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Cover Rationale

2015 was a tough year for Malaysia. She started off the year with receding floods that displaced thousands. Just as she was recovering, an earthquake shook her and then a gloomy period filled with haze blanketed her further. Economically, the Goods and Services Tax was rolled out, making her citizens' purses ever smaller and tighter. Then the rising US dollar against all other currencies affected her people even more. Through it all, Media Prima continuously kept everyone abreast with the correct information regardless of how they consume them. We also provided respite through entertainment. Equally as important, we rallied everyone to help those facing hardship. Because we at Media Prima believe that it is the right of every man, woman and child to have access to information, to be entertained and to receive assistance when in need. That is why we will continue serving Malaysia, exploring every avenue possible, in every way we can because everyone counts.

# ABOUT THIS REPORT



<b>Scope of Report</b> G4-18	
<b>Reporting Period</b> G4-28, G4-29	1 January to 31 December 2015, unless specified.
<b>Reporting cycle</b> G4-30	Annually
<b>Coverage</b>	The Media Prima Sustainability Report 2015 covers the entire organisation and mainly includes quantitative and qualitative data from Peninsular Malaysia. 'Media Prima', 'the Company' and 'the Group' refer to the whole Group which comprises Media Prima Television Networks (MPTN), Media Prima Radio Networks (MPRN), The New Straits Times Press (Malaysia) Berhad (NSTP) and its Out-of-Home business segment. Some indicators are partial and only relate to certain divisions or activities as indicated in the text.

## References and Guidelines

<b>Principal Guideline</b>	<ul style="list-style-type: none"> <li>Global Reporting Initiative (GRI) G4 Sustainability Reporting Guidelines.</li> </ul>
<b>Additional Guidelines</b>	<ul style="list-style-type: none"> <li>Bursa Malaysia's Sustainability Reporting Guide.</li> <li>Silver Book: The Putrajaya Committee on Government-Linked Companies (GLC) Transformation Manual.</li> <li>International Organisation for Standardisation (ISO) 26000:2010 Guidance on Social Responsibility.</li> <li>Judges' feedback from various CSR awards.</li> </ul>
<b>Reporting Content</b>	<ul style="list-style-type: none"> <li>The content of this report is based on a multi-stakeholder approach, the GRI G4 requirements and other sustainability ratings and rankings.</li> <li>The report's transparent structure and information discloses Media Prima's initiatives with its stakeholders. It highlights key goals and policies adopted in the value chain to achieve long-term business and societal sustainability.</li> <li>2015 achievements have been compared against those of previous years and 2015 performance forms the benchmark for 2016 targets.</li> </ul>
<b>Reliability and relevance of information disclosed</b> G4-32	The content of this report has been verified by SIRIM QAS International Sdn Bhd and assessed by the Global Reporting Initiative (GRI) for how comprehensively the latest GRI G4, in accordance with core guidelines, has been applied. Media Prima's approach to sustainability is also widely endorsed by its stakeholders, as reflected in the awards received based on independent assessments of its performance. These are listed in this report.
<b>Feedback</b> G4-5, G4-6, G4-31	Group Corporate Communications Media Prima Berhad 1st Floor, Balai Berita, Anjung Riong No. 31 Jalan Riong, Bangsar 59100 Kuala Lumpur Tel : 03-7726-6333 Email : <a href="mailto:communications@mediaprima.com.my">communications@mediaprima.com.my</a> Website : <a href="http://www.mediaprima.com.my">http://www.mediaprima.com.my</a>



# GROUP CHAIRMAN'S STATEMENT

G4-1, G4-13, G4-22, G4-23



Datuk Seri Fateh Iskandar  
Bin Tan Sri Dato' Mohamed Mansor  
Group Chairman

Dear Stakeholder,

**Each day, Media Prima works to deliver on its commitment to providing a premium entertainment experience through cutting-edge technology. As a leading corporate citizen in the media industry, our promise to deliver the best extends beyond news, entertainment and customer experience.**



Providing post-disaster help is part of Media Prima's DNA, as seen here.

In fact, we have realised long ago that we have an immense responsibility, not just to the communities we serve, but also to the environment we live in, and to the people and everyone who work and live daily within this media eco-system. It is a responsibility we take very seriously.

I am therefore very pleased to present to you a report of our sustainability efforts undertaken throughout 2015. It outlines the strategies undertaken to improve on areas concerning corporate citizenship, environmental stewardship, as well as diversity and inclusion.

#### **Our Responsibility to the Nation**

We know that the full impact of sustainability comes when it is integrated across the company operations and benefits both the community and our shareholders.

Media Prima has been serving communities for 170 years through its flagship newspaper the New Straits Times, and we understand the interconnectedness of the success of our company and a strong society.





Media Prima bagged the greatest number of awards at the regional HR Excellence Awards 2015.



Tabung Bencana NSTP-Media Prima continuously helps the hapless.

We also believe in recruiting, training and hiring locally. Thus 99% of our workforce are Malaysians of all races. This is just another way we contribute to the local economy and to the nation's overall talent development.

The diversity of races in our country also necessitates for a set of principles on which we rely every day. By encouraging growth of this diversity, an enjoyable and productive working environment can be realised for all our employees across the Group's diverse business platforms.

We also believe that a mixture of talent from various diverse backgrounds could bring a more inclusive working culture and togetherness, perfectly complementing the nation's long term aspirations and goals.

#### Our Responsibility to the Environment

Environmental stewardship is an important aspect of our business. It is a pleasure for me to state that we have reached, and at times exceeded, many of the environmental efficiency goals we have set in previous years, often ahead of schedule.

Our energy conservation and waste minimisation initiatives not only reduce our environmental footprint, but also enable us to operate a more efficient, cost-effective business — both of which positively affect our stakeholders.

Among our business units, The New Straits Times Press (Malaysia) Berhad (NSTP) has the greatest impact on the environment, as it operates four printing plants. We are constantly monitoring our environmental footprint to minimise the overall impact on the environment.

The 5S Model (Sort, Set in order, Shine, Standardise and Sustain) is among the measures implemented for this purpose, by engaging every employee to bring habitual change and improved self-discipline.

Not only has it become an important foundation which makes our work and products more efficient and structured, the inclusiveness of 5S ensures that Everyone Counts to deliver the desired results.

#### Our Responsibility to Society

Good corporate citizenship for Media Prima means the extent to which we, as a Group, are being socially responsible for meeting ethical responsibilities to the society we serve.

Everyone counts and we have repeatedly demonstrated the extent of our commitment, with a long history of involvement in charitable events and various community-based activities undertaken throughout the years.

We have established two charity funds for this purpose: the Media Prima – NSTP Humanitarian Fund and the Tabung Bencana NSTP-Media Prima. These funds provide financial assistance and humanitarian aid to victims of natural disasters and support for the underprivileged.

Media Prima is also privileged to have business platforms that champion their own sustainability agendas. Each agenda is designed according to the platform's stakeholders' needs and ensured that they are all relevant to their individual business operations.

TV3's Bersamamu and Harian Metro's Prihatin, as well as other NSTP socially-related initiatives are just some examples of how we can integrate the business platforms' sustainability purposes within the Group's community outreach projects.

In addition, we continuously examine new ways of using our core competencies in media innovation for the overall benefit to society. Through our integrated media platforms, we are in a position to raise public awareness and empathy, and provide solutions to assist communities in their time of need.

Engaging a broad spectrum of experiences and perspectives is a business imperative within a diverse marketplace.

Media Prima also works to foster an environment where employees can bring their whole selves to work. Diversity and inclusion are cornerstones of our talent management strategy. We have a strong tradition of promoting people from within and provide those who excel with exciting career opportunities. Safety is always a top priority and is crucial for employees who work at our printing plants and those who change billboards outdoors. A case in point, our Out-of-Home business unit, led by Big Tree Outdoor Sdn Bhd, achieved Zero Injury status throughout 2015.

Our recent win of the Human Resources Excellence Award 2015 is testament to the Group's deep commitment to our personnel development. The award recognises our communications with our employees, our efforts to instil a sense of belonging as well as responsibility and respect for diversity, by continuously promoting personnel development and welfare. It really does show that everyone counts.

Behind these, and many other accomplishments, there is a diverse and dedicated team of Media Prima employees who toil in the background daily to give society the news, the entertainment and also the assistance it deserves during times of crises.

Going forward, we will constantly challenge ourselves, raise the bar and do even more within our scope to reach outcomes that are sustainable in all areas of our businesses, which would in the end, benefit our customers and the communities we serve.

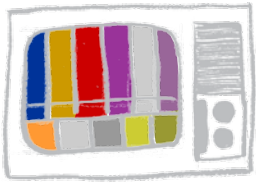
I trust you will find this Sustainability Report informative. Feedback is most welcomed, and thank you for your continuous support and interest in Media Prima.

**Datuk Seri F.D. Iskandar**



# CORPORATE STRUCTURE

G4-4, G4-7, G4-8, G4-9



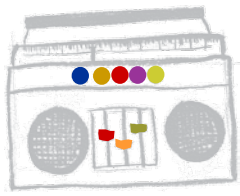
## TELEVISION

 100% Sistem Televisyen Malaysia Berhad	 100% Ch-9 Media Sdn Bhd	 100% Metropolitan TV Sdn Bhd	 100% Natseven TV Sdn Bhd	 51% Media Prima CJ O Shopping Sdn Bhd	 www.tonton.com.my
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## PRINT

 98% The New Straits Times Press (Malaysia) Berhad	 myMetro HM e-Paper	 Berita Harian BH MOBILE BH PLUS BH ONLINE	 NEW STRAITS TIMES NEW STRAITS TIMES ONLINE NST DIGITAL NST MOBILE	
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## RADIO

 100% Max - Airplay Sdn Bhd	 100% Synchrosound Studio Sdn Bhd	 99% One Fm Radio Sdn Bhd	 100% Copyright Laureate Sdn Bhd
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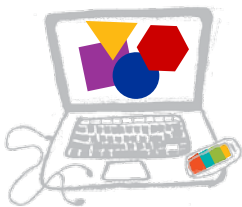
## OUT-OF-HOME

 100% Big Tree Outdoor Sdn Bhd	 100% Kurnia Outdoor Sdn Bhd	 100% Gotcha Sdn Bhd	 100% The Right Channel Sdn Bhd	 100% UPD Sdn Bhd
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## CONTENT

 100% Primeworks Studios Sdn Bhd	 100% Primeworks Distribution Sdn Bhd	 100% Alternate Records Sdn Bhd	 100% The Talent Unit Sdn Bhd	 grand brilliance
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## DIGITAL MEDIA

 100% Media Prima Digital Sdn Bhd	
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# ACHIEVEMENT HIGHLIGHTS



On 12 May 2015, we won the Silver award for Best Recruitment Evaluation Technique and Bronze awards for Best Use of Digital Media and Best Diversity and Inclusion Strategy at the HR Asia Recruitment Awards 2015.

The Asia Recruitment Awards recognises organisations with robust and effective Human Resource and people management practices, catering to the needs and all-round growth of the business, employees, industry and the nation.

We are honoured to be recognised for our efforts in implementing HR best practices. We invest significant resources in recruitment because we recognise that people are our most valuable assets.

The excellence in the Recruitment Evaluation Technique category honours organisations that rigorously apply assessment and selection techniques in recruiting talents. The bronze awards for Best Use of Digital Media and Best Diversity & Inclusion Strategy categories recognise the innovative use of digital media to create cut-through and consistent development of an effective diversity and inclusion recruitment environment.

We were proud to be announced as the Grand Winner at the Human Resources Excellence Awards 2015 Gala Night on 16 September 2015. We also won awards for 11 out of 19 categories.

During the award presentation ceremony, we were commended for our robust and effective Human Resource (HR) and people management practices. These practices cater to the needs and all-round growth of the business, employees, industry and the nation.

#### We won:

- Four gold awards for the Excellence in Employee Work-Life Balance, Employee Development, HR Social Media and Mature Workforce Practices;
- Two silver awards for Excellence in HR Strategic Plan and Leadership Development; and
- Five bronze awards for Excellence in Training, Learning & Development Programmes, CSR Practices, Employee Engagement, Employee Branding and Workplace Well-being.

Our wins are testament to our deep commitment towards the development of our personnel. This includes our communications with them, our efforts to instil a sense of responsibility, respect for diversity and ensuring employee development and welfare on a continuous basis. It is also a validation of our dedication to the communities we serve where our initiatives and programmes have touched the lives of many.



## UPHOLDING OUR PROMISES TO TRANSPARENCY

In 2015, Media Prima was ranked as one of the Top 10 companies with good disclosure by the Minority Shareholder Watchdog Group (MSWG). MSWG is a government initiative established as part of a broader capital market framework. It protects the interests of minority shareholders through shareholder activism.





# CORPORATE GOVERNANCE

G4-34

The Board of Directors ("the Board") of Media Prima Berhad is committed towards achieving excellence in corporate governance and acknowledges that the prime responsibility for good corporate governance lies with it. 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 (referred to herein as 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 support to the Code and believes that good corporate governance is fundamental in achieving the Group's objectives.

Media Prima Berhad is listed in the FTSE4Good Bursa Malaysia Index following the December 2015 review, screened in accordance with the transparent and defined Environmental, Social and Governance (ESG) criteria. The index has been designed to identify Malaysian companies with recognised corporate responsibility practices, expanding the range of the benchmarks of the FTSE Bursa Malaysia Index Series for the Malaysian Markets.

## 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 the 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 integrity of the Group's internal control systems and management information systems, including systems for compliance with applicable laws, regulations, rules, directives and guidelines.

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

The Board has a balanced composition of Executive and Non-Executive Directors (including Independent Directors) such that no individual or group of individuals can dominate the Board's decision-making powers and processes. The Independent Non-Executive Directors make up more than 1/3 of the Board membership which complies with Paragraph 15.02 of the Main Market Listing Requirement of Bursa Malaysia Securities Berhad (Listing Requirement) and Recommendation 3.5 of the Code. The Board comprises nine (9) members, of which one (1) is an Executive Director and eight (8) are Non-Executive Directors.

## Directors' Code of Ethics

Media Prima has established a Directors' Code of Ethics to guide the Board in discharging its oversight role effectively. The Code of Ethics requires all directors to observe high ethical business standards of honesty and integrity and to apply these values to all aspects of our business and professional practices and act in good faith in the best interests of Media Prima Group and its shareholders.

## Board Effectiveness Evaluation

The Board through the Nomination and Remuneration 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 determine the effective number of Board members. The Board is of the view that the current size of the Board is appropriate.

Performance indicators for the Board Effectiveness Evaluation (BEE) include the Board's responsibility, composition, administration and process, conduct, interaction and communication with Management and stakeholders, and its evaluation of the Group Chairman and Group Managing Director. Performance indicators for individual Directors cover personality and quality aspect such as dynamics and participation, integrity and objectivity, technical competencies, recognition and independence.

## Board Charter

A Board Charter had been established with the objective to ensure that all Board members are aware of their duties and responsibilities, 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 outlines processes and procedures for the Board and its committees in discharging their stewardship effectively and efficiently.

The Board Charter focuses on:

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

## Board Meetings

Board meetings are scheduled in advance at the beginning of the new financial year to enable Board members 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 requiring 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.

## 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 to the Board of Directors for 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 Berhad are as follows:

- Employee's Share Option Scheme Committee
- Audit Committee
- Risk Management Committee
- Nomination and Remuneration Committee





## Fraud Prevention and Whistle-blowing

The Group has established a Fraud Prevention Manual consisting of the Anti-fraud Policy and Whistle-blowing Policy. The manual reinforces the message that fraud is not tolerated and signals that any conduct of this nature is unacceptable. It promotes a transparent and open environment for reporting fraud within the Group.

### Anti-fraud Policy

- Defines fraud and fraudulent activities.
- Facilitates in the prevention and detection of fraud against the Group.
- Limits fraud opportunities by increasing the prevention, detection and prosecution of fraudulent activities.

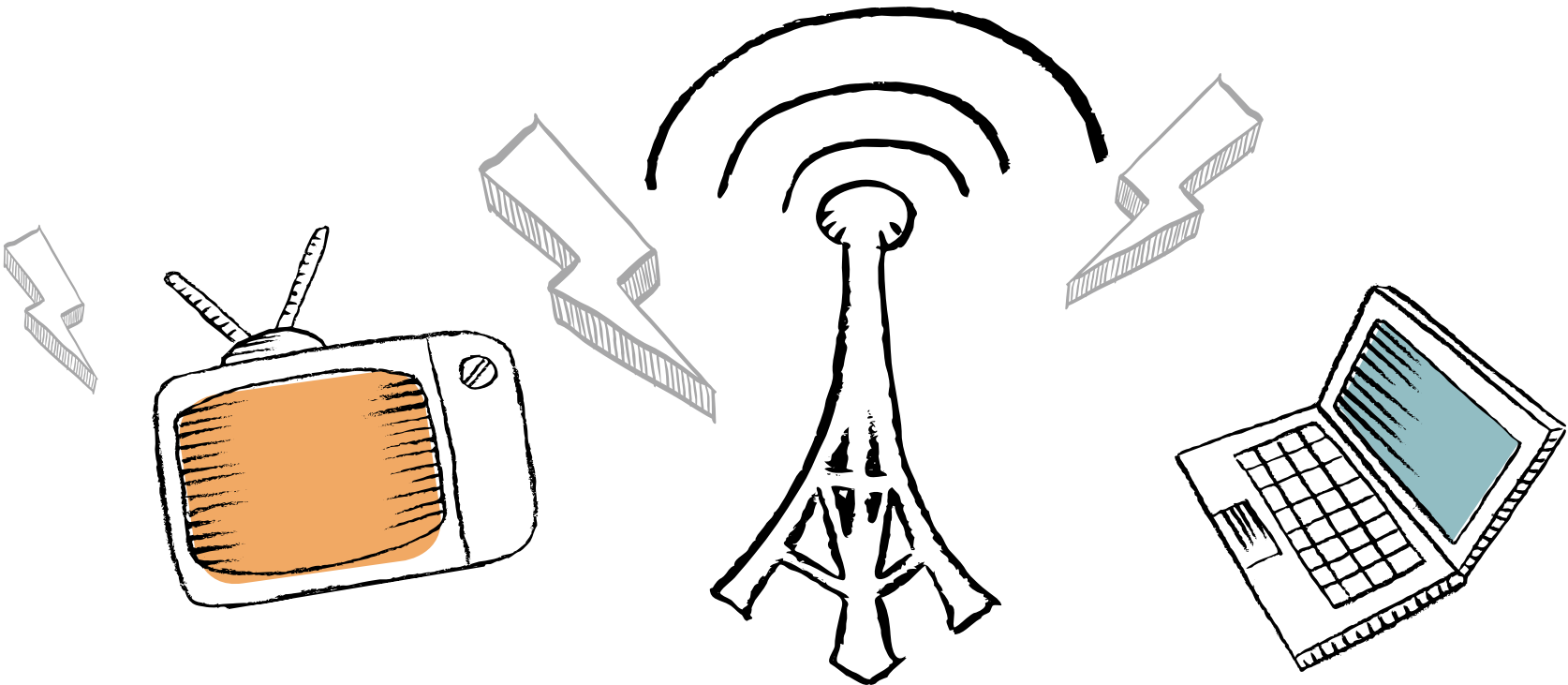
### Whistle-blowing Policy

- Guides employees in communicating illegal or immoral conduct to the appropriate party within the Group without concern for victimisation or discrimination.
- Guarantees a proper investigation of all allegations or reports from within and outside of the Group.

#### Risk Management Process

The Risk Management Committee (RMC) furnishes the Board with quarterly updates on positive opportunities or negative threats of action and events affecting the Group. At a strategic level, the Board is particularly concerned with Business Interruption Risk and Consumer Behaviour Risk. The risks and Media Prima's responses are summarised below.

Type of Risk	Nature of Risk	Media Prima's Responses
Business Interruption Risk	The Board understands the widespread negative impact of these types of emergencies. The key to risk management is raising enough awareness, and introducing measures and systems, to ensure nothing will shut down or be interrupted. The less downtime that occurs, the faster normal operations can resume, and the better the platform's position.	<ul style="list-style-type: none"><li>• Readiness of disaster recovery: A good result for disaster recovery testing was achieved for the broadcasting and transmission of data and information technology readiness that is critical.</li><li>• Availability time responses: The group monitors its broadcasting, data transmission and plant downtime. The average availability for the four major platforms is well below the 1% allowable downtime set by the authority.</li></ul>
Competitiveness Risk	A new media landscape has emerged. New technology handed consumers control of their media choices in terms of timing, format and platform. It is important to analyse these changes from the viewpoint of media consumers and the effect on marketers. Allowing platforms to forecast external and internal factors, that could cause gradual or sudden changes in platforms' business plans, must be analysed regularly.	<ul style="list-style-type: none"><li>• Creating a new media environment: Exploring and building a new ecology in the way the Group operates.</li><li>• Experimenting with a new landscape: Media Prima constantly improves and creates a landscape marked by disaggregation. Traditional formats of disseminating news and content are being unbundled, making it increasingly social, modular and mobile.</li></ul>
Consumer Behaviour Risk	Traditional advertising is increasingly viewed as a passive medium for brand awareness. Consumers prefer interactive media and meeting changing consumer behaviour is challenging.	<ul style="list-style-type: none"><li>• Developing digital assets: More focus on providing values that distract consumers with innovative content is required.</li><li>• Need to connect beyond traditional media: Moving to 'being social on social media' so that we can hold conversations and connect with our consumers.</li></ul>





# EVERYONE COUNTS

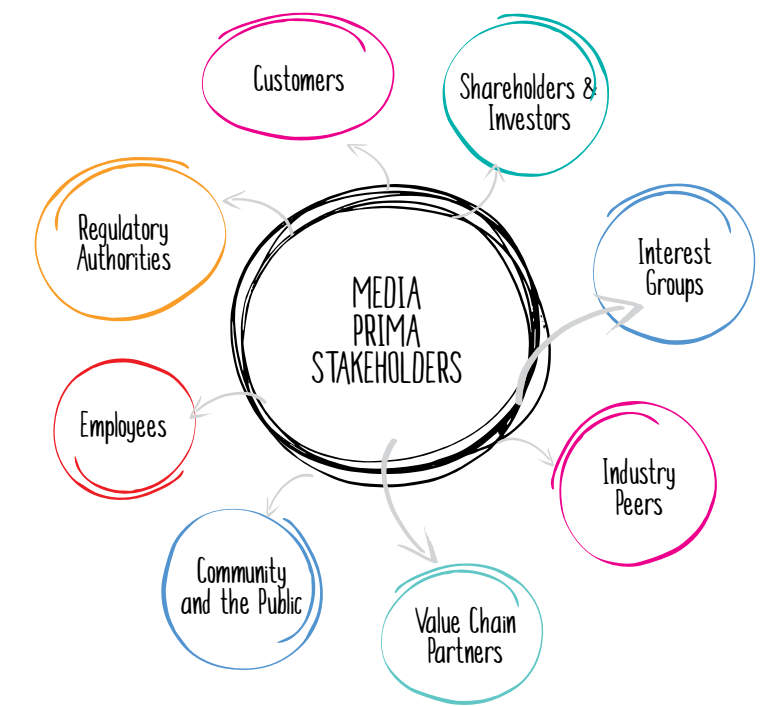
G4-24, G4-25, G4-26, G4-27

We work with our community stakeholders to ensure a responsible and sustainable business and maximise our positive contributions. We aim for transparency and engage all stakeholders in close dialogue. Stakeholder opinions play an important role in the development of our approach to corporate sustainability. By listening to them, we can understand emerging trends and material issues more clearly.

Over the course of the last year, we listened to our stakeholders to understand what information mattered most for inclusion in this year’s sustainability report. This report reflects our responses to key areas highlighted by our stakeholders. It demonstrates how we have integrated sustainability issues with other business drivers.

As a media company, we engage with our stakeholders every day at all levels of our business. Our key stakeholders and methods of communication are presented below.

Media Prima's Key Stakeholder Groups



Stakeholder Groups	Method of Engagement
<b>Customers</b> <ul style="list-style-type: none"><li>Television Broadcasting: viewers</li><li>Print Media: readers</li><li>Outdoor Media: advertisers</li><li>New Media: viewers</li><li>Content Creation: Brand Management Group, Acquisition and Content Management</li><li>Radio: listeners</li></ul>	<ul style="list-style-type: none"><li>Customer Satisfaction Survey (CSS)</li><li>Customer complaints tools</li><li>Social media</li><li>Websites</li></ul>
<b>Shareholders &amp; Investors</b>	<ul style="list-style-type: none"><li>Results announcement meetings</li><li>Annual General Meetings</li><li>Regular updates and communication</li><li>Investor roadshows</li></ul>
<b>Interest Groups</b> <ul style="list-style-type: none"><li>Non-Governmental Organisations</li><li>Industry Analysts</li></ul>	<ul style="list-style-type: none"><li>Regular and ad-hoc meetings</li><li>Official launches</li><li>Events</li><li>Open dialogue</li><li>Interviews, press releases and websites</li></ul>
Stakeholder Groups	Method of Engagement
<b>Industry Peers</b>	<ul style="list-style-type: none"><li>Conferences and meetings</li><li>Industry workshops</li><li>Networking events</li></ul>
<b>Value Chain Partners</b> <ul style="list-style-type: none"><li>Third-party suppliers and vendors</li><li>Event sponsors</li></ul>	<ul style="list-style-type: none"><li>Contract bidding and procurement management</li><li>Training and talent management</li><li>Programme roadshows</li><li>Programme licensing negotiations</li></ul>
<b>Community and the Public</b>	<ul style="list-style-type: none"><li>Financial and non-financial contributions</li><li>Philanthropic activities</li><li>Volunteerism programmes</li><li>Events and roadshows</li></ul>
<b>Employees</b>	<ul style="list-style-type: none"><li>Employee satisfaction survey</li><li>Employees engagement programme</li><li>Internal communications such as newsletters, the intranet and updates</li><li>Events and functions</li><li>Employee grievance system</li></ul>
<b>Regulatory Authorities</b> <ul style="list-style-type: none"><li>Ministry of Information, Communications and Culture (MoICC)</li><li>National Film Development Corporation Malaysia (FINAS)</li><li>Malaysian Communications and Multimedia Commission (MCMC)</li><li>The Malaysian Communications and Multimedia Content Forum of Malaysia (CMCF)</li><li>Consumer Forum of Malaysia (CFM)</li><li>Ministry of Finance (MoF)</li><li>Ministry of Home Affairs</li><li>Dewan Bahasa dan Pustaka (DBP)</li><li>Department of Environmental (DOE)</li></ul>	<ul style="list-style-type: none"><li>Regular communication</li><li>Reports and compliance</li><li>Periodical meetings</li></ul>



# MATERIALITY COUNTS

G4-14, G4-19, G4-20, G4-21

Materiality concerns identifying issues that matter most to our business and stakeholders. We examine the economic, social and environmental issues that are of most concern to our stakeholders. We also consider the impact they may have on our reputation, operations and finances. We use this research to help us select information to feature in this report.

This section provides an outline of our material issues, in accordance with GRI G4 and Bursa Malaysia's latest requirements. It also highlights their level of impact throughout our value chain.

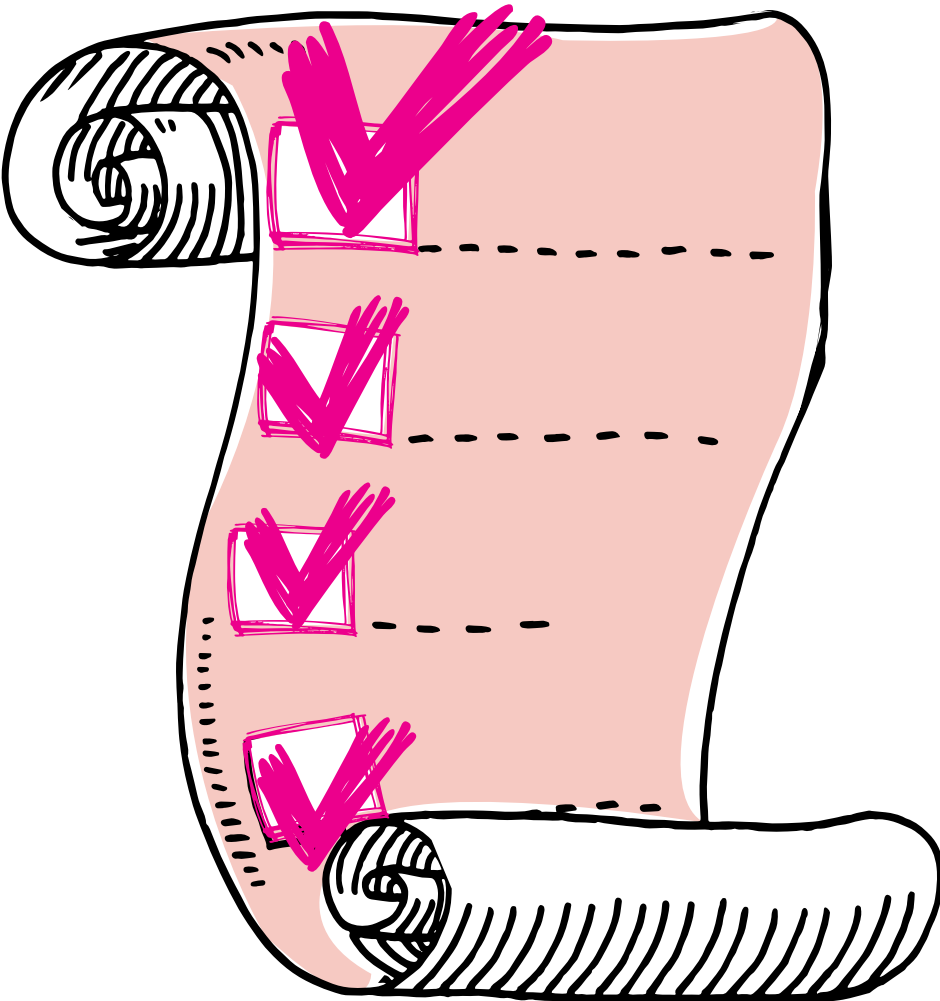
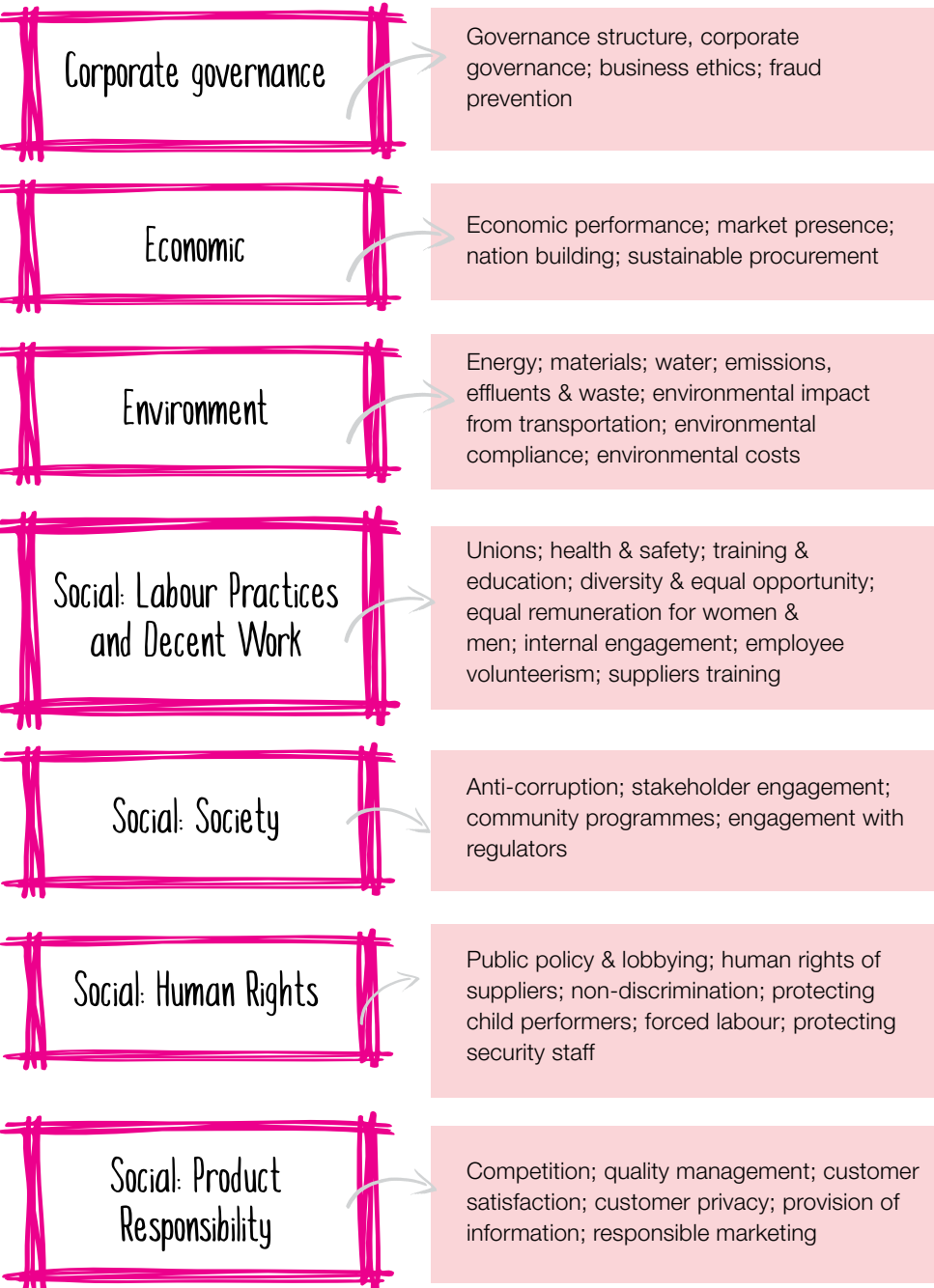
### The Methodology

The Media Prima Stakeholders Materiality Survey 2015 was conducted in the last quarter of 2015. To ensure impartiality and secure the anonymity of the respondents, the survey was performed by an external consultant. The opinions of representatives from the following major stakeholder groups were sought:

- Government & Authorities
- Shareholders, Investors & Analysts
- Business Partners & Suppliers
- Employees
- Trade Unions & Professional Bodies
- General Public & Community
- NGOs, Consumer Groups & Active Organisations
- Mainstream and Social Media
- Customers – current & potential

The complete responses were analysed to ascertain the views of our stakeholders.

Respondents were asked to rate the importance they placed on 40 corporate governance, economic, environmental and social issues. These issues are summarised below.

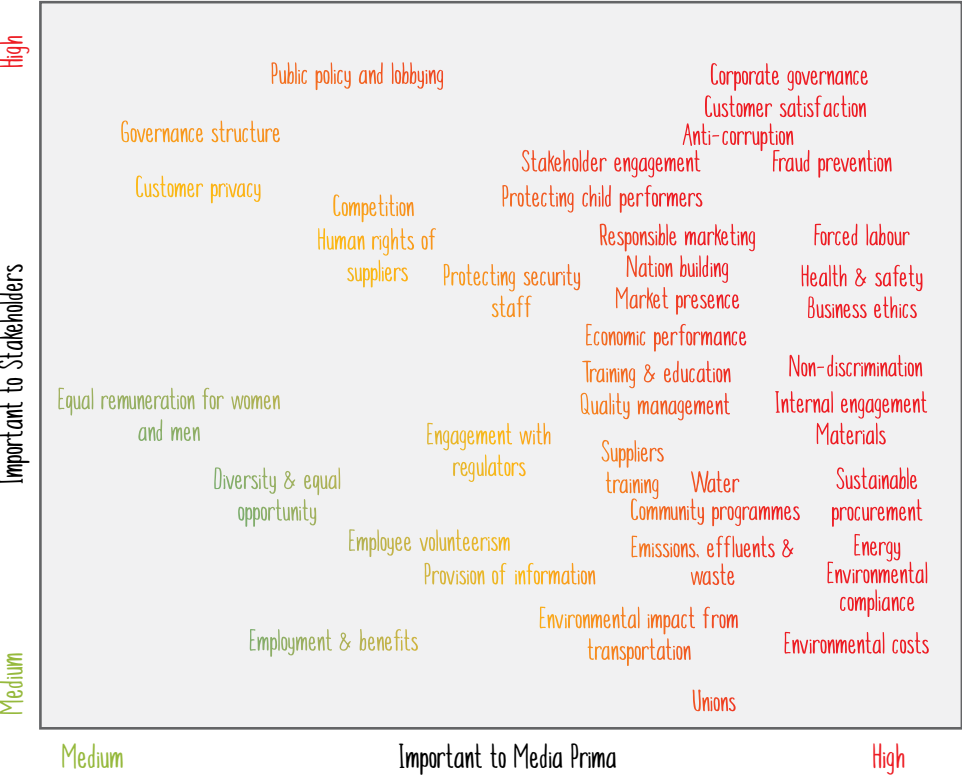


A five-level Likert scale was used, allowing respondents to indicate the importance they placed on each criterion from 'very unimportant' (1) to 'very important' (5). The survey could be completed in either English or Bahasa Malaysia.

There was a natural skew in the results, with employees being most represented. A separate average score was calculated for each area within each stakeholder group. An average from all nine stakeholder groups was then calculated. The same survey was completed by representatives from Media Prima whose responses represented the views of the Company.

### The Results

Results of the analysis were then used to develop a materiality matrix, with the level of importance to Media Prima plotted along the X axis and importance to stakeholders on the Y axis. The matrix is presented in the following diagram:





# Economic

Economic Performance  
(G4-17, G4-EC1)

## 5-YEAR FINANCIAL HIGHLIGHTS

	Year ended 31 Dec 2015 RM'000	Year ended 31 Dec 2014 RM'000	Year ended 31 Dec 2013 RM'000	Year ended 31 Dec 2012 RM'000	Year ended 31 Dec 2011 RM'000
<strong>OPERATING RESULTS</strong>					
Revenue	1,427,693	1,506,981	1,722,943	1,697,845	1,622,133
Profit Before Taxation	200,068	101,441	289,981	282,945	277,742
Net Profit After Taxation	138,708	76,622	216,416	211,312	208,578
Net Profit Attributable to Owners of the Company	138,717	75,528	214,165	209,312	206,585
Non-Controlling Interests	9	(1,094)	(2,251)	(2,000)	(1,993)
<strong>KEY DATA OF FINANCIAL POSITION</strong>					
Total Assets	2,330,054	2,478,521	2,606,662	2,668,170	2,463,615
Total Borrowings	300,108	453,092	499,366	682,746	503,597
Share Capital	1,109,199	1,109,107	1,100,529	1,079,692	1,068,151
Shareholders' Equity*	1,620,655	1,592,577	1,656,429	1,547,290	1,443,459
Earnings Per Share (sen) (Basic)**	12.51	6.83	19.62	19.45	19.68
<strong>FINANCIAL RATIOS</strong>					
Return on Shareholders' Equity (%)	9%	5%	13%	14%	14%
Return on Total Assets (%)	6%	3%	8%	8%	8%
Net Assets Backing Per Share (RM)	1.46	1.44	1.51	1.43	1.35
Gearing Ratio	0.19	0.28	0.30	0.44	0.35
Interest Cover Ratio	21.3	10.1	15.6	11.3	9.7
Dividend Per Share (sen)***	10.0	11.0	14.0	13.0	16.0
Number of Employees	4,236	4,171	4,654	4,721	4,680

\* Shareholders' Equity: Share Capital + Share Premium + Other Reserves + Retained Earnings/(Accumulated Losses)  
\*\* Earnings Per Share (Basic): Net profit attributable to the owners of the Company of RM138,717,000 (2014: RM75,528,000) and the weighted average number of ordinary shares in issue of 1,109,192,000 (2014: 1,105,261,000)  
\*\*\* Dividend per share is the total dividend declared for the respective financial year



## Procurement

(G4-DMA, G4-12, G4-EC9)

We are committed and obligated to operating in the most ethical, safe, environmentally and socially responsible way. Sound supply chain practices improve the mutual sustainability performance which ultimately leads to long-term, mutually beneficial relationships between suppliers and stakeholders.

We established a Supplier Code of Conduct which outlines our minimum expectations from the supplier in relation to legal compliance and ethical business practices. The code must be signed by each supplier during the registration process. It outlines that we expect all suppliers and their subcontractors "to act reasonably in all respects and to ensure that no abusive, exploitative or illegal conditions exist at their workplaces."

We document all communication and dealings with our suppliers properly. This correspondence may consist of quotations, purchase and delivery orders as well as appointment letters or contracts. We also remind suppliers of our procurement processes and policies. Any violation of our Supplier Code of Conduct may jeopardise the supplier's business relationship with Media Prima. Respect on ethics, environment and general human rights are covered in this Code.

### Sourcing and Managing Programmes



Besides sourcing non-in house programmes, MPTN can be proud of its own products. Seen here is TV3's Anugerah Skrin.

We are committed to providing our viewers with the best experience. We deliver the most sought-after programmes by examining market trends and researching what people actually want. We conduct fair and transparent business and prioritise editorial independence, content quality, plurality and diversity.

It is the responsibility of our Acquisition and Content Management (ACM) Team and the Brand Management Group (BMG) to respond to the market and secure in-demand programmes. BMG, set up under Media Prima Television Networks (MPTN), conducts internal discussions on the possible purchase of suggested programmes. Once confirmed, the ACM negotiates the programme license. If the budget and content fits our requirements, a financial evaluation report is raised. This report contains detailed analysis of a programme including a Return on Investment projection. This report is tabled at our monthly programme committee meeting for approval or rejection. Media Prima's Programme Committee also decides on the platform to air the programme. This committee consists of the Group Chairman; Group Managing Director; Group Chief Financial Officer; General Manager of BMG for all networks; General Manager of ACM; and General Manager of the Finance Department.

The BMG team presents a master schedule to ensure our programme offering has a balanced combination of programmes suitable for all demographic groups. This master schedule contains programmes that are planned for a specified period.

### Sourcing and Managing Artists

Artistes are managed by our subsidiary, The Talent Unit Sdn Bhd, also known as the 8unit. The 8unit prioritises local artistes when searching for new talents, especially those who have been groomed through our in-house programmes. In-house reality television shows are an excellent way of discovering outstanding talent among artistes. Several of our television reality shows have been effective in this such as *Malaysian Idol*, *Project Superstar* and *One In A Million*. Exclusive artistes under the 8unit include Jaclyn Victor, Faizal Tahir, Tomok, Black, Shiha, Candy and Senario.



Black (right) with protégé Wanie are some of the 8Unit's artistes.

Emerging talents can be found and recruited during workshops such as DFKL. An auditioning session can be seen here.

Our team also conducts an active talent scouting programme that discovers potential outstanding artistes through various on-ground activities. We also participate in activities conducted by each of our television programmes. Sought-after traits include credibility, personality and industry knowledge. Other role specific criteria are also important such as vocal skills, attractiveness and age.

Once hired, the 8unit helps these artistes realise their dreams and create memorable lifetime moments. Our 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. We provide regular training sessions depending on their 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. As all our artistes may one day be in the media limelight, we also guide them on how to engage with media representatives as confidence can never be compromised. We expose them to various activities and challenges that help boost their confidence and presentation. We also create opportunities for our artistes to collaborate with other artistes.

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

Alternate Records Sdn Bhd is a wing of the Media Prima Recording Label "Monkey Bone". It is responsible for signing up artistes from reality shows. We help these artistes produce albums, select songs, promote their albums and other activities such as road tours and sponsorship events. Songs under the label are offered for download. Monkey Bone Publishing also serves as a publishing house for upcoming song writers.

Monkey Bone, the latest independent record label in Malaysia, is our response to the local music industry's call for new and fresh genres. Monkey Bone improves standards by introducing new styles and wider musical choices. We hope new influences will generate a new wave for our 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. Monkey Bone will continuously breathe life into the music industry and promote diversity in the market. Faizal Tahir, Tomok, Black and Shiha are all currently signed to this label.



# Environmental

G4-DMA, G4-EN27

We seek to profitably produce goods while minimising our environmental impact, use of natural resources and energy consumption. We believe companies that use both environmentally and economically sound practices have significant competitive advantage. Environmental considerations are particularly important for NSTP as our printing plants consume large amounts of materials and energy.

## Materials Management

(G4-DMA, G4-EN1, G4-EN2)

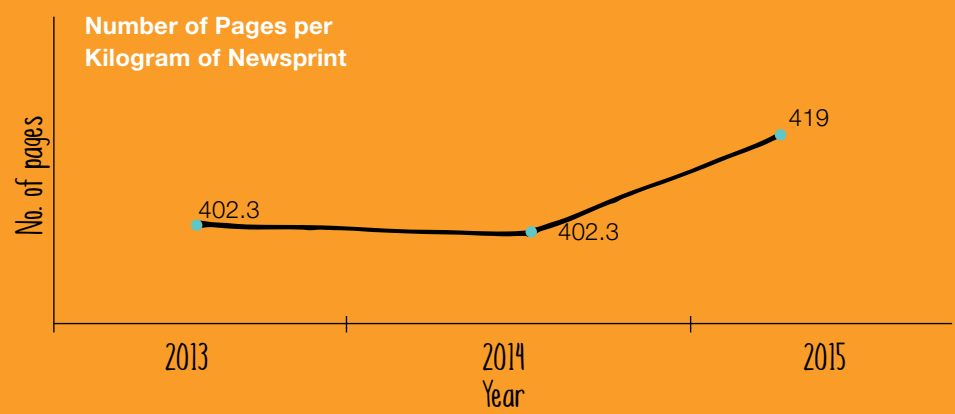
We are meticulous about our materials management, which encompasses several invaluable roles required to maintain production and cost efficiency. Materials management is one of the most important factors affecting NSTP's profits as a printing company. We analyse materials consumption in our printing plants to ensure they are used effectively and efficiently.

### Paper

The use of paper and its impact on the environment is arguably one of the hottest topics of discussion in our industry today. It is commonly believed that using paper as a means of communication inevitably decimates our forest reserves. Previously, this may have been true. However, current printers support paper that is environmentally friendly. In fact, trees are considered a renewable resource in the printing industry.

The number of pages is a good indicator of paper use efficiency. The number of pages per kg of newsprint increased by 4.15% in 2015 compared to the previous year. This increase was due to our migration from a substance of 45g/m<sup>2</sup> to 42g/m<sup>2</sup>.

We also guided the Malaysian newspaper industry to produce the lighter substance as standard. This engagement makes it easier for other publishers to adopt this new paper as their standard.

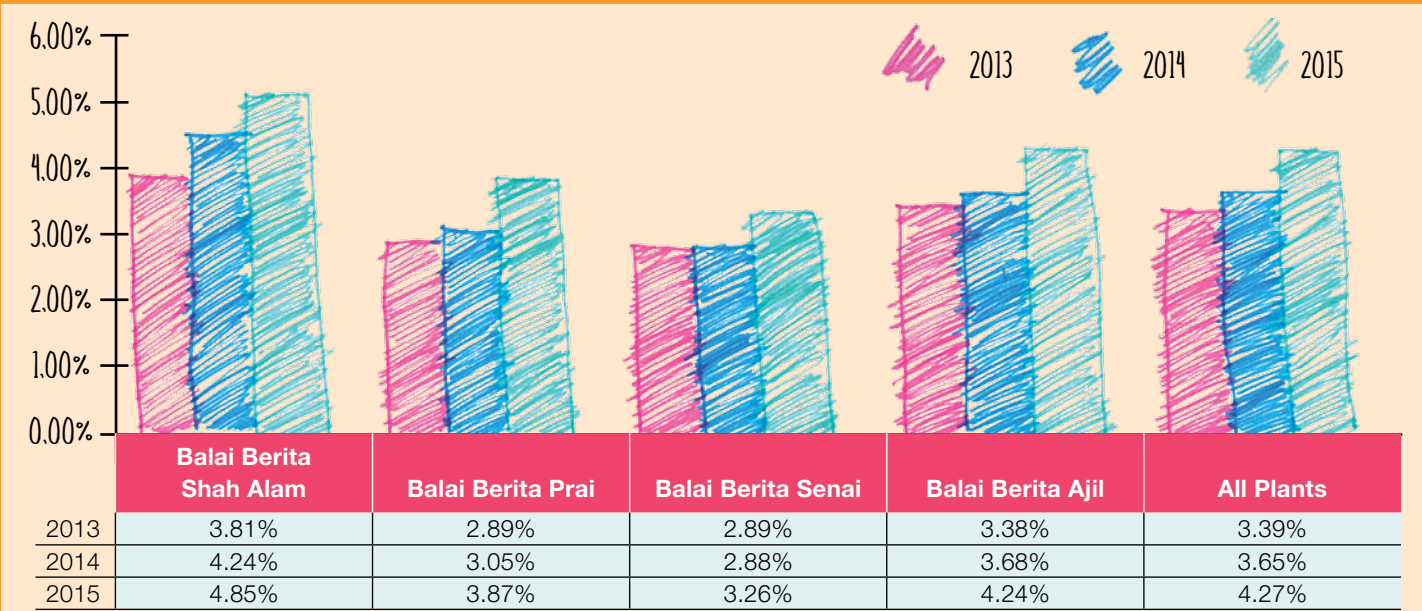


Year	Shah Alam	Prai	Senai	Ajil	Total
2013	43,204	19,220	17,957	11,187	91,568
2014	32,340	14,389	13,816	8,409	68,953
2015	24,895	10,420	10,195	5,689	51,200

Unfortunately, paper wastage is a part of any newsprint business. However, 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.

Our paper usage has been reducing year on year. Fewer newspapers have been printed as more of our customers are reading the news online. We are also using a lower grammage paper. Lower print orders due to a lower sales volume also led to more wastage being incurred. This was due to the degradation of economies of scale.

### Paper Wastage of NSTP Printing Plants





At NSTP, our printing plants can use 100% recycled, mixed comprising 50% recycled and 50% pulp, woodfree and virgin pulp paper. We favour the 100% recycled paper and use it whenever possible. If we are unable to source it, we procure mixed or woodfree paper. We only use paper made from virgin pulp as a last resort.

In 2015, 98.5% of all purchased paper came from 100% recycled sources; the remainder was mixed. The table below shows paper usage by type from 2013 to 2015.

**A wastage increase of 0.62% was against total print order copies, which reduced by 25%. The average print wastage for 2015 was 895 copies per print run compared to 969 copies in 2014. Relatively, print wastage decreased by 8% in 2015 compared to 2014.**

Paper Consumption by Type

Reel Size / Recycled/ mixed	2013				2014				2015			
	58"	43.5"	29"	Total	58"	43.5"	29"	Total	58"	43.5"	29"	Total
100%	33,680	7,665	6,992	48,337	42,404	11,875	8,244	62,524	32,049	8,677	8,559	49,285
Mix	17,636	4,591	4,705	26,932	20	-	-	-	773	-	-	773
Virgin Pulp	1,692	585	3	2,280	-	-	-	-	-	-	-	-
Total	53,008	12,841	11,700	77,549	42,424	11,876	8,244	62,544	32,822	8,677	8,559	50,058

Environmentally-friendly Plates

Printing plants use chemicals as part of the prepress process. These chemicals improve print clarity and maintain the cleanest possible backgrounds at pH7 when using both conventional and UltraChrome inks. Sharper colours are reproduced and optimum ink and water balance is maintained, with no corrosion to the press.

Chemical Usage, Prepress (litres)

Year	Shah Alam	Prai	Senai	Ajil	Total
2013	14,831	10,100	8,670	7,900	43,514
2014	15,452	9,779	5,665	5,270	38,180
2015	10,279	9,605	2,620	3,160	27,679

Balai Berita Shah Alam, Senai and Ajil have all used significantly fewer chemicals than in previous years. The older process used developer to remove the image coating. Shah Alam uses chemical-free plates; whereas Senai and Ajil both use chemical-less plates. Chemical-less processes have led to a reduced use of chemicals. Our chemicals usage should reduce more in 2016 when Prai converts to a chemical-less plate.

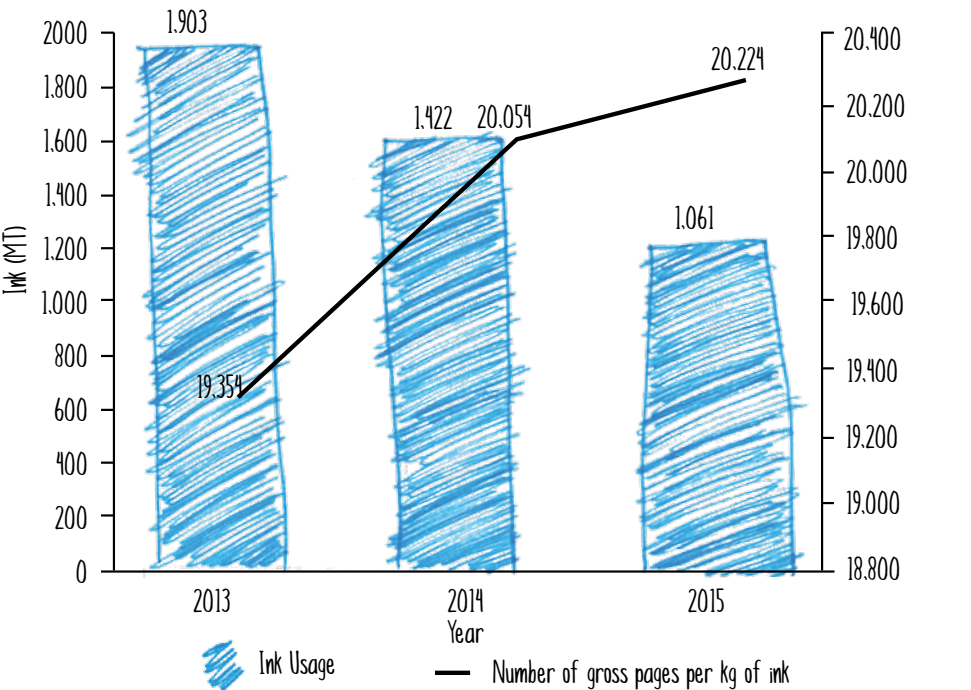
Ink

Our printing process follows the ISO 12647-3 graphic technology standard. This ISO standard is important as it specifies several process parameters and their values to be applied when producing colour separations and printing forms for newspaper single or four-colour printing. The parameters and values covering the process stages are 'colour separation', 'making of the printing formed', 'OK print or proof' and 'production printing'. NSTP is working towards ISO 12647-3 certification by the World Association of Newspapers and News Publishers (WAN-IFRA).

NSTP entered the preliminary evaluation by sending the first print test to WAN-IFRA India in November 2015. The certification is stringent to ensure quality in our reproduction.

We aim to keep the gross number of pages per kg of ink high. In 2014, the gross number of pages per kg of ink increased by 3.62% compared to 2013. In 2015, it also increased by 0.85%. In 2015, our ink usage reduced by 25.39%. Fewer newspapers were printed and less ink was used as efficiency improved. An increase in ink mileage from 20,054 pages/kg to 20,224 pages/kg was due to reduced printing wastage.

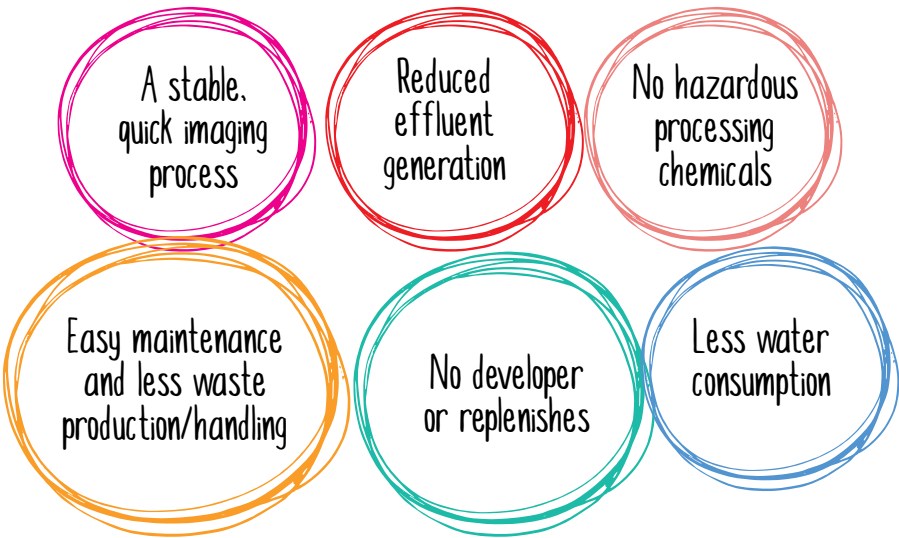
Number of Gross Pages per Kilogram of Ink and Ink Usage



Environmentally-friendly Plate in BB Prai

In 2014, we sought an environmental care product for use in our daily operations. Our chemical-free plates require no chemical processing or special handling. It is also non-photosensitive. Independence from darkroom conditions and elimination of variables in exposure, chemical stability and manual intervention means fast, accurate and repeatable results.

Benefits of Using the Environmentally-friendly Plate



NSTP's use of chemical-less plates for printing newspapers has proven efficient and cost effective.



Environmental

In 2015, we saved at least 10,000 litres of chemicals at an average price of RM10 per litre. Savings were recorded in Balai Berita Ajil which resulted from the use of chemical-less technology; the savings in Balai Berita Shah Alam were from using a chemical-free plate.

Chemical usage mileage (ml/m²)

Year	Shah Alam	Prai	Senai	Ajil	Total
2013	113.09	115.17	121.52	108.5	114.33
2014	122.05	132.65	74.74	82.33	106.33
2015	92.10	124.43	40.8	46.98	75.73

Water Management

(G4-DMA, G4-EN8, G4-EN9)

Water is our most important utility, yet security of supply is almost taken for granted. Fresh, clean water is a limited resource and it takes energy to process used water.

We aim to minimise the effect business operations have on Malaysia’s water supplies. Reducing our water consumption also helps the company save money. Our water consumption by plant from 2013 to 2015 is presented below.

Water Consumption at NSTP Plants (m³)

Year	Shah Alam	Prai	Senai	Ajil	Bangsar	Total
2013	62,218	40,727	28,272	14,817	66,979	213,013
2014	70,398	42,695	33,321	17,163	57,840	221,417
2015	53,903	22,149	31,036	13,004	70,910	191,002

NSTP’s overall water consumption decreased by 13.74% in 2015 compared to 2014. In 2015, 300 Media Prima staff moved to our headquarters in Bangsar, which explains the increase of 22.60% at this site.

Energy Management

(G4-DMA, G4-EN3, G4-EN4, G4-EN5, G4-EN6, G4-EN7)

Media Prima is aware of the need to improve its energy efficiency. We identify and implement energy-reducing measures that also lower costs for the Group.

In 2015, we introduced Project WISE 2.0. This mini office campaign raises awareness of overusing electricity, water and other resources. We constantly reminded all employees to adopt good simple habits by switching off lights and computers that are not in use.

In AC circuits, power factor is an index used to compute the efficiency level of electricity usage. The index is measured from 0 to 1. A higher index shows efficient usage of electricity; low power factor causes power system losses and reduced power efficiency. In 2015, we introduced an initiative to maintain the power factor at between 0.85 and 0.90 by properly maintaining the capacitor banks at all printing plants. This will help lengthen the lifespan of electrical appliances and minimise power losses.

In 2015, we established an energy committee at our Balai Berita Shah Alam printing plant, which is being assisted by a registered energy manager. The roles of this committee are to:

- Comply with Suruhanjaya Tenaga (Energy Commission) requirements on Efficient Management of Electrical Energy Regulations 2008; and
- Examine electricity efficiently in the building.

We also continued to install inverters and replace the Air Handling Units (AHU) at our printing plants. In 2015, we made the following improvements:

- Installed an inverter at AHU 6 at Balai Berita Ajil;
- Replaced AHU 4 and 5 at Balai Berita Shah Alam; and
- Installed inverters at AHU 2,3,4, NSD1,PP1, RR2 AND PDQ1 at Balai Berita Prai.

We also resized our air compressors from 350hp to 150hp based on actual demand at all plants.

In 2016, we will focus on lowering our air conditioning energy intensity to below 0.72 kWh per tonnage chiller operation. This is important as air conditioning chillers consume approximately 40% of the total energy.



Air compressors used by NSTP at its printing plants have reduced energy usage and wastage tremendously.

NSTP's Electricity Consumption from 2013 to 2015 (kWh)

Site	2013	2014	2015
Balai Berita Bangsar	8,947,734	9,449,998	9,023,789
Balai Berita Shah Alam	7,091,041	6,747,383	6,952,322
Balai Berita Prai	5,594,236	5,050,040	4,670,059
Balai Berita Senai	5,427,881	5,072,857	4,896,943
Balai Berita Ajil	4,055,876	3,826,376	3,602,089
Total	31,116,768	30,146,654	29,145,202

Media Prima's Electricity Consumption from 2013 to 2015 (kWh)

Site	2013	2014	2015
Sri Pentas	7,952,263	7,861,899	7,999,424
Glenmarie Shah Alam	1,953,594	1,945,812	2,237,527
Sri Pentas 2	161,500	153,300	175,551
TV3's Transmitters	8,050,996	7,837,671	7,819,184
ntv7's Transmitters	2,966,602	2,900,822	3,263,058
8TV's Transmitters	925,856	789,077	1,075,139
TV9's Transmitters	1,086,993	1,104,004	1,136,640
Hot FM Radio's Transmitters	343,804	339,185	341,804
Subtotal	23,441,608	22,931,770	24,048,327
Chilled Water	12,561,000	11,673,000	12,074,377
Total	36,002,608	34,604,770	36,122,704

Out-of-Home Unit's Electricity Consumption from 2013 to 2015 (kWh)

Site	2013	2014	2015
Office*	71,436.00**	**	**
Billboards	3,804,082.30	5,258,895.15	3,114,760.27

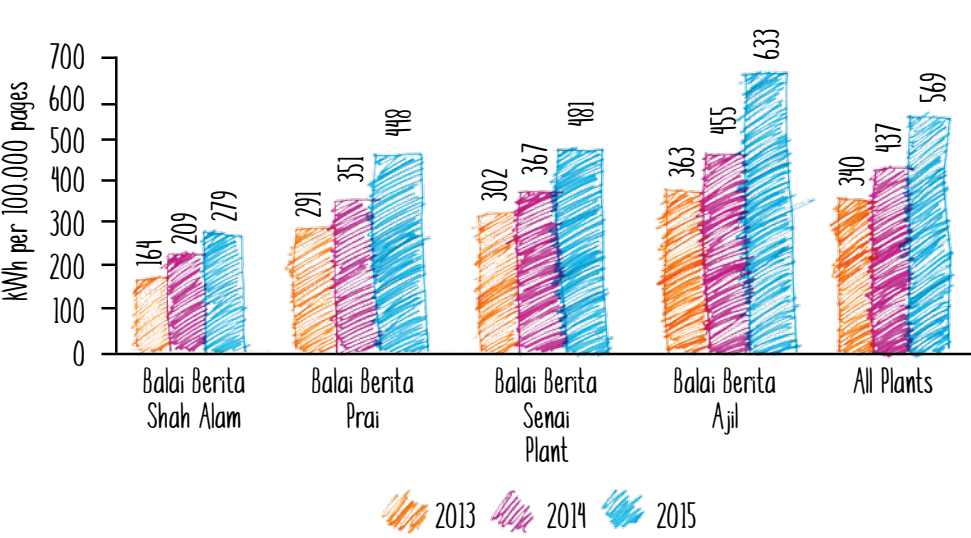
\* This value is based on the conversion of cost of electricity to kWh  
\*\* In 2013, out Out-of-Home unit moved its headquarters to Balai Berita Bangsar. Its electricity consumption is now reported under NSTP

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.

The energy intensity increased in 2015 due to lower production output. Traditional newspapers have been experiencing lower readership in recent years.



## Waste Management

(G4-DMA, G4-EN22, G4-EN23)

Waste management is the processes involved in dealing with all waste produced by our operations. NSTP's operations produce both solid and scheduled waste.

### Solid Waste

We employ the Reduce, Reuse and Recycle (3R) concept to reduce the amount of waste we discard. 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 the 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 2015 is presented below.

### Solid Waste Disposal by Type

Newsprint Wastage	Amount (kg)		
	2013	2014	2015
Stripping	5,674	2,592	2,689
Reel Ends	188,684	104,734	84,608
Run-up Spoilage	1,986,949	1,698,349	1,535,260
Empty Core	292,927	218,268	164,760
Newsprint Covers	309,109	218,288	164,849
Machine Waste (Scrap Paper)	278,171	236,253	191,099
Press Spoilage	1,871	-	-
Test Run & Mock-ups	34,494	34,184	40,803
Non Production Spoilage	1,921	4,530	-
<b>Total</b>	<b>3,099,800</b>	<b>2,517,199</b>	<b>2,184,068</b>

### 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 Department of Environment (DOE) licensed contractors including Kualiti Alam, Tex Cycle, 3R Quest, Nature Energy Products Sdn Bhd, Alivirgo Sdn Bhd and Alam Aliran Kualiti Sdn Bhd. The contaminated rags are washed and returned for reuse. Chemical waste is sent to an in-house wastewater treatment plant (WWTP). Ink is stored in drums and stacked on pallets before being collected by licensed contractors. Electronic equipment is packed in metal drums and palletised before being sent to Kualiti Alam. Monthly reports are sent to the DOE and sludge produced by the WWTP is disposed of as scheduled waste.



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



Chemical wastes are processed at NSTP's WWTP.



Ink wastes, seen in these drums, are stacked properly before disposal.

### NSTP Scheduled Waste Disposal (MT) by Plant

Waste Category	Waste Code	Ajil	Prai	Senai	Shah Alam	Total
E-Waste	SW109/110	0.13	-	-	0.39	0.52
Ink Sludge and Evaporator Sludge	SW416	3.48	-	0.9	8.42	12.8
Used Oil	SW305	1.5	0.34	0.37	4	6.21
Mixed Solvent	SW322		0.62		2.35	2.97
Rotowash Carboy	SW409	1.06	2.74	2.1	0.91	6.81
Contaminated Empty Drums	SW409	-	1.26	-	0.94	2.2
Used Rags	SW410	4.39	21	17.6	7.86	50.85
Used Activated Carbon	SW411		0.82	0.64	0	1.46
Ink Waste	SW418	0.71	0.2	0.57	5.84	7.32
Filter Press Sludge	SW416	2.7	0.66		7.88	11.24
<b>Total</b>		<b>13.97</b>	<b>27.6</b>	<b>22.18</b>	<b>38.59</b>	<b>102.38</b>

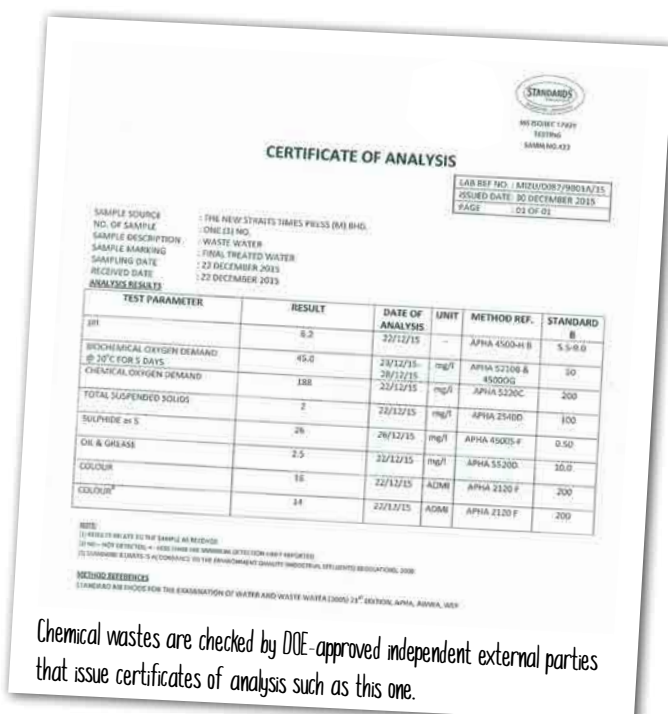
### NSTP Scheduled Waste Disposal (MT) by Year

Waste Category	Waste Code	2013	2014	2015
E-Waste	SW 109/110	0.34	0.09	0.52
Ink Sludge and Evaporator Sludge	SW 416	8.56	4.96	12.8
Used Oil	SW 305	18.46	12.91	6.21
Hydraulic Oil	SW 306	-	0.8	-
Mixed Solvent	SW 322	12.43	2.91	2.97
Rotowash Carboy	SW 409	6.41	4.37	6.81
Contaminated Empty Drums	SW 409	4.58	2.66	2.2
Used Rags	SW 410	85.87	74.88	50.85
Used Activated Carbon	SW 411	8.57	3.94	1.46
Ink Waste	SW 418	12.78	18.99	7.32
Filter Press Sludge	SW 416	13.52	8.3	11.24
<b>Total</b>		<b>171.52</b>	<b>134.81</b>	<b>102.38</b>

## 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 into the drainage system. As part of the DOE approval conditions, NSTP is required to conduct sampling and monitoring of effluent discharge. Shah Alam and Prai performed weekly sampling of its effluent discharge throughout 2015 as required by the DOE. Ajil and Senai analysed readings on a monthly basis.





Waste water generated by the NSTP printing process is treated at an in house water treatment plant before being discharged safely into the drainage system.

### Effluent Readings in 2015

Month	COD (DOE limit 200 mg/l)				BOD (DOE limit 50 mg/l)			
	Ajil	Senai	Shah Alam	Prai	Ajil	Senai	Shah Alam	Prai
January	169	16	15.8	92	42	4	6.1	17
February	104	9	53	110	26	ND	18.1	18
March	182	30	65	119	40	8	23.9	19
April	166	12	76	98	40	3	22.2	13
May	93	50	8.1	105	21	14	2.6	14
June	183	38	12.9	104	30	12	4	16
July	147	19	85	121	26	6	26.8	17
August	58	18	72	116	10	4	23.6	17
September	10	77	107	146	2	18	42	23
October	102	64	121	166	17	14	47	27
November	19	45	31.7	171	4	12	9.4	34
December	96	54	109	158	19	16	32.1	35

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.

At Shah Alam, Prai and Ajil, the 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) Regulations 2009.

On 27 July 2015, Balai Berita Ajil received a compound of RM2,000 from the DOE. The fine was issued due to an incident of noncompliance. The BOD reading of 72mg/l exceeded standard B of 50mg/l for a sample taken on 7 April 2015.

At this time, we had migrated to using chemical-less plates so we did not have an absolute treatment process. These new set of processes introduced uncertainty as new elements were introduced to the water that previously did not exist.

We began to collect the chemicals and disposed of them as scheduled waste directly. This ensures that our readings will not exceed the limit. These chemicals are no longer treated by the WWTP. Once we are satisfied with the treatment, we will reintroduce this process back into the WWTP.

## 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.

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

## Climate Change and Greenhouse Gas Emissions

(G4-DMA, G4-EN15, G4-EN16, G4-EN17, G4-EN19)

Reducing greenhouse gas emissions is core to our goal of reducing our environmental footprint across our facilities, transportation fleet vehicles and various office sites.

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

Scope	Category	Indicators Measured
Scope 1	Direct GHG emissions	Company owned vehicles
Scope 2	Indirect GHG emissions	Electricity
Scope 3	Other indirect GHG emissions	Air travel

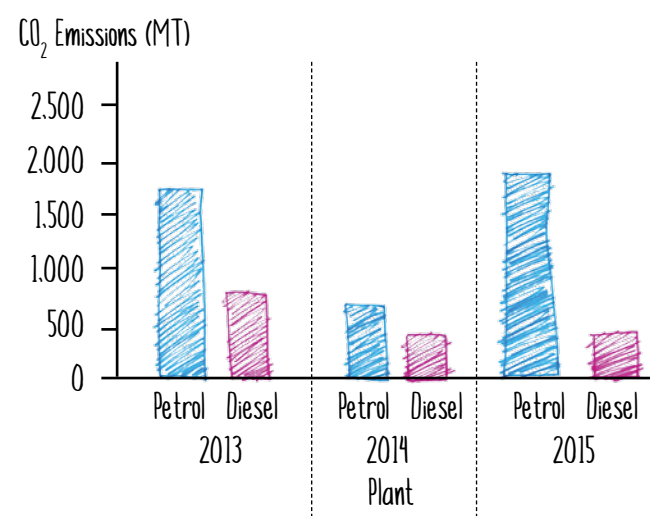
Direct GHG emissions are produced from sources that are owned or controlled by Media Prima. Indirect GHG emissions are emissions that are a consequence of business activities, but occur at sources owned or controlled by another entity. The GHG Protocol further categorises these direct and indirect emissions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

CO<sub>2</sub> emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.

### CO<sub>2</sub> Emissions (MT) from Company-Owned Vehicles by Fuel Type

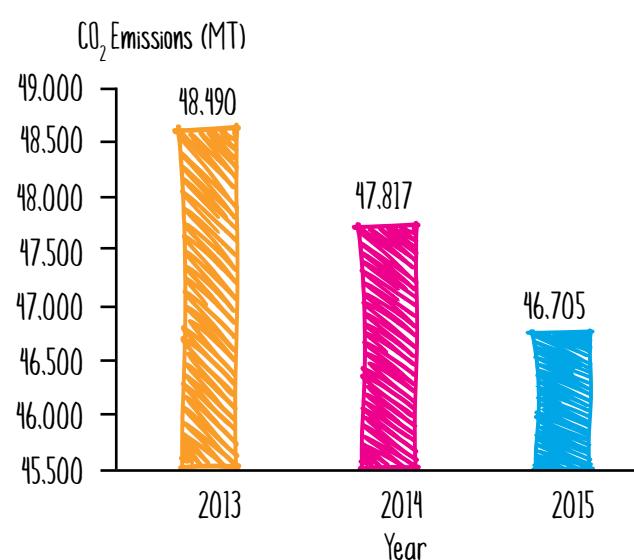


## Scope 2

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.

CO<sub>2</sub> emissions from the use of electricity were derived using the emission factor published by the Malaysian Green Technology Corporation for the Peninsular Grid.

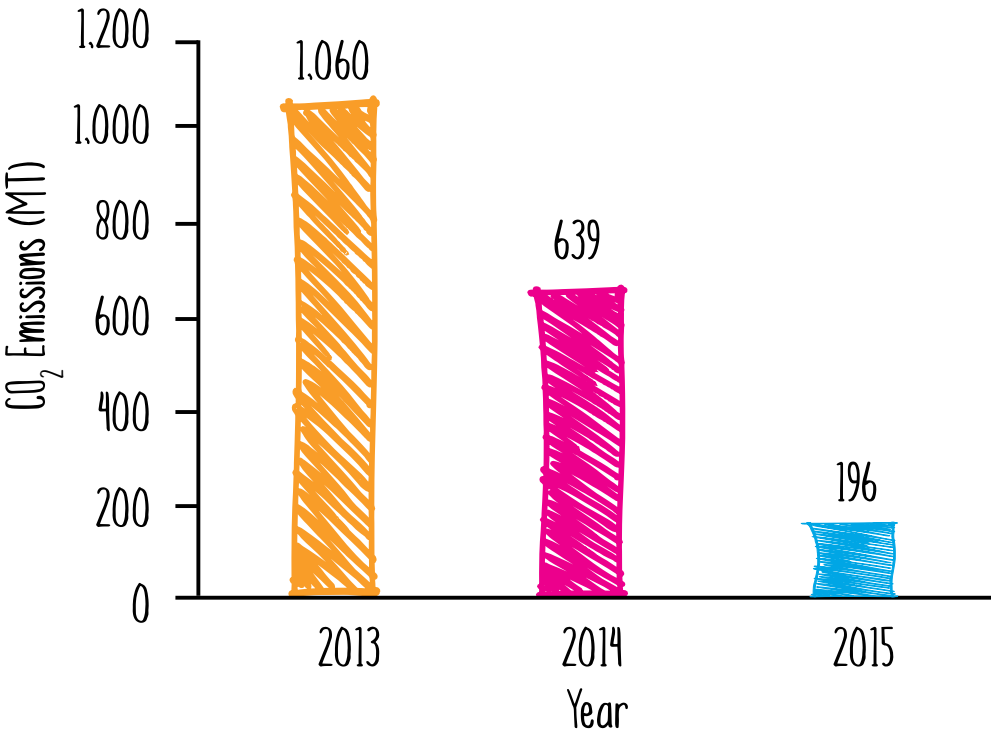
**Scope 3**  
(G4-DMA, G4-EN30)

CO<sub>2</sub> Emissions (MT) From Purchased Electricity

Air travel GHG emissions were calculated from point to point including the number of employees on board and distance travelled. Separate calculations were performed for business and economy class flights. Air travel for MPTN, MPRN, the corporate office and OOH unit 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 WRI Greenhouse Gas Protocol have been used to calculate the CO<sub>2</sub> emissions from air travel.

CO<sub>2</sub> Emissions (MT) from Air Travel



CO<sub>2</sub> emissions from company-owned vehicles are also monitored for our carbon footprint.



Media Prima's entire transport fleet is monitored as part of our carbon footprint.

Environmental expenditure  
(G4-DMA, G4-31)

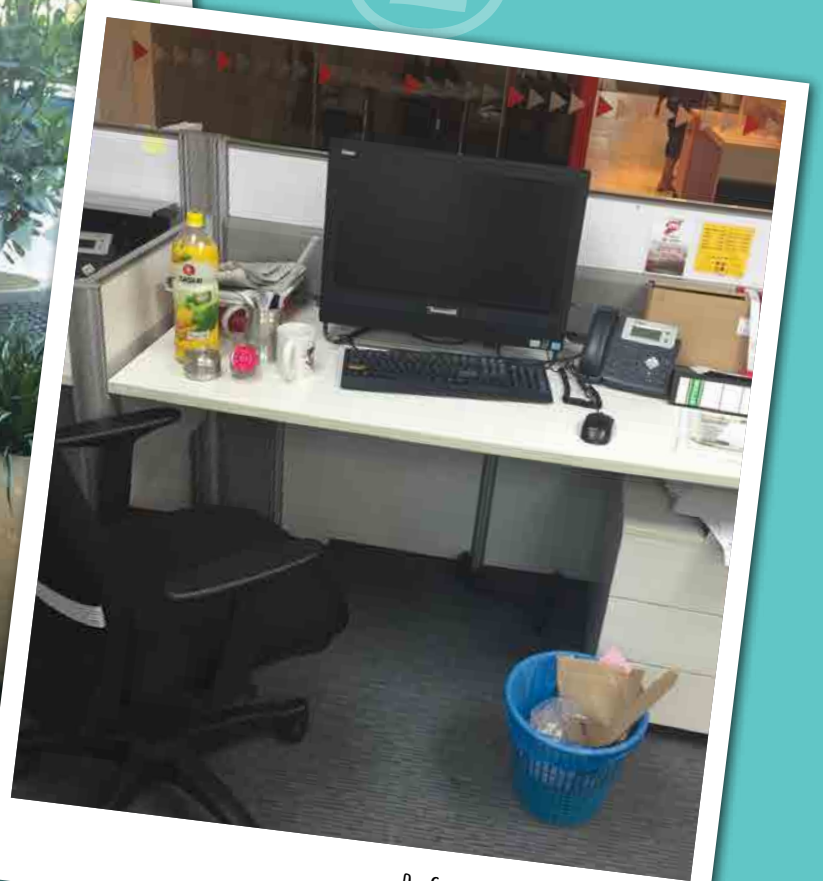
Work/Plant	2013	2014	2015
<b>Balai Berita Ajil</b>			
Disposal of scheduled waste	27,344.06	33,713.48	35,416.89
Wastewater treatment plant	17,100.00	15,030.00	23,245.00
Environmental training	3,300.00		3,650.00
Aircond / HVAC	1,100.00	62,256.00	80,007.00
<b>Balai Berita Senai</b>			
Disposal of scheduled waste	149,763.46	136,945.37	155,232.04
Wastewater treatment plant	43,900.00	50,400.00	39,549.00
Environmental training			3,498.00
Aircond / HVAC			104,510.90
<b>Balai Berita Shah Alam</b>			
Disposal of scheduled waste	113,022.80	103,439.00	105,455.54
Wastewater treatment plant	83,187.50	80,545.00	60,710.00
Environmental training	4,100.00		6,740.00
Aircond / HVAC		466,191.00	137,320.00
<b>Balai Berita Prai</b>			
Disposal of scheduled waste	112,196.62	130,715.58	130,977.53
Wastewater treatment plant	23,465.00	19,855.00	37,303.59
Environmental training	4,000.00		1,600.00
Aircond / HVAC			191,667.92
<b>Total</b>	<b>582,479.44</b>	<b>1,099,090.43</b>	<b>1,116,883.41</b>



# SOCIAL: LABOUR PRACTICES AND DECENT WORK



5S buntings are set up at various locations throughout Media Prima.



Before 5S implementation.

## 5S Improvement Plan

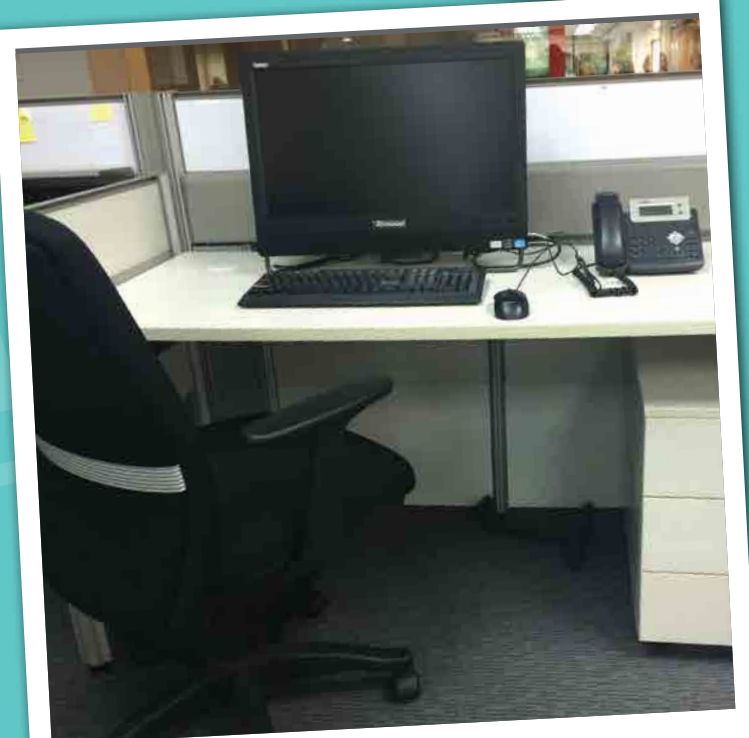
5S is a basic, fundamental, systematic approach for housekeeping methodology as part of continuous improvement or lean manufacturing processes.

The 5S system promotes an orderly workplace to reduce waste and optimise productivity. Visual cues are employed to achieve more consistent operational results.

### The 5S Model

We are committed to cleaning up and organising our working environment through continuous improvement. We hope that the 5S initiative will help us meet our customers' expectations and achieve excellence. NSTP has implemented the 5S concept at its plants to:

- Increase productivity and efficiency;
- Make quality products that meet 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; and
- Promote workplace safety and comfort.



After 5S implementation.



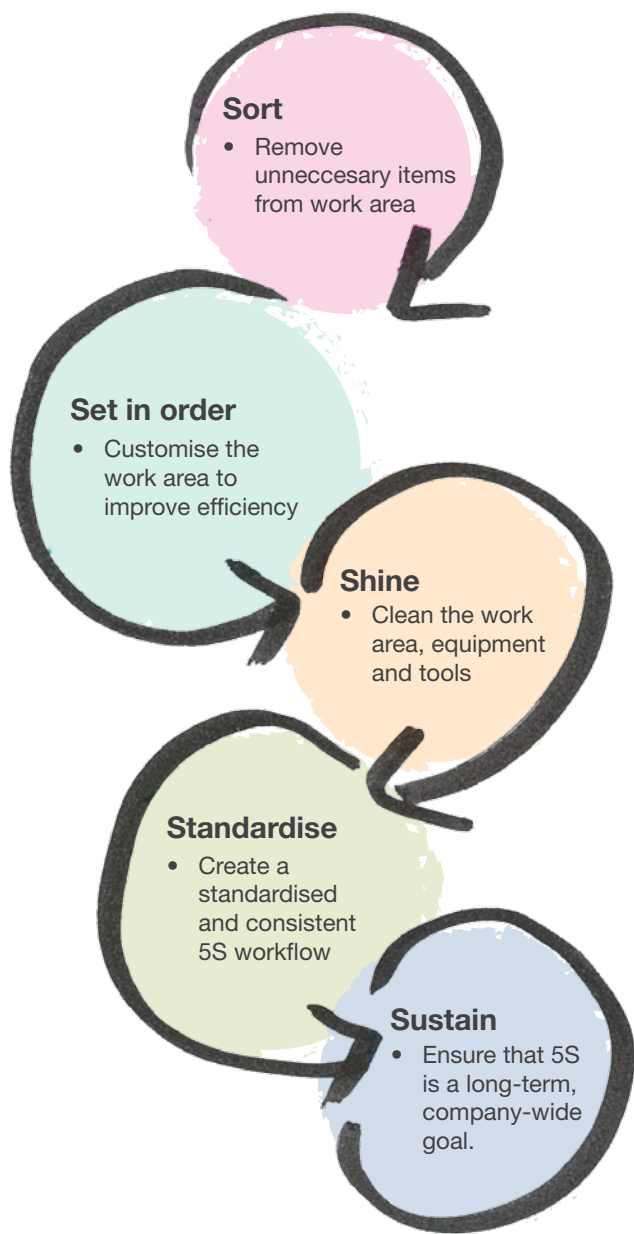


In June 2013, NSTP began implementing the 5S concept at Balai Berita Shah Alam. The following year, the 5S system was replicated in the three remaining plants of Balai Berita Prai, Balai Berita Senai and Balai Berita Ajil.

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.



5S-Pillars of The System



5S implementation and Certification Dates for All Plants

Plant	Implementation Date	Certification Date
Balai Berita Senai	4 May 2014	15 December 2014
Balai Berita Prai	11 May 2014	11 December 2014
Balai Berita Prai	18 May 2014	11 December 2014
Balai Berita Shah Alam	Continuously	27 May 2014 (recertified 27 May 2015)

The 5S system engages employees and brings about habitual change. We discovered that this programme has become a foundation for improved self-discipline, which makes our work and products more efficient.

We performed a gap audit, training, awareness, promotion and campaign, benchmarking, sorting, straightening, standardising and an audit in the process of implementing 5S.

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

Code of Ethics

(G4-56)

We wish to maintain a reputation for integrity that is in keeping with our social responsibilities and position. All employees must observe high ethical business standards of honesty and integrity to achieve this objective. They must apply these values to all aspects of their professional conduct.

The Code applies to all employees of Media Prima and its subsidiaries. It serves as a reference to help employees maintain high ethical business standards. It guides the way we conduct business and duties in a manner that is efficient, effective and fair.

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

Best Practices in the Workplace

Inclusivity in the Workplace

We recognise the importance of integrating sustainability into business processes in order to set new market standards. Having core competencies as Malaysia’s largest integrated media conglomerate, we are able to create greater impact by leveraging on our many platforms and brands under the Group umbrella.

Our Group holistically embraces the concept of moral economic imperative. We consider public interests, as well as our bottom line, to improve the lives of the local community and general society.

We established our volunteers’ brigade, Briged Sukarelawan NSTP-Media Prima, which had a total of 120 registered members as at 31 December 2015. Briged Sukarelawan NSTP-Media Prima is trained to provide appropriate response team-structure for identified CSR initiatives. The size and budget of the brigade for each CSR initiative is set based on the level of involvement and location.

Local Hiring

We do not have a specific policy governing the hiring of people who live close to our offices and plants. However, Media Prima’s recruitment policy outlines a consistent, fair and cost effective approach to selecting and recruiting candidates.

We have introduced local hiring practices at all operational offices. We provide proper notification of open positions and selection is based on job criteria. However, we recognise the importance of hiring from our community as a way of supporting the local economy. Local hiring also reduces the environmental impact of commuting and fosters community involvement.

At Media Prima, we hire qualified employees and keep them motivated to promote growth and stability. Tailoring our hiring policies and procedures to local markets help us attract the right people for each position. We encourage productive relationships between co-workers and implement individual growth plans that support education, personal development and work-life balance. Employees have access to adequate tools and a safe environment to perform their duties. We also offer a competitive compensation programme, which energises our employees and maintains a productive workforce.

Our economic progress is partly due to our providing local employment opportunities and investing in the Company’s workforce. Local employment helps us meet our hiring needs while advancing economic development and education in Malaysia. In 2015, 99% of our employees were Malaysian.



Talks such as these are held to ensure employees understand Media Prima’s policies and procedures.



Social: Labour Practices and Decent Work

Competitive Remuneration and Benefits  
(G4-EC3, G4-LA2, G4-DMA, G4-LA13)

A fair remuneration system that is fit for purpose helps keep our employees motivated. It also attracts and helps us retain competent and high-potential employees. Our internal equity promotes fair and equitable compensation for all employees with remuneration that is proportionate to their contribution. Our external equity delivers fair and equitable remuneration in comparison with the external market.

We perform a remuneration review once every three years to determine adequate remuneration for our employees. This helps us align our remuneration packages with the changing business environment. We can be more equitable in rewarding high achievers at the workplace, develop employee talent and determine our competitiveness vis-à-vis the market. We adopt a fair remuneration system regardless of age, gender or other background.

A percentage of employees’ basic salaries are given to the Employees Provident Fund (EPF) as per statutory requirements. This contribution is inclusive of the contribution of any employer to the Employees Provident Fund required by law from time to time.

We define benefits as forms of value, other than payment, that are provided to employees in return for their contribution to the organisation. We offer various employment benefits to employees of all levels.

Key Benefits

Medical benefits for employees and their dependants

Pertubuhan Keselamatan Sosial (PERKESO)

Leave: annual leave, pilgrimage leave, maternity leave

Performance bonus

Life and personal accident insurance

Annual increment

Employee's Provident Fund

Local and overseas allowance

Upgrading Facilities for Better Well-being

It is important that employees enjoy their work; we want their professional lives to be fulfilling, rewarding and fun. We have upgraded the gym facilities with new equipment at our corporate headquarters and given it a new look. The gym provides employees with a place to refresh their minds and bodies, before and after work or during their lunch breaks. Employees may also visit the café, which offers a wide range of meals. They also have access to a sports centre and a prayer room. Various sports events are held to encourage healthy and active lifestyles in our workforce.

Anugerah Kecemerlangan Akademik 2015

Anugerah Kecemerlangan Akademik 2015 recognises the academic achievements of employees’ children and family members. The programme has a wonderful tradition of honouring employees’ brightest and most talented children with prize money and plaques. 59 children were recognised and awarded in 2015.

Examination	Achievement	Prize Money (RM)	No. of Children
End of year examination	First in the class	150	12
UPSR	5As	200	31
PT3	8As and above	250	8
SPM	9As and above	300	8

Pilgrimage / Umrah

The Umrah is a pilgrimage to Mecca in Saudi Arabia, performed by Muslims. It can be undertaken at any time of the year. We subsidise the full airline ticket to the holy land. This is part of our corporate responsibility as the Umrah is placed at a level of spiritual purity for Muslims.

We respect all employees regardless of their religions and beliefs. Equal benefits are offered to employees following different religions so they can perform the required pilgrimages of their faith.



Religion	No. of Participants
Islam	129 employees
Hinduism	6 employees and 7 relatives
Christianity	1 employee and 1 relative

Sabbatical Leave

We offer sabbatical leave to retain our most valuable employees, allowing them to stretch themselves without leaving the Group. This attractive benefit is mutually important for high-potential employees and Media Prima.

We find the largest pool of talent currently entering the workforce, consistently considers ‘time off’ as a top priority. We have discovered that employees who take vacations return to work more focused with improved mental clarity. Sabbaticals provide that same benefit exponentially.

Sabbatical leave demonstrates our commitment to work-life balance and gives our employees the opportunity to demonstrate healthy habits. We hope that this leave provides employees with the necessary experience and education to broaden their perspectives and foster innovation. In 2014, we approved a study leave application from a broadcast journalist who was attached to the News and Current Affairs Department. We received no sabbatical leave applications in 2015.

## Women Empowerment

At Media Prima, we provide female employees with an ideal balance between pursuing their careers and maintaining their personal lives. We have introduced a broad range of positive actions that empower women based on their age and career stages.

Career support programmes are provided for managerial candidates that develop the required mindsets and capabilities. Over time, these programmes have produced the expected results, contributing to the personal growth of a number of female managers. These efforts are expected to create new value for the Group.

## Testimonials

"This year, I will be celebrating my 30<sup>th</sup> anniversary in Media Prima. Looking back, the most significant experience was working from the ground up. I led a sales team at the tender age of 28 without any formal training!

Apart from the undivided trust of my superiors, one of the things I am most thankful for is the non-discriminatory working environment Media Prima promotes and encourages for women.

I personally feel the Group shares my passion of supporting, encouraging and inspiring my fellow sisters. This helps us all play a more prominent role in the company and building the nation.

Media Prima has also been extremely accommodating and considerate of the plights of working women. As challenging as it may be, we have managed to achieve great things together.

**Shareen Ooi**  
Group Chief Marketing Officer

"My career in Media Prima began 16 years ago during the initial formation of the Group.

One of the many positive cultures inherent in Media Prima that I have noticed over the years is the respect accorded to its female employees. Also, the management gives female staff the power and authority to make important decisions on behalf of the Group.

In a male dominated corporate world, this freedom to act and decide has really enhanced my overall outlook on life. As a result, I feel it has helped shaped the Group to become the stable and resilient organisation it is today.

For me, being heard without being viewed as inferior or weak is crucial to one's career development. The Group's approach to gender equality and empowerment is really quite refreshing. Employees are recognised for their own contributions and not because of their gender attributes.

**Zuraidah Atan**  
Group Chief Technology Officer

## Diversity

(G4-10, G4-DMA, G4-LA1, G4-LA12)

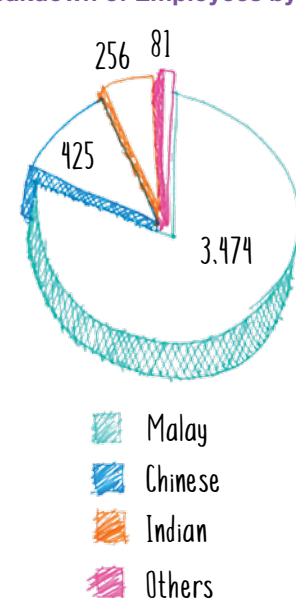
With our diverse businesses, the diversity of our people is part of what makes Media Prima exceptional. We recognise that each person has unique strengths. And by embracing those strengths, we all deliver high performance—together.



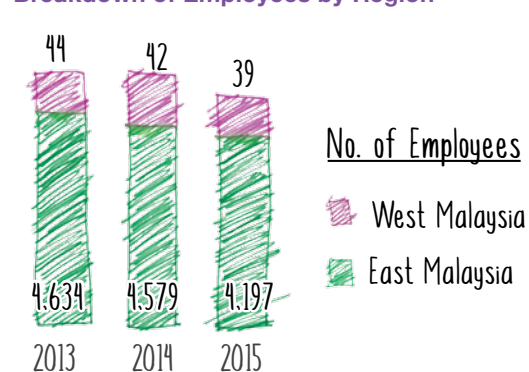
## Breakdown of Employees by Type



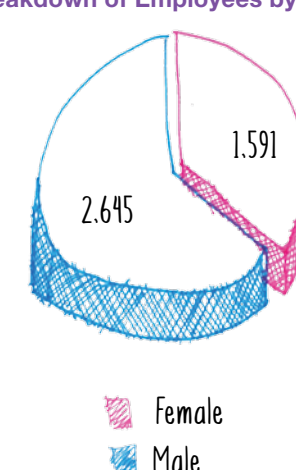
## Breakdown of Employees by Race



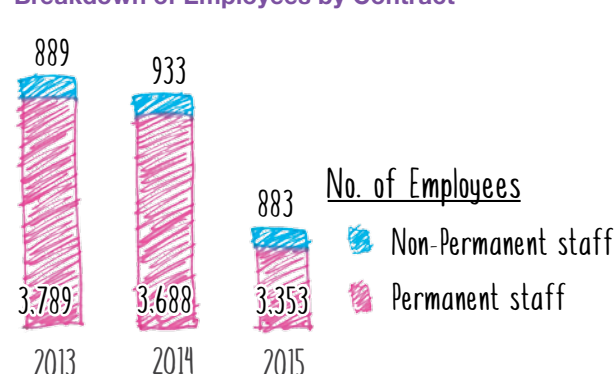
## Breakdown of Employees by Region



## Breakdown of Employees by Gender



## Breakdown of Employees by Contract

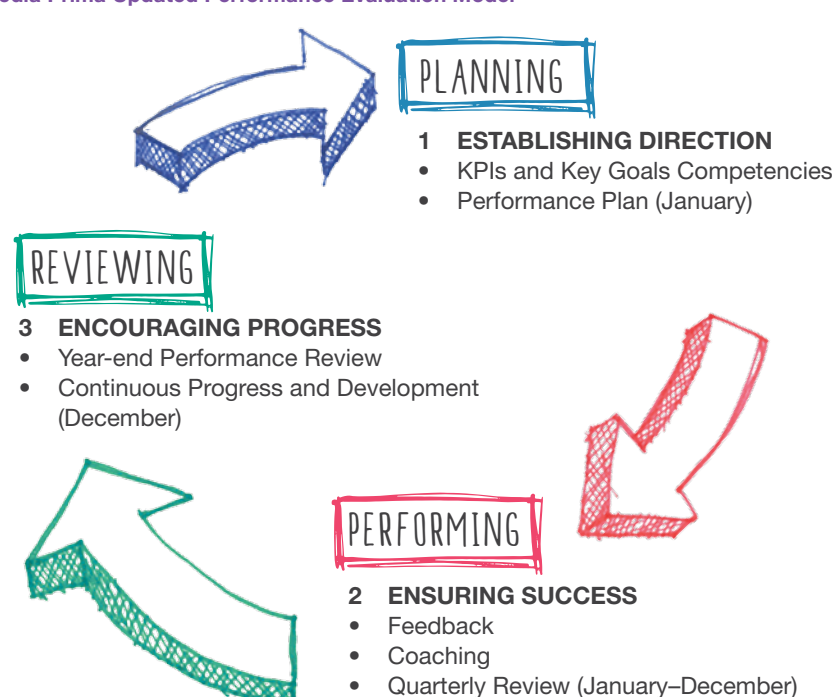


## Performance Measurement

Performance evaluation is an improved method of measuring employees' performance within the Company. This continuous process develops and coaches people for repeated success through day-to-day processes.

Employees are evaluated on their past performance at the end of each year. Employees' future development and continuous improvement are also emphasised. We predict 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





Social: Labour Practices and Decent Work

Employee compensation is linked to performance, which is measured by various Key Performance Indicators (KPIs). A point-based system ranging from one to five is used when determining the size of the bonus, with five being the highest. The process is used to assess all employees (100%).

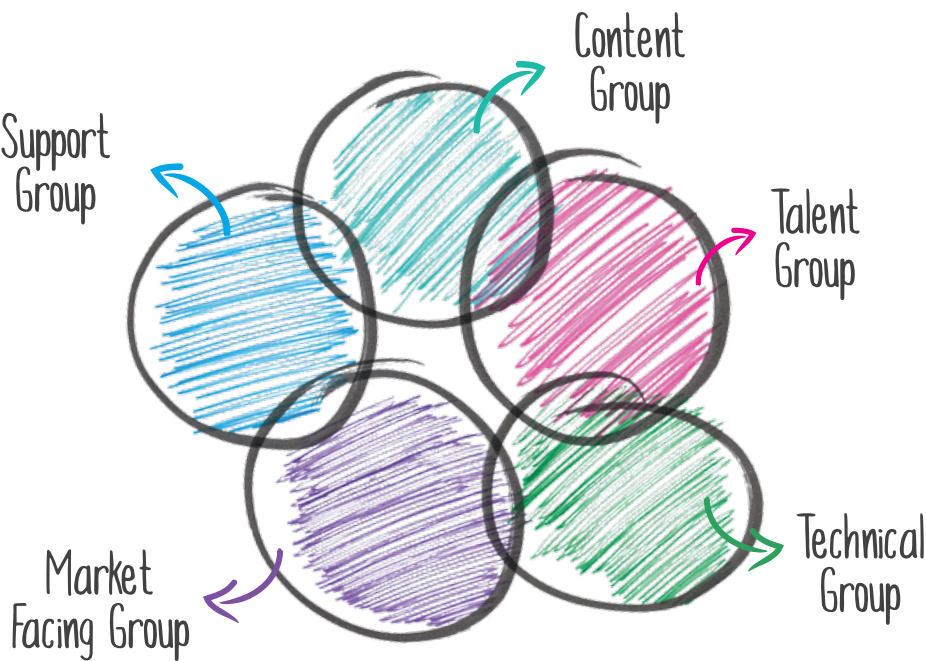
The process, timing and frequency of performance appraisals are clearly stated in our guidelines. We scheduled quarterly feedback meetings with employees so that constructive year-long manager/employee relationships could be maintained. Employees' line managers or immediate superiors are responsible for conducting the appraisal as they are the best to evaluate their subordinates' work performance.

Competency Framework

The terms 'competency' and 'competencies' focus on an employee's personal attributes or inputs. They can be defined as the behaviours and technical attributes that individuals must have, or acquire, to perform effectively at work.

Our Group Human Resources Department (GHR) is able to examine and categorise various competencies of employees, from upper management to on-the-ground employees. We have identified the following Group Competency Model, which we has now adopted as our Competency Framework.

Media Prima Competency Model



The Competency Matrix compares the competencies of current or prospective employees with the desired competency required for that person to perform at an optimal level for a defined position. The matrix consists of 24 assessment areas, which show individuals' skills in a team, and discovers any gaps with their job roles.

The Competency Matrix is particularly useful for identifying training needs. It allows us to evaluate employees fairly and objectively.



Employee Engagement

Theme	Initiative	Description	Number of participants & frequency																			
Family friendly profit	Booth, activities and campaigns	<p><b>Planning for your future</b></p> <p>To help employees, we identified companies that offer advice and services such as investments, savings, planning and education. It encouraged employees to spend their money wisely and promoted careful future planning.</p> <p>A wide range of financial institutions supported the event including representatives from banks, insurance companies, universities and pension providers, Lembaga Tabung Haji, Amanah Saham Nasional Berhad (ASNB), Lembaga Zakat Selangor/Pusat Pungutan Zakat Wilayah Persekutuan, Bank Islam Malaysia Berhad, CIMB, Pr1ma, CWA, SSPN, MBSB, University Malaya (umccd) and Open University Malaysia attended the event.</p> <p><b>Telco Day</b></p> <p>A telecommunications event was held to familiarise employees with the latest offers from the six largest mobile Telcos. Representatives from Celcom, Maxis, DIGI, P1 Wimax, U mobile and Telekom Malaysia attended the event.</p> <p><b>Bookstores coming to you...</b></p> <p>Bookstores provided employees with a variety of books and magazines at special rates.</p> <p><b>AirAsia Megastore</b></p> <p>AirAsia gave special discounts on merchandise and duty-free sales.</p>	4 times a year																			
	Pasar Tani/Agriculture Market under FAMA agency	<p>A mobile market selling a wide range of agriculture products. The sellers offer fruits, beverages and frozen food. There was also traditional Malay food being offered such as <i>kuih muih</i>, <i>keropok lekor</i> and <i>lemang</i>.</p> <p>Employees enjoyed discounted rates and convenience within the office premises. The event is also usually held after pay day.</p>	Monthly																			
	Academic Excellence Awards	<p>59 children of employees were recognised and awarded in 2015.</p> <table><tr><th>Examination</th><th>Achievement</th><th>RM</th><th>No. of Participants</th></tr><tr><td>End of year examination</td><td>First in the class</td><td>150</td><td>12</td></tr><tr><td>UPSR</td><td>5As</td><td>200</td><td>31</td></tr><tr><td>PT3</td><td>8As and above</td><td>250</td><td>8</td></tr><tr><td>SPM</td><td>9As and above</td><td>300</td><td>8</td></tr></table>	Examination	Achievement	RM	No. of Participants	End of year examination	First in the class	150	12	UPSR	5As	200	31	PT3	8As and above	250	8	SPM	9As and above	300	8
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Theme	Initiative	Description	Number of participants & frequency																			
Culture	Santai Wayang	GHR, in partnership with Primeworks Studios, proudly introduced Santai Wayang in 2015. This new initiative, allowed employees to enjoy free screenings of Grand Brilliance's unreleased and director's cut movies. In 2015 we screened Pekak, Girlfriend Kontrak and Andai Itu Takdirnya.	3 times a year																			
	Food Truck	The Meals on Wheels Programme introduced employees to various types of food. Food truck vendors, stationed within the office compound, operated between 10.30am and 2.30pm on a weekly basis. Employees enjoy discounted rates of 10%.	Weekly																			
	Raya Gathering	We held Hari Raya gatherings at our offices of Sri Pentas and Balai Berita on 11 August 2015. These gatherings forged closer relationships between employees and management. We also held Hari Raya gatherings at our regional offices on: <ul style="list-style-type: none"> <li>• 8 August 2015 at Regional Printing Plant AJIL</li> <li>• 9 August 2015 at Balai Berita Shah Alam</li> <li>• 15 August 2015 at Regional Printing Plant Senai</li> <li>• 15 August 2015 at Regional Printing Plant Prai</li> <li>• 13 August 2015 at our Kota Kinabalu Branch</li> <li>• 14 August 2015 at our Kuching Branch</li> </ul>	Yearly																			
	Festival Subsidies	We provided festival subsidies to all employees during their festival celebrations. These subsidies helped us share the joy and ease employees' burden during the festive seasons.	Every major festival																			
	Chairman's Farewell	We organised and hosted a chairman's farewell session on 28 August 2015.																				
Health & Wellness	Employee Wellness Programme	We fully subsidised Employee Wellness Programme classes to encourage interdepartmental activities and improve relationships. The Leanbodies Fitness class was run every Monday and Wednesday at the Rooftop of Sri Pentas and every Tuesday and Thursday at the Rooftop of Balai Berita Bangsar.	Biweekly																			
	Sports carnival	<p>This initiative supports our aim of engaging with our diverse range of employees. Known as Media Prima Sports Activities, it consists of new and exciting games that appeal to different age groups in the organisation.</p> <p>We also offered some new sports and recreational activities: archery, go-karting, paintballing and electronic games.</p> <table> <tr> <th>Games</th><th>Date</th><th>Venue</th><th>No. of Participants</th></tr> <tr> <td>Archery Tournament</td><td>26 April 2015</td><td>Stars Archery, Sunway Pyramid</td><td>65</td></tr> <tr> <td>Go-kart</td><td>5 June 2015</td><td>Kart X Elite Highway, Subang Jaya R&amp;R Area (Galery Mufors)</td><td>90</td></tr> <tr> <td>Paintball</td><td>17 October 2015</td><td>Xtion Paintball Park, National Sports Complex, Bukit Jalil</td><td>80</td></tr> <tr> <td>Video Games</td><td>19 December 2015</td><td>Lobby, Sri Pentas</td><td>32</td></tr> </table>	Games	Date	Venue	No. of Participants	Archery Tournament	26 April 2015	Stars Archery, Sunway Pyramid	65	Go-kart	5 June 2015	Kart X Elite Highway, Subang Jaya R&R Area (Galery Mufors)	90	Paintball	17 October 2015	Xtion Paintball Park, National Sports Complex, Bukit Jalil	80	Video Games	19 December 2015	Lobby, Sri Pentas	32
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Spiritual	Ibadah Qurban	Ibadah Qurban was held at Sri Pentas and Balai Berita on 26 September 2015. This event was organised by HR in partnership with Surau STMB and Badan Khairat. Meat was distributed to the staff on duty and the less fortunate in the community, such as orphans and widows.	Annually																			
	Umrah/ Religious Pilgrimage	<p>A total of 129 employees benefited from this initiative in 2015. We funded the full cost of the airline tickets for first timers and 50% for their spouses and a maximum of five children. This entitlement is only offered once throughout an employee's entire employment.</p> <p>The cost of the airport tax and ground arrangement were borne by the employees through monthly salary deductions or they could opt to pay cash. This covers accommodation, ground transport, food and beverages.</p>	Once in employment																			
	Non-Muslim Pilgrimage Subsidy	Details of this initiative are much the same as the Umrah Religious Pilgrimage. A total of seven employees and eight family members benefited from this initiative in 2015: six Hindu employees and seven relatives; and one Christian employee and one relative.	Once in employment																			
	Haj Package	Six employees performed their Haj in 2015 following 10 years of continuous service. We subsidised 60% of the Muassasah cost for each employee, who had been nominated to the perform Haj, subject to terms and conditions.	Once in employment																			
	Talaqqi Al-Quran, Kuliah Agama and Tahlil	The average religious class size was between 25 and 80. <i>Bacaan Surah Yassin, Tahlil</i> and <i>Doa Selamat</i> were held every Tuesday at Sri Pentas and every Thursday at the surau in Balai Berita. Kuliah Zohor was held three times a week from 1.00pm to 2.00pm.	Weekly																			
Communication	ER@	<p>We held communication sessions to increase engagement levels at our regional offices in an informal and fun way.</p> <p>These sessions were held at all regional printing plants with participation from the print bureau, Radio &amp; Television branch office employees, senior management and HR representatives from our corporate headquarters.</p> <table> <tr> <th>Venue</th><th>Date</th><th>Location</th><th>No. of Participants</th></tr> <tr> <td>ER@ Prai</td><td>17 May 2015</td><td>Balai Berita Prai</td><td>Approximately 120</td></tr> <tr> <td>ER@ Ajil</td><td>28 September 2015</td><td>Balai Berita Ajil</td><td>Approximately 120</td></tr> <tr> <td>ER@ Senai</td><td>8 November 2015</td><td>Balai Berita Senai</td><td>Approximately 70</td></tr> </table>	Venue	Date	Location	No. of Participants	ER@ Prai	17 May 2015	Balai Berita Prai	Approximately 120	ER@ Ajil	28 September 2015	Balai Berita Ajil	Approximately 120	ER@ Senai	8 November 2015	Balai Berita Senai	Approximately 70	Annually			
Venue	Date	Location	No. of Participants																			
ER@ Prai	17 May 2015	Balai Berita Prai	Approximately 120																			
ER@ Ajil	28 September 2015	Balai Berita Ajil	Approximately 120																			
ER@ Senai	8 November 2015	Balai Berita Senai	Approximately 70																			
Welfare	Staff visits, calamity aid and counselling	We visit employees who are seriously ill and need help, regularly.	As & when required																			



# Social: Labour Practices and Decent Work

## Training and Development

(G4-DMA, G4-LA9, G4-LA10)

Media Prima is committed to enhancing the skills and competencies as well as personal growth and development of its employees. We provide our people with multiple opportunities to enrol in world-class training and development programmes and encourage cross-functional movement to gain meaningful experience and exposure. Performance management is a critical area for us. We plan each employee’s career and align his or her goals with larger organisational goals. When every goal an employee is appraised on is linked to a bigger organisational goal, accountability and ownership are driven on the job every single day.

### Group Internal Training Courses

Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	182	4,093	4,038	809,827.70
Organisational	93	3,724	3,700	866,539.62
Leadership	13	229	405	130,622.12

### Group External Training Courses

Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	185	819	1,601	790,462.61
Organisational	1	6	36	17,100.00
Leadership	3	6	50	80,432.28

Training	Unit	2015
Average training budget per employee	RM	635
Average number of hours of training per year per employee by employee category	Hours	19

### Benchmark Visit

We always seek ways to improve standards of service, delivery, production and creativity. Comparing business processes with best industry practice helps us learn from industry peers. We conducted several benchmark visits in 2015. Delegates attending these sessions shared their learning experience with colleagues for collective improvement.

### Benchmark Visits Conducted in 2015

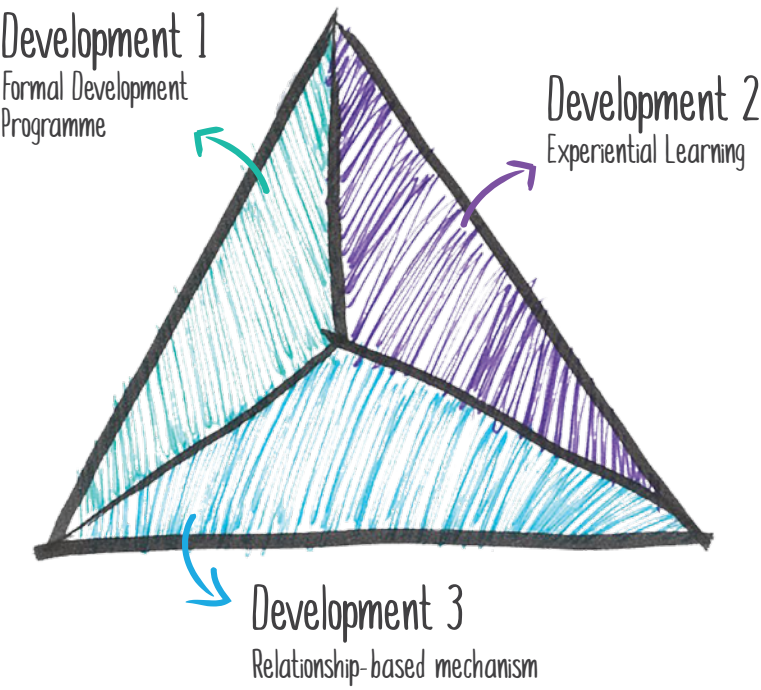
Benchmark	Date	No. of Participants	Exposure
Site Visit To CNBC and Mediacorp Singapore	27-28 January 2015	2 from AMG 3 from Engineering	Facilities and post production
HbbTV Enhanced Training and Benchmark Visit in Germany and Finland	22-29 April 2015	3 from Engineering	Studio and technical
ASEAN Journalist Visit Programme in Singapore	1-6 June 2015	1 from Editorial	Improve professional skills, deepen domain knowledge and strengthen commitment to their public mission
Benchmark Visit to Google Malaysia	22 June 2015	46 from TVN and GHR	Overview as strategy of using MCN
Field Study Trip to Sweden, Richmatt Graphics Sdn Bhd	17-22 August 2015	4 from Production 2 from NSD	Software and product maintenance
News Convergence Benchmark Visit to First Media, Jakarta	9-10 November 2015	9 from NCA and NSTP	Comprehension of best practices and strategy for news convergence

### Succession planning

Our talent strategy nurtures talents by providing the correct level of support for growth and an opportunity to excel. As we accelerate our business transformation and expand business activities, we increase the readiness of our talents and leadership pool. We employ good practices to discover our talent pool. The talent review exercise is conducted annually to ensure a constant flow of talent. Our talent pool represents 18% of the Group’s total population.

Our robust talent management framework harnesses the right talents in our diverse platforms across the Group. The multi-media platforms facilitate the design of suitable development programmes feeding into different levels. In 2015, we repackaged our in-house leadership acceleration programme to cater for talents of all levels. It equips them with the knowledge, confidence and skills to foster professional and personal growth consisting of experiential, relationship-based and formal learning. We offer comprehensive development interventions designed to meet the developmental needs of all employees. They encompass non-executive and junior executives, through to senior management.

Our leadership programmes are divided into three main areas as follows:



### Development 1: Formal Development Programme

The Formal Development Programme is a series of leadership modules for managing oneself, the team and business. Leaders have the freedom to plan their development by enrolling on a full course. They may take separate modules as time is the largest constraint facing the media industry. It consists of the following programmes:

- The Non-Executive Development Programme (NEDP) is a newly-designed programme executed in the first quarter of 2015. It addresses non-executive high-potential talent in transition to executive level grades. The module helps employees manage their expectations, time and tasks.
- The Young Graduate Trainee Programme comprises a Business Executive Programme and Young Engineer Programme.
- The Executive Development Programme (EDP) is a series of modules that increase personal strength, improve personal management and prepare for the transition to management.
- The Manager Development Programme (MDP) has comprehensive managerial and leadership curricula that equip managers with leadership and team management skills. A series of modules cover EQ and performance management such as goal setting, tracking, final rating, team empowerment and managing employee difficulties. This year, we added a creative leadership module for managing our creative talent.
- The Senior Management Development Programme (SMDP) is designed for a pool of talents who can assume CEO-like positions. It includes best-in-class learning modules, experiential development and opportunities to network with business leaders. We have been supporting the Harvard Business Programme since 2003. This year, we included a CSR component in the module to recognise contributions from the community with the theme “MPB Gives Back”.

### Development Intervention 2: Experiential Learning

Development Intervention 2 consists of involvement in group-wide projects as well as industry and international exposure.

- **Involvement in Group-wide Projects** – This project promotes effective learning by doing. A series of group-wide projects have been initiated for leaders to undertake roles as advisors, leaders and members.
- **Industry/International Exposure** - We run benchmark visits in a search for ways to improve our leadership. We learn from our industry peers by comparing our processes with best industry practice and the latest developments.

### Development 3: Relationship-based mechanism

- **Executive Coaching** was first introduced in July 2014 for a group of senior managers.
- **Group Coaching** is customised classroom-based coaching that helps a targeted group of managers to recalibrate personal effectiveness for greater individual and organisational results. It was first introduced with Executive Coaching. The Managerial Coaching Workshop was delivered once a month for three months.
- **Lunch & Learn** promotes continuous learning. It helps employees who are unable to attend formalised training during working hours. It is a platform where employees from different backgrounds can meet and learn from an external speaker. Lunch & Learn workshops are scheduled once every two months, before payday. We invite local speakers and entrepreneurs to share their experiences and inspire employees.
- **Conversational Session with Senior Management:** We hold quarterly town hall breakfast and tea sessions with the GMD or senior management. The senior management team shares the mission and vision, latest updates and quarterly financial reports to familiarise all employees with the organisation. Employees may ask questions during the session.
- **Senior Management's Contribution to Industry:** We encourage all leaders to portray themselves as an industrial source of reference. This approach helps leaders communicate effectively, build relationships, motivate others and enhance personal presence.
- **Inspirational Series:** Embedded in the Board of Directors' training and retreats, this half-day session invites management and thought leaders to share their insights on topics affecting the media services industry.

### Other development support:

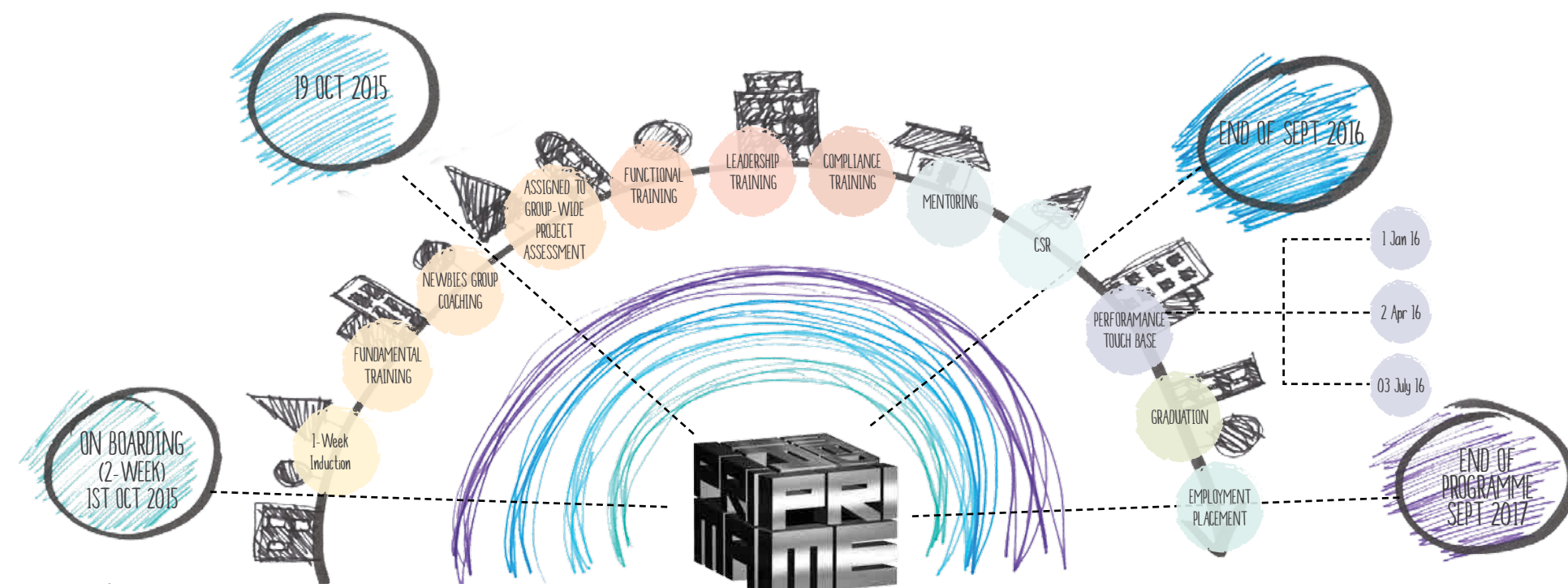
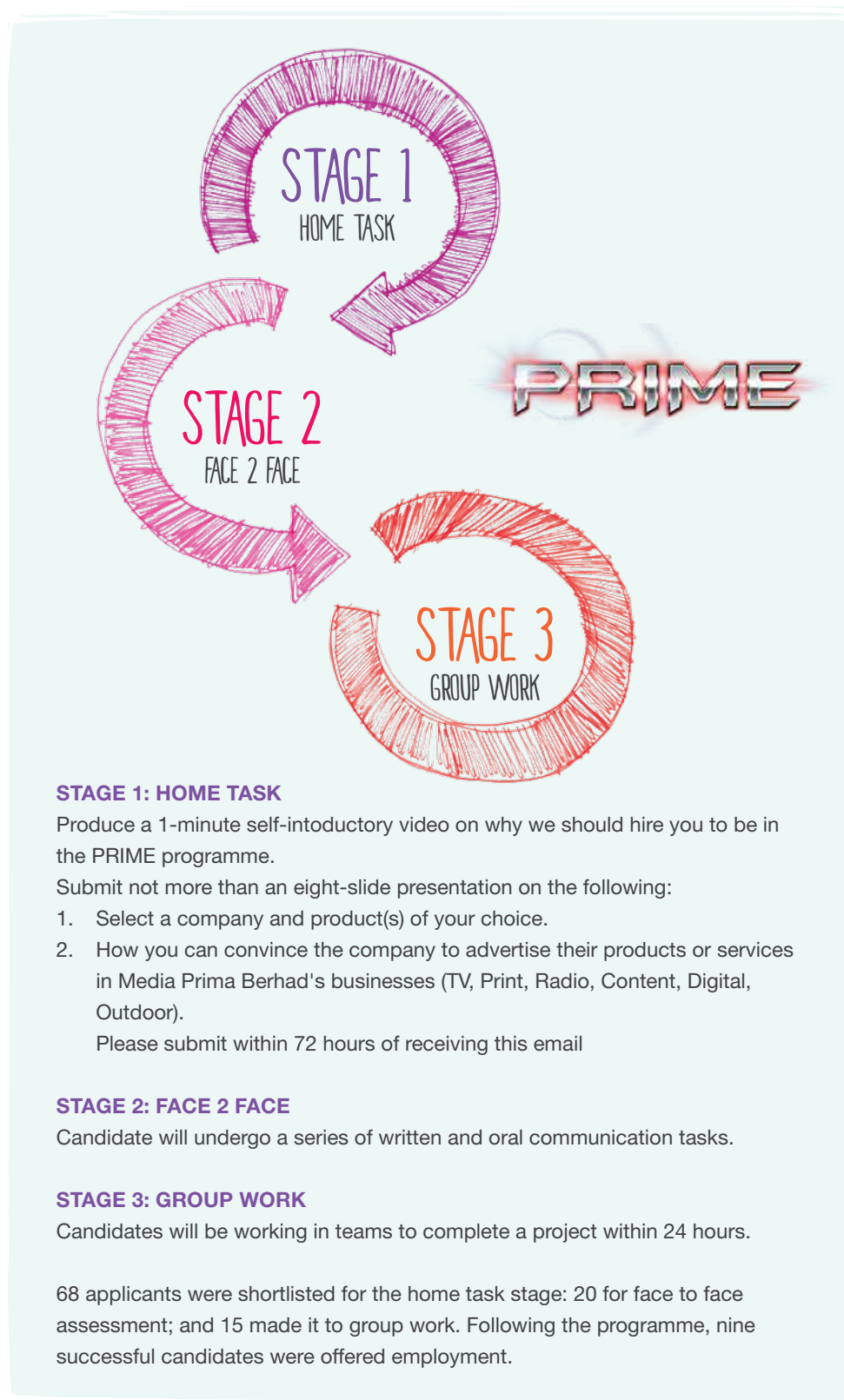
- **Informal Learning Platform:** Shots of Strategy (SOS) is a monthly compilation of magazine articles, internet pages and leadership books. It is designed for busy leaders with no time to attend formal training. SOS is a quick alternative to obtaining concise management tips that can be applied immediately to increase the knowledge and skills of the enhancing team.
- **Media Prima Academic Assistance:** Media Prima Academic Assistance (MPAA) is an initiative that recognises and rewards full-time employees who are currently, or intending to pursue further studies to enhance their careers. We pay 30% of the tuition fees and no bond is required.

We also revamped our junior programme to develop high potential junior talents that we can retain long term. These will assume key positions in the future. Formerly known as Business Executive, this programme's name has changed to PRIME: a Programme to Inspire Millennial Excellence. The selection is divided into three stages: home task, face to face assessment and group work as illustrated in the diagram opposite.

### MPBPRIME2015

MPBPRIME2015 is a two-year programme that provides talents with:

- Early involvement in a group-wide project that builds a solid business foundation and accelerates strategic roles;
- A robust functional knowledge programme that creates broad media experts;
- Structured leadership capabilities development to promote leadership values;
- A dedicated mentor, guidance and coaching that obtain performance feedback and shape careers within the organisation; and
- CSR values that inculcate a sense of HUMILITY, RESPECT and IMAGE.





Social: Labour Practices and Decent Work

Talent Pool

The annual Talent Pool Retreat is set in an environment that is conducive to learning and provides networking opportunities. The talents come from various departments ranging from executives to middle managers. The speakers have been customised for the audience so that topics remain relevant.

There were two separate sessions: one for corporate and another for creative. In 2015, 120 people from various platforms throughout the Group were invited to attend.

The Corporate Talent Pool was held on 21 October 2015; the Creative Talent Pool on 22 October 2015.

Teambuilding

CSR is embedded in the learning and development of employees in the ‘MPB GIVES BACK’ project. CSR is integral to the course plan to ensure it is a key component of creating a wholesome CSR-based experiential learning experience.

GHR began this programme in January 2015. The first two sessions involved senior management, which made the programme more impactful. The Chairman, GMD, CFO, CEOs, Group GMs and GMs from all business platforms attended. This approach reinforced the message that each employee should have the DNA of giving back to society regardless of their business platform or level.



Media Prima employees worked hand-in-hand to help the needy.

Teambuilding Sessions Held in 2015

Date	Programme	No. of Participants
19-20 January 2015	NSD Teambuilding G1	30
26-27 January 2015	NSD Teambuilding G2	30
9-10 February 2015	NSD Teambuilding G3	30
16-17 February 2015	NSD Teambuilding G4	31
2-3 March 2015	MPRN Teambuilding 2015 G1	49
9-10 March 2015	MPRN Teambuilding 2015 G2	48
11-12 March 2015	MPRN Teambuilding 2015 G3	48
9 May 2015	AMG - RC Internal Teambuilding	33
11-12 May 2015	AMG CONTY Teambuilding G1	14
11-12 May 2015	NCA Teambuilding G1	54
14-15 May 2015	MPD Teambuilding G1	44
18-19 May 2015	AMG CONTY Teambuilding G2	13
18-19 May 2015	AMG Screen Services & Programme Edit Teambuilding	17
22-23 May 2015	MPD Teambuilding G2	34
28-29 May 2015	NCA Teambuilding G2	48
1-2 June 2015	TVN Teambuilding G1	41
9-10 June 2015	TVN Teambuilding G2	39
11-12 June 2015	TVN Teambuilding G3	37
15-16 June 2015	TVN Teambuilding G4	39
14-15 November 2015	CSD Teambuilding	83
23-24 August 2015	ACM Teambuilding	29
14-15 September 2015	GCG Teambuilding	14
14-15 November 2015	CSD Teambuilding	83

Employees worked with various organisations on ways to give back to society. They fed the homeless in Kuala Lumpur, visited various orphanages and organised activities with them. The volunteers also visited old folks’ homes as well as homes for the disabled and mentally challenged. All activities were fully planned, organised and executed by the team building participants. We gave each group seed money to fund the activities.

Academic Assistance

In 2013, Media Prima Academic Assistance was launched for employees pursuing part-time certifications, diplomas, degrees and other higher level education. This initiative encouraged employees to pursue professional development to keep themselves abreast of the industry’s current expectations. In 2015, four employees benefited from this programme. Media Prima Academic Assistance 2015 recipient details are as follows:

Recipients of Media Prima Assistance 2015

Name	Field Study & University	Study Duration	Estimated Sponsorship
Low Ying Peng	Master of Business Administration at Women’s Institute of Management College	2 years	RM1,800
Rosman Izulafiz Bin Othman	Executive Diploma & Pentadbiran, Universiti Malaya	2 years	RM4,080
Mohamad Khairillizan Bin Mohd Johan	Executive Diploma Pengurusan & Pentadbiran, Universiti Malaya	2 years	RM4,080
Tan Ley Teng	English Language Upper Intermediate, British Council	1 year	RM1,103



## Leadership Series

In 2015, we continued to prioritise the development of leaders of various levels. We provided them with the necessary tools and skills to increase their team management effectiveness. Details of various leadership initiatives held in 2015 are summarised in the table below.

### Leadership Initiatives Held in 2015

Development Programme	Module	Description	Date	Attended
Non-executive Development Programme (NEDP)	Be A People Magnet	Be A People Magnet is a custom-designed two-day programme that helps participants increase their interpersonal skills and build charisma. They become a people magnet - where people are constantly drawn to them. These skills are easy to acquire by anyone. Once they gain the necessary skills, they will have the ability to instantly 'click' with people to get the most out of personal relationships.	• 28-29 January 2015	29
	Personal Efficiency Mastery	Ideally, employees would manage their time efficiently, be effective at work but still have spare time of their own. This two-day workshop helps employees manage stress by eliminating time wasters, developing workload management systems and managing interruptions more efficiently.	• 16-17 March 2015 • 27-28 July 2015	20 20
Executive Development Programme (EDP)	Excel Today Lead Tomorrow	"Excel Today, Lead Tomorrow" is designed to help organisations achieve sustained superior results by focusing on making individuals and leaders more effective. Participants gain hands-on experience, applying timeless principles that yield greater productivity, improved communication, strengthened relationships, increased influence and laser-like focus on critical priorities. Participants learn how to take initiative, balance key priorities, improve interpersonal communication, leverage on creative collaboration and apply principles to achieve a balanced life.	• 5-6 May 2015 • 13-14 May 2015	14 26 29
	Strength Based Leadership	This one-day programme introduces the importance of self-knowledge as a basis for effective performance. Participants are provided with a forum to discover and leverage on their own five most important signature strengths. They are empowered to focus on what truly motivates them. The programme includes pre-course work, experiential activities, lectures, participative discussions and exercises, class workshop and a strengths profile assessment. Participants receive group and individual executive coaching by an accredited and experienced leadership coach.	• 26 March 2015, • 28 July 2015 • 29 July 2015	17 14 17
	Driving Human Performance Through EQ	Most talents are promoted for their technical and business skills but find the 'soft side' harder to manage. Engaging people in change, proactively resolving issues, setting a context for performance and building collaborations require emotional competence. This programme is designed on the premise that emotions drive people and people drive performance. It helps participants learn and understand the eight EQ competencies.	• 21-22 April 2015 • 25-26 August 2015 • 27-28 August 2015	20 18 23
Manager Development Programme (MDP)	The Etiquette of Good Managers	The EQTD's Becoming High Performing Managers – The Etiquette of Good Managers is tailored for individuals in, or working towards management roles. It teaches participants to take a proactive approach to re-learning the fundamentals of managing people.	• 24-25 February 2015 • 24-25 November 2015	18 17
	Empowerment of Black-Belt Team	Empowerment of The Black-Belt Team aims to create 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 individuals to discover and change themselves first before changing others.	• 1-2 April 2015	19
	The Way of the Black-Belt Team	The Way Of The Black-Belt Team aims to create a work culture that values collaboration. In a team-power environment, people understand and believe that thinking, planning, decisions and actions are better when done cooperatively. People believe that team-power lies in their ability to move from point X to point Y in the fastest time possible with quality.	• 10-11 June 2015	20
	Managing Employees		• 19-20 May 2015 • 19-20 August 2015	18 18
Senior Management Development Programme (SMDP)	18 <sup>th</sup> ASEAN Senior Management Development Programme (Harvard Business School Alumni)	This is viewed as part of the leadership development and succession planning for senior management. The programme aims to develop professional relationships with a diverse range of participants from Malaysia and the region. In a highly collaborative environment, the programme provides a real advantage in today's challenging market conditions.	• 2-16 August 2015	2
	Iclif – LESA (Leadership Energy Summit Asia)	Iclif's Leadership Energy Summit Asia (LESA) challenges almost every conventional notion of how to make your life and your legacy more powerful and fulfilling. It showcases our unique perspective on leadership. Participants listened to courageous leaders who have harnessed their leadership energy to succeed despite the odds. This inspirational leadership summit helped participants discover their personal leadership energy.	• 1 – 2 December 2015	2
	One-to-one Coaching	One-to-one coaching is provided to newly-promoted general managers, senior general managers and department heads whose departments had low engagement levels in the recent employee engagement survey.	• Ongoing	14



Social: Labour Practices and Decent Work

Health and Safety at Work

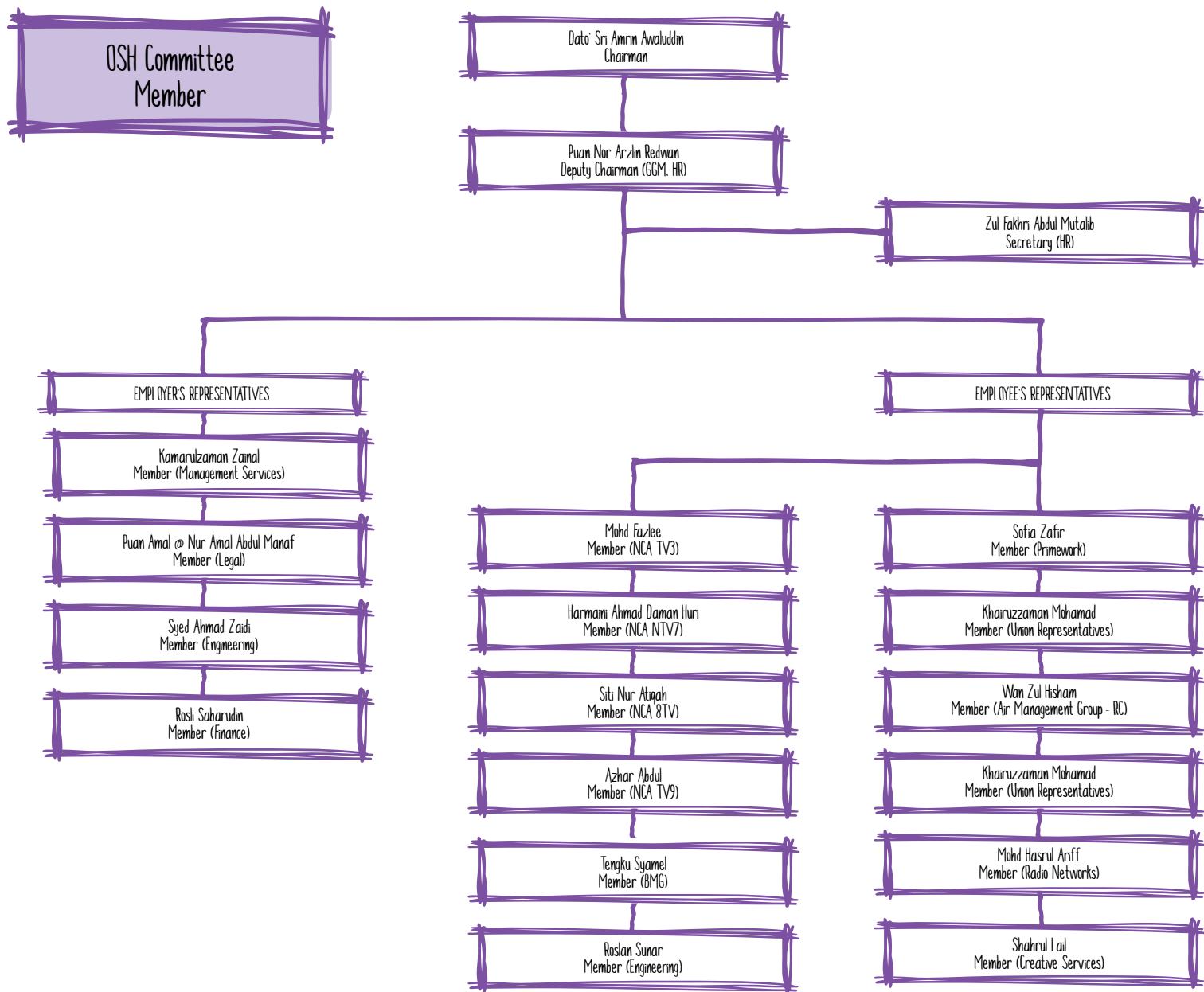
(G4-DMA, G4-LA5, G4-LA6, G4-LA8)

We are dedicated to providing a safe and healthy work environment for all our employees, contractors and business partners. We maintain a fully integrated Health, Safety and Environmental (HSE) management system and a number of related procedures. We have adopted various health and safety measures relevant to the media industry.

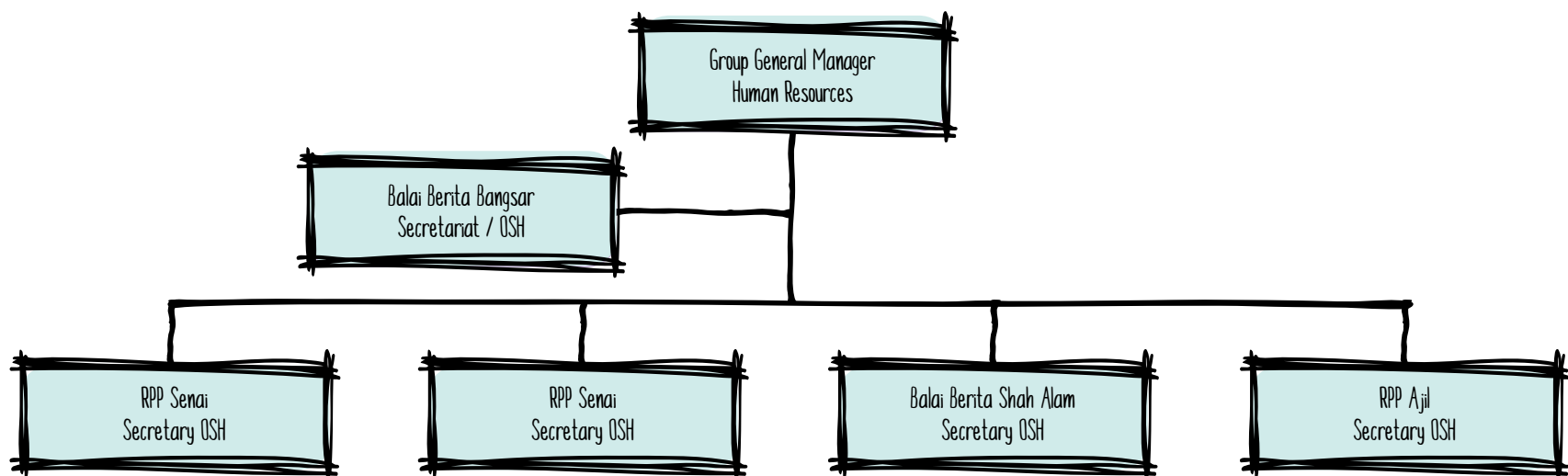
Safety and Health Committees

Media Prima's safety and health committee comprises 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.

Occupational Safety and Health Structure at Sri Pentas



Occupational Safety and Health Structure at Balai Berita



Each employee representative acts on behalf of their respective departments, communicating departmental OSH issues to the main committee. Employee representatives also perform in-house workplace inspections and are involved in OSH programmes. The OSH committee at Sri Pentas is represented by 0.01% of the total workforce at this site while Balai Berita OSH Committee is represented by 0.05%. The committee proposes action to be taken in the event of an incident or accident, based on established Standard Operating Procedures (SOP) of the Group.

### Breakdown of Safety and Health Committees

Location	Chairman	Secretary	Members	
			Management Representatives	Employee Representatives
Sri Pentas	1	1	4	12
Shah Alam	1	1	7	9
Prai	1	1	9	7
Senai	1	2	5	5
Ajil	1	1	7	8
Bangsar	1	2	8	7

### Health and Safety Training

We are committed to providing a safe and conducive work environment. Safety and health training is provided and we insist on strict adherence to safety rules and procedures.

There was only one training programme conducted at Sri Pentas in 2015. The CIDB Green Card training was held on 17 August 2015. All other safety training for Sri Pentas employees was held at our printing plants. This was due to major renovation work being performed on the Sri Pentas building.

### Safety and Health Training Courses Delivered in 2015 at Balai Berita

Training Date (2015)	Course	Venue	No. of participants
18 February	OSH Efficiency Safety and Health Committee	Balai Berita Bangsar	25
23-24 February	Basic occupational first aid, CPR and AED	Balai Berita Senai	20
25 February	Basic fire fighting	Balai Berita Senai	20
26 February	Emergency response plan and preparedness training course	Balai Berita Senai	20
30-31 March	Understanding and documenting ISO 50001 EnMS	Grand Dorsett Kuala Lumpur	2
31 March	OSHA 1994	Balai Berita Bangsar	30
2 April	Seminar on the management of wastes and compliance with environmental certificates	SACC	3
6-7 April	Basic occupational first aid, CPR and AED	Balai Berita Shah Alam	17
8 April	Basic fire fighting	Balai Berita Shah Alam	17
9 April	Emergency response plan and preparedness training course	Balai Berita Shah Alam	17
11-12 May	Basic occupational first aid, CPR and AED	Balai Berita Ajil	16
13 May	Basic fire fighting	Balai Berita Ajil	16
14 May	Emergency response plan and preparedness training course	Balai Berita Ajil	16
20 May	Seminar pengenalan system eSWIS	Balai Berita Ajil	2
25-26 May	Majlis pelancaran pengurusan buangan terjadual	A-Famosa Melaka	2
25-26 May	Basic occupational first aid, CPR and AED	Balai Berita Prai	26
27 May	Basic fire fighting	Balai Berita Prai	26
28 May	Emergency response plan and preparedness training course	Balai Berita Prai	26
15-16 June	Quality environment management system	Hilton Petaling Jaya	5
3-4 Aug	Basic occupational first aid, CPR and AED	Balai Berita Senai	26
5 Aug	Basic fire fighting	Balai Berita Senai	26
6 Aug	Emergency response plan and preparedness training course	Balai Berita Senai	26
17-18 Aug	Basic occupational first aid, CPR and AED	Balai Berita Shah Alam	15
19 Aug	Basic fire fighting	Balai Berita Shah Alam	15
20 Aug	Emergency response plan and preparedness training course	Balai Berita Shah Alam	15
2 Sept	Seminar peraturan Kualiti Alam sekeliling	Concorde Shah Alam	2
22-23 September	OSH first aid & CPR	Balai Berita Bangsar	17
29-30 Sept	Scheduled waste management (general and toxic waste)	E-City Hotel Subang	1
24 Nov	Safe handling of hazardous chemicals in compliance with USECHH Regulation 2000	Balai Berita Ajil	19

### Media Prima OSH Statistics

OSH Indicator	2013	2014	2015
Injury rate (IR) for total workforce	1.9	1.4	1.7
Occupational diseases rate (ODR) for total workforce	0	0	0
Lost day for total workforce	242	136	160
Absentee rate (AR) for total workforce	0	0	0
Absolute number of fatalities for total workforce	0	0	0

Employees are trained to work safely and are required to sign a safety pledge that affirms their commitment to safety. The pledge obligates them to watch out for each other while following all safety policies and procedures. They must challenge and report unsafe working conditions and never take shortcuts at the expense of safety.

We are committed to an accident-free workplace and expect that to be the case every day for everyone who works for us.

Accidents do not just happen; they are caused by actions and circumstances that we can prevent. We use every safety incident and near-miss as an opportunity to improve our performance and reach a goal of zero accidents.

Our reputation as an industry leader hinges on our safety record. A culture of safety enriches the lives of our employees. It increases productivity, decreases costs and improves efficiency.

### Employees' Responsibilities

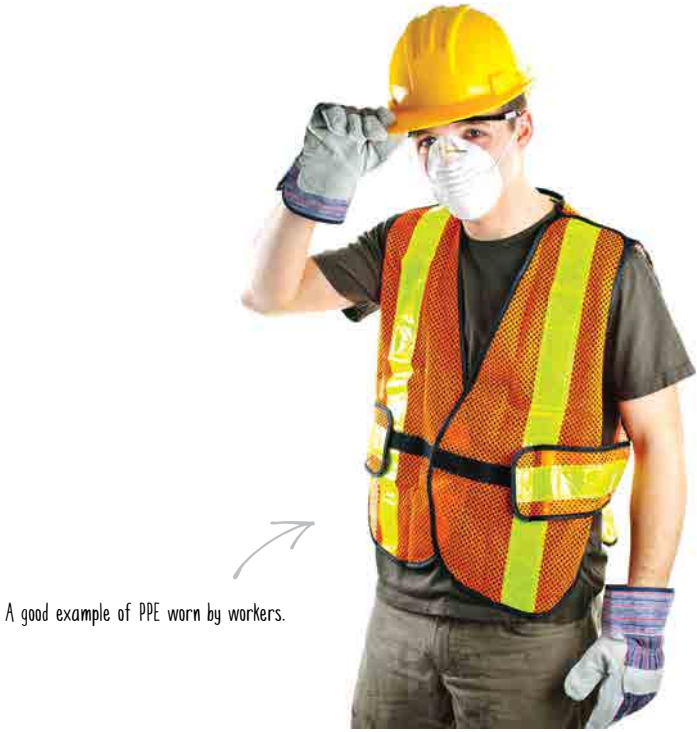
At Media Prima, safety is our number one priority and we have a strong tradition of safety at work. We also encourage our employees to adopt this mindset beyond the workplace and into their homes and communities.



Social: Labour Practices and Decent Work

Personal Protective Equipment (PPE)

We provide employees with appropriate equipment to support management in carrying out its safety 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, a face mask, safety glasses, gloves and welding shields especially when conducting maintenance work on the printing machine.



A good example of PPE worn by workers.

Noise Monitoring

Measuring noise levels and workers’ noise exposure is the most important part of a workplace hearing conservation and noise control programme. It helps identify work locations where there are noise problems, employees who may be affected, and where additional noise measurements need to be made.

NSTP monitors the noise at all printing plants to ensure noise levels are within the guidelines. The control room background noise was between 73.0 and 74.1 dB (A)).

NSTP Noise Monitoring Results

Monitoring Area	Type of Noise	Plant / Noise Level dB(A)			
		Ajil	Shah Alam	Senai	Prai
AHU Room	Steady Continuous	61.6 – 62.5	66.7 – 72.8	N/A	87
Air Compressor	Steady Continuous	88.0 – 92.3	84.6 – 94.2	91.6 - 94	84.2 – 86.7
Chiller Room	Steady Continuous	87.9 – 92.6	79.8 – 82.2	79.8 – 82.2	84.6 – 89.7
Gen-Set	Steady Continuous	N/A	102.3 – 107	N/A	N/A
Ink Room	Impulsive	79.6 – 102.3	N/A	N/A	N/A
Mailroom	Steady Continuous	86.0 – 87.0	77 – 89.5	82 - 86	78 - 86
Press Area	Steady Continuous	98.2 – 108.0	N/A	N/A	N/A
Printing Press	Steady Continuous	N/A	93 – 106	93 – 105	93 – 105
Reel Stand Area	Steady Continuous	90.5 – 91.6	86.1 – 91.4	81 - 88	85.3 – 92.7
Switch Gear (HTLV)	Steady Continuous	83.2 – 83.5	N/A	N/A	N/A
WWTP	Steady Continuous	83.6 – 84.1	78.7 – 81.3	N/A	N/A

- Note
- Control Room Background Noise between 73.0 – 74.1 dB (A))
  - Noise Limit under Factories and Machinery Regulations 1989 (Noise Exposure).
    - For 8 hours:
      - PEL : 90dB (A)
      - Action Level : 85dB (A)
      - Max Level : 115dB (A)
      - Peak Level : 140 dB
      - Noise Dose : 50%

Safety Measures for Suppliers and Subcontractors

We have introduced an OHSAS Steering Committee led by the OHSAS-MR or a designee. This committee introduces processes that obtain and review contractor method statements. We furnish all contractors with relevant information and documents to ensure they comply with our OSH Management System. Every contractor must submit a completed contractor method statement that clearly outlines the initiating activity. Contractors prepare a method statement which outlines the work to be undertaken and proposals for minimising and managing OSH hazards and risks. The method statement includes an assessment of OSH issues associated with specified work activities.

Our OOH unit, led by Big Tree Outdoor Sdn Bhd (BTO) minimises risks associated with employees and contractors working at heights. The primary risks in this type of work are persons or objects falling when installing billboards. We provide safe access to all work areas.

BTO takes several precautionary measures before allowing employees or contractors to work at height including:

- Assessing environment and weather conditions
- Organising fall prevention equipment
- Protecting public by providing safe access and egress
- Allowing clearances from overhead power lines
- Providing Personal Protective Equipment (PPE)
- Manual handling
- Means of rescuing persons from safety harnesses following arrested falls
- Protecting portable electric tools by having them tagged and tested

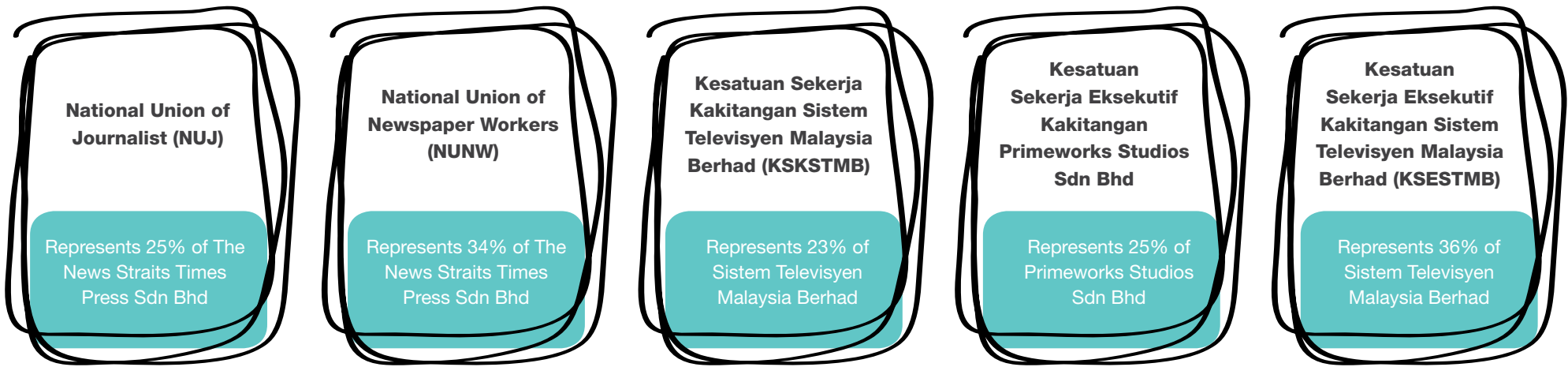
We use several types of equipment to minimise risks including scaffolding, fixed and mobile work platforms, ladders, safety harnesses, fall arrestors, hard hats, toe boards and waist-high barriers. We also give additional protection to those working along highways. PPE provided for maintenance work in highway areas includes a safety helmet, eye glasses or goggles, a safety vest, gloves and safety boots. We develop a proper traffic management plan for closing highway lanes as concessionaires recommend. This avoids hazards to road users and contractors.

# SOCIAL: HUMAN RIGHTS

## Collective Agreement & Freedom of Association (G4-11)

We work closely with the unions and their employees. It is important that they exercise their right to be informed, monitor and be included in the decision making process. This helps protect their rights and interests while providing a greater sense of work ownership. We encourage transparency and openness in the workplace. Three union groups represent and bargain on behalf of workers at NSTP.

### Three Union Group Representing Employees' Interests



The three main areas covered in the collective bargaining agreement are General Provision; Employer – Union Relationship; and Provisions & Employment Terms.

The established provisions in the Collective Agreement clearly show our willingness to cooperate with the unions on any arising employment issues. We recognise the unions as the principal bodies for negotiating the following matters on behalf of its members:

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

The unions also have one representative on the Occupational and Safety Health Committee to ensure employees' safety at work is always prioritised.

## Human Rights for All (G4-DMA, G4-HR1, G4-HR2, G4-HR3, G4-HR4, G4-HR5, G4-HR6, G4-HR8, G4-HR9)

We are committed to conducting our business in a manner that respects the rights and dignity of all employees. This extends to other stakeholders such as supply chain personnel and local communities. The government has a principal responsibility to protect human rights of all citizens. However, our business operations may potentially affect the human rights of individuals. In all of our businesses, we:



Blood donation drives are organised to encourage Media Prima staff to be charitable.

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

All people should be treated with dignity and respect and we are committed to conducting business in a manner consistent with this principle. We comply with all applicable employment and human rights regulations wherever operations are based. Our suppliers are expected to do the same. Our human rights policy is summarised in our Code of Conduct. All associates review and receive annual awareness briefings on this code.

We comply with the Children and Young Persons (Employment) Act 1966. Our policy for employing young talents for programmes states that children below the age of 18 must be accompanied by their parents when performing their roles.

We are pleased to report that there have been no incidents of discrimination or risk to freedom of association and collective bargaining. There were also no incidents or 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.



# SOCIAL: SOCIETY

At Media Prima, we recognise that our organisation can have a considerable impact on society and local communities. We are structured to help our communities and maximise the impact of support programmes. We are also mindful of negative societal problems, such as corruption and anti competitive behaviour, and have introduced initiatives to minimise their effects.



Under the PINTAR programme, Media Prima has opted to adopt Sekolah Kebangsaan Cherating, Kuantan, Pahang.

## Media Prima (G4-DMA)

### Promoting Intelligence, Nurturing Talent & Advocating Responsibility (PINTAR) (G4-EC8)

Launched on 17 December 2006 by the Malaysian Government, the PINTAR programme later established the PINTAR school adoption plan in 2008 with an objective of increasing the motivation level and success of students from underperforming schools through education.

Media Prima took the initiative to participate in the PINTAR Foundation school adoption programme by adopting the Sekolah Kebangsaan Cherating ("SK Cherating"), Kuantan, Pahang for three years from 2012 to 2014. In 2014, we opted to continue our sponsorship of this school for another three years from 2015 to 2017.

SK Cherating was officially opened in 1952. The school has 782 pupils: 413 boys and 369 girls. The pupils consist of 724 Malays, 47 Bumiputera and 11 Burmese immigrants. The pupils' parents either work in local hotels or run small businesses selling local products. The average household income is RM1,000. The school has 51 teachers: 23 men and 28 women.

Media Prima is committed to sponsoring SK Cherating in a number of ways to improve its academic performance, especially for Year 5 students who were in the midst of preparing to sit for their Ujian Penilaian Sekolah Rendah (UPSR) examinations. In 2015, our management approved the following activities:

#### Tuition classes for Year 5 pupils:

We sponsored tuition classes for all 126 Year 5 pupils which were held four times weekly throughout the school year up to the UPSR examinations. This helps ease the burden of parents and assisted teachers in helping pupils who are especially challenged at mastering their studies.

#### Motivational talks:

We did not stop at rendering educational assistance alone. We also tried to ensure that preparation for the UPSR examinations included mental and emotional readiness, not just amongst the children but also in their parents and teachers by providing the necessary support. Three motivational talk sessions were held from January to September 2015 that catered to each category of audience – students, teachers and parents. The last session also included a special prayer session attended by everyone involved.

### Collaborations Undertaken in Aid of Disaster Victims

Media Prima regularly collaborates with other external parties as a way to give back to society, improve lives and assist communities facing hardship caused by natural disasters.

To undertake disaster relief efforts, one of the Group's most reliable partners is the Ministry of Defence Malaysia (MINDEF). Under their Program Jiwa Murni, MINDEF provided the manpower and technical expertise while Media Prima contributed the necessary funds required for the mission.

During the big floods in early 2015, our collaboration with MINDEF included flood relief missions to distribute food supplies and basic necessities to 70 relief centres around the country. It also included related preparatory works in other areas that were expecting heavy rain.

In August 2015, Media Prima again collaborated with MINDEF, this time to provide immediate disaster relief and post disaster rebuilding efforts to victims of the Sabah earthquake in Ranau, Sabah. An initial amount totalling RM300,000 from the Tabung Bencana NSTP-Media Prima was used to purchase 2,000 survival kits containing hand sanitizer, soap, shampoo, diapers and basic medication.

A further RM200,000 was used to fund repair works of 12 houses that were damaged by the earthquake. All houses were completed on time, apart from one which could not be repaired since the surrounding land was deemed unstable.

MINDEF also deployed relief items to victims in disaster areas that were inaccessible to the general public. Our Briged Sukarelawan Media Prima-NSTP contributed basic food and necessities within several days of the incident to 250 malims (porters) and their families.

Universiti Kebangsaan Malaysia (UKM) was another partner which we collaborated in 2015. During the big floods in early 2015, UKM provided medical relief and undertook disease prevention initiatives in the areas affected. This was critical as water-borne diseases are a common occurrence after floods of this magnitude.

A total of RM200,000 was used from the Tabung Bencana NSTP-Media Prima to fund the construction of static clinics. This enabled UKM volunteers to administer medical treatment to victims and provide vaccination for cholera, typhoid, diarrhoea, leptospirosis and skin disease to food handlers.

Media Prima also worked with UKM to raise awareness of disease prevention and the importance of maintaining proper hygiene. The Group's volunteer brigade, the Briged Sukarelawan Media Prima-NSTP also participated in health-related missions with the UKM volunteers.



Under the Program Jiwa Murni, MINDEF provided the manpower and technical expertise while Media Prima contributed the necessary funds required for the mission.



The Tabung Bencana NSTP – Media Prima was first established on 1 October 2009 to assist earthquake victims in Padang, Sumatra. Since then, the fund has led relief efforts for victims of natural disasters and other national and international humanitarian crises. Leveraging on the strength of Media Prima's integrated media platform, the Group is able to raise awareness effectively. It can also attract donations from members of the public and other corporate citizens to help the victims. Media Prima allocates a significant amount of airtime and space on television, radio, print, out-of-home media and online for this purpose. All proceeds are used to fund relief and rebuilding efforts in areas where natural disasters occur. To date, proceeds from the funds have been utilised for flood and natural disaster relief missions, bringing food and daily necessities to victims in the affected areas.

**Projek Jiwa Murni Helps Earthquake Victims in Sabah**

In August 2015, Media Prima worked with the Malaysian Armed Forces (ATM) to repair homes damaged by the recent earthquake in Sabah. This is the first time our organisations have collaborated to provide relief and post-disaster rebuilding efforts to victims of natural disasters.

Twelve houses damaged by the earthquake were identified. RM200,000 was collected from public donations through the Tabung Bencana NSTP – Media Prima to fund the repairs. ATM provided manpower and technical expertise such as medical for immediate disaster relief and engineering for post rebuilding. ATM also deployed relief items to victims in disaster areas that were inaccessible to the general public.

During the aftermath of the Sabah earthquake, Media Prima visited several affected areas through its Briged Sukarelawan Media Prima-NSTP. We contributed basic food and necessities within several days of the incident to 250 malims and their families.

**Media Prima Collaborates With Universiti Kebangsaan Malaysia to Provide Medical Relief and Undertake Disease Prevention Initiatives**

In January 2015, Media Prima began collaborating with University Kebangsaan Malaysia (UKM) on flood relief efforts to provide medical relief to the affected states. We worked to prevent diseases spreading, which was critical as water-borne diseases are common after floods of this magnitude.

Initially, we gave RM200,000 from the Tabung Bencana NSTP – Media Prima. These funds allowed UKM to conduct programmes that improved the health and wellbeing of flood victims. The programmes focused on preventing water-borne diseases such as cholera, typhoid, leptospirosis, diarrhoea and skin disease. The money was used to establish static clinics that administered medical treatment to victims as well as cholera, typhoid and leptospirosis vaccinations to food handlers.

Media Prima, through its integrated media platforms, also works with UKM to raise awareness of disease prevention and the importance of maintaining proper hygiene. The Group's volunteers brigade, Briged Sukarelawan Media Prima – NSTP, also participated in health-related relief missions with UKM volunteers.

**New Straits Times (NST)**

**THE NEW STRAITS TIMES IN EDUCATION (NIE)**

The Origin

The Newspaper In Education (NIE) concept was introduced to the world in the 1930s by the New York Times. However, the idea of using newspapers in the classroom, to further civic awareness among students who would be future citizens, was mooted in the late 18th century in Maine, USA.

Since then, over 700 newspaper publishers around the world have supported the concept under the World Association of Newspapers (WAN). Their own NIE programmes improve the lives of young readers in each of their respective countries.

The NIE programme was introduced by the New Straits Times in 1985. The programme aimed to champion the Education Ministry's goal of improving English language teaching and learning through nationwide workshops and printed education supplements.

NST's NIE programme

NST's Newspaper-In-Education (NIE) programme constantly evolves to keep abreast of the government's nation-building and manpower development goals. The projects have been varied although all have focused on improving English language learning.

**Chronology of the NIE Programme**

**In the 1990s**

- The focus was on teacher training and developing English language teaching

**In 2000**


- The NST programme was established to prepare students and teachers for changes after the Ministry included literature in the secondary school English syllabus

**In 2003**

- The NIE programme complemented Ministry efforts after announcing Maths and Science was to be taught in English

**Today**

- NIE supports all the elements stipulated in the National Blueprint for Education to create independent learners who are well-equipped to face the challenges of modern Malaysia



NIE has conducted various educational activities since it was established in 2000. In 2015, NIE programmes consisted of ground activities, print engagement and online presence.

**Ground Activities**

i. School Holiday Programmes

The School Holiday Programmes are workshops that encourage students to participate in the NIE experience outside of school. They are delivered during school holidays annually and are fee-based. The programmes are advertised in the New Straits Times and on the NIE online site, NiEXUS.

The varied school holiday workshops' content is linked to syllabus requirements and caters for students aged five to 17 years. Although the primary objective is improving spoken and written English, the presentation is creatively varied.

**School Holiday Programmes' Varied Presentation**

Young Entrepreneurs	Deejaying	Creative Thinking	Creative Writing	Speaking With Confidence
Photojournalism	Young Reporters	Freshman Publisher	Art of Newscasting	Language Through Art, Craft & Music
Debate Techniques	Young Research Scientists	Creative Expression	Creative Problem Solving	Leadership

Over 70% of these students come from homes that do not read or subscribe to newspapers. We reach out to at least 2,000 students each year through this programme. In 2015, we organised 36 school holiday workshops covering Junior Entrepreneurs, Creative Expressions, Creative Writing, Public Speaking, Creative Science, Young Reporters, UPSR English, PT3 English, Maths & Science, Young Champ Boot Camp, Survival Skills Camp, Vex Robotics, Creative Expressions, Thinking Mathematics, Muet, Young Innovative and Junior Engineering.

ii. Sponsored Workshops

In 2015, the NIE unit worked with the Perdana Leadership Foundation to organise four creative writing workshops at different nationwide locations. The workshops polished students writing skills so they could enter the Perdana Leadership Foundation 2015 Writing and Photo Essay. We had 280 students attending the workshop in total.

**Print Engagement**

i. Journalism On Campus

Launched in October 2010, Journalism On Campus (JOC) is a monthly pullout produced by university students. The NIE Unit coordinates the production of this campus newspaper with the Institusi Pengajian Tinggi Awam (IPTAs) and the NST. Universiti Putra Malaysia and Universiti Malaya were involved in this programme in 2015.

The 24-page monthly newspaper is published for interested tertiary institutions. Students contribute 75% of the campus news content. The individual campus newspaper is run as a business entity. Students manage the gathering, production and advertisement sales processes with help from university advisors and NST Mentors.

The final issues of Journalism On Campus were printed and distributed to two universities: University Putra Malaysia and the University of Malaya. In total, 20,000 copies of campus newspapers bundled with copies of the NST were delivered to these universities.



## Social: Society

### Online Presence

#### i. NIEXTER Online

NIEXTER Online currently runs a 12-page edutainment magazine featuring teen lifestyle content. It is written by teens for teens and targets seven to 17-year old children. Niexter is coordinated by the NIE unit that manages the teen editorial teams. Niexter Online is available every two weeks and can be accessed at <http://niexter.nst.com.my>. In 2015, we had 525 writers for this programme with 76 of them being active.

### Flood Relief Mission To Maran, Pahang

On January 8, 2015, 10 members of Briged Sukarelawan MPB-NSTP took part in a flood relief mission to help 297 families of flood victims at six temporary relief centres in the district of Maran, Pahang.

Basic groceries such as rice, sugar, flour, cooking oil, instant noodles, and cleaning equipment worth of RM200 per family, were handed over to the victims.

Items were purchased from Tesco Malaysia using Tabung Bencana NSTP-Media Prima funds. Tesco also paid half of these costs.

### Relief Centres and Recipients



### Post-Flood Gotong-Royong Programme in Temerloh, Pahang

On 17 January 2015, Kelab Sukan & Rekreasi NSTP organised a one-day *gotong-royong* programme at Sekolah Rendah Agama At-Taqwa, Temerloh, Pahang. All religious school buildings and the compound were submerged during the extensive flooding at the end of December 2014.

45 Kelab Sukan & Rekreasi NSTP members volunteered to clean the prayer room. They also repainted the classrooms and canteen.

The programme's operating costs comprised transportation, refreshments, painting and cleaning equipment. These costs were funded by Briged Sukarelawan Media Prima - NSTP. AEON donated 100 copies of Al-Quran, 30 wall fans, 10 stand fans, 40 wall clocks, 30 Rehals and three bookshelves to this good cause.

### Donation of Refurbished Computers

On 6 February 2015, NSTP gave 10 refurbished personal computers to Sekolah Kebangsaan (LKTP) Jengka 6, Pahang. The school had previously requested these computers as the existing IT infrastructure did not cater for its 225 students effectively.

The computers were handed over to the school headmistress by Media Prima's Chief Technology Officer, Zuraidah Atan.

### Chinese New Year Festive Visit to Assunta Hospital

In conjunction with the Chinese New Year celebrations, NSTP visited Assunta Hospital's paediatric ward on 2 February 2015.

10 NSTP employees from various departments volunteered for this programme. Each brought gifts, red packets and birthday cakes for the children. A clown entertained the children and their guardians with a magic show.



NSTP donated computers to SK Bukit Lanjan.



Flood relief mission to Maran by the Briged Sukarelawan Media Prima-NSTP.

### NST Outreach

NST introduced its own CSR programme, NST Outreach, in 2014. Programmes are tailored to the main objective of NST's brand which is to provide assistance in improving English education. Sekolah Kebangsaan Bukit Lanjan in Damansara Perdana was adopted under this programme, being the only school categorised as an *Orang Asli* school. In 2015, we conducted four projects with the school, which are summarised below:

#### Computer Donations

We continued our CSR programme by adopting an *Orang Asli* school, SK Bukit Lanjan, in Damansara Perdana.

On 2 July 2015, we donated 12 refurbished computers to increase the capacity of the computer lab. The computers may be used by the school's students and members of the surrounding *Orang Asli* community who wish to learn basic IT skills.

Ten volunteers from various departments within NST helped to install the computers. They demonstrated basic computer skills and conducted a fun quiz. The volunteers displayed informative IT posters around the lab.

#### Sponsoring UPSR Students

NST also sponsored 12 Year 6 students' participation in 'Klinik UPSR BH Didik 2015' at SK Bukit Lanjan, Damansara Perdana on 8 and 9 August 2015.

The BH Education Unit held the two-day seminar to help students pass their UPSR examinations at Balai Berita Bangsar.

NST paid their registration fees, arranged transportation and prepared stationery for the 12 students.

#### Educational Visit to the Printing Plant

On 12 October 2015, we hosted 39 students and five teachers from SK Bukit Lanjan, Damansara Perdana at Balai Berita Shah Alam. We exposed young people to the world of printing during this visit. We hope they will appreciate the process involved in print media. Students learned about newspaper printing processes and technologies as well as possible career opportunities within a media company.

Creative Expression Workshop

NST delivered a creative expression workshop at SK Bukit Lanjan, Damansara Perdana on 7 November. 40 students aged between 10 and 12 years attended the workshop. The students learned English, played educational games and experienced creative arts led by NST NIE’s facilitator and volunteers.

Flood Relief Mission To Membakut, Sabah

On 8 February 2015, The New Straits Times organised a relief mission via its NST Outreach programme. The mission helped 500 families of flood victims in Membakut.

We delivered rice, cooking oil and detergent worth RM27,500 to the Membakut District Office. These supplies had been purchased from a Giant Hypermarket with Tabung Bencana NSTP-Media Prima funds.

We also gave RM5,000 in cash to each of the seven mosques and two churches that had been damaged by the floods.

Two volunteers from NSTP KL, four from NSTP Sabah and 20 members of Kota Kinabalu Sharks Rugby Club and MMA Martial Art Club were involved in this mission.

INSTITUTIONS	AMOUNT
Masjid Jamek Kampung Brunei, Membakut	RM5,000
Masjid Nurul Iman, Pekan Membakut	RM5,000
Masjid Assaadah, Kampung Pimping, Membakut	RM5,000
Masjid Nurul Karim, Kampung Mawao, Membakut	RM5,000
Masjid Nur Ehsan, Kampung Lumat, Membakut	RM5,000
Masjid Kampung Bambangan, Membakut	RM5,000
Masjid Al-Huda Kampung Rancangan Mawao, Membakut	RM5,000
Gereja Kristus Raja (RKD) Tahak, Dungau, Piasau, Kampung Dungau, Membakut	RM5,000
MPP St. Patrick, Membakut	RM5,000
Total	RM45,000

Briged Sukarelawan Media Prima – NSTP

Medical Outreach Programme

Briged Sukarelawan Media Prima-NSTP and the National Heart Institute (IJN) jointly organised a two-day medical outreach programme in Kuala Terengganu, Terengganu and Pulau, Johor.

Medical Outreach Programme Venues and Dates

6 June 2015	7 June 2015	28 November 2015	29 November 2015
Balai Raya Kampung Paloh Sungai Kiat. Kuala Terengganu	Che Kundur Activity Centre in Lorong Haji Da. Kuala Terengganu	Dewan Jawatankuasa Penduduk Mukim Taman Bukit Kempas	Masjid Jamek Engku Muhammad. Skudai Kiri. Tampoi

During the June events, 10 brigade volunteers were joined by 10 volunteers from Balai Berita Ajil; IJN’s 40 volunteers were led by Cardiology Consultant, Datuk Dr Mohd Nasir Muda. Our local partner, UMNO Kuala Terengganu, provided on-ground support and manpower.

The November events comprised 20 volunteers from the brigade and Balai Berita Senai. 50 IJN volunteers included heart specialists, medical officers, paediatricians and nurses.

Basic medical examinations were provided for both adults and children. Screening and consultation advice were also given for heart-related problems. A colouring contest and aerobic exercise were also held for kids and early visitors.

Approximately 1,000 villagers visited both community centres for medical examinations.

Gotong-royong Bubur Lambuk

Briged Sukarelawan Media Prima-NSTP, Adabi Consumer Industries Sdn Bhd and Felda Trading organised a *gotong-royong* to cook *bubur lambuk* during the month of Ramadan.

30 volunteers prepared *bubur lambuk* in five large pots during the event, which was held on 7 July 2015 at Balai Berita Bangsar.

Over 2,000 plastic containers of *bubur lambuk* were packed and distributed to all NSTP and Media Prima staff located at Balai Berita Bangsar, Balai Berita Shah Alam and Sri Pentas.



BH Education Unit frequently holds seminars and workshops to help school children face their examinations.

Berita Harian

BH EDUCATION UNIT

The BH Education Unit was first established in 1985 as the Akhbar Dalam Darjah Unit. In 1989, it became BH Education Unit and its roles were broadened.

BH was the first Malaysian newspaper to introduce the Akhbar Dalam Darjah concept. The BH Education Unit publishes education pullouts and conducts various educational activities such as Akhbar Dalam Darjah workshops, other workshops and seminars. The BH Education Unit conducts programmes through ground activities, print and online engagement.

Akhbar Dalam Darjah

Akhbar Dalam Darjah (ADD) workshops encourage school teachers to use newspapers in classroom teaching. They form part of BH’s CSR programme to make learning more effective and interesting.

In 2015, the ADD workshops were organised with the support of the Education Department in Pulau Pinang, Kelantan, Perak and Kedah. At least 1,000 people have attended these workshops.

Seminar Bimbingan Peperiksaan BH

The BH Examination Training Guidance Seminars commenced in 1996 with Klinik UPSR, followed by PMR seminars and SPM seminars. All received tremendous public support.

In 2015, the BH Education Unit continued to deliver 224 examination seminars that helped 54,000 students excel in UPSR, PT3 and SPM examinations. This programme is now held every weekend around the country. Students are introduced to precise and effective techniques to answer examination questions. The seminar facilitators are teachers with vast experience of teaching, preparing examination questions and marking examination papers.

Jelajah Rakan Sekolah BH

BH School Tour Partners commenced in 2014. It publishes Minda and Skor pullouts to encourage students to become involved in writing through photography and journalism workshops. We hope this programme develops students’ interest in journalism. The event was organised in collaboration with Tabung Haji and mainly secondary school students took part.

The programme’s objective is also to promote TaHa Club in secondary schools and establish photography and journalism clubs. Between June and September 2015, this programme touched 2,200 students from 11 secondary schools nationwide. It also developed students’ interest in writing novels, short stories and poems.

Jelajah Sekolah Eco Tupperware

In November 2015, BH organised college eco-tours with Tupperware, involving 2,000 students from 10 primary schools nationwide. First held in 2014, the programme introduces environmental conservation methods to the students. The students were encouraged to practice the 5R concept: refuse, reduce, repair, reuse and recycle.

Kem Jom Solat

Kem Jom Solat was organised for primary and secondary school students who wanted to improve their prayers during school holidays. The two-day programme was free as it was fully sponsored by the Tabung Haji. It was held in three locations nationwide and involved 450 primary and secondary students.



Social: Society

Smart English Camp

BH collaborated with Tabung Haji in organising the Smart English Camp. The camp aimed to improve the English proficiency of the students. The programme is fully sponsored by BH and Tabung Haji and has touched 900 students across six locations nationwide.

Anugerah Pelajar Cemerlang

These awards recognise the hard work of secondary and primary school students who have excelled in their studies after attending all BH's educational workshops and seminars in 2015. The award presentation ceremony was held on 4 June 2015. Seven awards were given for each category of UPSR, PT3 and SPM. Each winner received a certificate, trophy and cash reward.

Gotong-royong Suara Komuniti BH

This programme was first held in 2013 to publicise the role of Suara Komuniti BH. This section of BH highlights issues and problems faced by the local community. BH volunteers took part in community activities.

Gotong-Royong Suara Komuniti BH was held on 23 May 2015 to clean and paint Balai Raya and Balai Hidang in Kampung Gintong, Jerantut, Pahang. Both community centres were badly damaged by the extensive floods in December 2014.

A total of RM26,380.00 was allocated from Tabung Bencana NSTP-Media Prima to repair these halls. 40 Briged Sukarelawan Media Prima-NSTP volunteers were involved in this mission. Jotun Paint gave paint worth RM5,000 to this project.

Balai Raya and Balai Hidang Kampung Gintong, Jerantut, Pahang

- Replacing the ceiling in both halls
- Rewiring and replacing both lights and ceiling fans
- Replacing wooden doors
- Donating plastic chairs, buffet tables and filling cabinets
- Repainting interior and exterior walls

On 9 November 2015, a second *gotong-royong* event was held to clean and refurbish Surau Al-Hijrah, Kampung Bakar Batu, Perling, Johor. Kampung Bakar Batu is a small traditional fishing village with 123 families, across from the Danga Bay development. 15 Briged Sukarelawan Media Prima-NSTP volunteers, five Balai Berita Senai volunteers and local villagers took part in this half-day programme. Jotun Paint sponsored paint worth of RM2,000 for this project.

Semarak Ramadan BH

In 2009, BH introduced the Semarak Ramadan programme in all states to give back to society during the holy month of Ramadan. BH helps ease the financial burden of underprivileged and needy members of society during the fasting month, in preparation for Hari Raya Aidilfitri.

BH also helped local mosques and *suraus* organise religious activities and improve facilities. In addition to *gotong-royong*, the volunteers prepared dishes for breaking fast with the local community. BH distributed copies of its newspaper and goodie bags to nearby 'Bazaar Ramadan'. BH and NSTP volunteers supported this good cause.

Date	Venue	Activities
27 June 2015	Masjid Al Huda, Felda Air Tawar 3, Kota Tinggi, Johor	<ul style="list-style-type: none"><li>• <i>Qiamullail</i> and <i>sahur</i> involving 30 students of Madrasah Tahfiz Al-Jauhar Kampung Lukut and 24 UPSR candidates from Sekolah Kebangsaan Muzafar Shah.</li><li>• <i>Gotong-royong</i> cooking for breaking fast and <i>bubur lambuk</i>.</li><li>• Distribution of BH aprons, goody bags and <i>bubur lambuk</i> to traders and local people at Bazar Ramadan.</li><li>• Bank Islam was the main sponsor</li></ul>
5 July 2015	Masjid Rahmat, Kampung Felda Lembah Klau, Raub, Pahang.	<ul style="list-style-type: none"><li>• Distribution of souvenirs to the visitors and aprons to sellers at 'Bazar Ramadan'.</li><li>• <i>Gotong-royong</i> with the villagers to prepare a meal for <i>berbuka puasa</i>.</li><li>• Distribution of sponsored groceries to single mothers, orphans, senior citizens and poor families.</li><li>• <i>Qiamullail</i>, <i>Solat Hajat</i> and <i>Bersahur</i>.</li><li>• Ambank Group was the main sponsor</li></ul>

Program Semarak Qurban BH - BIMB

Semarak Qurban is a joint CSR programme between BH and BIMB Holdings Berhad. This programme was launched for the first time on 16 September 2015 at Tandop, Alor Setar, Kedah. It was held in conjunction with Hari Raya Aidil Adha.

20 BH and BIMB volunteers helped approximately 300 Rohingya community members and poor families in the area. The volunteers came from Alor Setar and Kuala Lumpur to slaughter six cows and distribute their meat to those in need. Stationery, school bags, uniforms, books and other school items were distributed to the Rohingya children.

Harian Metro

TITIPAN KASIH HARIAN METRO (TKHM)

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

On 3 June 2015, TKHM volunteers visited the family of Nor Zulaini Mat Ail in Pangsapuri Pendekar, Taman Tun Perak, Cheras, Selangor. Nor Zulaini resigned from her job as a court translator after suffering a severe nerve problem. Her teenage son and daughter also had to leave school to make curry puffs to earn extra money for the family. TKHM contributed RM500 in cash and donated groceries worth RM446 to the family.

On 2 November 2015, TKHM volunteers visited Norizan Hamid Hamzah's family in Kampung Ulu, Kuala Kedah. Norizan is a single mother with three children aged seven, eight and ten. She lost her husband to pneumonia three years ago. Her pledge was highlighted in the "Metro Prihatin" column of the newspaper. Harian Metro donated new school uniforms, a bicycle, groceries and basic household items.

Titipan Kasih Harian Metro Khas

Titipan Kasih Harian Metro Khas is an extension of the monthly Titipan Kasih Harian Metro (TKHM). However, it is held on a larger scale with more volunteers from Harian Metro and NSTP taking part.

Harian Metro, through its Tabung TKHM, rebuilt and upgraded Surau Nurul Hasaniah in Kampung Parit Abu Hassan, Alor Pongsu, Perak. A total of RM110,000 was spent on this refurbishment work. Construction work commenced in January 2015 and was fully completed in March 2015. The launching ceremony of the newly renovated Surau Nurul Hasaniah was held on 11 April 2015 in conjunction with Harian Metro's 24th anniversary. During the launching ceremony, we:

- Distributed groceries worth RM300 and RM200 in cash to each of the four families;
- Performed *gotong-royong* to clean up the surrounding *surau*; and
- Donated a cow and cooked lunch for the volunteers and villagers as part of the *gotong-royong* activities.

Harian Metro in collaboration with Giant Malaysia continued its 'Back-to-School' initiative with Titipan Kasih Harian Metro Khas on 21 December at Masjid Jamek Kijal, Kemaman, Terengganu. 150 orphans and poor students from 26 villages under the DUN Kijal were brought for a shopping trip to buy school uniforms and accessories. 500 local villagers were invited to the presentation ceremony and lunch.



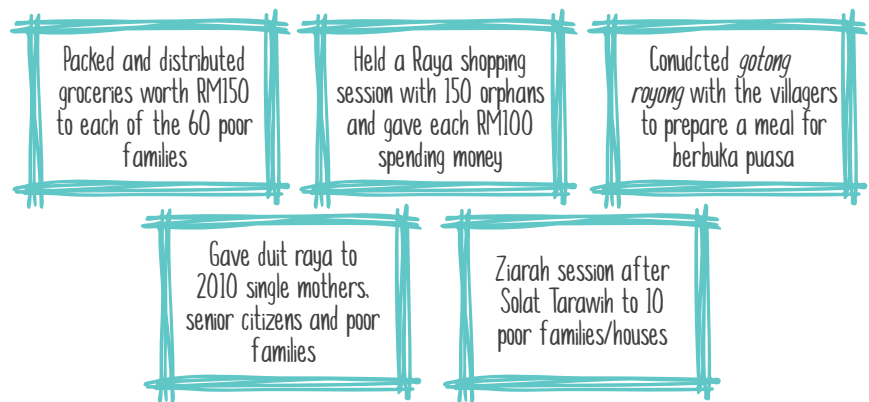
Titipan Kasih Harian Metro Ramadan

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

More Harian Metro and NSTP volunteers were involved in the programme this year. The first TKHM Ramadan was held from 26 to 27 June 2015 at Masjid Kampung Batu Papan, Gua Musang, Kelantan. The village was badly flooded in December 2014. 60 volunteers from Harian Metro, NSTP and trainers of Program Latihan Khimat Negara (PLKN)'s Gua Musang joined this two-day programme.

The second TKHM Ramadan was held on 4 and 5 July 2015 at Masjid Jamek Beseri, Arau, Perlis. The surroundings were badly affected by the huge floods in December 2014. 60 volunteers from Harian Metro, NSTP and Takaful Ikhlas joined this two-day programme.

Titipan Kasih Harian Metro Ramadan Activities in 2015



Titipan Kasih Harian Metro Khas Misi Bantuan Banjir

This flood relief programme was held on 24 and 25 January 2015. It helped at least 1,000 families from 13 villages in Lambor Kanan and Lambor Kiri, Bota, Perak. Some houses had been washed away by the floods and the affected families were temporarily housed in 11 flood relief centres in Perak Tengah.

Each family received basic groceries worth RM200; three religious schools, a Tahfiz school and a surau also received money. These contributions helped replace equipment damaged by the flood.

2015 Titipan Kasih Harian Metro Khas Misi Bantuan Banjir Beneficiaries

Recipient	Amount (RM)
Sekolah Rendah Agama Rakyat As-Sibyyan, Kampung Tua	25,000
Sekolah Rendah Agama Rakyat Al-Falahiyah, Kampung Talan	25,000
Sekolah Rendah Agama Rakyat Al-Jadidi, Kampung Rimba Raja	25,000
Surau Kampung Rimba Raja	12,500
Sekolah Tahfiz Ar-Ridzuan, Kampung Rimba Raja	12,500
Total	100,000

A *gotong-royong* session was also held to clean the house of a senior citizen and three religious schools that were flooded.

A total of 130 volunteers from NSTP and Harian Metro, members of Persatuan Silat Cekak Malaysia (PSSCM), Harian Metro Cycling Club (HMCC) and Big Bike Riders took part in the programme.

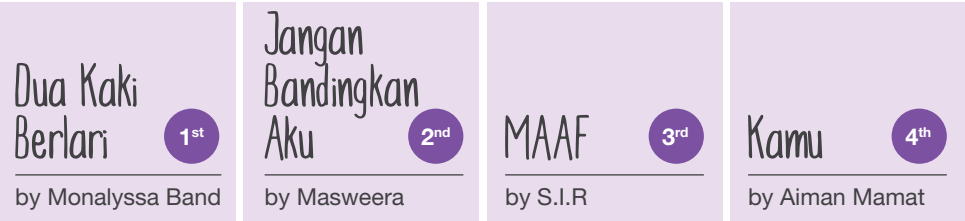
Media Prima Radio Networks

Projek Muzik Hot FM

Projek Muzik Hot originally started in 2014 as a small scale project, Projek EP Hot FM. This CSR project collaborates with the most prestigious music show in the country, TV3's Muzik Muzik. The project engages aspiring unsigned singers and songwriters with their own original demos. Hot FM funds and commercialises the winning song production as part of its commitment to promoting local songwriting talent.

The project also aims to give back to the community and listeners by giving them the opportunity to realise their talents and encourage the youngsters to become more creative.

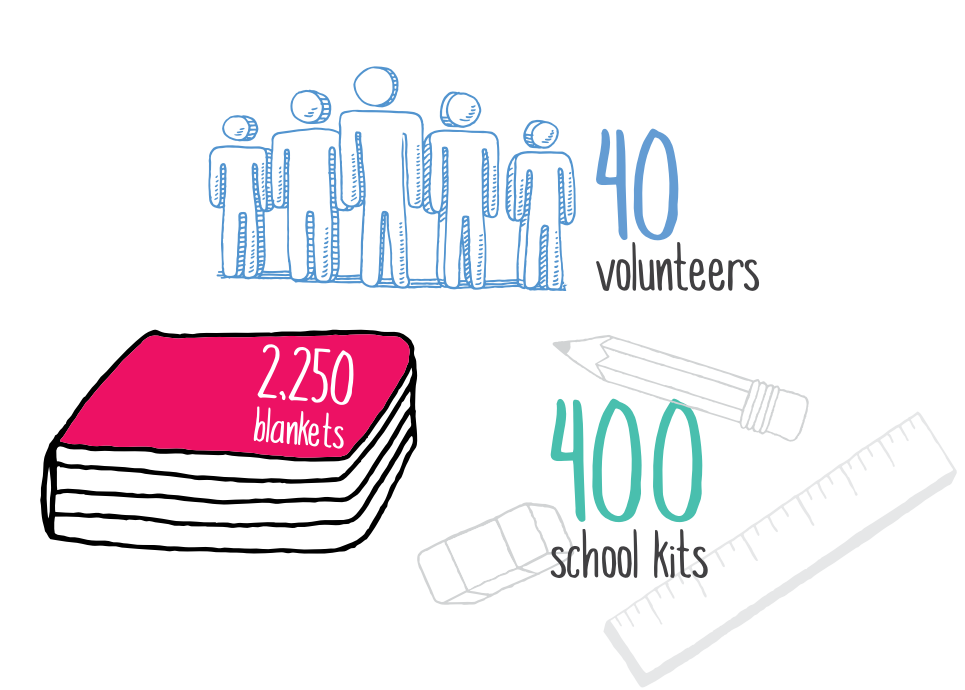
Projek Muzik Hot Winners in 2015



Misi Banjir (Hot FM, Fly Fm and one FM)

MPRN worked hand-in-hand to help victims of the devastating floods that hit our country. Kelantan was hit particularly badly by the most recent floods in December 2014.

On 10 January 2015, 40 volunteers teamed up with Hot FM's announcers to clean up SK Tebing Tinggi in Kelantan. 400 school kits consisting of a school bag, stationery and books were distributed to the students of this school. 2,250 blankets were also donated to the local residents.



Ben and Hafiz Apam Balik War Fly Fm

The battle saga between Ben and Hafiz began with the Ben Hafiz Ice Cream war in March 2015. The battle continued with the duo competing to sell Malaysia's preferred snack, *apam balik* in the unique flavours of pineapple tart, chicken floss and BBQ chicken. Ben and Hafiz promoted their own recipes at Ramadan bazaars in Taman Tun Dr Ismail, Shah Alam and Wangsa Maju. The battle raised RM1,680 for homeless people living in Kuala Lumpur. On 10 July 2015, a portion of this money was used to buy fried rice and drinks for the homeless.





TV3's Bersamamu creates awareness of the plight of the needy as well as assisting them.



Travelling Beruang host Ungku Ismail Aziz (second from left) and other fellow artistes visited cancer patients at the Paediatric Institute in Kuala Lumpur General Hospital.

## Media Prima Television Networks (MPTN)

### Karnival Jom Heboh

Karnival Jom Heboh (KJH) is organised by TV3 to bring the station and other Media Prima TV and Radio stations closer to their audiences and advertisers. This is achieved through events and programmes conducted at specified venues and on predetermined dates. The carnival carries a family entertainment hallmark and adds value for its sponsors.

In 2015, this programme ran for the 13<sup>th</sup> year and it continued to attract millions of visitors. The KJH team promoted this socially-responsible cause at Melaka in March 2015, Johor Bahru in October 2015 and Kuala Lumpur in November 2015. KJH CSR activities target single mothers, orphans, the elderly and the poor.

### Traveling Beruang

Travelling Beruang began as a telemovie idea and grew into a nationwide movement led by TV3. The campaign is led by actor Ungku Ismail Aziz, who recently caused excitement for Malaysian TV drama lovers through Akasia: Teman Lelaki Upahan.

The Travelling Beruang campaign has implemented numerous initiatives to keep the momentum going. On 7 September 2015, the team visited children diagnosed with cancer at the Paediatric Institute in Kuala Lumpur General Hospital. The celebrities who gave their time to this charity project were:

- Ungku Ismail Aziz, Siti Elizad, Yana Samsudin, Fara Fauzana, Ammar Titan, Chef Fikree; and
- TV3 personalities Fiza Sabjahan, Maria Tunku Sabri and Zaim Helmi.

The project received extensive coverage in both printed and electronic media.

### 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 raises public awareness of the beauty of charity. This is part of TV3's social responsibility initiatives to ease the burden on underprivileged people.

During each programme, TV3 highlights the difficulties some people face in their everyday lives. One of the highest-rated programmes on TV3, it showcases the plight of the less fortunate and families plagued by poverty, chronic illnesses, abuse and other ill-fated circumstances regardless of race, creed and colour. It encourages viewers to donate money and join related charity drives.

Since it was first aired on 30 May 2005, this series of humanitarian documentaries has highlighted the plight of more than 400 Malaysians. The production team travels all over Malaysia 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.

### #KAMIBERSAMAMU

TV3 ended the year with a heart-warming celebration by bestowing love and care upon those in need. This special celebration was held in conjunction with TV3's charity programme Bersamamu's 10<sup>th</sup> anniversary.

#KAMIBERSAMAMU was initiated to encourage people to show love and care to those less fortunate. People can contribute to the Tabung TV3 Bersamamu by supporting the many exciting activities that have been organised. The #KAMIBERSAMAMU festival was held on 19 December 2015 at Esplanade, Alamanda, Putrajaya. Several famous TV3 personalities and home-grown artistes manned stalls selling goods, food and beverages. All proceeds were channelled to the Tabung TV3 Bersamamu.

Other exciting highlights included the #KAMIBERSAMAMU mini-concert, a meet and greet session, exciting games and activities. There was also an auction at which celebrities sold some of their belongings to the highest bidder. Patrons joined various activities with their favourite stars and chefs featured on TV3 at the Selera, Cerekarama and Bananana! mini booths.

Some less fortunate families, previously featured on the show, were invited to share their inspirational stories including 'adik Mime', a child who is fighting cancer. #KAMIBERSAMAMU was a huge accomplishment and the team managed to collect RM 1 million for Tabung TV3 Bersamamu in 2015. The funds were raised through 'Jom Heboh' carnivals, corporate and private donations, and the generous patrons attending the #KAMIBERSAMAMU festival.

### DA'I

TV3's reality programme, Da'i Pendakwah Milenia, returned for a third season. This series of 10 programmes is aired every Sunday at 9.00pm and highlights 10 selected finalists. Contestants competed to become the crowned 'millennial preacher' who received:

- A grand prize of RM50,000;
- An Umrah package;
- A trophy;
- PNB shares worth RM5,000; and
- An opportunity to work with Media Prima.

Ten finalists of "Da'i Pendakwah Milenia" were divided into two groups: five males and five females. The male group (Ar-Rijaa) was coached by Ustaz Elyas Ismail while Dr. Robiah K. Hamzah helped the females (An-Nisaa'). Datuk Ustaz Kazim Elias was the chief mentor of the programme. It was hosted by actor Datuk Rosyam Nor with assistance from Zainal Ariffin Ismail.





TV3's reality programme, Da'i season 3.

#### NONA 30 TAHUN

Popular women's magazine TV show, NONA, produced a special episode as part of its 30<sup>th</sup> anniversary. NONA 30 Tahun was broadcast on 30 August 2015 at 2.00pm.

30 lucky fans could view this episode that was broadcast live from Grand Duchess Fraser Place. It was hosted by Fouziah Gous and NONA Manis 2015 winner, Saidatul Naseha Uyaina Arshad.

It featured a line-up of former hosts and producers, fashion designers and people working in the corporate sector who had appeared in previous episodes. NONA 30 Tahun also showcased a special segment on successful women in the cyber world in conjunction with Malaysia's 2015 National Day celebrations.

#### RUMAH TERBUKA AIDILFITRI - "KAMPUNG GUA HEBAT TV3 & TV9"

More than 30,000 people thronged the open house in Johor. This state was chosen to host the event with TV3 and TV9 after it won the Kampung Gua Hebat contest. The contest was organised as part of Media Prima's Syukur Selalu campaign in conjunction with Ramadan and Syawal 2015.

10,555 photos were uploaded in the Syukur Selalu application: 3,680 from Johor, 2,505 from Kedah and 1,286 from Kelantan. Artistes gracing the open house included Irin Putri, Ally Iskandar, Maria Tunku Sabri, Amin Hayat, Najwa Latif, Kaka Azraff, Harris Alif, Zia Bella and Nisa (NLKO).

#### BAZAR #SYUKURSELALU

TV3 & TV9 organised Bazar #SyukurSelalu for the third year during the holy month of Ramadan. Festive programme offerings were brought to the ground with more than 40,000 attending, comprising:

- 10,000 visitors to Bazar #SyukurSelalu Pahang on 27 June 2015; and
- 30,000 visitors to Bazar #SyukurSelalu Johor on 4 July 2015.



Yuan Carnival is held annually to engage with the audience.

# 10,555 PHOTOS

were uploaded in the  
Syukur Selalu application:



#### DRAMA SANGAT BAS TV3 & TV9

The Drama Sangat! Bus Tour was initiated to reward loyal drama fans and provide an opportunity for them to meet and greet their favourite drama casts and TV3 personalities.

This serial roadshow included the stars of Akasia, Samarinda, Zehra and Ratu slots of both TV3 and TV9. Personalities included Syarul Ridzwan and Mia Ahmad (Hati Perempuan), Fattah Amin and Erwin Dawson (Bencinta), Cristina Suzanne and Hafeez Mikhail (Puteri Bukan Nama Sebenar), Siti Saleha and Afiq Muiz (Ayuni Safira).

The #dramasangatbus tour attracted a combined following of 20,000 fans from Dataran Teluk Kemang, Port Dickson, Mahkota Parade, Dataran 1 Malaysia Klebang, D'Medan Mara Kuala Sungai Baru, Kuala Linggi dan Quill City Mall in Kuala Lumpur. The roadshow presented a drama preview to the media and winners, a twitter takeover (livechat) by the artistes, mini games, karaoke and an acoustic performance by Putra Mentor Legend.

#### Ini Malaysia Kita Concert

The Ini Malaysia Kita-Sehati Sejiwa concert was held in conjunction with Hari Kebangsaan 2015. This concert was held at the National Sports Complex, Bukit Jalil on 30 August 2015.

#### Raudhah Di Hatiku

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

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

Raudhah Di Hatiku brought live and recorded programmes, personalities and many other exciting activities on an even more intimate level. This event was held at various mosques and other venues across the Klang Valley and other states in Malaysia.



Social: Society

In 2015, Raudhah DiHatiku received tremendous feedback and 200,000 visitors in Kelantan and 150,000 in Kedah. Numerous charity activities were held with the locals during Raudhah Di Hatiku including Mesra MAIK activities at Raudhah Di Hatiku Kelantan; gotong-royong activities at Raudhah Kedah and Kelantan; and #PulihkanHarapan in Kelantan organised by TV9’s News Department.

ntv7 & 8TV: Let’s Go Carnival

ntv7 and 8TV held the first ‘Let’s Go! Carnival’ on 7 June 2015. This one-day power-packed event attracted over 17,000 visitors at Klang Parade’s main court between 10.00am and 10.00pm.

The carnival’s mission was to bring a string of talented hosts and cast members behind ntv7 and 8TV’s ground-breaking entertainment shows to viewers. The event was well received by the public with a large crowd of fans and mall visitors attending. The crowd enjoyed several interactive activities. Visitors also shared candid moments with their favourite stars.

one FM, ntv7 & 8TV YUAN CARNIVAL

The Yuan Carnival at One City @ USJ25 was jointly organised by one FM, ntv7 and 8TV. It is touted to be one of the largest Chinese carnivals in Malaysia.

In 2015, 30,000 attended with hordes of families participating in the exciting activities and winning attractive prizes. This year’s theme was ‘jigsaw puzzle’ as it represents the different Media Prima platforms – one FM, ntv7 and 8TV – coming together as one to deliver an unforgettable experience to the community on their weekend.

8TV’S Let’s Cycle Season 2

8TV’s Let’s Cycle returned with CSR initiatives in its second season this year. Baki Zainal and Rickman Chia were back in action to lead this programme. This time, the duo not only advocated environmental awareness and healthy living through cycling but they also spread their wings to the wider community through CSR.

We travelled with three senior citizens from Kuala Lumpur to Penang in just seven days. Apart from encouraging active and healthy lifestyles in the elderly, it also served as a gentle reminder that age should not hinder them from doing what they love. The main touch points covered during the journey were Kuala Lumpur, Kuala Kubu Baru, Bidor, Jelapang, Ipoh, Sauk, Kuala Sepetang, Bukit Mertajam and Penang.

They also visited the flood-ravaged areas in Kelantan and helped clean it up. They built new homes for displaced victims living in makeshift tents in Gua Musang. They also shared tips and advice on flood prevention.

Goat Year

Media Prima launched a Chinese New Year campaign called, Very Goat. Building on the network’s strategy of offering innovative content, the Very Goat year campaign offers brands with an opportunity to engage with viewers through an experiential platform. This platform is said to reflect the season’s values of togetherness, joy and new beginnings.

Through this campaign, we aim to change Malaysians mindsets and share inspiring moments of optimism and happiness. The Very Goat year campaign brought together the network’s media properties – one FM, ntv7 and 8TV. This collaboration allows Media Prima to leverage on the channel’s leadership with the Chinese-speaking community. For its socially engaged audience, the campaign also connects with viewers through a mobile app called 178. 178 shares famous Chinese recipes, daily horoscopes, greetings e-cards and a schedule of Chinese New Year shows on Media Prima’s channels. The network also spreads the magic of the Chinese New Year celebrations directly with viewers on a three-month Very Goat Tour of 178 ceramic goat sculptures.

Big Tree

Big Tree carried out ‘Project Everyone’ with its business partner Posterscope. This CSR campaign communicates United Nations global goals to help end extreme poverty and tackle climate change. The campaign was aired on Cubig @Imbi to raise awareness for the project.

Big Tree also raised awareness of another CSR campaign by UNICEF, ‘My Promise to Children’. This civil-society campaign promotes children’s rights by displaying messages on digital screens at the LRT stations and KLCC as well as Kuching and Kota Kinabalu airports.



Raudhah event held in Alor Setar had a huge numbers of visitors.



YUAN Carnival event is one of many ways Media Prima engages with its audiences.

Tabung Bencana NSTP-Media Prima  
(G4-DMA, G4-SO1, G4-SO2)

The Tabung Bencana NSTP-Media Prima was originally launched on 1 October 2009 in response to a huge earthquake that occurred in Padang, Sumatra and other Southeast Asian countries. Today, the fund remains active and has been used to provide funds and relief assistance to victims of natural disasters in Malaysia and abroad. Disaster relief missions are carried out by Briged Sukarelawan Media Prima – NSTP.

Tabung Bencana NSTP-Media Prima contributions in 2015

Humanitarian Cause	Contribution by Tabung Bencana NSTP-Media Prima
Projek Jiwa Murni in aid of earthquake victims in Sabah	RM 200,000
Samporna fire victims	RM59,000 including RM350 in household items
Medical assistance to flood victims	RM300,000 including 2000 survival kits
Flood relief mission at Membakut, Sabah	• RM72,500 and household essentials • Seven mosques and two churches received RM5,000 each for refurbishment work
Tabung Bencana NSTP-MPB and MPH Bookstores	Books worth RM384,000 were donated to 32 schools in Kelantan to replace those destroyed by the floods
Building 20 tube wells in Kelantan	RM200,000 used to build 20 tube wells in schools which has been destroyed
Providing aid to Karak landslide victims	Volunteers from Briged Sukarelawan MPB-NSTP were mobilised for a one-day programme to pack and distribute relief items for 12 families and five bachelors whose houses were damaged by the landslide. Each family received basic necessities worth RM500.
Flood relief mission at Kuala Selangor	Volunteers from Briged Sukarelawan MPB-NSTP helped to pack and distribute relief items for 217 families. Each family received basic necessities worth RM200.



# SOCIAL: PRODUCT RESPONSIBILITY

G4-DMA, G4-PR1

## Responsible Marketing

(G4-DMA, G4-PR5)

Media Prima produces only accurate and truthful marketing and advertising messages. Deliberately misleading messages, omissions of important facts, or any false claims about our competitors' offerings are unacceptable. All our products and services are also sold fairly and honestly, as we emphasise their quality and value.

Media Prima also adheres to the national policy of responsible marketing set by the Lembaga Penapisan Filem (LPF) and two other main censorship acts:

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

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

## Malaysian film classification

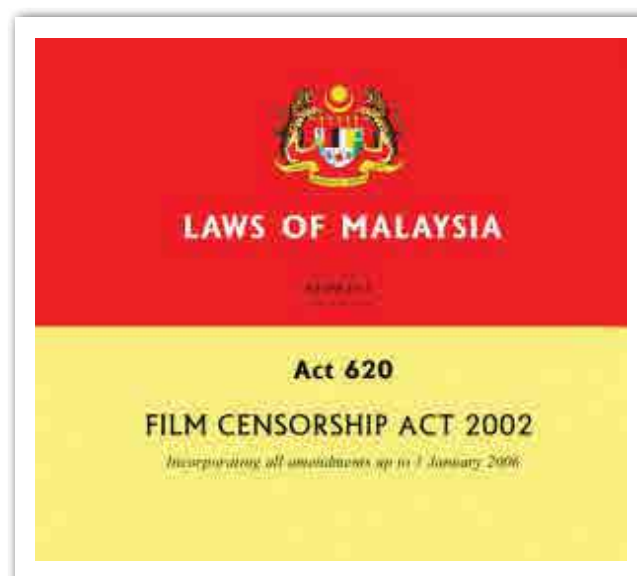


This category can be viewed by all segments of society without age limit. The film promotes values: polite and positive teaching; and is entertaining.



This category can be viewed by those aged 13 years and above. Viewers under the age of 13 years require parental guidance or a guardian. The film contains some violent elements or horror.

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 include aspects of a religious, social or political nature.



Our responsible marketing policy strictly adheres to the Malaysian Communications and Multimedia Commission (MCMC) Act. It also complies with the guidelines from the Association of Accredited Advertising Agents Malaysia (4As). In addition, all of our editorial and print media content adheres to the regulations governed by the Malaysian Communications and Multimedia Commission's 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.

## Reaching Out to All Stakeholders

Media Prima is committed to engaging with its readers from each of Malaysia's geographical areas. Our branch offices and bureau chiefs ensure that each publication covers nationwide news. Our customers belong to various demographic groups including a myriad of races, age groups, income levels and backgrounds. We endeavour to report news that is fair and non-partisan, covering each demographic profile as extensively as possible. Our management approach promotes informed decision-making by media consumers and audiences. It also protects vulnerable audiences. The review process is conducted by our editorial team and managed by the Group Editor and Deputy Group Editor of each publication. The team meets daily to oversee news decisions on page layout and positioning for the most effective readership.

## Ensuring Quality and Satisfaction

Audience satisfaction is essential for the success of our multi-platform media business. We employ the best tools to assess the quality of our programmes and set market standards. In order to understand our audience, it is important for us to ascertain:

- What matters most to them?
- How do they spend their time consuming media content?
- What time of day and lifestyle choices do the viewers make daily?

### Media Prima Television Networks (MPTN)

Media Prima's Research Department uses Nielsen Audience Measurement data to monitor each programme's performance to generate reports that are useful when making internal assessments and benchmarking programmes against its competitors' offerings. The rating assessment method evolved from an analogue system to a new digital Peoplemeter in 2005. In Malaysia, audiences are measured by a panel of 1,100 homes with almost 5,000 individuals. We feel, this sample accurately represents the country's overall demographics.

Reports are produced daily, weekly, monthly and yearly. Viewership reports are generated for each channel, down to the micro-level analysis of minute-by-minute viewing numbers. The data can be filtered by a specific time, programme or advertisement to extract the exact viewership numbers according to a particular demographic profile. We also study factors that influence the ratings, including the credibility of a presenter or content quality. We then determine which programme represents a particular brand most accurately.



## Social: Product Responsibility

### Understanding Research and Ratings

Nielsen regularly conducts an establishment survey to determine the TV population and media users among 10,000 adults in Peninsular Malaysia. The sampling process omits East Malaysia as this region has higher costs and delivery constraints of gathering samples. The findings avoid any uneven skew and allow us to align the sample with the demographics provided by the Statistics Department of Malaysia.

We obtained general demographic information such as gender, age, race, location, population size and household income. Clarity, ownership of a satellite TV and the number of household television sets are some of the other areas critical to TV viewing that were covered.

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

Ratings are mainly driven by content and we use the ratings to manage and schedule our programmes to attract viewers. We review programmes with low ratings, thoroughly. Minute-by-minute analysis can determine whether the programme receives stable or erratic viewing patterns. The programme may receive editorial or presentation modifications to improve its viewership.

Processes designed by Research TV Networks also help to address additional programme queries. We conduct numerous in-house non-rating research analyses to understand viewing behaviour. Focus group discussions, telephone questionnaires, face-to-face interviews and e-mail surveys are also used from time to time. The responses provide useful insight into local viewing tastes, lifestyle choices and content preferences.

The focus group method is an integral part of a station's monitoring strategy. We hold regular sessions as part of our programming and scheduling strategy. This approach helped maintain consistent content quality control for key programmes such as Majalah 3, Nona, Buletin Utama, 999, Bersamamu, Jejak Rasul and local dramas.

### **Media Prima Radio Networks (MPRN)**

Our radio network team monitors customers' satisfaction by researching content and music preferences. Our focus group discussions and music research help us to understand our listeners' preferences so we can choose suitable content for each target market. Focus groups involve between eight and 10 respondents from a particular age group. Participants share their preferences on content, music selection, lifestyle, talents and celebrities.

We conduct research to test all songs in the station's music bank. All songs are evaluated based on listeners' preferences, which help the station create its playlist.

Research results are then used to guide each station's direction and strategy. As music preferences and genres change periodically, it is imperative that we understand the latest trend that our target market wants to hear. All listeners' comments are taken seriously and we evaluate, discuss and investigate all feedback that we receive.

These exercises are conducted on a monthly, quarterly and half-yearly basis so that we remain relevant to our listeners while maintaining the best relationships with clients and partners.

We also engage Nielsen to survey our listeners regularly. The results of a recent survey show:

- Hot FM has garnered a listenership of 2.3 million with 76% being urban listeners. Those with a household income of between RM5,001 and RM8,000 also increased by 5,000.
- Fly FM is the second most popular English station in Malaysia with 582,000 listeners. The urban listenership also increased by 112%.
- One FM is the second most popular Chinese radio station for listeners below 30 years old with 914,000 listeners. It recorded the highest Time Spent Listening (TSL) in the Chinese market for those aged between 10 and 34 years.

MPRN's main drive is content comprising topics, song playlists and information. It is crucial that we continue having great ideas and being creative to remain relevant and engage on all aspects with our listeners. Regular and current surveys help us achieve this.

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

Customers' satisfaction with NSTP products and services is measured in several ways. We conduct in-house research and engage external parties to record readers' experiences and track customers' satisfaction. NSTP subscribes to Nielsen Company's Consumer and Media View database to track the performance of its printed and online publications. The Audit Bureau of Circulation Reports is an important measurement tool that helps NSTP gauge product accomplishments.



MPRN's close monitoring of customers' satisfaction has resulted in the birth of a new radio station. Kool FM.

### Internal Research

NSTP recognises the importance of measuring customer satisfaction and perceptions of product and service quality. Many studies have been conducted in these areas. Annually, NSTP conducts at least four studies of its print and online products to understand:

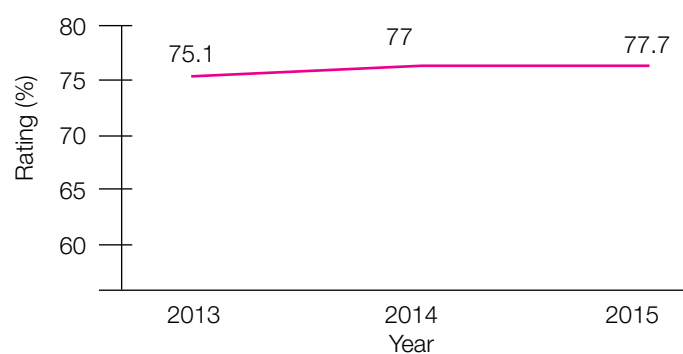
- Customer satisfaction with product content, features, product availability and service;
- The effectiveness of product campaigns;
- The strengths and weaknesses of products and services;
- Feedback on new product ideas and development; and
- Consumer media habits, behaviour and lifestyle.

We employ several other customer satisfaction techniques including focus group discussions, face-to-face interviews and online surveys. We ensure our research sampling represents the population as a whole to ensure our research findings are valid and reliable.

Our surveys usually target the central region although nationwide studies are also conducted as the need arises. The quantitative study sample size is between 150 and 1,000 with focus group sessions ranging from four to nine groups. Typically, online surveys target 500 respondents per session.

We also measure the satisfaction levels of NSTP staff, clients and vendors. In 2012, we introduced a customer satisfaction survey that measures internal service levels experienced by internal and external clients. In the customer satisfaction index, departments' effectiveness when dealing with external clients is measured against annual KPIs.

### **NSTP Customer Satisfaction Index**



Our research unit works closely with internal clients and external research agencies to check that studies meet their set objectives. The approach ensures the research findings are beneficial, particularly for planning and strategising product improvements and developments.

### External Research

NSTP commissions external research agencies to perform specialist work. Research agencies conduct studies on new product development, brand usage and attitude studies that evaluate customer satisfaction.

### Nielsen Consumer and Media View (CMV)

NSTP monitors readership performance by subscribing to the Nielsen Consumer and Media View (CMV) database. The CMV database is populated with primary data from biannual face-to-face interviews with 10,000 people aged 15 and above in Peninsular Malaysia.

This data helps NSTP understand consumers' media habits, behaviour and lifestyles. NSTP also tracks the readership performance of its print and digital newspapers as well as its websites. It monitors changes in readers' demographic profiles over time.

This data can help NSTP improve its products and develop a brand plan. It also assists in devising strategies and campaigns that improve readers' awareness, consumption and acceptance of NSTP's products and services.

Achievement: Readership Performance

July 2014 – Jun 2015	Percentage Reach (%)	Readership (Adults 15+)
Dailies		
Harian Metro	21.9	3,679,000
BH	7.3	1,225,000
New Straits Times	1.3	224,000
Sundays		
Metro Ahad	23.9	4,008,000
BH Ahad	7.4	1,236,000
New Sunday Times	1.1	179,000

Source: Nielsen Consumer & Media View, July 2014 – June 2015

Moving forward, NSTP will continue using studies and research to gauge customer satisfaction and understand consumer habits and preferences related to its product and service offerings more clearly. The company will continue to measure consumers’ satisfaction with its digital products and improve product content.

tonton

Tonton offers a world-class video viewing experience that resides on an intelligent platform. The online video portal serves as an integrated catch-up TV service and enables Media Prima to deliver more content, user interactivity and personalisation to the public.

Through its HD-ready quality viewing experience, tonton provides an even more compelling proposition to users, advertisers and clients. It also positions Media Prima as a leader in the digital media space.

Tonton Performance Data against Targets in 2015

Page Views (Target 2015: 22,330,000)

Month	Actual Performance	% of KPI Achieved
January	18,469,290	91%
February	9,611,307	47%
March	16,937,717	83%
April	22,046,660	99%
May	19,161,605	86%
June	21,459,788	96%
July	14,264,887	64%
August	14,279,649	64%
September	15,565,306	70%
October	14,969,180	67%
November	15,027,782	67%
December	19,069,246	85%

Visits (Target 2015: 5,500,000)

Month	Actual Performance	% of KPI Achieved
January	4,108,225	82%
February	2,078,911	42%
March	3,193,435	64%
April	3,585,863	65%
May	3,087,011	56%
June	3,383,368	62%
July	2,192,733	40%
August	2,136,352	39%
September	2,303,773	42%
October	2,091,327	38%
November	2,276,685	41%
December	2,303,979	42%

Video Views (Target 2015: 7,000,000)

Month	Actual Performance	% of KPI Achieved
January	4,221,708	70%
February	3,206,833	53%
March	3,895,229	65%
April	4,532,316	65%
May	4,483,278	64%
June	4,251,878	61%
July	2,181,702	31%
August	2,079,380	30%
September	2,362,474	34%
October	2,114,549	30%
November	2,314,895	33%
December	2,271,599	32%

Media Prima Upholds Ethical Business Conduct

Protecting Copyright

Only software that is developed by Media Prima, or has been licensed or provided by the developer may be used. All permanent or contractual employees are frequently reminded to 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; and
- Installing unauthorised software on desktop computers.

Bribery and Corruption

(G4-DMA, G4-SO4, G4-SO5)

Employees must not accept kickbacks, lavish gifts or gratuities in any form. Gifts, loans or other benefits must not be accepted in return for sales or other beneficial arrangements. Employees must neither ask for, nor accept, any gift on behalf of Media Prima, regardless of whether it is for legitimate purposes. Items of nominal value may be accepted, provided they do not compromise the public's judgment of Media Prima.

All discounts and rebates offered to customers must reflect true commercial transactions and not serve any illegal or improper purposes such as kickbacks and bribery. Fees and commissions must be legal, proper and reasonable in relation to customary commercial practices.

Vendors offering gifts, beyond normal courtesy, must be reported to the Corporate Governance & Risk Management Department. Gifts are only appropriate when:

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

Despite this, the practice of giving gifts varies between societies and 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.

Creative Innovation

Media Prima Labs, originally the Odyssey - Apps & Games, is a unit initiated to extend the Group's unique intellectual properties into the expanse of mobile tech innovation and games. Specifically, it was established to develop unique intellectual property such as Jalan-Jalan Cari Makan, Bananana!, Raudhah, Joran, Harian Metro Mountain Bike Grand Prix. By identifying which apps and games that meet market demand, Media Prima Labs is able to take these brands further afield.

The Ejen Ali Game Jam (Hackathon) is Media Prima's first on-ground mobile game app, organised in partnership with MDeC and Microsoft together with Primeworks Studio and WAU Animation. On 31 October and 1 November 2015, game creators gathered to plan, design and create new mobile games featuring Ejen Ali. The two selected teams were given an opportunity to develop and launch their games in conjunction with the premiere of the Ejen Ali series on Bananana! TV3.

Moving forward, Media Prima Labs will continue to leverage on Media Prima's mass audience reach through its multiple platforms of TV, radio, print and outdoor. Its experienced content creation arm promotes and pushes its final product.



## Social: Product Responsibility



No Festive Gift Policy signage is clearly displayed in Media Prima premises.

### No Festive Gift Policy

Media Prima recognises that the exchange of gifts during festivities may be customary or a common practice. It creates goodwill or shows appreciation of business relationships.

In this regard, a 'No Festive Gift Policy' has been introduced to help employees conduct business in an environment that is free of conflicts of interest. Employees and directors must neither directly nor indirectly extend festive gifts nor receive festive gifts from external parties who have on-going or potential business dealings with Media Prima and/or its subsidiaries. Hampers containing food, beverages, cosmetic items, cash, stationery, vouchers, or tickets for concerts, movies or sports events should never be accepted.

The 'No Festive Gift Policy' avoids the perception that the gifts may attempt to gain special treatment in dealings between Media Prima and external parties.

### Preventing Conflicts of Interest

Media Prima forbids conflicts of interest on part of its employees. Employees should never knowingly be involved in a position that has conflicting interests and upon discovery, it should be reported it immediately.

A declaration must be made to the management in a situation that causes a conflict of interest. Full time employees must neither work for nor receive payment for services from Media Prima's competitors, customers, distributors or suppliers without management approval.

In dealings on behalf of 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 gift, such as sales promotion items or the occasional business meal.

### Anti-competition

(G4-DMA, G4-S07)

Information on Media Prima's competitors is always obtained from legal sources. Employees must never use any illegal or unethical methods to gain competitive advantage. Employees should always sell Media Prima products and services fairly and honestly, stressing on their quality and value. They should never use tactics that unfairly undermine the competitors' products in any advertisements or demonstrations using disparaging comments or innuendoes.

Media Prima adheres to the Anti-Competitive Act 2010, which is governed by the Malaysia Competition Commission (MyCC). The Company's panel of solicitors conducted a dedicated training session in early 2015 to introduce the Act and its implications to Media Prima's business.

### 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 our billboards are regulated by the Competition Act.

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

### Big Tree Outdoor's Advertising Code of Conduct

Big Tree Outdoor complies with the Ministry of Housing and Local Government by reviewing advertisements at all times. Guidelines applied to advertisements' ethical reviews include:

- Advertising content that exploits the faces and bodies of adults, children and the disabled, with no relevance to the advertisement, is not allowed;
- Reflecting our nation's mixed culture and beautiful heritage with no elements of discrimination is encouraged in advertisements;
- Advertising alcohol, tobacco and gambling is prohibited;
- Bahasa Malaysia must be prioritised when used together with other languages. Words in Bahasa Malaysia must be given prominence in size, colour and position;
- Bahasa Malaysia usage must be accurate and been approved by the Dewan Bahasa dan Pustaka; and
- Advertising content must be clear, attractive and above all, safe. Advertisements must contain 85% graphics and 15% words to ensure they do not endanger road users.

### Customer Privacy

(G4-DMA, G4-PR8)

All information on Media Prima's corporate, customer and employees is strictly private and confidential. The Code of Ethics stipulates that this information:

- Must be treated as private and confidential at all times.
- Must not be disclosed to anybody without proper authorisation; and
- Cannot be released to casual contacts made through the Internet or via any other means of information dissemination.

Media Prima's policy requires customer information to be maintained with the highest confidentiality. We manage confidentiality properly and protect the privacy of customer information. We are pleased to report that Media Prima has had no breaches of customer information throughout this reporting period.

### Compliance

(G4-DMA, G4-S08, G4-PR9)

Media Prima has a comprehensive quality control system that is regularly evaluated and improved. There have been no incidences of noncompliance with any laws and regulations concerning the provision and use of our products during this period. Media Prima did not have any major incidents of noncompliance with regulations or its own voluntary codes concerning the impacts on its operations.



# GRI CONTENT INDEX



GENERAL STANDARD DISCLOSURES		
General Standard Disclosures	Page Number (or Link)	External Assurance
STRATEGY AND ANALYSIS		
G4-1	2	Yes
ORGANIZATIONAL PROFILE		
G4-3	Front Cover	Yes
G4-4	4	Yes
G4-5	1	Yes
G4-6	1	Yes
G4-7	4	Yes
G4-8	4	Yes
G4-9	4	Yes
G4-10	21	Yes
G4-11	31	Yes
G4-12	11	Yes
G4-13	2	Yes
G4-14	9	Yes
IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES		
G4-17	10	Yes
G4-18	1	Yes
G4-19	9	Yes
G4-20	9	Yes
G4-21	9	Yes
G4-22	2	Yes
G4-23	2	Yes
STAKEHOLDER ENGAGEMENT		
G4-24	8	Yes
G4-25	8	Yes
G4-26	8	Yes
G4-27	8	Yes
REPORT PROFILE		
G4-28	1	Yes
G4-29	1	Yes
G4-30	1	Yes
G4-31	1	Yes
G4-32	1	Yes
G4-33	48	Yes
GOVERNANCE		
G4-34	6	Yes
ETHICS AND INTEGRITY		
G4-56	19	Yes



# GRI CONTENT INDEX

SPECIFIC STANDARD DISCLOSURES					
DMA and Indicators	Page Number (or Link)	Identified Omission(s)	Reason(s) for Omission(s)	Explanation for Omission(s)	External Assurance
CATEGORY: ECONOMIC					
MATERIAL ASPECT: ECONOMIC PERFORMANCE					
G4-DMA	20				Yes
G4-EC1	10				Yes
G4-EC3	20				Yes
MATERIAL ASPECT: INDIRECT ECONOMIC IMPACTS					
G4-DMA	32				Yes
G4-EC8	32				Yes
MATERIAL ASPECT: PROCUREMENT PRACTICES					
G4-DMA	11				Yes
G4-EC9	11				Yes
CATEGORY: ENVIRONMENTAL					
MATERIAL ASPECT: MATERIALS					
G4-DMA	12				Yes
G4-EN1	12				Yes
G4-EN2	12				Yes
MATERIAL ASPECT: ENERGY					
G4-DMA	14				Yes
G4-EN3	14				Yes
G4-EN4	14				Yes
G4-EN5	14				Yes
G4-EN6	14				Yes
G4-EN7	14				Yes
MATERIAL ASPECT: WATER					
G4-DMA	14				Yes
G4-EN8	14				Yes
G4-EN9	14				Yes
MATERIAL ASPECT: EMISSIONS					
G4-DMA	16				Yes
G4-EN15	16				Yes
G4-EN16	16				Yes
G4-EN17	16				Yes
G4-EN19	16				Yes
MATERIAL ASPECT: EFFLUENTS AND WASTE					
G4-DMA	15				Yes
G4-EN22	15				Yes
G4-EN23	15				Yes
MATERIAL ASPECT: PRODUCTS AND SERVICES					
G4-DMA	12				Yes
G4-EN27	12				Yes
MATERIAL ASPECT: TRANSPORT					
G4-DMA	17				Yes
G4-EN30	17				Yes
MATERIAL ASPECT: OVERALL					
G4-DMA	17				Yes
G4-EN31	7				Yes
CATEGORY: SOCIAL					
SUB-CATEGORY: LABOR PRACTICES AND DECENT WORK					
MATERIAL ASPECT: EMPLOYMENT					
G4-DMA	21				Yes
G4-LA1	21				Yes
G4-LA2	20				Yes
MATERIAL ASPECT: OCCUPATIONAL HEALTH AND SAFETY					
G4-DMA	28				Yes
G4-LA5	28				Yes
G4-LA6	28				Yes
G4-LA8	28				Yes
MATERIAL ASPECT: TRAINING AND EDUCATION					
G4-DMA	24				Yes
G4-LA9	24				Yes
G4-LA10	24				Yes



MATERIAL ASPECT: DIVERSITY AND EQUAL OPPORTUNITY					
G4-DMA	21				Yes
G4-LA12	21				Yes
MATERIAL ASPECT: EQUAL REMUNERATION FOR WOMEN AND MEN					
G4-DMA	20				Yes
G4-LA13	20				Yes
SUB-CATEGORY: HUMAN RIGHTS					
MATERIAL ASPECT: INVESTMENT					
G4-DMA	31				Yes
G4-HR1	31				Yes
G4-HR2	31				Yes
MATERIAL ASPECT: NON-DISCRIMINATION					
G4-DMA	31				Yes
G4-HR3	31				Yes
MATERIAL ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING					
G4-DMA	31				Yes
G4-HR4	31				Yes
MATERIAL ASPECT: CHILD LABOR					
G4-DMA	31				Yes
G4-HR5	31				Yes
MATERIAL ASPECT: FORCED OR COMPULSORY LABOR					
G4-DMA	31				Yes
G4-HR6	31				Yes
MATERIAL ASPECT: INDIGENOUS RIGHTS					
G4-DMA	31				Yes
G4-HR8	31				Yes
MATERIAL ASPECT: ASSESSMENT					
G4-DMA	31				Yes
G4-HR9	31				Yes
SUB-CATEGORY: SOCIETY					
MATERIAL ASPECT: LOCAL COMMUNITIES					
G4-DMA	40				Yes
G4-SO1	40				Yes
G4-SO2	40				Yes
MATERIAL ASPECT: ANTI-CORRUPTION					
G4-DMA	43				Yes
G4-SO4	43				Yes
G4-SO5	43				Yes
MATERIAL ASPECT: ANTI-COMPETITIVE BEHAVIOR					
G4-DMA	44				Yes
G4-SO7	44				Yes
MATERIAL ASPECT: COMPLIANCE					
G4-DMA	44				Yes
G4-SO8	44				Yes
SUB-CATEGORY: PRODUCT RESPONSIBILITY					
MATERIAL ASPECT: CUSTOMER HEALTH AND SAFETY					
G4-DMA	41				Yes
G4-PR1	41				Yes
MATERIAL ASPECT: PRODUCT AND SERVICE LABELING					
G4-DMA	41				Yes
G4-PR5	41				Yes
MATERIAL ASPECT: CUSTOMER PRIVACY					
G4-DMA	44				Yes
G4-PR8	44				Yes
MATERIAL ASPECT: COMPLIANCE					
G4-DMA	44				Yes
G4-PR9	44				Yes





# INDEPENDENT ASSURANCE STATEMENT

(G4-33)

## 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 Berhad Sustainability Report 2015. The main objective of the verification process is to provide assurance to Media Prima and its stakeholders of the accuracy and reliability of the information presented in this 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 2015.

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 Berhad Sustainability Report 2015. The Sustainability Report has been self-declared to comply with the "in accordance - core" option requirements of the GRI G4 Guidelines.

## Verification team:

The verification team from SIRIM QAS International consisted of:

- 1) Ms. Aernida Abdul Kadir : Team Leader
- 2) Mr. Shaiful Azmir A. Rahman : Team Member
- 3) Ms. Aminah Ang : Team Member
- 4) Mr. Akmar Hisham Saat : Team Member

## Methodology

The verification process was carried out by SIRIM QAS International in January and February 2016. It 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, press releases, media publications, internal 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 Berhad and its overall presentation against the GRI G4.0 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 in response to the findings of the verification team. It can be confirmed that the changes that have been incorporated into the final version of the report satisfactorily address the issues that had been 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 Annual Report 2015;
- The verification was designed to provide limited assurance of whether the Sustainability Report is presented fairly, in all material aspects, and in accordance with the reporting criteria. It was not intended to provide assurance of the organization's ability to achieve its objectives, targets or expectations on sustainability-related issues;
- Only the corporate office in Jalan Bangsar, the office in Sri Pentas and the office in the NSTP printing plant in Shah Alam were visited as part of this assurance engagement. The verification process did not include physical inspections of any of Media Prima's operating assets; and
- The verification team did not review any contractor or third party data.

## Observations

This year, Media Prima has strengthened its materiality determination process to enable better disclosure of the level of impact of each material issue along with the value chain. Media Prima had commissioned an independent study to gauge the stakeholders' perceptions of materiality issues within Media Prima and the importance of the issues to the organization. An online stakeholder engagement system/survey was implemented in 2015 and 41 materiality issues which were derived from GRI 4 Disclosures were evaluated. The materiality of a particular sustainability dimension is based on the combination of two criteria - the stakeholders' interest in the issue and its importance to Media Prima. The outcomes of the process were used to develop a materiality matrix, with the level of importance to Media Prima (Le. the company) plotted along the X axis and level of importance to other stakeholders on the Y axis. It can be concluded that the process to determine the materiality issues had been satisfactorily carried out.

As for the GHG reporting, Media Prima had covered Scope 1, Scope 2 and Scope 3 emissions. The Scope 1 emissions had included the fuel used in the company vehicles as well as the vehicles used by management personnel who had been provided with petrol cards. Scope 2 emissions covered the electricity used in all of the company's activities within the country. Electricity bills were used for this purpose. For Scope 3 emissions, only air travel for business purposes was included. The details of the travelling by air was based on the information provided by the respective units within Media Prima. The verification team also reviewed supporting evidences and the available data collection systems to substantiate the data and claims at the Group level. Based on the information provided, it can be assumed that the calculation of the Scope 3 emissions had been accurately carried out.

## 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 2015 is fair and acceptable;
- The Sustainability Report was prepared following the GRI G4.0 'In accordance with the Core' Requirements of the Sustainability Reporting Framework. The overall report content and quality are well established. The level of sustainability performance information of the report was found to be acceptable;
- The information has been presented in an appropriate manner;
- The personnel responsible were able to reliably demonstrate the origin(s) and interpretation of data contained in the report;
- Media Prima has satisfactorily addressed, in the final version of the report, all issues that had been raised during the verification audit;
- The report provides a reasonable and balanced presentation of the sustainability performance of Media Prima.

Prepared by:



**AERNIDA ABDUL KADIR**

Verification Team Leader  
Sustainability Certification Section  
Management System Certification Department  
SIRIM QAS International Sdn. Bhd.  
Date: 29 February 2016

Approved by:



**PARAMA ISWARA SUBRAMANIAM**

Senior General Manager  
Management System Certification Department  
SIRIM QAS International Sdn. Bhd.  
Date: 29 February 2016



MS ISO/IEC 17021 : 2006 QS 02121999 CB 01  
MS ISO/IEC 17021 : 2006 EMS 17122002 CB 02  
MS ISO/IEC GUIDE 65 : 2000 PC 05102004 CB 01  
MS ISO/IEC 17021 : 2006 OSH 06122005 CB 01  
MS ISO/IEC 17021 : 2006 HACCP 05052008 CB 03  
ISO/TS 22003 : 2007 FSMS 23122008 CB 01  
MS ISO/IEC 17021 : 2006 FMC 10122009 CB 02



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

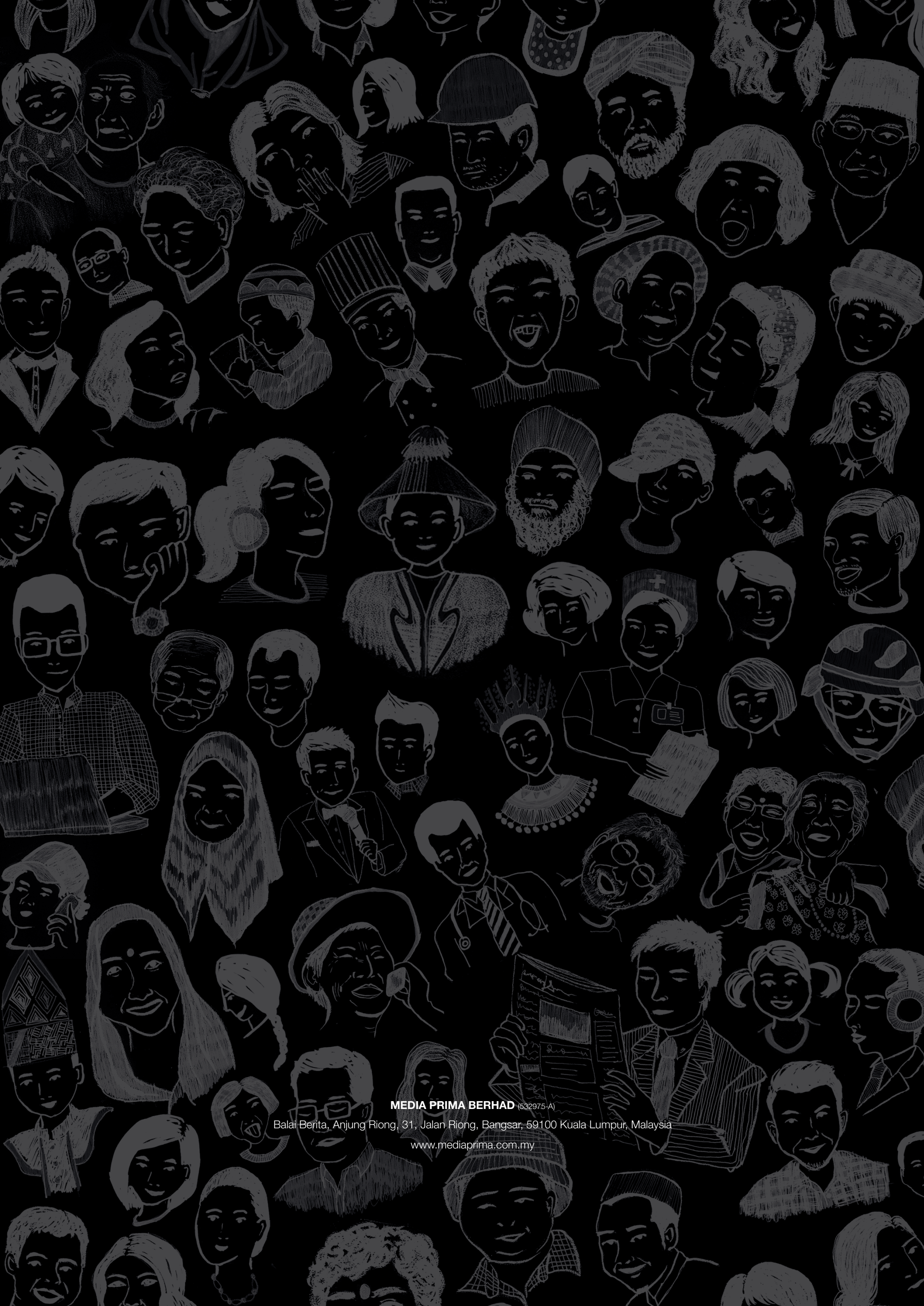


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**MEDIA PRIMA BERHAD** (532975-A)

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

[www.mediaprima.com.my](http://www.mediaprima.com.my)