sembunyi*)
- Best Key Grip – Mohd Yunus Md Napiah (*Sembunyi*)
- Best Focus Puller – Ismail Abu Bakar (*Sembunyi*)
- Best Gaffer – Halem Shaari (*Sembunyi*)
- Best Prop Master – Halil Husaini (*Sembunyi*)
- Best Trailer Editor – Mohamad Shahriza Che Din (*Sembunyi*)

Anugerah PROFIMA 2013

- Best Producer – Gayatri Su-lin Pillai/Tengku Iesta Tengku Alaudin (*Penanggal*)
- Best Cinematography – Raja Mukhriz Raja Ahmad Kamaruddin (*Penanggal*)
- Best Costume – Nasirah Ramlan (*Penanggal*)
- Best Special Effects Make Up – Ella Sandera (*Penanggal*)
- Best Visual Effects – Chin FX (*Penanggal*)
- Best Production Manager – Zaidi Mat Zin (*Penanggal*)
- Best Steady Cam Operator – Haris Hue Abdullah (*Istanbul Aku Datang*)
- Best Set Dresser – Nawwar Syukiriah/Nurul Liyana/Rozanna Ariff (KIL)

Anugerah Lawak Warna

- Best Comedy Film – *Istanbul Aku Datang*
- Best Comedy Director (Film) – Bernard Chauly (*Istanbul Aku Datang*)
- Best Comedy Actress (Film) – Lisa Surihani (*Istanbul Aku Datang*)
- Best Screenplay (Film) – Rafidah Abdullah (*Istanbul Aku Datang*)
- Best Script (Film) – Mamat Khalid (*Rock Oo*)

Anugerah Skrin

- Bella won *Bual Bicara Terbaik*/The Best Talk Show – *Penerbitan Dalam* (Non Drama)

49th Chicago International Film Festival Television Awards

- Hip-Hoppin' Asia – Silver Plaque (Travel Series)

Shout! Awards

- Favourite TV Programme Award – Versus 2

Rotary Club of Bandar Sunway (RCBS)

- Vocational Service Award 2013 – *Wanita Hari Ini*

Jabatan Penjara Malaysia

- Anugerah Penerbit Eksekutif Pilihan – Siti Hatija Yusof
- Anugerah Media (Kategori Dokumentari) – Gan Bock Khim

Jabatan Bomba dan Penyelamat Malaysia

- **Pingat Cemerlang Bomba**
Awarded to **Said Abdullah Thani** for his contributions to the department through his works on *MHI*, *Detik Tragik* and *KES*
- **Sijil Penghargaan Bomba**
Awarded to **Mohd Izwan Ibrahim** for his contributions to the department through his works on *MHI*

Awards and Recognition

THE NEW STRAITS TIMES PRESS

Sabah Tourism Award 2013

- Best Tourism Article – Roy Goh (NST)

Petronas Mayor Press Award 2013

- Best English Feature – silver award – Roy Goh (NST)
- Best Photography Award – second place – Erdiehazzuan Ab Wahid (NSTP)
- Best Photography Award – third place – Malai Rosmah Tuah (NSTP)
- Best Bahasa Malaysia Feature – silver award – Norasikin Daineh (HM) – Erdiehazzuan Ab Wahid (NSTP)
- Best Bahasa Malaysia News Reporting – bronze award – Thaddius Unnip (BH)

Malaysian Press Institute – Petronas Malaysian Journalism Awards 2013

- Kajai Award – Sophia Ahmad (BH)
- Best Commentary/Columnist/Critique Category – Dato' Zainul Arifin Mohammed Isa (Media Prima Digital)
- Best Photo Journalism Category – Khairul Mazzaman Ghazali (NSTP)
- Best International Reporting Category – Tuan Mohamad Asri Tuan Hussein (HM)
- Best Investigative Journalism Category – Farrah Naz Abd Karim (NST)
- Best News Report Category – Farrah Naz Abd Karim & Iskandar Alang Bendahara (NST)

Marketing Excellence Award 2013 (Kuala Lumpur)

- Excellence in Media Strategy – Silver – Berita Harian Revamp Campaign 2012
- Excellence in Corporate Social Responsibility – Bronze – *Titipan Kasih* Harian Metro

Anugerah Pengurusan Kecemerlangan Global (GEMA)

- Anugerah Kecemerlangan Dalam Pengurusan Media – The New Straits Times Press (M) Berhad

Pingat Kedaulatan Negara (National Sovereignty Awards)

- **Journalists (New Straits Times)**
 - Avila Geraldine Samuel Chong, Farrah Naz Abd Karim, Jassmine S. Shadiqe, Lee Shi-lan, Muhamad Shahir Othman, Muzliza Mustafa, Noor Hazwan Hariz Mohd, Roy Goh
- **Journalists (BH)**
 - Amin Ridzuan Ishak, Hasan Omar, Nor Azizah Mokhtar, Nor Fazlina Abd Rahim, Safeek Affendy Razali, Suzianah Jiffar, Thaddius Unnip
- **Journalists (Harian Metro)**
 - Fardy Bunga, Junaidi Ladjana, Mohd Razlan Mat Salleh, Muhaamad Hafis Nawawi, Yusri Abdul Malek
- **Photo Department NSTP**
 - Edmund Samunting, Effendy Abd Rashid, Fathil Asri, Malai Rosmah Tuah, Mohd Radzi Bujang, Osman Adnan, Zunnur Al-Shafiq Suadam

WAN-IFRA Asian Media Awards

- Best Photo-Journalism – Bronze – Aizuddin Saad (NSTP)

Anugerah Kewartawanan Terengganu (KAWAT) – ExxonMobil 2013

- *Penulisan Terbaik* – Ahmad Rabiul Zulkifli (HM)
- *Penulisan Berita Sukan Terbaik (Naib Juara)* – Aznida Alias (BH)
- *Penulisan Berita Ekonomi Terbaik (Naib Juara)* – Baharom Che Bakar (BH)
- *Foto Terbaik (Tempat Kedua)* – Tengku Mohd Syamim Tengku Ismail (NSTP)

Bandar Sunway Rotary Club Vocational Service Award 2013

- English Category – Lavanya Lingan (NST)
- Bahasa Melayu Category – Rahayu Mohd Salleh (HM)
- *Anugerah Media Bahasa Melayu* – Harian Metro

Kenyalang Shell Award 2013

- *Anugerah Kewartawanan Kenyalang* (Third Prize) – Misiah Taib (BH) – M Hifzuddin Ikhsan Did Nek Kamal (BH)
- *Anugerah Wartawan Harapan* – Rabiatal Adawiyah Ismail (HM)
- *Anugerah Laporan Berita (Tempat Ketiga)* – Rabiatal Adawiyah Ismail (HM)
- *Anugerah Kewartawanan Alam Sekitar* – Rabiatal Adawiyah Ismail (HM)
- *Anugerah Laporan Sukan (Tempat Pertama)* – Alias Rani Abdul Rani (HM)

Kinabalu Shell Press Awards 2012

- Most Promising Young Journalist Award – Junaidi Ladjana (HM)
- Sports Journalism Award (Bahasa Malaysia category) – Mohd Izham Unnip Abdullah (BH)
- News Reporting Award (Bahasa Malaysia category) – Poliana Sidom (BH)
- News Reporting Award (Bahasa Malaysia category) Merit – Mohd Izham Unnip Abdullah (BH), Suzianah Jiffar (BH)
- Sports Photography Award – Zunnur Al-Shafiq Suadam (NSTP)
- Best Photograph for News Stringers – Riaty Abada (HM)
- Best Photograph for News Stringers Merit – Mohd Adam Eusoffeffuddin (NSTP), Ruslan Lusi (NSTP)
- Journalism Award (English language category) Merit – Roy Goh (NST)
- News Reporting Award (English language category) Merit – Roy Goh (NST)
- Best News Photograph Award Merit – Malai Rosmah Tuah (NSTP)

TELEVISION NETWORKS

TV3

Ministry of Health Media Awards

- Awarded to Nurulhuda Abdul Aziz. Health Journalism (Television) Category

ntv7

Putra Brand Awards

- Bronze Award – Media & Entertainment Category

World Media Festival 2013! In Germany

- Golden Awards – Intermedia-Globe SILVER in Sales Promotions: Events – Sales Promotions: Event (Chinese Entertainment Industry Event)

The Malaysia Book of Records

- Bella Bundle Of Joy – Baby Shower: “Largest Gathering of Pregnant Women” – Event

Shanghai TV Festival

- Lucky Bowl 1 & 2 – Shortlisted as Top 10 Finalist – Movie for TV

Sichuan TV Festival “Gold Panda” Awards

- The Descendant – Shortlisted as Finalist – Drama

Asian Television Awards 2013

- Coby Chong (Summer Brothers) – Most Honoured with the Highly Commended Title for “Best Actor in a Leading Role”

Anugerah Skrin

- Bella won *Bual Bicara Terbaik/The Best Talk Show – Penerbitan Dalaman* (Non Drama)

8TV

World Media Festival in Germany

- Brotherhood CNY* – Intermedia-Globe GOLD in Documentaries: Station Image Promotion
- 1 Malaysia Rasa Sayang* – Intermedia-Globe SILVER in Documentaries: Culture

49th Chicago International Film Festival Television Awards

- Hip-Hoppin’ Asia – Silver Plaque (Travel Series)

Putra Brand Awards

- Silver Award – Media & Entertainment Category

Asian Television Awards 2013

- Best Theme Song – The Beat (Song Title: Serra Feilla)

TV9

49th Chicago International TV Awards

- Certificate of Merit – Switch Off (Game Show Series)

Anugerah Media Kementerian Kesihatan Malaysia 2013

- Anugerah Kewartawanan Kesihatan Terbaik Kementerian Kesihatan 2013 – Remidi (Kategori Televisyen)*

Shout! Awards

- Favourite TV Programme Award – Versus 2

Anugerah Lawak Warna

- Best Comedy Actress – Jasmin Hamid (*Bila Joyah Masuk TV*)

RADIO NETWORKS

Anugerah Bintang Popular Berita Harian 2013

- Fara Fauzana and Faizal Ismail won the Most Popular Radio Announcer Female and Male (respectively)

The Shout! Awards 2013

- Fara Fauzana Won the Coolest Radio Announcer

BIG TREE OUTDOOR

Advertising and Marketing Magazine 2013

- Out-of-Home Media Company of the Year 2013

Understanding What is Material to Our Stakeholders and Our Business

Communicating with and listening to our stakeholders: **It is important to seek the views of our stakeholders, understand their perspectives and respond with our objectives. Stakeholders are people who can affect our business or who are affected by it.**

The feedback we receive from external stakeholders helps us prioritise sustainability issues for our business. This information is used to form our sustainability strategy and we hope both Media Prima and its stakeholders benefit from this process. If situations arise in which we cannot agree or respond to feedback, we explain our position honestly and openly.

Our stakeholders consist of investors, employees and suppliers who are directly affected by our business performance. It also includes viewers and partners who relate to us as a service provider. Other individuals from local communities see our activities and some have strong opinions about them. Non-governmental organisations (NGOs) and sustainability opinion formers are often concerned about specific issues. Governments and regulators can affect our business through new legislation and regulations.

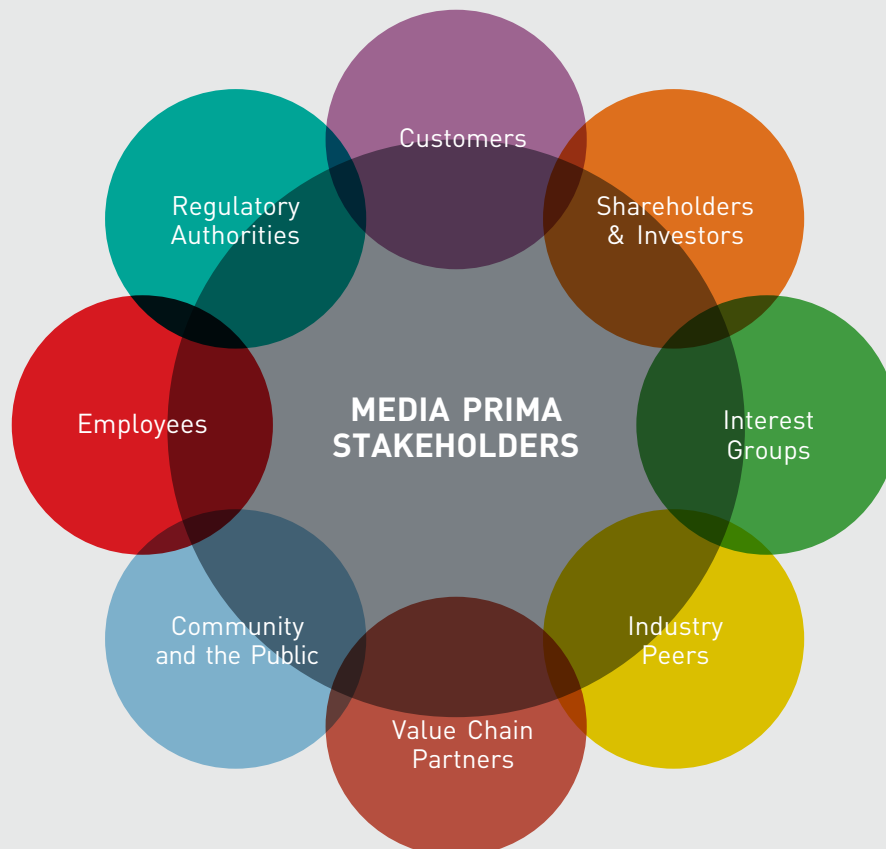


We tailor our engagement processes to suit each different stakeholder group. Our local markets play an important role in forming relationships with local stakeholders. We conducted detailed research and engaged with stakeholders across all business units to understand their priorities and expectations. This helps us understand our stakeholders' concerns, formulate our approach and manage their expectations. The outcome of this study has helped identify potential opportunities and risks, which are integral to the success of our business.

Media Prima Stakeholders Mapping

At Media Prima, stakeholder mapping is a strategic business tool, which identifies and assesses the effect of an individual or a group of stakeholders on the Company. Stakeholder mapping is employed to identify key people and organisations who we must engage with. Those most affected or who affect our work are presented in the diagram below.

Media Prima's Key Stakeholder Groups



Understanding What is Material to Our Stakeholders and Our Business

| Stakeholder Groups | Method of Engagement |
|--|---|
| Customers <ul style="list-style-type: none"> • Television Broadcasting: viewers • Print Media: readers • Outdoor Media: advertisers • New Media: viewers • Content Creation: Brand Management Group, Acquisition and Content Management • Radio: listeners | <ul style="list-style-type: none"> • Customer Satisfaction Survey (CSS) • Customer complaints tools • Social media • Websites |
| Shareholders & Investors | <ul style="list-style-type: none"> • Results announcements meetings • Annual General Meetings • Regular updates and communication • Investor road shows |
| Interest Groups <ul style="list-style-type: none"> • Non-Governmental Organisations • Industry Analysts | <ul style="list-style-type: none"> • Regular and ad hoc meetings • Official launches • Events • Open dialogue • Interviews, press releases and websites |
| Industry Peers | <ul style="list-style-type: none"> • Conferences and meetings • Industry workshops • Networking events |
| Value Chain Partners <ul style="list-style-type: none"> • Third-party suppliers & vendors • Event sponsors | <ul style="list-style-type: none"> • Contract bidding and procurement management • Training and talent management • Programmes' road shows • Negotiations on programme license |
| Community and the Public | <ul style="list-style-type: none"> • Contributions: financial and non-financial • Philanthropic activities • Volunteering programmes • Events and roadshows |
| Employees | <ul style="list-style-type: none"> • Employee satisfaction survey • Employees engagement programme • Internal communications: newsletters, intranet and updates • Events and functions • Employee grievance system |



OUTDOOR



RADIO NETWORKS



CONTENT CREATION



TELEVISION NETWORKS



NEW MEDIA



PRINT

Understanding What is Material to Our Stakeholders and Our Business

| Stakeholder Groups | Method of Engagement |
|--|--|
| Regulatory Authorities <ul style="list-style-type: none"> • Ministry of Communications and Multimedia (MoCM) • Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) • Malaysian Communications and Multimedia Commission (MCMC) • The Malaysian Communications and Multimedia Content Forum of Malaysia (CMCF) • Consumer Forum of Malaysia (CFM) • Ministry of Finance (MoF) • Ministry of Home Affairs • Dewan Bahasa dan Pustaka • Department of Environmental (DOE) | <ul style="list-style-type: none"> • Regular communication • Reports and compliance • Periodical meetings |

We noted the comments and concerns raised by our stakeholders during various engagement sessions. These formed part of our materiality analysis, helped in the development of this report and were used in our ongoing Group sustainability strategic planning efforts. Materiality analysis allows us to examine the sustainability issues that are of the highest concern to our stakeholders and that could significantly affect our Group's ability to execute its business strategy. In effect, the materiality analysis highlights areas both of opportunity and risk. This helps us refine our overall strategic reporting approach and improve performance. The resulting materiality matrix combines both stakeholder rankings and Company perceptions and depicts the relative reporting priority of our sustainability issues. We have used this analysis to identify issues to cover in our reporting.

| | | |
|------------------------|---|--|
| High Material | ➔ | <ul style="list-style-type: none"> • Content, Quality and Coverage • Media Prima's presence in society • Sustainable operations: programme sourcing and management, competitiveness in the local and international arena and media industry relevance |
| Medium Material | ➔ | <ul style="list-style-type: none"> • Social and Environment Impact from Operations • Best practices at the Workplace |
| Low Material | ➔ | <ul style="list-style-type: none"> • Prioritising local sources * |

* It is common practice to prioritise locals as part of our commitment to building the nation. It is not always possible as specialist equipment is manufactured overseas. On occasions, we must hire foreign talents depending on the script.

Corporate Governance

The Board of Directors of Media Prima Berhad is committed to achieving excellence in corporate governance and acknowledges that the prime responsibility for good corporate governance lies with the Board. The Board is fully committed to ensuring that the highest standards of corporate governance are practised throughout Media Prima and its subsidiaries (the Group) as a fundamental part of discharging its responsibilities to create, protect and enhance shareholders' value and the performance of the Group.

The Malaysian Code on Corporate Governance 2012 (the Code) aims to set out principles and best practices on structures and processes that companies may apply in their operations to achieve the optimal governance framework. The Board reaffirms its supports to the Code and believes that good corporate governance is fundamental in achieving the Group's objectives. In order to ensure that the best interests of shareholders and other stakeholders are effectively served, the Board continues to play an active role in improving governance practices and monitors the development in corporate governance including the Code.

THE BOARD OF DIRECTORS

The Group is led and controlled by an effective Board. All Board members carry an independent judgement to bear on issues of strategy, performance, resources and standards of conduct. The Board understands the Board's philosophy, principles, ethics, mission and vision and reflects this understanding on key issues throughout the year.

The Board delegates authority and vests accountability for the Group's day to day operations with a Management team led by the Group Managing Director (GMD). The Board, however assumes the following responsibilities in discharging its duty of stewardship of the Group:

- Reviewing and adopting a strategic plan for the Group;
- Overseeing the conduct of the Group's business to evaluate whether the Group is being properly managed;
- Succession planning including appointing, training, fixing the compensation of and where appropriate, replacing Senior Management;

- Identifying principal risks and ensuring implementation of appropriate systems to manage these risks;
- Developing and implementing an investor relations programme and shareholder communications policy for the Group; and
- Reviewing the adequacy and the integrity of the Group's internal control systems and management information systems, including systems for compliance with applicable laws, regulations, rules, directives and guidelines.

Board Composition and Balance

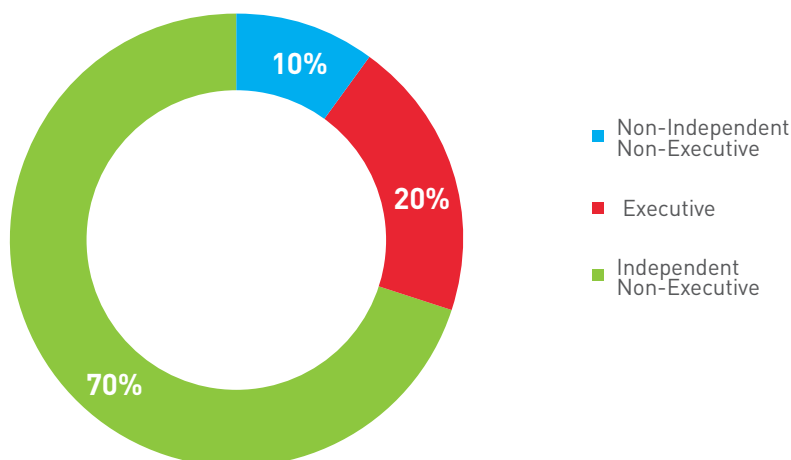
The Board comprises individuals who are highly experienced in their respective fields of endeavour and whose knowledge, background and judgement is valuable in ensuring that the Group achieves the highest standards of performance, accountability and ethical behaviour as expected by Media Prima's stakeholders.

The Board has a balanced composition of Executive and Non-Executive Directors (including Independent Directors) such that no individual or group of individuals can dominate the Board's decision-making powers and processes. The Independent Non-Executive Directors make up 70% of the Board membership.

The Directors of the Group do not hold more than five directorships in public listed companies as prescribed by Bursa Securities Listing Requirements.

As at 31 December 2013, the Board has ten (10) members, of which two (2) are Executive Directors and eight (8) are Non-Executive Directors. The Board believes the size of the Board is optimum given the scope and size of the Group, and sufficient to provide effective debate and decision making with a substantial degree of independence from the Management.

The role and responsibilities of the Chairman of the Board and the GMD are clear and distinct. The Chairman is responsible to conduct Board discussions effectively and the GMD is responsible of running the operations on a day to day basis. The current Chairman is not the previous Chief Executive Officer of the Company.

Media Prima Berhad Board of Directors as at 31 December 2013**Directors' Roles and Responsibilities**

The Independent Non-Executive Directors are of credibility, calibre and have the necessary skill and experience to carry sufficient weight in Board decisions. Although all the directors have an equal responsibility for the Group's operations, the role of these Independent Non-Executive Directors is particularly important in ensuring that the strategies proposed by the Management are fully discussed and examined, and take account of the long term interests, not only of the shareholders, but also of employees, customers, suppliers and the many communities in which the Group conducts business.

There is clear division of roles and responsibilities between the Chairman of the Board and the GMD to ensure that there is a balance of power and authority and that no individual has unfettered powers of decision. The Chairman of the Board is responsible for ensuring the Board's effectiveness and conduct whilst the GMD has overall responsibility over the business units, organisational effectiveness and implementation of Board's policies, strategies and decisions.

The Board together with the GMD has developed position descriptions for the Board and the GMD, involving a definition of the limits to Management's responsibilities. The Board has also approved the corporate objectives for which the GMD is responsible to meet.

Board Effectiveness Evaluation

The Board through the Nomination Committee conducts an effective assessment to evaluate the effectiveness of the Board as a whole, the Committees of the Board and the contribution of each individual director. The Board has also reviewed its required mix of skills and experience, gender diversity and other qualities, including core competencies, which Non-Executive Directors should bring to the Board. The Board also examines its size, with a view to determining the effective number of Board members. The Board is of the view that the current size of the Board is appropriate.

Supply of Information

The Board and its Committees have full and unrestricted access to all information necessary in the furtherance of their duties, which is not only quantitative but also other information deemed suitable such as customer satisfaction, product and service quality, market share and market reaction.

The Board is provided with the agenda for every Board meeting together with comprehensive management reports, in advance for the Board's reference. The Chairman of the Board takes primary responsibility for organising information necessary for the Board to deal with the agenda and for providing this information to directors on a timely basis.

All directors have the right and duty to make further enquiries where they consider necessary. In most instances, members of Senior Management are invited to be in attendance at Board meetings to provide insight and to furnish clarification on issues that may be raised by the Board.

The Board papers are circulated on a timely basis and more often than not, at least five days in advance of the meeting to enable the members to have sufficient time to review the papers prepared. Board papers are comprehensive and encompass all aspects of the matters being considered, enabling the Board to look at both quantitative and qualitative factors so that informed decisions are made.

The Board papers supplied to the directors include:

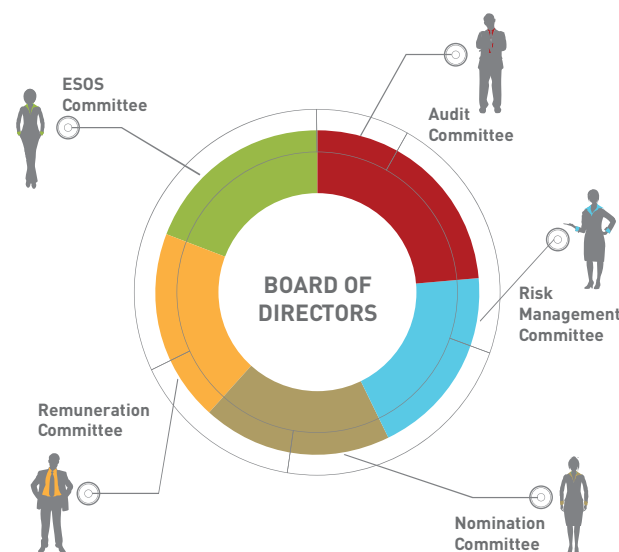
- Quarterly performance report of the Group;
- Corporate proposals;
- Group's risk profile;
- Information on operational and financial issues;
- Updates on Group's corporate social responsibility
- Business forecasts and outlook; and
- Circular resolutions passed.

The Board recognises that the Chairman is entitled to the strong and positive support of the Company Secretary in ensuring the effective functioning of the Board. All directors have access to the advice and services of the Company Secretary and, whether as a full board or in their individual capacities, directors are also at liberty to take independent professional advice on any matter connected with the discharge of their responsibilities as they may deem necessary and appropriate, at the Company's expense.

Board Committees

The Board delegates certain responsibilities to Board Committees, each with defined terms of reference and responsibilities and the Board receives reports of their proceedings and deliberations. Where Committees have no authority to make decisions on matters reserved for the Board, recommendations would be highlighted for the Board of Directors' approval. The Chairman of the various Committees report the outcome of the Committee meetings to the Board and relevant decisions are incorporated in the minutes of the Board of Directors' meetings.

The Board Committees in Media Prima are as follows:



DIRECTORS' REMUNERATION

Level and Make-up of Remuneration

The Group has established a formal and transparent procedure for developing policy on executive remuneration and for fixing the remuneration package of individual directors. The objective of the Group's policy on directors' remuneration is to attract and retain directors of the calibre needed to manage the Group successfully.

The Remuneration Committee (RC), consisting of wholly Non-Executive Directors, carries out the annual review of the overall remuneration policy for Executive Directors whereupon recommendations are submitted to the Board for approval. The remuneration for Executive Directors is structured to link rewards to corporate and individual performance. It is nevertheless, the ultimate responsibility of the Board to approve the remuneration of these directors.

An annual review by the RC records the performance of the GMD and Executive Directors and submits recommendations to the Board on specific adjustments in remuneration and/or reward payments that reflect their respective contributions for the year, and which are competitive and in tandem with Media Prima's corporate objectives, culture and strategy.

Whistle-blowing Policy

In order to strengthen corporate governance practices across the Group, a whistle-blowing policy was established to provide employees with accessible avenue to report suspected fraud, corruption, dishonest practices or other similar matters. The aim of this policy is to promote and encourage the reporting of such matters in good faith, with the confidence that employees making such reports will be protected from reprisal.

Whistle-blowing policy together with anti-fraud policy is available for all staff and can be accessed via the intranet. The key components of the whistle-blowing provision include protecting the whistle blower from any retaliation in the form of dismissal, harassment or discrimination at work, or any action in court, in respect of disclosure made by the whistle blower to the regulators.

Any employee who believes or suspects that a fraud exists or has been committed should report this to the Group General Manager, Group Corporate Governance Department.

Conflict of Interest

The Code of Ethics is communicated to all employees and compliance with this Code is mandatory. The Code serves as a guide and reference to assist employees to live up to the high ethical business standards, and it provides guidance on the way business and duties are conducted in an efficient, effective and fair manner.

The Code highlights key issues and identifies the relevant policies, procedures and resources to help employees conduct business and duties with high integrity in line with the Group's acceptable practice.

The No Festive Gift Policy was established on 11 July 2013 to complement the existing Employee Code of Ethics. This policy aims to assist employees in conducting business in an environment which is free from conflict of interest.

If a situation occurs that may be a conflict of interest, a declaration to the Management must be made. Full-time employees may not work for, or receive payment for services from any competitors, customers, distributor or supplier without the prior written approval of the Management.

Contributions to Political Parties

No political contributions utilising Company funds or other resources are permitted to be made, directly or indirectly, to any political candidate or any political party except where such contributions are permitted by law and express permission has been given by the Board of Directors.

ACCOUNTABILITY

Relationship with the Auditors

The Board has established a formal, transparent and appropriate relationship with the Group's auditors, both external and internal, through the Audit Committee.

The Audit Committee meets regularly with the external and internal auditors to discuss and review the audit plan, quarterly financial results, annual financial statements and the audit findings, and makes recommendations for the Board's approval. During the year, the Audit Committee has also met with the external and internal auditors without the presence of the Executive Directors and Management.

* *Full disclosure of our Corporate Governance Statement can be found in the Media Prima Annual Report 2013.*

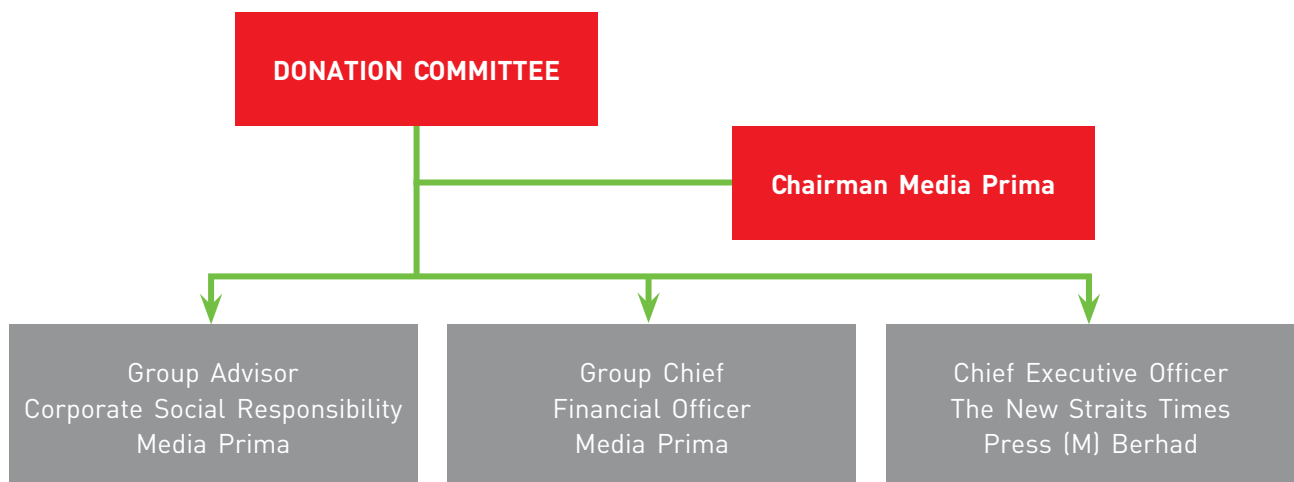
Community

Media Prima has a long history of being involved in charity events and community services. **These programmes benefit the general public and charitable organisations that are in dire need of assistance. This demonstrates our strong commitment to the CSR agenda.**

Media Prima's Public Donations Policy formalises the manner in which its philanthropic efforts are handled. This policy clarifies the factors that affect donation decisions and how they are made. It also helps in the management of the many requests for donations that are made throughout the year.

The Donation Committee has been formed to oversee Media Prima's fundraising and donation activities. This Committee oversees the annual fund raising plan and monitors charity activities. It ensures full coverage and publicity for every fund raising campaign. The committee reviews and endorses the Statement of Accounts for all funds collected and disbursed. It is also responsible for approving Non-Governmental Organisations to work with the Special Purpose Fund. It endorses the respondents for the funds collected under *Tabung TV3* and *TV3 Bersamamu* programmes.

Media Prima Donation Committee



Media Prima

Promoting Intelligence, Nurturing Talent & Advocating Responsibility (PINTAR)

Media Prima continued its contribution to education through the PINTAR programme. PINTAR is a collaborative social responsibility initiative by PINTAR Foundation. It works in collaboration with GLCs and private corporations in Malaysia to foster academic and non-academic excellence particularly for the underserved students nationwide through its school adoption programme.

Our PINTAR schools include SMK Jelutong and SK Cherating. In 2013, we focus primarily in providing academic assistance and funding various educational activities at SMK Jelutong. We are pleased that these efforts have been well received by the school and students involved. This is reflected when the pass rate of students sitting for the Penilaian Menengah Rendah (PMR) examinations for SMK Jelutong was above 50%. Our continuous assistance provides a conducive learning and teaching environment for the students and teachers.

New Straits Times

RHB New Straits Times National Spell-It-Right Challenge 2013

The RHB New Straits Times National Spell-It-Right Challenge commenced in 2008. It was initiated in support of the Government's efforts to encourage the use of English by primary and secondary students. The competition is divided into three levels: preliminary round, state challenge, and national challenge. The state challenge winner is automatically entered into the national challenge. All participants receive a certificate of participation and winners are rewarded with cash prizes. In 2013, 7,142 students from 765 schools entered the competition: 3,169 primary students from 335 schools and 3,973 secondary students from 430 schools.

English Development Programme

NST's Circulation Department introduced the New Straits Times English Development Programme (EDP) in 2012. The EDP is a genuine effort to bridge the urban-rural divide in English education. The programme provides meaningful educational tools for rural and suburban students to learn English. NSTP supports this programme by allocating resources and rallying support from other corporate citizens. The EDP content consists of newspaper sponsorship, English workshops for selected teachers and students, special EDP tests, biannual newsletters, 'English Day @ School' with a special column in the NST and a Special Essay Writing Challenge. The EDP team works closely with its sponsors, teachers and students.



NST Career Talks

NST and Partners Advantage Media Sdn Bhd (PAM) delivered a series of career talks to SPM school leavers. Various industry experts spoke on engineering, accounting, business, banking and health sciences. These talks were held at the Women's Institute of Management at Taman Tun Dr Ismail, Kuala Lumpur on 23 February, 2 March, 9 March and 17 March. The talks were advertised in NST, BH and Harian Metro. They were also posted on the NST and BH websites.

NST Newspaper-In-Education

The NST Newspaper-In-Education Unit (NIE) has conducted various educational activities since it was established in 2000. In 2013, NIE programmes consisted of ground activities, print engagement and online engagement.



Ground Activities

• School Holiday Workshop

School Holiday Programme workshops were held throughout school holiday periods. The workshops enhance written and verbal English of students between the ages of seven and 17. This fun and varied programme is linked to school syllabus requirements. It delivers a wide range of material and presentations. This creates interest and a love for the English language outside the formal school setting. The workshops are promoted in the NST, BH and Harian Metro. Only a nominal fee is charged. Workshops include Clay Modelling, Creative Writing, Money Smart Camp, Public Speaking, Videography, Young Reporters, The Builder, Daily Physics, Photo Editing and Creative Expressions.

• NST 3rd Young Writers' Awards Ceremony

The NST 3rd Young Writers' Award was held on 6 April at the Putrajaya Marriott Hotel. This prestigious writing award was first organised in 2010 to reward young writers who have contributed to the achievements of NST's online and print youth products via Niexter, Niexus, School Times and Journalism on Campus. The awards recognised the Best Overall Article, Best Design, Best Short Story, Most Promising New Comer, Best Editorial Team and Best Columnist.

• The Inside Scoop Series

The Inside Scoop Series is a community development workshop that provides professional development and encourages adults to learn extra marketable skills. The workshops are designed for adults aged 18 and above such as students, school leavers, retirees, working adults and entrepreneurs. In the past, these workshops consisted of Filmmaking, Effective Tax Planning and Travel Writing.

Print Engagement

- **School Times**

The School Times pullout was launched in collaboration with the Ministry of Education in 2011 for 500 sponsored rural and semi-urban schools nationwide. In June 2012, the 40-page education supplement was distributed with the NST every Thursday. The supplement creates a home learning environment for parents and their primary and secondary school children. It contains 24 pages of interesting general content including science experiments. It also includes Activity Boards, Answer Keys, Glossaries, Pronunciations Guides and Teachers Guide. 16 pages are dedicated to *Kurikulum Prasekolah Kebangsaan (KPK)*, *Kurikulum Bersepadu Sekolah Rendah (KBSR)* and *Kurikulum Bersepadu Sekolah Menengah (KBSM)* related worksheets: 8 pages each for primary and secondary school students. This weekly pullout incorporates the key elements of the Malaysian Education Blueprint (2013 – 2025).

- **Niexter**

Niexter is an eight page teen lifestyle pullout with an edutainment focus established in January 2009. It is distributed every Thursday in the NST under its Life & Times section. It is written by teens for teens with a target audience of seven to 17 years. It contains reviews, insights, teen perspectives, personality interviews and discussions of teen issues. It engages young readers and helps improve their writing skills. It provides a platform for teenagers to express themselves through a new learning experience. Niexter is coordinated by the NIE Unit that manages the teen editorial teams each week. This includes making arrangements for interviews, assigning teens and guiding editorial teams towards the final published issues. A team of 500 Malaysian writers cover the whole country.



School Holiday Workshop programme is linked to school syllabus requirements. It delivers a wide range of material and presentations. This creates **interest and a love for the English language outside the formal school setting.**

Journalism On Campus

Journalism On Campus (JOC) is a monthly pullout produced by university students launched in October 2010. The NIE Unit coordinates the production of this campus newspaper by the *Institusi Pengajian Tinggi Awam (IPTAs)* and the NST. The campuses involved in this programme for 2013 included Universiti Putra Malaysia, Universiti Malaya and International Islamic University Malaysia. The 24-page monthly newspaper is published for interested tertiary institutions. It contains 75% of campus news from student contributors. The individual campus newspaper is run like a business entity with students managing the gathering, production and advertisement sales processes. They are assisted by university advisors and NST Mentors.



Online Engagement

NiEXUS

In 2008, the NST launched its online English Language Learning site, NiEXUS. The site has been developed to enhance IT literacy skills and present current affairs and language learning across media such as games, tutorials and self-expression sites. It is a self-access learning site targeting all school students with different proficiency levels. NiEXUS has something for everyone, from news engagement to language enhancements through animated games and opportunities for self-expression on issues that concern everyone. Currently, NiEXUS offer examination practice.

BH

BH Education Unit

The BH Education Unit was first started in 1985 as the *Akhbar Dalam Darjah* Unit. In 1989, the unit's roles were broadened and it became the BH Education Unit. BH was the first newspaper in Malaysia to introduce the *Akhbar Dalam Darjah* concept. The BH Education Unit publishes education pullouts and conducts various educational activities such as workshops, seminars and *Akhbar Dalam Darjah* workshops. Programmes conducted by the BH Education Unit are ground activities and print engagement.

Ground Activities

- **BH Examination Seminars**

The examination seminars commenced in 1996 with the *Klinik UPSR*. This was followed by *PMR Seminars* and *SPM Seminars*, which all received tremendous public support.

In 2013, the BH Education Unit continued delivering examination seminars to help students excel in UPSR, PMR and SPM examinations. This programme is now held every weekend around the country. Students are provided with precise and effective techniques to answer examination questions. The facilitators of these seminars are teachers with vast experience of teaching, preparing examination questions and marking examinations papers.

In 2013, 52,000 UPSR, PMR and SPM candidates attended 190 BH Examination Seminars nationwide.

- ***Akhbar Dalam Darjah* (ADD) Workshops**

The *Akhbar Dalam Darjah* (ADD) workshops encourage teachers in schools to use the newspaper as a classroom teaching aid. The workshops are held as part of BH's CSR programme to make learning more effective and interesting. In 2013, the ADD workshops were organised with the support of the Education Department in Perak, Pahang, Johor and Kedah. A total of 1,344 students took part in this workshop.

- ***Anugerah Pelajar Cemerlang* (APC)**

The *Anugerah Pelajar Cemerlang* was first organised in 2006 by BH Education Unit. The awards ceremony was held to appreciate the hard work and effort of students especially those who have been attending the Klinik UPSR, PMR Seminar and SPM Seminar. Each award recipient received RM1,000. APC awards were given to six students who excelled academically and in co-curriculum activities in each examination category.

- ***Anugerah Ikon Varsiti* BH**

The *Anugerah Ikon Varsiti* BH commenced in 2012. This award presentation helps find students from higher learning institutions who are worthy to be considered as an idol or role model to the younger generation. The award is divided into two categories: individual and group. Fourteen awards from different segments were received by the winning students.



Print Engagement

• Education pullouts

BH publishes a series of weekly pullouts to help students. Didik supports students who are sitting for the UPSR, which is published every Monday. Minda caters for students sitting for the PMR examination, which is published every Tuesday. Skor is for students sitting for the SPM, published every Wednesday. Varsiti is a pullout for university students, which is published each Thursday.

Other Sustainability Initiatives by NSTP

New Straits Times Charity Tennis 2013

The NST Charity Tennis was first established in 2008 to raise funds for the NSTP Charity Fund and to revive the younger generation's interest in tennis. The fund-raising event also served as a platform for corporate networking. In 2013, the event was held on 8 December at the National Tennis Centre on Jalan Duta. A total of RM50,100 was raised through entry fees and corporate sponsorship.

New Straits Times Session with New Muslims

On July 26, NST organised a *berbuka puasa* session with 70 Muslim converts at Dewan Bangunan Jamiyah, Jalan Ipoh, Kuala Lumpur. The programme was assisted by PERKIM (Muslim Welfare Organisation) to form closer bonds with these new Muslim brothers and sisters, many of whom read the newspaper.

New Straits Times Visit to Paediatric Ward

NST visited the National Heart's Institute's Paediatric ward on 30 July. 15 volunteers comprising employees of NST editorial, marketing and corporate communications joined the programme.

The volunteers cheered up the children and their parents who had to stay in the ward during the Aidilfitri festive holidays. They entertained the children by performing songs and organising story-telling sessions. Gift bags were also distributed to these children to raise their spirits at this unfortunate time.

New Straits Times Cyberjaya Green Ride 2013

On 14 September, the NST Cyberjaya Green Ride 2013 saw 1,000 cyclists from various Group divisions take part in a 25 km ride around Cyberjaya. The event promoted the green concept and encouraged communities in Cyberjaya, and the surrounding areas in the Klang Valley, to maintain a healthy lifestyle. A mini carnival was held in conjunction with this ride. Health screening, a colouring contest, a photo workshop, a photo contest, a lucky dip and face painting activities were also held.

New Straits Times Festive Visit

The NST Festive Visit programme is a CSR initiative by the newspaper to celebrate the festive occasion with the less fortunate community members. During Chinese New Year, 10 NSTP employees visited and entertained 31 residents of Amitabha Old Folks Shelter on Jalan Kelang Lama. Cash donations of RM2,500 and household items worth RM3,500 were presented. The residents were also treated to a sumptuous vegetarian lunch.



TV3

Karnival Jom Heboh

Karnival Jom Heboh (KJH) is organised by TV3 to bring the station and other Media Prima TV and Radio stations closer to its audience and advertisers. This is achieved through events and programmes conducted at specified venues and on predetermined dates. The events and programmes are designed to carry the hallmark of family entertainment and also add value to the sponsors of the carnival.

In 2013, the KJH team conducted its social responsibility cause at eight states of Terengganu, Johor Bahru, Putrajaya, Pahang, Sabah, Sarawak, Kuala Lumpur and Kedah. The focus of KJH CSR activities are single mothers, orphans, elderly and the poor. In 2013, we aired some particularly interesting projects including the renovations for Pn Hamdiah Binti Ramli at Jalan Astana, Petrajaya, Kuching; repairing a mosque dormitory and orphanage Darul' Izzah in Kampung Teras Jernang, Bandar Baru Bangi; and refurbishing Tabika Kemas school in Desa Rahmat, Tampoi, Johor Bahru. During these visits, TV3 crew, personalities and celebrities also treated local residents to activities, entertainment, food and souvenirs. A total of more than RM13,000 was spent on our KJH visits in 2013.

Soccer Kids All Stars

Soccer Kids (TV3) discovers new talents in children aged between 10 and 12 years. This talent search grooms new promising footballers by educating them on tactics and increasing their technical skills. Training is conducted by professional coaches from the Football Association of Malaysia (FAM). A total of 30 players from the Soccer Kids reality show aged between 13 and 17 years were called for the Soccer Kids All Stars team selection. Only the best 17 players were selected. The Soccer Kids All Stars runs under the guidance of head coach Mohd Asri Haji Ninggal who is a former national player. The team participated in a series of friendly national and Southeast Asia matches before flying to Europe for a series of 'Road To London'.

TV3 & TV9 Bazar Seindah Ramadan

As *Ramadan* approached, TV3 and TV9 hosted a charity bazaar to celebrate the holy month with the less fortunate. In 2013, the two TV stations treated their loyal viewers, especially Muslims who were fasting through their *Bazar Seindah Ramadan*. The event showcased some famous celebrities and characters including Upin & Ipin, *Bola Kampung* and BoBoiBoy. The Bazar was driven by celebrities who cooked and sold their cuisine to the crowd for charity. These events were held at two locations: Angsana Mall Johor Bahru and Aman Jaya Mall Kedah on 13 July and 27 July 2013, respectively. Proceeds from this were donated to Rumah Anak Yatim Che Bena, Sungai Petani and Pertubuhan Kebajikan Baitul Maghrifah, Johor Bahru.

The event began with a *gotong-royong* activity, making of *bubur lambuk*, *kambing golek* and *asam pedas*. A competition of charity bazaar sales between TV3 and TV9 were also held where two TV stations' personalities and artistes sell varieties of *Ramadan* menu including *briyani gam*, *ayam percik*, *kambing golek* and many more. The winner was decided based on the booth that managed to reach the highest number of sales in the shortest time.

Crews of TV3 and TV9 together with their celebrities also shared the joy of breaking fast with 70 orphans before performing the *Isya'* prayer in *Plaza Angsana surau* in Johor Bahru.



Below is the list of menus showcased by each personality and artiste from TV3 and TV9.

| | Stall Name | Menu | Personality/Artiste |
|-----|----------------------------|---|--|
| TV3 | Rumah Kedai | <i>Roti John</i> | Nora Danish & Adi Putra |
| | Ramadan Yang Hilang | <i>Briyani Gam</i> | Zila Bakarín & Zamarul Hisham |
| | Zikir Hati | <i>Air Soya & Air Katira</i> | Teh Syuhaida, Nor Azzura & Aiman Hakim Ridza |
| | Demi Dia | <i>Kuih-Muih Tradisional</i> | Zoey Rahman, Niena Baharun & Amar Asyraf |
| | OMG | <i>Ayam Percik</i> | Amir Jahari, Anas Ridzuan & Nelydia Senrose |
| | Stall Name | Menu | Personality/Artiste |
| TV9 | Versus | <i>Kambing Golek & Kepak Ayam Madu</i> | Myo (Oh Chentaku) Fahmie & Ainol (Manifesto) |
| | Rockestra | <i>Murtabak</i> | Kiah Propa |
| | Skrin Raya | <i>Nasi Kukus & Nasi Dagang</i> | Ezany Nizariff |
| | Kidnap | <i>Kebab</i> | Sasha Saidin |
| | Bananana | <i>Caramel Jelly, Kuih, Air Kelapa & Air Tebu</i> | Izy Ilham, mascot Upin & Ipin |

Rumah Terbuka Bersamamu

Rumah Terbuka Bersamamu is an event which celebrates the success of four children: Rozihan Yahaya dan Edah Jusoh, Sharul Bariah, Muhd Syukor Khalid dan Qistina Huda Hasbullah. These children pursued their higher education in the Klang Valley and Seremban. The event was celebrated with the children's families and 40 orphans from *Rumah Kasih Harmoni*, *Paya Jaras*, *Rumah Anak Yatim Miskin Taman Baiduri*, Dengkil, *Yayasan Murad* dan *Rumah Tunas Harapan*, Kuala Selangor.

Norlizawati Mat Kawi aged 25 years; Mohd. Wahyuddin Saifuddin aged 19 years; and Naufal Rozihan aged 21 years old were present to share their journeys of how *Bersamamu* has changed their lives. During this event TV3, through its *Tabung Bersamamu*, contributed RM10,000 to *Rumah Kasih Harmoni*, *Paya Jaras*, *Rumah Anak Yatim Miskin Taman Baiduri*, Dengkil, *Yayasan Murad* and *Rumah Tunas Harapan*, Kuala Selangor.

Bersamamu Penuhi Impian

During the month of *Ramadan*, *Bersamamu* features a production series of the team fulfilling the last dream of less-fortunate individuals. In 2013, some touching episodes included a story when the *Bersamamu* team help Esah Hassan, 54 years old fulfil her dream of having her wedding ceremony. Esah was suffering from nasal cancer and the extensive chemotherapy she underwent unfortunately caused many side effects including partial deafness, bleeding gums and dental problems. Another episode featured a story of how the *Bersamamu* team fulfilled the dream of 15 years old leukaemia patient, Qistina Riza Nur to visit Universal Studios, Singapore. In the last episode, *Bersamamu Penuhi Impian* told a story of Roslan Ismail, 41 years old who suffers from impaired legs since birth. Roslan has a very generous heart and has been helping the *Bersamamu* production team in sourcing for families in need of help.

Singgah Sahur (Sembang Sahur)

Sembang Sahur is a new talk show programme specially aired during the month of *Ramadan*. This show is the sequel to the previous *Singgah Sahur*. This programme supports those less fortunate and recognises their plight with the Team enjoying a meal with them. In 2013, the crew of *Singgah Sahur* and TV3 personalities visited eight locations including Lahad Datu, Muar, Puchong and Bangi as their corporate social responsibility initiative.

ntv7

Listen To The World Charity Bazaar

ntv7 introduced a brand new charity-oriented programme, 'Listen To The World'. This is one of the channel's many initiatives to give back to the community. Top 10 artistes spread tender loving care to people of many parts of the world while highlighting the plights of the poor and needy. On 9 June 2013, ntv7 initiated a charity bazaar under the programme, which collected a total of RM22,700 from charity sales.

Yuan Carnival

In 2013, ntv7 organised Yuan Carnival for the fourth time. This popular annual event has been organised over 21 locations since 2010 and received over 425,000 visitors. In 2013, this highly anticipated event introduced a new form of entertainment line-up. Visitors enjoyed interesting programmes and activities throughout the carnival and experienced that "feel good reunion". The highlights of each carnival held in 2013 are summarised below.



| Venue | Description |
|--|---|
| Auto City Penang | The first Yuan Carnival in 2013 was held on the 22 and 23 June 2013. This year was the carnival's inaugural collaboration with its media partner, 8TV. Celcom presented this year's celebrations and Sports Toto took the role as the co-sponsor. Ah Huat White Coffee was the partner sponsor and one FM the official radio station. AMLeisure and World Vision were working partners. Auto City was the first stop of the 2013 Yuan Carnival and the event attracted 30,000 people. |
| SJK(C) Serdang Baru 1 | On 31 August and 1 September, the second Yuan Carnival was held at SJK(C) Serdang Baru 1, Selangor to coincide with <i>Merdeka</i> celebration. It received tremendous support from the audience with a turn-up of our 25,000 people. |
| Sutera Square JB | In the beginning of October, Yuan Carnival was held at Sutera Mall, Johor Bahru, 20,000 people turned up to support this event. |
| UTAR Kampar | On 2 and 3 November, Yuan Carnival draws the curtain for 2013 via its visit to Kampar, Perak at Dewan Tun Dr. Ling Liong Sik, Universiti Tunku Abdul Rahman (UTAR). |
| Giant Outdoor Carpark, Bukit Tinggi | Over 20,000 people came to spend their weekend with Yuan Carnival crews, the celebrities and hosts who participated, while partaking in some at the activities held on ground on 14 and 15 December. |



Shout! Awards

The SHOUT! AWARDS is a prestigious award show that acknowledges success in the local entertainment industry. **The SHOUT! AWARDS fourth edition was held at the Stadium Putra, Bukit Jalil on 9 November 2013.**

Feel Good Run

ntv7 is Malaysia's only TV station that organises a mass run that involves the highest number of celebrities. The Feel Good Run is also the largest run held in Bandar Utama.

The Feel Good Run was held for the third time in 2013. Significantly, a longer route of 15 km was introduced to celebrate the station's 15th anniversary, which was on 7 July. 5,700 runners took part in the event, which was officiated by the Minister of Youth and Sports Malaysia, Yang Berhormat Tuan Khairy Jamaluddin. Proceeds from this run were disbursed to four beneficiaries: Hospis Malaysia, Malaysian Rare Disorders Society, Rumah Kanak-Kanak Tengku Budriah and SPCA Selangor.

Bella Bundle of Joy

Bella Bundle of Joy is the largest gathering of pregnant women. It celebrates expectant mothers who are about to embark on the wonderful journey of motherhood. The event became a record in The Malaysian Book of Records with 125 women participating for free. The unique 'baby shower' event was inspired by the award-winning television show that centres on issues relating to the modern women of Malaysia, Bella. This is one of the many series of initiatives that are put in motion in conjunction with the Will & Kate and The Royal Baby campaign by ntv7 which is the sequel to the previous campaigns associated with the iconic British Royal Couple since their Royal wedding. Other activities during the event include special talks on preparations that are required of expectant mothers, an in-depth understanding of a child's needs, a special 'Fabulous Mom' competition that encourages all pregnant women to look as fabulous as they can.

8TV

8TV Chinese Carnival

8TV presenters and local celebrities hosted a "Chinese Carnival" from 10am to 10pm on 14 September 2013. This event was held in conjunction with the Mid-Autumn Festival. The Chinese Carnival Showcase commenced at 7pm and featured local artistes. The event was held at Berjaya Times Square, Boulevard and attracted over 30,000 visitors.



8TV Newscaster Camp

This initiative gave young aspiring news presenters the opportunity to learn about the profession from the pillars of the news team. A three-day camp ran between 16 and 18 of August for secondary school students and between 20 and 22 December for university students. The students were given advice on a variety of topics from how to write news, right up to editing it.

SHOWDOWN 2013 Workshops

In its mission to build the standard of dance in our country while appreciating the fans of the show for their continuous support, SHOWDOWN brought back its annual workshop sessions. Dancers had a chance to learn the tricks of the trade from the maestros of dance themselves. International judges were also selected to be on the judging panel including YNOT, Junior Boogaloo, Bboy Full Deck, Mr Wiggles and Jay Smooth from the USA, as well as Sheena Vera Cruz of the Philippines, who played mentor at the respective dance workshops.

The Ultimate Song Workshop

The Ultimate Song is open to all Malaysians who can speak the Chinese language and are between the ages of 15 to 40. All music pieces, melodies and lyrics submitted for the competition must be genuine and should not have been published or released on any form of commercial platform. To add to the excitement, four songwriting workshops were held across the country including Petaling Jaya, Penang, Johor and Sarawak. During these workshops, speakers shared topics about lyrics, composing, music arrangement as well as market trends.



TV9

Raudhah Di Hatiku

Raudhah Di Hatiku is TV9's on-ground event which was conceptualised in 2011. It aims to change the public's perception of mosques being just places of worship as they also serve as community hubs. It has a genuine intention of reaching the hearts of TV9's viewers by being part of the thing that is closest to their hearts, Islam. Due to overwhelming and positive responses, *Raudhah Di Hatiku* is now an annual event in TV9's calendar.

TV9 continues to convey the message that religious content can be modern, fashionable, innovative and progressive to attract its young fresh mass Malay audience. These elements were portrayed in *Raudhah Di Hatiku* by introducing fresh creative activities such as the art of calligraphy, Lin-Nisa – a dedicated Muslimah booth and lomography.

Entering into its 4th year, *Raudhah Di Hatiku* continues to bring live and recorded programmes, personalities and many other exciting activities on an even more intimate level to various mosques and other venue such as Masjid Al-Hasanah, Bandar Baru Bangi as well as other states in Malaysia.

The biggest *Raudhah Di Hatiku* was held in Kelantan on 25 – 26 October 2013, in conjunction with the Aidiladha celebrations. This event, so called as mini *Raudhah Di Hatiku* was a collaboration between Media Prima (TV9 & TV3) & Kelantan Islamic Council (MAIK). The event was located at Lembah Sireh, Kota Bharu and witnessed by thousands of the public who attended the event.

The two-day carnival was filled with activities such as *Tanyalah Ustaz/Ustazah* and live telecast of the *Nasi Lemak Kopi O*, bazaar stalls and booths selling food and drinks, books and clothing. There was also the launch of video portal Tonton's latest channel, *Tonton Raudhah*, and that of a traditional recipe book, *Warisan Cik Siti Wan Kembang* by Tengku Mahkota Kelantan Dr Tengku Muhammad Fa-iz Petra Sultan Ismail Petra.

Below is the list of mosques visited during the *Raudhah Di Hatiku* on ground activities in 2013. During these visits, a team of TV9 also conducted CSR activities such as cleaning up of mosques and graveyards, distributing goody bags and sharing meals with orphans, refugees and the less fortunate.

| Date | Venue |
|-----------------|--|
| 7 & 8 June | Masjid Jamek, Bandar Baru Uda |
| 5 & 6 July | Masjid Al-Sultan Ismail Petra, Kubang Kerian |
| 6 & 7 September | Masjid Al-Hasanah, Bandar Baru Bangi |
| 4 & 5 October | Masjid As-Salam, Puchong Perdana |
| 25 & 26 October | Dataran Lembah Sireh, Kota Bharu, Kelantan |
| 16 November | Masjid Al-Falah, USJ 9, Subang Jaya |

TV3 & TV9 Uli-Uli Biskut Raya Bersama Julie's

This is the third year that TV3 & TV9 collaborated with Julie's to present *Uli-Uli Biskut Raya Bersama Julie's*. The highlight of the carnival was biscuit decoration competition, involving 400 adults and children who were grouped together in fours. The main objective is to give back to the community, and at the same time, unleashing their creativity through biscuit decoration. This fun event was made more interesting with the involvement of celebrity chefs, local artists and personalities.



Rambut Raya 5 Malam 4 Hari

In 2013, TV9 once again organised *Rambut Raya*, a free hair make-over for TV9 celebrities to show appreciation for their support throughout the year. This is an annual event and collaboration between TV9 and A-Saloon. Among the celebrities who participated were Sari Yanti, Sasha Saidin and Azlee Khairi.

Big Tree Outdoor

Since 22 March 2013, Big Tree Outdoor has sponsored the UITM Hockey Team's participation in the Malaysian Hockey League 2013. A donation of RM3,000 helped fund match jerseys, training T-shirts, traveling T-shirts and Isotonic refreshments. This initiative forms part of the Company's CSR programme to promote youth participation in major sporting events. We are pleased that the UITM Hockey Team won the MHL Division One.

Media Prima Radio Networks

Super 8

On 30 November 2013, Super 8 was held for the second consecutive year at Universiti Malaya (UM), Kuala Lumpur-Field C and Varsity. Super 8 is a six-a-side football tournament for children below the age of eight.

This is the 'baby' project of Hot FM and Fly FM that develops children's interest in the game of football. Super 8 encourages parents to support their children in creating a strong family foundation. This year, Milo has worked together with the stations to make the event a success. The event prizes for each category are listed in the table below.

| Category | Prize (RM) |
|-----------------|------------|
| Champion | 3,000 |
| Runner-Up | 2,000 |
| Third | 1,000 |
| Fourth | 500 |
| Best Player | 500 |
| Best Goalkeeper | 500 |
| Fairplay | 1,000 |

Hot FM Kelate/Tganu Bersama Anda

Hot FM organised a busking session with Awi Rafael and Klangit band to raise funds for the needy. The event was held at Mydin Mall on 4 January 2013 in Terengganu and 5 January 2013 in Kelantan, to support victims affected by the massive floods in Kelantan and Terengganu. Central and regional announcers spiced up the session and a total of RM500 was raised during this event and the money was channelled to families in both states.

Segi LOL Inspirational You

On 30 March 2013, Radio Networks organised a motivational talk session from 9:30am to 3.00pm. Sazzy Falak, Mizz Nina and Jaclyn Victor spoke at the event alongside Media Prima Television Networks's Chief Executive Officer, En Ahmad Izham Omar. Approximately 150 people attended and gadgets were presented as lucky draw prizes during the happy hour.



IFTAR

Iftar is an annual event hosted by Radio Networks where in 2013, guests consisted of media and business partners. 30 orphans from *Rumah Anak Yatim Damai*, Kuang were celebrated at Sime Darby Convention Centre, 17 July 2013. Ramadhan and Syawal's offering were also introduced and showcased to the guests during the event.

one FM, Fly FM & Hot FM BOH #MYSYG

In conjunction with the National Day, Media Prima has supported the spirit of independence through a "*Saya Sayang Malaysia*" campaign. This "I Love Malaysia" campaign was promoted using the hashtag, #MySyg.

In 2013, it was held for the second year and was a combined effort of all Group platforms. Radio networks showcased its giant cup collaged with faces of spirited Malaysians. This unique and impressive cup has been entered into the Malaysia Book of Records. During the final event, winners were presented with series of prizes of RM5,000, RM3,000 and RM2,000. The pledges were collected via Facebook. The co-organisier, BOH, donated RM10,000 to Hospis Malaysia.

I wanna score

On 19 October 2013, Hot FM, Fly FM and one FM held a network event I Wanna Score. 1,000 SPM candidates were given an opportunity to improve their Mathematics with an expert, Mr Sunny Yee at Segi College, Kota Damansara.

The event has become a signature event with Radio Networks organising it for three consecutive years. Participants took part in this event for free and the 7 hours of revision ended with lucky draw session with the announcers.

Free Breakfast at Sepagi Bersama Hot FM Terengganu

On 2 November 2013, Hot FM Terengganu held a community initiative to promote a healthy lifestyle. The event commenced with an aerobic session and tele-match at the Dataran Pantai Batu Burok, Kuala Terengganu as early as 7.00am. This successful event was attended by over 850 people.



one FM CSR – Adopt a Dog

On 22 December 2013, one FM held an Adopt a Dog event with SPCA Selangor at 1Utama Central Park. This event helped create public awareness of the need to protect stray dogs. All dogs and pups that were brought for adoption found new homes.

Those considering dog adoption could lease a dog for 20 minutes for a RM20 donation. one FM DJs hosted fun activities such as a doggy fashion show, loving embrace fundraising stalls, loan a pet and pet adoption booths. one FM paid the adoption expenses for the first three dog adoptions to the home. A lucky draw allowed owners and their dogs to participate in small games throughout the event.



Conserving the Ecosystem of Charity

NSTP

NSTP Charity Fund

The NSTP Charity Fund was established by NSTP in 1991. It offers financial aid to young Malaysians who would otherwise be unable to afford treatment for heart problems, leukaemia, cancer or the fitting of prosthetic limbs. NSTP uses its media platform to appeal for public donations and raises money through fund-raising events organised by NSTP and its partners. A dedicated full-time employee manages the fund and processes eligible cases. A total of 413 cases were funded since its establishment, which include 26 in 2013. The fund has made total contributions of RM6,965,840.78 of which RM498,192.30 was made in 2013.

Tabung Bencana NSTP – Media Prima

On 1 October 2009, *Tabung Bencana NSTP–Media Prima* was launched in response to a huge earthquake that occurred in Padang, Sumatra. NSTP formed this platform for the general public to donate to major catastrophes, natural disasters and other humanitarian crises. *Tabung Bencana NSTP–Media Prima* has also run several well-known fundraising campaigns such as the Thailand Fund, Japanese Tsunami Fund and Padang Earthquake Fund. All funds were launched on an ad hoc basis for the duration of the campaign.

Local campaigns held in 2013 are summarised in the table below, which include flood relief missions under the *Misi Bantuan Banjir* and aid for fire victims.



| Category | Prize (RM) |
|-----------------------|--|
| 9 May 2013 | 18 volunteers from NSTP and Media Prima delivered RM6,715.05 worth of cleaning equipment and groceries to victims in Kampung Rantau Panjang, Kuala Selangor. <i>Tabung Bencana NSTP–Media Prima</i> worked with Giant Supermarket to provide aid for 32 families affected by the flood. The volunteers handed over brooms, pails, toothpaste, cooking oil, instant noodles, sugar and rice to the families. |
| 24 June 2013 | Four volunteers from <i>Briged Sukarelawan MPB–NSTP</i> took part in a relief mission in Sibul, Sarawak in aid of fire victims. Daily essentials worth RM37,881.15 were donated to 131 families from Kampung Datu Lama and Kampung Hilir. |
| 10 – 11 December 2013 | 20 volunteers from <i>Briged Sukarelawan MPB–NSTP</i> joined in a two-day relief mission to help 1,000 families of flood victims in Kuantan, Pahang and Kemaman, Terengganu. RM100,000 worth of relief items was purchased using the fund from <i>Tabung Bencana NSTP – Media Prima</i> . Tesco Malaysia provided 20 volunteers and sponsored another RM100,000 of relief items. |
| 17 – 18 December 2013 | 40 volunteers from various clubs under NSTP joined a two-day <i>gotong-royong</i> mission to clean public facilities in Kemaman, Terengganu. The volunteers distributed basic back-to-school items for 1,000 students who were among the flood victims. Each student received a school bag, stationery, water tumbler and socks worth RM100. This initiative was funded by RM100,000 from <i>Tabung Bencana NSTP–Media Prima</i> . |



Briged Sukarelawan Media Prima – NSTP Activities 2013

Medical Outreach Programme

In 2013, *Briged Sukarelawan Media Prima – NSTP* organised four Medical Outreach Programmes with the National Heart Institute known as '*Sayangi Jantung Anda*'. This programme provides basic medical screening and cardiology consultations for adults and children.

Members of the brigade also organised activities for children such as a colouring contest, health awareness demonstrations and quizzes. They also conducted *gotong-royong* to cook lunch for the locals and paint the kindergarten. Specific details of each programme are summarised in the table below:

| Date | Information |
|-------------------------------|---|
| 12 – 13 January 2013 | <ul style="list-style-type: none"> The programme was held at Dewan Bitara Budi, SK Sri Bukit Pasir, Muar and SK Bukit Rahmat, Gersik. Takaful Malaysia Berhad sponsored the event for RM15,000 in cash; Adabi Consumer Industries Sdn Bhd (Adabi) for RM5,000 in cash and kind. 71 volunteers from Media Prima, NSTP, IJN, <i>Kelab Kembara</i> Selangor and Adabi attended to more than 1,000 local residents from surrounding areas. |
| 16 – 17 February 2013 | <ul style="list-style-type: none"> The programme was held at Wisma UMNO Jerlun, Ayer Hitam and Dewan Pekan Kodiang. Takaful Malaysia Berhad sponsored the event for RM15,000 in cash; Adabi Consumer Industries Sdn Bhd for RM10,00 in cash and kind. 78 volunteers from Media Prima, NSTP, IJN, <i>Kelab 4x4 CHOR</i> and Adabi consulted attended to more than 1,500 local residents from surrounding areas. |
| 5 – 6 October 2013 | <ul style="list-style-type: none"> The programme was held at Pusat Rehabilitasi 1Malaysia, <i>Seberang Takir</i> and Pusat Komuniti Banggol Binjai, Tepoh. Adabi Consumer Industries Sdn Bhd sponsored the event for RM2,000. 72 volunteers from Media Prima, NSTP, IJN, <i>Kelab 4x4 Redah</i> and Adabi attended to more than 1,000 local residents from surrounding areas. |
| 30 November – 1 December 2013 | <ul style="list-style-type: none"> The programme was held at Dewan Besar Dara Muadzam Shah and Dewan Semai Bakti, Felda Selendang 1, Rompin. Adabi Consumer Industries Sdn Bhd sponsored the event for RM5,000 in cash and kind. 70 volunteers from Media Prima, NSTP, IJN, <i>Kelab 4x4 Kembara</i> Selangor and Adabi attended to more than 1,000 local residents from surrounding areas. |

Visit to charity homes

On 18 February 2013, *Briged Sukarelawan Media Prima* – NSTP visited two charity homes in Kedah:

1. *Rumah Penyayang Wadi Sakinah*, Kampung Bukit Hj Omar, Merbok – an orphanage with 34 boys, 36 girls and two senior citizens.
2. *Rumah Al – Syifak*, Taman Wira Jaya, Sungai Petani – an old folks home with 14 female residents.

Groceries and cash donations were presented to both homes.

EPIC Homes: A Collaborative CSR Project By Media Prima & PEMANDU

On 28 – 30 June 2013, 27 volunteers from *Briged Sukarelawan Media Prima-NSTP*, ntv7 and Taylor's College joined a three-day mission to build a modular house worth RM50,000 for an Orang Asli couple at Kampung Hulu Tamu, Batang Kali, Selangor. The volunteers were supervised by five EPIC trained builders and one EPIC master builder on wood cutting, nailing and how to use equipment to build a house.

All volunteers attended a half-day training course conducted by EPIC on 26 June at Balai Berita Bangsar.

This project was the first CSR collaboration between Media Prima, NSTP, Performance Management and Delivery Unit (PEMANDU) and EPIC. The house key was presented to its owners, Suris and Esah on the final day, upon completion of the house.



Semarak Ramadan BH

In 2009, BH introduced the *Semarak Ramadan* programme in all states. *Semarak Ramadan* gives back to society during the holy month of *Ramadan*. Underprivileged and needy members of society were given assistance to ease their financial burden during the fasting month in preparation for *Hari Raya Aidilfitri*. Local mosques and suraus also received help in organising religious activities and improving facilities. In addition to *gotong-royong*, dishes were prepared for breaking fast with the local community. Copies of BH and goodie bags were distributed at the *Bazaar Ramadan*. A list of venues where *Semarak Ramadan* BH was held in 2013 is presented in the table below.

| Date | Venue |
|---------------|---|
| 20 July 2013 | Masjid Wathaniah, Pasir Panjang, Seri Manjung, Perak |
| 21 July 2013 | Masjid Kampung Tengah, Mukim Kurung Hitam, Kuala Nerang, Kedah |
| 24 July 2013 | Masjid Al-Ikhlash, Khairah Pulau Sepa, Tikam Batu, Kuala Muda, Kedah |
| 25 July 2013 | <i>Kediaman Rasmi Menteri Besar</i> Terengganu, Teluk Kalong, Kemaman, Terengganu |
| 28 July 2013 | Masjid Malim Nawar, Kampar, Perak |
| 3 August 2013 | Masjid Kariah Kuala Jemapoh, Juasseh, Negeri Sembilan |
| 3 August 2013 | Dewan Besar, Penjara Sungai Udang, Melaka |
| 4 August 2013 | Surau Ar-Rahman, Taman Scientex, Pasir Gudang, Johor |

Suara Komuniti BH

Commencing in 2013, the programme aims to highlight the role of *Suara Komuniti BH*, a section in BH newspaper, highlighting issues and problems faced by the local community. Volunteers from BH took part to conduct community activities. List of activities held during the year is listed below.



| Date | Venue | Achievements |
|---------------------------------|---|--|
| 30 January 2013 | Pertubuhan Kebajikan Ulul Albab, Sendayan, Negeri Sembilan | BH volunteers handed over donations and electrical items. The children were also entertained by performances of various artistes. |
| 17 March 2013 | Rumah Kanak-Kanak Rembau, Negeri Sembilan | 22 volunteers from <i>Briged Sukarelawan Media Prima – NSTP</i> and 15 volunteers from <i>Kelab 4x4 Kembara Selangor</i> and <i>Kelab 4x4 Redah</i> held Telematch games for 110 neglected girls. They also cleaned the home and help arrange books that were donated by NSTP employees. Ahmad Fedtri Yahya, a TV3 personality figure, delivered a motivational talk. Other activities included a sight-seeing drive to <i>Hutan Lipur Gunung Datuk</i> , Rembau in 4x4 vehicles and a barbeque lunch. |
| 23 March 2013 | Surau, Sekolah Menengah Kebangsaan Tun Tuah, Air Keroh, Melaka | The <i>surau</i> was upgraded and trees were planted at this event. |
| 24 March 2013 | Kuala Lumpur International Airport | A surprise birthday party was arranged for Nur Izzaty Syafiqah Baharin, 11 years old, who is the daughter of the fallen hero of Lahad Datu, Sergeant Baharin Hamit. The party fulfilled the wish of her late father to celebrate her birthday upon his return from duty in Semporna. 20 NSTP employees were present and handed her a birthday cake and gifts held at KLIA Airport. |
| 14 and 15 September 2013 | Rumah Jagaan Nasyiatul Aishah and orphanage, Masjid Sungai Pinang and Dewan Orang Ramai Sungai Pinang | Financial assistance and electrical items were provided for the home. The police force delivered a safety talk and other motivational sessions were held. Sporting and other events were organised for the residents including <i>gotong-royong</i> , <i>zakat</i> presentation, colouring contest, healthy baby contest and <i>kenduri rakyat</i> . |
| 1 December 2013 | Pusat Dalam Komuniti (PDK) Felda Selendang 1, Kuala Rompin (a centre for the handicapped and mentally challenged children built in rural areas) | 15 volunteers from <i>Briged Sukarelawan Media Prima – NSTP</i> and <i>Kelab 4x4 Kembara Selangor</i> volunteered to repaint the homestay of the centre. This initiative benefited 12 children with special needs from five surrounding Felda schemes who are trained at the centre. |

Harian Metro

Titipan Kasih Harian Metro

Harian Metro is a strong advocate of CSR which fulfils its social obligations to its readers and the community. The *Titipan Kasih Harian Metro* was first introduced in 2010. Cases appearing in “*Metro Prihatin*” column highlight the plights of the poor and the underprivileged. Harian Metro team visited these families and charity homes to donate groceries, basic household items and cash.

| Date | Venue | Recipients | Help Received |
|-------------|---|---|---|
| 19 May 2013 | Lorong Gedebang, Jalan Langgar, Alor Setar, Kedah | En Ishak Darus, 73, and Jamaliah Rejab, 46 with their 10 children, two in-laws and five grandchildren | Groceries and basic household items such as a gas stove, mattresses, mat and kitchen cabinet were donated to the family |

Titipan Kasih Harian Metro Ramadan

Titipan Kasih Harian Metro Ramadan is an extension to the monthly *Titipan Kasih Harian Metro*, which is held in the holy month of *Ramadan*. Groceries and *duit raya* were delivered to local underprivileged orphans, single mothers, senior citizens and low-income families. *Gotong-royong* activities were held and food was prepared for breaking fast. Counselling sessions were offered and motivational talks delivered to the youths.

The orphans were taken on a shopping trip to purchase new *Hari Raya* clothes. Harian Metro volunteers visited and distributed these gifts to the poor families during pre-dawn meals. The *Titipan Kasih Harian Metro Ramadan* events held in 2013 are summarised below.



| Date | Venue | Recipients |
|-------------------|--|---|
| 13 – 14 July 2013 | Masjid Al-Khairat, Kampung Olak Lempit, Banting, Selangor | Senior citizens, orphans, single mothers and underprivileged families |
| 20 – 21 July 2013 | Masjid Al-Jawahir, Pengkalan Balak, Masjid Tanah, Melaka | |
| 27 – 28 July 2013 | Masjid al-Falah, Kampung Sungai Nipah Darat, Bagan Datoh, Perak | |
| 2 – 3 August 2013 | Masjid Al-Taqwa, Kampung Durian Burung, Kuala Terengganu, Terengganu | |

Titipan Kasih Harian Metro Special

| Date | Venue | Recipients | Activities |
|------------------|---|-------------------------------|---|
| 23 February 2013 | Rumah Amal Nur Murni, Batu Kawa, Kuching, Sarawak | Orphanage (30 occupants) | <ul style="list-style-type: none"> Donated school bags, books, stationery, two computer sets and basic groceries Presented a sofa set sponsored by Fella Design Purchased mattresses, beds, ceiling fans and cupboards Takaful Ikhlas handed over a cash donation of RM20,000 |
| 6 July 2013 | Kampung Tanjung Dahan, Kuala Sungai Linggi, Melaka | Semi-paralysed individual | <ul style="list-style-type: none"> RM15,000 was allocated from <i>Tabung Titipan Kasih Harian Metro</i> to refurbish an old wooden house owned by Abdul Rahman Yusoff, 54, a semi-paralysed sailor The one-month refurbishment work was carried out by a local contractor 20 Harian Metro volunteers repainted the house |
| 17 December 2013 | Darul Bakti, Kampung Bobot, Kota Belud, Sabah | Orphanage (60 occupants) | <ul style="list-style-type: none"> Presented two computer sets, a washing machine and wardrobes Programme was jointly sponsored by Takaful Ikhlas Sdn Bhd |
| 18 December 2013 | Kampung Kolam Air, Simpang Renggam, Johor | Flood victims (15 families) | <ul style="list-style-type: none"> Shopping trip to Pasaraya EconSave to buy school items for 15 children of flood victims Basic groceries were donated to 15 families affected by the floods |
| 19 December 2013 | Maahad Tahfiz Al-Firdaus, Kampung Baru, Johor Bahru | Tahfiz students (32 students) | <ul style="list-style-type: none"> <i>Gotong-royong</i> to clean and repair the madrasah Donation of new computers, school bags, books and shelves Programme was jointly sponsored by Takaful Ikhlas Sdn Bhd, Honda Malaysia and Nahar Power Sdn Bhd |

Gempak Ramadan Harian Metro

This first time CSR initiative helped 4,000 city commuters who were affected by heavy traffic during the fasting month. They were provided with goodie bags as they could not reach home in time for breaking fast. A box of dates, mineral water and a Harian Metro newspaper were given. Sponsored items from Munchy's and Nestle Omega Plus were also included.

20 volunteers from various departments including Harian Metro editorial, branding and circulation helped to distribute goodie bags at several locations in Kuala Lumpur.

Dates and location of Goodie Bag Distribution

| Date | Location |
|---------------|--|
| 29 July 2013 | Masjid Jamek LRT Station and Jalan Tun Perak |
| 30 July 2013 | Putra LRT Bangsar Station |
| 31 July 2013 | Bangkok Bank and Central Market |
| 1 August 2013 | Jalan Bukit Bintang |

Grand Brilliance – Berbuka Sambil Beramal

Grand Brilliance entertained 300 orphans during the month of *Ramadan* during the breaking fast at their home at Rumah Anak-Anak Yatim Kompleks Darul Kifayah. The children watched Grand Brilliance's recent film, *KL Zombi*. This charity event demonstrates Primeworks Studios' concern for those less fortunate. We hope to inspire these children to continue living with optimism and not forget the feeling of being loved. During the event, the Grand Brilliance team showcased some special performances from local groups such as Couple and Hyper Act as well as Khir Rahman.

The Grand Brilliance team also donated cash to ease the burden of the management and home operators. The team appreciated their good hearts for providing a living to these children.

Media Prima Digital

Media Prima Digital Cares

Media Prima Digital (MPD) and its employees volunteered their time on a monthly basis from April to December 2013. They assisted Pertiwi Soup Kitchen (PSK) in distributing food to the homeless in downtown Kuala Lumpur. PSK distributes food every Monday, Wednesday, Friday and Sunday nights. There are three main stops on roads near the Tunes Hotel, Kotaraya and Masjid India. PSK feeds between 550 and 600 people each night. Our volunteers helped distribute food, drinks and treats. They also mixed drinks and helped control the crowd. The total numbers of MPD volunteers who participated in the event by month are listed below.

| Month | Number of volunteers |
|-----------|----------------------|
| April | 18 |
| May | 10 |
| June | 10 |
| July | 4 |
| August | 4 |
| September | 10 |
| October | 3 |
| November | 8 |
| December | 8 |



Dedicated Funds for Special Purposes

Tabung TV3 and TV3 Bersamamu Funds

In 2001, *Tabung TV3* was established to encourage the public's ongoing participation in and contribution to on-the-ground activities and other charitable events. This fund benefits the society's needy and less fortunate.

Tabung TV3's selection and assessment process is guided by examining a broad spectrum of community needs including the disabled; disadvantaged; victims of catastrophes or natural disasters; those with social or health problems; war victims; and festive goodwill such as *Hari Raya Puasa*, Chinese New Year, Deepavali and Christmas.

TV3 Bersamamu Fund was established in 2005 to encourage public participation and contribution through the on-air programme, *Bersamamu*. It also covers on-the-ground related activities. Amanah Raya Berhad (ARB) has been appointed as the Fund's Trustee to manage all donations. The recipients may only receive a monthly allowance, medical assistance, educational fund, daily basic needs or accommodation if it is deemed reasonable by the Donation Committee.

Special Purpose Fund

Media Prima established its Special Purpose Fund to help in the event of war or natural disaster. It is used to provide relief to the victims. It provides the target group with humanitarian aid such as medical supplies, food supplies and other basic needs. The Fund is intended for use in a one-time campaign for a specific duration.

Media Prima – NSTP Typhoon Haiyan Disaster Fund

In November 2013, Media Prima announced the establishment of the Media Prima – NSTP Typhoon Haiyan Disaster Fund. Proceeds collected will be used to fund humanitarian aid for the victims of Typhoon Haiyan, which devastated the central Philippines. Winds reached 313 km/h as this typhoon forced millions of Filipinos from their homes and shattered infrastructure.



Tabung Wira Lahad Datu Media Prima

Tabung Wira Lahad Datu Media Prima was launched in March 2013 following the militant intrusion in Lahad Datu, Sabah. The Fund was established to commemorate the services of security personnel who were killed or injured in the line of duty defending the sovereignty of the country during *Ops Daulat* in Sabah. The Fund was officially closed on 17 May 2013 and the total donation received was RM9.38 million.

Amanah Raya Berhad was appointed as the trustee to administer and manage the Fund. Distribution of the Fund from the trust included a one-time disbursement to spouses of the deceased or parents in the case of unmarried security personnel. One-off disbursement were also made to security personnel who were injured during the course of *Ops Daulat*. The Death and Injury Compensation is as follows:

| Type of Compensation | Amount (RM) |
|---|-------------|
| Death | 100,000.00 |
| Severe Injury – Leading to Retirement | 35,000.00 |
| Severe Injury – Not Leading to Retirement | 18,000.00 |
| Severe Injury | 15,000.00 |
| Light Injury | 5,000.00 |

The disbursement also included monthly allowances to the next-of-kin. Special provisions have also been made for the education of all the children of the fallen security personnel with annual education bursaries being provided until secondary schooling.



Distribution of the Tabung Wira fund from the trust consists of a one-time disbursement to spouses of the deceased or parents in the case of unmarried security personnel.

RM9.38 million

the total donation received.



Money collected will be channelled through MERCY Malaysia for humanitarian missions, focusing on **health programmes such as the provision of medical supplies and medical equipment, psychosocial treatments and water supply projects.**

Media Prima Berhad Syria Humanitarian Fund

The Media Prima Berhad Syria Humanitarian Fund was launched in September 2013 in collaboration with MERCY Malaysia. The launch of the Fund was graced by Tun Dr. Mahathir Mohamad, President of the Perdana Global Peace Foundation. It was estimated that there are over 2 million refugees affected by the conflict encroaching on the borders of Lebanon, Jordan, Turkey, Egypt and Iraq. Half of these refugees are children and the number of refugees is expected to increase.

As a responsible corporate citizen, Media Prima sympathised with the suffering of the Syrian conflict refugees and it is hoped that this initiative will also raise public awareness about the hardship faced by them.

Money collected will be channelled through MERCY Malaysia for humanitarian missions, focusing on health programmes such as the provision of medical supplies and medical equipment, psychosocial treatments and water supply projects.

Being an Exemplary Corporate Citizen

Combating Bribery and Corruption

Employees must not accept bribes, kickbacks lavish gifts or guaranties in any form. Items of nominal value, such as small promotional items bearing another Company's name may be accepted. As a rule, nothing should be accepted that may compromise the individual's judgment for Media Prima.

Employees are forbidden from giving gifts, loans or other benefits to a customer in return for sales or beneficial arrangements. Media Prima will not ask for, nor accept, gifts even for legitimate purposes such as training or sponsorship of any sporting or welfare events. In general, a sound principle to remember in deciding whether to give or accept business courtesies would be: "Would you be comfortable discussing the acceptance or giving of the gift with your manager, colleagues or a newspaper reporter?" If your answer is NO, then DON'T!

We have recently launched the 'no festive gift policy' which prohibits all employees from accepting gifts and other benefits-in-kind during festive seasons. Acceptance of gifts during non-festive season has clearly been covered under the various policies.

All discounts and rebates to customers must reflect true commercial transactions. They should not be intended to serve any illegal or improper purpose such as kickbacks and bribery.

Fees and commissions to consultants, agents and other third parties must be legal, proper and reasonable in relation to customary commercial practices. We must obtain Head of Department and management approval for sponsored related training.

Our Group General Manager of Corporate Governance attended the CeIO certifications training in 2013. The session was held from 18 February to 21 May. The CeIO programme is an accredited integrity programme coordinated and conducted by the Corporate Integrity Development Centre of the Malaysian Anti-Corruption Academy (MACA). Its aim is to nurture certified integrity officers.

Following the certification by the Certified Integrity Officer Accreditation Board upon completion of the training course, our Group General Manager of Corporate Governance has now received the title of CeIO (Certified Integrity Officer).

We envision a mechanism capable of creating a nation of high stature and integrity through this programme. We hope that it will help eliminate all forms of corruption such as bribery, abuse of power and the misuse of funds.

Public Policy Development & Lobbying

We have been keeping ourselves abreast with the migration from analogue transmission to digital transmission. This migration is scheduled for 2015 and our role is to safeguard the Company's position as Malaysia's leading broadcaster. The topic is still under review and the subject of discussion.

During 2013, our four TV stations and three radio networks received 24 grievances, which is an average of two per month. These complaints concerned our content, advertisement and transmission. We have either responded to or resolved these grievances.



Media Prima's technologies, products and strategies can be replicated but it is its employees that innovate, differentiate and succeed. **Comprising highly talented individuals, our workforce is vital to our success. In our earnest attempt to attract and retain top talent, we have developed a robust talent management programme for recruitment, development and retention. We foster the culture of workplace inclusivity and diversity.**



Code of Ethics

Media Prima wishes to maintain a reputation for integrity that is in keeping with its social responsibilities and position. It requires all employees to observe high ethical business standards of honesty and integrity. They should apply these values to all aspects of the business and professional practices.

The Code applies to all employees of Media Prima and its subsidiary companies. It serves as a guide and reference to assist employees to maintain high ethical business standards. It provides guidance on the way we conduct business and duties in a manner that is efficient, effective and fair.

The Code highlights key issues and identifies the relevant policies, procedures and resources to help employees conduct business and duties in line with our standards.

Best Practices in the Workplace

Local Hiring

We do not have a specific policy covering the hiring of people who live close to Media Prima's offices and plants. However, Media Prima's recruitment policy ensures a consistent, fair and cost effective approach to candidate selection and recruitment.

Local hiring practices have been introduced in all operational offices, which provide proper notification of open positions. Selection is based on job criteria. At Media Prima, we understand the importance of hiring from our community as it supports the local economy, reduces the environmental impact of commuting and fosters community involvement.

At Media Prima, we hire qualified employees and keep them motivated to promote growth and stability. Tailoring our hiring policies and procedures to local markets helps us attract the right people for the right jobs. We concentrate on building productive relationships between co-workers and implementing individual growth plans including education, personal growth and work-life balance. Workers are provided with adequate tools and a safe environment to perform their duties. We also offer competitive compensation programmes. These initiatives help keep our workforce energised and productive.

We build a heritage of economic progress by providing local employment opportunities and investing in the Company's workforce. Local employment helps us meet our hiring needs while advancing economic development and education in Malaysia. In 2013, 99% of our employees were Malaysian.

Career and Entrepreneurial Carnival Graduates 2013

Media Prima was the official media partner for the Career and Entrepreneurial Carnival Graduates 2013. Approximately 4,000 jobs were available during the fair which was organised by the Education Ministry. The event was held from 14 to 16 June 2013 at the Putra World Trade Centre.

5S Improvement Plan

The **5Ss** are prerequisites for any improvement programme. As waste is potential gain, so eliminating waste is a gain. 5S philosophy focuses on effective work place organisation and work environment while reducing waste. Its objective is also to improve quality and safety. Efficiency or quality improvement is practically impossible in a workplace.

The 5Ss are prerequisites for any improvement programme. As waste is potential gain, so eliminating waste is a gain.

The five S stands for the five first letters of these Japanese words:

| Japanese | Meaning (English) |
|----------|------------------------|
| Seiri | Sorting Out |
| Seiton | Systematic Arrangement |
| Seiso | Spic and Span |
| Seiketsu | Standardising |
| Shitsuke | Self-discipline |

We began implementing the 5S concept in Balai Berita Shah Alam in June 2013. The initiative will be introduced in other locations of our operations by August 2014.

We are committed to a clean, tidy, conducive and safe working environment through continuous improvement. This is one of our initiatives in meeting customers' expectation and towards organisational excellence. NSTP has implemented the 5S concept for the following objectives:

- To increase productivity and efficiency
- To produce quality products according to specifications
- To manage cost by minimising wastage
- Effective and efficient production
- Production of quality products that meet specifications
- Controlling costs through waste disposal
- Production that is fast and accurate
- Increased workplace safety and comfort
- Increased morale, discipline, teamwork and KAIZEN culture

We began implementing the 5S concept in Balai Berita Shah Alam in June 2013. The initiative will soon be introduced in other locations.

Competitive Remuneration and Benefits

In the long term, we can only maintain or improve our high work quality if our employees are satisfied. Media Prima offers its employees equally high quality work conditions. Fair, performance-based remuneration treats everyone equally in terms of opportunities and recognition.

Our pay structure is designed to foster the success of each individual and the Group as a whole. Our internal remuneration systems are fair, transparent and adaptable. In addition to other HR policy factors, they are designed to motivate our workforce and bind them to us.

Media Prima conducts a remuneration review once every three years to ensure employee remuneration is adequate. This helps us align our remuneration packages with the changing business environment. We can be more equitable in rewarding high achievers in the workplace, develop employee talent and determine our competitiveness vis-à-vis the market.

Competitive salaries and motivating benefits attract and help us retain the most talented people. Our rewards programmes are compared with a select peer group of our major competitors and key players in the local market regularly. Media Prima complies with local labour laws and regulations in all of its offices and plants.

A modern, successful company considers the needs and values of its employees and aligns them with its corporate objectives. At Media Prima, additional benefits are a long-standing important tradition. They form part and parcel of our overall remuneration concept and mirror our corporate culture. Key benefits include:

- Medical Benefits for employees and their dependants;
- Leave: Annual Leave, Pilgrimage Leave, Maternity Leave;
- Group Term Life and Personal Accident Insurance;
- Employee's Provident Fund;
- Employment Injury Insurance (SOCSO)
- Performance Bonus;
- Annual Increment;
- Local and Overseas Allowance;
- Other Allowances.

The Employees Provident Fund (EPF) is a Malaysian government agency under the Ministry of Finance. EPF manages the compulsory savings plan and retirement planning for employed workers in Malaysia. Media Prima contributes a percentage of employees' basic salaries to EPF as per statutory requirements.



OUTDOOR



RADIO NETWORKS



CONTENT CREATION



TELEVISION NETWORKS



NEW MEDIA



PRINT

Anugerah Kecemerlangan Akademik 2013

The *Anugerah Kecemerlangan Akademik* 2012 extends the recognition of achievements to include employees' children and family members. The programme has the wonderful tradition of honouring the brightest and most talented employees' children in academic excellence with prize money and plaques.

On 9 October 2013, 109 children were recognised for their academic excellence in 2012 and received this award.

The awards are one of the benefits given to motivate employees' children to excel in education. It furthers their academic pursuits while acknowledging the indispensable role of the parent in this.

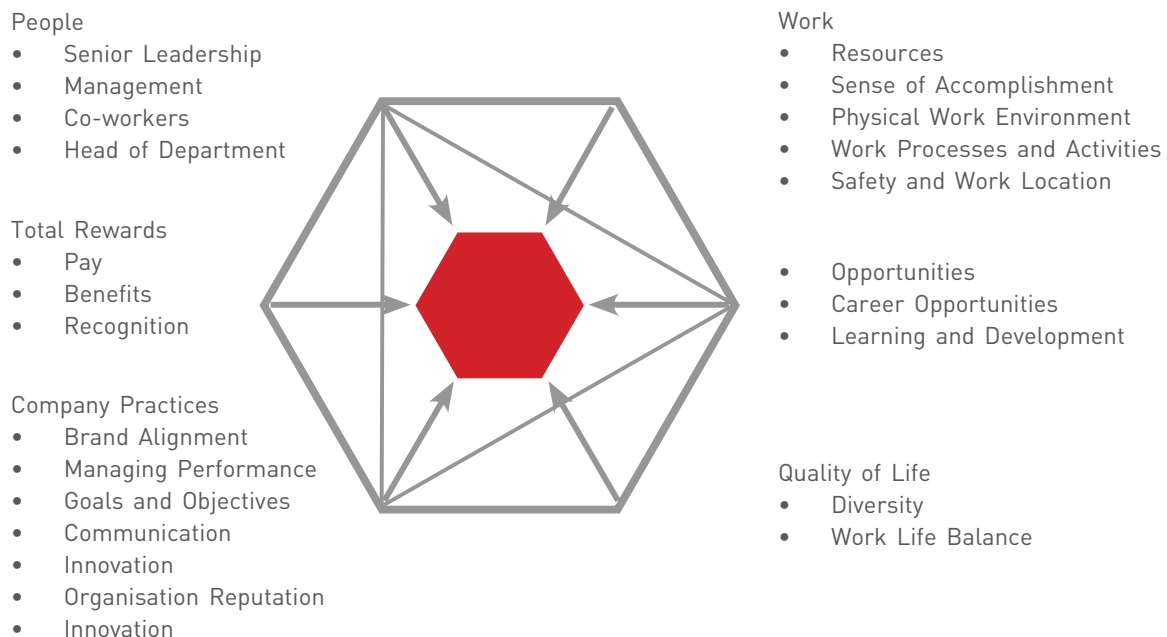


| Examination | Achievement | RM | Total Pax |
|----------------------|--------------------------------|-----|-----------|
| End-year examination | First place in the total class | 150 | 15 |
| UPSR | 5As | 200 | 47 |
| PMR | 8As and above | 250 | 36 |
| SPM | 9As and above | 300 | 11 |

Employee Engagement and Satisfaction Measurement

Media Prima has adopted the Aon Hewitt's Engagement model. 23 areas of work, known as Engagement Drivers, are shown in the diagram below. These drivers can potentially drive people's Engagement in our Group. The Engagement model goes beyond measuring people's satisfaction with each of these drivers. It prioritises the areas for improvement based on their potential impact on Engagement and business performance. Another key premise of the Engagement model is that the Engagement Drivers are interrelated; they do not operate in isolation.

Media Prima Drivers of Engagement



Our Employee Engagement Survey measures the current level of employee engagement and satisfaction through various engagement drivers. Through this exercise, we hope to improve and sustain our employees' engagement. 2,825 employees responded in the survey, achieving an overall response rate of 60%. The survey was administered through a combination of online and printed surveys. The survey comprised 50 multiple choice and two open ended questions.

4As and Media Prima Bridge Gap with Industrial Talent Exchange

Media Prima's Industrial Talent Exchange programme is the first of its kind in Malaysia. The exchange programme engages personnel from the Association of Accredited Advertising Agents Malaysia (4As) and Media Prima in practical work attachments at creative agencies under 4As and subsidiaries within the Group.

Personnel from the creative agencies undergoing an attachment at Media Prima are exposed to several aspects of the Group's various media platforms – TV, print, radio and digital. Areas of learning for Media Prima personnel at creative agencies include the creative processes involved in idea generation, idea execution, client servicing and business management strategy.

A primary objective of the 4As is to enhance the learning skills of its members. This is achieved through seminars, talks by industry experts and workshops. In 2013, the 4As entered into a partnership with Media Prima by engaging advertising executives to work with us. Our employees also work in member agencies to become better acquainted with the work ethics and job functions of each party.

The official signing of the Industrial Exchange Programme MoU between 4As and Media Prima was on December 19th, 2012. In January 2013, six Media Prima employees were exchanged with six representatives from agencies within the Association of Advertising Agencies. The transfer was for two weeks from 14 to 23 January.

Talent Development Management

At Media Prima, performance management is more than filling out an annual performance appraisal. Effective and meaningful Performance Management is carefully designed to promote ongoing communication between a supervisor and employee. Topics for discussion include setting and achieving workplace priorities.

Successes and any areas for performance improvement are identified. Performance Evaluation is an enhanced method of measuring employees' performance within the Company. Managers review employee performance annually and individual performance contributes to differentiated rewards. During the review process, both employee and manager identify strengths and potential development areas. Ongoing discussions are held throughout the year. Mid-year reviews to track development and performance are encouraged.

Media Prima's Leadership Series – The Dabbawalas of Mumbai

The Media Prima leadership series sessions invite inspirational speakers to share their knowledge and experiences and show how they can inspire us to lead better personal and organisational lives.

On 1 April 2013, Dr. Pawan Agrawal, CEO of Mumbai Dabbawalas, shared one of the most amazing delivery systems in the world. 5,000 Dabbawalas deliver home-made food to approximately 200,000 customers. All areas of Mumbai are covered with precision and punctuality, with less than one mistake being made in every six million deliveries.

The Dabbawalas have been awarded the six sigma level of performance for their accuracy and customer satisfaction. They have become a symbol of honesty, hard work and time management. 217 of our employees attended the programme.



Talent Pool Retreat 2013 – Professor John Howkins, Author of The Creative Economy

Media Prima flew in John Anthony Howkins from the United Kingdom to speak on the Creative Economy. This initiative formed part of the Group's talent development programme for managers and above. Professor Howkins is a well-known British author and frequent international keynote speaker on the Creative Industries. His particular expertise is in the development of this economic sector in China.

He spoke to a talent pool of 447 employees on 19 June 2013. A separate session was held for 17 Senior Management and Board of Directors on 20 June 2013.

Inspirational Session with Nick Vujicic

Nick Vujicic's session this year received the highest number of participants, with approximately 661 employees attending. The session was held on 20 August 2013. Employees were inspired and touched by his stories of lost passion at work and life, rekindling the fire within and re-evaluating options to live a more fulfilling life.

NST Cub Reporters Workshop

NST held two journalism workshops between 23 September and 4 October. Junior journalists with less than two years' experience were invited. The session helped these journalists gain a better understanding of many aspects of journalism and media studies.

Academic Assistance

In 2013, Media Prima Academic Assistance was launched for employees pursuing certifications, diplomas, degrees and other higher level education on a part time basis. This initiative encouraged our employees to pursue professional development to keep themselves abreast of the industry's current expectations. A total of 10 employees were assisted with RM50,000 being disbursed.

Media Prima also aids the grant applications from governmental bodies. A full grant application for one of our employees was granted to cover his study for an eight-week acting course at the New York Film Academy.

Benchmarks

We continuously search for ways to improve our standards of services, delivery, production and creativity. We learn from our industry peers by comparing various aspects of our business processes with best industry practice. In 2013, four benchmark visits were made involving 122 employees. These are summarised in the table below. Delegates attending these sessions shared their learning experience with colleagues for collective improvement.

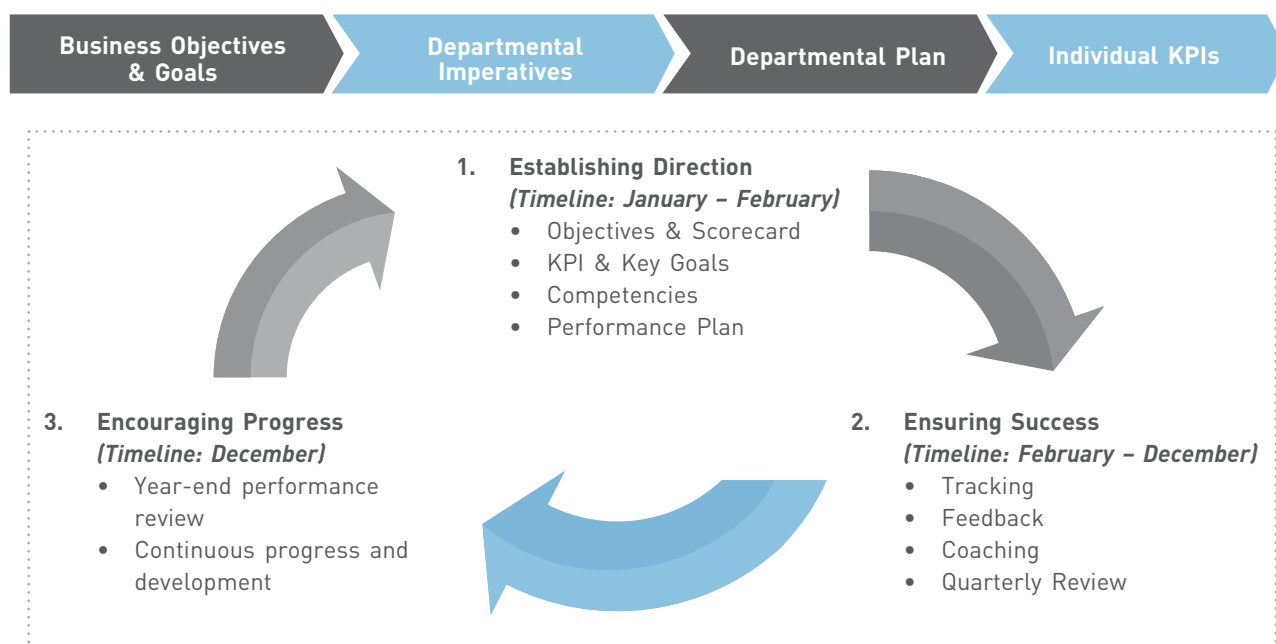
| DATE | BENCHMARK | PAX |
|--------------------|---|-----|
| 6 – 7 April 2013 | Cirque Noir, Singapore – event benchmark | 8 |
| 18 – 22 April 2013 | Nippon TV Japan – TV Production collaboration | 3 |
| 8 – 14 June 2013 | London Benchmark – TV Production and Studios | 14 |
| 20 – 25 July 2013 | Nova Radio Station, Brisbane Australia | 7 |

Performance Measurement

Performance Evaluation is an enhanced method of measuring employees' performance within the Company. It is a continuous process that develops and coaches people for ongoing success through day-to-day processes.

At the end of each year, employees are evaluated on their past performance. There is also emphasis on employees' future development and continuous improvement. We envisage that employees' morale will improve upon completion of the year-end review session. The performance evaluation process is summarised below.

Media Prima Updated Performance Evaluation Model



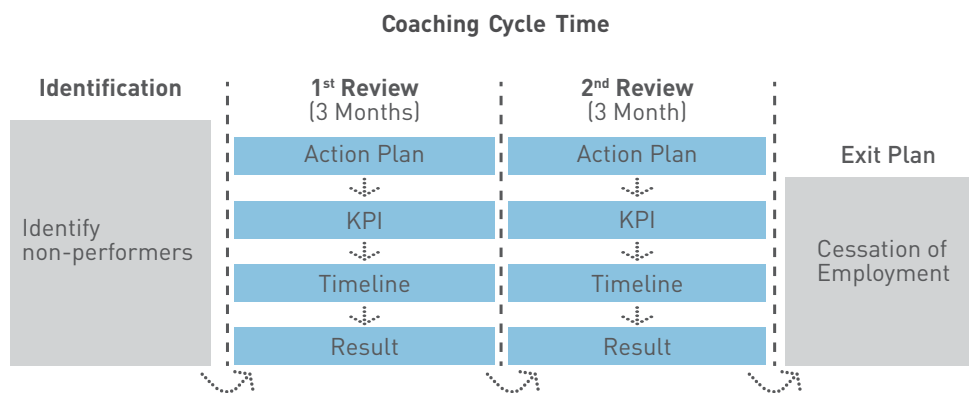
Employee compensation is linked to performance, which is measured across various Key Performance Indicators (KPIs). Media Prima uses a point-based scoring system which ranges from one to five. This score determines the weight of the bonus with five being the highest. The process is used to assess all employees (100%).

Media Prima's guidelines explain the process, timing and frequency of performance appraisals. Quarterly feedback meetings are held with employees to form constructive year-long manager/employee relationships. Employees' line managers or immediate superiors conduct the appraisal as they are the best to evaluate their subordinates' work performance.

Our performance management process is a comprehensive professional development, coaching and feedback programme that emphasises the quality of dialogue between manager and associate. It includes a technology platform that equips managers with the in-depth employee performance information they need to retain, reward and develop top people.

Our unique performance management process is designed to:

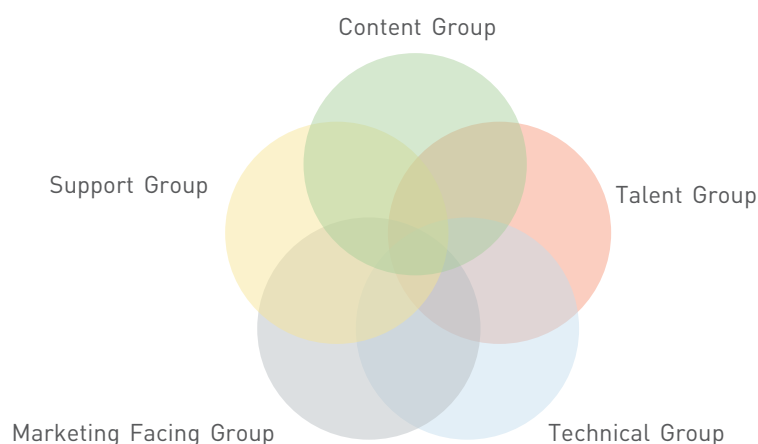
- Help associates understand what is expected of them
- Engage associates in ongoing performance and developmental coaching
- Offer associates opportunities to grow and develop their capabilities
- Provide associates with a performance review and written assessment at least once a year



Competency Framework

Our competency framework is a model that defines the blueprint for Group 'excellent' performance. Competency is defined as an individual's set of skills and abilities that are measurable and observable. It is a means by which Media Prima can work towards its goals. The following five core group Competency Model has been developed. This well-crafted framework provides a common language that is useful in the review, evaluation and development of the Group, projects and individuals.

Competency Model



KPIs used during the coaching programmes are based on the affected PMS goals that have shown results below the required performance level. Detailed action plans are developed by the respective supervisor to help the incumbent achieve his or her set goals. This may consist of training, additional resources or a change of job specifications.

Diversity and Inclusion

Workplace inclusion at Media Prima embraces a cooperative and supportive work environment. It recognises the value of our differing race, gender, age, physical and mental abilities, sexual orientation, education, religion and cultural backgrounds.

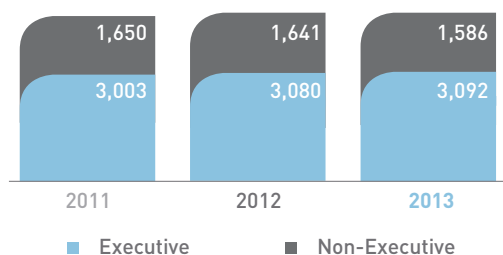
Managers direct and manage their subordinates in the most effective and efficient manner. They should make fair decisions without discrimination based on Company-provided guidelines and policies. Individuals or groups must not be discriminated against because of race, religion, gender or disability. A position or other advantage, such as seniority or physical size, must not be used to harass or intimidate others.

Support of inclusion is a critical component of positioning our company for competitive excellence. Our ethics are built upon values of fairness, mutual respect, understanding and cooperation. All employees contribute their unique perspectives for creative ideas and solutions. These sustain our excellent reputation as a service provider and employer of choice.

Workplace diversity and inclusion is about participation based on equality, working relationships and shared values. Our diverse workplace environment also has a direct link to the success of the business's bottom line. Diversity programmes reduce social isolation that enables people to recognise differences in cultures. They break down the barriers of discrimination in the workplace and business environment.

Media Prima commits to diversity in its workplace and has a balanced mix of employment types, contracts, gender and races. The Group does not tolerate any form of discrimination based on race, creed, disability, gender, marital or maternity status, religious or political beliefs, age or sexual orientation. Decisions on hiring, salary, benefits, advancement, termination or retirement are based solely on the co-worker's performance at work. 5.15% of the Management Team at Media Prima are women.

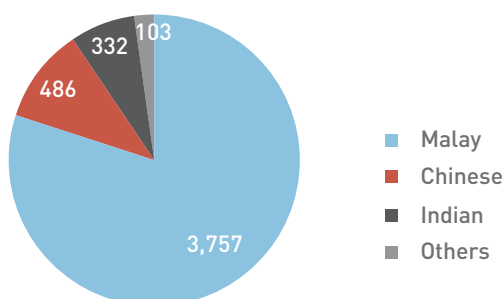
Workforce by Employment Type



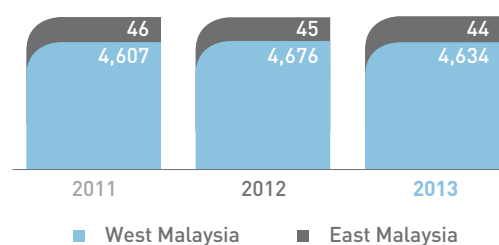
Workforce by Employment Contract



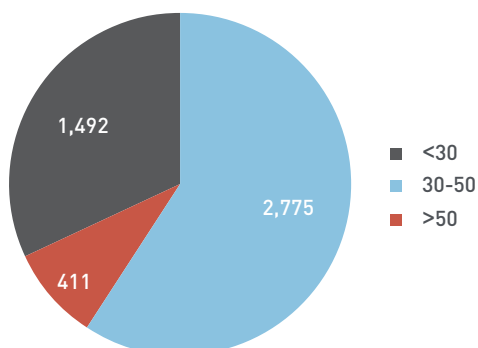
Workforce by Race



Workforce by Region



Workforce by Age group



| | 2013 | 2012 | 2011 |
|--------------------------|------|------|------|
| Employee Turnover | | | |
| West Malaysia | 323 | 184 | 422 |
| East Malaysia | 3 | 1 | 5 |
| Male | 199 | 192 | 231 |
| Female | 127 | 177 | 196 |
| Age Group | | | |
| <30 | 131 | 170 | 157 |
| 30-50 | 125 | 129 | 102 |
| >50 | 70 | 70 | 91 |

Collective Agreement & Freedom of Association

Freedom of association and the right to collective bargaining are part of the four core labour standards recognised by the International Labour Organization (ILO) and the Universal Declaration of Human Rights. Media Prima works closely and enjoys good relations with the Unions. Transparency and openness are encouraged in the workplace. Employees' rights to be informed, monitor and contribute to the decision-making process are respected. This arrangement provides a greater sense of work ownership while safeguarding employees' rights and interests.

Media Prima's employees are represented by three Unions:

- National Union of Journalists (NUJ) which represents 22% employees of The News Straits Times Press (M) Sdn Bhd
- National Union of Newspaper Workers (NUNW) which represents 30% of The News Straits Times Press Sdn Bhd
- *Kesatuan Sekerja Kakitangan Sistem Televisyen Malaysia Berhad (KSKSTMB)* which represents 9.6% of Sistem Televisyen Malaysia Berhad

Collective bargaining agreements cover general provision and employer/union relationships. Provisions and employment terms are also outlined.

Media Prima is willing to cooperate and discuss any arising employment issues with the Unions. The establishment of provisions of the Collective Agreement clearly demonstrates this commitment. The Unions are the principle body in negotiating for and on behalf of its members in matters relating to:

- Terms and conditions of services
- Clarification of the rights and responsibilities of the Company, its employees, the Union and its membership
- Facilitating negotiations in event of a misunderstanding or grievance occurring between the parties

One Union representative also sits on the Occupational and Safety Health committee to prioritise employees' safety at work.

Breakdown of Unionised and Non-unionised Employees

| Year | Union | Non Union |
|------|-------|-----------|
| 2011 | 1,348 | 3,305 |
| 2012 | 1,382 | 3,339 |
| 2013 | 1,400 | 3,278 |

Occupational Safety and Health

For Media Prima, safety is a value, not an activity. The Group is committed to providing a safe and conducive work environment. Its policy is to ensure that activities are conducted with full concern for the safety of its facilities. This is to protect the safety and health of its employees, communities adjacent to our operations and the general public.

Media Prima provides qualified safety and health personnel and appropriate equipment to support the Management in carrying out its objectives and goals. Safety is integrated into everything we do. We work constantly to set expectations, provide tools, measure progress and communicate results.

A Fire Evacuation drill was held at Sri Pentas on 19 December 2013. The Emergency Response Team (ERT) who was involved included the firefighting team, floor marshal, first aid team and rescue team. Objectives of this drill include:

- Training all emergency response teams to act in a proper way during an emergency.
- Educating all employees to act in a proper manner during an emergency.

Three victims and one fire scene have been involved to make the drill more relevant and practical. Two motorcycle and one fire truck from the Balai Bomba dan Penyelamat Damansara were part of this drill exercise. We also had one St. John ambulance called to the site.

Each office, plant or other operational site sets its own safety guidelines. As a minimum, employees are expected to view compliance with those guidelines.

Our printing plants are machine-intensive and becoming increasingly automated. Our rapid production processes expose our employees to potential hazards, such as moving machine parts and different forms of energy. We make it our priority to protect our employees in their daily work and design safe access for maintenance and repair.

It is also everyone's responsibility to promote safe behaviour and immediately report accidents or injuries. Supervisors must also be made aware of unsafe equipment, practices or conditions. All employees must report work free from the influence of any substance that could prevent him or her from conducting work activities safely and effectively. Threats or acts of violence or physical threats on fellow employees are prohibited.

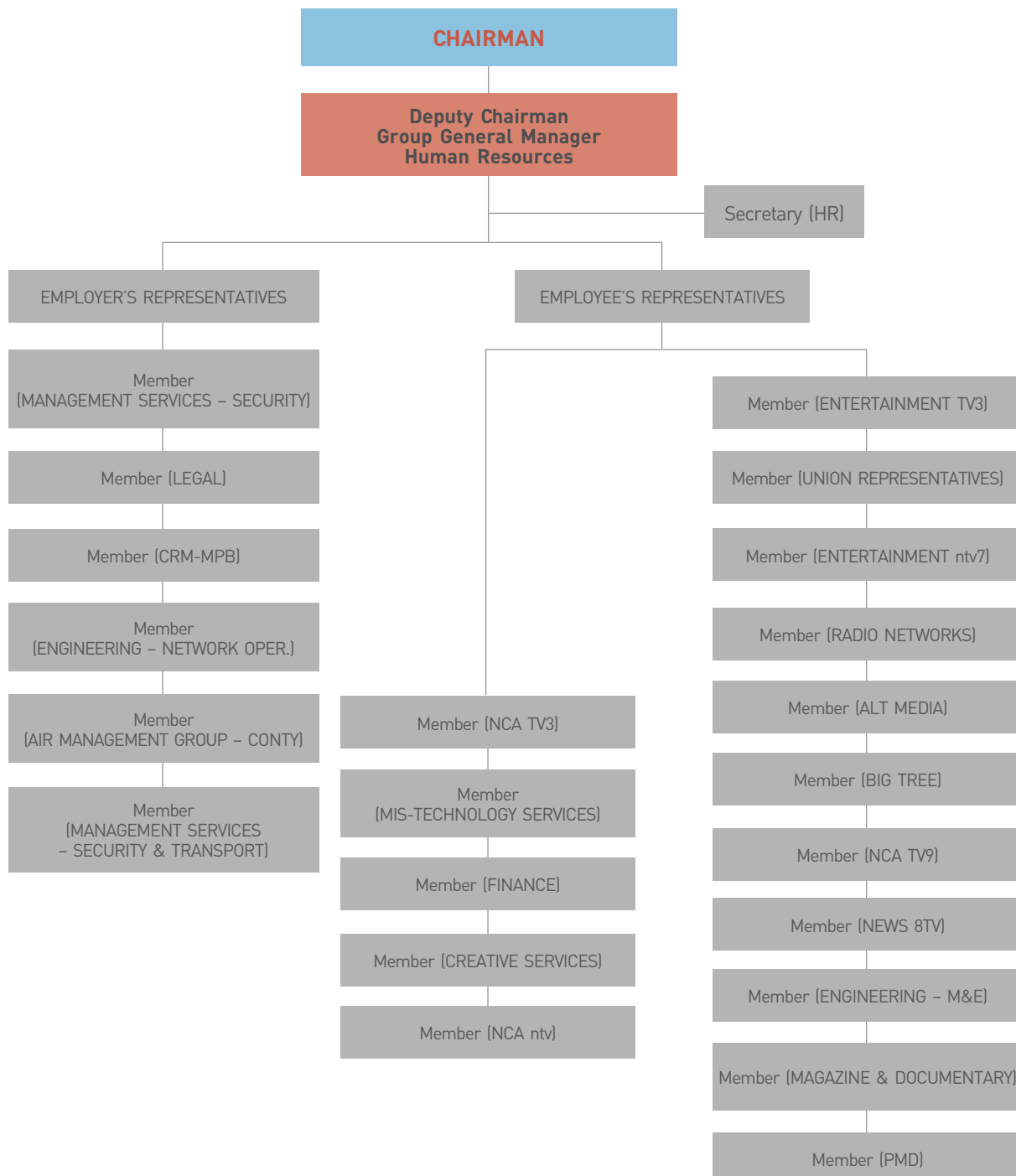
Appropriate safety and health training is provided and strict adherence to safety rules and procedures is required.



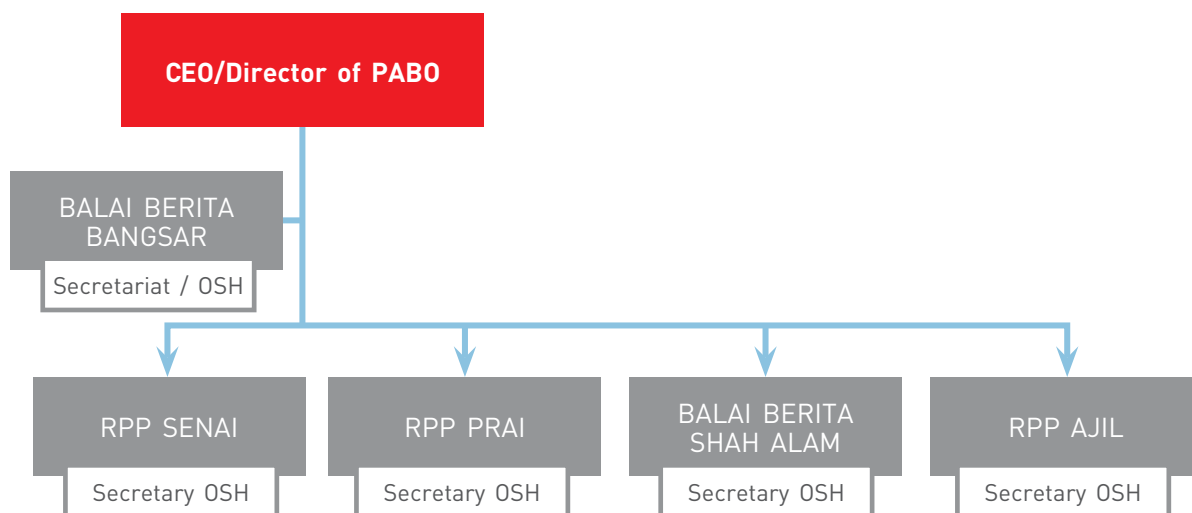
Safety and Health Committees

Media Prima's safety and health committee consists of a chairman, a secretary, management, representatives and employee representative. This is in line with Section 30 of the OSH Act, 1994.

Occupational Safety and Health Structure at Sri Pentas



Occupational Safety and Health Structure at Balai Berita



Safety and Health Committees Breakdown

| Location | Chairman | Secretary | Members | |
|------------|----------|-----------|----------------------------|--------------------------|
| | | | Management Representatives | Employee Representatives |
| Sri Pentas | 1 | 1 | 6 | 16 |
| Shah Alam | 1 | 1 | 5 | 4 |
| Prai | 1 | 1 | 3 | 8 |
| Senai | 1 | 2 | 5 | 6 |
| Ajil | 1 | 1 | 4 | 7 |
| Bangsar | 1 | 2 | 7 | 9 |

Each employee representative member represents their department. OSH issues from their departments are channelled to the main committee. They are also involved in in-house workplace inspections and executing all department level OSH programmes. They propose action to be taken in the event of an incident or accident occurring.

Journalists working in high conflict areas are equipped with PPE such as a bullet proof helmet and ballistic or bullet-proof vest. Employees working at printing plants must wear a full face cartridge respirator, earplugs, safety shoes, face mask, safety glasses, gloves and welding shields especially when conducting maintenance work on the printing machine.

Safety and Health Training Courses Delivered in 2013 at Sri Pentas

| Date training | Course | Venue | No. of participants |
|------------------------|---|----------------------------|---------------------|
| 30 January 2013 | Manual Handling Briefing | Resource Centre | 19 |
| 5 February 2013 | Manual Handling Briefing | Resource Centre | 12 |
| 5 – 6 March 2013 | Occupational First Aid & CPR | HR Training Room | 17 |
| 22 – 23 April 2013 | Ergonomic and Manual Handling | HR Training Room | 29 |
| 8 May 2013 | Producer Risk Assessment (PRA) | HR Training Room | 21 |
| 27 – 28 May 2013 | Basic working at height (WAH) | Rope Zone, Damansara Damai | 2 |
| 10 June 2013 | NIOSH-TM Safety Passport | NIOSH, Bangi | 2 |
| 11 June 2013 | Working at Height | HR Training Room | 15 |
| 18 July 2013 | Disability Equality Training | Perkeso, PJ | 1 |
| 23 – 24 September 2013 | Safety and Health Committee | AIMAC, South Bangsar | 1 |
| 13 – 14 November 2013 | Accident Investigation and Reporting Workshop | AIMAC, South Bangsar | 1 |
| 25 November 2013 | Seminar: Safety Culture Improvement with Behaviour Safety | NIOSH, Bangi | 1 |

Safety and Health Training Courses Delivered in 2013 at Balai Berita

| Date training | Course | Venue | No. of participants |
|-----------------------|--|---|---------------------|
| 31 January 2013 | Seminar Pengurusan Buangan Terjadual 2005 | Jabatan Alam Sekitar, Selangor | 2 |
| 21 February 2013 | Ergonomics in Workplace | Balai Berita Ajil | 25 |
| 19 – 20 February 2013 | Defensive Driving Programme – Batch 2 | Stadium, Shah Alam | 10 |
| 29 – 27 February 2013 | Defensive Driving Programme – Batch 3 | Stadium, Shah Alam | 29 |
| 8 – 12 April 2013 | Certified Environmental Professional in Scheduled Waste Management (CePSWaM) | Environment Institute of Malaysia | 1 |
| 28 – 30 May 2013 | Kursus Ketua-ketua Pasukan Fire Squad, Daerah hulu Terengganu | Jabatan Bomba & Penyelamat Kuala Berang, Terengganu | 2 |

| Date training | Course | Venue | No. of participants |
|----------------------|--|--|---------------------|
| 13 – 14 June 2013 | Preparation of EiMAS CePSWaM Competency Certificate Programme | Airwastewater Management Sdn Bhd | 2 |
| 24 – 28 June 2013 | Certified Environmental Professional in Scheduled Waste Management | Environment Institute of Malaysia | 1 |
| 1 – 2 July 2013 | 5S Awareness Training for 5S Committee | ACS Management Training & Consultancy | 34 |
| 3 July 2013 | 5S Awareness Training for BBSA Employees: Session 1 | ACS Management Training & Consultancy | 29 |
| 3 July 2013 | 5S Awareness Training for BBSA Employees: Session 2 | ACS Management Training & Consultancy | 26 |
| 4 July 2013 | 5S Awareness Training for BBSA Employees: Session 3 | ACS Management Training & Consultancy | 35 |
| 4 July 2013 | 5S Awareness Training for BBSA Employees: Session 4 | ACS Management Training & Consultancy | 29 |
| 5 July 2013 | 5S Awareness Training for BBSA Employees: Session 5 | ACS Management Training & Consultancy | 29 |
| 5 July 2013 | 5S Awareness Training for BBSA Employees: Session 6 | ACS Management Training & Consultancy | 25 |
| 17 – 18 July 2013 | Leading for Successful Implementation of 5S for zone Leaders | ACS Management Training & Consultancy | 30 |
| 10 September 2013 | Seminar Kualiti Alam Sekeliling | Kelab Sukan & Kebajikan Alam Sekitar, Kuala Terengganu | 2 |
| 21 – 22 October 2013 | Electrical Safety | Asia Iknowledge Sdn Bhd | 1 |
| 2 – 3 December 2013 | Advanced Electrical Safety in The Workplace | Asia Iknowledge Sdn Bhd | 1 |

Accident and Injury Statistics

In 2013, there were nine employee injury cases at Sri Pentas. Details of the injuries are as follows:

- Small cut on forehead due to broken glass
- Swollen cheek – fell down after tripping with bags
- Fractured arm/bruise ribs after fall from stage
- Slipped disc while carrying out a training activity
- Toe nail peel off – struck by moving trolley during KJH Sarawak
- Dislocated knee cap – fall inside toilet
- Ligament torn – misstep during walking
- Cut on finger while cutting cable during the Yuan Carnival
- Electric shock during the Konsert Ambang 2014 at Putrajaya

| | 2011 | 2012 | 2013 |
|---|------|------|------|
| Injury rate (IR) for total workforce | 15 | 10 | 1.9 |
| Occupational Diseases Rate (ODR) for total workforce | 0 | 5 | 0 |
| Lost day for total workforce | 558 | 267 | 242 |
| Absentee rate (AR) for total workforce | 0 | 0 | 0 |
| Absolute number of fatalities for total workforce | 0 | 0 | 0 |

Employee Relationships and Harassment

We believe that internal customers are as important as our external customers. It is every employee's responsibility to foster an atmosphere that promotes good relations between one another.

Employees are expected to conduct themselves professionally in the Company's best interest. They are encouraged to demonstrate the highest regard for one another and treat each other with respect. Any language or behaviour that intimidates or offends others in any dealings must be avoided.

Our success depends on motivated and committed employees. They must feel that they make a real contribution to helping our business meet its goals and understand their parts. It is important for our employees to enjoy their working life and feel that working for our business is fulfilling. Media Prima conducted a number of activities for its employees in 2013.

Abusive, harassing or offensive conduct is unacceptable, whether it is of a verbal, physical or visual nature. This includes derogatory comments based on racial or ethnic characteristics and unwelcome sexual advances. Employees are encouraged to speak out when a co-worker's conduct makes them uncomfortable and to report harassment when it occurs.

Umrah 2013

An Umrah has been organised every year since 2004 and is open to all Muslim employees on a first come, first served basis.

As an integration initiative, the programme was jointly organised by Human Resources Sri Pentas and Balai Berita in 2013. This was the first time that it was conducted together. 132 Media Prima employees and their family members left for Mecca to perform the Umrah between 30 April and 11 May. This programme helped strengthen the bond between NSTP and Media Prima employees.

Media Prima funds the full cost of the airline tickets for first timers and 50% for their spouses and a maximum of five children. This benefit entitlement is only offered once throughout the entire employment. The cost of the airport tax and ground arrangement was borne by the employee through monthly salary deduction or staff may opt to pay cash. This covers accommodation, ground transport, food and beverages.

Kilos For Cash 2

The Kilos for Cash was held from 6 June to 13 September 2013. The challenge was opened during the launching of the Sports Carnival on 12 June 2013. The objective of this initiative was to encourage greater participation from Sri Pentas and Balai Berita. This is achieved through savings from the absence of external health consultants and optimising the available office facilities and programmes.

It received an overwhelming response of 115 participants. KFC aimed to encourage the workforce to lose weight the healthy way — through regular exercise and a low calorie healthy diet. Measurement sessions were held to determine bi-monthly winners.

Participants were provided with a log book and several activities were organised to help participants chose ways to help them lose weight.



KFC and our eligible employees, either individually (Solo) or as a team (duo), participated in this self-management weight loss programme.

| Prizes | Solo | Duo |
|-------------------|----------------------------|---------------------------------------|
| 1st prize | RM3,000 + iPad | RM6,000 + I-pad each |
| 2nd prize | RM2,000 | RM4,000 |
| 3rd prize | RM1,000 | RM2,000 |
| Bi-Monthly | RM200 every 2 weeks winner | RM400 every 2 weeks winner |
| Consolation Prize | 6 winner worth RM500 each | 3 duo (6 pax) winner worth RM500 each |

Sports Carnival 2013

Sports Carnival was part of the group's initiatives to instil unity and inculcate a healthy lifestyle in Media Prima employees. This is a platform for employees to become acquainted with one another and strengthen their relationships while promoting a healthy lifestyle in the workplace. The Carnival was held beginning 12 June 2013. The closing ceremony was held on 3 October 2013.

The employees divided into four contingents: Blue, Yellow, Green and Red. Each group was represented in various games including bowling, futsal, golf, football, *sepak takraw*, netball, volleyball, ping pong, darts, carom and badminton. The Red Team won the game for the second consecutive year.



Media Prima Sports Carnival 2013 results

| Houses | Total | Place |
|--------|-------|-------|
| Red | 43 | 1 |
| Green | 40 | 2 |
| Blue | 38 | 3 |
| Yellow | 38 | 3 |



Media Prima Open house for staff

On 21 August 2013, Media Prima hosted its annual open house for all employees. The yearly *Hari Raya* festival gathering is unique with a new theme each year. This year's theme was *Nostalgia Aidilfitri*. Classic elements were adopted such as the attire, tents, food and performances.

The aim of the event is for everyone to have fun and enjoy themselves. Employees were entertained with interactive activities at 11 booths set up by Media Prima employees. The booths were elaborately decorated and depicted celebration in village settings.



On 30 October 2013, Media Prima organised a Deepavali Open House in Sri Pentas, Bandar Utama. About 2,000 guest, amongst whom were Media Prima clients, stakeholders and staff attended. Guest of Honour was the Deputy of Education Minister II, P. Kamalanathan who officially launched the event by completing the colourful peacock design *kolam* at the foyer. Also present were, Perak Chief-of-Police, Datuk A Paramasivam, Media Prima Chairman, Datuk Johan Jaaffar, Group Managing Director, Dato' Amrin Awaluddin, Chief Executive Officer of Media Prima Television Networks, Ahmad Izham Omar and Chief Executive Officer of Media Prima Radio Networks, Seelan Paul.



Guests exchanged greetings and were treated with delicious authentic Indian food served on banana leaves. They were kept entertained by Veehara Arts Dance members who performed *bangra* dance with contemporary Indian music. The ceremony was even more joyous with the presence of famous Indian clothing boutique, Sonali Boutique. They did a special fashion show featuring the latest traditional outfits for the festive season, including the Anarki suits.

In spreading the joy, Media Prima also presented hampers to about 20 senior citizens and children from *Persatuan Kebajikan Warga Tua dan Kanak-Kanak* Wilayah Persekutuan.

Al-Quran classes

Al-Quran classes are delivered every Tuesday and Thursday from 6pm to 7pm. These classes concentrate on Quran reading and pronunciation. They are conducted by our internal religious trainer, Ustaz Fauzi Hashim.

Kuliah Surau

Kuliah surau is held from 1pm to 2pm, three times per week on Monday, Wednesday and Thursday. Topics include *Motivasi Iman*, *persediaan menghadapi mati*, *kitab pendidikan anak*, *penawar bagi hati*, *Hadis 40*, *Akidah*, *Fiqh* and *Tafsir al-Quran*. The Recital *Yassin*, *tahlil* & *Doa Selamat* is performed every Tuesday from 1pm to 2pm.

**At Media Prima, we
are committed to
operating in a way
that respects the
human rights of all
associates.**



Agriculture market

A monthly agricultural market is held from 10am to 2pm at Sri Pentas. This mobile market sells farmers produce such as fruits, vegetables and several frozen items. Employees benefit from prices that are more competitive than those found in local supermarkets. The market is brought to the office for the convenience of our employees.

Distribution of Offensive Materials

Objectionable material from the internet that is offensive from a religious, political, racial or gender perspective must not be transmitted or downloaded. This includes materials that have the potential to incite hatred or ill feelings of various parties. Objectionable material also includes pornography, gambling and religious insensitivity, sexist, political and racist comments. Employees may not participate in any "chain letters", "flaming" personal attacks and other unprofessional conduct. Any other activity that involves broadcasting unnecessary and irrelevant e-mail contents is strictly prohibited.

Grievances

Our Employee Grievance Policy comprehensively governs the management of work related concerns or issues. This Policy provides guidelines for resolving work related employee complaints in a structured manner to maintain a pleasant, conducive and harmonious work environment.

Human Rights

At Media Prima, we are committed to operating in a way that respects the human rights of all employees. This covers the people in our supply chains and the communities in which we operate. Our human rights policy recognises that while governments have the primary responsibility to protect human rights, our activities have the potential to impact the human rights of individuals affected by our business. In all our operations, we:

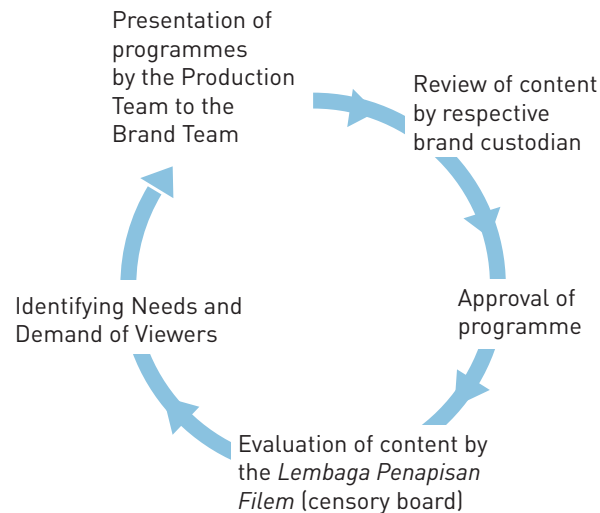
- Provide a safe and healthy workplace for our employees.
- Do not use child labour.
- Do not use forced, prison, indentured, bonded or involuntary labour.
- Prohibit discrimination in our hiring and employment practices.
- Prohibit physical abuse and harassment of employees, as well as the threat of either.
- Support the freedom of association and the rights of workers and employers to bargain collectively.

We believe that all people should be treated with dignity and respect. We are committed to conducting our business in a manner consistent with this principle. All applicable employment and human rights laws and regulations are complied with wherever we have operations; we expect our suppliers to do the same. Our human rights policy is summarised in our Code of Conduct. All employees review and receive annual awareness on this Code.

Media Prima complies with the Children and Young Persons (Employment) Act 1966. Our policy for employing young talents for our programmes states that children below 18 years must be accompanied by their parents when performing their roles.

We are pleased to report that there have been no incidents of discrimination or risk to freedom of association and collective bargaining. There have been no reported incidents of risks of child, forced or compulsory labour. There were no violations of human rights involving the rights of indigenous people at any time in the Company's history.

Programme Evaluation Life-cycle



The process begins with the identification of viewers' needs and demand. This information is obtained from primary research conducted by the Research Department.

The Production Department is then better able to pitch its programmes to the Brand Team. The first concept is performed; if the idea is against our culture or deemed inappropriate, it is rejected or alterations are requested to suit the audience. Once the materials are ready, the respective Brand custodian will view the content.

Once approved, it is subjected to a further evaluation by the *Lembaga Penapisan Filem (LPF)* censorship board. The stations are guided by the Malaysian Communications and Multimedia Content Code, and *KPDNKK* guidelines for misleading commercial.

THE MALAYSIAN COMMUNICATIONS AND MULTIMEDIA CONTENT CODE

The Communications and Multimedia Content Forum of Malaysia has adopted The Content Code. This statutory code sets out the guidelines and for good practice and standards of content disseminated to audiences by service providers in the communications and multimedia industry in Malaysia.

The Content Code demonstrates a commitment to industry self-regulation in compliance with the Communications and Multimedia Act 1998 (Act 588). It seeks to identify what is regarded as offensive and objectionable while outlining the obligations of content providers within the context of Malaysian social values.

Sustainable Procurement

Media Prima always engages in fair, transparent and sustainable procurement practices. Purchasing decisions are based solely on Media Prima's best interest. A proper agreement is documented that clearly identifies the services or products to be provided.

All staff involved in procurement of one form or another must ensure that:

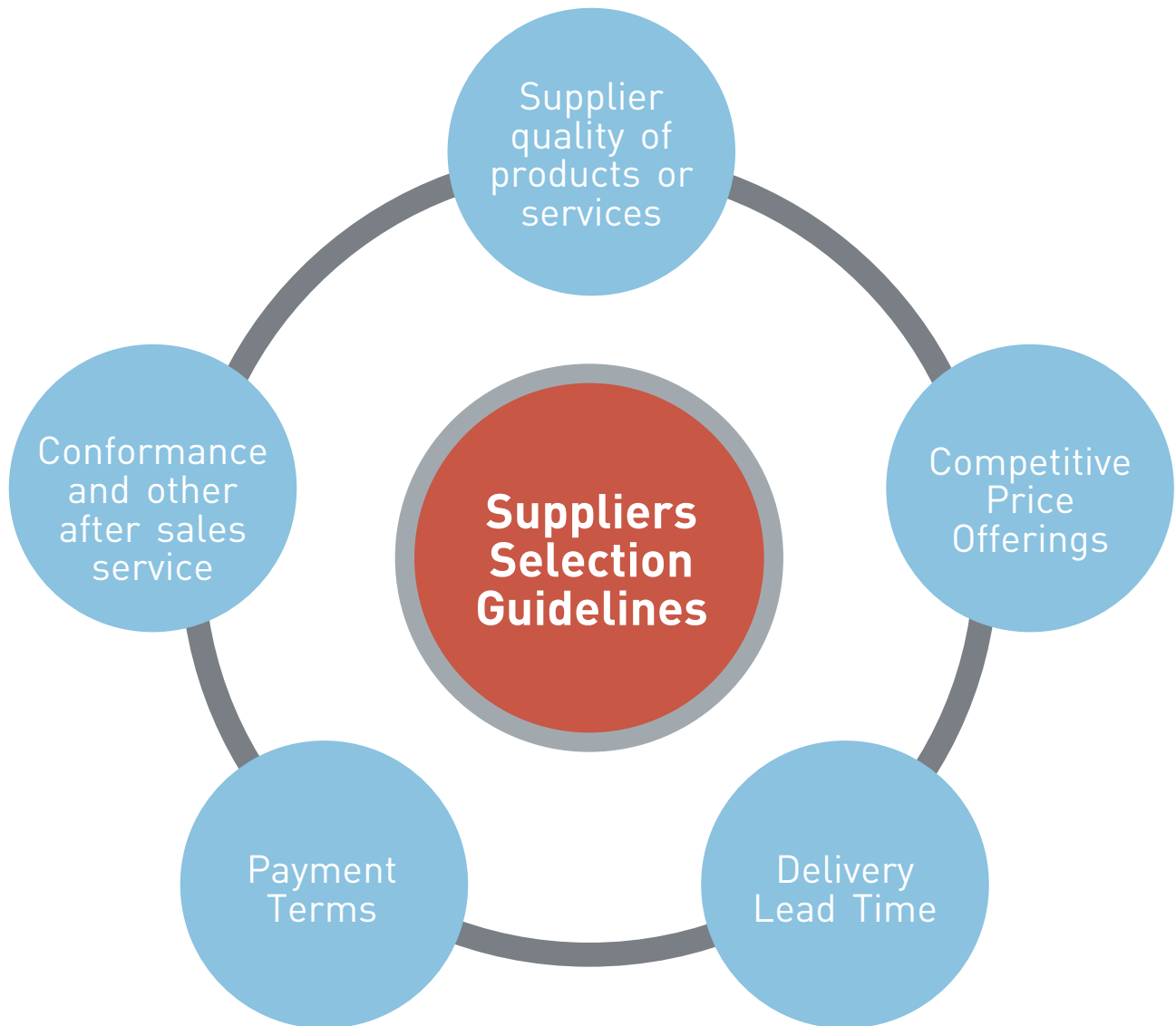
- 1) All vendors are treated equally and afforded the same information at the same time.
- 2) No information is leaked during the procurement process.
- 3) No conflict of interest occurs and any discovered irregularities are declared to the Tender Committee or Management Services. Evidence of improper behaviour during the tender process or after its award must be reported to the Corporate Governance & Risk Management Department.
- 4) There is more than one bidder.
- 5) The process is transparent to ensure the procurement process is auditable, justifiable, and can stand up to scrutiny.
- 6) More than one Media Prima employee and function is involved, which ensures counter checks on employees and visibility that decisions are not made by one person.
- 7) The best deal is sought for the Company and the process can stand up to scrutiny by any party.

Media Prima's Supplier Code of Conduct outlines the ethical standards that must be practiced by all supply chain partners. It states that all suppliers must:

- Comply with all applicable laws and regulations;
- Be committed to the highest standards of ethical conduct when dealing with employees and customers;
- Prevent conflicts of interest;
- Conduct business with integrity.

We ensure that our supply chain partners comply with all relevant statutory requirements before appointing them. We have implemented detailed suppliers selection guidelines which assess five core criteria.

Five core criteria for supplier selection guidelines



On occasions, green elements are requested from a service provider who must comply with the requirements as specified under the job description. A supplier's evaluation process is conducted upon project completion. During this process, performance gaps are highlighted and feedback provided to each supplier for future improvements.

We encourage two-way engagement with our suppliers and conduct ongoing meetings and training programmes. We continuously update them on Occupational, Safety and Health issues. Safety and Health is never compromised especially during broadcast installations and ground events mobilisation such as *Karnival Jom Heboh*, Yuan Festival and large scale concerts. At Media Prima, we continue to strengthen our systems to cooperate with our suppliers. Our suppliers organise briefing sessions as and when required, especially when there is a need to train our employees on their new products.

Sourcing and Managing of Programmes

Media Prima is committed to providing the best experience to its viewers. We deliver the most sought-after programmes by examining market trends and researching what people want. We conduct fair and transparent business. Editorial independence, content quality, plurality and diversity are prioritised.

It is the responsibility of our Acquisition and Content Management (ACM) Team and the Brand Management Group (BMG) to respond to the market and secure in-demand programmes. BMG is the custodian of TV Networks and conducts internal discussions on the possible purchase of suggested programmes. Once confirmed, the ACM negotiates the programme licensing terms. If the budget and content fits our requirements, a financial evaluation report is raised. This Report contains detailed analysis of a programme including a Return on Investment projection. This Report is tabled at our monthly programme committee meeting for approval or rejection.

Media Prima's Programme Committee also decides on the platform to air the programme. This Committee consists of the Group Managing Director; Group Chief Financial Officer; Group General Manager of all networks; General Manager of ACM; and General Manager of Finance.

The BMG team presents the TV Networks' master schedule which has a balanced combination of programmes suitable for all demographic groups to the Programme Committee for approval. This master schedule contains the programmes that are planned for a specified period.

Responsible Marketing

All our marketing and advertising are accurate and truthful. Deliberately misleading messages, omissions of important facts, or false claims about our competitors' offerings are unacceptable. Products and services are sold fairly and honestly, stressing their quality and value.




Illegal or unethical methods are not used to gain competitive advantage including obtaining information about our competitors. Tactics that unfairly undermine the products of competitors are not employed in advertisements or demonstrations. Disparaging comments or innuendoes are also not allowed. Comparative advertising can only be used when comparing Media Prima's products with the competitor's own product statements.

Media Prima adheres to the national policy of responsible marketing set by the LPF. The Company also adheres to two main censorship acts:

- *Film Censorship Act 2002 (Act 620)*
- *Censorship Guidelines (KDN) 2010*

These acts determine whether a film is categorised as (U), P13, 18 or TUT (Tidak Lulus Untuk Ditayangkan) and if it contains dialogue or scenes that must be censored. Film screening judgments are made based on the rules and criteria set by the three basic documents of the Film Censorship Act, Guidelines and User-Specific Censorship. Any film passed with compulsory cuts must be edited by the distributor before the film is released or screened. These are either edited in a studio in the case of digital and television screenings or by physically removing the offending section from the film. Media Prima has adopted practices for managing, moderating and/or filtering user generated content including user codes of conduct.

Malaysian film classification

| | |
|--|---|
|  | <p>This category can be viewed by all segments of society without age restrictions. The film promotes values; polite and positive teaching; and is entertaining.</p> |
|  | <p>This category can be viewed by those aged 13 years and above. Viewers under the age of 13 years require parental guidance or a guardian. The film contains some violent elements or horror.</p> |
|  | <p>This category can only be viewed by those aged 18 years and above. The film may contain some elements of violence, horror and sex. It may even contain aspects of a religious, social or political nature.</p> |

Our responsible marketing policy strictly adheres to the Content Code and the Communications and Multimedia Act 1998. It also complies with the guidelines from the Association of Accredited Advertising Agents Malaysia (4As). Our editorial and print media content complies with the regulations governed by publication guidelines under the Ministry of Home Affairs (KDN). Media Prima's content dissemination promotes equity of access to content and products for audiences.

Reaching Out to All Stakeholders

Media Prima is committed to engaging with each geographical area nationwide. Our branch offices and bureau chief ensure that each publication covers nationwide news. Our customers belong to various demographic groups that consist of various races, age groups, income levels and backgrounds. We endeavour to report news which is fair, non-partisan and covers demographic profiles possible. Our management approach promotes informed decision making by media consumers and audiences. It also protects vulnerable audiences. The review process is conducted by our editorial team and managed by the Group Editor and Deputy Group Editor of each publication. The team meets daily to oversee news decisions on page layout and positioning for the most effective readership.

Ensuring Quality and Satisfaction

Audience satisfaction is essential for the success of our multi-platform media business. We employ the best tools to assess the quality of our programmes and set the market standards. Getting to know what matters most to our audience is the primary focus of audience research at Media Prima. We want to know how viewers spend their time consuming media content, what time of day they view it and other lifestyle choices.

Media Prima's Research Department uses the Nielsen Audience Measurement data to monitor programme performance. Reports are generated which are useful indicators for internal assessments and benchmarking our programmes against competitors.

Reports are produced daily, weekly, monthly and yearly for the viewership of each channel. Micro-level analysis of minute by minute viewing numbers is produced. Data can be filtered by specified time slots, selected programmes and advertisement slots to extract viewership according to a particular demographic profile.

Nielsen conducted an establishment survey to determine the TV population and media users among 10,000 adults in Peninsular Malaysia. The findings serve as a guide to avoid uneven skew and align the sample with the demographics provided by the Statistics Department of Malaysia.

Television programming is also KPI based with each programme, timeslot and station share having a viewership share target assigned to it. These KPI targets are set during the last quarter of the previous year and consider the performance at the time. The stations' programming, special events and activities help gauge the viewership flow into the New Year.

Ratings are mainly driven by content. Our strategy is to attract viewers using the ratings to manage and schedule our programmes. Low rating programmes receive a thorough review. Minute by minute analysis can determine whether the programme sustains stable or erratic viewing patterns.

Understanding Our Customers

Media Prima Radio Networks experienced a healthy growth rate especially among the Gen Y group. Hot FM is the number 1 station for the 10am to 4pm show for ages 18 to 29 and 4pm to 8pm show for ages 18 to 24.

Radio Networks has become the choice of Gen Y. Fly FM experienced a 55% increase in Professional, Manager, Executives and Businessman (PMEBs) aged below 35. This percentage is derived from the recent Wave 2 Nielsen Survey conducted in 2013.

Radio Networks' main drive is content comprising topics, song playlists, contests and information. It is instrumental for the Radio Network team to continue creating great ideas and creativity. We must remain relevant and engage on all aspects with our listeners. Regular and current customer surveys are important to achieve this.

Reaching Out/Enlarging Our Network

In 2013, Radio Networks were aggressively active on social media websites such as Instagram, Facebook, Twitter and Line Application. Radio Networks has also improved its online radio streaming service. All stations have an active presence in their listeners' lives as the leading Radio Networks with highest number of followers for all social media platforms in Malaysia.

The Radio Network of Media Prima has also introduced 'Across Platform Integration' to broaden its influence across other platforms and further extending their brand presence, talent and content to reach different audience groups. For example, *Projek Metro* is a collaboration between Harian Metro and TV3. This reality based programme searches for a multi-talented personality who can present on both TV and radio, and also write as a columnist in Harian Metro. The winner was awarded a one-year contract with Media Prima and will be shared across Hot FM, Harian Metro and TV3.

Engaging with Our Stakeholders

Hot FM collaborated with 100PLUS to organise Liga Juara HotFM 100PLUS to promote a healthy lifestyle. At this event, local celebrities, all-star soccer players, station's announcers and selected listeners were invited to team up to battle against each other. The event was first held in Kuala Terengganu on 12 April 2013. It was also held in Kelantan on 13 April 2013 and Subang Jaya on 20 April 2013.

The three events attracted more than 4,000 people. This public event was hosted to engage with listeners and the target group of the radio station who are mainly people below 35 years old.

Enhancing Our Customers' Experience

In 2013, Tonton achieved another milestone with the launch of four new channels: Tonton News, Tonton Anime, Tonton comedy and Tonton Variety. This is in addition to Tonton Original Series channel that introduces its own web dramas such as the *Autumn Di Hatiku* and *Dan Calonnya Adalah*.

In May 2013, Tonton and Samsung Malaysia Electronics launched a Tonton TV application for Samsung SMART TVs. The partnership was officiated through a Memorandum of Understanding (MoU) signed in September 2012. This collaboration unveils the development of Malaysia's first entertainment streaming application on a SMART TV platform with Tonton. It provides a catch-up TV service for content aired on Media Prima TV Networks channels, news portals and radio stations. TV3, ntv7, 8TV, TV9, Gua TV, Fly TV, Hot TV, one TV and myMetroTV programmes are covered.

This application offers a wide selection of local, Asian and International content. Viewers can stream any content such as dramas to entertainment, films, music videos and news programming on-demand. The service caters for a diverse group of users, all owners of Samsung SMART TVs.

Users are also able to use their Tonton credits to view Tonton premium content. The Tonton TV application is now available for download from the Samsung Smart TV app store and is pre-loaded on the majority of 2012 and 2013 models.

Video streaming applications have become a popular trend among Malaysians. Tonton is the first local content app for the Samsung Smart TV platform. This is a significant milestone for us because it puts us in the lead of creating enriching content offerings that meet the needs of our consumers. The living room viewing experience will take content consumption to the next level and this partnership enforces our lead in providing an "Over-The-Top" digital experience for viewers.

The Tonton TV application also enables Samsung SMART TV users to access Tonton's library of movies and TV programmes. Additionally, Samsung Smart TV users will also be able to access Tonton's TV Everywhere service through the application. Users are able to stream all four TV channels – TV3, ntv7, 8TV, TV9 live.

Highlights of Tonton's performance in 2013 are summarised in the tables below.

Tonton Page Views (Target 2013: 20,300,000)

| Month | Actual Performance | % of KPIs achieved |
|-----------|--------------------|--------------------|
| January | 21,583,014 | 106% |
| February | 16,753,714 | 83% |
| March | 16,489,532 | 81% |
| April | 18,661,281 | 92% |
| May | 21,882,782 | 108% |
| June | 31,350,890 | 154% |
| July | 24,119,874 | 119% |
| August | 18,989,298 | 94% |
| September | 24,304,902 | 120% |
| October | 29,740,550 | 147% |
| November | 27,215,752 | 134% |
| December | 26,018,204 | 128% |

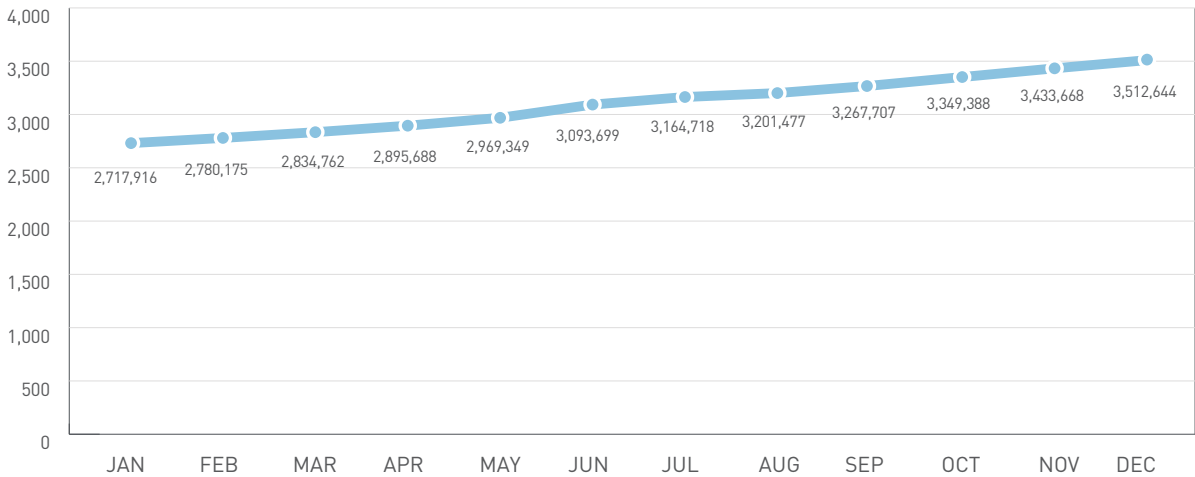
Tonton Visits (Target 2013: 5,000,000)

| Month | Actual Performance | % of KPIs achieved |
|-----------|--------------------|--------------------|
| January | 5,237,704 | 105% |
| February | 4,064,595 | 81% |
| March | 4,107,616 | 82% |
| April | 4,648,745 | 93% |
| May | 5,483,479 | 110% |
| June | 7,198,921 | 144% |
| July | 5,375,592 | 108% |
| August | 4,427,187 | 89% |
| September | 5,708,105 | 114% |
| October | 6,776,089 | 136% |
| November | 6,009,653 | 120% |
| December | 5,906,987 | 118% |

Tonton Video Views (Target 2013: 6,000,000)

| Month | Actual Performance | % of KPIs achieved |
|-----------|--------------------|--------------------|
| January | 4,864,860 | 81% |
| February | 3,342,675 | 56% |
| March | 3,363,014 | 56% |
| April | 3,449,089 | 57% |
| May | 4,383,615 | 73% |
| June | 7,865,682 | 131% |
| July | 5,284,938 | 88% |
| August | 3,552,034 | 59% |
| September | 5,643,973 | 94% |
| October | 7,041,914 | 117% |
| November | 5,987,172 | 100% |
| December | 7,415,486 | 124% |

Target Registered Users 2013: 3,500,000





Expanding Our Reach

Big Tree Outdoor launched its latest revolution in outdoor advertising in 2013. The Big Revelation unveiled Cubig Digital Series, Big Tree's latest state-of-the-art technology in out of home media, offering dynamic solutions to brand owners. It is the first of its kind in the region. It allows brand owners the opportunity to communicate with their target audience in a more compelling way with limitless creativity. Advertisers can execute animated connectivity across the screens with multiscreen synchronisation effect. Its flexibility also allows simultaneous video advertisements or static advertisements to be displayed on all sides of the cubes.

Cubig Digital Series is strategically placed on KL Monorail pillars in Bukit Bintang and targets both motorists and pedestrians. Cubig also enhances the look of modern Kuala Lumpur. Cubig is the most innovative Out-of-Home media to date. The launch of Cubig has revolutionised the outdoor media industry with innovative technology, while setting industry standards.

Customer Privacy

Customer information is kept and maintained with the highest confidentiality. All Media Prima corporate, customer and employee information is strictly private and confidential. Employees are required to treat it as such at all times and not disclose it to anybody without proper authorisation. This provision includes the release of information to casual contacts made through the internet or any other means of information dissemination.

Compliance

Media Prima has a comprehensive quality control system that is regularly evaluated and improved. There have been no incidences of non-compliance with laws and regulations concerning Media Prima's operations during this period. In addition, the Company did not have any major incidents of non-compliance with regulations or its own voluntary codes concerning the impacts on its operations.

Environment

At Media Prima, we are mindful of how our business consumes the world's natural resources. Proactive steps are taken to conserve the environment for future generations to enjoy. Our coordinated approach minimises the consumption of materials, water and energy while reducing our waste, effluents and GHG emissions. As we move towards ISO 9001, we hope to share our best practices as we introduce our Supplier Environmental Assessment.

Materials Management

At NSTP, we manage our materials to maximise their productivity and have a well-coordinated approach to various issues. Effective materials management helps improve their productivity and reduce our wastage.

Our press system upgrades continue to improve in-house efficiency by reducing start up copies and printing registrations. These initiatives are ongoing and have further reduced newsprint wastage and paper consumption in terms of pages per kg.

Material usage at NSTP Printing Plants from 2011 to 2013

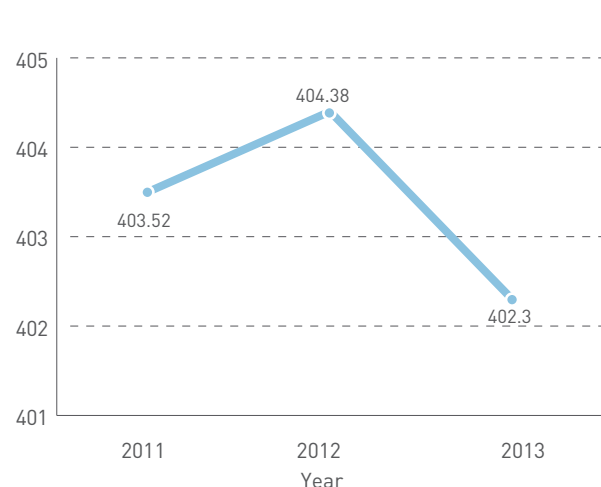
| Material (MT) | 2011 | 2012 | 2013 |
|---------------|--------|--------|--------|
| Newsprint | 85,058 | 87,335 | 91,568 |
| Ink | 1,736 | 1,739 | 1,903 |

Paper

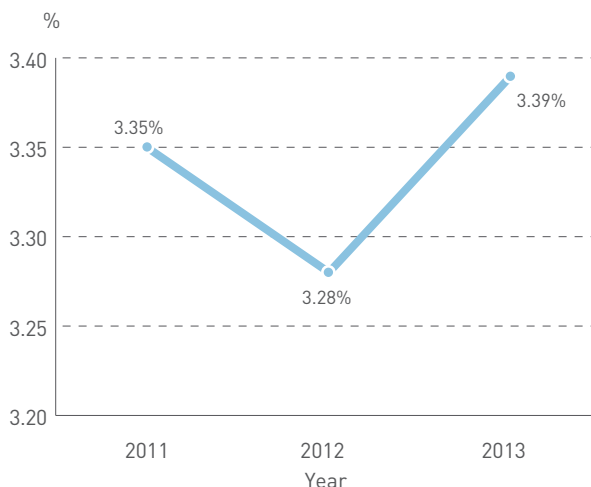
At NSTP, we aim to minimise our paper wastage. We try to keep the number of pages per kg of newsprint high. In 2013, the number of pages per kg of newsprint reduced slightly by 0.51%.

The increase in number of pages per kilogram of newsprint was due to fluctuations in the substance from our main paper supplier. NSTP is working with this supplier to reduce the paper weight so that it remains within the tolerances.

Number of Pages per Kilogram of Newsprint



Percentage of Paper Wastage at NSTP Printing Plants



There has been a decline in global deforestation, partly due to the increased use of recycled paper. NSTP always tries to use 100% recycled paper at its printing plants. At times, our newsprint requirements fluctuate due to the current news and paper availability.

If NSTP is unable to source 100% recycled paper, mixed (50% recycled and 50% pulp) or woodfree (100% recycled white paper) is procured. Paper made from virgin pulp is used as a last resort.

The table below shows our paper usage by type in 2012 and 2013.

Paper Usage by Type

| Reel Size / Recycled/mixed | 2012 | | | | 2013 | | | |
|-------------------------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
| | 58" | 43.5" | 29" | Total | 58" | 43.5" | 29" | Total |
| 100% | 25,435 | 5,992 | 6,228 | 37,655 | 33,680 | 7,665 | 6,992 | 48,337 |
| Mix | 16,950 | 5,793 | 3,636 | 26,379 | 17,636 | 4,591 | 4,705 | 26,932 |
| Virgin Pulp | 1,692 | 585 | 3 | 2,280 | 1,692 | 585 | 3 | 2,280 |
| Total | 44,077 | 12,370 | 9,867 | 66,314 | 53,008 | 12,841 | 11,700 | 77,549 |

In 2013, 62.33% of our paper was 100% recycled compared to 56.78% in 2012. Only 2.94% of our paper was made from virgin pulp compared to 3.44% in 2012. At NSTP, we will continue to ensure that our procurement of paper affects the environment as little as practicably possible.

Chemicals

Chemical Usage, Prepress (litres)

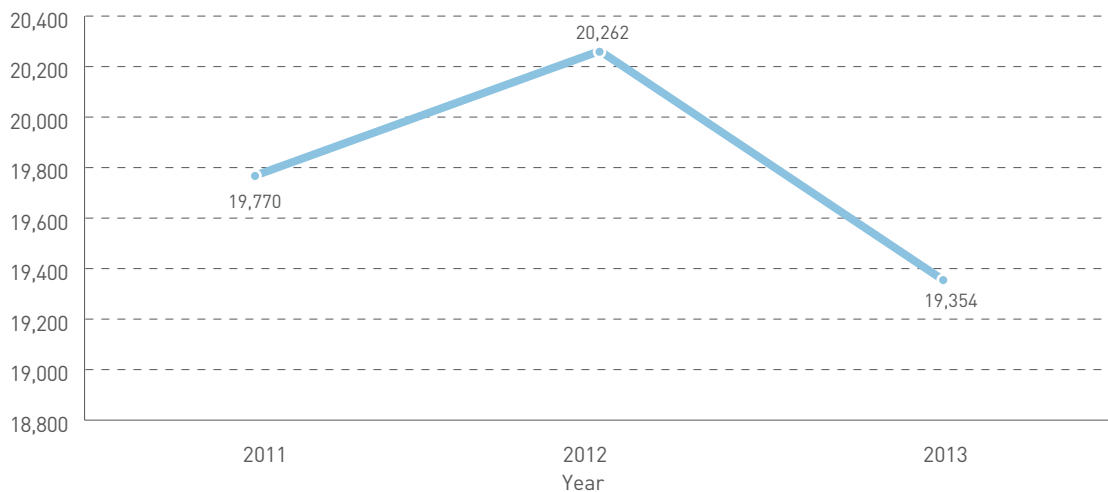
| Year | Shah Alam | Prai | Senai | Ajil | Total |
|------|-----------|--------|--------|-------|--------|
| 2011 | 11,565 | 12,480 | 11,095 | 8,940 | 47,422 |
| 2012 | 10,720 | 9,570 | 9,450 | 9,135 | 37,765 |
| 2013 | 14,831 | 10,100 | 8,670 | 7,900 | 41,501 |

In 2013, an increase in pagination and colour led to increased plate usage. More processing chemicals were required as a result.

At all printing plants, NSTP tries to run one product per line. This is not always possible if demand increases. During the election, Balai Berita Prai required a second plate to be used on occasions. This led to a higher use of production materials.

Ink

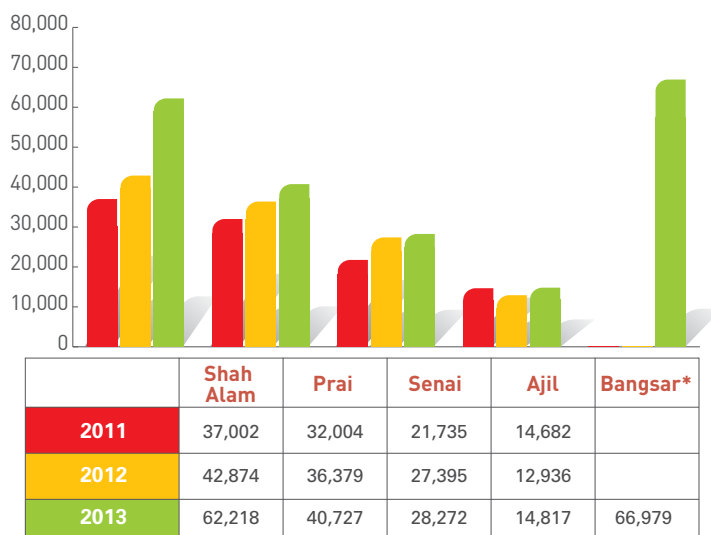
Number of Pages per Kilogram of Ink



At NSTP, we also try to keep the number of pages per kg of ink high. In 2013, the number of pages per kg of ink decreased by 4.48% compared to 2012. The increase in kg of ink was unavoidable due to the news reported during the year. In 2013, there was extensive coverage of the militant intrusion in Lahad Datu, Sabah and the General Election. This content was heavy on graphics, which require more ink.

Water Management

The water consumption by NSTP's printing plants has increased due to a change in the chiller system. All water is supplied by a municipal water provider.



* Water consumption for Bangsar is unavailable for 2011 and 2012

Energy Management

Media Prima is working towards full compliance with the requirements of the Efficient Management of Electrical Energy Regulations 2008 endorsed by the Energy Commission of Malaysia. In 2013, NSTP commissioned a detailed audit of its air conditioning systems at Balai Berita, Shah Alam. The efficiency and performance of the chillers were evaluated and compared with the chiller performance against the design parameters. Two chillers were assessed by testing, measuring and recording a few operating parameters during operation. The types of measurement, instruments used and assessment methodology are summarised in the table below.

Chiller Assessment Procedure and Methodology

| Measurement Type | Instrument | Methodology |
|--------------------------------------|---|--|
| Chilled Water Temperature | Calibrated Mercury Thermometer (accuracy 0.1oC) | Insertion into Thermowells |
| Chilled Water Pressure | Calibrated Pressure Gauge (accuracy 2 PSI) | Pressure Sampling Points |
| Chilled Water Flow rate | Cooler Press Drop Vs Flow Chart | Estimation from Cooler Curve |
| Electrical Data: Current and Voltage | Calibrated Multimeter | Measurement from Chiller Starter Panel |

The efficiencies of the Chillers should be maintained below 0.95 IKW/Tonnes. The audit results showed that Chiller 1 and 3 were running at 0.73 KW/Tonnes and 0.71 KW/Tonnes respectively. The chillers are still performing well.

To achieve maximum efficiency, it was recommended that a new cooling tower infill, motorised valve, flume box and drain pan be installed for all three cooling towers. In 2013, we have replaced one cooling tower. The two remaining towers will be budgeted in 2014 for replacement in 2015. The maintenance work should also increase the lifespan of our air conditioning equipment. We hope to repeat this audit for the air conditioning systems at our other plants in due course.

NSTP also piloted the use of energy efficient LED lighting in its mailroom. It was found that this lighting produced higher glare due to its intensity and colour rendering. LED produces a Colour Rendering Index (CRI) that is close to 100. The most suitable CRI in our working areas is between 85 and 95.

NSTP opted for induction lighting at its plants. Despite its high initial cost, induction lighting has the following favourable characteristics:

- High efficacy, in many cases, 60+ or 70+ lumens per watt
- Excellent CRI
- Choice of warm white to cool white (2,700–6,500 K) colour temperature
- Instant start and restrike operation
- No flickering, strobing or noise
- Low-temperature operation
- High power factor: 0.90+

Energy usage for NSTP from 2011 to 2013 (kWh)

| Site | 2011 | 2012 | 2013 |
|------------------------|-------------------|-------------------|-------------------|
| Balai Berita Bangsar | 8,543,902 | 9,125,302 | 8,947,734 |
| Balai Berita Shah Alam | 7,051,330 | 6,858,984 | 7,091,041 |
| Balai Berita Prai | 4,828,100 | 5,195,664 | 5,594,236 |
| Balai Berita Senai | 5,462,009 | 5,312,544 | 5,427,881 |
| Balai Berita Ajil | 3,766,828 | 3,695,716 | 4,055,876 |
| Total | 29,652,169 | 30,188,210 | 31,116,768 |

NSTP's electricity consumption increased by 3.08% in 2013 compared with 2012. There was a significant increase in our number of newsprint pages printed due to our extended coverage of the General Election and the incursion in Lahad Datu.

Media Prima's Energy Consumption from 2011 to 2013 (kWh)

| Site | 2011 | 2012 | 2013 |
|-----------------------------|-------------------|-------------------|-------------------|
| Sri Pentas | 8,090,037 | 7,986,513 | 7,952,263 |
| Glenmarie Shah Alam | 2,123,213 | 2,003,831 | 1,953,594 |
| Sri Pentas 2 | 159,700 | 156,400 | 161,500 |
| TV3's Transmitters | 7,738,266 | 8,286,658 | 8,050,996* |
| ntv7's Transmitters | 3,645,269 | 2,695,988 | 2,966,602** |
| 8TV's Transmitters | 1,182,215 | 927,237 | 925,856 |
| TV9's Transmitters | 964,256 | 1,052,930 | 1,086,993*** |
| Hot FM Radio's Transmitters | 343,781 | 343,776 | 343,804 |
| TOTAL | 24,246,737 | 23,453,333 | 23,441,608 |

* Meter was faulty at Peringat November 2013

** Figure is based on estimation as meters at Bukit Singgalang, Bukit Kayu Malam and Bukit Nyabau were installed in June 2013

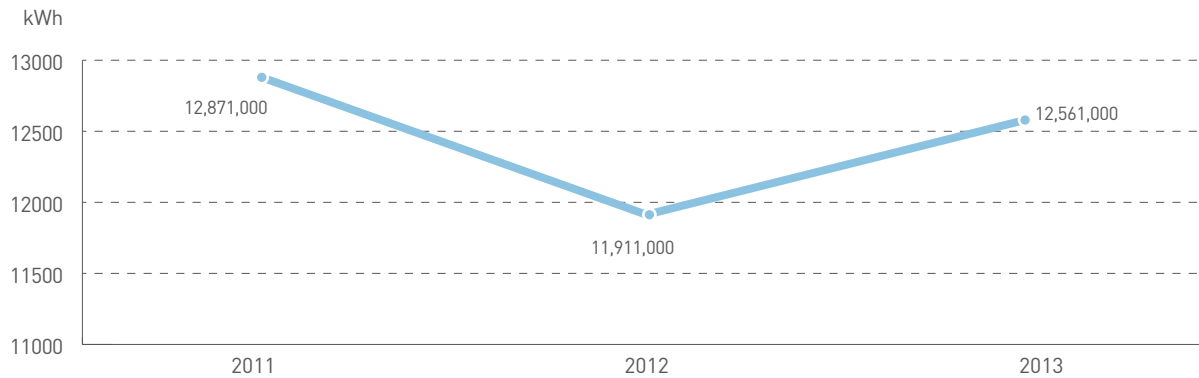
*** Transmitter power dropped from 3kW to 1kW between September and December

Energy Consumption by Big Tree Outdoor from 2011 to 2013 (kWh)

| Site | 2011 | 2012* | 2013 |
|------------|--------------|---------------|---------------|
| Office | 79,240.05 | 99,787.72* | 71,436.00* |
| Billboards | 4,333,602.37 | 3,697,238.53* | 3,804,082.30* |

* Please note that this value is based on the conversion of cost of electricity to kWh

Total Chilled Water Power Consumption at Sri Pentas

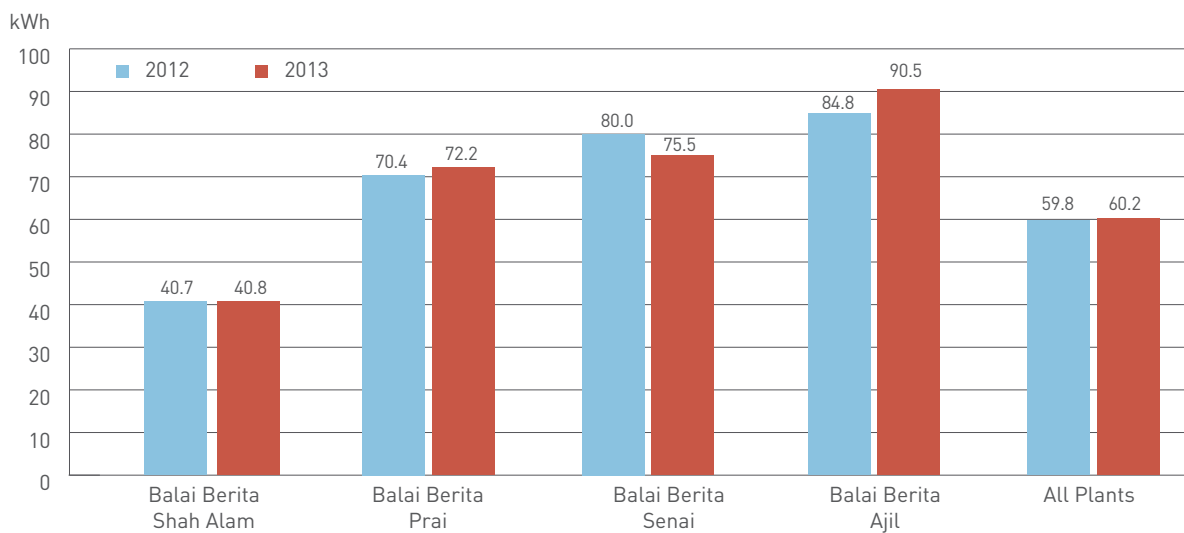


Energy Intensity

At NSTP, we understand that total energy consumption is not the best indicator of energy efficiency.

Energy intensity is a better measure of the energy efficiency of our printing plants. The unit is expressed as amount of energy required to make a unit of product. At NSTP, we have chosen the number of kilowatt hours to make 100,000 pages of newsprint as our Energy Efficiency Unit.

NSTP Energy Intensity in 2012 and 2013



Waste Management

Solid Waste

The Reduce, Reuse, Recycle (3R) concept has been implemented throughout our operations. NSTP sends 100% of its paper waste to Malaysian Newsprint Industries (MNI) for recycling. The collection of other wastes including aluminium and cores are being tendered. Unsellable waste is disposed of according to the environmental regulations. The breakdown of our newsprint waste sent to MNI in 2013 is presented below.

| Newsprint Wastage | Amount (kg) | |
|-----------------------------|------------------|------------------|
| | 2012 | 2013 |
| Stripping | 8,331 | 5,674 |
| Reel Ends | 202,560 | 188,684 |
| Run-up Spoilage | 1,716,329 | 1,986,949 |
| Empty Core | 287,547 | 292,927 |
| Newsprint Covers | 320,479 | 309,109 |
| Machine Waste (Scrap Paper) | 275,153 | 278,171 |
| Press Spoilage | | 1,871 |
| Test Run & Mock-ups | 25,708 | 34,494 |
| Non Production Spoilage | 22,550 | 1,921 |
| Total | 2,858,657 | 3,099,800 |

Scheduled Waste

At NSTP, scheduled waste such as contaminated rags, waste ink and chemical waste from the print is collected, stored and disposed of by Department of Environment (DOE) licensed contractors. These licensed contractors wash contaminated rags and return them to us for reuse. We send our chemical waste to a wastewater treatment plant (WWTP) which we operate and send monthly reports to the DOE. Sludge from WWTP is disposed as scheduled waste.

In 2012, NSTP completed the process of changing from Computer to Film (CTF) to Computer to Plate (CTP). In 2013, NSTP has eliminated one type of chemical waste as the development of films is no longer required.

In 2013, NSTP began testing and monitoring the performance of a new violet chemical-free plate solution at its plants in Senai and Shah Alam. This violet newspaper gum eliminates the need to replenish developer. In this system, a pH neutral gum solution washes and protects the polymer plates and makes them ready for press. It eliminates processing parameters, is efficient in use and dramatically reduces chemical waste.

With the new violet newspaper gum, the cleaning is even easier and the maintenance is reduced, which helps control the total cost per plate. It is hoped that this will help us reduce our chemical waste while lowering maintenance and operational costs. As it contains no hazardous ingredients, it is also safer for our employees to handle.

NSTP plans to implement and use the new plate by May 2014. Each plant will require a RM28,000.00 investment for the upgrade. It is expected that 7,500 litres of chemical per plant can be prevented from being treated by NSTP's WWTP. This initiative is expected to save approximately RM70,000 a year.

NSTP Scheduled Waste Disposal (MT) in 2013

| Waste Category | Waste Code | Ajil | Prai | Senai | Shah Alam | Total |
|----------------------------------|------------|--------------|--------------|--------------|--------------|---------------|
| E-Waste | SW110 | 0.34 | – | – | – | 0.34 |
| Ink Sludge and Evaporator Sludge | SW416 | 3.49 | 0.46 | 0.66 | 5.06 | 8.56 |
| Used Oil | SW305 | 6.67 | 1.71 | 1.68 | – | 18.46 |
| Mixed Solvent | SW322 | – | – | – | 12.43 | 12.43 |
| Rotowash Carboy | SW409 | 1.85 | 3.46 | – | 0.98 | 6.41 |
| Contaminated Empty Drum | SW409 | 0.27 | 2.55 | – | 1.76 | 4.58 |
| Used Rags | SW410 | 15.17 | 45.28 | 19.20 | 6.75 | 85.87 |
| Used Activated Carbon | SW411 | – | 0.83 | – | 11.79 | 8.57 |
| Ink Waste | SW418 | 2.22 | – | 0.99 | 9.57 | 12.78 |
| Filter Press Sludge | SW416 | 3.93 | – | – | 9.59 | 13.52 |
| Total | | 33.94 | 54.29 | 22.53 | 60.76 | 171.52 |

E-waste consists of discarded electrical or electronic devices. The recycling and disposal of e-waste may present a health threat to workers and communities. Balai Berita Ajil has liaised with the DOE and appointed Kualiti Alam, which is equipped to handle this type of waste.

Effluents Management

NSTP printing plants at Ajil Senai, Shah Alam and Prai house their own WWTPs. Wastewater generated by the NSTP printing process is treated at these WWTPs before being discharged safely to the drainage system. As part of the DOE approval conditions, NSTP is required to conduct monthly sampling and monitoring of Chemical Oxygen Demand (COD) and Biochemical Oxygen Demand (BOD).

Effluent Statistics in 2013

| Month | COD (DOE limit 200 mg/l) | | | | BOD (DOE limit 50 mg/l) | | | |
|-----------|--------------------------|-------|-----------|--------|-------------------------|-------|-----------|--------|
| | Ajil | Senai | Shah Alam | Prai * | Ajil | Senai | Shah Alam | Prai * |
| January | 16 | 19 | 28 | 71 | 1 | 4 | 7 | – |
| February | 66 | 12 | – | 61 | 7 | ND | – | – |
| March | 80 | 26 | – | 53 | 7 | 8 | – | 12 |
| April | 48 | 6 | – | 58 | 4 | ND | – | 10 |
| May | 128 | 14 | – | 14 | 12 | 3 | – | 7 |
| June | 1280 | 56 | 32 | 63 | 136 | 13 | 8 | 10 |
| July | 95 | 43 | 12 | 62 | 16 | 12 | ND(<5) | 11 |
| August | 80 | 175 | 48 | 38 | 11 | 50 | 14 | 5 |
| September | 97 | 10 | 28 | 42 | 12 | 3 | 7 | 8 |
| October | 115 | 68 | 44 | 68 | 14 | 18 | 12 | 9 |
| November | 1126 | 35 | 272 | 75 | 187 | 10 | 69 | 10 |
| December | 335 | 31 | 28 | 91 | 82 | 9 | 8 | 11 |

* Balai Berita Prai performed weekly sampling of BOD and COD throughout 2013 as required by the DOE. The fourth reading for each month is reported here.

At Balai Berita Senai, effluent is discharged upstream of a water supply intake and is subject to Standard A requirements. At all other plants, effluent is discharged downstream and conforms to Standard B. These standards are set by the Environmental Quality Act 1974.

At Balai Berita Shah Alam, no water sampling tests for COD and BOD were performed for the months of February, March, April and May. Our contractor failed to collect samples and submit them to the laboratory for analysis. Our agreement with this company was terminated and a new contractor was appointed.

Ozone Depleting Emissions

The Montreal Protocol on Substances that Deplete the Ozone Layer aims to protect the ozone layer by phasing out the production of numerous substances believed to be responsible for ozone depletion.

Media Prima supports this treaty and phase-out management plan. At NSTP, all air conditioning refrigerants are now using R134A.

Other Environmental Initiatives

Illegal Tappings

We trace and monitor illegal electricity tapping from our Distribution Board through site inspections and consulting our electricity bills. This is part of the ongoing efforts by Big Tree Outdoor to prevent the pilferage of electricity. We prosecute the perpetrators and their contracts with Big Tree Outdoor are terminated.

Environmental Expenditure

| Balai Berita Ajil | Amount (RM) |
|-------------------------------|-------------------|
| Disposal of scheduled waste | 27,344.06 |
| Waste water treatment plant | 17,100.00 |
| Air conditioning repairs | 1,100.00 |
| Environmental training | 3,300.00 |
| Balai Berita Senai | |
| Disposal of scheduled waste | 149,763.46 |
| Waste water treatment plant | 43,900.00 |
| Balai Berita Shah Alam | |
| Disposal of scheduled waste | 113,022.80 |
| Waste water treatment plant | 83,187.50 |
| Environmental training | 4,100.00 |
| Balai Berita Prai | |
| Disposal of scheduled waste | 112,196.62 |
| Waste water treatment plant | 23,465.00 |
| Environmental training | 4,000.00 |
| Total | 582,479.44 |

In 2013, RM582,479.44 was spent on environment-related initiatives compared to RM142,637 in 2012. This represents an increase in spending of over 300%.

Environmental Compliance

Media Prima and its subsidiaries subscribe to the following regulations:

- Environmental Quality (Clean Air) Regulations 1978
- Environmental Quality (Scheduled Wastes) Regulations 2005
- Environmental Quality (Sewage) Regulations 2009
- Environmental Quality (Industrial Effluent) Regulations 2009
- Local Government Act 1976 on waste dumping policy

We are pleased to report that there were no major penalties for violations of environmental-related laws and regulations. There were some instances where the Company failed to comply with the Environmental Quality (Industrial Effluent) Regulations 2009. We are working to ensure there are no future cases of environmental noncompliance.

Climate Change and Greenhouse Gas Emissions

A greenhouse gas GHG is any gaseous compound in the atmosphere that is capable of absorbing infrared radiation, thereby trapping and holding heat in the atmosphere.

Greenhouse gases are responsible for the greenhouse effect, which ultimately leads to global warming. Media Prima is committed to monitoring its greenhouse emissions and doing everything possible to reduce them.

This is the second year that we have calculated our carbon emissions. We are reporting on available data gathered from various parts of Media Prima.

Media Prima emissions accounting is based on the internationally-recognised GHG Protocol established by the World Business Council for Sustainable Development (WBCSD) and World Research Institute (WRI). Emissions accounting is based on the GHG Protocol classification of direct and indirect emissions.

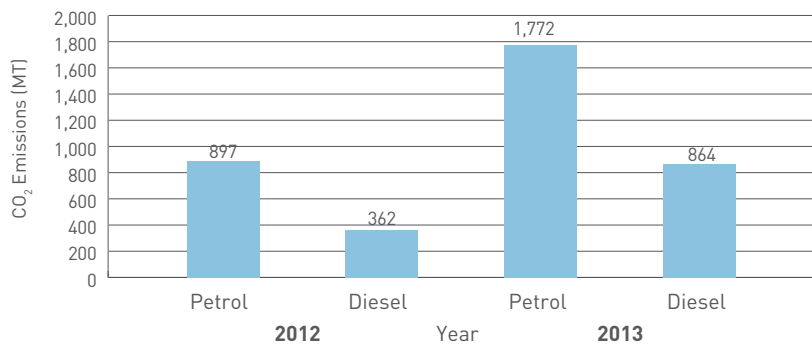
| Scope | Category | Indicators Measured |
|---------|------------------------------|------------------------|
| Scope 1 | Direct GHG emissions | Company Owned Vehicles |
| Scope 2 | Indirect GHG emissions | Electricity |
| Scope 3 | Other indirect GHG emissions | Air Travel |

Direct GHG emissions are produced from sources that are owned or controlled by us. Indirect GHG emissions are emissions that are a consequence of our activities, but occur at sources owned or controlled by another entity. The GHG Protocol further categorises these direct and indirect emissions into three broad scopes: all direct GHG emissions; indirect GHG emissions from the consumption of purchased electricity; and other GHG emissions. We have adopted this standard for our reporting.

Scope 1

GHG emissions from Company-Owned Vehicles are monitored by recording all fuel purchases used for company Owned Vehicles. Separate calculations have been performed for petrol and diesel from Media Prima Group data. CO₂ emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.

CO₂ Emissions (MT) from Company-Owned Vehicles by Fuel Type



Note: The total fuel emission produced by BTO was calculated by dividing the monthly fuel expenditure in Ringgit Malaysia by the fuel price for petrol and diesel.

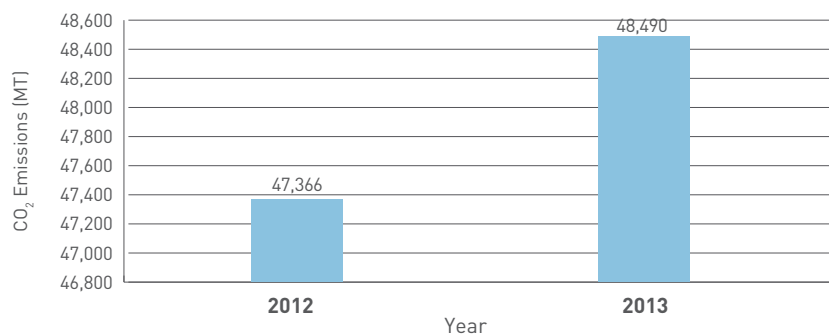
Our Company Owned Vehicles produced 2,636 MT of CO₂ emissions in 2013. This is an increase of 52.24% compared to 1,259 MT in the previous year.

Scope 2

Energy has been calculated from Media Prima electricity bills. Energy is consumed by our office buildings, TV stations, chilled water, printing presses and billboards.

CO₂ emissions from the use of electricity were derived using the emission factor published by the Malaysian Green Technology Corporation for the Peninsular Grid.

CO₂ Emissions (MT) from Purchased Electricity

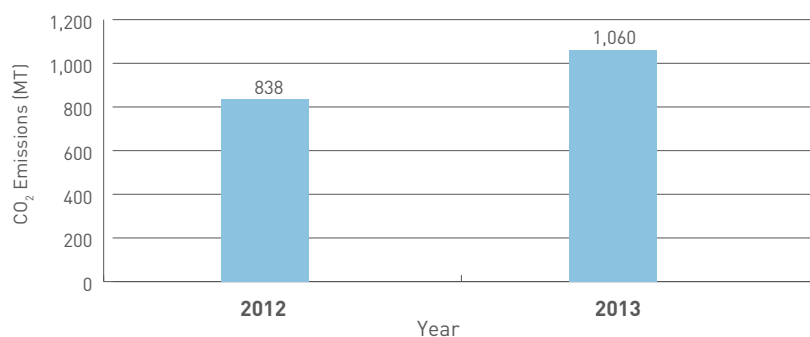


In 2013, our CO₂ emissions resulting from purchased electricity usage has increased by 2.37% from 47,366 MT in 2012 to 48,490 MT in 2013.

Scope 3

Air travel GHG emissions were calculated point to point including the number of employees on board and distance. Separate calculations were performed for business and economy class flights. A centralised system is employed for the booking of the majority of short and long haul flights. Online tools derived from the World Resource Institute (WRI) Greenhouse Gas Protocol have been used to calculate the CO₂ emissions from air travel.

CO₂ Emissions (MT) from Air Travel



In 2013, our CO₂ emissions resulting from air travel increased by 20.94% from 838 MT in 2012 to 1,060 MT in 2013.

Total Emissions

Our total emissions increased by 5.50% from 49,463 MT in 2012 to 52,185 MT in 2013. The following table provides the full breakdown of our emissions and their sources.

| Scope | Emissions Source | Amount (kg) | |
|-----------------|------------------------|-------------|--------|
| | | 2012 | 2013 |
| 1 | Company Owned Vehicles | 1,259 | 2636 |
| 2 | Electricity | 47,366 | 48,490 |
| 3 | Air Travel | 838 | 1,060 |
| Total Emissions | | 49,463 | 52,185 |

GRI G3.1 Content Index (Media Sector Supplement)

Application: C – Core; A – Additional

Status: ● Fully Reported; ✕ Partially Reported; × Not Reported

| G3.1 Content Index | | | | |
|--|---|--------|-----------------|-----------------------------------|
| STANDARD DISCLOSURES PART: Profile Disclosures | | | | |
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation |
| 1. Strategy and Analysis | | | | |
| 1.1 | Statement from the most senior decision-maker of the organisation | ● | 6-9 | |
| 1.2 | Description of key impacts, risks, and opportunities | ● | 6-9 | |
| 2. Organisational Profile | | | | |
| 2.1 | Name of the organisation | ● | Cover page | |
| 2.2 | Primary brands, products, and/or services | ● | 4-5 | |
| 2.3 | Operational structure of the organisation | ● | 4-5 | |
| 2.4 | Location of organisation's headquarters | ● | 3 | |
| 2.5 | Number of countries where the organisation operates | ● | 3 | |
| 2.6 | Nature of ownership and legal form | ● | 4-5 | |
| 2.7 | Markets served | ● | 4-5 | |
| 2.8 | Scale of the reporting organisation | ● | 3 | |
| 2.9 | Significant changes during the reporting period | ● | 6-9 | |
| 2.10 | Awards received in the reporting period | ● | 10-13 | |
| 3. Report Parameters | | | | |
| 3.1 | Reporting period | ● | 2-3 | |
| 3.2 | Date of most recent previous report | ● | 2-3 | |
| 3.3 | Reporting cycle | ● | 2-3 | |
| 3.4 | Contact point for questions regarding the report or its contents | ● | 3 | |
| 3.5 | Process for defining report content | ● | 2-3 | |
| 3.6 | Boundary of the report | ● | 2-3 | |
| 3.7 | Specific limitations on the scope or boundary of the report | ● | 2-3, 6-9 | |

GRI G3.1 Content Index (Media Sector Supplement)

| G3.1 Content Index (continued) | | | | |
|--|--|--------|------------------------|-----------------------------------|
| STANDARD DISCLOSURES PART: Profile Disclosures (continued) | | | | |
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation |
| 3. Report Parameters (continued) | | | | |
| 3.8 | Basis for reporting on joint ventures, subsidiaries, etc | • | 2-3, 6-9 | |
| 3.9 | Data measurement techniques and the bases of calculations | • | 89-90 | |
| 3.10 | Explanation of the effect of any re-statements of information | • | 6-9 | |
| 3.11 | Significant changes from previous reporting period | • | 6-9 | |
| 3.12 | Table identifying the location of the Standard Disclosures | • | GRI G3.1 Content Index | |
| 3.13 | Policy and current practice with regard to seeking external assurance for the report | • | Assurance Statement | |
| 4. Governance, Commitments and Engagement | | | | |
| 4.1 | Governance structure of the organisation | • | Annual Report 2013 | |
| 4.2 | Indicate whether the Chair of the highest governance body is also an executive officer | • | 18 | |
| 4.3 | Independent and/or non-executive members of the Board | • | 19 | |
| 4.4 | Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body | • | 19 | |
| 4.5 | Linkage between compensation and the organisation's performance | • | 20 | |
| 4.6 | Processes in place to ensure conflicts of interest are avoided | • | 21 | |
| 4.7 | Qualifications and expertise of the Board | • | 19 | |
| 4.8 | Internally developed statements of mission or values, codes of conduct, and principles | • | Annual Report 2013 | |
| 4.9 | Identification and management of economic, environmental, and social performance, conduct, and principles | • | 60 | |

GRI G3.1 Content Index (Media Sector Supplement)

| G3.1 Content Index (continued) | | | | |
|--|--|--------|--------------------|-----------------------------------|
| STANDARD DISCLOSURES PART: Profile Disclosures (continued) | | | | |
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation |
| 4. Governance, Commitments and Engagement (continued) | | | | |
| 4.10 | Processes for evaluating the highest governance body's own performance | • | 19 | |
| 4.11 | Explanation of whether and how the precautionary approach or principle is addressed by the organisation | • | 17 | |
| 4.12 | Externally developed economic, environmental, and social charters, principles | • | 78 | |
| 4.13 | Memberships in associations | • | Annual Report 2013 | |
| 4.14 | List of stakeholder groups engaged by the organisation | • | 15-17 | |
| 4.15 | Basis for identification and selection of stakeholders with whom to engage | • | 15-17 | |
| 4.16 | Approaches to stakeholder engagement | • | 15-17 | |
| 4.17 | Key topics and concerns that have been raised through stakeholder engagement, and how the organisation has responded to those key topics | • | 16-17 | |

DMA and Performance Data

| STANDARD DISCLOSURES: Performance Indicators | | | | | |
|--|--|--------|---|-----------------------------------|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| ECONOMIC | | | | | |
| Economic Performance | | | | | |
| EC1 | Direct economic value generated and distributed | • | Financial Statement of the Annual Report 2013 | | |
| EC2 | Financial implications and other risks and opportunities for the organisation's activities due to climate change | • | 88 | | – |
| EC3 | Coverage of the organisation's defined benefit plan obligations | • | 50 | | |
| EC4 | Significant financial assistance received from government | • | 53 | | |
| M1 | Significant funding and other support received from non-governmental sources | • | 53 | | |
| Market Presence | | | | | |
| EC5 | Standard entry level wage vs. local minimum wage | • | 50 | | |
| EC6 | Policy, practices, and proportion of spending on locally-based suppliers | • | 49 | | |
| EC7 | Procedures for local hiring | • | 49 | | |
| Indirect Economic Impacts | | | | | |
| EC8 | Development and impact of infrastructure investments and services provided primarily for public benefit | • | 22-36 | | |
| EC9 | Understanding and describing significant indirect economic impacts | • | 37-43 | | |
| ENVIRONMENTAL | | | | | |
| Materials | | | | | |
| EN1 | Materials used by weight or volume | • | 78 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|---|--------|-----------------|---|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| ENVIRONMENTAL (continued) | | | | | |
| Materials (continued) | | | | | |
| EN2 | Percentage of materials used that are recycled input materials | × | | We are yet to monitor the percentage of our materials used which are being recycled. We aim to improve our monitoring on the area and report in the future | 2014 |
| Energy | | | | | |
| EN3 | Direct energy consumption by primary energy source | • | 81-83 | | |
| EN4 | Indirect energy consumption by primary source | • | 81-83 | | |
| EN5 | Energy saved due to conservation and efficiency improvements | ⌘ | 81-83 | We disclose our initiatives which led to energy savings but are yet to measure the amount of savings resulted from these initiatives | 2014 |
| EN6 | Initiatives to provide energy-efficient or renewable energy | ⌘ | 81-83 | Our energy-efficient initiatives are still at the early stage | 2014 |
| EN7 | Initiatives to reduce indirect energy consumption and reductions achieved | ⌘ | 81-83 | Our initiatives in reducing indirect energy consumption are still at the early stage. We are yet to know the reduction achieved as a result of implementation | 2014 |
| Water | | | | | |
| EN8 | Total water withdrawal by source | • | 80 | | |
| EN9 | Significant impact of withdrawal of water | • | 80 | | |
| EN10 | Percentage and total volume of water recycled and reused | × | | Our initiative in this area is still at the early stage and there is no monitoring done at the moment | 2014 |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|--|--------|-----------------|---|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| ENVIRONMENTAL (continued) | | | | | |
| Biodiversity | | | | | |
| EN11 | Location and size of land owned, leased, managed in, or adjacent to, protected areas | × | | This indicator is found to be not material to our nature of business as a Media Powerhouse | – |
| EN12 | Description of significant impacts of activities, products, and services on biodiversity in protected areas | × | | This indicator is found to be not material to our nature of business as a Media Powerhouse | – |
| EN13 | Habitats protected or restored | × | | This indicator is found to be not material to our nature of business as a Media Powerhouse | – |
| EN14 | Strategies, current actions, and future plans for managing impacts on biodiversity | × | | This indicator is found to be not material to our nature of business as a Media Powerhouse | – |
| EN15 | Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations | × | | This indicator is found to be not material to our nature of business as a Media Powerhouse | – |
| Emissions, Effluents and Waste | | | | | |
| EN16 | Total direct and indirect greenhouse gas emissions by weight | ● | 86, 88-90 | | |
| EN17 | Other relevant indirect greenhouse gas emissions by weight | ● | 86, 88-90 | | |
| EN18 | Initiatives to reduce greenhouse gas emissions and reductions achieved | ● | 88-90 | | |
| EN19 | Emissions of ozone-depleting substances by weight | × | | We found that our nature of industry has a very minimal impact on the ozone and thus no initiatives in this area are being considered | – |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|---|--------|-----------------|---|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| ENVIRONMENTAL (continued) | | | | | |
| Emissions, Effluents and Waste (continued) | | | | | |
| EN20 | NO _x , SO _x , and other significant air emissions by type and weight | × | | We do not monitor such emissions as they are found to be not material to our nature of business | – |
| EN21 | Total water discharge by quality and destination | • | 80 | | |
| EN22 | Total weight of waste by type and disposal method | • | 84-85 | | |
| EN23 | Total number and volume of significant spills | × | | This indicator is not relevant to our nature of business | – |
| EN24 | Weight of transported, imported, exported, or treated waste deemed hazardous | × | | This indicator is not relevant to our nature of business | – |
| EN25 | Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organisation's discharges of water and runoff | × | | This information is not available at the moment. We will continue to improve our data collection and aim to report this in the future | 2014 |
| Products and Services | | | | | |
| EN26 | Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation | • | 78-87 | | |
| EN27 | Percentage of products sold and their packaging materials that are reclaimed by category | × | | This indicator is not relevant to our nature of business | – |
| Compliance | | | | | |
| EN28 | Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations | • | 88 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|--|--------|-----------------|---|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| ENVIRONMENTAL (continued) | | | | | |
| Transport | | | | | |
| EN29 | Significant environmental impacts of transporting products and other goods and materials used for the organisation's operations, and transporting members of the workforce | • | 78-87 | | – |
| Overall | | | | | |
| EN30 | Total environmental protection expenditures and investments by type | • | 87 | | |
| SOCIAL: LABOUR PRACTICES AND DECENT WORK | | | | | |
| Employment | | | | | |
| LA1 | Total workforce by employment type, employment contract, and region | • | 56 | | |
| LA2 | Total number and rate of employee turnover by age group, gender, and region | • | 57 | | |
| LA3 | Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations | • | 50 | | |
| LA15 | Return to work and retention rates after parental leave, by gender | × | | We do not have such benefit at the Group at this moment | – |
| Labour/Management Relations | | | | | |
| LA4 | Percentage of employees covered by collective bargaining agreements | • | 57 | | |
| LA5 | Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements | • | 57 | | |
| Occupational Health And Safety | | | | | |
| LA6 | Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs | • | 58-63 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|---|--------|-----------------|--|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| SOCIAL: LABOUR PRACTICES AND DECENT WORK (continued) | | | | | |
| Occupational Health And Safety (continued) | | | | | |
| LA7 | Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region | • | 63 | | |
| LA8 | Education, training, counselling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases | • | 61-62 | | |
| LA9 | Health and safety topics covered in formal agreements with trade unions | • | 57 | | |
| Training and Education | | | | | |
| LA10 | Average hours of training per year per employee by employee category | • | 52-53 | | |
| LA11 | Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings | x | | We do not have such initiative being implemented at the Group at this moment | — |
| LA12 | Percentage of employees receiving regular performance and career development reviews | • | 54 | | |
| Diversity and Equal Opportunity | | | | | |
| LA13 | Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity | • | 56 | | |
| Equal Remuneration for Women and Men | | | | | |
| LA14 | Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation | • | 50 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|---|--------|-----------------|-----------------------------------|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| SOCIAL: HUMAN RIGHTS | | | | | |
| Diversity and Equal Opportunity | | | | | |
| HR1 | Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening | • | 67 | | |
| HR2 | Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken | • | 67 | | |
| HR3 | Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained | • | 67 | | |
| Non-Discrimination | | | | | |
| HR4 | Total number of incidents of discrimination and actions taken | • | 67 | | |
| Freedom of Association and Collective Bargaining | | | | | |
| HR5 | Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights | • | 57, 67 | | |
| Child Labour | | | | | |
| HR6 | Operations identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour | • | 67 | | |
| Forced and Compulsory Labour | | | | | |
| HR7 | Operations identified as having significant risk for incidents of forced or compulsory labour, and measures to contribute to the elimination of forced or compulsory labour | • | 67 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|--|--------|-----------------|---|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| SOCIAL: HUMAN RIGHTS (continued) | | | | | |
| Security Practices | | | | | |
| HR8 | Percentage of security personnel trained in the organisation's policies or procedures concerning aspects of human rights that are relevant to operations | • | 67 | | |
| Indigenous Rights | | | | | |
| HR9 | Total number of incidents of violations involving rights of indigenous people and actions taken | • | 67 | | |
| Assessment | | | | | |
| HR10 | Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments | • | 67 | | |
| Remediation | | | | | |
| HR11 | Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms | ✕ | – | We welcome grievances related to human rights on various communication channel instead of only through formal grievance mechanism | – |
| SOCIAL: SOCIETY | | | | | |
| Community | | | | | |
| S01 | Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting | • | 23-36 | | |
| S09 | Operations with significant potential or actual negative impacts on local communities | • | 44-46 | | |
| S010 | Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities | • | 37-43 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|---|--------|-----------------|-----------------------------------|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| SOCIAL: SOCIETY (continued) | | | | | |
| Corruption | | | | | |
| S02 | Percentage and total number of business units analysed for risks related to corruption | • | 47 | | |
| S03 | Percentage of employees trained in organisation's anti-corruption policies and procedures | • | 47 | | |
| S04 | Actions taken in response to incidents of corruption | • | 47 | | |
| Public Policy | | | | | |
| S05 | Public policy positions and participation in public policy development and lobbying | • | 47 | | |
| S06 | Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country | • | 47 | | |
| Anti-Competitive Behaviour | | | | | |
| S07 | Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes | • | 47 | | |
| Compliance | | | | | |
| S08 | Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations | • | 47 | | |
| SOCIAL: PRODUCT RESPONSIBILITY | | | | | |
| Content Creation | | | | | |
| M2 | Methodology for assessing and monitoring adherence to content creation values | • | 67, 71-72 | | |
| M3 | Actions taken to improve adherence to content creation values and results obtained | • | 72 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|---|--------|-----------------|-----------------------------------|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| SOCIAL: PRODUCT RESPONSIBILITY (continued) | | | | | |
| Content Dissemination | | | | | |
| M4 | Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and result obtained | • | 72-73 | | |
| M5 | Number and nature of responses (feedback/complaints) related to content dissemination and process for dealing with them and results | • | 75-76 | | |
| Audience Interaction | | | | | |
| M6 | Methods to interact with audiences and results | • | 29 | | |
| Customer Health and Safety | | | | | |
| PR1 | Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures | • | 68 | | |
| PR2 | Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes | • | 77 | | |
| Product and Service Labelling | | | | | |
| PR3 | Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements | • | 72 | | |
| PR4 | Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes | • | 72 | | |

| STANDARD DISCLOSURES: Performance Indicators (continued) | | | | | |
|--|---|--------|-----------------|-----------------------------------|-------------------|
| Profile Disclosure | Description | Status | Cross-Reference | Reason for Omission & Explanation | To be reported in |
| SOCIAL: PRODUCT RESPONSIBILITY (continued) | | | | | |
| Product and Service Labelling (continued) | | | | | |
| PR5 | Practices related to customer satisfaction, including results of surveys measuring customer satisfaction | • | 72, 75-76 | | |
| Marketing Communications | | | | | |
| PR6 | Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship | • | 71-72 | | |
| PR7 | Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes | • | 71-72 | | |
| Media Literacy | | | | | |
| M7 | Actions taken to empower audiences through media literacy skills development and results obtained | • | 73-74 | | |
| Customer Privacy | | | | | |
| PR8 | Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data | • | 77 | | |
| Compliance | | | | | |
| PR9 | Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services | • | 77 | | |

INDEPENDENT ASSURANCE STATEMENT

Scope and Objective

SIRIM QAS International Sdn. Bhd., a third party Conformity Assessment Body in Malaysia, with extensive expertise and experience in the provision of sustainability-related assurance services, was engaged by Media Prima Berhad (hereafter referred to as Media Prima) to perform an independent verification and provide assurance of the Media Prima Sustainability Report 2013. The main objective of the verification process is to provide Media Prima and its stakeholders with an independent opinion of the accuracy of the information presented in the report. This was confirmed through checking and verifying claims made in the report. The verification audit by SIRIM QAS International covered all sustainability-related activities which had been included in the Media Prima Sustainability Report 2013.

The management of Media Prima is responsible for the preparation of the Sustainability Report. The objectivity and impartiality of this verification statement is assured as no member of the verification team and no other employee of SIRIM QAS International was involved in the preparation of any part of the Media Prima Sustainability Report 2013.

Verification team:

The verification team from SIRIM QAS International consisted of:

- | | | |
|-----------------------------------|---|-------------|
| 1) Ms. Aminah Ang | : | Team Leader |
| 2) Ms. Aernida Abdul Kadir | : | Team Member |
| 3) Mr. Hafriazhar Mohd Mokhtar | : | Team Member |
| 4) Mr. Shaiful Azmir Abdul Rahman | : | Team Member |

Methodology

The verification process was carried out by SIRIM QAS International in February 2014. It involved the following activities:

- Reviewing and verifying the accuracy of data collected from various sources and that are presented in the report;



MS ISO/IEC 17021 : 2006 QS 02121999 CB 01
MS ISO/IEC 17021 : 2006 EMS 17122002 CB 02
MS ISO/IEC GUIDE 65 : 2000 PC 05102004 CB 01
MS ISO/IEC 17021 : 2006 OSH 06122005 CB 01
MS ISO/IEC 17021 : 2006 HACCP 09052008 CB 03
ISO/TS 22003 : 2007 FMS 23122008 CB 01
MS ISO/IEC 17021 : 2006 FMC 10122009 CB 02



MS ISO/IEC 17025
CALIBRATION/TESTING
SAMM NO. 085 SAMM NO. 086
SAMM NO. 087 SAMM NO. 219
SAMM NO. 231 SAMM NO. 240
SAMM NO. 299 SAMM NO. 354
SAMM NO. 377



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- Reviewing of internal and external documentation and displays such as awards, reports, media publications, newsletters, etc.;
- Interviewing of key personnel responsible for collating information and writing various parts of the report in order to substantiate the veracity of the claims;
- Evaluating the adequacy of the Sustainability Report of Media Prima and its overall presentation against the GRI G3.1 requirements

During the verification process, issues were raised and clarifications were sought from the management of Media Prima relating to the accuracy of some of the data and statements contained in the report. The report was subsequently reviewed and revised by Media Prima as a result of the findings of the verification team. It can be confirmed that changes have been incorporated into the final version of the report to satisfactorily address the issues raised.

The verification process was subject to the following limitations:

- The scope of work did not involve verification of information reported in the Media Prima Berhad Annual Report 2013;
- The verification was designed to provide limited assurance of whether the Sustainability Report is presented fairly, in all material aspects, and in accordance with the reporting criteria. It was not intended to provide assurance of the organization's ability to achieve its objectives, targets or expectations on sustainability-related issues;
- Only the corporate office in Bangsar and the offices in Sri Pentas and NSTP Shah Alam were visited as part of this assurance engagement. However, the verification process did not include physical inspections of any of Media Prima's operating assets; and
- The verification team did not review any contractor or third party data.

Observations and areas for improvement:

The following observations should be considered as areas for improvement in future reporting. These observations however do not affect our conclusions on the current report.

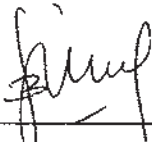
- Enhancement in the reporting of environmental performance especially issues pertaining to regulatory compliance.
- Enhancement in the reporting of health and safety issues to ensure a complete and balanced representation of the group.

Conclusion

Based on the scope of the verification process, the following represents SIRIM QAS International's opinion:

- The level of accuracy of data included in the Media Prima Berhad Sustainability Report 2013 is fair and acceptable;
- The Sustainability Report is in accordance with the A+ Application Level of the GRI G3.1 Sustainability Reporting Framework;
- The information has been presented in an appropriate manner;
- The personnel responsible were able to reliably demonstrate the origin(s) and interpretation of data contained in the report;
- Media Prima has satisfactorily addressed, in the final version of the report, all issues that had been raised during the verification audit;
- The report provides a reasonable and balanced presentation of the sustainability performance of Media Prima.

Prepared by:



AMINAH ANG
Verification Team Leader
Sustainability Certification Section
Management System Certification Department
SIRIM QAS International Sdn. Bhd.
Date : 7 March 2014

Approved by:



PARAMA ISWARA SUBRAMANIAM
Senior General Manager
Management System Certification
Department
SIRIM QAS International Sdn. Bhd.
Date : 7 March 2014



Statement GRI Application Level Check

GRI hereby states that **Media Prima Berhad** has presented its report "Media Prima Sustainability Report 2013" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level A+.

GRI Application Levels communicate the extent to which the content of the G3.1 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3.1 Guidelines. For methodology, see www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 4 March 2014

A handwritten signature in blue ink, appearing to read "Nelmara Arbex", is written over a faint, large, stylized "G" watermark that serves as a background for the signature area.

Nelmara Arbex
Deputy Chief Executive
Global Reporting Initiative



The "+" has been added to this Application Level because **Media Prima Berhad** has submitted (part of) this report for external assurance. GRI accepts the reporter's own criteria for choosing the relevant assurance provider.

The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. www.globalreporting.org

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 21 February 2014. GRI explicitly excludes the statement being applied to any later changes to such material.