

closer

SUSTAINABILITY REPORT 2014

to you



OUR VISION MISSION &

TO PRODUCE “BEST-IN-CLASS”
CONTENT, PRODUCTS AND SERVICES.
CONTENT THAT IS ACCESSIBLE VIA
MULTI-PLATFORM, UNIQUE, RELEVANT
AND CONTEMPORARY.

A CONTENT
POWERHOUSE
OFFERING
MULTIPLE MEDIA
PLATFORMS



Feedback

We welcome your feedback to make sure
we are covering the things that matter
to you.

- 1 GET IT** Download the “QR Code Reader” on
App Store or Google Play.
- 2 RUN IT** Run the QR Code Reader app and point
your camera to the QR Code.
- 3 ACCESS IT** Get access to the feedback form.

Alternatively, you can email us at
communications@mediaprima.com.my



COVER RATIONALE

Over the years, Media Prima has built a fully-integrated media platform that now has the potential to reach an audience of 25 million. The theme of our Sustainability Report 2014, Closer to You, reflects this effort to not only touch, but also be a part of, our audience's lives. We have achieved this by maintaining our leadership position through investing in original content across all our media platforms. Our viewership, readership and listenership numbers make Media Prima the key choice in the Malaysian media ecosystem.

As people change the way they consume content, we remain steadfast in our commitment to develop quality content and to stay attuned to rapidly emerging media trends - Bringing us closer to our audience more than ever before.

CONTENTS



About Our Sustainability Report	2
Corporate Structure	4
Chairman's Statement	6
Understanding What is Material to Our Stakeholders and Our Business	10
Corporate Governance	15
Closer to Our Community	18
Closer to Our Marketplace	32
Closer to Our Workplace	40
Closer to Our Environment	58
GRI G3.1 Content Index	68
DMA and Performance Data	70
Independent Assurance Statement	78

“Our commitment is to maintain the strong leadership position we are at now, whatever the odds. We will continue to provide the best content by differentiating ourselves. We understand the changing dynamics in society, the shift in preferences, the impact of globalisation and open sky policy.”

TAN SRI JOHAN JAAFFAR
CHAIRMAN, MEDIA PRIMA BERHAD

OUR APPROACH TO REPORTING

This is the sixth sustainability report produced by Media Prima Berhad (Media Prima) which covers its responsibilities to its stakeholders and the contributions it has made to sustainable development.

ABOUT THIS REPORT

MEDIA PRIMA COMMISSIONED COMPREHENSIVE STAKEHOLDER ANALYSIS AND MATERIALITY TESTS TO IDENTIFY AND HIGHLIGHT MAJOR ISSUES OF INTEREST TO ITS STAKEHOLDERS AND DEVELOP AN APPROACH TO THESE ISSUES. THIS REPORT AIMS TO INCLUDE AND ADDRESS ALL MATERIAL ISSUES RAISED BY STAKEHOLDERS.

Sustainability roadmaps are aligned with local and international sustainability guidelines especially in the areas of sustainable environmental management, community, workplace and marketplace. Achievements in 2014 have been compared with those of previous years and are used as a benchmark for future targets.

Media Prima continued its commitment to providing detailed disclosure with indicators and clear performance trends. In this report, data and statistics of company performance have been tracked to date and progress towards achieving targets evaluated. Where Group-wide information is not fully available, selected operations or sites have been used to represent some indicators.

This year, Media Prima has gone beyond mere disclosure and measured the impact of its sustainability achievements for more effective and meaningful reporting. This sustainability report is consistent with the annual report and other publications including previous sustainability reports and the corporate website. Transparency efforts are not limited to this report. Other material issues such as detailed corporate governance, data on internal operations and business activities are reported elsewhere such as the annual report and are not repeated here.

RELIABILITY OF INFORMATION DISCLOSED

The accuracy of this report has been verified by SIRIM QAS International Sdn Bhd through a detailed on-site audit process. The report has also been assessed by the Global Reporting Initiative (GRI) for how comprehensively the latest GRI G3.1 guidelines have been applied, achieving a top application level of A+.

REPORTING SCOPE

The Media Prima Sustainability Report 2014 covers the entire organisation and mainly includes quantitative and qualitative data from Peninsular Malaysia. 'Media Prima', 'the Company' and 'the Group' refers to the whole Group which comprises Media Prima Television Networks, Media Prima Radio Networks, The New Straits Times Press (Malaysia) Berhad (NSTP), Media Prima Digital, Big Tree Outdoor (BTO) and Primeworks Studios. Some indicators are partial and only relate to certain divisions or activities as indicated in the text.



REPORTING PERIOD:

1 January to 31 December 2014



REPORTING CYCLE:

Annually

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 the website below. For further information and comments, please contact:

Group Corporate Communications Media Prima Berhad

1st Floor, Balai Berita, Anjung Riong
No. 31 Jalan Riong, Bangsar
59100 Kuala Lumpur

Telephone : 1 300 300 672
Email : communications@mediaprima.com.my
Website : www.mediaprima.com.my



PRINCIPLE GUIDELINES:

Global Reporting Initiative (GRI) G3.1 Framework




BIG TREE
100%

 BIG TREE OUTDOOR
SDN BHD


primeworks studios primeworks distribution

100%

 PRIMEWORKS
STUDIOS SDN BHD

100%

 PRIMEWORKS
DISTRIBUTION SDN BHD

 (formerly known as
MEDIA PRIMA CONTENT
SERVICES SDN BHD)

 media prima **DIGITAL**
100%

 ALT MEDIA
SDN BHD

KURNIA
OUTDOOR

GOTCHA
100%

 KURNIA OUTDOOR
SDN BHD

100%

 GOTCHA
SDN BHD

emas

 GRAND
BRILLIANCE

EMAS



MONKEY BONE

 tonton®
www.tonton.com.my

WWW.TONTON.COM.MY

gua
.com.my

WWW.GUA.COM.MY

TRC
UPD
100%

 THE RIGHT CHANNEL
SDN BHD

100%

 UPD
SDN BHD

 the **&unit**

THE 8UNIT

SEROJA

WWW.SEROJA.COM.MY

CHAIRMAN'S STATEMENT

**TAN SRI
JOHAN
JAAFFAR**

CHAIRMAN





IT IS MY PLEASURE TO PRESENT TO YOU THE MEDIA PRIMA SUSTAINABILITY REPORT 2014.

At Media Prima, sustainability initiatives run deep into our core values, our day-to-day operations and business plans. We combine a strong focus on delivering value to our shareholders while practicing good governance, maximising contributions to stakeholders and minimising our environmental footprint.

We are committed to providing the best experience for our audience by delivering the most sought after content across all our media platforms. We are able to do this by having a diverse workforce that works in unison to achieve our business objectives. In an industry where

content is king, our business is driven by people with ideas, who possess creative thinking and always strive for innovation. As such, we place strong emphasis on employee development while providing an ecosystem for them to thrive and showcase their talents. We also protect their safety and welfare in the workplace.

We are also committed to practice good governance in our operations. We thrive on doing things right. We stand by our promise of being transparent, upholding integrity and implementing the best governance practices required of a public listed company.

CHAIRMAN'S STATEMENT

WE ARE PROUD TO BE
SELECTED
AS ONE OF THE MALAYSIAN COMPANIES
THAT MET THE
GLOBALLY RECOGNISED
STANDARDS
FOR INCLUSION IN THE  **FTSE4Good**
BURSA MALAYSIA INDEX (F4GBM)



Equally important, we believe that the values of corporate governance have been embedded in the hearts of all members throughout the Group.

In 2014, the Group continued to receive recognition for its corporate governance practices. The Group was ranked No.1 in Malaysia for the Best in Disclosure and Transparency and Best for Investor Relations categories in the Asiamoney Corporate Governance Poll 2014. Media Prima was also ranked second in Malaysia for Best Overall Corporate Governance, Best for Responsibilities Management and the Board of Directors and Best Shareholders' Rights and Equitable Treatment.

We are proud of the fact that in December 2014, we were selected as one of the few Malaysian companies that met the globally recognised standards for inclusion in the FTSE4Good Bursa Malaysia Index (F4GBM). According to Bursa Malaysia, the F4GBM Index was developed in collaboration with FTSE as part of the globally benchmarked FTSE4Good Index Series. It is also aligned with other leading global Environmental, Social and Governance (ESG) frameworks. This recognition demonstrates that we meet all internationally benchmarked criteria for the index that measures our efforts in environmental conservation, the impact our social responsibility initiatives have on the community, and the practice of good governance through responsible and ethical decision making.

CLOSER TO YOU

Long-term business success is only achieved when a business operates in harmony with its stakeholders. Our diverse range of stakeholders include our viewers, readers and listeners; those who surf our webpages or see our billboards; and of course, our clients, advertisers and shareholders. Media Prima operates in a market that is rapidly evolving, particularly in the way content is being consumed and delivered to the market. Similarly, our stakeholders' tastes and demands also change and are always in a state of transition to the next 'in thing'.

In order to guarantee long-term success, we continue to encourage our people to develop content while offering innovative products and services that meet our stakeholders' expectations. This is done through continuous engagement with them, enabling us to have a deeper understanding of their different needs and priorities. Apart from ensuring we remain relevant to our consumers, this approach also reduces our organisational and product performance risk while identifying new opportunities to generate value in the future.

That is why we are adopting the mantra 'Closer to You' this year. Over the years, we have built a fully-integrated media platform and become an industry leader by focusing on delivering what our stakeholders want. When we say we want to be closer to you, we refer

to our many content delivery methods, either through traditional or new media, giving consumers options that meet their individual needs. We are very much part of the Malaysian media landscape. Malaysians of all walks of life, of all ages and different cultural background are 'touched' by at least one of our platforms every day.

OUR CORPORATE SOCIAL RESPONSIBILITY MILESTONES

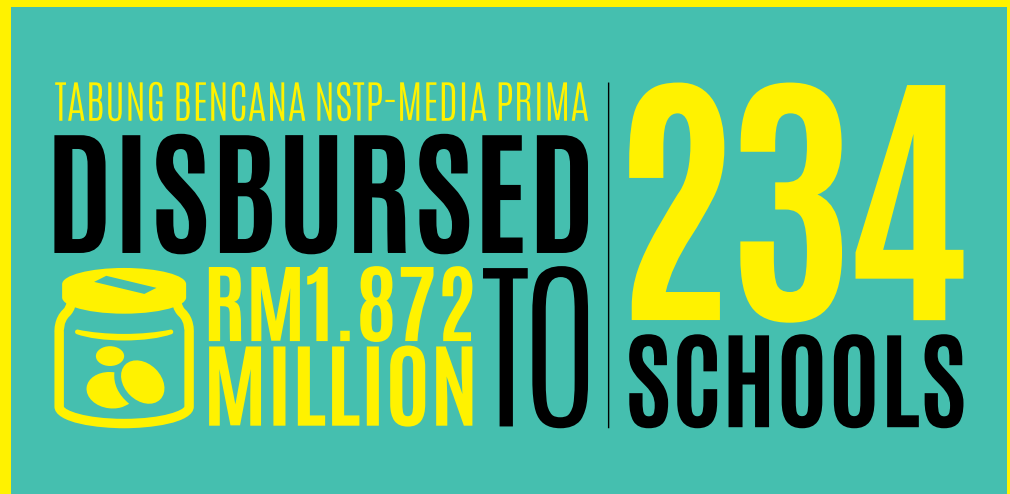
As the nation's leading integrated media group, we have set high standards of raising awareness of the plights and hardships faced by communities in Malaysia and abroad. In 2014, various funds were reactivated to aid humanitarian and relief missions to assist those in need. Capitalising on our integrated media platforms, we were able to highlight the urgent need for assistance which in turn generated an overwhelming response from caring Malaysians.

2014 began with severe floods that affected six states in Malaysia. Proceeds from public donations to the *Tabung Bencana NSTP-Media Prima* provided immediate flood relief to victims as well as post-flood rebuilding efforts. Amongst them was the disbursement of RM1.872 million to 234 schools affected by floods from November 2013 to February 2014. In the month of October 2014, communities in the district of Penampang, Sabah were affected by floods and funds were disbursed to assist 250 families.

The end of 2014 also saw several states devastated by one of the most severe floods affecting Malaysia in recent times. Tens of thousands of families were displaced and faced shortages of food and medicines. The floods left a trail of destruction, destroying homes, utilities infrastructure and public amenities. Over RM6 million was quickly raised to provide immediate flood relief and help post-flood rebuilding efforts through building tube wells for potable water, rebuilding houses, repairing places of worship and assisting schools affected by floods.

Apart from assisting victims of natural disasters, Media Prima also helped generate awareness of the hardship faced by people in areas of political conflicts or war. In July 2014, the Group reactivated *Tabung Palestin Media Prima* due to the escalating violence in Gaza and collected over RM5 million. Proceeds from the fund were disbursed to Mercy Malaysia and the Perdana Global Peace Foundation to aid their medical and humanitarian relief efforts in Palestine.

Media Prima continued to assist various educational programmes throughout the year. We continued to support the fine work done by the PINTAR Foundation in helping schools improve academic performance primarily in rural areas. In 2014, Media Prima launched *Program Kecemerlangan Ujian Penilaian Sekolah Rendah (UPSR) 2015* in Sekolah Kebangsaan Cherating, Pahang. This programme provided after school tuition classes to help students prepare and excel in their studies.





Briged Sukarelawan Media Prima-NSTP (employee volunteers' brigade) has also been active in executing relief missions for victims of natural disasters as well as carrying out medical outreach programmes.

Various other CSR initiatives led by our media platforms and subsidiaries are elaborated upon in detail in this report. At Media Prima, we truly believe CSR is part of our DNA and our commitment to giving back to the community will remain strong moving forward.

CARING FOR THE ENVIRONMENT

Media Prima partnered with the World Wide Fund Malaysia to launch a nationwide awareness and fundraising campaign to save the Malayan tiger population from extinction.

In 2014, we continued to minimise the impact our operations have on the environment. We kept wastage to a minimum at our printing plants and the 3R programme resulted in an almost 19% reduction in solid waste. We also managed to reduce our scheduled waste by over 21%. All paper used in our newspapers was purchased from 100% recycled sources.

CHAIRMAN'S STATEMENT

WE KEEP
WASTAGE
TO A MINIMUM AT OUR
PRINTING PLANTS
&
THE 3R PROGRAMME RESULTED IN AN
**ALMOST 19%
REDUCTION**
IN SOLID WASTE

At NSTP, we are also moving towards using a chemical-free plate in our printing process. This system uses a natural gum that requires less maintenance. We trialled this new system at Balai Berita Senai and the results are promising. A fully chemical-less plate production is scheduled for 2015 once the stock of the normal plates has depleted.

ACKNOWLEDGEMENTS

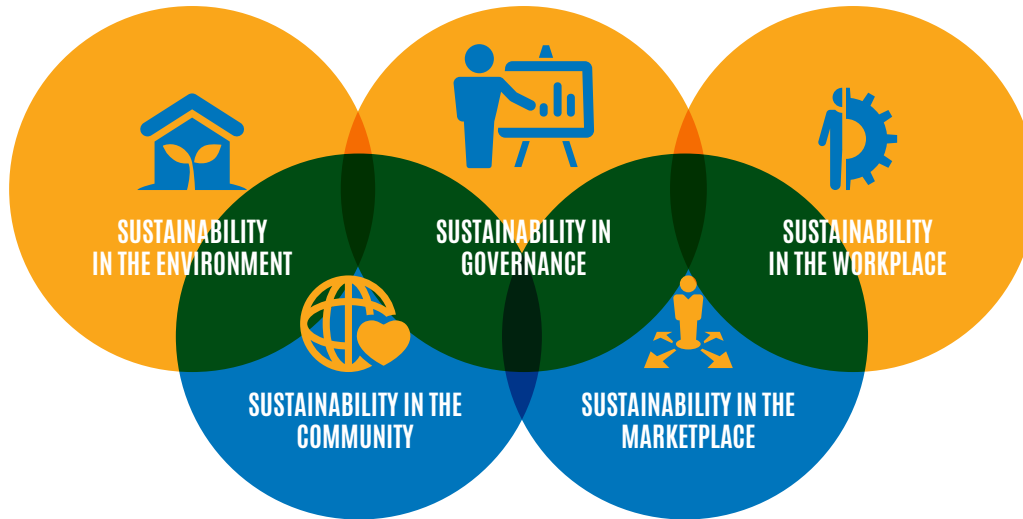
I hope you enjoy reading this report and discover the many initiatives and sustainability practices that bring us closer to you. I am very proud of our progress and look forward to continuous improvement over the coming years.

I would like to thank our diverse group of stakeholders for supporting our many sustainability initiatives throughout 2014. On behalf of the Board, I would like to thank each and every employee for their commitment and dedication. Our heartfelt gratitude also goes to everyone who has contributed to help those in need of assistance. Your contributions to our various funds have made a big difference in their lives. This sustainability report is dedicated to all of you and I hope you find it useful and informative.

TAN SRI JOHAN JAAFFAR

Chairman, Media Prima Berhad

MEDIA PRIMA SUSTAINABLE MANAGEMENT MODEL



1 SUSTAINABILITY IN GOVERNANCE

- **BALANCED BOARD OF DIRECTORS**
- **ACTIVE ENGAGEMENT WITH ALL STAKEHOLDER GROUPS**
- **ESTABLISHED ECONOMIC, ENVIRONMENTAL AND SOCIAL PRINCIPLES**

Media Prima is committed to constructive stakeholder engagement with all stakeholder groups that it deals with directly or indirectly. Stakeholders' concerns help to shape the Group's future strategic plan to deliver sustainable value for all shareholders.

2 SUSTAINABILITY IN THE WORKPLACE

- **FAIR AND COMPETITIVE REMUNERATION**
- **PROGRESSIVE CAREER DEVELOPMENT**
- **SAFE AND DIVERSE WORKPLACE**

Media Prima continues to strive to be an employer of choice by providing an environment that is conducive to work where employees can grow together. The Group will continue to offer flexible remuneration and career development programmes to help retain its talents.

3

SUSTAINABILITY IN THE MARKETPLACE

1

- ENSURING QUALITY AND SATISFACTION ACROSS ALL BUSINESS PLATFORMS
- RESPONSIBLE MARKETING COMMUNICATIONS
- SUSTAINABLE PROCUREMENT

2

Media Prima is committed to sustainable procurement including the sourcing of talents and programmes that meet customers' expectations. Enhancing expertise in the Research Department, the 8unit, Brand Management & Programming Group and the Acquisition & Content Management Department champion Media Prima's market research processes.

1

- IMPACT ASSESSMENT ON COMMUNITY ACTIVITIES
- GOOD CORPORATE CITIZENSHIP, HUMANITARIAN AID AND NATION-BUILDING
- INTEGRATED COMMUNITY INITIATIVES

2

Media Prima continues to support community programmes through public involvement and its own on-ground activities.

4

SUSTAINABILITY IN THE COMMUNITY

5

SUSTAINABILITY IN THE ENVIRONMENT

1

- ENVIRONMENTAL PERFORMANCE MONITORING
- MINIMISING ENVIRONMENTAL FOOTPRINT
- ENVIRONMENTAL COMPLIANCE

2

Although the environmental impact from operations is minimal, Media Prima will continue to monitor and calculate its carbon footprint as part of its commitment to operate responsibly.

CURRENT PROGRESS

1

FUTURE COMMITMENT AND FOCUS

2

UNDERSTANDING WHAT IS MATERIAL TO OUR STAKEHOLDERS AND OUR BUSINESS

CLOSER TO YOU

Long-term business success is only achievable when a business operates in harmony with the environment. Sustainability efforts focus on creating this enabling environment. Media Prima operates in a market that is in constant transition; the means of delivering services to the market are changing rapidly. Similarly, the demands of customers and their customers are evolving.

In order to guarantee long-term success, Media Prima:

- Develops innovative products and services that meet relevant societal demands and targets, continued customer satisfaction and future added value to society.
- Acknowledges that resources are finite and minimises its environmental impact and use of natural resources.
- Engages with relevant business stakeholders to accommodate their changing demands, concerns and needs.

Media Prima respects the interests of people, the planet and profit. It combines financial results with a minimal environmental footprint and maximum societal contributions.

Operating in harmony with the business environment is only possible through close cooperation with stakeholders. They have a strong influence on current and future business success. At the same time, Media Prima helps stakeholders' efforts to be valuable to society. Stakeholders consist of a diverse group of customers, employees, suppliers, communities and shareholders. Active engagement with these stakeholders provides a deeper understanding of their different needs and priorities. This approach helps Media Prima:

- Reduce organisational and product performance risk;
- Identify opportunities to generate shared value; and
- Understand customers' current and future needs and priorities.

MEDIA PRIMA STAKEHOLDER MAPPING

Media Prima uses stakeholder mapping as a strategic business tool to identify and assess the effect individuals or stakeholders have on the Company. Media Prima uses stakeholder mapping to identify key people and organisations to engage with. Stakeholders most affected by Media Prima's operations are presented in the diagram below.



UNDERSTANDING WHAT IS MATERIAL TO OUR STAKEHOLDERS AND OUR BUSINESS

STAKEHOLDER GROUPS	METHOD OF ENGAGEMENT
<p>Customers</p> <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 announcement meetings • Annual general meetings • Regular updates and communication • Investor road shows
<p>Interest Groups</p> <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
<p>Value Chain Partners</p> <ul style="list-style-type: none"> • Third-party suppliers and vendors • Event sponsors 	<ul style="list-style-type: none"> • Contract bidding and procurement management • Training and talent management • Programmes road shows • Programme licensing negotiations
Community and the Public	<ul style="list-style-type: none"> • Financial and non-financial contributions • Philanthropic activities • Volunteering programmes • Events and roadshows
Employees	<ul style="list-style-type: none"> • Employee satisfaction survey • Employees engagement programme • Internal communications such as newsletters, intranet and updates • Events and functions • Employee grievance system
<p>Regulatory Authorities</p> <ul style="list-style-type: none"> • Ministry of Information, Communications and Culture (MoICC) • 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 (MOHA) • Dewan Bahasa dan Pustaka (DBP) • Department of Environment (DOE) 	<ul style="list-style-type: none"> • Reports and compliance • Periodical meetings • Regular communication

UNDERSTANDING WHAT IS MATERIAL TO OUR STAKEHOLDERS AND OUR BUSINESS

MATERIALITY ANALYSIS

Sustainability covers a broad range of themes. Media Prima is interested in the topics that affect future business success and that are relevant for stakeholders.

Media Prima conducted a materiality assessment to gain a better understanding of topics relevant to both the business and stakeholders. The materiality assessment considered input from a broad range of stakeholders.

The following table shows the Company's current understanding of the relevant topics and the level of interest from stakeholders. The results are based on various communications with internal and external stakeholders from which the most important sustainability themes are derived. Understanding the relevance of specific sustainability topics for stakeholders is of mutual interest and helps Media Prima build its sustainability strategy.

LEVEL OF MATERIALITY	AREAS	HOW ARE THEY IMPORTANT
High stakeholder interest and high impact on Media Prima	Access to content and its quality	This information is vital for global development and equal opportunities. Stakeholders recognise the positive impact the core business has on societies. They often highlight the relevance of broad information access to society. Innovation and constant improvement ensure that access to content fits the ever-changing environment of customers. Media Prima also shares relevant information with other groups outside its customer base and broadens its presence in emerging markets.
	Community investment	Employees volunteer their time, energy and expertise as Media Prima is an integral part of the community. Community contributions are aligned with the corporate identity and business objectives.
	Customer data protection	Privacy is important to Media Prima and many of its stakeholders. Protecting customer data is particularly important from both a business and sustainability perspective. Media Prima's policies and training programmes educate employees about data protection.
	Energy and emissions operations	Emissions reduction is now a publicly acknowledged sustainability measure. Media Prima's ability to reduce emissions has lessened in recent years due to its ever increasing electronic portfolio.
	Diversity and equal opportunities	Diversity sparks innovation. Diversity has a significant positive impact on the Company and significant resources are devoted to maintaining a diverse group of colleagues. Equal opportunities are a precondition for realising diversity.
High stakeholder interest and low impact on Media Prima	Social responsibility in the supply chain	Business inputs rely on suppliers. Media Prima ensures that these inputs are purchased from suppliers that adhere to its standards of social and ethical conduct.
Low stakeholder interest and high impact on Media Prima	Responsible paper use	Responsible paper use is linked to sustainable forestry, which helps secure long-term ecosystem services. Media Prima's sustainability strategy closely monitors the use of sustainable paper. The Company is responsible for the environmental impact from natural resource consumption and continues to pursue this strategy.
	Materials management	Media Prima has a considerable amount of capital invested in materials. Managing these resources is of paramount importance. Minimising the impact on the environment and maximising materials productivity increases the profitability of the Company.
Low stakeholder interest and low impact on Media Prima	Waste management	Stakeholders do not consider waste management a priority and it does not have a high impact on business. However, this topic is still included in the overall sustainability strategy as it is still important. Media Prima does not generate waste streams of high environmental concern. As part of its corporate citizenship, Media Prima is aware of its waste streams and closely monitors recycling processes and other waste treatment measures. Paper reduction progress is reported which is the most significant type of waste.
	Water use	Similarly, water use does not create a high environmental impact. Water use is monitored as part of the environmental performance of business units.



CORPORATE GOVERNANCE

THE BOARD OF DIRECTORS OF MEDIA PRIMA BERHAD IS COMMITTED TOWARDS 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 towards achieving 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 statement on Corporate Governance of Media Prima Berhad aims to provide shareholders with a description of the corporate governance practices of the Group and its compliance to the Code.

The Board of Media Prima is pleased to report to the shareholders, the Group's application of the Principles in the Code and the extent to which the Group has complied with the "Recommendations" of the Code during the financial year ended 31 December 2014.

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 is comprised of 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.

CORPORATE GOVERNANCE

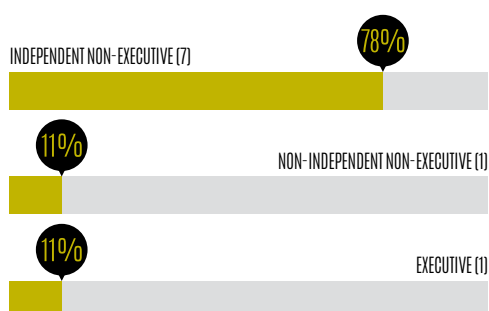
The Board has a balanced composition of Executive and Non-Executive Directors (including Independent Directors) such that no individual or group of individuals can dominate the Board's decision-making powers and processes. The Independent Non-Executive Directors make up 78% of the Board membership.

The directors of the Group do not hold more than 5 directorships in public listed companies as prescribed by Bursa Securities Listing Requirement.

As at 31 December 2014, the Board has nine (9) members, of which one (1) is an Executive Director 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 roles 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 in 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 2014



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.

BOARD CHARTER

A Board Charter had been established with the objectives to ensure that all Board members are aware of their duties and responsibilities as Board members, the various legislations and regulations affecting their conduct and that the principles and practices of good Corporate Governance are applied in all dealings by Board members individually and/or on behalf of the Company.

The Board Charter focuses on:

- Board's roles and responsibilities;
- Board's composition and balance;
- Board's performance;
- Board's meetings;
- Remuneration policies;
- Access to information and independent advice;
- Financial reporting;
- Stakeholder communication;
- Company Secretary; and
- Conflict of interest.

The Board Charter will be reviewed from time to time to ensure that it remains consistent with the Board's objectives and current laws and practices. The MPB Board Charter is available online through the Company's official website at www.mediaprima.com.my.

BOARD MEETINGS

Board meetings are scheduled in advance at the beginning of the new financial year to enable directors to plan ahead and fit the year's meetings into their own schedules. The Board meets at least four (4) times a year, once in every quarter and has a formal schedule of matters specifically reserved to it for decision, such as the approval of corporate plans and budgets, acquisitions and disposals of assets that are material to the Group, major investments, changes to Management and control structure of the Group, including key policies, procedures and authority limits. Additional meetings are held as and when required.

During the financial year ended 31 December 2014, the Board of Directors had met seven (7) times on the following occasions:

BOD MEETING	DATE
Special Meeting	8 January 2014
43 rd Meeting	20 February 2014
Special Meeting	23 April 2014
44 th Meeting	8 May 2014
45 th Meeting	14 August 2014
Special Meeting	24 September 2014
46 th Meeting	6 November 2014

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, at least five (5) 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 the 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 director. 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), comprising 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.

The determination of the remuneration packages of Non-Executive Directors (whether in addition to or in lieu of their fees

as directors), is a matter for the Board as a whole subject to approval of shareholders at the AGM. Each individual director abstains from the Board's decision on his own remuneration.

CODE OF ETHICS

- 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 and 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 to complement the existing Employee Code of Ethics. This policy aims to assist employee in conducting business in an environment which is free from conflict of interest.





COMMUNITY

MEDIA PRIMA IS FULLY COMMITTED TO GOOD CORPORATE CITIZENSHIP AND ALL SUBSIDIARIES SUPPORTED A VARIETY OF WORTHWHILE CAUSES THROUGHOUT THE YEAR.

**COMMUNITY INITIATIVES
CONTINUED TO BE INTEGRATED INTO
BUSINESS OPERATIONS TO MAKE
THESE EFFORTS MORE SUSTAINABLE
AND FAR REACHING.**

Media Prima believes it is important to structure initiatives and apply criteria to maximise the effectiveness of contributions. The Group's donation guidelines contain criteria that help Media Prima allocate its resources effectively. The selection and assessment processes consider the disabled or disadvantaged; victims of catastrophes or natural disasters; social or health problems; and war victims. Media Prima also contributes to festive goodwill for Hari Raya Puasa, Chinese New Year, Christmas and Deepavali.

DONATION GUIDELINES

Media Prima has guidelines that govern its public donations. These guidelines state that the Group shall endeavour to fulfil its social obligations by organising charity events and fundraising campaigns, to raise funds for the needy while promoting the broader interests of the community. Media Prima conducts these initiatives to:

- Enhance its image as a responsible and caring corporate citizen that supports good causes that benefit the community;
- Encourage the Malaysian public to be more sensitive and caring towards fellow citizens of the country and world;
- Give back to society in a meaningful way; and
- Support the government's efforts to bring equality and equal opportunities to Malaysians of various social and economic backgrounds.

The Group Corporate Communications Department and respective companies coordinate all CSR activities undertaken throughout the year.

Media Prima assesses the situation, background and the significance of an incident or event before initiating a fund raising campaign or donation drive. Factors considered in the evaluation process are:

- Community needs;
- Consistency with government policies and pronouncement;
- Relationship-building appeal to the community;



MEDIA PRIMA CONTINUED ITS



CONTRIBUTION TO EDUCATION

THROUGH THE PINTAR PROGRAMME

- Measurable success and manageability;
- Value-added to the Media Prima's brand;
- Potential of employee involvement.

Media Prima obtains consent from the relevant authorities and abides by the Government Circular Regulations in any organised donation drive.

MEDIA PRIMA BERHAD

EDUCATION

PINTAR

Media Prima launched *Program Kecemerlangan UPSR 2015* in Sekolah Kebangsaan Cherating, Pahang on 1 November 2014. The programme helps students prepare and excel in their

Ujian Penilaian Sekolah Rendah (UPSR) examinations. Media Prima sponsors tuition classes for 125 existing Standard 5 students who will be sitting the UPSR in 2015. Media Prima works closely with the school to create a strong academic foundation for students to excel in their academic journeys.

The programme launch included two motivational talks by television networks personalities, Hj Ahmad Noor Sulaiman and Maria Tunku Sabri. The talks promoted positive character-building motivation and self-confidence when facing examinations and life's challenges.

COMMUNITY

Media Prima – NSTP Typhoon Haiyan Disaster Fund

On 20 June 2014, Media Prima presented RM315,000 of public donations from its Media Prima-NSTP Typhoon Haiyan Disaster Fund. This fund was launched on 11 November 2013, three days after Typhoon Haiyan devastated the central Philippines. The category-five super Typhoon Haiyan created 313 km/h winds. This major cyclone forced millions of Filipinos from their homes and shattered infrastructure.

All donations collected by the fund were transferred directly to the Philippine Red Cross for its humanitarian mission in aid of the victims of Typhoon Haiyan.

Tabung Kemanusiaan Palestin Media Prima

On 12 September 2014, Media Prima presented RM1.5 million collected by the *Tabung Kemanusiaan Palestin Media Prima Berhad* to Mercy Malaysia. *Tabung Kemanusiaan Palestin Media Prima Berhad* was established in 2012 and reactivated on 24 July 2014 due to the escalating conflict in Gaza. Media Prima also partnered with Perdana Global Peace Foundation in this effort.

The on-going atrocities in Gaza in the holy month of Ramadan led to countless deaths and injuries of innocent men, women and children.

Visuals coming out from Gaza showed grim images of unarmed citizens being killed mercilessly. Images of children lying in pools of blood were seen daily on television screens.

Media Prima collected over RM3 million from caring Malaysians and individuals from neighbouring countries. The proceeds from the fund flow continuously to Mercy Malaysia and the Perdana Global Peace Foundation to help their medical and relief efforts in Palestine.

Tabung Bencana NSTP-Media Prima

On 15 October 2014, Media Prima reactivated *Tabung Bencana Media Prima-NSTP* to assist with flood relief in West Coast Sabah and other areas. The floods affected many families and the aid eased their burden. Media Prima spent the money on supplying humanitarian essentials such as food items and drinking water, hygiene kits, blankets, baby food/formula, diapers and other basic necessities.

Six missions were completed in Penampang, Sabah; Baling, Kedah; Manjoi, Perak; Jeli and Kuala Krai, Kelantan; and Jerantut, Pahang. These missions benefited at least 2,000 flood victims. On New Year's Eve 2014, more than 200 employees worked with

representatives from the Royal Malaysian Air Force (RMAF) base in Subang Air Base. The volunteers packed dry food and merchandise and distributed the aid to the victims quickly. Media Prima also collaborated with University Kebangsaan Malaysia (UKM) on flood relief efforts related to medical relief and disease prevention in the affected states.

Contributions to schools affected by flooding

Tabung Bencana NSTP-Media Prima disbursed RM1.872 million to 234 schools in six flood affected states from November 2013 to February 2014. Each school received RM8,000.

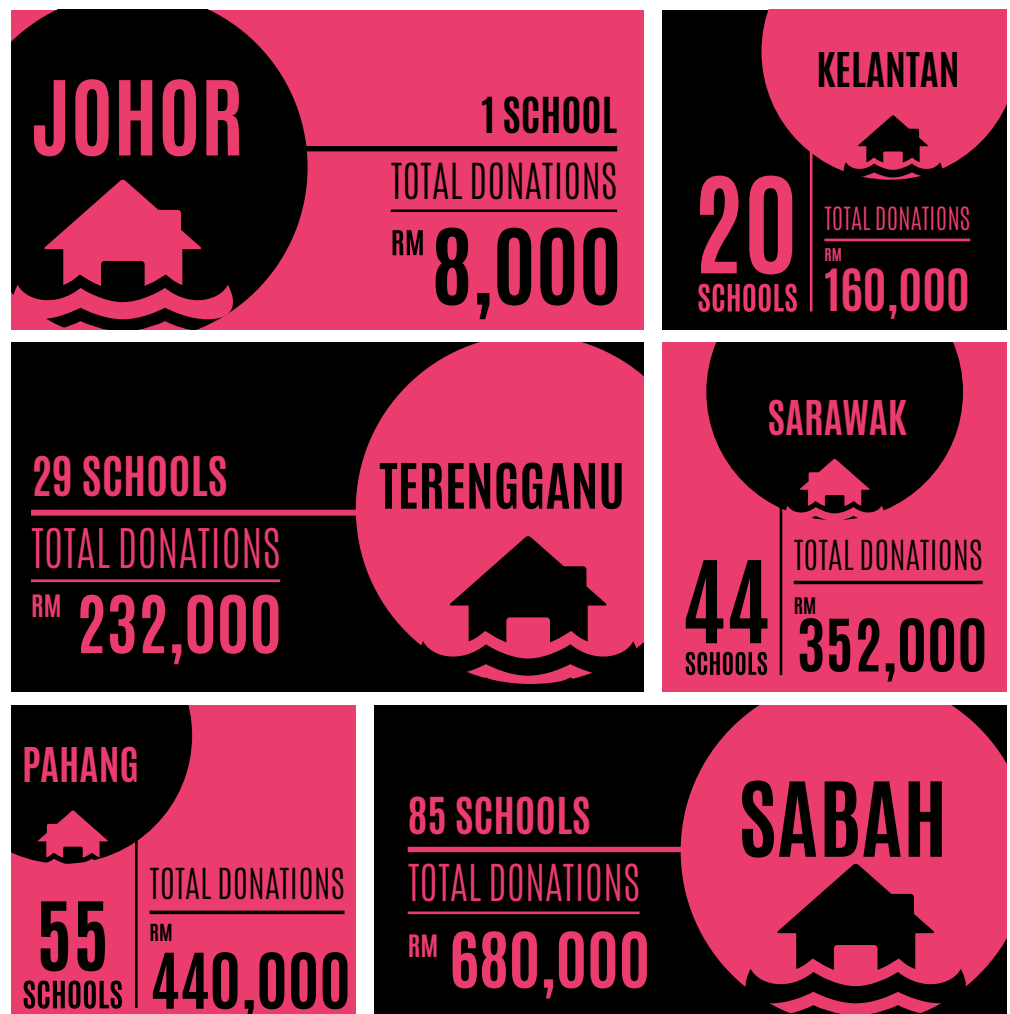
On 7 March 2014, a symbolic presentation ceremony to six state education directors was held at Kementerian Pendidikan Malaysia, Putrajaya. The number of schools and the total amount received by each state is summarised below.

Donation to victims of Belaga boat tragedy

The Kawan Mas express boat tragically sank in the River Rajang near Tanjung Giam Bungan, Belaga, Sarawak on 28 May 2013. The *Tabung Bencana NSTP-Media Prima* was activated to help three families of relatives who died in this accident or were declared missing. The donation presentation ceremony was held at Resident Office, Kapit, Sarawak on 28 January 2014.

As at 31 December 2014, the fund had raised a total of RM1.875 million from public and corporate organisations.

CONTRIBUTIONS TO 234 SCHOOLS AFFECTED BY FLOODS



DONATIONS TO VICTIMS OF THE BELAGA BOAT TRAGEDY

VICTIM	STATUS	RECIPIENT
Tujok Anak Lah	Deceased	Lily Anak Duren (wife)
DONATION		
RM34,147.66		

VICTIM	STATUS	RECIPIENT
Maurice Anak Ajan	Deceased	Achie Anak Kujong (mother)
DONATION		
RM34,147.66		

VICTIM	STATUS	RECIPIENT
Roslin Jati Anak Aking	Missing	John Soon Hock Chiong (husband)
DONATION		
RM17,073.82		

Boat Presentation to JPAM

On 18 August 2014, *Tabung Bencana NSTP-Media Prima* donated five aluminium boats to the Malaysian Civil Defence Department (JPAM). Each boat cost approximately RM20,000 and came with a 20HP four stroke engine, life jackets and paddles. JPAM deployed two boats to Pahang and one each to Terengganu, Kelantan and Johor.

The boats were handed over during a donation presentation ceremony on 18 August 2014 at Sri Pentas, Bandar Utama. The event was broadcast live on TV3's Malaysia Hari Ini programme.

Flood Relief Mission to Penampang, Sabah

Tabung Bencana NSTP-Media Prima approved the disbursement of RM69,700 to help ease the burden of flood victims from 250 families in the district of Penampang, Sabah. Each family received basic groceries such as rice, sugar and drinking water worth RM250.

Giant Hypermarket assisted by supplying relief items purchased via *Tabung Bencana NSTP-Media Prima*. Supplies included gas stoves, rice, sardines, instant noodles, sugar, flour, condensed milk, detergents and cleaning equipment. The volunteers also gave six water pumps worth RM10,000 to two schools and two villages hit by the floods.

The volunteers distributed supplies to Kg. Babah/Bunuon, Kg. Nambazan, Kg. Kibabaig,



MEDIA PRIMA DISBURSED FUNDS TO
1,922 FAMILIES
FROM TABUNG BENCANA NSTP- MEDIA PRIMA TO
**HELP EASE THE BURDEN OF
FLOOD VICTIMS**

Kg. Dungkahang, Kg. Dabak, Kg. Pogunon and Kg. Tindai.

The one-day humanitarian aid mission involved four Media Prima brigade volunteers, the local community and WRS 4x4 Club members.

Briged Sukarelawan Media Prima-NSTP

Flood Relief Mission to Tenom and Beaufort

Six volunteers from *Briged Sukarelawan Media Prima-NSTP* joined a one-day flood relief mission to help 500 families of flood victims in the districts of Tenom and Beaufort, Sabah on 6 March 2014.

Tabung Bencana NSTP-Media Prima funds were used to purchase items from Giant Hypermarket worth RM96,444. Giant provided packing manpower and sponsored lorries to transport the items.

The relief items were distributed to 250 families from Pejabat Daerah Tenom and 250 families from Pejabat Daerah Beaufort. Each family received basic groceries worth RM200.

Flood Relief Mission to Jeli and Kuala Krai, Kelantan

15 volunteers from *Briged Sukarelawan Media Prima-NSTP* joined a one-day flood relief mission on 23 December 2014. The volunteers helped 500 families of flood victims in the district of Jeli and Kuala Krai, Kelantan.

CLOSER TO OUR COMMUNITY



Tesco Malaysia supplied relief items worth RM100,000 purchased by *Tabung Bencana NSTP-Media Prima*. Supplies included rice, sardines, instant noodles, sugar, flour, condensed milk, detergents and cleaning equipment.

Each family received items worth RM200, which were distributed at:

- 1) Sekolah Kebangsaan Jeli, Bandar Jeli;
- 2) Sekolah Kebangsaan Telekong, near the border of Machang and Kuala Krai; and
- 3) Balairaya Kg. Nia, Kuala Krai.

Flood Relief Mission to Jerantut, Pahang

12 volunteers from *Briged Sukarelawan Media Prima-NSTP* joined a one-day relief mission to help 400 families affected by floods in the district of Jerantut, Pahang on 31 December 2014.

Tesco Malaysia supplied RM80,000 of relief items purchased by *Tabung Bencana NSTP-Media Prima*. 15 Tesco volunteers also assisted in the mission.

Supplies included rice, sardines, instant noodles, sugar, flour, condensed milk, detergents and cleaning equipment. Each family received items worth RM200.

CLOSER TO OUR COMMUNITY

THE NEW STRAIT TIMES (M) BERHAD

NSTP Chinese New Year Festive Visit to Rumah Charis

On 11 February 2014, 10 NSTP employees brought festive joy to 52 residents, 18 adults and 34 children, of Rumah Charis at Taman Yarl, Kuala Lumpur. The residents were enchanted by a magic show performance during this half-day visit. They were also treated to a sumptuous buffet lunch.

NSTP Deepavali Festive Visit

10 NSTP volunteers paid a special visit to Sinthamani Divine Life Ashram, a charity home for orphans and old people in Jinjang Utara, Kuala Lumpur. The children were entertained by a kolam decoration competition and birthday celebration during this half-day event. NSTP also gave the residents basic groceries and prepared a lunch buffet.

Medical Outreach Programme in Sungai Siput

Briged Sukarelawan Media Prima-NSTP and Institut Jantung Negara (IJN) jointly organised a two-day programme offering basic medical and cardiology examinations in the Sungai Siput, Perak constituency. The two-day programme was held from 15 to 16 February 2014. The event was officiated by Deputy Health Minister, YB Dato' Seri Dr Hilmi Haji Yahaya at Dewan MPKK, Sungai Siput.

The following day, the event was held at Dewan Bola Keranjang, Pekan Karai.

The programme received support from Yayasan 1MDB, which offered an eye examination session. Yayasan 1MDB also sponsored accommodation and meals for all volunteers. Adabi Consumer Industries Sdn Bhd sponsored RM5,000 in cash and kind.

78 volunteers from Media Prima, NSTP, IJN, Kelab 4x4 Redah and Adabi attended to more than 1,000 local residents. Adults and children received basic medical examinations. They were also screened and given consultation advice on heart-related problems. The programme included a colouring contest, health awareness demonstration and quizzes for children. Volunteers also cooked lunch with local residents as part of the gotong-royong activities.

NST Outreach: A Session with the Orang Asli Community at Bukit Lanjan

On 19 July 2014, NST organised a half day CSR activity during the holy month of Ramadan. The session was held at Desa Temuan, an Orang Asli settlement in Bukit Lanjan, Damansara Perdana.

An English educational workshop was conducted for 149 Orang Asli children who studied at SK Bukit Lanjan. An NST reading corner was established in the school's library and a gotong-royong drive was initiated to clean the school library.

NST donated basic groceries to 88 families, which was partly sponsored by Tesco Malaysia. The National Heart Institute (IJN) also gave free basic health screenings. At the end of the session, the breaking of fast was held at Surau Desa Temuan.

NST

New Sunday Times Motor Hunt 2014

The New Sunday Times has organised the New Sunday Times Motor Hunt since 2012. Treasure consisting of mainly food items collected by participants were donated to selected orphanages.

On 28 September 2014, 210 cars carrying 840 participants were flagged off from Dataran Merdeka and finished at Taman Warisan Pertanian, Putrajaya. The participants collected approximately 200 bags containing detergent, cooking oil, toothpaste, dishwashing liquid and chocolate powder drink.

The two orphanages receiving the items were Rumah Anak-anak Yatim dan Asnaf As-Solihin Kanchong Darat and Persatuan Rumah Kids, Subang Jaya.





BH

Gotong-royong Suara Komuniti BH

Briged Sukarelawan Media Prima-NSTP organised a half-day CSR activity on 16 February 2014. This event demonstrated Suara Komuniti BH's ability to highlight and respond to local community issues.

19 volunteers from *Briged Sukarelawan Media Prima-NSTP* and *Kelab 4x4 Redah* repainted Surau Jami'atul Al-Islahiah, Kampung Karai. The event was supported by ADUN Lintang, YB Datuk Mohd Dzulkafli Harun and volunteers from Pemuda UMNO Sungai Siput.

Semarak Ramadan BH

Semarak Ramadan BH is a charity programme held in the holy month of Ramadan. The programme aims to help members of less fortunate communities.

During the event, donated items were presented to the recipients. Orphans received school bags and duit raya. The poor families were given basic groceries and duit raya.

BH newspapers, BH aprons and *bubur lambuk* were distributed to traders and local people at the nearby *Bazar Ramadan*. *Gotong-royong* activities included preparing food for breaking fast and Sahur at a selected orphanage.

In 2014, *Semarak Ramadan BH* was held at three venues. The details are summarised below.

Date
4 & 5 July 2014
Venue
Kampung Sera, Baling, Kedah
Sponsor
Bank Islam Malaysia Berhad, Sahabat Ulul Amri Malaysia and official transport by Honda Malaysia
VIPs
En. Hizamuddin Jamalluddin, General Manager, Strategic Management of Bank Islam

Date
17 July 2014
Venue
DUN Pangkalan Berangan, Wakaf Tapai, Marang, Terengganu
Sponsor
DUN Pangkalan Berangan, Bank Islam Malaysia Berhad and official transport by Honda Malaysia
VIPs
YAB Datuk Ahmad Razif Abdul Rahman, Chief Minister of Terengganu

Date
19 & 20 July 2014
Venue
Kampung Seri Kulim, Batu Gajah, Perak
Sponsor
Tourism Malaysia Perak, Bank Islam Malaysia Berhad, Sahabat Ulul Amri Malaysia, Padiberas Nasional Berhad, Catalyst Nutraceutical (M) Sdn Bhd and official transport by Honda Malaysia
VIPs
YB Datuk Nolee Ashilin Mohammed Radzi, Tualang Sekah Assemblywoman



Harian Metro

Titipan Kasih Harian Metro

Titipan Kasih Harian Metro was introduced in 2010 to help those less fortunate. The programme is divided into three components: Titipan Kasih (Monthly), Titipan Kasih Ramadan and Titipan Kasih Khas.

Titipan Kasih (Monthly)

Titipan Kasih (Monthly) is a monthly charity programme that helps the poor and underprivileged. Their plights were highlighted in Harian Metro's 'Metro Prihatin' column.

On 18 April 2014, 10 Harian Metro volunteers visited four families who lived in an abandoned container near the KTM station in Segambut, Kuala Lumpur. Each family received cash donations of RM250 and groceries such as rice, cooking oil and biscuits.

CLOSER TO OUR COMMUNITY

On 8 September 2014, Harian Metro volunteers visited Karim Abdullah, whose house in Kg. Sungai Burung, Tanjung Karang was destroyed by fire on 15 August 2014. Datuk Mustapa Omar, Group Editor of Harian Metro presented Karim with cash, food and household items. Karim stayed with his wife, children and two grandchildren at their food stall, which was renovated to serve as a temporary shelter.

On 24 October 2014, Harian Metro visited Mrs. Mariamal's family house in Ladang Transkrian, Nibong Tebal, Penang. Harian Metro gave food and household items to 11 family members occupying the small poor house. Harian Metro also presented a wheelchair to Mrs. Mariamal, who sadly lost her left leg two years before due to diabetes.

In the first quarter, the programme was held on 22 February 2014. 20 Harian Metro volunteers visited Surau Al Hira, PPR Bersepadu Flat Jasmin, Senawang, Negeri Sembilan. *Gotong-royong* activities consisted of cleaning and painting the surau. The volunteers replaced the carpet in the surau's main praying area and erected a covered area with a canvas and awning for cleansing and washing the deceased. They replaced a small main door with a sliding type and donated a wall clock and vacuum cleaner.

In the second quarter, the programme involving 50 volunteers was held on 26 April 2014 at Pusat Pengajian Tahfiz Al-Quran in Kota Bharu, Kelantan. The centre was under the care of Persatuan Kebajikan Anak-anak Yatim Kelantan (PEKA YATIM).

Another *Titipan Kasih Khas Harian Metro* was held at Kampung Belantik, Sik, Kedah on 24 December 2014 with the theme, 'Back to School'. A shopping trip took 150 children from the district of Sik to Tesco Sungai Petani to buy school uniforms, bags and stationery. Basic groceries and cash were donated to 12 poor families. *Gotong-royong* activities included preparing lunch for 300 villagers at Masjid Kampung Belantik.

Titipan Kasih Harian Metro-Deepavali

On 18 October 2014, Harian Metro brought some Deepavali cheer to 40 underprivileged families in Kapar, Klang via its *Titipan Kasih Harian Metro* programme. Harian Metro gave the families basic groceries worth RM250. The children were brought on a shopping trip to buy festive clothes worth RM150 and given another RM100 as pocket money. They were also treated to a sumptuous buffet lunch.

Kayuhan Amal Titipan Kasih Harian Metro Jantung Hatiku

This inaugural charity ride was held on 24 May 2014 at Dataran Kemerdekaan, Shah Alam. Harian Metro collaborated with Majlis Bandaraya Shah Alam (MBSA) for this event, which was supported by Institut Jantung Negara (IJN) and 13 corporate sponsors.

The objective was to collect donations for the following three children suffering from heart problems who needed operations at IJN:

- 1) Mohamad Azril Ashraf bin Azman from Johor Bahru, Johor (eight years old)
- 2) Theng Xiao Wei from Sandakan, Sabah (one year old)
- 3) Ruth Ramayilan a/l Balamurugan from Tanah Rata, Pahang (two years old)

Each of the 400 cyclists paid RM30 to compete. IJN also performed basic health screening. There was a colouring contest for children, a lucky draw and car boot sales.

Titipan Kasih Harian Metro Ramadan

Titipan Kasih Harian Metro Ramadan is held in the holy month of Ramadan. The theme was 'Helping Urban Poverty'. Less fortunate groups of orphans and poor families from *Projek Perumahan Rakyat (PPR)* areas received vital help.

Donations were given to the recipients during the programme. The orphans and poor families received school bags and duit raya; the families also received basic groceries.



Asiah Ariffin, 57 who stayed alone in her house on Jalan Hutan Lipur, Kampung Sungai Buaya. The team presented Pn. Asiah with basic groceries and household items.

Titipan Kasih Khas Harian Metro

Titipan Kasih Khas Harian Metro is an extension of the monthly *Titipan Kasih Harian Metro* but held on a larger scale. This programme involves more volunteers from Harian Metro and NSTP.

Takaful Ikhlas Sdn Bhd was the main sponsor for this event. *Gotong-royong* activities conducted included cleaning and painting the hostel building. The volunteers replaced old equipment with recently donated items including a wardrobe, bookcase, rack, wall fans, rubber mat, notice board, shoes and bunk beds. They also installed a workstation consisting of a new computer and multipurpose printer. Harian Metro and Takaful Ikhlas gave cash donations to PEKA YATIM.



10 VOLUNTEERS

FROM NSTP AND HARIAN METRO LED BY
DATUK MUSTAPA OMAR, GROUP EDITOR OF HARIAN METRO

VISITED SIX
POOR FAMILIES
ATKAMPUNG
KAMIYO

Free basic health screening was provided by National Heart Institute (Bandar Baru Sentul) and KPJ Healthcare Berhad (Johor Bahru).

Other activities included *gotong-royong* cooking and distributing *bubur lambuk*. Volunteers broke fast with recipients and local communities and there was a colouring

contest for the children. There were also Tadarus, Khatam Al-Quran and Qiamullail programmes. The events' venues and other details are summarised below.

DATE	VENUE	SPONSOR	TOTAL NUMBER OF RECIPIENTS
12 & 13 July 2014	Masjid Amru Ibni Al'As, Bandar Baru Sentul, Kuala Lumpur	Takaful Ikhlas Berhad	288 orphans, 644 poor families
18 & 19 July 2014	Masjid Jamek Taman Perling, Johor Bahru, Johor	Bank Simpanan Nasional, Shell Malaysia Trading Sdn Bhd, Econsave Cash and Carry Sdn Bhd, Grand BlueWave Hotel Johor Bahru and Al Jannah Global Marketing Sdn Bhd	200 orphans, 100 poor families

Titipan Kasih Harian Metro Ziarah Ramadan

On 5 July 2014, *Titipan Kasih Harian Metro Ziarah Ramadan* was held in Kampung Kamiyo, Muang District, Pattani, Thailand. This programme was an extension of *Titipan Kasih Harian Metro* and is the first time this event has been held outside Malaysia. 10 volunteers from NSTP and Harian Metro led by Datuk Mustapa Omar, Group Editor of Harian Metro visited six poor families at Kampung Kamiyo.

The programme received support from the Border Coordination Office of Malaysia-Thailand, Border Development Security Section of Majlis Keselamatan Negara and Datuk Bandaran Mukim Kamiyo.

Activities conducted during the event included the presentation of *duit raya* and basic groceries. The volunteers broke fast with one of the six poor families and local mosque committee members.

TV NETWORKS

TV3

Bersamamu

In May 2005, TV3 proudly unveiled its steadfast CSR themed signature programme, *Bersamamu*. The *Bersamamu* charity programme continues to receive an overwhelming response and has built closer community ties. Aired every Wednesday at 9.30pm, it aims to raise public awareness of the beauty of charity. This is part of TV3's social responsibility initiatives to ease the burden of underprivileged people. During each programme, TV3 highlights the difficulties faced by some people. One of the highest-rated programmes on TV3, it showcases the plight faced by less fortunate individuals and families regardless of race, creed and colour. These people are plagued by poverty, chronic illnesses, abuse, and other ill-fated circumstances. It encourages viewers to donate money and join related charity drives.

Since it was first aired on 30 May 2005, this humanitarian documentary series has highlighted the plight of more than 400 Malaysians. The production team has ventured all over the country to help those in need.

With the theme '*Hulurkan Tangan, Ringankan Beban*', *Bersamamu* has gained the attention of Malaysians and various corporate entities who have contributed generously to ease the plight of the less fortunate.



Recently, *Bersamamu* received its international premiere when it was screened at the third Deauville Green Awards in France from 17 to 19 June 2014. The series was also nominated for Best Documentary Film, under the Corporate Sponsorship and Humanitarian Help category. The episode screened in Deauville is part of the *Penuhi Impian* series. The programme fulfils the wish of 16 year old Muhammad Amiruddin Abdullah who was diagnosed with neurofibroma. He harbours a dream of going to the Legoland Theme Park in Johor, Malaysia.

Kem Remaja Bersamamu 2014 featured more than 30 young people aged between 10 and 17 years from various parts of Peninsular Malaysia. Their plights were highlighted in the *Bersamamu* series. These teenagers took part in this special programme at Nur Lembah Pongsun, Hulu Langat from 25 to 29 March 2014. Activities held consisted of Sesi Interaktif 1 & 2 (Management Game), Koreksi & Potensi Diri, Night Walk, Tips Kecemerlangan (Interactive), Explorace, Pond Rafting, Pillow Talk & Battle of the Band (Smart Sharing), Flying Fox as well as an excursion to the Botanical Gardens, Putrajaya and Petrosains, KLCC. The programme enhanced young persons' personal development and spiritual growth. Their skills were honed while their lives' goals, visions and directions were redefined.

Karnival Jom Heboh

The *Karnival Jom Heboh (KJH)* project is organised by TV3 to bring the station and other Media Prima TV and radio stations closer to their audiences and advertisers through events and programmes. The events and programmes carry the hallmark of family entertainment and also added value to the

sponsors of the carnival. The management ensures that KJH achieves its objectives by:

- Organising events and programmes that appeal to all categories of visitors and television viewers;
- Respecting the country's moral values and cultures;
- Providing a safe, clean and strategic event venue;
- Managing the company's assets and resources utilised for the event efficiently;
- Practising effective communication with all parties involved in the project so ideas, concerns and issues related to the project can be properly addressed.

Since it was first introduced in 2003, KJH has been patronised by more than 5 million visitors at various locations throughout Peninsular and East Malaysia. This carnival serves as the ultimate platform for TV3 to interact with its loyal viewers in a personalised manner. An event suitable for the entire family, KJH is filled with exciting activities and games that will guarantee everyone a truly enjoyable time. Visitors can meet their favourite stars and sample different types of food sold at the various stalls. In 2014, more than five million visitors attended the carnivals held nationwide.

30 Jemaah Haji

In line with TV3's 30th anniversary celebrations, 30 viewers were given the opportunity to perform the Hajj. This was part of the station's initiatives to reward its viewers. The group left for Saudi Arabia on 5 September 2014. The pilgrims comprised senior citizens, the disabled and new converts. These individuals would otherwise be unable to afford the cost of performing their Hajj. This initiative was

a collaboration between TV3 and Lembaga Tabung Haji Malaysia.

TV personality Ahmad Fedtri Yahya and TV3 broadcast journalist Anuar Samsudin were among the 30 people who performed the Hajj this year.

In addition to 30 Jemaah Haji, TV3 also produced *Selangkah Haji*, which documents the pilgrims' preparations for the journey. *Selangkah Haji* was broadcasted on 5 October 2014 in conjunction with Hari Raya Haji. TV personality Ahmad Fedtri Yahya interviewed some of them for *Selangkah Haji*.

In line with TV3's 30th anniversary celebrations, 30 viewers were given the opportunity to perform the Hajj. The pilgrims comprised senior citizens, the disabled and new converts. These individuals would otherwise be unable to afford the cost of performing their Hajj.

Bazar Seindah Ramadan

For the first time, TV3 and TV9 collaborated with AEON Co. (M) Berhad to organise the *Bazar Seindah Ramadan*. This was held at AEON Bandaraya Melaka on 12 July 2014. This event strengthened the bond with TV3 and TV9's loyal viewers as well as AEON customers. 10 food stalls were set up and local artistes helped sell the food.

On 19 July 2014, a second *Bazar Seindah Ramadan* was also held at AEON Mall Sri Manjung, Perak. More than 10,000 people joined the event and took pictures with more than 30 of their favourite celebrities.

Money raised by the event was donated to Kompleks Anak Yatim Fatimah Al- Zaharah, Bukit Katil Melaka. TV3 and TV9 also gave duit raya to 50 students who attended the event.

ntv7

Listen To The World 2

Listen To The World 2 is a charity-based TV programme featuring five pairs of station celebrities. The celebrities travel to different rural and poverty-stricken locations to encounter the hardships faced by the people and attempt to lift them up out of the doldrums. The half-an-hour programme is aired every Friday night at 10.00pm on ntv7.

The show differs from the typical travel series as it deals with philosophical and life issues, rather than merely sightseeing and entertainment. The show uses social lives or struggles in a specific location to highlight topics relevant to that society. The programme focuses on caring, touching and meaningful CSR efforts initiated by local stars.

The first Listen to the World 2 charity drive was held during the Yuan Carnival at One City Shopping Mall in USJ. Artistes spread tender loving care to people from many parts of the world while highlighting the plights of the poor and needy. A total of RM10,000 was collected. The proceeds were distributed to 'Insan Welfare Society of Brain Injured Child (PKIII)'.

On 20 and 21 December 2014, a second event took place at Penang Auto City. An enthusiastic crowd of more than 40,000 attended the Yuan Carnival in Juru, Penang. People from all walks of life enjoyed performances by their favourite stars and also took part in the different activities and games. Local celebrities and three popular Hong Kong TVB drama celebrities, Eliza Sam, Oscar Leong and Elaine Yiu, were present for a meet and greet session with their die-hard fans. Special appearances were made by Yuan Yuan, Pow Pow, Canimals, Larva and the Tonton mascots. Kids beamed with excitement when they saw them and they took selfies with these characters. Visitors could also showcase their talents in the 'Yuan Got Talent' competition. Many of the participants gave dance performances.



Yuan Carnival

Since its inception in 2010, Yuan Carnival has been held in more than 30 locations nationwide. The event features a fabulous lineup of international and local celebrities. Guests were invited to sample an array of local favourites and international delights at 40 food stalls. Several workshop booths also offered a wide range of fun-filled and educational activities throughout the day. Some of the workshops included *feng shui*, baking, dancing, manicure and pedicure and a News Anchor sharing session. More than 450,000 people from all walks of life attended the events which were held in October 2014 at OneCity, USJ and December 2014 at Penang Auto City.



8TV

Newscaster Camp Workshop

8TV held a Newscaster Camp Workshop from 5 to 7 September 2014 at Sri Pentas, Bandar Utama. The three-day camp provided an overview of a newscaster's role and broadcasting industry to college and university students.

50 college and university students enrolled for the camp. They were introduced to a variety of topics including writing and editing news. A tour to the news studio was also held.

The students created videos of themselves as newscasters; the best videos were shortlisted and aired on the 8TV news. During the session, the selected newscasters shared their experiences with the audience. 8TV hopes that younger generations will consider newscaster careers in the future.

Let's Cycle

Let's Cycle forms part of 8TV's 10th anniversary campaign. This reality programme promotes the importance of going green and healthy living through cycling. The programme's hosts, Baki and Rickman, cycled throughout Peninsular Malaysia for one month. They

shared their knowledge of going green and low carbon living with the villagers and townsfolk along the way.

There were four main touchpoints with on-ground activities. The two ambassadors and other 8TV hosts shared Do-It-Yourself (DIY) upcycling tips and completed various environmental-friendly tasks. Media Prima collaborated with V-Soy for this initiative. Branded initiatives, including branded jerseys and product placement, helped create top-of-mind recall in audiences looking to initiate a healthy change as they witnessed a journey. Activities were carried out in four main towns: Penang, Kuantan, Johor and Melaka. This win-win collaboration helped V-Soy articulate a clear passion for healthy living and a good cause. This helped create a deeper emotional connection with a wider audience, enabled by Media Prima platforms.

Green warriors and volunteers were recruited at colleges and schools to perform go-green exercises. Other activities included a DIY Workshop using recycled items; exchanges between exclusive premiums and recycled items; and a pledge board in support of going green.

TV9

Projek Kufi Raudhah

On 25 April 2014, *Projek Kufi Raudhah* was conducted in conjunction with *Raudhah Di Hatiku*. This project introduced Kufi art while maintaining the beauty and cleanliness of the mosque.

The project was held in a selected mosque of Masjid An-Nur Batu 8, Ulu Kinta, Perak. Persatuan Seni Khat Kufi Murabba was assisted by 30 volunteers from the Perak Youth Council.

ADUN Ulu Kinta YB Datuk Haji Aminuddin bin Md. Hanafiah and Seelan Paul, Chief Operating Officer Media Prima Television Networks were among the guests of honour. TV3 and TV9 personalities taking part in the event included Hasfizza Sabjahan, Zaim Helmi Zaini, Affiza Azmi, Ameera Zaini and Yusmanabila Yunus.

Program Mesra MAIK

Program Mesra MAIK was organised by the Kelantan Council of Religion and Malay Custom (MAIK) in collaboration with Media Prima. This programme was held in conjunction with *Raudhah Di Hatiku* at Prince Valley Resort, Tanah Merah, Kelantan.





Program Mesra MAIK was initiated by the Yang Teramat Mulia Tengku Yang Dipertua MAIK. The programme continued to allow officers and staff to mingle with the less fortunate. The poor families who were chosen to join this programme were identified by the imams from those particular districts involved.

This programme involved 25 families from 25 selected districts including parents, teens and children. The three activities involved in the programme were:

- i. *Program Keibubapaan* - Imams from the respective districts motivated, advised and heard the complaints of parents from poor families.
- ii. *Program Bersama Remaja* - A special segment for teenagers aged between 12 and 17. Through the modules and two-way communication sessions, this programme gave participants an opportunity to understand the purpose of life, identify their potential and enhance their self-esteem.
- iii. *Program Bersama Kanak-kanak* - Educates children on cleanliness and health through exciting activities using flash cards, sand art and jumping balls.

Program Mesra Raudhah

Program Mesra Raudhah was held in conjunction with *Raudhah Di Hatiku*. This *gotong-royong* activity was held at Pondok Pak Teh Mat, Kuala Nerang. Activities included painting a wall and fence, cutting the grass and repairing the toilets. The prayer room was refurbished and kitchen equipment was also donated.

RADIO NETWORKS

Hot FM

Projek Radio

Projek Radio is an initiative aimed at discovering new radio talents for Hot FM. Its target audience is young people aged between 18 and 29 years who are fluent in the Malay language. Feedback was good and Hot FM received over 1,500 audition entries. Hot FM held auditions on 11 and 12 October 2014 at PNB Darby Park, followed by classes at the end of October 2014 and a finale on 14 November 2014.

This reality radio show was complemented by a series of webisodes showcasing the Top 10 finalists as they underwent classes, challenges

and eliminations. The much anticipated finale was broadcast live for three hours on 8tv. Three guest judges including the CEO of Radio Networks, Harian Metro Entertainment Editor and Professional Artiste were invited to select the top five finalists. *Projek Radio* crowned Tun Nadia as the grand winner who was presented with RM10,000 and a one year contract with Hot FM as a radio announcer.

Projek EP

Hot FM and AG Coco launched an effort to discover new talents in the local music industry. The target audience is young people above 18 years old. *Projek EP* is particularly interested in engaging aspiring singers and songwriters with their own original demos, who have never signed a record deal.

Projek EP received more than 1,000 original demo entries. Hani and Zue were crowned *Projek EP* Cycle 1 winners during a press conference at The Talent Lounge, Damansara Perdana on 15 April 2014. The winning demo was rearranged by renowned producer AG Coco and a music video was produced and debuted on Hot FM. The winners were also presented with a chance to perform acoustically on Hot TV.

CLOSER TO OUR COMMUNITY



Fly Fm

Fly November

In the spirit of No Shave November, Fly Fm reached out to the national and international communities to raise awareness of men's health. All age groups were targeted although it was primarily aimed at those aged between 16 and 29 years.

Fly Fm announcers played simple hide and seek games in their disguised Mo Bros outfits, which listeners had to identify. In conjunction with this event, Fly Fm rewarded its loyal listeners and also made a RM5,000 donation to the National Cancer Society Association.

one FM

one FM Panda Day

one FM Panda Day was held in conjunction with the birthdays of one FM announcer, Wayne and two of Malaysia's Pandas, Leng Leng and Xing Xing. 10 volunteers were invited to bring 20 children from Ti Ratana Homes to the national zoo to spread happiness to the orphans.

This effort received a good response from listeners who applied as volunteers through www.onefm.com.my. On 23 August 2014, children from Ti Ratana Homes visited Zoo Negara with a one FM announcer, Wayne. The visit was followed with a lunch and cake cutting ceremony.

I'm FINished with Fins

one FM supported Shark Savers in encouraging new couples and young people to stop eating shark FINS during wedding ceremonies. People aged between 21 and 35 years were targeted primarily to protect sharks and retain the ecosystem.

The initiative ran from 29 November to 7 December 2014. Listeners were asked to upload their wedding dinner menus and explain creatively why they opted against having shark fins. The chosen wedding dinner was invaded by one FM announcers who presented angpow and a gift to the lucky couple. The grand winners also won a honeymoon package.

DEDICATED FUNDS FOR SPECIAL PURPOSES

Tabung TV3 Fund

Established in 2001, *Tabung TV3* sources ongoing public donations through on-ground activities and other charitable events, for the benefit of the needy and less fortunate members of the society. The selection and assessment process is guided by examining a broad spectrum of community needs, which may include the disabled and disadvantaged; victims of catastrophes or natural disasters; social problems; health problems; war victims and festive goodwill such as Hari Raya Puasa, Chinese New Year, Deepavali and Christmas.



TV3 Bersamamu Fund

The TV3 Bersamamu fund was established in 2005 to source public donations via the on-air programme *Bersamamu* and on-ground activities that relate to this TV programme. Amanah Raya Berhad (ARB) was appointed as the Trustee for this fund and maintains all the money collected. The recipients of this fund may receive monthly allowances, medical assistance, educational funds, daily basic needs or accommodation deemed reasonable by the donation committee.

Special Purpose Fund

The Special Purpose Fund was established for a specific purpose. It is activated for a one time campaign with a specific time duration, such as in the event of war or a natural disaster, to provide relief to the victims. The funds collected are channelled to help the target group provide humanitarian aid such as medical supplies, food supplies and basic needs.

OTHER COMMUNITY ENGAGEMENTS

Media Prima Engages with Drama Fans

Media Prima concluded the first and largest 'Drama Festival Kuala Lumpur' after a resounding triumph for some of Malaysia's top quality local drama series and talents.

In association with L'Oréal Paris, TV3 and TV9 presented Drama Festival Kuala Lumpur to create new talent pathways in the various



areas of the drama industry such as acting, directing and drama ideation.

The four-month long festival culminated with the Anugerah Drama Festival Kuala Lumpur Gala Night which awarded seven categories based on viewers votes. The award show achieved Saturday's best television viewership of 4.2 million. It gained 37% audience share and was the trending topic list on Twitter.

The Drama Festival Kuala Lumpur connected creative industry professionals and amateurs on multiple platforms to advance the industry to a new level. Directors, screenwriters, cinematographers, actors and aspiring talents showed their appreciation of highly-acclaimed local Malay drama series. They also presented ideas to create more exciting, high-quality content.

The market has profoundly changed and the new era presents both challenges and opportunities for Media Prima to differentiate itself. The festival helped the Company reach out to Malaysians and inject new energy into drama production. This is critical to deliver richer and more personal content that meets viewers' requirements.

The festival began on 1 November 2013 with a short drama competition that received more than 200 entries from aspiring creators. The competition awarded three outstanding winners with prizes totalling RM18,000.

The celebration grew with on-ground events drawing over 20,000 fans through 11 roadshows at several universities throughout

Malaysia. There were eight exclusive student workshops and a grand preview party with special public screenings for the much awaited drama series 'Ariana Rose'. The workshops helped aspiring talents learn from some of the industry's most respected personalities: Kabir Bhatia, Ahmad Idham, Sabri Yunus, Habsah Hassan, Eirma Fatima, Datuk Rosyam Nor and Sharifah Amani.

The affinity Malaysians have with high-quality drama series is second nature. TV3 and TV9 continued to uphold their positions as the premiere channels for top quality local drama series. The festival featured on-air, online and on-ground mediums. This presented Media Prima with an opportunity to synergise the



CLOSER TO OUR COMMUNITY

nation's largest programmes, media channels, integrated platforms and audiences into a universe of multi-platform offerings.

BIG TREE OUTDOOR WITH PRASARANA

On 23 July 2014, Big Tree Outdoor (BTO) together with Syarikat Prasarana Negara Berhad gave *bubur lambuk* to commuters at Masjid Jamek station. 12 BTO employees took part in this event from 9am to 7pm. A total of RM2,000 was spent on purchasing *bubur lambuk* and mineral water for this good cause.

THE MARKET HAS PROFOUNDLY CHANGED AND THE NEW ERA PRESENTS BOTH CHALLENGES AND OPPORTUNITIES FOR MEDIA PRIMA TO DIFFERENTIATE ITSELF

**MEDIA PRIMA'S
MARKETPLACE
POLICIES ARE GUIDED
BY INTERNATIONAL
BEST PRACTICES.**



MARKETPLACE

**SUPPLIER SELECTION
GUIDELINES PROMOTE
TRANSPARENT AND FAIR
PROCUREMENT DECISIONS
THAT ARE IN THE BEST
INTERESTS OF ALL PARTIES**

TV, radio and newsprint content strives for editorial independence, content quality, plurality and diversity. Nielson's comprehensive customer satisfaction and viewer monitoring tools ensure that only the very best products and services are delivered at all times.



RESPONSIBLE PROCUREMENT

Employees are bound by a comprehensive set of procurement guidelines and policies. Purchasing decisions must be made based solely on Media Prima's best interest. Media Prima documents a proper agreement that clearly identifies the products or services to be provided, basis for earning payment and applicable rates or fee. The amount of payment must be commensurate with the services or products provided.

All procurement staff must comply with the following features of sound procurement practices:

- i) All vendors must be treated equally and afforded the same information concurrently;
- ii) No information leaks must occur during the procurement process;
- iii) No conflicts of interest through relationships or receipt of gifts should occur nor favouritism be shown to vendors. Conflicts from relationships or friendships with people in other companies invited to tender for any project must be declared to the Tender Committee. Any procurement conflicts of interest that do not involve tendering must be declared to Management Services. Evidence or suspicion of improper behaviour during the tender process, or after its award, must be reported to the Corporate Governance & Risk Management Department.
- iv) There must be more than one bidder;
- v) The procurement process must be auditable, justifiable, transparent and be able to withstand scrutiny;
- vi) More than one employee from Media Prima and function should be involved to ensure staff counterchecks and prevent one person from making decisions;
- vii) The best deal for Media Prima must be sought and the process must stand up to the scrutiny of all parties;
- viii) Commitment to Media Prima must be shown at all times.

Media Prima's Supplier Code of Conduct outlines the ethical standards that all supply chain partners must practice. 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; and
- Conduct business with integrity.

Media Prima appoints only supply chain partners that comply with all relevant statutory requirements. Media Prima has introduced supplier selection guidelines that assess five core criteria.



Occasionally, Media Prima requests green elements from a service provider who must comply with specific job description requirements. 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.

Media Prima encourages two-way engagement with suppliers and conducts ongoing meetings and training programmes. Suppliers are frequently updated 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. Media Prima continues to strengthen its systems to cooperate with suppliers. Suppliers also organise briefing sessions when required, especially when training employees on their new products.

SOURCING AND MANAGING PROGRAMMES

Media Prima gives its viewers the very best experience and delivers the most sought-after content by examining market trends and researching viewers' desired programmes. Media Prima's transparent business prioritises editorial independence, content quality, plurality and diversity.

The Acquisition and Content Management (ACM) Team and Brand Management & Programming Group (BMPG) respond to the market and secure in-demand programmes. BMPG is responsible for TV networks and conducts internal discussions on purchasing suggested programmes. Once confirmed, ACM negotiates the programme license.

CLOSER TO OUR MARKETPLACE

If the budget and content fits the broadcasting requirements, a financial evaluation report is raised that contains detailed analysis of a programme including a Return on Investment projection. This report is tabled at a monthly programme committee meeting for approval or rejection. Media Prima's Programme Committee also decides on the platform to air the programme. This committee comprises the Chairman; Group Managing Director; Chief Financial Operations; General Manager of BMPG for all networks; General Manager of ACM; and General Manager of the Finance Department.

The BMPG team presents a master schedule to ensure a balanced programme offering that is suitable for all demographic groups. This schedule lists the planned programmes for a specified period.

SOURCING AND MANAGING ARTISTES

Artistes' are managed by Media Prima's subsidiary, the Talent Unit Sdn Bhd, also known as the 8unit. The 8unit prioritises local artistes in its search for new talents, especially those who have been groomed through the in-house programme. In-house reality TV shows identify outstanding talent in artistes. Several TV reality shows effectively discover outstanding expertise in the market. Previous shows include Malaysian Idol, Project Superstar and One In A Million. The 8unit's exclusive artistes include Jaclyn Victor, Faizal Tahir, Tomok, Black, Shiha, Candy and Senario.

An active talent scouting programme searches for potential outstanding artistes through various on-ground activities and by participating in activities conducted by each of Media Prima's TV programmes. Sought-after traits consist of credibility, personality and industry knowledge. Other role specific criteria include vocal skills, attractiveness and age.

Once hired, the 8unit helps these artistes realise their dreams and create memorable lifetime moments. The management team provides continuous career development and coaching. The 8unit has a reputable network of media contacts, partners and clientele. It strives for maximum exposure and opportunities to build a successful and multi-faceted career path for these artistes.

The 8unit provides regular training sessions depending on artistes' credibility and attributes required to perform their roles. Examples include fitness programmes, vocal coaching and other unique sessions

designed to develop certain skills such as public relations and communications. All artistes learn how to engage with media representatives effectively as confidence must never be compromised. They face various activities and challenges that boost their confidence and presentation. The 8unit also creates opportunities for its artistes to collaborate with Malaysia's favourite stars.

The 8unit identifies job opportunities for Media Prima personalities on a job-by-job basis through endorsement and events. The 8unit also helps clients organise events such as concerts and road tours. The 8unit also acts as a professional agent for other external artistes.

Alt Records Sdn Bhd, a wing of Media Prima's recording label Monkey Bone, is responsible for signing artistes from reality shows. These artistes are helped to produce albums, select songs and promote their albums. Songs under the label can be downloaded and Monkey Bone is also a publishing house for upcoming song writers.

Monkey Bone is the latest independent record label in Malaysia and Media Prima's response to the local music industry's call for new and fresh genres. Monkey Bone improves standards by discovering new styles and widening musical choices. Hopefully, new influences will generate a new wave for the local music industry.

Monkey Bone commenced operations in the beginning of 2007. Its first recording artists were two finalists for One In A Million, Suki and Faizal. The label revitalises the music industry and helps diversify the market. Faizal Tahir, Tomok, Black and Shiha are all currently signed to this label.

RESPONSIBLE MARKETING

Media Prima adheres to the national policy of responsible marketing set by the Lembaga Penapisan Filem Malaysia. Two main censorship acts are abided by:

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

These acts help categorise films as (U), P13, 18 or TUT (*Tidak Lulus Untuk Ditayangkan*) and whether dialogue or scenes must be censored. Film screening judgments are made by following rules and criteria set by the three basic documents of the Film Censorship Act, Guidelines and User-Specific Censorship. Films passed with compulsory cuts must be

edited before the film is released or screened. These cuts can be edited in a studio for digital or 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 CLASSIFICATIONS



This category can be viewed by all segments of society without age limit. The film is entertaining and promotes values as well as polite and positive teachings.



This category can only 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 violence or elements of horror.



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 contain aspects of a religious, social or political nature.

Media Prima's responsible marketing policy complies fully with the Malaysian Communications and Multimedia Commission (MCMC) Act and guidelines from the Association of Accredited Advertising Agents Malaysia (4As). Editorial and print media content meets the regulations governed by the Malaysian Communications and Multimedia Content Code and all other publication guidelines under the Ministry of Home Affairs (KDN). Media Prima's content dissemination promotes equity of access to content and products for audiences.

CLOSER TO ALL OUR STAKEHOLDERS

Media Prima is committed to engaging with every geographical area nationwide. Branch offices and the bureau chief ensure that each publication covers nationwide news. Customers belong to various demographic groups including differing races, age groups, income levels and backgrounds. Media Prima reports fair and non-partisan news that covers demographic profiles as far as is possible.

Media Prima's management approach promotes informed decision making by media consumers and audiences. Vulnerable audiences are also protected.

The review process is conducted by the 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.

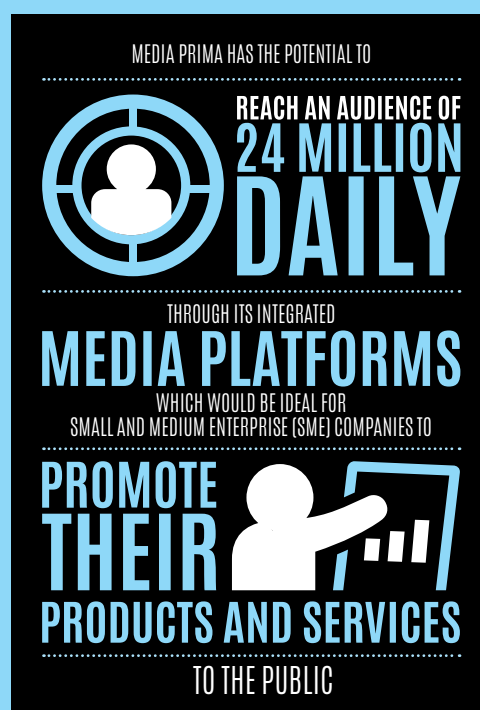
MEDIA PRIMA PROMOTES THE DEVELOPMENT OF SMES

Media Prima signed a Memorandum of Understanding (MoU) with SME Corp on 2 October 2014. The MOU was signed by Dato' Sri Amrin bin Awaluddin, Group Managing Director of Media Prima and Dato' Hafsah Hashim, Chief Executive Officer of SME Corp. Malaysia.

This MoU strengthens cooperation between both organisations to promote and develop the growth of Small and Medium Enterprises (SME) in Malaysia. The MoU appoints Media Prima as the official media partner for key events and programmes driven by SME Corp. Malaysia. Media Prima will provide an integrated media platform consisting of television, print, radio, out-of-home advertising and digital for SME Corp Malaysia to reach its intended target audience.

SME Corp. Malaysia works relentlessly to implement various initiatives under the SME Masterplan. This approach ensures the accelerated growth of SMEs in Malaysia with the aim of propelling the country into becoming a high income nation by the year 2020.

As part of the MoU, Media Prima will also offer various services to create customised content such as programmes, documentaries, pull out feature articles, news coverage and advertising campaigns. The MoU provides a framework for Media Prima to develop and execute SME Corp. Malaysia's communications and promotions programmes through its fully integrated media platforms. Media Prima has a strong track record of partnering with SMEs and can develop content or advertising campaigns that sell.



INTEGRATION BETWEEN MEDIA PRIMA DIGITAL, RADIO AND TV FORTIFIES TONTON MUSIC

Media Prima Digital (MPD) collaborated with Media Prima Radio Networks (MPRN) and Media Prima Television Networks (MPTN) under the 9X TV9 brand to officially launch a new streaming portal, 'Tonton Music'. This one stop music portal is accessible through www.tontonmusic.com.my. It was launched on 26 January 2014 in conjunction with Anugerah Juara Lagu 28 (AJL28).

MEDIA PRIMA DIGITAL IS THE
DIGITAL ARM
OF MEDIA PRIMA WHICH OPERATES
TONTON (WWW.TONTON.COM.MY)



THIS MULTIPLE AWARD-WINNING

AND
NO.1 MALAYSIAN VIDEO PORTAL

HAS OVER



3.7 MILLION REGISTERED USERS



1.5 MILLION UNIQUE VISITORS



UP TO 8 MILLION VIDEO VIEWS

AND
OVER 27.6 MILLION PAGE VIEWS EACH MONTH

MEDIA PRIMA RADIO NETWORKS OPERATES



THREE RADIO STATIONS

THAT TARGET YOUNG PEOPLE BELOW 35 YEARS OF AGE:

HOT FM, FLY FM AND ONE FM

THEY HAVE A COMBINED FOLLOWING OF

OVER 4.4 MILLION

LISTENERS

ACROSS MULTIPLE SOCIAL MEDIA PLATFORMS



'Tonton Music' appeals to TV9's target audience, Young Fresh Mass Malays (YFM), searching for something unique and engaging. With the success of the reality programme and across social media platforms, TV9 is considered the medium of choice to attract young people with vast interests in music without boundaries.

Music fans can stream music and entertainment through 'Tonton Music'. Launched with over 280,000 tracks of local and international music, it is the first music

portal in Malaysia that offers a free mobile streaming service. 'Tonton Music' is the first to have a fully integrated digital music service in the world. Users can select an ad-free streaming option with a premium subscription of RM4.99 per month.

This portal is also a unique representation of brand extensions for Hot FM (Malay), Fly Fm (English), one FM (Chinese) and 9X TV9 (Indian).

TV9, through the 9X brand, focuses on audiences aged 15 to 29 years who long for fresh and creative music from various genres. The 9X TV9 channel will be a leading feature on 'Tonton Music', featuring the works of independent artistes and musicians. There will be ample room for these indie artists to promote their music, providing a fresh and creative library.

'Tonton Music' is one of TV9's efforts to help elevate this music genre, by taking it mainstream. 'Tonton Music' provides a platform for devotees of indie music to extend and express their unique, fresh and exclusive works. Music fans can share a wide range of music that is not readily accessible in Malaysia. Drama and movie fans can also enjoy theme songs and soundtracks aired

on Media Prima Television Networks at their convenience. Through this portal, MPD aims to gain a strong foothold into digital music distribution in the country and also expand its digital advertising avenues.

NOTABLE ACHIEVEMENTS IN 2014

In the latter half of 2014, Tonton received various recognitions. On 28 August 2014, it received a Bronze Award for Best Media Solution - Mobile, at The Spark Awards for Media Excellence 2014 in Singapore. The Spark Awards celebrate the best practices in media solutions, and the products and services of media owners in the South East Asia region.

Tonton reached its target of 4 million registered users in August in time for its fourth anniversary. Four of Tonton's original series were nominated at the Asian Television Awards 2014 (ATA 2014) in the Best Digital Fiction and Non-Fiction Programme/Series category. This debut category recognises the emerging trend of original digital productions. The nominated original series were 'Autumn Di Hatiku', 'Autumn Di Hatiku 2', 'Dan Calonnya Adalah...' and 'Stand Up'. Highlights of Tonton's performance in 2014 are summarised in the tables below.

TONTON PAGE VIEWS (TARGET 2014: 15,085,666)

Month	Actual Performance	% of KPIs achieved
January	25,091,727	166%
February	20,874,296	138%
March	20,165,242	134%
April	16,102,783	107%
May	20,397,324	135%
June	22,201,621	147%
July	20,236,852	134%
August	22,354,245	148%
September	18,532,996	123%
October	19,772,727	131%
November	18,327,032	121%
December	23,607,022	156%

TONTON VISITS (TARGET 2014: 5,000,000)

Month	Actual Performance	% of KPIs achieved
January	6,143,954	123%
February	5,266,643	105%
March	5,697,416	114%
April	4,345,544	87%
May	4,814,652	96%
June	5,494,812	110%
July	5,198,137	104%
August	6,302,251	126%
September	6,159,350	123%
October	6,052,036	121%
November	5,496,545	110%
December	6,505,120	130%

TONTON VIDEO VIEWS

(TARGET 2014: 6,000,000)

Month	Actual Performance	% of KPIs achieved
January	7,662,970	128%
February	5,768,125	96%
March	5,243,220	87%
April	4,112,843	69%
May	4,618,129	77%
June	5,883,960	98%
July	5,800,871	97%
August	6,250,454	104%
September	5,011,691	84%
October	6,119,520	102%
November	4,286,402	71%
December	4,759,733	79%

NUMBER OF REGISTERED USERS

(AS AT END OF EACH MONTH)

Month	Number of registered users
January	3,583,352
February	3,638,252
March	3,687,058
April	3,736,535
May	3,808,639
June	3,879,384
July	3,949,025
August	4,031,432
September	4,083,991
October	4,144,802
November	4,202,814
December	4,297,302

CUSTOMER SATISFACTION

Media Prima assesses and monitors customer satisfaction for each segment of its target audience: Mass, Malay, Chinese, Women, Kids and Urban. Each is given a measurable yearly KPI target that the brand and programme custodians, BMPG and PWS, must achieve. The projection begins with the programme slot and considers many aspects that affect the station performance level. These typically include audience availability, the competitors' offerings and the programme's originality of concept and format, editorial, casting, host and other proven track records. Performance falling below the desired target signals viewers are neither attracted to nor enjoying the station's programmes. They either switch off their televisions or change to a competitor's channel. Viewers' movements are then tracked accordingly.

Media Prima's TV Audience Measurement is conducted by Nielsen. Reports for the previous day's telecasts are made available by 11.00am for day part analysis, and by programme title at 3.00pm. These are the first indicators of programme and station performances. Research provides overnight

ratings for critical key programmes shown the night before on a daily basis. This could be a one-off event or a weekly programming for immediate review and post mortem analysis.

For weekly programming, the BMPG and PWS teams scrutinise the findings. If the number of viewers falls, strategies are introduced to increase the programme efficiency, such as pacing, editorial, scripting and editing, or station promos. If weekly or one off events exceed expectations, Group Creative Communications highlights these success stories throughout the industry.

Upon receiving the complete weekly data, Research prepares a top-line analysis for overall station performance, highest programme ranking and day part analysis. This is delivered to stakeholders immediately. A comprehensive weekly brand review with them follows to ensure improvements in the following weeks.

Research also prepares monthly and quarterly performance reports and a season's review for on-going programmes especially those produced locally or by PWS. A season's review usually includes findings from focus group discussions and other studies that

specifically gauge audience satisfaction. These findings provide a valuable insight into viewers' lifestyles, values, aspirations and media habits. These are useful during brainstorming sessions to help the team improve the offerings to meet audience expectations in the following season.

Large-scale market research is also conducted. This assists in major decision making that affects the entire platform's business plan and strategies.





MEDIA PRIMA UPHOLDS ETHICAL BUSINESS CONDUCT

Protecting Copyright

Media Prima only permits software that is developed by, or has been licensed or provided by the developer to be used within the Company. All permanent or contractual employees must refrain from:

- Duplicating copyrighted material without the owner's consent;
- Copying software from one machine to another without the owner's documented authority;
- Copying company proprietary software for use in computers that do not belong to the Company, or for any unauthorised purposes;
- Installing unauthorised software on desktop computers.

BRIBERY AND CORRUPTION

Media Prima's employees must not accept kickbacks, lavish gifts or gratuities in any form. Gifts, loans or other benefits from a customer, representative or potential customer must not be accepted to get sales or beneficial arrangements. Employees must not ask for, nor accept, a gift on behalf of Media Prima even for legitimate purposes such as training or the sponsorship of sporting or welfare events. Items of nominal value may be accepted provided they do not compromise the judgment for Media Prima.

All discounts and rebates to customers must reflect true commercial transactions and 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.

Decision making should be objective, based purely on merits and should benefit Media Prima. Decision making should never be based on employees' personal interests. Gifts to customers or from suppliers are appropriate only if:

- The monetary value is modest; and
- The customer, supervisor or supplier's supervisor is informed.

Any approaches by a vendor, which go beyond the normal bounds of courtesy, offer or receipt of gifts or any potential conflicts of interest, must be reported to the Corporate Governance & Risk Management Department. Of course, giving practices vary among cultures. In some rare situations, it would be impractical to refuse or return a gift. In such cases, employees are advised to practice good business sense and discretion.

Lavish or frequent entertainment may appear to influence one's independent judgment. If an invitation seems inappropriate, employees must reject the offer or pay the cost of the entertainment.

NO FESTIVE GIFT POLICY

Media Prima recognises that the exchange of gifts during festivities may be customary or a common practice in the industry to create goodwill or being appreciative of the existing business relationships.

Media Prima introduced a No Festive Gift Policy to help employees conduct business in an environment that is free of conflicts of interest. It avoids the perception that a gift is meant to obtain special treatment in dealings between Media Prima and external parties.

Employees and directors must neither directly nor indirectly extend festive gifts or receive festive gifts from external parties who have on-going or potential business dealing with Media Prima and/or its subsidiaries. They must not accept hampers of food, beverages or cosmetic items; cash or vouchers; stationery; or tickets for concerts, movies or sports events.

PREVENTING CONFLICTS OF INTEREST

Employees must make a declaration to the management if there appears to be a conflict of interest. Full time employees must not work for, or receive payment for services from Media Prima's competitors, customers, distributors or suppliers without management approval.

Media Prima forbids conflicts of interest on the part of its employees. Employees should never knowingly become involved in a conflict of interest and upon discovery they should report it.

In dealing for Media Prima, employees must not realise any profits other than their regular compensation. The only exceptions are gifts of nominal value extended as a business courtesy such as sales promotion items or the occasional business meal.

ANTI-COMPETITION

All information on competitors must be obtained from legal sources. Employees must never use any illegal or unethical methods to gain competitive advantage. Employees should sell products and services fairly and honestly, stressing their quality and value. They should not use tactics that unfairly undermines competitors' products in advertisements, demonstrations or by making disparaging comments or innuendos.

Media Prima welcomed the Competition Act 2010, which is governed by the Malaysia Competition Commission (MyCC). The Company's panel of solicitors conducted a dedicated training session earlier this year. This training introduced the Act and its implications to Media Prima's business.

BTO COMPLIES WITH GOVERNMENT REGULATIONS

BTO is the leading Out-of-Home (OOH) media company in Malaysia. Its wide range of OOH formats include traditional billboards, overhead panels, spectacular unipoles, and arches on the expressways and in town centres. BTO pioneered transit advertising formats in Malaysia's Light Rail Transit system. It is currently developing and managing the transit advertising for key transit lines and hubs across the Klang Valley. It has expanded its coverage to capture a niche target audience in major shopping malls and airports. Operating as the outdoor division of Media Prima, BTO currently manages over 8,400 OOH advertising panels throughout Malaysia.

BTO complies with the Ministry of Housing and Local Government guidelines in reviewing advertisements at all times. Guidelines applied to its advertisements' ethical reviews include:

- Advertising content that exploit the faces and bodies of adults, children and the disabled, with no relevance to the advertisement, is not allowed;



- Advertising is encouraged that reflects the nation's mixed culture and beautiful heritage with no discriminatory elements;
- Advertising alcohol, tobacco and gambling activities is prohibited;
- Bahasa Malaysia must be prioritised when used together with other languages. Words in Bahasa Malaysia must be given priority in size, colour and position;
- Bahasa Malaysia must be accurate and approved by the Dewan Bahasa dan Pustaka;
- Advertising content must be clear and attractive. It must contain 85% graphics and 15% words to ensure it does not present a danger for road users.

CUSTOMER PRIVACY

All Media Prima corporate, customer and employee information is strictly private and confidential. The Code of Ethics stipulates that it must be treated confidentially at all times and must not be disclosed to anybody without proper authorisation. It cannot be released to casual contacts made through the internet or via any other means of information dissemination. Customer information must be maintained with the highest confidentiality.

Media Prima manages confidentiality properly and protects the privacy of customer information. There were no breaches of customer information in 2014.

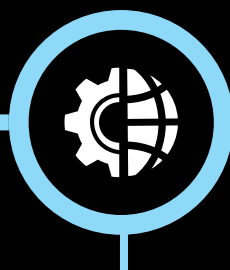
DID YOU KNOW?



The Competition Act excludes activities regulated under The Communications and Multimedia Act 1998



Radio and Broadcasting are regulated by The Communications and Multimedia Act 1998



Other Media Prima businesses such as publishing and billboards are regulated by the Competition Act

It is imperative that company solicitors and other members of the Group clearly understand this Act. Media Prima will develop an internal compliance programme to outline standards and policies in line with this act.

MEDIA PRIMA'S COMMITMENT TO WORKPLACE EXCELLENCE WAS RECOGNISED WHEN IT RECEIVED THE GOLD AWARD FOR EXCELLENCE IN GRADUATE DEVELOPMENT AND BRONZE FOR EXCELLENCE IN LEADERSHIP DEVELOPMENT AT THE HUMAN RESOURCES EXCELLENCE AWARDS 2014.

The award ceremony was held on 29 October 2014. The award recognises organisations with robust and effective Human Resources and people management practices. The excellence in the Graduate Development category honours Media Prima's sound graduate development plan that covers the recruitment process, training and employee performance evaluation process of the graduates. Media Prima's Bronze medal in the Leadership Development category recognised its leadership initiatives.



WORKPLACE

MEDIA PRIMA'S SUCCESSES DEPEND ON ITS DEDICATED EMPLOYEES. THEIR PROBLEM-SOLVING SKILLS AND EXPERTISE ARE INDISPENSABLE TO THE QUALITY OF PRODUCTS AND SERVICES. EMPLOYEE PROGRAMMES ARE DESIGNED TO DEVELOP THEIR TALENTS TO THEIR FULL POTENTIAL. THESE PROGRAMMES ARE INSTRUMENTAL TO BUSINESS SUCCESS AND RESULT IN BETTER SERVICES FOR CUSTOMERS AND LOCAL COMMUNITIES.



Employees developed their leadership skills not only through classroom-based training but also through inspirational sharing sessions with actual leaders in the organisation, within the nation and also global icons.

CODE OF ETHICS

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

The code applies to all employees of Media Prima and its subsidiaries. The code serves as a guide and reference to assist employees in maintaining high ethical business standards. It helps employees 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 company standards.

LOCAL HIRING

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

Media Prima has introduced local hiring practices in all operational offices, which provide proper notification of vacancies. Selection is based on job criteria. Media Prima believes it is important to hire from local communities to support the local economy, reduce the environmental impact from commuting and foster community involvement.

Media Prima hires qualified employees and motivates them to promote growth and stability. Tailoring hiring policies and procedures to local markets helps attract the right people for the right jobs. Media Prima prioritises productive relationships between co-workers and has introduced individual growth plans that cover education, personal growth and work-life balance. Workers are provided with adequate tools, a safe environment to perform their duties and competitive compensation programmes. These initiatives help keep the workforce energised and productive.

Media Prima creates a heritage of economic progress by providing local employment opportunities and investing in the workforce. Local employment helps Media Prima meet its hiring needs while advancing economic development and education in Malaysia. In 2014, 99% of all employees were Malaysians.

Media Prima also recruited local talent at various career fairs held throughout the year. Details of career fairs participated in during 2014 are summarised in the following table.

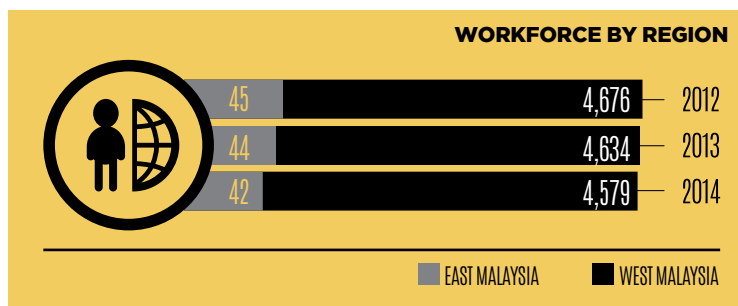
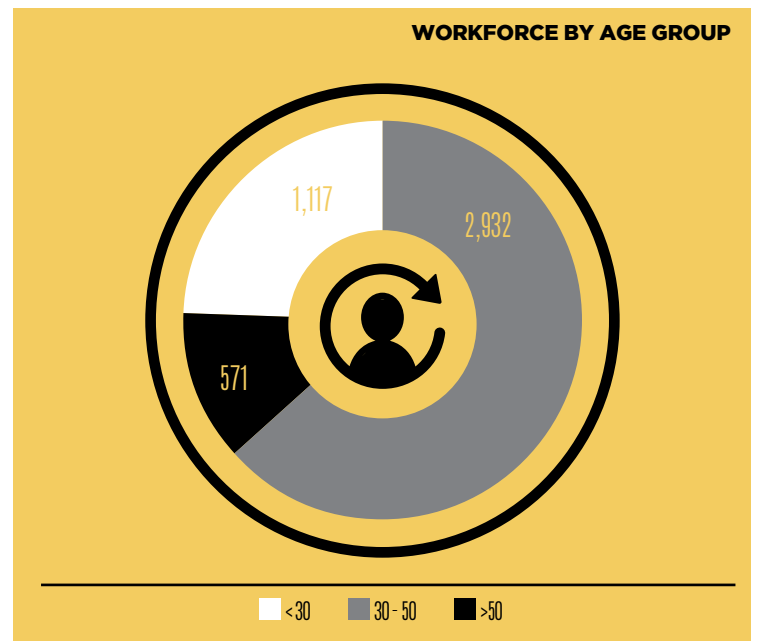
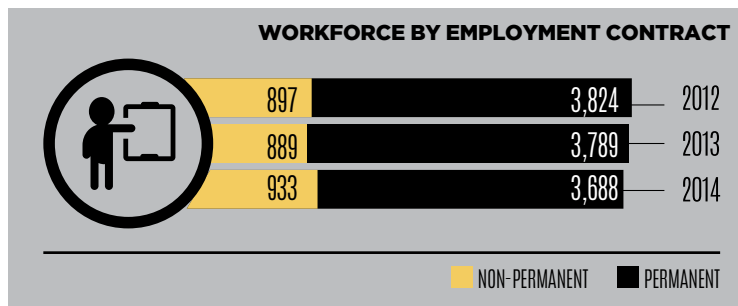
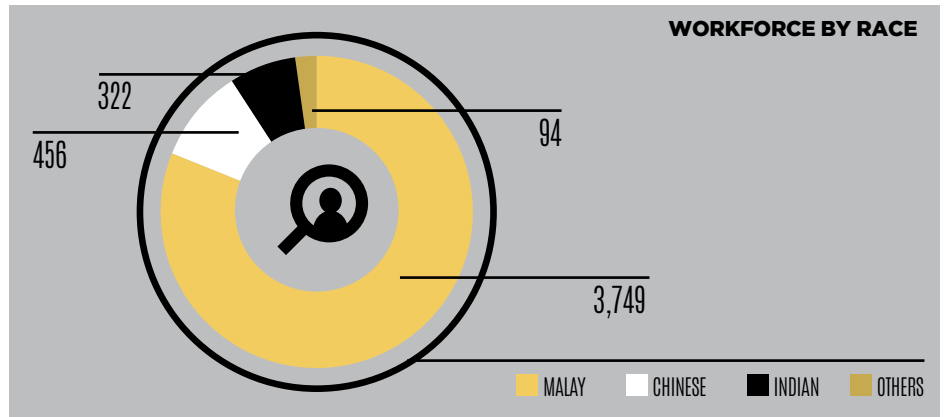
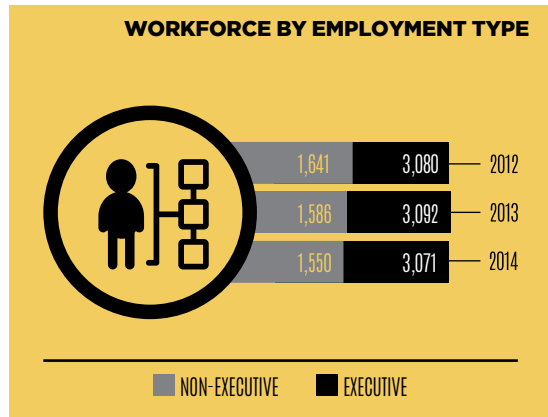
CLOSER TO OUR WORKPLACE

Date	Event
7 - 9 March 2014	Jobstreet Career Fair
Organiser	
Jobstreet Malaysia	
Venue	
Mid Valley Exhibition Centre	
Date	Event
17 - 18 May 2014	Graduan Aspire Career & Postgraduate Fair 2014
Organiser	
Biz Connexion Sdn Bhd (Graduan)	
Venue	
KLCC Exhibition Centre	
Date	Event
17-18 May 2014	Talent Corp Career Fair
Organiser	
Talent Corp	
Venue	
Taiwan	
Date	Event
20 - 21 May 2014	Sector Focused Career Fair
Organiser	
Talent Corp	
Venue	
UMS	

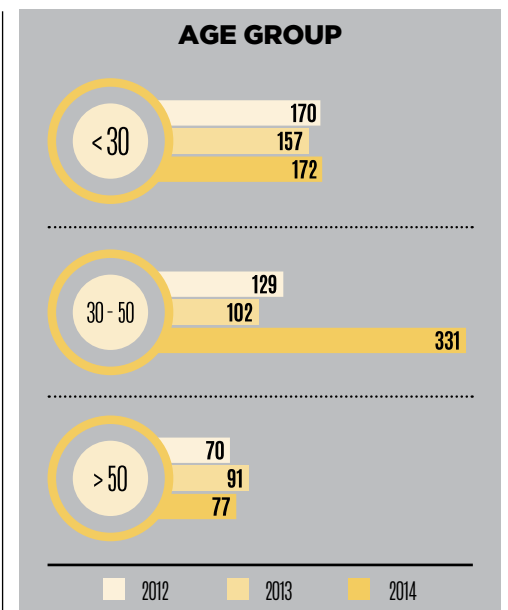
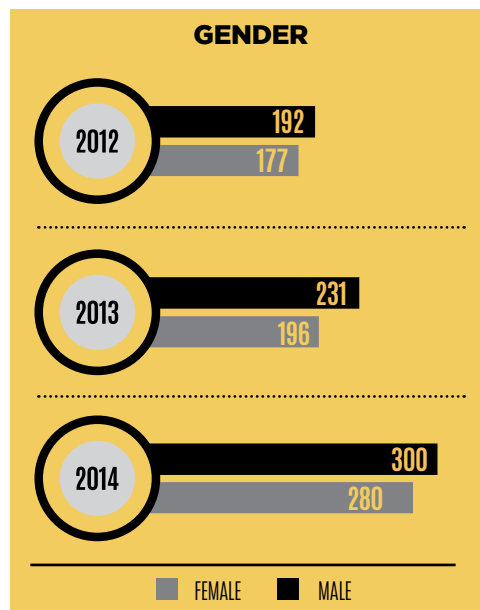
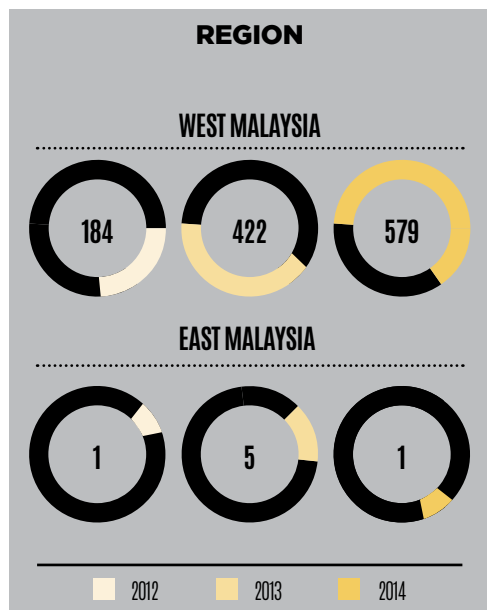
University students are welcome to come and explore the exciting working nature of Media Prima. On 20 May 2014, Group HR hosted 40 delegates from the faculty of HRM in Sports and Recreation UITM Rembau, Negeri Sembilan. The delegates gained knowledge of Media Prima's Human Resource practices in training, talent development, performance management and employee engagement.

DIVERSITY

Media Prima creates an inclusive culture through a variety of channels as an integral part of its business model. The more diverse the environment, the more innovation will flourish. Employees will become energised and productive as a result.



EMPLOYEE TURNOVER



ETHICAL TREATMENT OF EMPLOYEES

Internal customers are as important as external customers. All employees are required to conduct themselves in a professional manner that is in the Company's best interest. They must demonstrate the highest regard and treat each other with respect while avoiding any language or behaviour that intimates or offends others. Each and every employee is responsible for fostering an atmosphere that promotes good relations between one another.

Managers must be direct and manage their subordinates in the most effective and efficient manner. They must make fair decisions without discrimination based on company-provided guidelines and policies. Discrimination against any individual or group because of race, religion, gender or disability is strictly prohibited. Managers must not use their position or other advantage such as seniority or physical size, to harass or intimidate others.

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

EMPLOYEE RELATIONS ACTIVITIES

Media Prima ensures that all employees are comfortable with each other for a healthy working environment. It is the prime duty of superiors and team leaders to discourage conflicts in the team and encourage a healthy relationship among employees. It is proven that healthy employee relations go a long way towards motivating employees and increasing their confidence and morale.

Employee relationship management refers to managing relations between various employees. This can be between employee and the employer as well as employees of the same level. Media Prima continues to host various activities to develop healthy relations between employees and extract the best from each team member. A list of employee relations activities held in 2014 are highlighted below.

EMPLOYEE RELATIONS ACTIVITIES HELD IN 2014

THEME	INITIATIVE	REMARKS														
Sports and Wellbeing	Dodgeball League	17 groups from Sri Pentas and seven from Balai Berita participated in the Dodgeball League. Dodgeball is a newly introduced sport in Media Prima. It was launched on 27 May 2014 at Balai Berita Bangsar during the Health Awareness Campaign. The first league of dodgeball was held on 5 June 2014 at Sri Pentas and Balai Berita. It received a great response from employees.														
	Employee Wellness Programme Leanbodies Fitness Dance Fit	Media Prima fully subsidised the classes to encourage cross-department activities that foster interdepartmental relationships.														
	Sports Carnival	Over 2,000 Media Prima Employees competed for the championship trophy on the following occasions.														
		<table> <tr> <th>Date</th><th>Venue</th><th>Games</th></tr> <tr> <td>14 November 2014</td><td>U Bow, One Utama</td><td>Bowling</td></tr> <tr> <td>15 November 2014</td><td>Sunsuria, Kota Damansara</td><td>Futsal and badminton</td></tr> <tr> <td>16 November 2014</td><td>Kompleks Sukan, Balai Berita, Bangsar</td><td>Volleyball, dodgeball and netball</td></tr> </table>	Date	Venue	Games	14 November 2014	U Bow, One Utama	Bowling	15 November 2014	Sunsuria, Kota Damansara	Futsal and badminton	16 November 2014	Kompleks Sukan, Balai Berita, Bangsar	Volleyball, dodgeball and netball		
Date	Venue	Games														
14 November 2014	U Bow, One Utama	Bowling														
15 November 2014	Sunsuria, Kota Damansara	Futsal and badminton														
16 November 2014	Kompleks Sukan, Balai Berita, Bangsar	Volleyball, dodgeball and netball														
Personal Wellness	Booth Activities															
	Agriculture Market	Employees enjoyed special rates and convenience within the office premises.														
	Academic Achievement Awards	109 employees' children were recognised and awarded in 2014.														
		<table> <tr> <th>Examination</th><th>Achievement</th><th>RM</th></tr> <tr> <td>End of year examination</td><td>First place in the total class</td><td>150</td></tr> <tr> <td>UPSR</td><td>5As</td><td>200</td></tr> <tr> <td>PMR</td><td>8As and above</td><td>250</td></tr> <tr> <td>SPM</td><td>9As and above</td><td>300</td></tr> </table>	Examination	Achievement	RM	End of year examination	First place in the total class	150	UPSR	5As	200	PMR	8As and above	250	SPM	9As and above
Examination	Achievement	RM														
End of year examination	First place in the total class	150														
UPSR	5As	200														
PMR	8As and above	250														
SPM	9As and above	300														

THEME	INITIATIVE	REMARKS
Culture	Raya Gathering	Media Prima held various Hari Raya gatherings at its nationwide offices at: <ul style="list-style-type: none"> • Sri Pentas on 19 August 2014; and • Bangsar on 21 August 2014. <p>Media Prima also held Hari Raya gatherings at its regional offices in Jerantut, Miri, Kota Bahru and Kota Kinabalu.</p>
	Festival Subsidies	Media Prima handed festival subsidies to all employees during their relevant festival celebration to share their joy and ease their burden during the festive seasons.
	Maulidur Rasul 2014	Media Prima Group Human Resources together with the Engineering and BMPG departments organised this event on 13 January 2014 in the surau and theatre at Sri Pentas.
	Mutual separation scheme (MSS) Farewell	Media Prima has enhanced its productivity and efficiency by reorganising its manpower and business objectives through the MSS. The scheme also provides opportunities and benefits for employees who wish to pursue other interests outside the Group.
Spiritual	Religious Pilgrimage Umrah	A total of 149 employees benefited from this initiative. Media Prima funds the full cost of the airline tickets for first timers and 50% for their spouses and a maximum of five children. The benefit entitlement is only offered once throughout their entire employment. The cost of the airport tax and ground arrangement was borne by the employee through monthly salary deductions or they could opt to pay cash. This covers accommodation, ground transport, food and beverages.
	Al-Quran Classes, Kuliah Agama and Tahlil	<ul style="list-style-type: none"> • The average class participation was between 25 and 30. • Bacaan Surah Yassin, Tahlil and Doa Selamat was held every Thursday. • Kelas Tajwid Al Quran was held at Sri Pentas Theatre every Tuesday and Thursday from 6.00pm to 7.00pm. • Kuliah Zohor was held three times a week from 1.00pm to 2.00pm.
Welfare	Staff visits, calamity aid and counselling	Media Prima visits employees who are seriously ill and need help, regularly.
Conducive work environment	Café, sports centre, gymnasium and prayer room	Media Prima's various facilities provide employees with an environment that is conducive to work in.
OSH	Ground Event	Monitoring, supervising and consultation on ground events include Karnival Jom Heboh, Raudhah, Anugerah Juara Lagu, Anugerah Bintang Popular Berita Harian, Bintang Mencari Bintang, Bas Pintar, AFC event and Banana Hari Kantin.
	Training	Media Prima has a range of internal and external training programmes aimed at upgrading employees' skill levels.
	Supervision on Kelab Media Prima's Activities	Monitoring, supervising and consultation on Kelab Media Prima's activities.

PREVENTING HARASSMENT, OBJECTIONABLE MATERIAL AND GRIEVANCES

Abusive, harassing or offensive conduct is unacceptable regardless of whether it is of a verbal, physical or visual nature. Derogatory comments based on racial or ethnic characteristics and unwelcome sexual advances are strictly prohibited. Employees are encouraged to speak out when a colleague's conduct causes discomfort and report harassment when it occurs. Acts of violence or physical threats on fellow employees are prohibited. Media Prima also forbids objectionable materials to be transmitted through its IT infrastructure. Objectionable material also includes pornography, gambling and religious insensitivity, sexist, political and racist comments. Objectionable material must not be transmitted or downloaded. Such activities are considered to be a serious breach of the Code of Ethics.

Employees who are aggrieved by any action of the Company may complain orally or in writing to their superiors and seek redress. They must state the nature of their grievance clearly. Media Prima's formalised grievance procedures deal with complaints in a timely and fair manner.

TALENT AND DEVELOPMENT

Media Prima's success depends on all employees possessing the relevant skills, knowledge and competencies to effectively perform their duties. Appropriate development opportunities are provided so that individuals and departments are able to contribute fully to departmental-level and company-wide objectives. Employees receive opportunities for professional and personal development through internal and external training programmes. Media Prima also considers on-the-job training, job attachments, technical briefings and talks.

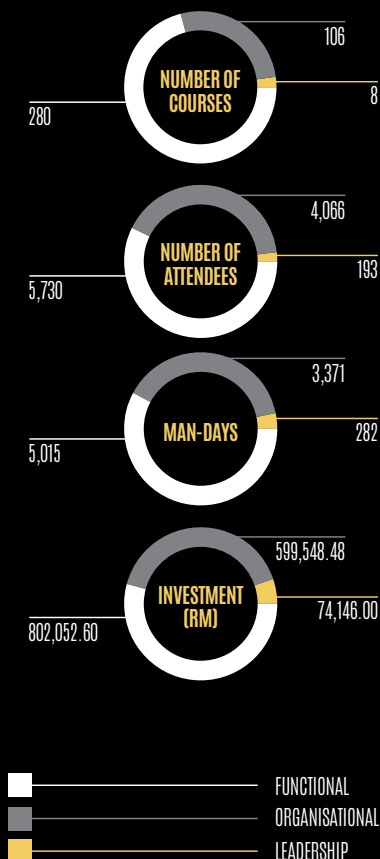
Media Prima's vision is to be an integrated company with a culture of high performance and accountability. Employing world-class talent drives business success. The company values focus on customers, innovation, accountability, integrity, value creation and teamwork. Media Prima is also committed to:

- Attracting, developing and retaining people with world-class talent;
- Building an inclusive culture that fully engages all employees; and
- Developing the next generation of Media Prima leaders.

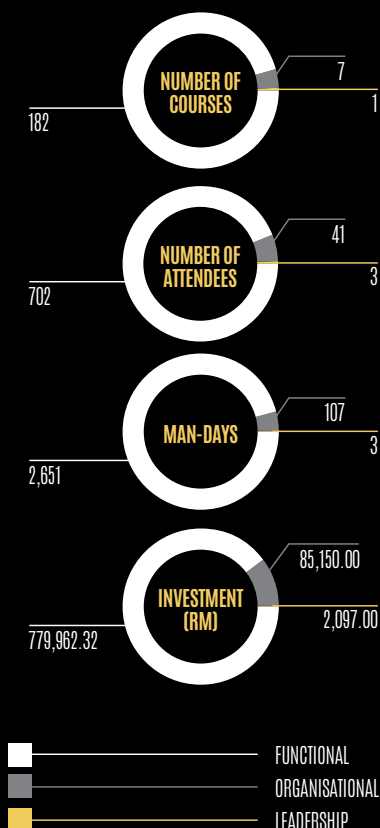
In 2014, Media Prima offered 584 courses, which were delivered throughout the year. This programme recorded 11,429 training man-days with a total investment of RM2,342,956.40. Each employee received an average of 20 hours of training per year. The breakdown of internal and external training courses are summarised in the following charts.



GROUP INTERNAL TRAINING COURSES



GROUP EXTERNAL TRAINING COURSES



CLOSER TO OUR WORKPLACE



BENCHMARK VISIT

Media Prima is always searching for ways to improve standards of services, delivery, production and creativity. Comparing business processes with best industry practice helps the Company learn from industry peers. The benchmark visits in 2014 are summarised in the table below. Delegates attending these sessions shared their learning experiences with colleagues for collective improvement.

DATE	BENCHMARK
25 June 2014	PWS: Pinewood Iskandar
PAX	EXPOSURE
10	Facilities and post production
DATE	BENCHMARK
11 - 12 August 2014	Engineering: Pinewood Iskandar
PAX	EXPOSURE
6	Studio and technical
DATE	BENCHMARK
24 - 28 November 2014	New Zealand Going Digital
PAX	EXPOSURE
3	Digital and analogue switchover

SL1M

SL1M was developed and launched by the Prime Minister in 2011 to increase the employability of underprivileged graduates and improve the livelihoods of poor rural families. Companies and industry players are

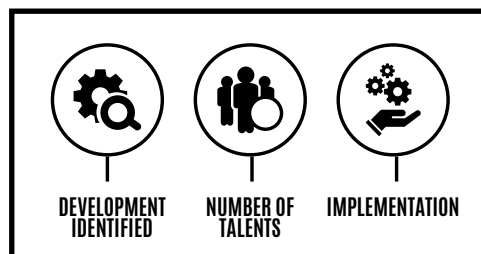
CLOSER TO OUR WORKPLACE

asked to actively participate in CSR initiatives by training and improving the employability of these Malaysian graduates, especially those from rural areas and low income families.

Media Prima supports this national initiative and recruited nine candidates in May 2014. The candidates are currently on a one year attachment that ends in April 2015. The candidates and departments they are attached to are listed below. Nine candidates from various departments were under this programme as at 31 December 2014.

SUCCESSION PLANNING

Media Prima's succession planning is a targeted development plan for identified successors. All platforms conducted talent classifications and reviews to identify manpower effectiveness in the organisation. The succession planning programmes delivered in 2014 are outlined in the diagrams below.



TALENT POOL

Talent pool retreat

The annual Talent Pool Retreat promotes learning in an environment that is conducive to learning and provides networking opportunities. The talents are from various departments ranging from executives to middle managers. The speakers and activities were chosen based on the audience.

TALENT MANAGEMENT STRATEGIES: SKILL BUILDING AND JOB FIT

Media Prima recognises that competencies help deliver positive results and improve personal performance. The objectives of the talent management strategies are listed below.

FOR MEDIA PRIMA

- Understand leaders' competency, strengths and weaknesses
- Conduct focused learning and development of business-required knowledge and skills to secure an efficient and effective use of training investment

FOR EMPLOYEES

- Take charge of their own careers, by understanding current job competency requirements and what the position should achieve
- Self-drive learning and development within the Group

Two competency profiling projects were initiated for Group News, Current Affairs Jobs and PWS-Production. Competency profiles helped set job expectations; match people with job competency requirements; assess and analyse competency gaps; determine learning and development needs; and make selection and promotion decisions.

The project milestones were administered through understanding roles and responsibilities (occupational areas analysis); jobs and activities (job analysis); competency development and outcome validation. The deliverables of this competency profiling exercise were:

- Job competency profile charts that summarise the main duties and tasks performed by respective job areas with each task being assigned to one dedicated role;
- Functional competency profiles consisting of comprehensive steps and performance criteria required for a specific task. Details can be extracted to construct a job description and be customised as an assessment tool;
- A career-level reference guide that provides dimensions of defining roles from know-how, problem solving, creativity and teamwork for each job level. It helps to define the segmentation for junior and senior positions;
- A JD Template; and
- An assessment template.

NCA-COMPETENCY PROFILING

An NCA-Competency Profiling Project is a comprehensive jobs analysis exercise that streamlined NCA jobs across all TV stations. It outlines the competency requirements expected for a given job role and position.

The first focus group workshop was conducted from 1 April to 28 April 2014. Panel members covering all TV stations were subject matter experts in their respective areas.

56 roles were initially proposed for profiling, consisting of jobs in news operations, news gathering, news editorial, production support, current affairs and digital news. This was proposed based on Group NCA organisation structure in December 2013. 56 roles have been streamlined to 31 by minimising the overlap of duties and tasks.



PRIMEWORKS (PWS) COMPETENCY PROFILING

People were a key area needing to be developed in the 2014 PWS Transformation Plan. The focus was on job fits and employee recognition.

On 23 January 2014, Primeworks began the PWS-Competency Profiling Project. The project introduced a comprehensive jobs analysis exercise in the current production team. The first workshop was conducted on 1 April 2014 and completed on 28 April 2014. The final findings were presented on 9 October 2014.

15 roles were initially proposed to be profiled: broadcast journalist, writer (scriptwriter), studio director, executive producer, senior producer, producer, assistant producer,

production assistant, general manager, manager, executive administration, talent coordinator, project controller and graphic designer. The number of jobs have been reduced to 12 jobs to minimise the similarity of duties and tasks.

Following the profiling completion, several initiatives were implemented to ensure job fit and readiness of current manpower.

ACADEMIC ASSISTANCE

In 2013, Media Prima Academic Assistance was launched for employees pursuing part-time certifications, diplomas, degrees and other tertiary education. This initiative encouraged employees to pursue professional development to keep themselves abreast of the industry's current expectations. More than RM16,000 was allocated to sponsor four employees in various field of studies.

LEADERSHIP SERIES

In 2014, Media Prima continued to provide leaders of various levels with the skills required to increase their team management effectiveness. Details of various leadership initiatives held in 2014 are summarised in the table below.

INITIATIVE	DESCRIPTION	DATE	NO. OF PAX
Goal Setting (Managerial)	This training workshop helps managers or section heads formulate, track, report and improve the KPIs for their respective departments.	21 and 27 January 2014	55
Goal Setting Refreshers (General Manager)	This training workshop helps managers or section heads formulate, track, report and improve the KPIs for their respective departments.	17 February and 11 March 2014	35
LEAD - Leadership Excellence & Enhancement Through Aptitude Development (LEAD) (Sr. Executives Who Have Subordinates And First Line Managers)	LEAD provides line leaders with the necessary knowledge and skills for their basic roles and responsibilities. It also develops team management to produce results and matches the department's critical and competitive goals. Critical tools and techniques of supervisory leadership management are also introduced.	18 February 2014	27
The Etiquette Of Good Managers	The Etiquette of Good Managers is especially tailored for individuals in management roles. It teaches participants to take a proactive approach to relearning the basics of managing people.	3 - 4 April 2014	55
Managing Expectations: Time & Task (M.E.T.T.) Executives	This comprehensive programme focuses on employees developing a positive professional relationship with their bosses. By understanding and managing the expectations of supervisors, employees can manage their time and tasks more effectively, achieving more within a limited time frame.	19 - 20 May and 9 - 10 June 2014	49
Leading The Pack - Leadership Development For Non-Executives	This programme targets non-executives with future potential to lead the team. It helps them see themselves as true leaders and understand how to acquire the right leadership competencies. This programme helps non-executives define their roles and responsibilities to bring out the best in themselves.	16 and 17 June 2014	13
Making A Difference (MAD) (All)	Making A Difference (MAD) is a personal change and team programme that helps executives and managers understand the process of change by rediscovering their potential. They learned how to tap their full potential and perform optimally through motivation, commitment, working in a team and effective communication.	11 - 12 August 2014	23
Empowerment Of Blackbelt Team (Managers)	Empowerment of The Blackbelt Team visits the creation of a culture or environment where people can do their best and are committed to excellence in everything they do. The uniqueness of linking Black-Belt philosophy and mastery allows managers to discover and change themselves first before changing others.	22 and 23 September 2014	38
Creativity In Unleashing Your Leadership Qualities (Supervisors And Managers)	This programme is designed to help achieve sustained superior results by focusing on effective leadership. Managers and team leaders learned how to take initiative, balance key priorities, improve interpersonal communication, leverage on creative collaboration and apply principles to achieve excellent results.	19 September 2014	25
The Search For The Lost Dutchman's Gold Mine: The Gold Game (Supervisors & Managers)	The Search for the Lost Dutchman's Gold Mine is a powerful experiential training tool that helps managers understand and practise modes of behaviour that ensure success. Managers gained an understanding of the real issues that affect their behaviour and teamwork.	18 November 2014	18
Being A Talented Manager (Batman) (Managers)	This programme provided managers with a forum to leverage on strengths and improve their weaknesses to create greatness from mediocrity. The session includes pre-course work, experiential activities, lectures, participative discussions and exercises. There was also a class workshop, a strength finder Gallup assessment and value-added debriefing sessions by trained and experienced facilitators.	3 and 4 December 2014	27
Managing Gen-Y (Managers)	This programme addresses challenges to devise a new way of managing Gen Y employees. The aim was balancing the needs of the organisation while inspiring them to become more productive.	11 and 12 February 2014	22
6th ASEAN Senior Management Development Programme (6ASMDP) (CEO/GGM/GM)	Media Prima considers this programme as part of leadership development and succession planning for senior management. It equips senior managers with analytical skills to evaluate economic performance, social and political issues while developing effective strategies in the current economic environment.	15 - 22 June 2014	5

5S IMPROVEMENT PLAN

5S is a basic, fundamental, systematic approach for productivity, quality and safety improvement in all types of business.

The 5Ss are prerequisites for any improvement programme. As waste is potential gain, so eliminating waste is a gain. 5S philosophy focuses on effective workplace organisation and work environment while reducing waste.

Its objective is also to improve quality and safety.

The basics of a quality programme in an organisation should come from the internal work culture. 5S is a workplace organisation method that uses a list of five Japanese words: seiri, seiton, seiso, seiketsu and shitsuke. These words help build an understanding of standardisation and efficiency. Their English translations are summarised in the diagram below.

THE 5S MODEL



SORT

Remove unnecessary items from work area

SET IN ORDER

Customise the work area to improve efficiency



STANDARDISE

Create a standardised and consistent 5S workflow



SHINE

Clean the work area, equipment and tools



SUSTAIN

Ensure that 5S is a long-term, company-wide goal

Media Prima is committed to a clean, tidy, conducive and safe working environment through continuous improvement. This is one initiative aimed at meeting customers' expectations and achieving excellence. NSTP has implemented the 5S concept at its plants to:

- Increase productivity and efficiency;
- Make quality products that fulfil the specifications;
- Manage costs by eliminating wastage and waste disposal;
- Produce effectively and efficiently;
- Get an early and accurate product to market;
- Facilitate fast and accurate production;
- Promote workplace safety and comfort.

NSTP began implementing the 5S concept in Balai Berita Shah Alam in June 2013. In 2014, the 5S was replicated in the three remaining plants: Balai Berita Prai, Balai Berita Senai and Balai Berita Ajil.

NSTP implemented the 5S between May 2014 and December 2014. The certification body for 5S was the Malaysia Productivity Council. The final audit was conducted and approval was received on the same day. The implementation and certification dates for these three plants were as follows:

PLANT	IMPLEMENTATION DATE
Balai Berita Senai	4 May 2014
CERTIFIED	
15 December 2014	
PLANT	IMPLEMENTATION DATE
Balai Berita Prai	11 May 2014
CERTIFIED	
11 December 2014	
PLANT	IMPLEMENTATION DATE
Balai Berita Ajil	18 May 2014
CERTIFIED	
11 December 2014	

CLOSER TO OUR WORKPLACE

NSTP introduced the 5S to engage employees and bring about habitual change. 5S is a visually oriented system of cleanliness, organisation and arrangement designed to facilitate greater productivity, safety and quality. NSTP discovered that this programme has become a foundation for improved self-discipline, which results in better work and products.

The implementation of 5S involved a gap audit, training, awareness, promotion and campaign, benchmarking, sorting, straightening, standardising and an audit.

The majority of the activities prior to certification were executed by existing employees. An hour each day was spent and participation by the staff was very encouraging.

BENEFITS

Media Prima provides full time and permanent executive employees with a plethora of benefits that cater to their health and wellbeing. Some of these benefits extend to employees' spouses and children.

Media Prima pays the full cost of the insurance premium for the GHS scheme. The GHS scheme covers the hospitalisation and surgical costs for executive employees and their declared dependents. Statutory sick leave is also provided up to 60 days per annum.

Media Prima also pays the full cost of the insurance premium for the Group Term Life Insurance Scheme (GTL) scheme. The GTL insurance covers:

- Financial protection in the event of death due to illness, natural or accidental causes;
- Compensation in the event of total and permanent disability due to illness, natural or accidental causes;
- Compensation in the event of Permanent and Partial Disability (PPD) or bodily dismemberment resulting from an accident.

Maternity benefits are given to female employees for their first five children. Paid leave of 60 days is provided so women can give birth and recuperate before returning to work. Related medical expenses are also awarded to help with the delivery as well as prenatal and post-natal check-ups.

Employees receive competitive annual leave depending on their length of service. Employees receive 21 days if they have served less than five years and 24 days if they have been working between five and 10 years. They receive 28 days once they have served for over 10 years.

Employees who have served for 12 continuous months are eligible for five consecutive working days of leave for their first marriage. Fully paid compassionate leave is granted to all confirmed employees for up to seven days in each calendar year. A maximum duration of two days per occasion is given in the event of the death of an immediate family member; the birth of child; attending to a hospitalised immediate family member; and in the case of a natural disaster.

Muslim employees may be eligible to perform the Hajj once during the course of their employment.

All employees are entitled to five days of leave annually to sit for recognised and approved examinations that are relevant to their present jobs. Employees wishing to further their studies may also be awarded unpaid study leave for the duration of their studies.

Employees may apply for educational assistance in the form of a sponsorship to further their studies locally or abroad. Approval depends on criteria such as the

length of service, the level of disruption the temporary absence would cause, and the course's relevance to the job.

Employees away on business are also entitled to claim additional benefits. Laundry services are paid for and if warm clothing is necessary, Media Prima may provide a warm clothing allowance.

Transfer assistance is provided to employees who have transferred and require accommodation. The transfer assistance covers the transportation cost of personal effects, air passage, unrecorded leave and temporary accommodation.

NSTP also provides a number of loans to its employees. The NSTP car loan facility provides financing for the purchase of new, reconditioned and used cars. The NSTP computer loan facility provides financing for desktop and laptop computers for personal use. Both loans are at special corporate rates, which are below the market rate.

HUMAN RESOURCES SURVEY

In 2014, Media Prima conducted a survey to understand the effectiveness of its human resources services. The survey also gauged employees' responsiveness and friendliness to enquiries.

Employees were asked questions on important areas of human resources

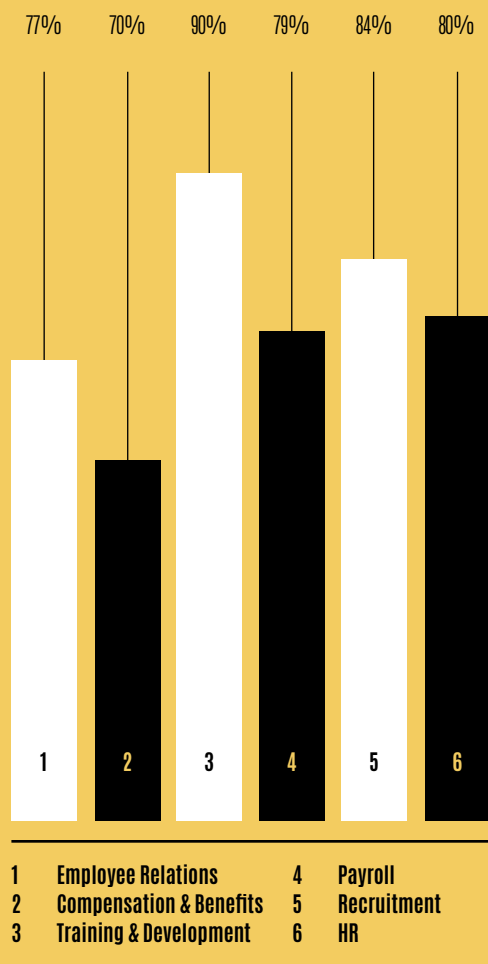


including employee relations; compensation and benefits, training and development; and payroll and recruitment. The questions helped Media Prima understand the:

- Ease of contacting human resources members;
- Promptness of returning calls or emails;
- General attitude and communication skills of human resources employees;
- Quality and variety of programmes offered by the Human Resources Department;
- Effectiveness of the training programmes provided by the Human Resources Department.

The results of the survey are presented below. Media Prima is pleased to have achieved an average score of 80%, which suggests employees are generally happy with the performance and services offered. The Human Resources Department strives to assist Media Prima employees in creating an environment that is conducive for work.

POSITIVE RESPONSE FROM
2014 HR SURVEY

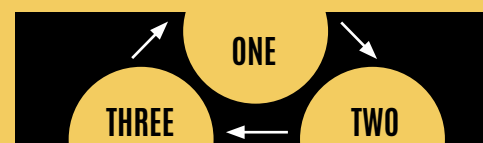


PERFORMANCE MEASUREMENT

Performance Evaluation is an enhanced method of measuring employees' performance. 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. Media Prima envisages 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



ONE

ESTABLISHING DIRECTION

(TIMELINE: JAN - FEB)

Objectives and scorecard	●
KPI and key goals	●
Competencies	●
Performance plan	●

TWO

ENSURING SUCCESS

(TIMELINE: FEB - DEC)

Tracking	●
Feedback	●
Coaching	●
Quarterly review	●

THREE

ENCOURAGING PROGRESS

(TIMELINE: DEC)

Year-end performance review	●
Continuous progress and development	●

CLOSER TO OUR WORKPLACE

Employee compensation affects performance, which is measured using various Key Performance Indicators (KPIs). A point-based scoring system is used that 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 outline the process, timing and frequency of performance appraisals. Quarterly feedback meetings with employees are conducted to form constructive year-long manager-employee relationships. Employees' line managers or immediate superiors conduct the appraisals as they are the best to evaluate their subordinates' work performance.

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

Media Prima's unique performance management process:

- Helps associates understand what is expected of them;
- Engages associates in ongoing performance and developmental coaching;
- Offers associates opportunities to grow and improve their capabilities;
- Provides associates with a performance review and written assessment at least once a year.

Performance appraisals can be difficult for all parties. While managers try to be as objective as possible, there are always concerns about the accuracy of specific performance appraisals.

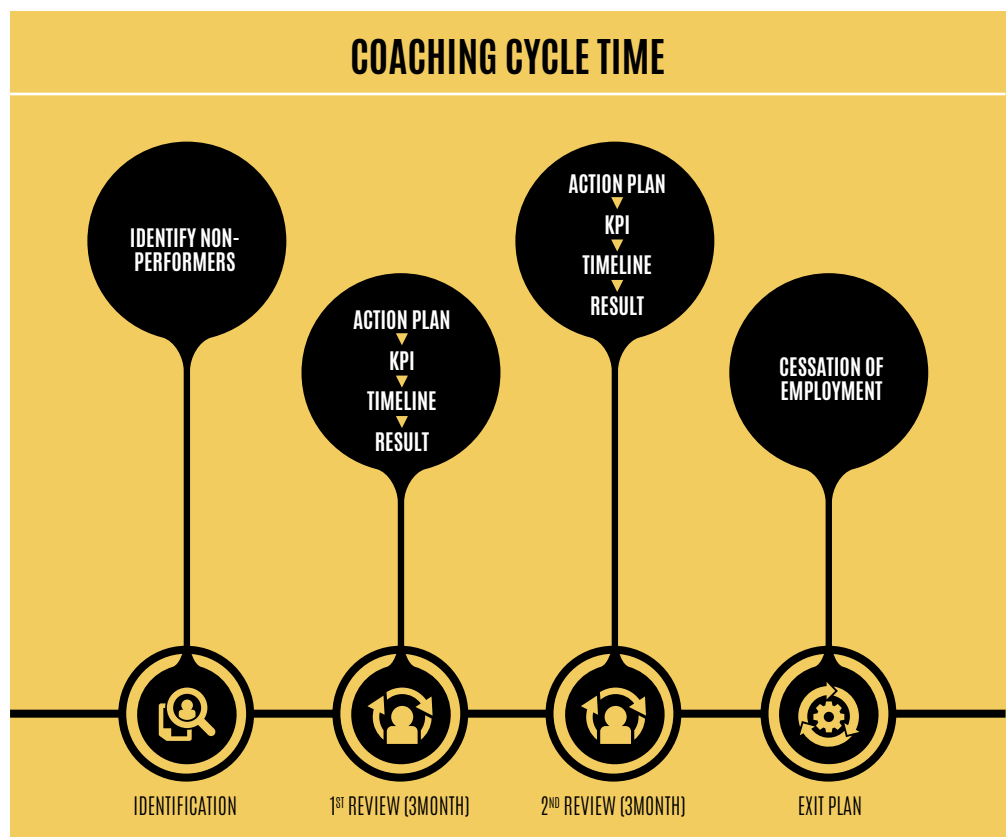
Media Prima works with its managers so they understand the factors that may affect their assessments. Reducing the following factors ensure that assessment processes are as free from bias as possible:

- The **halo effect** is rating employees high or low in all categories when they are high or low in one or two areas;
- **Central tendency** is assessing almost everyone as average;
- **Recency bias** is assessing employees

based on most recent behaviour while ignoring previous events;

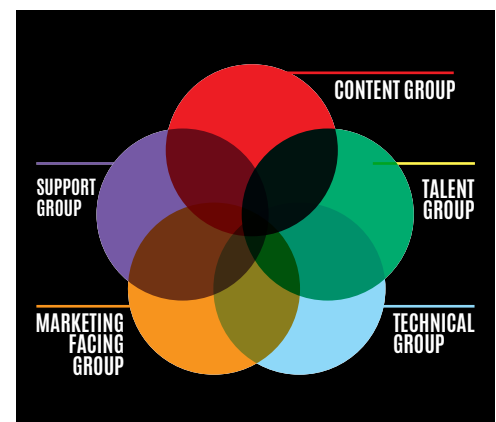
- **Leniency bias** is rating higher than is warranted, usually accompanied by some rationalisation as to why this is appropriate;
- **Opportunity bias** is ignoring factors beyond the control of the employee that may either restrict or facilitate performance, and assigning credit or blame to the employee when the true cause of the performance was opportunity;
- **False attribution errors** occur when success or failure is attributed to individual effort and ability. If someone

does well they are given credit, and if they do less well it is somehow their fault. While there may be some truth in this, performance is a function of both the individual and the system he or she works in. Often, success and failure are misattributed and assumed to be under the complete control of the employee. This attitude will ultimately hinder performance improvement.



COMPETENCY FRAMEWORK

Media Prima's 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. Media Prima developed the following four core group Competency Model. This well-crafted framework provides a common language that is useful in the review, evaluation and development of the Group, projects and individuals.





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

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 Organisation (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 and Media Prima respects employees' rights to be informed, monitor and contribute to the decision-making process. 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 22.4% employees of The News Straits Times Press (M) Sdn Bhd;
- National Union of Newspaper Workers (NUNW) which represents 30.6% of The News Straits Times Press Sdn Bhd; and
- Kesatuan Sekerja Kakitangan Sistem Televisyen Malaysia Berhad (KSKSTMB) which represents 9.3% of Sistem Televisyen Malaysia Berhad.

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

Media Prima cooperates and discusses any arising employment issues with the unions. The establishment of provisions of the Collective Agreement clearly demonstrates this commitment. The unions are the principal 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 the event of a misunderstanding or grievance occurring between the parties.

One union representative also sits on the Occupational and Safety Health Committee to ensure employees' safety at work.

CLOSER TO OUR WORKPLACE

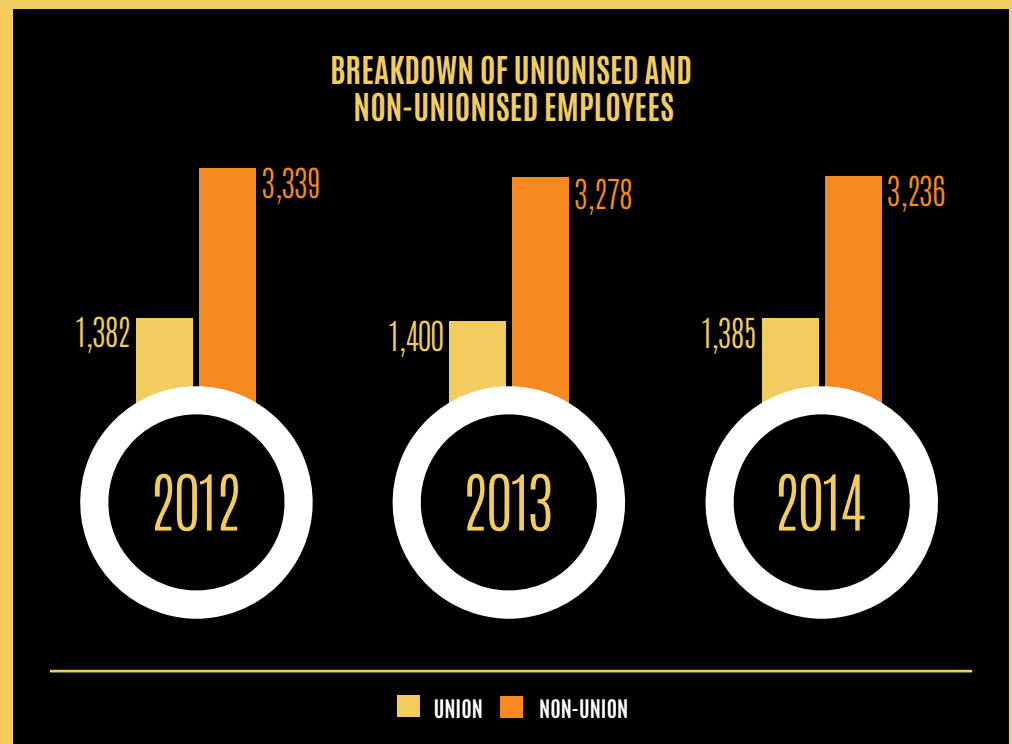
OCCUPATIONAL SAFETY AND HEALTH

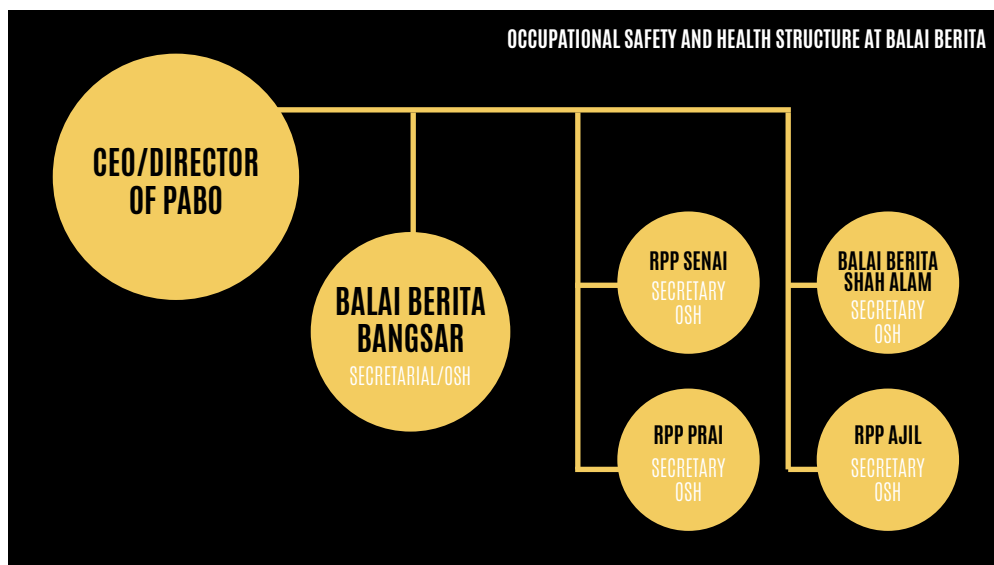
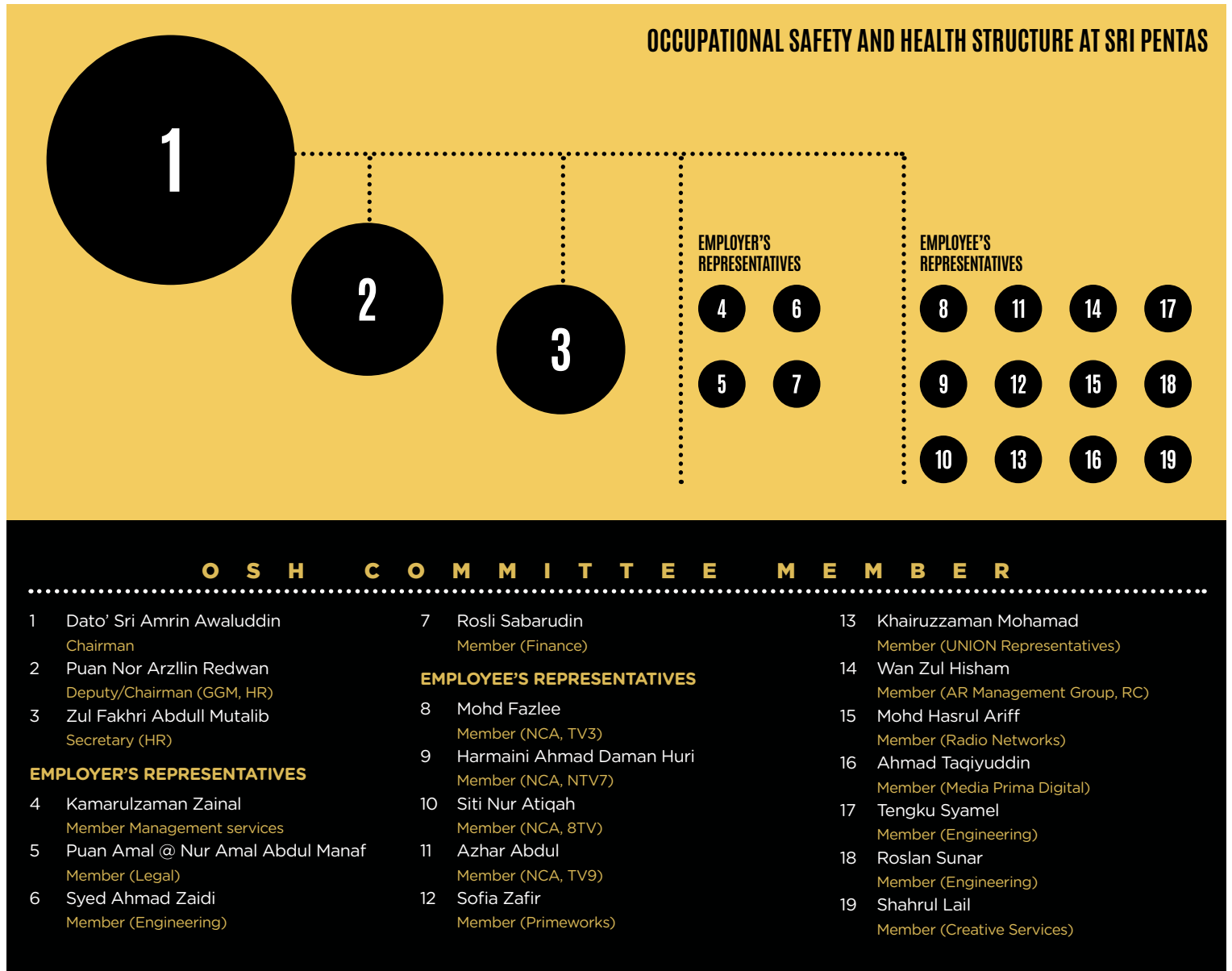
For Media Prima, safety is a value, not an activity. The Group is committed to providing a safe and conducive work environment. Company policy states that activities must be conducted with full concern for the safety of its facilities. This protects the safety and health of employees, communities adjacent to 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 the Company does. Media Prima works constantly to set expectations, provide tools, measure progress and communicate results.

SAFETY AND HEALTH COMMITTEES

Media Prima's safety and health committee consists of a chairman, a secretary and both employer and employee representatives. This is in line with Section 30 of the Occupational Safety and Health Act 1994.





Each employee representative acts on behalf of their respective departments. They communicate departmental OSH issues to the main committee. They are also involved in in-house workplace inspections and OSH programmes. The OSH committee at Sri Pentas is represented by 0.01% of total workforce at Sri Pentas. The committee proposes action to be taken in the event of an incident or accident.

LOCATION	CHAIRMAN	SECRETARY	MEMBERS	
			MANAGEMENT REPRESENTATIVES	EMPLOYEE REPRESENTATIVES
Sri Pentas	1	1	4	12
Shah Alam	1	1	5	4
Prai	1	1	3	8
Senai	1	2	5	5
Ajil	1	1	5	7
Bangsar	1	2	8	7

HEALTH AND SAFETY TRAINING

Media Prima is committed to providing a safe and conducive work environment. Safety and health training is provided and strict adherence to safety rules and procedures is required.

SAFETY AND HEALTH TRAINING COURSES DELIVERED IN 2014 AT SRI PENTAS

DATE TRAINING	COURSE	VENUE	NO. OF PARTICIPANTS
17 February 2014	Fire Prevention Awareness	HR Training Balai Berita	26
18 March 2014	Contractor Safety Control	HR Training Sri Pentas	19
21 March 2014	OSH Briefing for Ground Event Contractors	PMO Meeting Room	8
8 April 2014	OSH Briefing for Ground Event Contractors	PMO Meeting Room	13
10 April 2014	OSH Briefing for Ground Event Contractors	PMO Meeting Room	14
16-17 April 2014	Behavioural Based Safety	HR Training Sri Pentas	34
3 June 2014	TM Safety Passport (renewal of TM Card)	HR Training Sri Pentas	22
10-11 June 2014	Fire Prevention, Fire Fighting & Rescue Training (with Bomba)	Balai Bomba, Shah Alam	19
17 June 2014	TM Safety Passport (renewal of TM Card)	HR Training Sri Pentas	17
14 August 2014	Managing Stress at Work	HR Training Sri Pentas	34
29-30 September 2014	First Aid and CPR Training	HR Training Sri Pentas	44
22-23 December 2014	Disaster Management and Survival	HR Training Sri Pentas	24

SAFETY AND HEALTH TRAINING COURSES DELIVERED IN 2014 AT BALAI BERITA

DATE TRAINING	COURSE	VENUE	NO. OF PARTICIPANTS
25 February 2014	Seminar Keselamatan Kebakaran	Hotel Vivatel, Kuala Lumpur	5
15 April 2014	Fire Drill for Fire Squad	Balai Berita Prai	45
6-7 May 2014	Lean 5S at Workplace	Balai Berita Senai	21
9 May 2014	Lean 5S at Workplace	Balai Berita Senai	55
9-10 May 2014	5S - Internal Audit Training	Balai Berita Senai	14
14-15 May 2014	5S - Zone Leaders Programme	Balai Berita Senai	20
14 May 2014	Lean 5S at Workplace	Balai Berita Prai	17
15 & 26 May 2014	5S - Awareness at Workplace	Balai Berita Prai	64
19-20 May 2014	5S - Basic Effective Cost Management Training for Committee	Balai Berita Ajil	19
19-20 May 2014	5S - Zone Leaders Programme	Balai Berita Prai	16
22 May 2014	5S - Awareness at Workplace	Balai Berita Ajil	35
26-27 May 2014	5S - Zone Leaders Programme	Balai Berita Ajil	26
16-17 June 2014	5S - Internal Audit Training	Balai Berita Prai	16
22-23 June 2014	5S - Internal Audit Training	Balai Berita Ajil	18

CLOSER TO OUR WORKPLACE

DATE TRAINING	COURSE	VENUE	NO. OF PARTICIPANTS
28 August 2014	Occupational Safety and Health	Balai Berita Bangsar	16
10-11 November 2014	Electrical Maintenance and Audit	Grand Dorsett	4
10, 16, 17, 23 December 2014	Hearing Conservation Programme	Balai Berita Prai	79
23-24 December 2014	Kursus Kemahiran Menunggang Motosikal Secara Berhemah	Balai Berita Senai	15
18-19 December 2014	Kursus Kemahiran Menunggang Motosikal Secara Berhemah	Balai Berita Prai	15

ACCIDENT AND INJURY STATISTICS

Five employees from Sri Pentas and one from Balai Berita Shah Alam sustained injuries in 2014. These injuries consisted of:

- A broken leg from falling on the stairs while recording Detik 12 malam;
- An Achilles's tendon rupture while playing sports;
- A knee injury when falling on the stairs at the food court;
- Back pain resulting from a fall;
- A knee injury sustained during a fall; and
- A broken wrist.

MEDIA PRIMA OSH STATISTICS FROM 2012 TO 2014

OSH INDICATOR	2012	2013	2014
Injury rate (IR) for total workforce	10	1.9	1.4
Occupational diseases rate (ODR) for total workforce	5	0	0
Lost day for total workforce	267	242	136
Absentee rate (AR) for total workforce	0	0	0
Absolute number of fatalities for total workforce	0	0	0

EMPLOYEE RESPONSIBILITIES

All employees have a responsibility to promote safe behaviour. They must report accidents, injuries as well as unsafe equipment, practices or conditions as soon as they become aware of them. Employees must report to work free from the influence of any substance that could prevent them from conducting work activities safely and effectively. Acts of violence or physical threats to fellow employees are prohibited.

Employees must follow all rules and regulations pertaining to safety matters; influencing and persuading others to do the same and report cases of noncompliance. All rules and regulations specify that safety matters must be adhered to. Any noncompliance must be reported to the Safety Committee. Employees must use common sense and best judgement to ensure safety.

PERSONAL PROTECTIVE EQUIPMENT

In addition to qualified safety and health personnel, Media Prima also provides appropriate equipment to support management in carrying out its objectives and goals. Journalists working in high conflict areas are equipped with personal protective equipment 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 MEASURES FOR SUPPLIERS AND SUB-CONTRACTORS

The OHSAS Steering Committee, led by the OHSAS-MR or a designee, develops processes that obtain and review contractor method statements. Prior to on-site work, all contractors are furnished with relevant information and documents to ensure they comply with Media Prima's OSH Management System. Every contractor must submit a completed contractor method statement that clearly outlines the initiating activity. A method statement is prepared by a contractor which outlines the work to be undertaken and the method for minimising and managing OSH hazards and risks. The method statement includes an assessment of OSH issues associated with the specified work activities.

BTO is committed to minimising risks associated with employees and contractors working at heights when installing billboards. The primary risks associated with working at heights are persons or objects falling. Safe access to all work areas must be provided.

BTO takes the following precautionary measures before allowing any employees or contractors to work at height:

- Assessment of environment and weather conditions
- Organisation of fall prevention equipment
- Safe access and egress for public protection
- Allowable clearances from overhead power lines
- Personal Protective Equipment (PPE)
- Manual handling
- The means of rescuing persons from safety harnesses following arrested falls
- Protection of portable electric tools by having them tagged and tested

Several types of equipment may be used to minimise risks including scaffolding, fixed and mobile work platforms, ladders, safety harnesses, fall arrestors, hard hats, toe boards and waist high barriers. Additional protection is also given to those working along highways. PPE provided for maintenance work in highway areas includes a safety helmet, eye glasses or goggles, a safety vest, gloves and safety boots. A proper traffic management plan for highway lane closure is done as advised by the concessionaries to avoid hazard to road users and contractors.

HUMAN RIGHTS

Media Prima is committed to operating in a way that respects the human rights of all associates. This covers supply chain personnel and local communities. While governments have the primary responsibility to protect human rights, Media Prima's activities have the potential to impact the human rights of individuals affected by business operations. In all operations, Media Prima:

- Provides a safe and healthy workplace for its associates;
- Does not use child labour;
- Does not use forced, prison, indentured, bonded or involuntary labour;
- Prohibits discrimination in its hiring and employment practices;
- Prohibits physical abuse and harassment of associates, as well as threats of either; and

- Supports freedom of association and the rights of workers and employers to bargain collectively.

All people should be treated with dignity and respect and Media Prima is committed to conducting its business in a manner consistent with this principle. All applicable employment and human rights regulations are complied with wherever operations are based; suppliers are expected to do the same. Media Prima's human rights policy is summarised in its Code of Conduct. All associates review and receive annual awareness briefings on this code.

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

Media Prima is pleased to report that there has 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.



ENVIRONMENT

MEDIA PRIMA HAS ALLOCATED SIGNIFICANT RESOURCES TO INITIATIVES THAT PROTECT THE ENVIRONMENT.



IN 2014, A HOLISTIC APPROACH TO ENVIRONMENTAL MANAGEMENT CONTRIBUTED TO A SIGNIFICANT REDUCTION OF INPUT MATERIALS SUCH AS NEWSPRINT, INK AND CHEMICALS.

MATERIALS MANAGEMENT

NSTP has a considerable amount of capital invested in materials. It is essential that inventory is managed efficiently and effectively to ensure the long-term sustainability of the business.





CLOSER TO OUR ENVIRONMENT



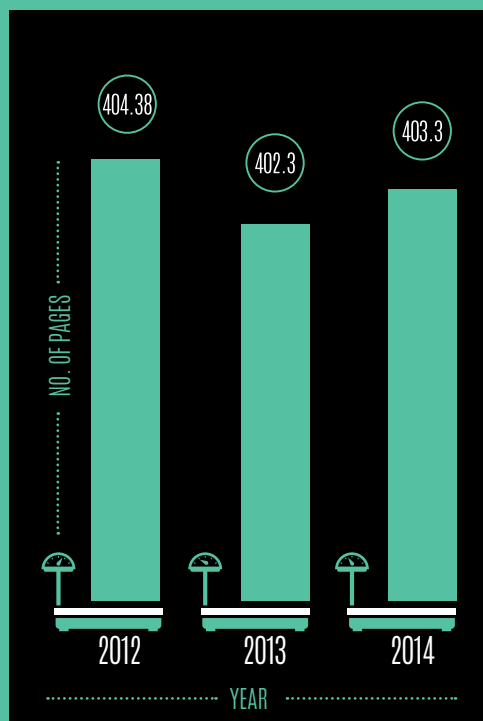
Effective materials management solves many problems, improves the productivity of materials and streamlines waste management.

NTSP's press system upgrades continued 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.

PAPER

NSTP minimises paper wastage and keeps the number of newsprint pages per kg high. In 2014, the number of pages per kg of newsprint increased by 0.25%.

NUMBER OF PAGES PER KILOGRAM OF NEWSPRINT



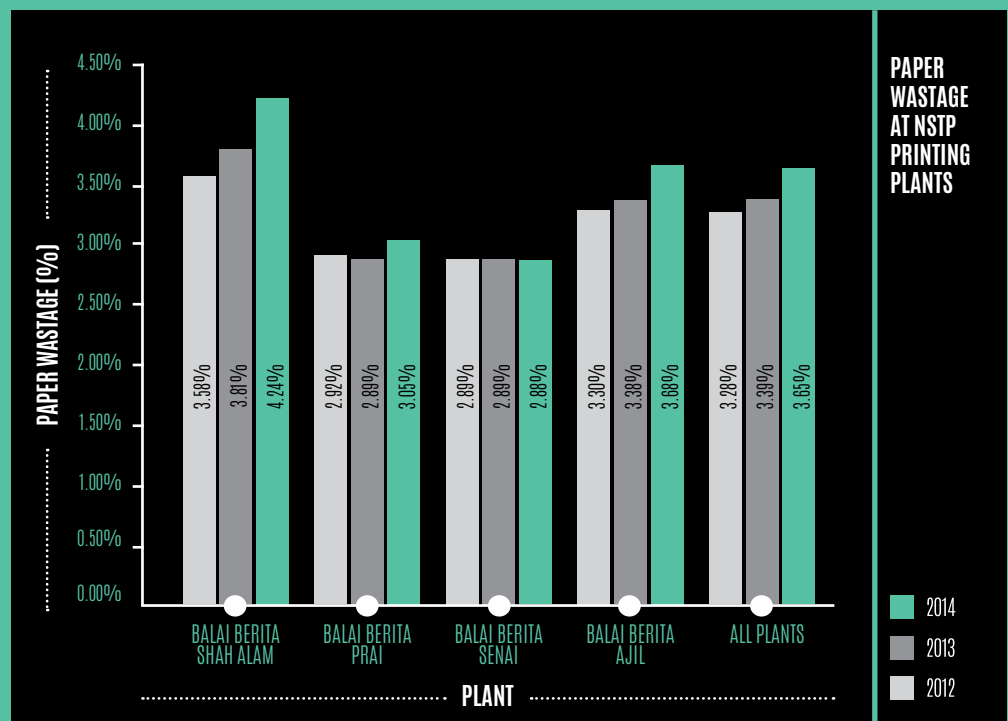
The decrease in the number of pages per kilogram of newsprint in 2013 was due to fluctuations in the substance from the main paper supplier. In 2014, NSTP worked with this supplier to reduce the paper weight and it now remains within the tolerances.

The total paper consumption by plant is presented in the table below. NSTP managed to reduce paper consumption at all of its plants. Collectively, this represents a 24.7% reduction compared to 2013.

NSTP PAPER CONSUMPTION (MT) BY PLANT FROM 2012 TO 2014

YEAR	SHAH ALAM	PRAI	SENAI	AJIL	ALL PLANTS
2012	41,616	18,332	16,517	10,870	87,335
2013	43,204	19,220	17,957	11,187	91,568
2014	32,340	14,389	13,816	8,409	68,953

Unfortunately, paper wastage is a part of any newsprint business. NSTP keeps wastage to a minimum and monitors it on an ongoing basis. The newsprint wastage for all printing plants is presented in the chart below.



CLOSER TO OUR ENVIRONMENT

There has been a decline in global deforestation, partly due to the increased use of recycled paper. NSTP uses 100% recycled paper at its printing plants whenever possible. At times, 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. NSTP only uses paper made from virgin pulp as a last resort. The table below shows paper usage by type from 2012 to 2014.

PAPER USAGE BY TYPE (ROLLS)

REEL SIZE / RECYCLED/MIXED	2012				2013				2014			
	58"	43.5"	29"	TOTAL	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	42,404	11,875	8,244	62,524
MIX	16,950	5,793	3,636	26,379	17,636	4,591	4,705	26,932	20	-	-	-
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	42,424	11,876	8,244	62,544

In 2014, all purchased paper came from 100% recycled sources. However, NSTP finished 20 rolls of mixed paper that were purchased in 2013. Each roll contains approximately 1.1 MT of paper. NSTP is committed to using the most environmentally-friendly paper at all times.

CHEMICALS

NSTP uses a plate developer in its prepress process. This developer is a concentrated alkali that is used to remove the coating from the plate before the printing process. An almost neutral gum is also used to fix the image and prevent the plate from oxidising. NSTP's plate developer usage by plant is presented in the table below.

CHEMICAL USAGE, PREPRESS (LITRES)

YEAR	SHAH ALAM	PRAI	SENAI	AJIL	TOTAL
2012	10,720	9,570	9,450	9,135	37,765
2013	14,831	10,100	8,670	7,900	41,501
2014	15,452	9,779	5,665	5,270	36,166

An increase in pagination and colour led to increased plate usage in 2013 and more processing chemicals were required as a result. It is desirable to run a single product per line. However, 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. Chemical use reduced significantly in 2014 as printing demand returned to normal.

INK

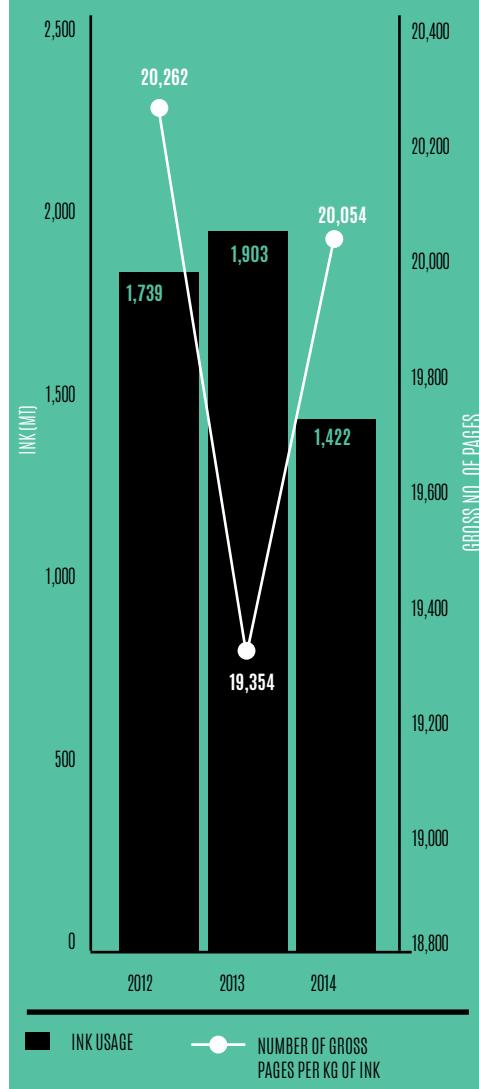
NSTP follows the ISO 12647-3 graphic technology standard. ISO 12647-3:2013 specifies a number of process parameters and their values to be applied when producing colour separations and printing forms for newspaper single or four-colour printing.

Currently, NSTP is working towards ISO 12647-3 certification by the World Association of Newspapers and News Publishers. NSTP hopes to be awarded this certification next year.

NSTP also tries to keep the gross number of pages per kg of ink high. In 2013, the gross 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.

NSTP's gross number of pages per kg of ink increased in 2014. In 2014, NSTP's total ink usage reduced by 25%.

NUMBER OF GROSS PAGES PER KILOGRAM OF INK USAGE AT NSTP PRINTING PLANTS FROM 2012 TO 2014



CHEMICAL FREE PLATE IN BB SENAI

NSTP's Production Department sought an environmental care product for use in its daily operations. NSTP prepress section was prioritised to reduce water consumption and also to help protect the environment from becoming polluted.

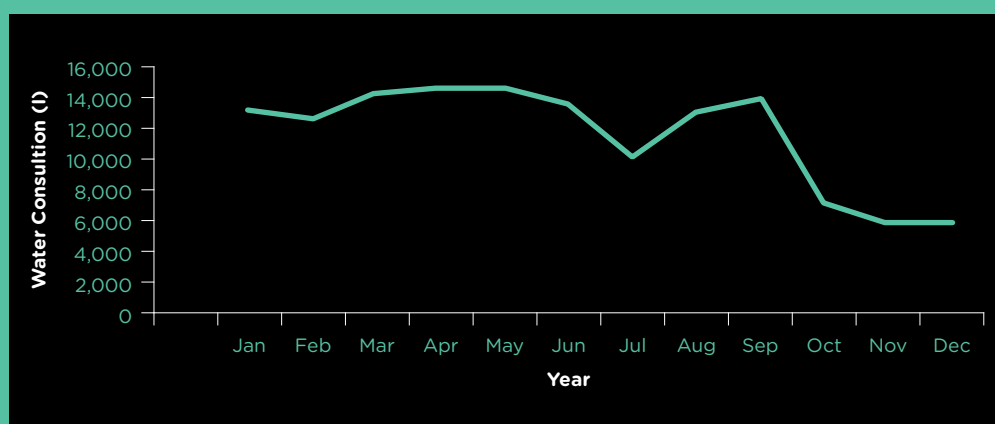
AGFA suggested moving to its chemistry-free plate N94VCF. The plate is gummed with a dedicated pH7 gum. During the process the soft, unexposed non-image area is easily and cleanly removed. The gum is neutral and can easily be treated. This provides additional benefits to the Waste Water Treatment Plant (WWTP). It requires less maintenance which saves money as there are no further upgrades needed for the treatment plant.

BB Senai plant was chosen to pilot the N94VCF plate. In June 2014, the final trial of the plate was concluded and the results were positive. The N94VCF plate has been used as the main stock in BB Senai since 1 October 2014. A fully chemical-less plate production is scheduled for 2015, once the stock of the normal 94V plates has been used.

SAVINGS

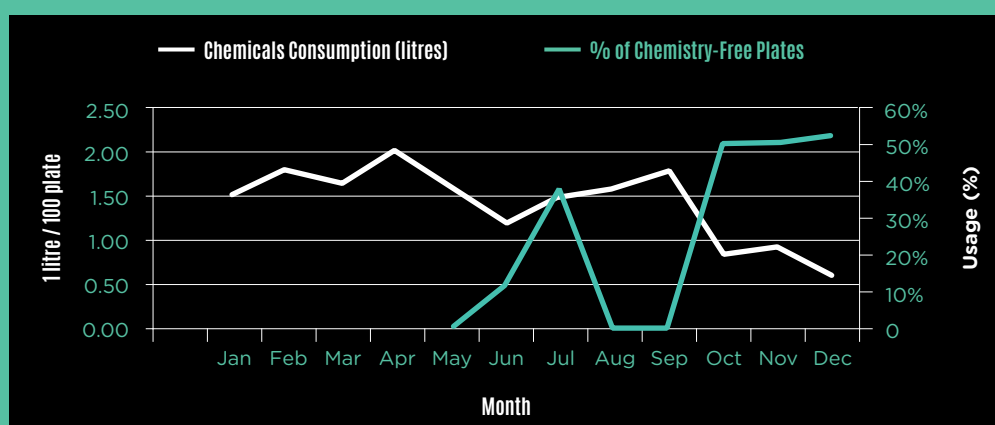
Water is used mainly for washing and flushing. As there are no chemical processes, washing and flushing is reduced significantly. The graph below shows the water reducing trend by the printing machine.

WATER CONSUMPTION (BALAI BERITA SENAI)



The graph below demonstrates the effect of using the chemistry-free plates on chemical usage.

MATERIAL CONSUMPTION / 100 PLATES



The following benefits have been realised by using the N94VCF plate:

- A stable, quick imaging process;
- Easy maintenance and less waste production/handling;
- No hazardous processing chemicals;
- Reduced generation of effluent;
- No developer or replenishes;
- Less water consumption.

WATER MANAGEMENT

Water is essential for life on earth. Population and economic growth, climate change, pollution and other challenges place growing pressure on water resources. This can have a major impact on the population's social, economic and environmental well-being.

NSTP aims to minimise the effect business operations have on Malaysia's water supplies. The water consumption by plant from 2012 to 2014 is presented in the table below.

WATER CONSUMPTION AT NSTP PLANTS

YEAR	SHAH ALAM	PRAI	SENAI
2012	42,874	36,379	27,395
2013	62,218	40,727	28,272
2014	70,398	42,695	33,321

YEAR	AJIL	BANGSAR
2012	12,936	
2013	14,817	66,979
2014	17,163	57,840

In 2014, NSTP's water consumption increased at all plants. NSTP discovered a water leak in the pipe connecting the internal tank at Balai Berita Prai. NSTP also cleaned the inside and outside of its plants in Shah Alam, Prai, Senai and Ajil. This explains the increased water consumption in 2014. All water is supplied by a municipal water provider.

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 chillers were evaluated and compared with the chiller

CLOSER TO OUR ENVIRONMENT

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 listed below.

CHILLER ASSESSMENT PROCEDURE AND METHODOLOGY

MEASUREMENT TYPE	INSTRUMENT	METHODOLOGY
Chilled Water Temperature	Calibrated Mercury Thermometer (accuracy 0.1°C)	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 KW/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, one cooling tower was replaced. The second remaining tower was replaced in 2014; the third was budgeted in 2014 for replacement in 2015. The maintenance work should also increase the lifespan of the air conditioning equipment.

NSTP'S ELECTRICITY CONSUMPTION FROM 2012 TO 2014 (KWH)

SITE	2012	2013	2014
Balai Berita Bangsar	9,125,302	8,947,734	9,449,998
Balai Berita Shah Alam	6,858,984	7,091,041	6,747,383
Balai Berita Prai	5,195,664	5,594,236	5,050,040
Balai Berita Senai	5,312,544	5,427,881	5,072,857
Balai Berita Ajil	3,695,716	4,055,876	3,826,376
Total	30,188,210	31,116,768	30,146,654

REPLACEMENT OF EXISTING 400W HIGH BAY LAMPS TO 200W INDUCTION LAMPS

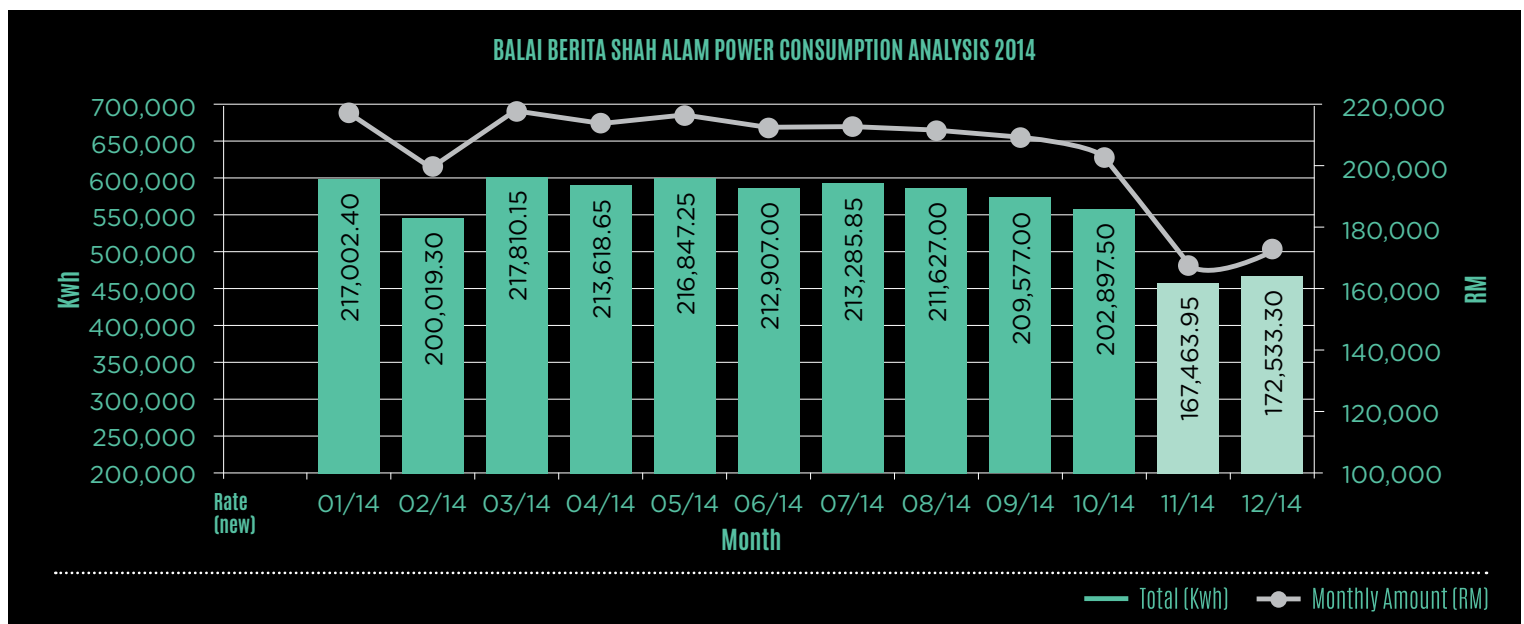
The majority of the high ceilings at Balai Berita Shah Alam are being illuminated. Electricity costs are rising and it is crucial to establish ways to minimise energy consumption.

Several lighting technologies were assessed including LED and induction. LED lamps are more complex. They have higher ambient temperatures and require more maintenance. A trial unit was installed at the mailroom hall in Balai Berita Shah Alam. It was found that the glare from LED lamp created an uncomfortable working environment. Induction lamps were decided to be a better option.

WHY GO FOR INDUCTION LAMPS?

- The energy-saving induction lamps met the illuminance requirements of 100-120 lux at ground level.
- The energy saving induction lamps can achieve over 50% energy savings compared to existing metal halide lamps.
- The average consumption of metal halide lamps' including gear loss is 455W; the average consumption of induction lamps including gear loss is 210W.
- The energy saving induction lamps have better luminosity, considering the maximum lumen decay for the existing metal halide lamps.

Balai Berita Shah Alam's power consumption analysis for 2014 is presented in the diagram below. The graph shows a decrease in power consumption in November and December.



The Production Department will extend the project to other printing plants so they can benefit from the same energy savings.

MEDIA PRIMA'S ELECTRICITY CONSUMPTION FROM 2012 TO 2014 (KWH)

SITE	2012	2013	2014
Sri Pentas	7,986,513	7,952,263	7,861,899
Glenmarie Shah Alam	2,003,831	1,953,594	1,945,812
Sri Pentas 2	156,400	161,500	153,300
TV3's Transmitters	8,286,658	8,050,996	7,837,671
ntv7's Transmitters	2,695,988	2,966,602	2,900,822
8TV's Transmitters	927,237	925,856	789,077
TV9's Transmitters	1,052,930	1,086,993	1,104,004
Hot FM Radio's Transmitters	343,776	343,804	339,185
Subtotal	23,453,333	23,441,608	22,931,770
Chilled Water	11,911,000	12,561,000	11,673,000
Total	35,364,333	36,002,608	34,604,770

BTO'S ELECTRICITY CONSUMPTION FROM 2012 TO 2014 (KWH)

	2012	2013	2014
OFFICE *	99,787.72	71,436.00 **	**
BILLBOARDS	3,697,238.53	3,804,082.30	5,258,895.15

* THIS VALUE IS BASED ON THE CONVERSION OF COST OF ELECTRICITY TO KWH

** IN 2013, BTO MOVED ITS HEADQUARTERS TO BALAI BERITA BANGSAR. ITS ELECTRICITY CONSUMPTION IS NOW REPORTED UNDER NSTP

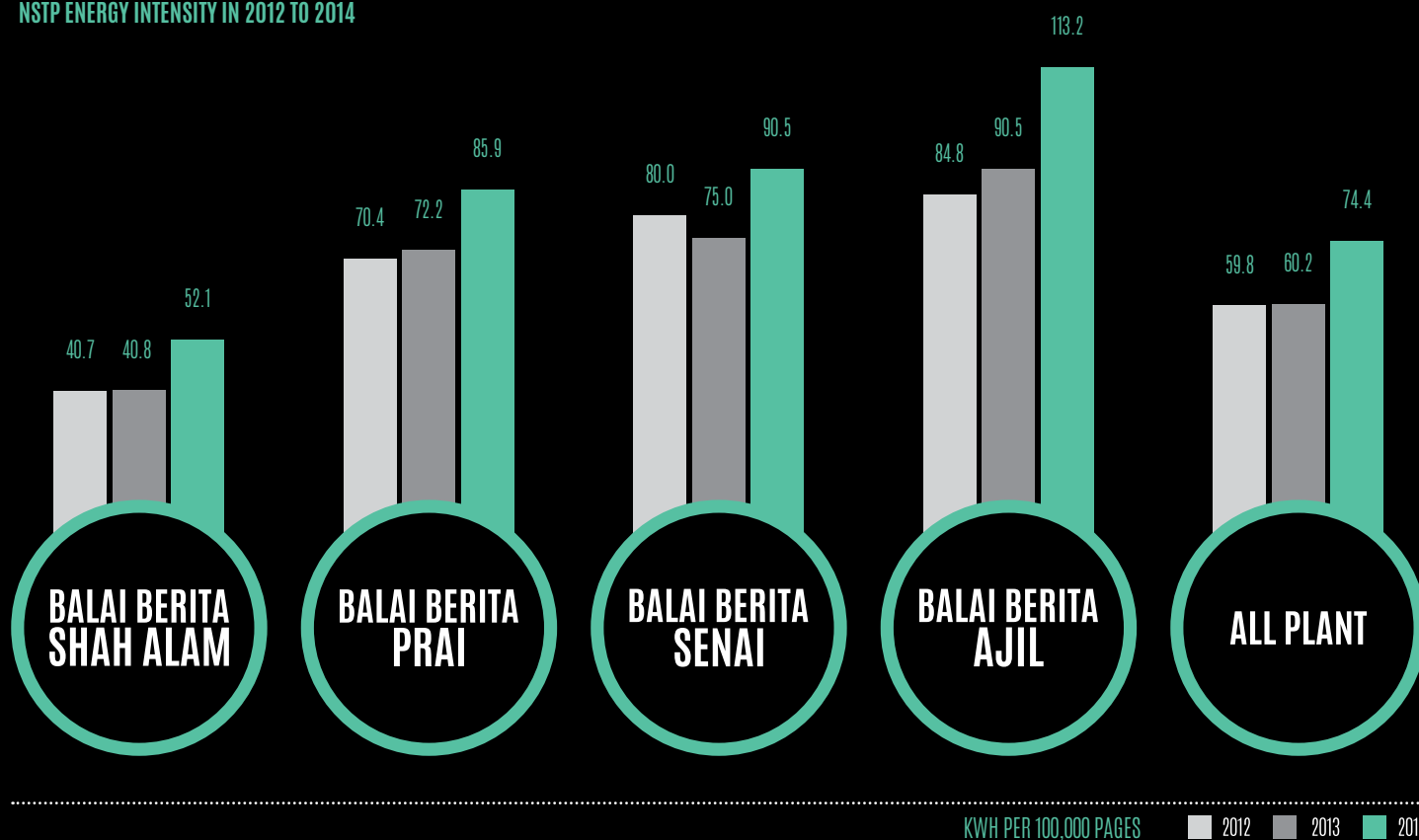
BTO's energy consumption increased significantly in 2014. BTO expanded its operations to include Cubig digital billboards, which consume electricity 24 hours a day.

ENERGY INTENSITY

Total energy consumption is not the best indicator of energy efficiency as the volume of newsprint can fluctuate each year. As the volume of newsprint increases, one would expect the energy usage to increase accordingly.

Energy intensity is a better measure of the energy efficiency of NSTP's printing plants. The unit is expressed as amount of energy required to make a unit of product. At NSTP, energy intensity is expressed by the number of kilowatt hours used to make 100,000 pages of newsprint.

NSTP ENERGY INTENSITY IN 2012 TO 2014



CLOSER TO OUR ENVIRONMENT

WASTE MANAGEMENT

SOLID WASTE

Media Prima employs the Reduce, Reuse and Recycle (3R) concept to help reduce the amount of waste it throws away. Waste disposal uses natural resources, landfill space and energy. It can also be quite costly for the Company.

NSTP sends 100% of its paper waste to Malaysian Newsprint Industries (MNI) for recycling. The collection of other wastes, including aluminium and cores, is being tendered. Unsellable waste is disposed of according to the environmental regulations. The breakdown of newsprint waste sent to MNI in 2014 is presented below.

NEWSPRINT WASTAGE	AMOUNT (KG)		
	2012	2013	2014
Stripping	8,331	5,674	2,592
Reel Ends	202,560	188,684	104,734
Run-up Spoilage	1,716,329	1,986,949	1,698,349
Empty Core	287,547	292,927	218,268
Newsprint Covers	320,479	309,109	218,288
Machine Waste (Scrap Paper)	275,153	278,171	236,253
Press Spoilage		1,871	
Test Run & Mock-ups	25,708	34,494	34,184
Non Production Spoilage	22,550	1,921	4,530
Total	2,858,657	3,099,800	2,517,199

SCHEDULED WASTE

Scheduled waste at NSTP's printing plants consists of contaminated rags, drums, waste ink and chemical waste. This waste is collected, stored and disposed of by DOE licensed contractors. The contaminated rags are washed and returned for reuse. Chemical waste is sent to an in-house wastewater treatment plant (WWTP). Monthly reports are sent to the DOE and sludge produced by the WWTP is disposed of as scheduled waste.

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

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. NSTP appointed Kualiti Alam, which is equipped to handle this type of waste.

NSTP SCHEDULED WASTE DISPOSAL (MT) BY PLANT IN 2014

WASTE CATEGORY	WASTE CODE	AJIL	PRAI	SENAI	SHAH ALAM	TOTAL
E-Waste	SW110	-	-	0.09	-	0.09
Ink Sludge and Evaporator Sludge	SW416	0.88	0.76	0.57	2.75	4.96
Used Oil	SW305	6.5	1.6	0.81	4	12.91
Mixed Solvent	SW322	-	1.27	-	1.64	2.91
Rotowash Carboy	SW409	1.52	2.44	-	0.41	4.37
Contaminated Empty Drum	SW409	0.75	1.91	-	-	2.66
Used Rags	SW410	4.7	46.06	17.6	6.52	74.88
Used Activated Carbon	SW411	-	0.82	0.74	2.38	3.94
Ink Waste	SW418	1.56	3.03	7.7	6.7	18.99
Filter Press Sludge	SW416	1.33	-	-	6.97	8.3
Hydraulic Oil	SW306	0.8				0.8
Total		18.04	57.89	27.51	31.37	134.81

NSTP SCHEDULED WASTE DISPOSAL (MT) BY YEAR

WASTE CATEGORY	WASTE CODE	YEAR	
		2013	2014
E-WASTE	SW110	0.34	0.09
INK SLUDGE AND EVAPORATOR SLUDGE	SW416	8.56	4.96
USED OIL	SW305	18.46	12.91
MIXED SOLVENT	SW322	12.43	2.91
ROTOWASH CARBOY	SW409	6.41	4.37
CONTAMINATED EMPTY DRUM	SW409	4.58	2.66
USED RAGS	SW410	85.87	74.88
USED ACTIVATED CARBON	SW411	8.57	3.94
INK WASTE	SW418	12.78	18.99
FILTER PRESS SLUDGE	SW416	13.52	8.3
HYDRAULIC OIL	SW306	-	0.8
TOTAL		171.52	134.81

EFFLUENTS MANAGEMENT

NSTP printing plants at Ajil, Senai, Shah Alan 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 2014

MONTH	COD (MG/L)				BOD (MG/L)			
	AJIL	SENAI	SHAH ALAM	PRAI	AJIL	SENAI	SHAH ALAM	PRAI
January	335	994	105	118	125	293	28	15
February	351	335	81	111	117	101	26	16
March	360	910	12	113	120	170	2	18
April	12	39	142	80	37	11	5	12
May	199	51	118	101	66	14	36	17
June	96	35	138	65	33	10	41	10
July	222	26	80	132	74	8	21	23
August	185	39	44	112	62	11	10	16
September	163	34	28	109	54	7	7	15
October	169	26	32	103	56	7	9	16
November	213	38	26	54	71	11	7	10
December	119	29	46	97	30	7	11	15

DOE limits: Standard A for COD is 80 mg/l and below; Standard A for BOD is 20 mg/l and below; Standard B for COD 200 and below; and Standard B for BOD is 50 and below.

Senai, Shah Alam and Prai performed weekly sampling of BOD and COD throughout 2014 as required by the DOE. The average reading for each month is reported here. Balai Berita Ajil performed monthly readings.

At Shah Alam, Prai and Ajil, effluent is discharged downstream and conforms to Standard B; Senai is discharged upstream and conforms to Standard A. These standards are set by the Environmental Quality (Industrial Effluent) 2009.

A fault was discovered with the blower in the sequencing batch reactor (SBR) at Balai Berita Shah Alam. SBR reactors treat wastewater from anaerobic digesters or mechanical biological treatment facilities in batches. Oxygen is bubbled through the wastewater to reduce biochemical oxygen demand (BOD) and chemical oxygen demand (COD). This process makes the effluent suitable for discharge to surface waters or for use on land. This plant began to perform consistently after July 2014 following major rectification work on the SBR tank and systems.

CLOSER TO OUR ENVIRONMENT

Balai Berita Senai experienced high BOD and COD levels from January to March 2014. This was due to system upset and exhaustion of activated carbon. This problem was rectified and the readings returned to normal in April.

Ajil's COD is high. These systems are designed for Computer to Film (CTF). Once it converted to Computer to Plate (CTP), characteristics studies showed that BOD and COD were much higher. The system cannot cope with the increased COD. Once the water is contaminated, it is very difficult to reduce the COD. Also changes are only apparent after two or three treatments. It takes approximately three weeks to receive the sample results. So the following results were affected once action has been taken.

OZONE DEPLETING EMISSIONS

The Montreal Protocol on Substances that Deplete the Ozone Layer is an international treaty designed to protect the ozone layer by phasing out the production of numerous substances that are 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 R134A.

CLIMATE CHANGE AND GREENHOUSE GAS EMISSIONS

A greenhouse gas is a gas that contributes to the greenhouse effect by absorbing infrared radiation. Carbon dioxide and chlorofluorocarbons are examples of greenhouse gases. By increasing the heat in the atmosphere, greenhouse gases are responsible for the greenhouse effect, which ultimately leads to global warming.

Media Prima is acutely aware of the need to measure and hopefully reduce its production of greenhouse gases. This is the third year that Media Prima is reporting its carbon emissions from available data gathered from various parts of the Group.

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 and generators
Scope 2	Indirect GHG emissions	Electricity
Scope 3	Other indirect GHG emissions	Air travel

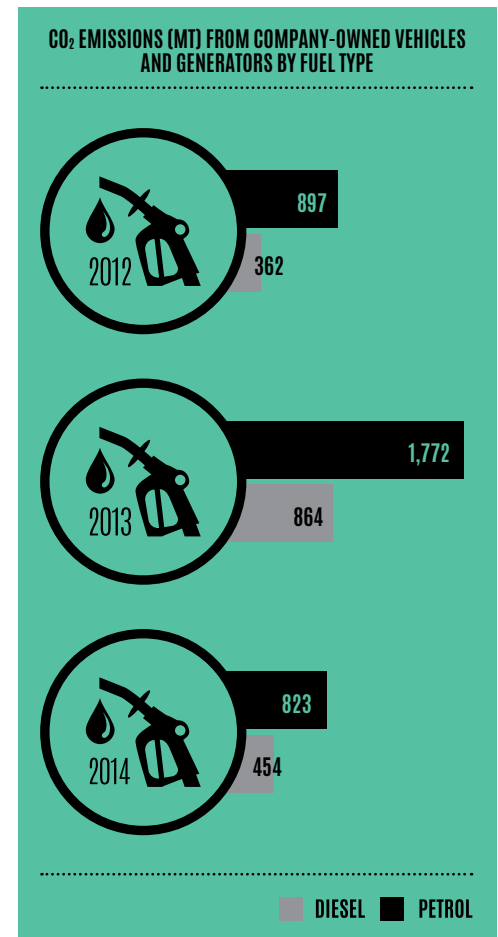
Direct GHG emissions are produced from sources that are owned or controlled by Media Prima. Indirect GHG emissions are emissions that are a consequence of business activities, but occur at sources owned or controlled by another entity. The GHG Protocol further categorises these direct and indirect emissions into three broad scopes: all direct GHG emissions; indirect GHG emissions; and other indirect GHG emissions. Media Prima has adopted this standard for its reporting.

SCOPE 1

All fuel purchases are monitored and recorded to calculate GHG emissions from 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.

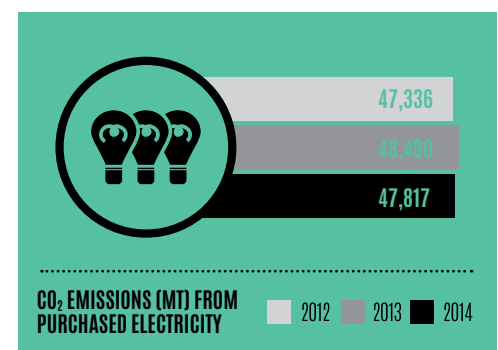
CO₂ EMISSIONS (MT) FROM COMPANY-OWNED VEHICLES AND GENERATORS BY FUEL TYPE



SCOPE 2

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

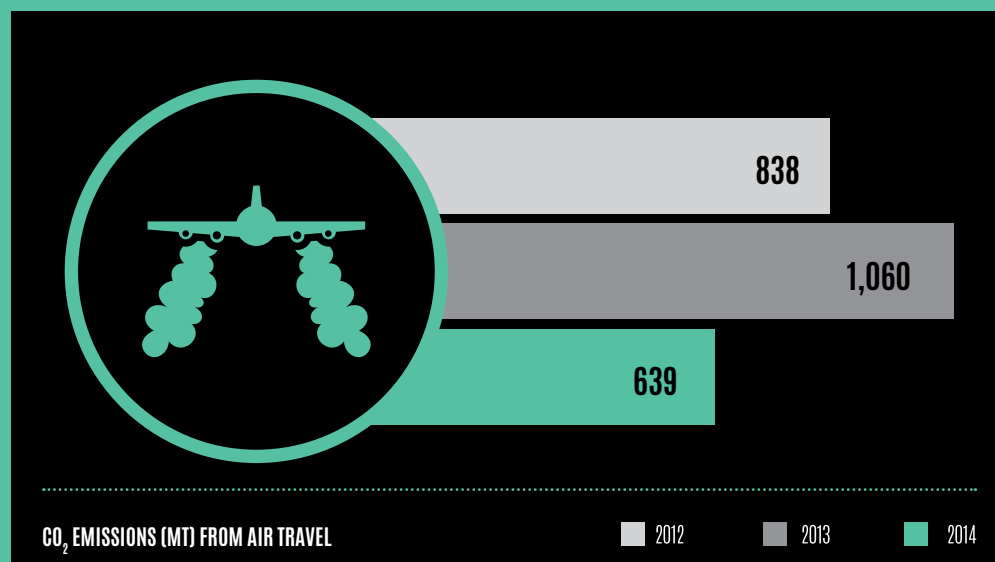
CO₂ emissions from the use of electricity were derived using the emission factor published by the Malaysian Green Technology Corporation for the Peninsular Grid.



SCOPE 3

Air travel GHG emissions were calculated point to point including the number of employees on board and the distance travelled. Separate calculations were performed for business and economy class flights. Air travel for TV and Radio Networks, the corporate office and BTO has been used in these calculations.

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.



ENVIRONMENTAL EXPENDITURE

WORK/PLANT	2013	2014
BALAI BERITA AJIL		
Disposal of scheduled waste	27,344.06	33,713.48
Waste water treatment plant	17,100.00	15,030.00
Air conditioning repairs	1,100.00	
Environmental training	3,300.00	
BALAI BERITA SENAI		
Disposal of scheduled waste	149,763.46	136,945.37
Waste water treatment plant	43,900.00	50,400.00
BALAI BERITA SHAH ALAM		
Disposal of scheduled waste	113,022.80	103,439.00
Waste water treatment plant	83,187.50	80,545.00
Environmental training	4,100.00	
BALAI BERITA PRAI		
Disposal of scheduled waste	112,196.62	130,715.58
Waste water treatment plant	23,465.00	19,855.00
Environmental training	4,000.00	
TOTAL	582,479.44	570,643.43

In 2014, RM570,643.43 was spent on environment-related initiatives compared to 582,479.44 in 2013. This represents a slight decrease in spending of 2.03%.

OTHER ENVIRONMENTAL INITIATIVES

CONSERVATION CAMPAIGN TO SAVE THE MALAYAN TIGERS

On 8 August 2014, Media Prima and World Wide Fund for Nature Malaysia (WWF-Malaysia) launched a nationwide fundraising campaign to save Malaysia's national icon, the Malayan tiger, from extinction.

The campaign entitled *Tabung Selamatkan Harimau Malaya Kita* was officiated at a high-performing school, Sekolah Kebangsaan Taman Megah, Petaling Jaya, by Ms. Shareen Ooi, Group Chief Marketing Officer. This is Media Prima's first CSR campaign that raises funds for and awareness of wildlife conservation. This project was initiated after realising the diminishing numbers of tigers in Malaysia.

The donations raised from this fund-raising campaign will be used to support the WWF-Malaysia tiger conservation work in the northern Banjaran Titiwangsa range. This includes the Belum-Temengor forest complex in Perak.

Globally, there are only an estimated 3,200 tigers left. Tigers have recently been poached from other Southeast Asian countries such as Cambodia and Vietnam. Malaysia needs to act now before the same happens here. As a global network, WWF has the expertise to devise some concrete solutions to this problem. Media Prima hopes that the funds raised through this campaign will give a welcomed boost to these conservation efforts.

WWF-Malaysia's tiger conservation programme develops long-term measures to improve the protection and management of tiger habitats by:

- Carrying out anti-poaching patrols;
- Conducting scientific monitoring of tigers and their prey;
- Raising awareness through community engagement and educational programmes;
- Ensuring forest connectivity;
- Monitoring land-use changes within the priority area.

This project contributes to the implementation of some of the key actions within the National Tiger Action Plan. This government strategy outlines the necessary steps to ensure the long-term survival of tigers in the wild. WWF-Malaysia works closely with Ministry of Natural Resources and Environment (NRE), Department of Wildlife and National Parks (PERHILITAN), and Forestry Department of Peninsular Malaysia in this endeavour.



Application :	Status :
C Core	• Fully Reported
A Additional	□ Partially Reported
	x Not Reported

The GRI Reporting Framework promotes transparency especially in economic, environmental, social and governance performance. This transparency and accountability builds stakeholders' trust in organisations. Media Prima recognises the value of the GRI in helping increase disclosure by identifying sustainability indicators and improving its reporting standard.

Media Prima submitted this report for the GRI Application Level Service in February 2015. The icon displayed here confirms that the report meets the required disclosure of the G3.1 Guidelines. This Application Level service checks the transparency of disclosure against the GRI reporting guidelines.

The GRI Content Index table provides an overview of Media Prima's application of the GRI guidelines to define the report's content, integrate the reporting principles for defining quality, and report on the GRI standard disclosures. These guidelines are the best way of presenting the most important sustainability information in a fully transparent and comprehensive manner.

G3.1 CONTENT INDEX				
STANDARD DISCLOSURES PART : PROFILE DISCLOSURES				
1. STRATEGY AND ANALYSIS				
PROFILE DISCLOSURE	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION
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				
PROFILE DISCLOSURE	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION
2.1	Name of the organisation	•	Front Cover	
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	•	4-5	
2.6	Nature of ownership and legal form	•	4-5	
2.7	Markets served	•	4-5	
2.8	Scale of the reporting organisation	•	4-5	
2.9	Significant changes during the reporting period	•	6-9	
2.10	Awards received in the reporting period	•	7, 8, 36, 40	
3. REPORT PARAMETERS				
PROFILE DISCLOSURE	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION
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	•	2-3	
3.5	Process for defining report content	•	2-3	
3.6	Boundary of the report	•	2-3	

G3.1 CONTENT INDEX (CONTINUED)				
STANDARD DISCLOSURES PART : PROFILE DISCLOSURES (CONTINUED)				
3. REPORT PARAMETERS (CONTINUED)				
PROFILE DISCLOSURE	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION
3.7	Specific limitations on the scope or boundary of the report	•	2-3	
3.8	Basis for reporting on joint ventures, subsidiaries, etc	•	2-3	
3.9	Data measurement techniques and the bases of calculations	•	59-61	
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	•	68	
3.13	Policy and current practice with regard to seeking external assurance for the report	•	77	
4. GOVERNANCE, COMMITMENTS, AND ENGAGEMENT				
PROFILE DISCLOSURE	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION
4.1	Governance structure of the organisation	•	15	
4.2	Indicate whether the Chair of the highest governance body is also an executive officer	•	16	
4.3	Independent and/or non-executive members of the Board	•	16	
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body	•	16-17	
4.5	Linkage between compensation and the organisation's performance	•	17	
4.6	Processes in place to ensure conflicts of interest are avoided	•	16-17	
4.7	Qualifications and expertise of the Board	•	Media Prima Annual Report 2014	
4.8	Internally developed statements of mission or values, codes of conduct, and principles	•	10-11	
4.9	Identification and management of economic, environmental, and social performance, conduct, and principles	•	49, 56	
4.10	Processes for evaluating the highest governance body's own performance	•	16	
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organisation	•	14	
4.12	Externally developed economic, environmental, and social charters, principles	•	49, 56	
4.13	Memberships in associations	•	Media Prima Annual Report 2014	
4.14	List of stakeholder groups engaged by the organisation	•	12	
4.15	Basis for identification and selection of stakeholders with whom to engage	•	12	
4.16	Approaches to stakeholder engagement	•	13	
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organisation has responded to those key topics	•	13-14	

STANDARD DISCLOSURES: PERFORMANCE INDICATORS					
ECONOMIC					
PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
ECONOMIC PERFORMANCE					
EC1	Direct economic value generated and distributed	•	Media Prima Annual Report 2014 : Financial Summary		
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change	•	66		-
EC3	Coverage of the organisation's defined benefit plan obligations	•	50	Media Prima does not receive any significant financial assistance from the Government. However, the company continues to support the Government in achieving its goals through various community programmes.	
EC4	Significant financial assistance received from government	x	-	Media Prima does not receive any funding from NGOs. However, the Company continues to work with NGOs and other organisations for the benefit of the community and nation.	
M1	Significant funding and other support received from non-governmental sources	x	-		
MARKET PRESENCE					
EC5	Standard entry level wage vs. local minimum wage	•	50		
EC6	Policy, practices, and proportion of spending on locally-based suppliers	•	33		
EC7	Procedures for local hiring	•	33, 41		
INDIRECT ECONOMIC IMPACTS					
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit	•	19-21		
EC9	Understanding and describing significant indirect economic impacts	•	20-22		

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (CONTINUED)

ENVIRONMENTAL					
PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
MATERIALS					
EN1	Materials used by weight or volume	•	59-60		
EN2	Percentage of materials used that are recycled input materials	•	60		
ENERGY					
EN3	Direct energy consumption by primary energy source	•	61-63		
EN4	Indirect energy consumption by primary source	•	61-63		
EN5	Energy saved due to conservation and efficiency improvements	•	63		
EN6	Initiatives to provide energy-efficient or renewable energy	•	61-63		
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	•	61-63		
WATER					
EN8	Total water withdrawal by source	•	61-62		
EN9	Significant impact of withdrawal of water	•	61-62		
EN10	Percentage and total volume of water recycled and reused	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	-
BIODIVERSITY					
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas	□	67	As a media company, biodiversity is not directly relevant to Media Prima's nature of business. However, the Company was involved in a fundraising campaign with the WWF to protect Malayan tigers.	
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas	□	67	As a media company, biodiversity is not directly relevant to Media Prima's nature of business. However, the Company was involved in a fundraising campaign with the WWF to protect Malayan tigers.	
EN13	Habitats protected or restored	•	67		
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity	□	67	As a media company, biodiversity is not directly relevant to Media Prima's nature of business. However, the Company was involved in a fundraising campaign with the WWF to protect Malayan tigers.	
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations	x	-	This information is not available as biodiversity is not directly relevant to Media Prima's nature of business	

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (CONTINUED)

ENVIRONMENTAL (CONTINUED)					
PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
EMISSIONS, EFFLUENTS AND WASTE					
EN16	Total direct and indirect greenhouse gas emissions by weight	•	66-67		
EN17	Other relevant indirect greenhouse gas emissions by weight	•	66-67		
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	•	66-67		
EN19	Emissions of ozone-depleting substances by weight	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
EN20	NOx, SOx, and other significant air emissions by type and weight	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
EN21	Total water discharge by quality and destination.	□	61	Information on water discharge is reported in totality and not by quality and destination.	-
EN22	Total weight of waste by type and disposal method	•	64-65		
EN23	Total number and volume of significant spills	x	-	This information is not relevant to the media industry.	-
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous	x	-	This information is not relevant to the media industry.	-
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	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
PRODUCTS AND SERVICES					
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	•	62-65		
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	x	-	This information is not relevant to the media industry.	
COMPLIANCE					
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	x		This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
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.	•	66		-
OVERALL					
EN30	Total environmental protection expenditures and investments by type.	•	67		

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (CONTINUED)

SOCIAL: LABOUR PRACTICES AND DECENT WORK

PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
EMPLOYMENT					
LA1	Total workforce by employment type, employment contract, and region	•	42		
LA2	Total number and rate of employee turnover by age group, gender, and region	•	42		
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.	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
LABOUR/MANAGEMENT RELATIONS					
LA4	Percentage of employees covered by collective bargaining agreements	•	53		
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements	•	-	The notice period given to employees is dependent upon how much the change would affect them.	
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	•	54		
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region	•	56		
LA8	Education, training, counselling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	•	55		
LA9	Health and safety topics covered in formal agreements with trade unions.	•	53		
TRAINING AND EDUCATION					
LA10	Average hours of training per year per employee by employee category	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	•	45-47		
LA12	Percentage of employees receiving regular performance and career development reviews	•	51		

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (CONTINUED)

SOCIAL: LABOUR PRACTICES AND DECENT WORK (CONTINUED)

PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
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	•	42		
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	1:1	
SOCIAL: HUMAN RIGHTS					
PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
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	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
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	•	-	Human rights aspects are included in the company's Code of Ethics which is given to all employees when they join.	-
NON-DISCRIMINATION					
HR4	Total number of incidents of discrimination and actions taken	•	57		
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	•	53		
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	•	57		
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	•	57		

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (CONTINUED)

SOCIAL: HUMAN RIGHTS (CONTINUED)

PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
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	•	-	Human rights aspects are included in the company's Code of Ethics which is given to all employees including security personnel when they join	-
INDIGENOUS RIGHTS					
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	•	57		
ASSESSMENT					
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments	•	57		
REMEDiation					
HR11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
SOCIAL: SOCIETY					
PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
COMMUNITY					
SO1	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting	•	19-21		
SO9	Operations with significant potential or actual negative impacts on local communities	•	27-30		
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities	•	24-28		
CORRUPTION					
SO2	Percentage and total number of business units analysed for risks related to corruption.	•	38		
SO3	Percentage of employees trained in organisation's anti-corruption policies and procedures	•	38		
SO4	Actions taken in response to incidents of corruption	•	38		
PUBLIC POLICY					
SO5	Public policy positions and participation in public policy development and lobbying	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country	x	-	This information is not currently available. Media Prima hopes to report on this indicator in its next sustainability report.	2016

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (CONTINUED)

SOCIAL: SOCIETY (CONTINUED)

PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
ANTI-COMPETITIVE BEHAVIOUR					
SO7	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes	•	39		
COMPLIANCE					
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	•	38-39		
SOCIAL: PRODUCT RESPONSIBILITY					
PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
CONTENT CREATION					
M2	Methodology for assessing and monitoring adherence to content creation values	•	33-34		
M3	Actions taken to improve adherence to content creation values , and results obtained	•	33-34		
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	•	34-35		
M5	Number and nature of responses (feedback/ complaints) related to content dissemination and process for dealing with them and results	•	34-35		
AUDIENCE INTERACTION					
M6	Methods to interact with audiences and results	•	26-27		
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	•	33-34		
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	•	33-34		

STANDARD DISCLOSURES: PERFORMANCE INDICATORS (CONTINUED)

SOCIAL: PRODUCT RESPONSIBILITY (CONTINUED)

PERFORMANCE INDICATOR	DESCRIPTION	STATUS	CROSS-REFERENCE	REASON FOR OMISSION & EXPLANATION	TO BE REPORTED IN
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	•	34		
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes.	•	34		
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	•	36-37		
MARKETING COMMUNICATIONS					
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	•	34		
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	•	34		
MEDIA LITERACY					
M7	Actions taken to empower audiences through media literacy skills development and results obtained	•	26-27		
CUSTOMER PRIVACY					
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	•	39		
COMPLIANCE					
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	•	38-39		



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 2014. 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 2014.

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 2014.

VERIFICATION TEAM:

The verification team from SIRIM QAS International consisted of:

- | | |
|-----------------------------------|---------------|
| 1) Ms. Aminah Ang | : Team Leader |
| 2) Mr. Shaiful Azmir Abdul Rahman | : Team Member |

METHODOLOGY

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

- Reviewing and verifying the accuracy of data collected from various sources and that are presented in the report;
- 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 2014,
- 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 organisation'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;
- The Scope 3 of the carbon footprint of the organisation was based on data provided by Media Prima. The completeness of the data could not be verified due to the nonavailability of the person-in-charge; 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.

- Gathering of data on air travel (Scope 3 of the Carbon Footprint) needs to be enhanced to ensure that the captured data is more accurate and complete.

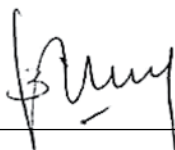
CONCLUSION

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 2014 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;
- Most of 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:

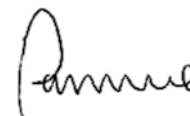
Approved by:



AMINAH ANG

Verification Team Leader
Sustainability Certification Section
Management System Certification Department
SIRIM QAS International Sdn. Bhd.

Date: 9 March 2015



PARAMA ISWARA SUBRAMANIAM

Senior General Manager
Management System Certification Department
SIRIM QAS International Sdn. Bhd.

Date: 9 March 2015

MEDIA PRIMA BERHAD (532975-A)

Balai Berita, Anjung Riong, 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur, Malaysia

www.mediaprima.com.my