

WHAT'S



VISION

A CONTENT
POWERHOUSE
OFFERING
MULTIPLE MEDIA
PLATFORMS.



MISSION

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

INSIDE



A UNIQUE STORY TO TELL

WE ARE PLEASED TO PRESENT OUR SEVENTH SUSTAINABILITY

REPORT, ENTITLED OUR STORIES. THE FUTURE SUCCESS OF ANY

COMPANY, AMONGST OTHER THINGS, IS DEPENDENT UPON THE

SUPPORT OF ITS STAKEHOLDERS. AS A LEADING INTEGRATED

MEDIA GROUP, WE MUST ALWAYS STAY ABREAST OF INDUSTRY

TRENDS, MARKET DEVELOPMENTS AND CUSTOMER PREFERENCES.

THIS IS ONE OF THE MANY REASONS THAT INTERACTIONS WITH

OUR STAKEHOLDERS ARE IMPORTANT.

THIS SUSTAINABILITY REPORT, TOGETHER WITH OUR ANNUAL

REPORT, PROVIDES AN OVERVIEW OF OUR ECONOMIC, ENVIRONMENTAL

AND SOCIAL IMPACTS AND PERFORMANCE IN 2016. AS AN INDUSTRY

LEADER, WE EMBRACE MANY OPPORTUNITIES TO MAKE A DIFFERENCE

AND OUR BUSINESS DECISIONS CENTRE ON OUR COMMITMENT TO

SOCIAL RESPONSIBILITY. THIS SUSTAINABILITY REPORT IS MORE

THAN MERE DISCLOSURE – IT IS A COLLECTION OF OUR STORIES.

ABOUT THIS REPORT

Scope of Report G4-18	
Reporting Period G4-28, G4-29	1 January to 31 December 2016, unless specified.
Reporting cycle G4-30	Annually
Coverage	The Media Prima Sustainability Report 2016 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 Big Tree Outdoor, Primeworks Studios Sdn Bhd and Media Prima Digital. Some indicators are partial and only relate to certain divisions or activities as indicated in the text.
References and Guidelines	
Principal Guideline Additional Guidelines	<ul style="list-style-type: none">• Global Reporting Initiative (GRI) G4 Sustainability Reporting Guidelines• Bursa Malaysia’s Sustainability Reporting Guide• FTSE4Good Bursa Malaysia Index• Silver Book: The Putrajaya Committee Government-Linked Companies (GLC) Transformation Manual• International Organization for Standardisation (ISO) 26000:2010 Guidance on Social Responsibility• Judges feedback from various CSR awards
Reliability and relevance of information disclosed G4-32	The accuracy of the report’s contents has been verified by SIRIM QAS International Sdn Bhd. The report has also been assessed by the Global Reporting Initiative (GRI) to ascertain how comprehensively the latest GRI G4, in accordance-core guidelines, have 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.
Feedback G4-5, G4-6, G4-31	Group Corporate Communications Media Prima Berhad Group Corporate Communications Department 1 st Floor, Balai Berita, Anjung Riong No. 31 Jalan Riong, Bangsar 59100 Kuala Lumpur Tel : 1 300 300 672 Email : communications@mediaprima.com.my Website : http://www.mediaprima.com.my

GROUP CHAIRMAN'S MESSAGE

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



Dear Stakeholders

Our story as the leading fully-integrated media company in Malaysia continues as we sustain our leadership in Television, Print, Radio, Out-Of-Home as well as Content and Digital Media. Our sustainable approach gives us a competitive advantage through innovation, efficiency, responsiveness and building strong partnerships. Creating shared value and a profitable business are instrumental in delivering a balanced sustainability strategy and long-term positive legacies in which we work and live.

DATUK SERI FATEH ISKANDAR
BIN TAN SRI DATO' MOHAMED MANSOR

Group Chairman



Our pledge is to leave a long-lasting, positive legacy in the communities in which we operate. Leading the media industry, engagement with our audiences includes listeners, viewers, social media users, bloggers and the general public. Their views and opinions are key growth drivers and effective communication is crucial to business success. Our team works hard on a daily basis to ensure that we have a good story that has been tailored to the receiving audience. From this report, you can understand how various platforms across the Group work together to research stakeholder preferences, customise stories according to the identity of each platform and stay ahead by delivering stakeholder value. By driving conversations that matter, and creating connections that count, Media Prima uses its trusted voice to deliver powerful stories to the public.



In 2016, we invested more than RM3.5 million in training and development, internally and externally.

We actively support local communities and utilise our position as a community leader to deliver initiatives and courses that are aligned with our business objectives. This is achieved through sponsorships, partnerships, fundraising campaigns and exposure across our extensive network of media assets. Our television and radio networks as well as print business play an important role in this respect, working on our community programmes by utilising available advertising inventory to amplify good causes via our media network. For example, TV3 *Bersamamu* and *Titipan Kasih Harian Metro* raise thousands of ringgit that are channelled to good causes.

The Media Prima-NSTP Humanitarian Fund, including Tabung Bencana NSTP-Media Prima, Tabung Palestin Media Prima and Tabung TV3 Bersamamu, also leverage on the strength of our integrated media platforms to invite the public to raise money for those less fortunate and victims of natural disasters. We also invite our employees to come together through our volunteerism programme, Briged Sukarelawan, which currently has 150 registered members. These volunteers invest their time and energy in various noble causes championed by the Group. In 2016, Tabung Bencana NSTP – Media Prima disbursed a total of RM2,659,212.27 to help victims of various natural disasters rebuild their lives and recover their losses.

Looking after our people is as important as looking after our businesses. At Media Prima, we value our employees and are committed to providing a safe, supportive and stimulating environment that encourages them to perform to the best of their abilities. All employees are invited to share their career aspirations. We recognise excellence at all levels of the organisation and foster career pathways that facilitate professional growth and development. In 2016, we invested more than RM3.5 million in training and development, internally and externally. Our diverse business platforms bring a diverse talent. Embedding the principles of diversity and inclusion in the way we treat employees helps us maintain healthy relations with them. Dialogue between management and employees is integral to

MEDIA PRIMA EMPLOYEES AND THEIR FAMILIES ON UMRAH TRIP ORGANISED ANNUALLY BY THE GROUP HUMAN RESOURCES DEPARTMENT



Looking after our people is as important as looking after our businesses. At Media Prima, we value our employees and are committed to providing a safe, supportive and stimulating environment that encourages them to perform to the best of their abilities.

our work practices and takes place directly through employee representative bodies. I am inspired by their passion, drive to innovate and commitment to a healthy future for our business and our communities.

At the environmental forefront, we are committed to reducing the impact of our activities. Our environmental footprint is minimal and mainly affected by NSTP's printing plants. Environmental measures focus on preventing pollution and promoting the sustainability of the natural resources upon which we depend while providing quality newspapers that meet the needs of our customers. We are also committed to continuously improving our environmental performance and surpassing the

requirements of all applicable environmental laws and regulations.

One of the few major challenges we faced in 2016 was making the decision to close two of our printing plants. The closure of these plants was absolutely necessary to avoid incurring further losses attributed to dwindling newspaper sales and advertisement revenue. On the other hand, digital media increased significantly by all generations. Media Prima embrace digital transformation through aggressive innovation by our digital arm. Media Prima Digital maintains a robust online presence in all its digital media platforms and delivers compelling content through its multiple online portals. tonton, which started off as an advertising model, has matured into a hybrid advertising and premium subscription-based video on demand service. This adds a layer of digital competitiveness in the ever demanding and changing entertainment industry's landscape.

Moving forward, we remain committed to all our stakeholders and the communities in which we work for sustainable profitable growth with continual community engagement. I am proud to invite you to read this sustainability report, which I believe demonstrates our commitment to sustainability and our performance in making a real difference. We hope you enjoy reading our story and we welcome your feedback. I am optimistic about the future — it may be challenging but offers many positive opportunities across Media Prima. This is our sustainability journey...this is Our Story.

Datuk Seri FD Iskandar
Group Chairman

SUKA-SUKI AIDILFITRI ORGANISED BY GROUP HUMAN RESOURCES DEPARTMENT FOR MEDIA PRIMA EMPLOYEES



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% MP CJ O Shopping Sdn Bhd (formerly known as Media Prima CJ O Shopping Sdn Bhd)	 
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PRINT



 98% The New Straits Times Press (Malaysia) Berhad	 NEW SUNDAY TIMES NEW STRAITS TIMES ONLINE  	 Berita Harian      	 DHIYA     	 DHIYA  Full Mark
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RADIO



 100% Max - Airplay Sdn Bhd	 100% Synchrosound Studio Sdn Bhd	 99% One Fm Radio Sdn Bhd	 100% Kool FM Radio Sdn Bhd (formerly known as 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	 60% Big Tree Seni Jaya 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	
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DIGITAL MEDIA



 100% Media Prima Digital Sdn Bhd	
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COMPANY



BRAND

G4-34

CORPORATE GOVERNANCE

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

The Board believes that good corporate governance is fundamental in achieving the Group’s objectives. In order to ensure that the best interests of shareholders and other stakeholders are effectively served, the Board continues to play an active role in improving governance practices and monitors the development in corporate governance within the Group.

Clear Roles and Responsibilities

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. The Board, however assumes the following responsibilities in discharging its duty of stewardship of the Group.

Board Meetings

The Board meets at least four (4) times a year, once in every quarter and has a formal schedule of matters specifically reserved to it for decision, such as the approval of corporate plans and budgets, acquisitions and disposal 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 of Media Prima Berhad as a listed entity has entrusted its Board Committees with specific responsibilities to oversee the Group’s affairs in accordance with their respective Terms of Reference. Although specific powers are delegated to the Board Committees, the Board keeps itself abreast of the key issues and decisions made by

each Board Committee through the reports by the Chairman of the Board Committee and the tabling of minutes of the Board Committee meetings at Board meetings.

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.

Code of Ethics

The Company’s codes of ethics for Directors and employees govern the standards of conduct and behaviour expected from Directors and employees respectively. They are to be applied to all aspects of our business and professional practices and act in good faith in the best interests of Media Prima and its stakeholders.

The Code of Ethics for Directors is available on www.mediaprima.com.my whilst the Code of Ethics for employees is available on Company’s Intranet System (PeopleConnect). It requires all to observe high ethical standards of honesty and integrity whilst prohibiting activities or misconduct such as accepting bribes, dishonest behaviour and sexual harassment, among others.

Whistle-blowing Policy

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

The whistle-blowing policy and the anti-fraud policy are available for all staff and can be accessed via the Group’s intranet. The key components of the whistle blowing policy include protection of the whistle

blower from any retaliation in the form of dismissal, harassment or discrimination at work, or any action in court, in respect of disclosure made by the whistle blower to the regulators. Any employee who believes or suspects that a fraud exists or has been committed may report this to the Group General Manager, Group Corporate Governance Department.

Board Charter

A Board Charter had been established with the objectives 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. 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, Board’s composition and balance, Board’s performance, Board’s meetings, Remuneration policies, Access to information and independent advice, Financial reporting, Stakeholder communication, Company Secretary and Conflict of interest.

THE ORIGIN OF OUR STORIES

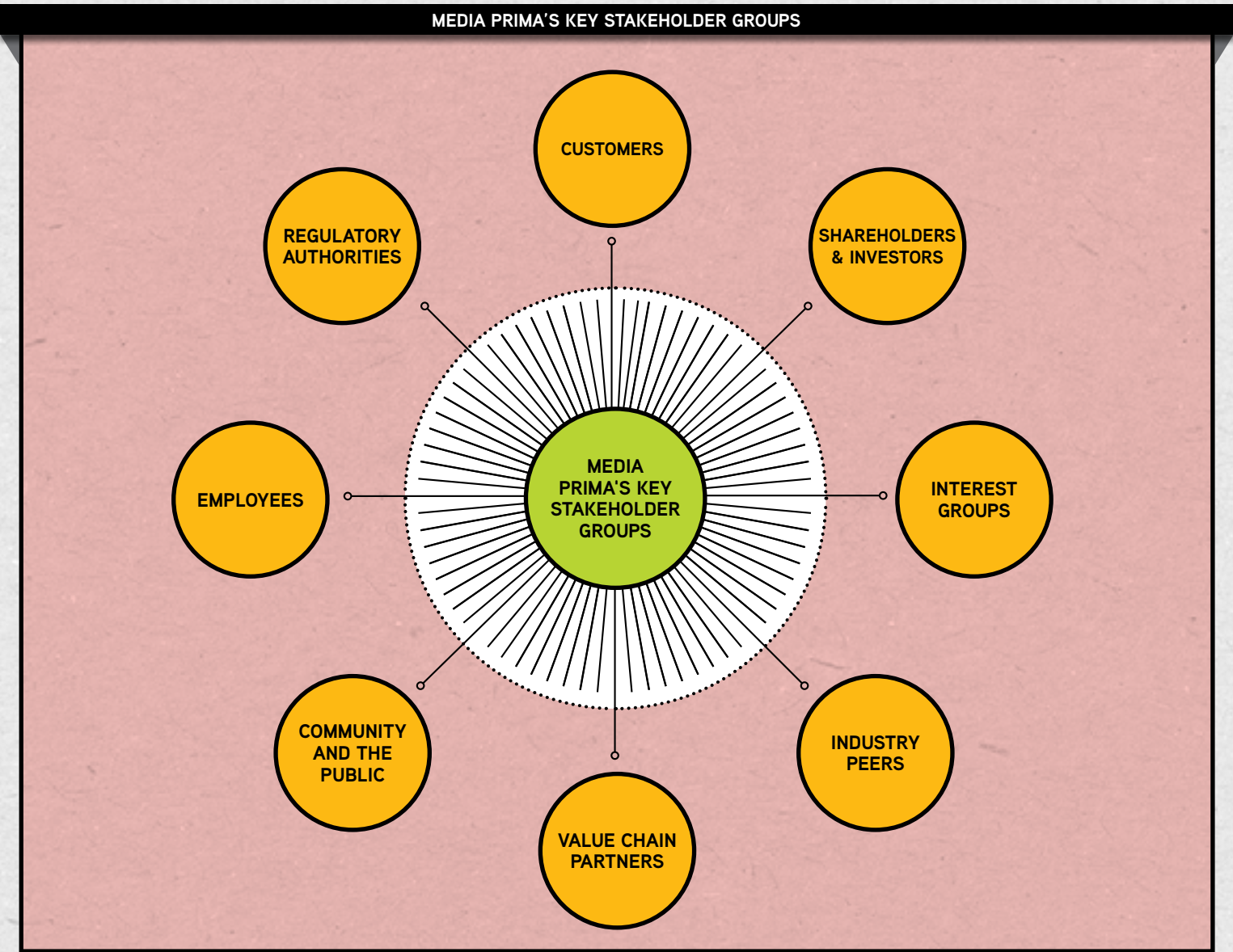
G4-24, G4-25, G4-26, G4-27

Stakeholders are our arteries and Media Prima interacts with a plethora of them in various ways.

With a complete repertoire of media-related businesses including Television, Print, Radio, Out-Of-Home, as well as Content and Digital Media, Media Prima is all about the people it engages with.

Engaging with our stakeholders is essential for building trust and understanding business challenges. Embedding stakeholder engagement in our business operations allows us to develop business solutions, together.

Open and transparent communication with stakeholders is an integral part of our business development and growth. Significant resources are allocated to engagement through formal and informal meetings, gatherings, road shows, visits, public events and other channels. Stakeholder feedback is invaluable and all suggestions are considered during the decision-making process.



Stakeholder Groups	Method of Engagement	Areas of Interest	Addressing Their Interests
Customers <ul style="list-style-type: none">• Television Broadcasting: viewers• Print Media: readers• Outdoor Media: advertisers• New Media: viewers• Content Creation: Brand Management Group, Acquisition and Content Management• Radio: listeners	<ul style="list-style-type: none">• Customer satisfaction surveys• Customer complaints tools• Social media• Websites	<ul style="list-style-type: none">• Viewing preference• Content development• Technical support• Social discourse• Privacy and freedom of expression• Children’s rights	Our customers and the competition are instrumental to our prospects. We share a common goal across our organisation to give our customers a value-added experience in society.
Shareholders & Investors	<ul style="list-style-type: none">• Results announcement meetings• Annual General Meetings• Regular updates and communication• Investor road shows	<ul style="list-style-type: none">• Long-term profitability• Sustainability matters• Company’s performance against targets• Compliance with all relevant requirements	We are committed to delivering economic value to our capital providers through a strong financial performance and our methods of engagement with them.
Interest Groups <ul style="list-style-type: none">• Non-governmental Organisations• Industry Analysts	<ul style="list-style-type: none">• Regular and ad-hoc meetings• Official launches• Events• Open dialogues• Interviews, press releases and websites	<ul style="list-style-type: none">• Company’s performance• Rights of vulnerable groups• Future direction• Implication of digital media to society	Media Prima includes the views of interest groups when considering the impact of operations on society.
Industry Peers	<ul style="list-style-type: none">• Conferences and meetings• Industry workshops• Networking events	<ul style="list-style-type: none">• Our performance• Compliance• Development within the media industry	Media Prima has an excellent record of engaging with industry players. By sharing ideas and inspiring positive change, we continue to make the biggest possible difference. Media Prima collaborates with key partners and engages with thousands of people every day.
Value Chain Partners <ul style="list-style-type: none">• Third-party suppliers and vendors• Event sponsors	<ul style="list-style-type: none">• Contract bidding and procurement management• Training and talent management• Programme road shows• Programme licensing negotiations	<ul style="list-style-type: none">• Fair procurement• Efficient supply chain management	Relationships with suppliers are governed by our supplier code of conduct. These guidelines, which conform to international ethical standards, outline the conduct expected from suppliers in areas such as economic sustainability, environmental sustainability and social responsibility.
Community and the Public	<ul style="list-style-type: none">• Financial and non-financial contributions• Philanthropic activities• Volunteerism programmes• Events and road shows	<ul style="list-style-type: none">• Social and economic development contributions• Socio-environmental impacts	We strive to be a strategic partner and positive force in our local communities.
Employees	<ul style="list-style-type: none">• Employee satisfaction survey• Employees engagement programme• Internal communications such as newsletters, the intranet and updates• Events and functions• Employee grievance system	<ul style="list-style-type: none">• Equal opportunities• Diversity• Career progression• Benefits and rewards	Our employees are fundamental to our innovation-driven culture. People are our success and we are committed to being a good employer.
Regulatory Authorities <ul style="list-style-type: none">• Ministry of Information, Communications and Culture (MoICC)• National Film Development Corporation Malaysia (FINAS)• Malaysian Communications and Multimedia Commission (MCMC)• The Malaysian Communications and Multimedia Content Forum of Malaysia (CMCF)• Consumer Forum of Malaysia (CFM)• Ministry of Finance (MoF)• Ministry of Home Affairs• Dewan Bahasa dan Pustaka• Department of Environment (DOE)	<ul style="list-style-type: none">• Regular communication• Reports and compliance• Periodical meetings• Regular environmental reporting to the DOE	<ul style="list-style-type: none">• Compliance• Reducing environmental footprint• Compliance with environmental regulations	We have established governance around sustainability to manage risk and ensure compliance. Media Prima ensures that it operates with integrity at all times.

THE STORY OF MATERIALITY

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

MATERIALITY

WHAT MATTERS MOST FOR US AND OUR STAKEHOLDERS, TODAY AND TOMORROW.









In 2015, we performed a comprehensive materiality study to identify the most material sustainability topics for both our stakeholders and the Company. In 2016, we conducted a new study to ensure the priorities of both stakeholders and Media Prima have not changed significantly.

We identified the topics that affect our stakeholders and that are particularly relevant for our long-term success. This exercise helps us prioritise where Media Prima can achieve the greatest positive impact.

The Methodology

The Media Prima Stakeholders Materiality Survey 2016 was conducted in the last quarter of 2016. Once again, the survey was performed by an external consultant to ensure impartiality and secure the anonymity of the respondents.

STAKEHOLDERS CONTACTED DURING THE MATERIALITY SURVEY

 Customers	 Shareholders & Investors	 Interest Groups	 Industry Peers
 Value Chain Partners	 Community and the Public	 Employees	 Regulatory Authorities

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

Respondents were asked to rate the importance they placed on 34 corporate governance, economic, environmental and social issues. These issues are summarised below.

1	2	3	4	5	6	7
Corporate governance Governance structure; Ethics; Corporate governance compliance	Economic Nation building; Sustainable procurement; Legal compliance	Environment Energy; Materials; Water; Emissions, effluents and waste; Environmental impact from transportation; Environmental compliance; Environmental costs	Social: Labour Practices and Decent Work Employment & benefits; OSH; Training & education; Diversity & equal opportunity; Equal remuneration; Employee engagement	Social: Human Rights Unions; Human rights of suppliers; Non-discrimination; Hiring child talents; Rights of security	Social: Society Corruption; Competition; Public policy & lobbying; Employee volunteerism; Community & donations	Social: Product Responsibility Quality; Customer satisfaction; Customer privacy; Provision of information; Marketing & communications

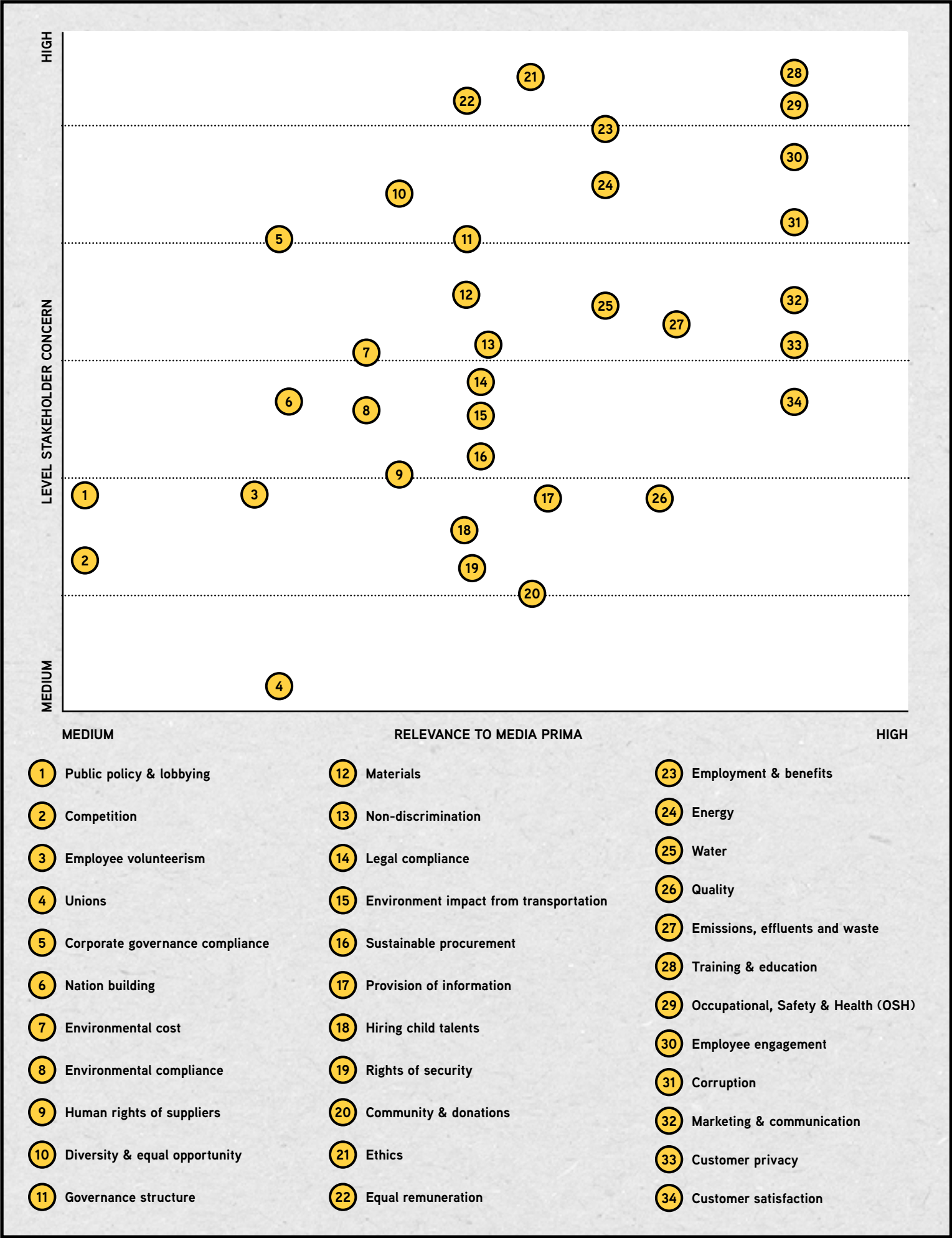
A five-level Likert scale was used, allowing respondents to indicate the importance they placed on each criterion from ‘very unimportant’ (1) to ‘very important’ (5). The survey could be completed in either English or Bahasa Malaysia.

As there was a natural skew in the results, a separate average score was calculated for each area within each stakeholder group. A total average of the stakeholder groups was then calculated.

The same survey was completed by representatives from the Board of Directors 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.





01

ECONOMIC

G4-DMA

As Malaysia's largest integrated media company, we continue to advance the nation's media industry through our complete repertoire of media-related businesses. Our units comprise Television, Print, Radio, Out-Of-Home, Content and Digital Media.

We also own a content creation subsidiary, Primeworks Studios Sdn Bhd. Primeworks is Malaysia's largest production company that has been producing TV content and feature films since 1984 and 1994 respectively.

We have now entered the digital sphere on a large scale and are emerging as Malaysia's pioneering player in digital media platforms. We are committed to continuous innovation which brings positive development to our community and the industry as a whole.



Economic Performance

G4-17, G4-EC1

	Year ended 31 Dec 2016 RM'000	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
OPERATING RESULTS					
Revenue	1,289,008	1,427,693	1,506,981	1,722,943	1,697,845
Profit Before Taxation	(65,909)	200,068	101,441	289,981	282,945
Net Profit After Taxation	(69,783)	138,708	76,622	216,416	211,312
Net Profit Attributable to Owners of the Company	(59,198)	138,717	75,528	214,165	209,312
Non-Controlling Interests	(10,585)	(9)	1,094	2,251	2,000
KEY DATA OF FINANCIAL POSITION					
Total Assets	2,151,777	2,330,054	2,478,521	2,606,662	2,668,170
Total Borrowings	300,108	300,108	453,092	499,366	682,746
Share Capital	1,109,199	1,109,199	1,109,107	1,100,529	1,079,692
Shareholders' Equity*	1,461,629	1,620,655	1,592,577	1,656,429	1,547,290
Earnings Per Share (sen) (Basic)**	(5.34)	12.51	6.83	19.62	19.45
FINANCIAL RATIOS					
Return on Shareholders' Equity (%)	-4%	9%	5%	13%	14%
Return on Total Assets (%)	-3%	6%	3%	8%	8%
Net Assets Backing Per Share (RM)	1.34	1.46	1.44	1.51	1.43
Gearing Ratio	0.20	0.19	0.28	0.30	0.44
Interest Cover Ratio	(3.9)	21.3	10.1	15.6	11.3
Dividend Per Share (sen)***	8.0	10.0	11.0	14.0	13.0
Number of Employees	4,149	4,236	4,171	4,654	4,721

* 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

ECONOMIC



LEVERAGING ON OUR EXPERTISE TO ADVANCE THE NATION'S INDUSTRIES

Hot FM Promotes Malaysia Tourism

Tourism was identified as a National Key Economic Area (NKEA) under the National Transformation Programme (NTP), as part of Malaysia's growth plan to attain a high-income status,

On 4 March 2016, Hot FM began a nationwide tour of Peninsula Malaysia. Hot FM Dekat Je Tour is our first collaboration with Tourism Malaysia to promote domestic tourism in the country with the tagline, 'Dekat Je' (nearby).

This campaign introduces radio listeners to attractive tourist locations, locally. It also ensures local and foreign tourists do not miss the chance to explore the wonders and history of Malaysia while enjoying its rich flora and fauna.

Hot FM Dekat Je Tour was launched by Tourism Malaysia Director (Advertising) Datuk Mohmed Razip Hasan with local celebrities such as Maya Karin, Tomok and Hot FM radio deejays, who began their journey on the Hop On Hop Off double decker bus.

Listeners were invited to upload a photograph of their favourite tourist destination, along with a creative caption, to their Instagram accounts using the #HotFMDekatJeTour. Five lucky winners with the most interesting captions were given RM200 in cash. Ten lucky listeners were selected to join the tour at the end of each week until 20 March 2016.

NSTP Enhances the Property Industry

As one of the leaders in print media for property consultation, NSTP hosted MyRumah Property Showcase 2016 which is a three-day event featuring a wide range of property exhibitions and talks from property gurus.

MYRUMAH PROPERTY SHOWCASE 2016

Date	Venue
8 – 10 January 2016	Balai Berita NSTP Bangsar
29 – 31 July 2016	Komtar JBCC, Johor Bahru
7- 9 October 2016	Balai Berita NSTP Bangsar



CONTINUOUSLY DEVELOPING THE NEXT GENERATION OF TALENT

Workforce management and working styles are changing, dramatically. New collaborative and social applications are already reshaping business operations. Importantly, we provide the resources for new generations to work in ways that fit more naturally with their digital upbringing. We really need to understand younger generations to remain relevant in the media industry.

MPRN & MSU SIGNED A COLLABORATIVE MEMORANDUM OF UNDERSTANDING (MOU) TO DEVELOP BROADCASTING PROGRAMMES



On 29 May 2016, Media Prima Radio Networks (MPRN) signed a collaborative Memorandum of Understanding (MoU) with the Management & Science University (MSU) to develop broadcasting programmes and modules as well as consultancy-related services for the next generation.

The collaboration will also include:

- Industry training placements within broadcasting
- The expansion of existing academic training programmes
- Sharing of expertise and know-how including industry talks by MPRN experienced broadcasters to the students in their respective fields.

The effort is expected to improve the marketability of MSU graduates. MPRN's top radio broadcasters also share information and know-how with MSU students including career tips on becoming a successful radio broadcaster in Malaysia.

This collaboration is also an excellent platform for MPRN to share information and ideas that will elevate the Malaysian radio industry to the next level. It is an excellent opportunity to synergise our collective efforts to create a more creative and highly imaginative new generation of radio broadcasters in Malaysia.



EMPLOYMENT AND ECONOMIC DEVELOPMENT

We support the long-term, economic sustainability of our country by promoting local content. Supporting local content is both a corporate responsibility and a commercial opportunity and we hire locally whenever possible. Incorporating local culture or knowledge into our business systems helps us deliver our commitment to supporting local economic development. Despite this, ensuring that our recruitment practices are consistent, fair and cost effective, remains a top priority.

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 that hiring from our community helps support the local economy. Local hiring also reduces the environmental impact of commuting and bolsters community involvement.

We hire qualified employees and keep them motivated to promote growth and stability. Tailoring our hiring policies and procedures to local markets helps us attract the best person for each position.

Our economic progress is partly attributed to providing local employment opportunities and investing in the Group's workforce. Local employment helps us meet our hiring needs while advancing economic development and education in Malaysia. In 2016, 99% of our employees were Malaysian.


ECONOMIC


SUSTAINABLE SUPPLY CHAIN


G4-DMA, G4-12, G4-EC9


In order to operate a business responsibly, we must manage our supply chain including the sourcing of electronic components and network equipment, and its subsequent distribution of services to our customers. Media Prima employs socially and environmentally responsible business and sourcing practices throughout its supply chain.


SUSTAINABLE SUPPLY CHAIN HIGHLIGHTS

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Components must be sourced from qualified vendors.
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Supply chain complies with applicable regulations.
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Only certified organisations can collect and dispose of equipment safely.
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Sustainability is considered throughout every phase of our products' lifecycles.
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Socially and environmentally responsible business and sourcing practices are practised throughout the supply chain.

In 2016, we required all suppliers to adhere to global responsible business norms and international labour standards. Although there are no set policies or procedures in place yet, we typically screen on their ethical conduct, health and safety and environmental stewardship.

We established a Supplier Code of Conduct which outlines our minimum expectations from suppliers covering:

- 

Legal compliance and ethical business practices.
- 

Our main principles for suppliers in the area of labour standards, worker welfare, the environment, ethical behaviour and business continuity.


Each supplier must agree to the principles of this code during the registration process. This code encourages our suppliers to communicate the principles and guidelines for ethical behaviour with their own subcontractors and business partners involved in supplying goods and services.


Sourcing and Managing Programmes


We provide viewers with the best experience and deliver the most sought-after programmes by examining market trends and researching viewers' preferences. We conduct fair and transparent business while prioritising editorial independence, content quality, plurality and diversity.


Our Acquisition and Content Management (ACM) Team and the Brand Management Group (BMG) respond to the market and secure in-demand programmes.

PROCESS FOR SECURING IN-DEMAND PROGRAMMES

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BMG, the custodian of television networks, conducts internal discussions on purchasing suggested programmes.
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If the budget and content fits our requirements, a financial evaluation report is raised which contains detailed analysis of a programme including a Return on Investment projection.
- 

Once confirmed, the ACM negotiates the programme license.
- 

This report is tabled at our monthly Programme Committee meetings for approval or rejection.

Media Prima's Programme Committee decides on the platform to air the programme. This committee consists of the Group Chairman; Group Managing Director; 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 offerings has a balanced combination of programmes suitable for all demographic groups. This master schedule contains the programmes that are planned for a specified period.

ECONOMIC

Sourcing and Managing Artistes

Content creation begins with talent acquisition and matching it with the programme requirements. This is part of a normal production process. On occasions, our Content Development team may propose talents who are deemed suitable for particular programmes to clients. Usually, these are potential hosts, judges, singers or actors. In this case, clients are able to evaluate the profiles of talents.

Artistes are managed by our subsidiary, the Talent Unit Sdn Bhd. Also known as the 8unit, this unit 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 artistes with outstanding talents. Several television reality shows have been effective such as *Malaysian Idol*, *Project Superstar* and *One In A Million*. Currently, we are focusing on the ongoing show, *Mentor Millenia*.


EXCLUSIVE ARTISTES UNDER 8UNIT

<div>Amirul Faqeeem</div> <div></div>	<div>Tomok</div> <div></div>	<div>Fareez Fauzi</div> <div></div>	<div>Indah Emeerlda</div> <div></div>
<div>Jaja Iliyes</div> <div></div>	<div>Jasmine Suraya Chin</div> <div></div>	<div>Nafiz Muaz DFKL</div> <div></div>	<div>Gody</div> <div></div>
<div>RJ</div> <div></div>	<div>Anim Ezati</div> <div></div>	<div>Black</div> <div></div>	<div>Syazuwani</div> <div></div>


Our team also records an active talent scouting programme that discovers potential outstanding artistes on the ground. We also participate in activities conducted by each of our television programmes. Sought-after traits include credibility, personality and industry knowledge as well as vocal skills, attractive appearance and age.

ECONOMIC


HOW UNIT8 HELPS ARTISTES




Realises their dreams and creates memorable lifetime moments.




Provides continuous career development and coaching.



Shares a reputable network of media contacts, partners and clientele.




Builds a successful and multi-faceted career path by providing maximum exposure.




Delivers regular training sessions depending on their credibility and attributes such as:


- Fitness programmes
- Vocal coaching
- Other unique sessions designed to develop certain skills such as public relations and communications



Guides them on engaging with media representatives as confidence can never be compromised.



Exposes them to various activities and challenges that boost their confidence and presentation.



Creates opportunities for our artistes to collaborate with Malaysia's favourite artistes.

Job opportunities for Media Prima personalities are identified on a job-by-job basis through endorsement and events. Unit8 helps clients organise events such as concerts and road tours while also acting as a professional agent for other external artistes.

Alt Records Sdn Bhd, a wing of the Media Prima Recording Label "Monkey Bone":

- Signs artistes from reality shows
- Helps these artistes produce albums, select songs and promote their albums
- Provides other activities such as road tours and sponsorship events
- Serves as a publishing house for upcoming songwriters

Songs under the label are offered for download.

MEDIA PRIMA PLAYS ITS ROLE IN THE INDUSTRY

We engage in discussions that really matter to the business and stakeholders such as media development, social media revolution and media convergence. Our leaders have held positions in various industry groups that have shaped the industry through their feedback and consultation.

Media Prima's Memberships in Organisations G4-16		
Name	Position	Role in the Industry
Dato' Mohammad Azlan Abdullah*	CEO, NSTP	• Chairman, Malaysian Newspaper Publishers Association (MNPA)
Datuk Kamal Khalid	CEO, Media Prima Television Networks	• Advisory Board Member, Asian Television Awards (ATA)
Datuk Mustapha Omar	Group Editor, Harian Metro	• Secretary and Treasurer of the Malaysian Press Institute (MPI) • Member of National Consumer Advisory Council
Aszman Kasmani	Head of Production, NSTP	• Honorary Vice-President of the Institute of Printing (UK) Malaysian Branch • Assistant Treasurer for the ASEAN Newspaper Printers
Jeff Cheah	CEO, Big Tree Outdoor Sdn Bhd	• President of Outdoor Advertising Association of Malaysia (OAAM)
Seelan Paul	CEO, Media Prima Radio Networks	• President of Commercial Radio Malaysia (from October 2015) • Committee Member of the National Football Development Programme Malaysia
Datuk Ahmad Izham Omar	CEO, Primeworks Studios Sdn Bhd	• Chairman of the Communications and Multimedia Content Forum of Malaysia (CMCF) • Trustee of Yayasan 1Malaysia • "For The Record" columnist in the New Straits Times

* Dato' Azlan has resigned effective 28 February 2017

02

ENVIRON- MENTAL

G4-DMA, G4-EN27

Environmental sustainability revolves around protecting the future by making the right choices today in an environment where water is increasingly scarce, natural resources are constrained and biodiversity is declining.

We help protect those resources by improving environmental efficiency, which in turn minimises our environmental footprint. This is particularly important for our printing plants, which consume large amounts of materials and energy. We also involve our suppliers and other partners to continuously improve the environmental performance of our products along the value chain. Collectively, we hope to make a significant, measurable difference wherever our footprint extends.

In this section of the report, we focus predominantly on the environmental footprint of our printing plants. The New Straits Times Press (Malaysia) Berhad (NSTP) involves physical production and environmental aspects are more material to these operations.

ENVIRONMENTAL



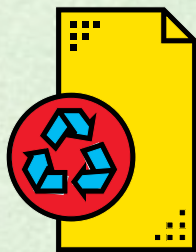
MATERIALS MANAGEMENT

G4-DMA, G4-EN1, G4-EN2

Materials management is perhaps one of the most important environmental factors affecting NSTP’s profits as a printing company. The consumption of materials is monitored and analysed at all printing plants to ensure they are used effectively and efficiently. Any variations that are detected are resolved quickly.

We examine our procurement, operations, maintenance, reusing, recycling and

disposal trends to maximise the use of renewable sources, extend the usable life of products and minimise disposals that pollute the environment.



PAPER

Newsprint paper is an affordable paper used for a variety of reasons. Newsprint is composed of 95% economical ground wood pulps, which makes newsprint affordable and economical.

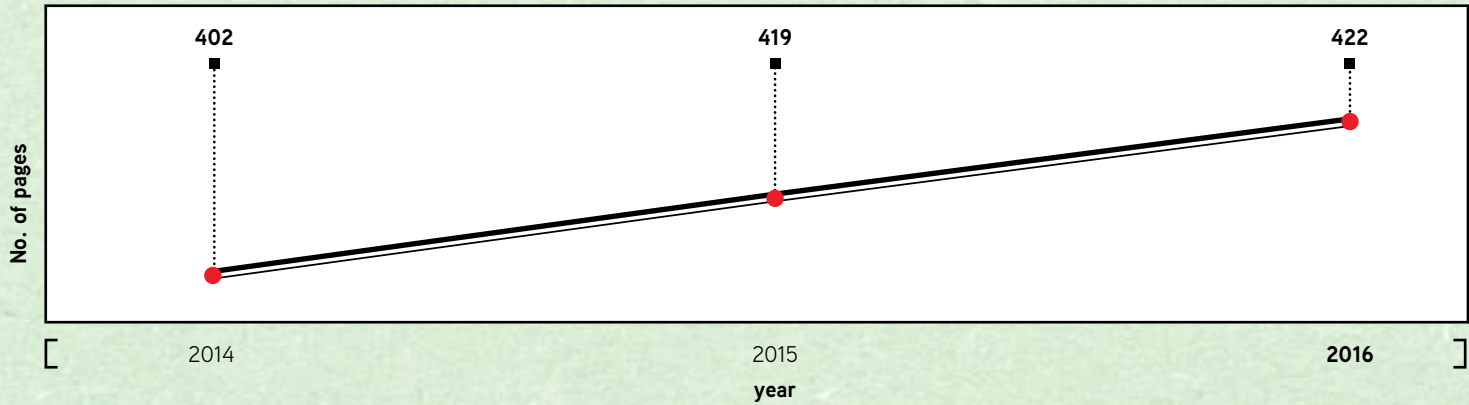
Comprising 99% recycled materials, our newsprint is both affordable and environmentally friendly. Typically, newsprint has a relatively low brightness

level of between 55 and 65, and is not physically strong.

Paper is the main material used at our printing plants and we continue to use this valuable resource efficiently. The number of pages is a good indicator of paper use efficiency. In 2016, the number of pages per kg improved as our operations fully adopted the new 42gsm paper. However, spoilages increased as total paper consumption decreased.

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

Number of Pages per Kilogram of Newsprint



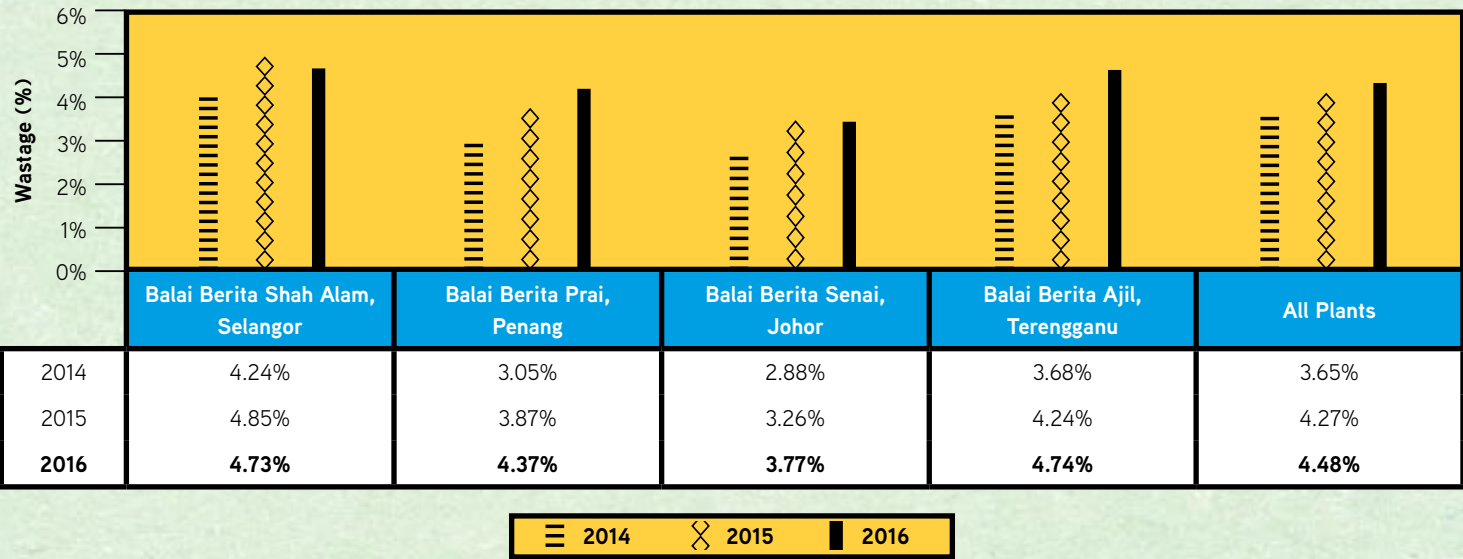
NSTP Paper Consumption (MT) by Plant					
Year	Shah Alam	Prai	Senai	Ajil	All Plants
2014	32,340	14,389	13,816	8,409	68,953
2015	24,895	10,420	10,195	5,689	51,200
2016	19,758	7,899	7,421	3,952	39,030

ENVIRONMENTAL

Paper wastage is a part of any newsprint business, but NSTP minimises this inefficiency 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 opt to read the news online. Our adoption of a lower grammage paper has further reduced our impact on the environment from the sourcing of raw materials through to the end of its usage.

Paper Wastage of NSTP Printing Plants



NSTP’s printing plants can handle 100% recycled, mixed comprising 50% recycled and 50% pulp, woodfree and virgin pulp paper. 100%-recycled paper is favoured and used whenever possible. We procure mixed or woodfree paper if 100% recycled is unavailable. Paper made from virgin pulp is only purchased as a last resort.

In 2016, 99.64% of all purchased paper came from 100% recycled sources; the remainder was mixed. The table below shows paper usage by type from 2014 to 2016.

Paper Consumption by Type												
Reel Size / Recycled/mixed	2014				2015				2016			
	58"	43.5"	29"	Total	58"	43.5"	29"	Total	58"	43.5"	29"	Total
100%	42,404	11,875	8,244	62,524	32,049	8,677	8,559	49,285	27,291	6,743	6,608	40,642
Mix	20	-	-	-	773			773	146		-	146
Virgin Pulp	-	-	-	-	0			0				
Total	42,424	11,876	8,244	62,544	32,822	8,677	8,559	50,058	27,437	6,743	6,608	40,788

Environmentally-friendly Plates

Chemicals are an important part of the prepress process. Our chemistry improves print clarity and maintains the cleanest possible backgrounds at pH7 when using both conventional and UltraChrome inks. Sharper colours are reproduced and optimum ink and water balance are maintained, with no corrosion to the press.

Chemical Usage, Prepress (litres)					
Year	Shah Alam	Prai	Senai	Ajil	Total
2014	15,452	9,779	5,665	5,270	36,166
2015	10,279	9,605	2,620	3,160	25,664
2016	8,210	4,830	2,040	1,740	16,820

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 reduced again in 2016 as Prai converted to a chemical-less plate.

ENVIRONMENTAL

INK

G4-15



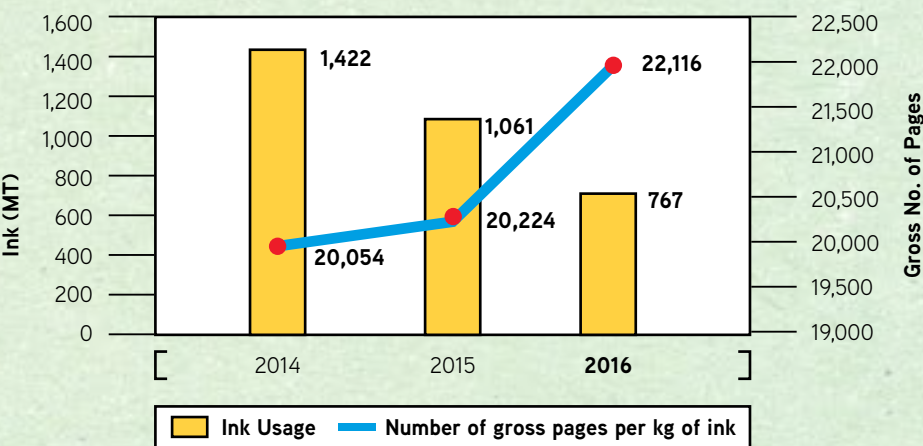
ISO 12647-3 is the worldwide standard that defines the print quality in coldest offset newspaper production. ISO 12647-3:2013 improves communication between printers, publishers and advertisers while making print buyers aware of the expected printed result in advance so they can plan accordingly. ISO 12647-3:2013 defines tolerances, allowing for objective quality evaluations and raising the competitiveness of newspapers compared to other media.

Our printing process follows this standard which is reviewed once in five years to include the latest technological developments in newspaper production and the customer expectations from newspapers. 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 newspapers, 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 entered the preliminary evaluation by sending the first print test to WAN-IFRA India in November 2015. The full evaluation was conducted between 25 and 29 January 2016. The certification is stringent to ensure quality in our reproduction. NSTP achieved and qualified as a member of ISO 12647-3.

We aim to keep the gross number of pages per kg of ink high. In 2015, the gross number of pages per kg of ink increased by 0.85% compared to 2014. In 2016, it also increased by 9.36%. In 2015, our ink usage reduced by 25.39% and in 2016 it decreased by 27.71%. Fewer newspapers were printed and less ink was used as efficiency improved. An increase in ink mileage from 20,224 pages/kg to 22,116 pages/kg was due to reduced printing wastage.

Number of Gross Pages per Kilogram of Ink and Ink Usage



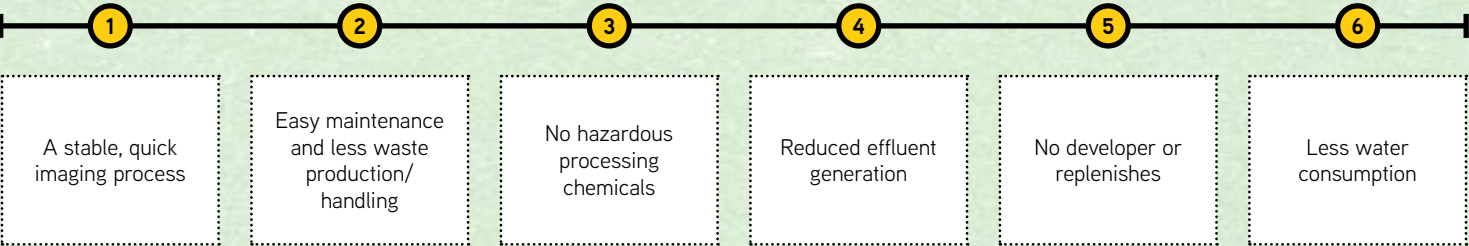
INK WASTES, SEEN IN THESE DRUMS ARE STACKED PROPERLY BEFORE DISPOSAL



Environmentally-friendly Plate in All Printing Operations

We researched an environmental care product for use in our daily operations in 2014. Our chemical free plate requires no chemical processing or special handling and is non-photosensitive. Independence from darkroom conditions and elimination of variables in exposure, chemical stability and manual intervention means fast, accurate and repeatable results. By 2016, our environmentally-friendly plate had been fully implemented across all operations.

Benefits of using Environmentally-friendly Plate



Chemical usage mileage (ml/m²)					
Year	Shah Alam	Prai	Senai	Ajil	Total
2014	122.05	132.65	74.74	82.33	106.33
2015	92.10	124.43	40.8	46.98	81.53
2016	74.69	63.97	34.62	28.34	55.01

ENVIRONMENTAL



WATER MANAGEMENT

G4-DMA, G4-EN8, G4-EN9

Water is one of the important resources used in our printing plants and is essential for all life on the planet. We optimise our use of water and minimise the environmental impact of water use on our natural environment. Our water consumption by plant from 2014 to 2016 is presented below.

Water Consumption at NSTP Plants (m³) and Media Prima Headquarters in Bangsar						
Year	Shah Alam	Prai	Senai	Ajil	Bangsar	Total
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
2016	40,818	21,941	16,245	14,812	72,680	166,496

In 2016, NSTP’s overall water consumption decreased by 12.83% compared to 2015. This reduced overall water consumption was due to a decrease in printing volume and closure of our plants in Senai and Ajil.

In 2016, a leak was discovered in the pipe and water tank at Balai Berita Shah Alam. A leak was also found in the underground pipe at Balai Berita Senai. These leaks were repaired as a part of routine maintenance work. The water consumption at these plants dropped considerably as a result of these improvement works.

Water use across other Media Prima operations is not material and is consumed mainly for our employees’ day-to-day use. However, we still acknowledge that water scarcity is a known global issue and play our part in reducing its consumption. Small adjustments can have a great impact.

WATER-SAVING INITIATIVES BEING IMPLEMENTED THROUGHOUT OUR OFFICES

Installed water-efficient taps with an aerator or flow restrictor to use less water

Fixed leaking taps and regularly check for leaks

Constantly reminding employees to use water responsibly

Replaced single-flush toilets with dual-flush alternatives in some offices

ENVIRONMENTAL

ENERGY MANAGEMENT

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



We monitor energy use and greenhouse gas emissions (GHG), identifying ways to reduce our environmental footprint through improved operations, processes and equipment wherever possible. Energy use is reduced by increasing energy efficiency throughout our operations. We examine ways to reduce the amount of energy we need to produce our products and deliver our services.

Power factor is an index used to compute the efficiency level of electricity usage in AC circuits. 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. Since 2015, we have been maintaining the power factor at between 0.85 and 0.90 by properly maintaining the capacitor banks at all printing plants. This minimises power losses while lengthening the lifespan of electrical appliances.

A registered energy manager assists our energy committee at Balai Berita Shah Alam. The committee ensures compliance with Suruhanjaya Tenaga requirements on Efficient Management of Electrical Energy Regulations 2008. The committee also examines electricity efficiency in the building and formulates energy-saving strategies wherever appropriate.

In 2016, we also continued our initiative to install inverters and replace the Air Handling Units (AHU) at our printing plants. In 2016, all faulty conventional fluorescent lights in Sri Pentas, Sri Pentas 2 and the Glenmarie buildings were replaced with LED alternatives. Currently, LED lights have an energy saving record of 55% with a three-month Return on Investment (ROI). Our Engineering Team is exploring the possibility of using LED lights at our production studios. We are also studying the possibility of replacing our tube transmitters with more energy-efficient solid state transmitters.

Energy saving habits have also been inculcated at our offices through Project WISE. This ongoing office campaign raises awareness of overusing resources such as electricity and water. Employees are reminded of the importance of adopting simple habits of switching off lights and computers when they are not in use.

NSTP's Electricity Consumption from 2014 to 2016 (kWh)			
Site	2014	2015	2016
Balai Berita Bangsar	9,449,998	9,023,789	9,615,618
Balai Berita Shah Alam	6,747,383	6,952,322	6,712,261
Balai Berita Prai	5,050,040	4,670,059	4,549,740
Balai Berita Senai	5,072,857	4,896,943	4,643,956
Balai Berita Ajil	3,826,376	3,602,089	3,222,341
Total	30,146,654	29,145,202	28,743,916

Media Prima's Electricity Consumption from 2014 to 2016 (kWh)			
Site	2014	2015	2016
Sri Pentas	7,861,899	7,999,424	8,398,306
Glenmarie Shah Alam	1,945,812	2,237,527	2,267,941
Sri Pentas 2	153,300	175,551	204,500
TV3's Transmitters	7,837,671	7,819,184	7,670,493
ntv7's Transmitters	2,900,822	3,263,058	3,180,384
8TV's Transmitters	789,077	1,075,139	1,162,913
TV9's Transmitters	1,104,004	1,136,640	1,136,418
Hot FM Radio's Transmitters	339,185	341,804	358,309
Subtotal	22,931,770	24,048,327	24,379,264
Chilled Water	11,673,000	12,074,377	12,696,146
Total	34,604,770	36,122,704	37,075,410

ENVIRONMENTAL

DIGITAL BILLBOARDS BY BIG TREE OUTDOOR PROVIDE A NEW EXPERIENCE TO STAKEHOLDERS



BTO's Electricity Consumption from 2014 to 2016 (kWh)			
Site	2014	2015	2016
Billboards **	5,258,895.15	3,114,760.27	4,211,303

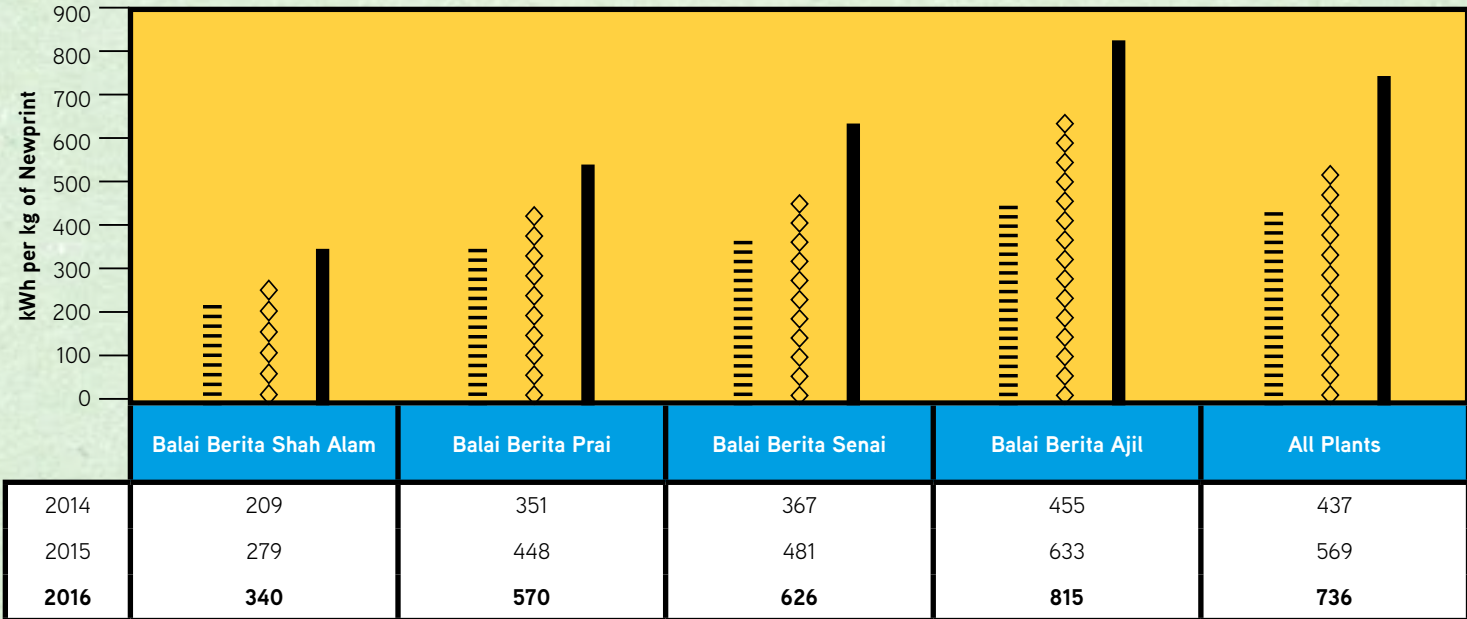
* This value is based on the conversion of cost of electricity to kWh
** In 2013, BTO moved its headquarters to Balai Berita Bangsar. Its electricity consumption is now reported under NSTP

Energy Intensity

Total energy consumption is a poor 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 our printing plants. The unit is expressed as the 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 kg of newsprint.

NSTP Energy Intensity

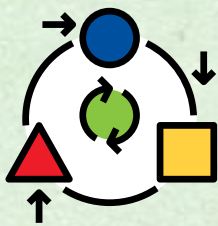


Plant 2014 2015 2016



The energy intensity increased in 2016 due to lower production output. Traditional newspapers have been experiencing lower readership in recent years.

ENVIRONMENTAL



WASTE MANAGEMENT

G4-DMA, G4-EN22, G4-EN23

Waste management is crucial to the economic status of every country and the lifestyle of its population. Waste is a fundamental of sustainability and Media Prima has allocated resources to reducing waste and waste management. NSTP’s operations produce both solid and scheduled waste.

Solid Waste

Solid waste management is a discipline associated with controlling the generation, storage, collection, transfer and transport, processing and disposal of everyday waste.

We have adopted the Reduce, Reuse and Recycle (3R) concept to reduce the amount of waste we discard throughout our operations. Disposing of waste is quite costly and also uses natural resources, landfill space and energy.

NSTP sends all (100%) of its paper waste to Malaysian Newsprint Industries (MNI) for recycling. The collection of aluminium and cores are put to tender. Unsellable waste is disposed of in adherence of to the environmental regulations. The comparison of newsprint waste sent to MNI by year is presented below.

Solid Waste Disposal by Type			
Newsprint Wastage	Amount (kg)		
	2014	2015	2016
Stripping	2,592	2,689	174
Reel Ends	104,734	84,608	67,192
Run-up Spoilage	1,698,349	1,535,260	1,263,130
Empty Core	218,268	164,760	129,078
Newsprint Covers	218,288	164,849	100,081
Machine Waste (Scrap Paper)	236,253	191,099	150,455
Test Run & Mock-ups	34,184	40,803	28,212
Non Production Spoilage	4,530	-	5,459
Total	2,517,199	2,184,068	1,743,781

Scheduled Waste

Scheduled waste management is an important component in the management of the environment and general health. Scheduled waste produced by NSTP’s printing plant processes comprises contaminated rags, drums, waste ink and chemical waste. This waste is collected, stored and disposed of by Department of Environment (DOE) licensed contractors: Kualiti Alam, Tex Cycle, 3R Quest, Nature Energy Products Sdn Bhd, Alivirgo Sdn Bhd and Alam Aliran Kualiti Sdn Bhd. Monthly reports are sent to the DOE.

● NSTP’S TREATMENT OF SCHEDULED WASTE ●

Contaminated rags are cleaned and returned for reuse.

Chemical waste is sent to an in-house wastewater treatment plant (WWTP) for processing.

Sludge produced by the WWTP is disposed of as scheduled waste.

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.

ENVIRONMENTAL

E-waste, consisting of discarded electrical or electronic devices, presents a health threat to workers and communities if not recycled or disposed of properly. Balai Berita Ajil, Balai Berita Senai and Balai Berita Shah Alam 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



NSTP Scheduled Waste Disposal (MT) by Plant						
Waste Category	Waste Code	Ajil	Prai	Senai	Shah Alam	Total
E-Waste	SW109/110	0.4	-	0.12	0.36	0.88
Ink Sludge and Evaporator Sludge	SW416	1.04	0.23	1.02	3.16	5.45
Used Oil	SW305	0.25	1.8	-	1.03	3.08
Mixed Solvent	SW322	1.22	0.4	-	2.65	4.27
Rotowash Carboy	SW409	0.85	2.82	1.33	1	6.00
Contaminated Empty Drum	SW409	-	0.77	0.64	0.21	1.62
Used Rags	SW410	3.46	18.2	14.4	6.82	42.88
Used Activated Carbon	SW411	-	1.45	-	4.98	6.43
Ink Waste	SW418	0.54	1.42	1.29	10.23	13.48
Filter Press Sludge	SW416	1.94	-	1.02	5.82	8.78
Total		9.70	27.09	19.82	36.26	92.87

NSTP Scheduled Waste Disposal (MT) by Year				
Waste Category	Waste Code	2014	2015	2016
E-Waste	SW 109/110	0.09	0.52	0.88
Ink Sludge and Evaporator Sludge	SW 416	4.96	12.8	5.45
Used Oil	SW 305	12.91	6.21	3.08
Hydraulic Oil	SW 306	0.8	-	-
Mixed Solvent	SW 322	2.91	2.97	4.27
Rotowash Carboy	SW 409	4.37	6.81	6
Contaminated Empty Drum	SW 409	2.66	2.2	1.62
Used Rags	SW 410	74.88	50.85	42.88
Used Activated Carbon	SW 411	3.94	1.46	6.43
Ink Waste	SW 418	18.99	7.32	13.48
Filter Press Sludge	SW 416	8.3	11.24	8.78
Total		134.81	102.38	92.87

ENVIRONMENTAL

Effluents Management

NSTP printing plants at Ajil, Senai, Shah Alam and Prai house their own WWTPs. Wastewater generated by the NSTP printing process is treated at these WWTPs before being discharged safely to the drainage system. As part of the DOE approval conditions, NSTP is required to conduct sampling and monitoring of effluent discharge. Shah Alam and Prai performed weekly sampling of its effluent discharge throughout 2016 as required by the DOE. Ajil and Senai analysed readings on a monthly basis.

Effluent Readings in 2016								
Month	COD (DOE limit 200 mg/l)				BOD (DOE limit 50 mg/l)			
	Ajil	Senai	Shah Alam	Prai	Ajil	Senai	Shah Alam	Prai
January	87	34	185	159	18	10	45	34
February	188	43	127	90	47	12	42	14
March	28	36	186	107	6	10	46	15
April	19	66	184	113	3	19	48	19
May	13	121	126	112	3	36	48	21
June	16	92	131	116	4	26	38	19
July	51	96	166	132	10	29	32	24
August	9	40	187	126	3	14	46	20
September	13	62	183	122	5	16	43	18
October	136	56	129	142	34	16	49	22
November	107	120	137	93	28	23	42	19
December	160	34	143	76	40	10	40	10

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 is 200 and below; and Standard B for BOD is 50 and below.

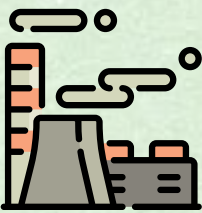
The effluent is discharged downstream and conforms to Standard B at Shah Alam, Prai and Ajil; Senai is discharged upstream and conforms to Standard A. These standards are set by the Environmental Quality (Industrial Effluent) Regulations 2009.

No readings were available in December for Senai as the plant was closed. In 2016, there were no instances of environmental noncompliance with our effluent discharges.

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. NSTP now uses R134A for all air conditioning refrigerants.



CLIMATE CHANGE AND GREENHOUSE GAS EMISSIONS

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

Climate change itself is a global problem that requires a concerted global solution. It is imperative that we consider the impact of climate change on business operations and the potential impacts on sustainability. Reducing greenhouse gas emissions at Media Prima involves minimising our environmental footprint across our plants, facilities, 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

ENVIRONMENTAL

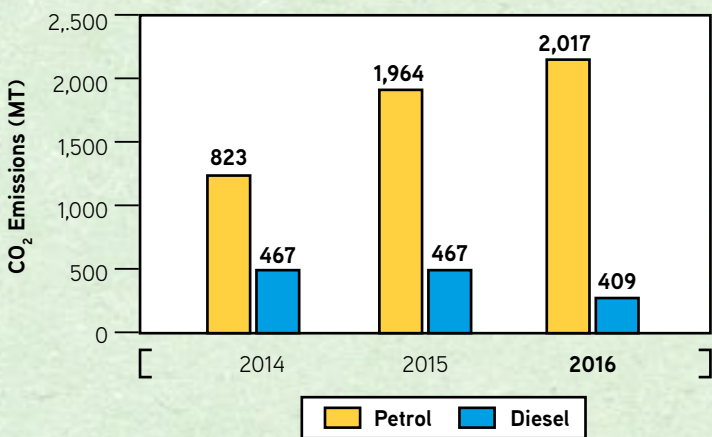
Direct GHG emissions are produced from sources that are owned or controlled by Media Prima. Indirect GHG emissions are emissions that are a consequence of business activities but occur at sources owned or controlled by another entity. The GHG Protocol further categorises these direct and indirect emissions 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.

CO₂ emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.

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

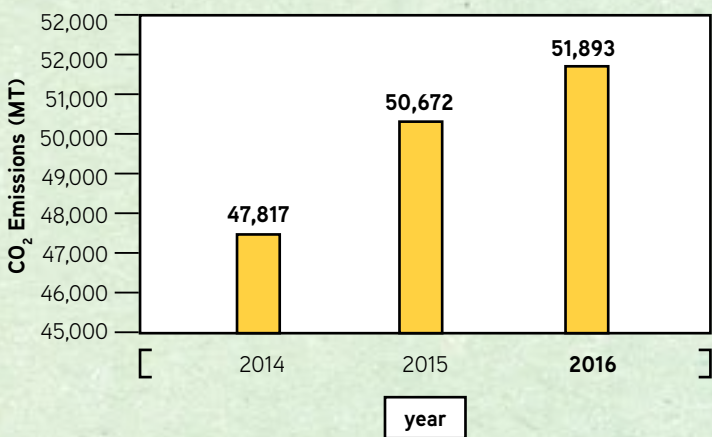


SCOPE 2

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

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

CO₂ Emissions (MT) From Purchased Electricity



In 2016, Media Prima's CO₂ resulting from purchased electricity increased by 2.41%. In 2015, Media Prima's CO₂ resulting from purchased electricity increased by 5.97% despite a 2.38% decrease in energy consumption. This increase was due to an 8.49% upward revision of the emission factor produced by the Malaysian Green Technology Corporation for the Peninsular Grid in 2015.

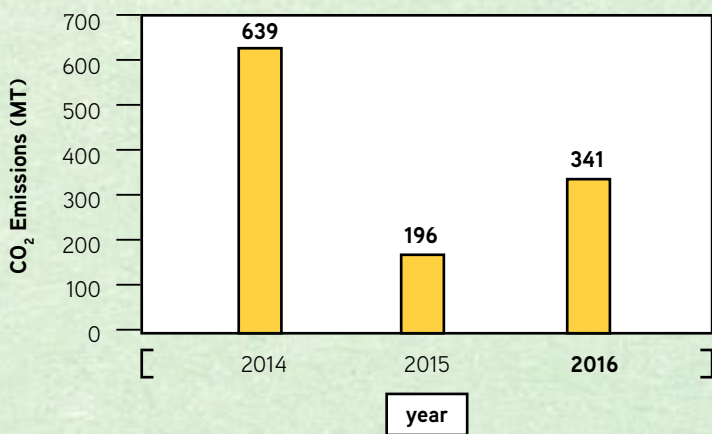
SCOPE 3

G4-DMA, G4-EN30

Air travel GHG emissions were calculated 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 Television and Radio Networks, corporate office and Big Tree Outdoor has been used in these calculations.

Online tools derived from the WRI Greenhouse Gas Protocol have been used to calculate the CO₂ emissions from air travel.

CO₂ Emissions (MT) from Air Travel



ENVIRONMENTAL

Environmental expenditure G4-DMA, G4-31

Media Prima is committed to minimising the impact its operations have on its supply chain and its plants. It is ethical to do business without harming the environment. Each year, more than RM1 million is spent on initiatives to reduce our environmental footprint. Our efforts to reduce the intensity of our environmental footprint are coming to fruition and we are committed to a path of continuous improvement.

Work/Plant	2014	2015	2016
Balai Berita AjiI			
Disposal of scheduled waste	33,713.48	35,416.89	38,972.92
Waste water treatment plant	15,030.00	23,245.00	16,320.29
Environmental training		3,650.00	6,590.00
Aircond / HVAC	62,256.00	80,007.00	79,758.54
Balai Berita Senai			
Disposal of scheduled waste	136,945.37	155,232.04	29,270.90
Waste water treatment plant	50,400.00	39,549.00	14,310.00
Environmental training		3,498.00	-
Aircond / HVAC		104,510.90	89,853.02
Balai Berita Shah Alam			
Disposal of scheduled waste	103,439.00	105,455.54	106,303.16
Waste water treatment plant	80,545.00	60,710.00	208,438.40
Environmental training		6,740.00	4,800.00
Aircond / HVAC	466,191.00	137,320.00	769,658.58
Balai Berita Prai			
Disposal of scheduled waste	130,715.58	130,977.53	136,572.51
Waste water treatment plant	19,855.00	37,303.59	38,219.36
Environmental training		1,600.00	15,375.00
Aircond / HVAC		191,667.92	160,139.50
Total	1,099,090.43	1,116,883.41	1,685,311.28

In 2016, NSTP’s environmental expenditure increased by 50.89% compared with 2015. This was due to significantly higher HVAC expenditure as the cooling tower was replaced at Balai Berita Shah Alam.



03

SOCIAL

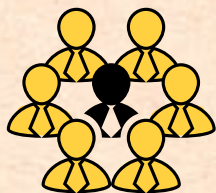
LABOUR PRACTICES AND DECENT WORK / HUMAN RIGHTS /
SOCIETY / PRODUCT RESPONSIBILITY

Employees are instrumental in the Group's growth and success. We are committed to working to make the company a vibrant workplace and the number one employer that people want to work for and be associated with. Our people work in an environment that supports professional and personal development, offers a variety of career opportunities and develops high-performance and collaborative teams.



Code of Ethics

G4-56



CODE OF ETHICS

The Media Prima Code of Ethics serves as a guide to the everyday professional conduct of all workers. It is designed to promote honest and ethical conduct with all stakeholders who comprise customers, suppliers and contractors, competitors, shareholders, Governments and regulatory authorities and members of the public.

Every employee is accountable for respecting the principles and rules of the Code of Ethics. It is each individual's personal responsibility to perform their duties with loyalty and integrity. Managers, whose responsibilities go beyond those of employees, are required to:

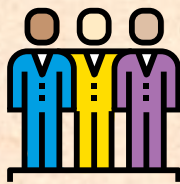
- Act as role models and promote ethical conduct;
- Be vigilant in preventing, detecting and responding to any violation of the code; and
- Protect employees who report violations.

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 ensures duties are performed efficiently, effectively and fairly.

BEST PRACTICES IN THE WORKPLACE

Inclusivity at the Workplace

Media Prima creates an inclusive culture through various forms of engagement. We believe that the more diverse the environment, the more innovation will flourish. Our ultimate aim is ensuring all 4,149 members of staff feel engaged and valued.



OUR VOLUNTEERS' BRIGADE

Briged Sukarelawan had a total of 150 registered members on 31 December 2016. This volunteers' brigade is the backbone of numerous relief missions under Tabung Bencana NSTP-MPB, bringing our employees together for a common cause. The brigade also conducted other activities such as medical outreach, blood donation drives, visits to underprivileged homes and other volunteerism-based activities that benefit the community.

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

Media Prima offers a competitive rewards and benefits package. Following the Group's recent acquisition and expansion exercise, we reviewed our remuneration review and aligned our remuneration packages with the changing business environment. This allows us to be more equitable in rewarding high achievers in the workplace, develop employee talent and determine our competitiveness vis-à-vis the market. Our fair remuneration system applies to all employees, regardless of age, gender or other characteristics.



A percentage of employees' basic salaries is given to the Employees Provident Fund (EPF), including the employer's contribution, as per statutory requirements.

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Key Benefits			
"CARING" Cluster	JOB-related Cluster	FACILITIES Cluster	CORPORATE Image Cluster
<ul style="list-style-type: none">HealthcareOutpatient<ul style="list-style-type: none">HospitalisationDentalMaternityMedical ExamInsuranceLeave<ul style="list-style-type: none">AnnualMarriagePaternity & MaternityCompassionateMedicalStudyUnpaidUnusedRetirement<ul style="list-style-type: none">AgeBenefits	<ul style="list-style-type: none">Car AllowancePhone AllowanceMileage ReimbursementMeal AllowanceOvertime AllowanceShift AllowanceTransfer Allowance	<ul style="list-style-type: none">Probation PeriodNotice PeriodBusiness Travel & AccommodationClothing Allowance	<ul style="list-style-type: none">Professional Association Membership

Anugerah Kecemerlangan Akademik (Academic Excellence Award)

Our Academic Excellence Awards honour the academic achievements of employees' children and their family members. The programme has a wonderful tradition of honouring employees' brightest and most talented children with prize money and plaques. 86 children were recognised and awarded in 2016.

EVERY YEAR MEDIA PRIMA CELEBRATES CHILDREN OF IT STAFF WHO ACHIEVE GOOD ACADEMIC PERFORMANCES IN THEIR MAJOR EXAMINATIONS

Sabtu, 4 Jun 2016

PENDIDIKAN



Kamal, Mohammad Azlan serta Abdul Jalil bergambar bersama penerima di Balai Berita, semalam.

MPB rai anak kakitangan cemerlang

Examination	Achievement	Prize Money (RM)	No. of Children
End of year examination	First in the class	150	18
UPSR	5As	200	36
PT3	8As and above	300	21
SPM	9As and above	400	11

Religion Indiscrimination

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

The Hajj is an imperative duty for all Muslims who have the resources and must be performed once in a lifetime. This entitlement is offered once in a member of staff's entire employment. Nine employees performed their Hajj in 2016 following 10 years of continuous service. We subsidised 60% of the *Muassasah* cost for each employee, who had been nominated to perform the Hajj.

Media Prima also extends assistance for employees to go for *Umrah*. 125 employees benefited from this in 2016. We fully support this holy course by subsidising the flying cost to the holy land for first timers and 50% for their spouses and a maximum of five children. This entitlement is only offered once in an employee's entire employment. The cost of their airport tax and ground arrangement is borne by the employee which can be paid through monthly salary deductions or employees can opt to pay cash. This covers accommodation, ground transport, food and beverages. In 2016, five non-Muslim employees and their five family members - two Hindu employees and their five relatives and one Christian employee - benefited from this initiative.

Sabbatical Leave

Media Prima offers sabbatical leave to retain its valued employees. Sabbaticals are beneficial to both Media Prima and employees as they:

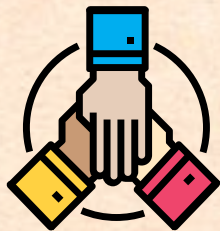
- Allow time for valuable players to stretch themselves without leaving us permanently.
- Help attract top talent as the largest pool of talent now entering the workforce consistently rates 'time-off' as a top priority.

We find that employees who take a vacation come back with better focus and mental clarity. Sabbaticals demonstrate our firm commitment to work-life balance and healthy habits. However, we received no applications for sabbatical leave in 2016.

SOCIAL : LABOUR PRACTICES AND DECENT WORK

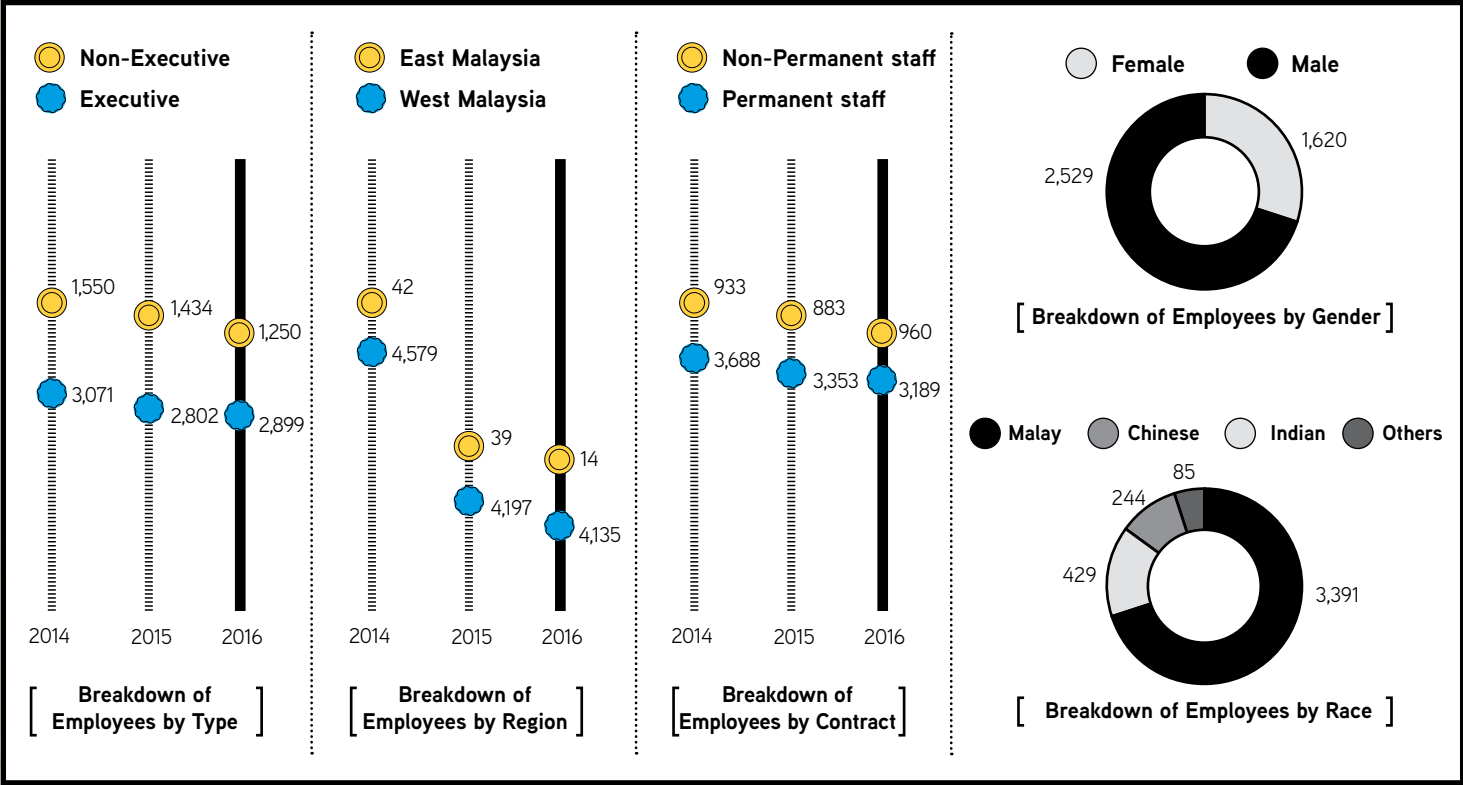
DIVERSITY

G4-10, G4-DMA, G4-LA1, G4-LA12



Fostering a culture of diversity and inclusion has played a key role in the sustained success of our workforce. Valuing diversity refers to respecting and supporting the uniqueness of each individual. Diversity includes attributes such as gender, age, ethnicity, language, cultural background, physical ability, religious belief and lifestyle choices.

Our Code of Conduct governs how we conduct ourselves in a multicultural environment and treat fellow colleagues with respect and consideration at all times.



Employee Turnover	2014	2015	2016
By Region			
West Malaysia	579	317	456
East Malaysia	1	1	3
By Gender			
Male	300	165	308
Female	280	153	151
By age Group			
<30	172	148	146
30-50	331	157	259
>50	77	13	54

SOCIAL : LABOUR PRACTICES AND DECENT WORK

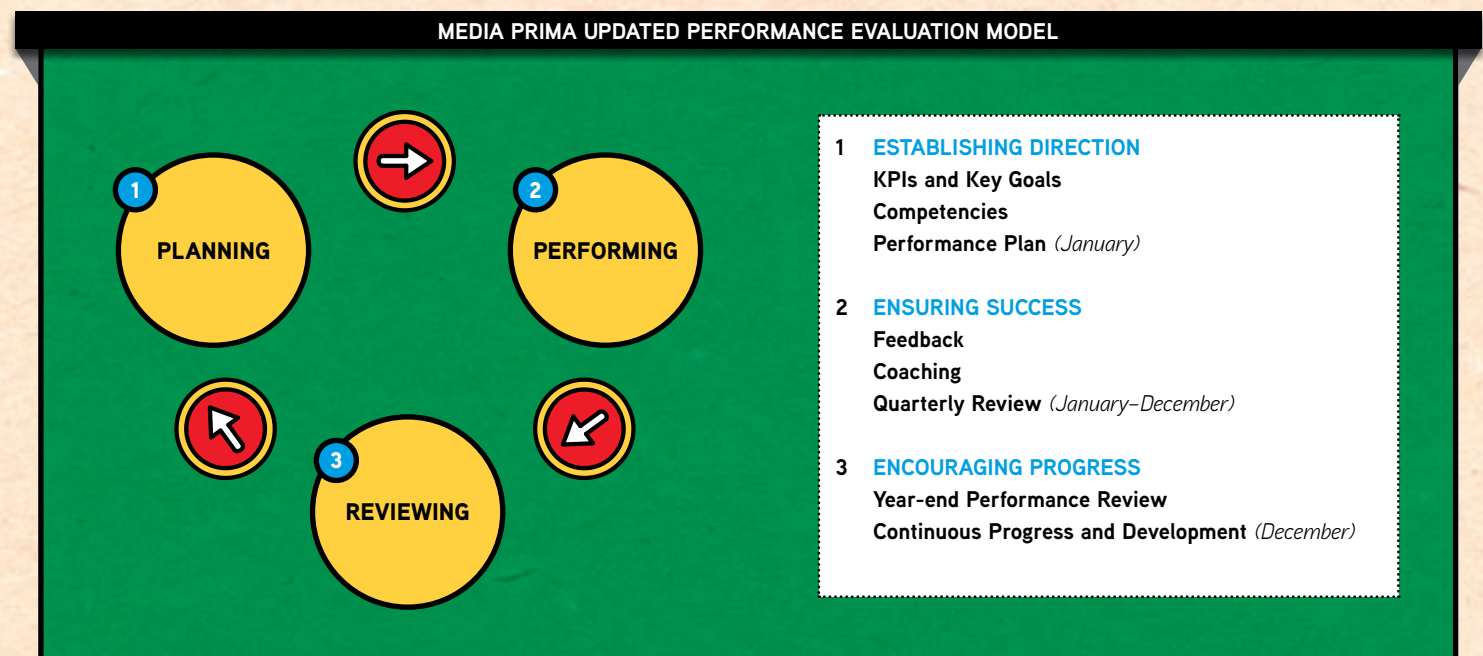
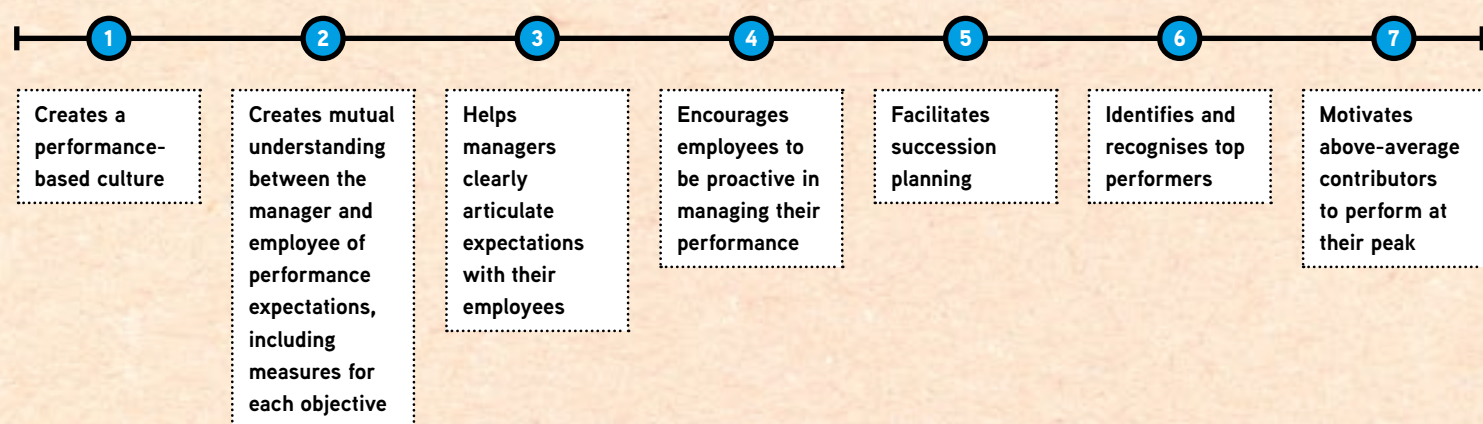
PERFORMANCE MEASUREMENT

Media Prima's Performance Management Programme is a critical tool for aligning employee objectives with the Group's overall priorities.

Fair and objective performance management is vital to the ongoing development, success and engagement of our employees.

The Performance Management Programme encourages regular dialogue between employees and managers in the planning, coaching, monitoring and evaluation of employee performance. Annual performance reviews are conducted each year and all full-time employees participate in these reviews. Performance reviews are not performed for contractors or third-party employees.

How Media Prima's Performance Management Programme Drives a High-performance Culture



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 bonus quantum, with five being the highest. The process is used to assess all (100%) employees.

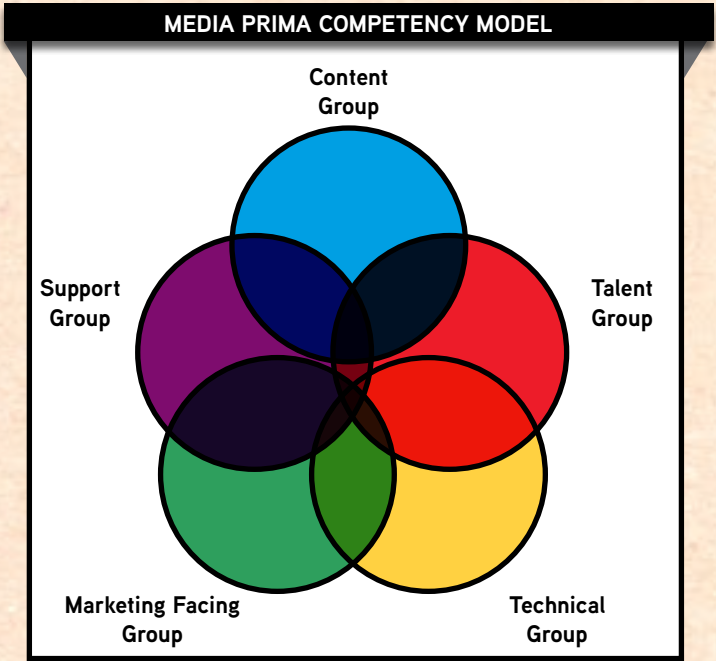
We empower our employees to take charge of their career growth. Quarterly feedback meetings, scheduled with employees, help maintain constructive year-long manager/employee relationships. Employees' line managers or immediate superiors are responsible for conducting the appraisal as they are in the best position to evaluate their subordinates' work performance.

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Competency Framework

Media Prima’s competency framework stipulates the behaviours expected at different levels throughout the Company. It provides an excellent foundation for integrating the selection, retention, development and career transition processes.

We have identified the following five core group Competency Model, which has now been adopted as our Competency Framework.



The Competency Matrix compares the competencies of current or prospective employees with the desired competency required for that person to perform optimally for a defined position. Comprising 24 assessment areas, the matrix highlights individuals’ skills in a team and discovers any gaps in their knowledge. The Competency Matrix is particularly useful for identifying training needs and it allows us to evaluate employees fairly and objectively.

Employee Engagement

Media Prima comprises 4,149 employees. Each team member brings his or her unique talents and ideas to work every day to help us achieve our goals. Ensuring our employees are happy, healthy and treated fairly and with respect is at the core of our business philosophy and success. We strive to create open work environments as diverse as the markets we serve. We also aim to develop workplaces where people are fully engaged and where the Company is viewed both internally and externally as an employer of choice.

Major Employee Engagement Activities			
Theme	Initiative	Description	Frequency
Family friendly profit	Planning for your future	We identified companies that offer advice and services such as investments, savings, planning and education. A wide range of financial institutions supported the event including representatives from banks, insurance companies, universities and pension providers. Companies included Lembaga Tabung Haji, Amanah Saham Nasional Berhad (ASNB), Lembaga Zakat Selangor/Pusat Pungutan Zakat Wilayah Persekutuan, Bank Islam Malaysia Berhad, Etiqa Takaful, CWA, SSPN, Segi University and University Malaya (UMCCED) attended the event.	Biannually
	Telco Day	A telecommunications event familiarised employees with the latest offers from the nine largest mobile Telcos. Representatives from Celcom, Maxis, DIGI, P1 Wimax, U mobile, Altel, Huawei, Apple and Telekom Malaysia attended the event.	Twice a year
	Pasar Tani/ Agriculture Market under FAMA agency	Local vendors sold a wide range of agriculture products from mobile vans. Fruits, frozen food, traditional Malay food and snacks were sold at discounted prices.	Monthly
Culture	Food Truck	Employees were introduced to various types of food during the Meals on Wheels Programme. Food truck vendors, stationed near the office between 10.30am and 2.30pm, sold meals discounted by 10% to employees.	Weekly
	Hari Raya Gatherings	Hari Raya gatherings were held at our headquarters on 27 July 2016. The festival was also celebrated throughout our regional offices on: <ul style="list-style-type: none">• 23 July 2016 at RPP Ajil• 28 July 2016 at our Kota Kinabalu Branch• 29 July 2016 at our Kuching Branch• 30 July 2016 at RPP Senai• 30 July 2016 at RPP Prai• 31 July 2016 at BB Shah Alam	Annually

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Major Employee Engagement Activities						
Theme	Initiative	Description			Frequency	
Culture	Saku Savvy	A new initiative introduced by Group HR, Saku Savvy encourages employees to save financially amid fluctuating economic conditions. It promotes stretching employees’ pay cheques due to an increased cost of living. We partnered with the creators of the smartphone application, PerkSense, who have an extensive category of merchants that provide corporate rates for food and beverage, health and beauty, entertainment, sports and travel. Garrets, Baskin Robbins, Sangkaya and Bean Reserve participated in this programme.			Three times yearly	
	Chinese New Year employee gathering	Media Prima welcomed the lunar new year at its annual Chinese New Year gathering. On 22 February 2016, clients, shareholders, regulators, community groups and employees were invited to this celebration at the Driveway Balai Berita. The theme for this celebration was Red Hot.			Annually	
	Festival subsidies	We provided festival subsidies to all employees during their chosen festival celebrations. These subsidies helped us share the joy and ease employees’ burden during the festive seasons.			Four major festivals	
	Battle of the Bands 2016	The Battle of the Bands competition was jointly organised by Group Human Resources and the NSTP Sports & Recreational Club on 25 November 2016.			As & when required	
Health & Wellness	Employee Wellness Programme	We fully subsidised Employee Wellness Programme classes to encourage interdepartmental activities and improve relationships between employees. The Leanbodies Fitness class is run every Monday and Wednesday at the Rooftop Sri Pentas and every Tuesday and Thursday at the Rooftop Balai Berita.			Biweekly	
	Sports carnival	Media Prima organised various sports and recreational activities for its employees and their families to promote a healthy lifestyle.			Three times a year	
		Games	Date	Venue		# of Participants
		Tenpin Bowling Tournament	25-May-16	Stars Archery, Sunway Pyramid		108
		Go-kart	27-Aug-16	Kart X Elite Highway, Subang Jaya R&R Area (Galery Mufors)		90
		Archery Tournament	24-Sep-16	Stars Archery, Sunway Pyramid		75
	Jom Sihat Media Prima 2016	Jom Sihat Media Prima 2016 was jointly organised by the Group Human Resources and Kelab MPB. It is a 100-day weight loss programme beginning in mid-November. Participants’ Body Mass Index (BMI), weight loss and glucose levels were measured each month throughout the programme.			As & when required	
Spiritual	Ibadah Qurban	Ibadah Qurban was organised by Group HR in partnership with Surau STMB and Badan Khairat and held at Sri Pentas and Balai Berita on 12 September 2016. The meat was shared with employees on duty and the underprivileged community.			Annually	
	Haj Package	Nine employees performed their Haj in 2016 following 10 years of continuous service. We subsidised 60% of the <i>Muassasah</i> cost for each nominated employee, subject to terms and conditions.			Once in employment	
	Fidyah programme	Employees’ contributions were distributed to the less fortunate in the community, such as orphans and single mothers, during the fasting month.			Yearly	
	Talaqqi Al-Quran, Kuliah Agama and Tahlil	<i>Bacaan Surah Yassin, Tahlil</i> and <i>Doa Selamat</i> were held every Tuesday at Sri Pentas and every Thursday at the <i>Surau</i> in Balai Berita. <i>Kuliah Zohor</i> was held three times a week from 1.00pm to 2.00pm. The average religious class size was between 25 and 80.			Weekly	
Welfare	Staff visits, calamity aid and counselling	We visit employees who are seriously ill to show our moral and financial support.			As & when required	

SOCIAL : LABOUR PRACTICES AND DECENT WORK

TRAINING AND DEVELOPMENT

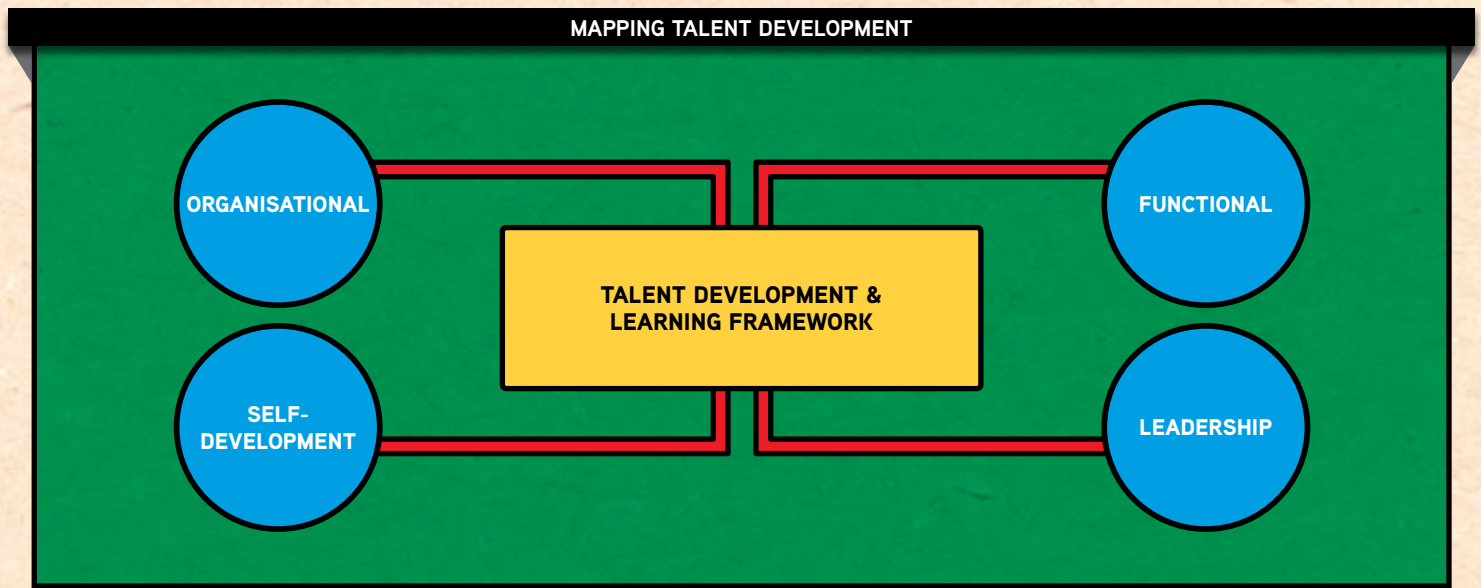
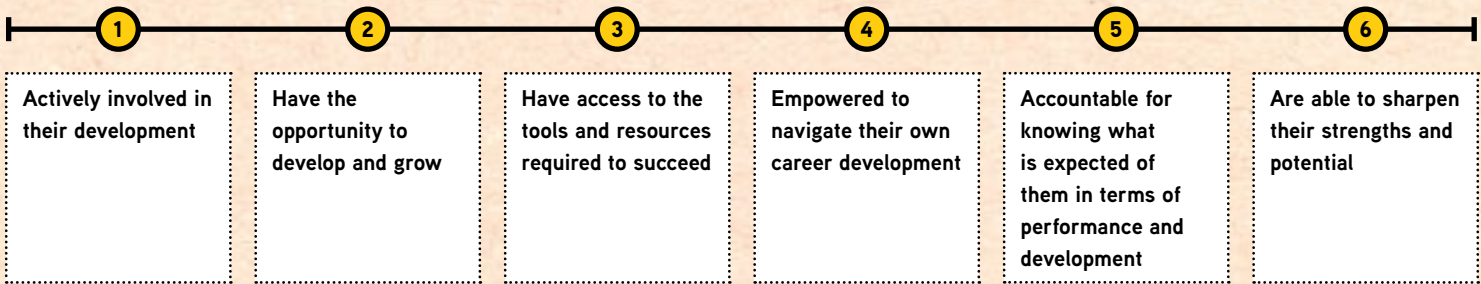
G4-DMA, G4-LA9, G4-LA10



Media Prima’s talent development provides employees with continuous training and development opportunities. The various learning programmes available are designed to strengthen employees’ competencies so they are prepared for key roles within the Company.

Our workplace provides employees with continuous career development opportunities and rewards. The management prioritises career development and allocates sufficient resources to this area. Employees are provided with options to apply and enrol for development programmes they are interested in. This is reflected in the Company’s Talent Development and Succession Planning.

The Control Employees Have in Their Career Development



We conduct Training Needs Analysis (TNA) at the end of the third quarter of each year to plan the development requirements of each platform and ensure the development plans support Media Prima’s vision and mission.

Employees are also asked to map their ‘self-development’ strategies that reflect their personal goals, interests and ambitions.

Feedback Sessions	Attachment to Projects/Fellowship	Coaching Programme
Benchmarking	Workshops	Internship/Placement
Classroom	Media Prima Academic Assistance	Talk Series – Motivational, Spiritual, Entrepreneurial

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Group Internal Training Courses				
Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	135	3,187	3,583	855,902.35
Organisational	68	2,317	2,933	838,346.38
Leadership	19	377	577	376,970.70

Group External Training Courses				
Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	187	780	1,758	1,229,266.10
Organisational	4	10	87	18,015.00
Leadership	4	11	59	95,110.24

Training Figures at a Glance		
Training	Unit	2016
Average training budget per employee	RM	787.45
Average number of hours of training per year per employee by employee category	Hours	20

Talent Management and Succession Planning

In 2016, we established a Talent Management Unit to strengthen our succession planning framework. Our talent strategy provides the optimal level of support for growth and an opportunity to excel.

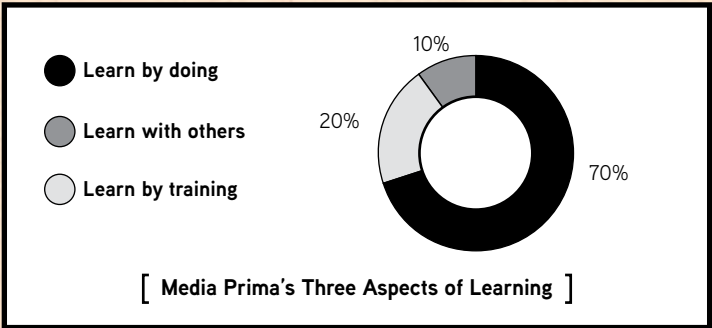
As we expand our business activities, we increase the readiness of our talents and leadership pool. The talent review exercise is conducted annually to ensure a constant flow of talent. Our talent pool represents 16% of the Group's total population.

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. We offer comprehensive development interventions designed to meet the developmental needs of all employees. They encompass non-executives and junior executives, through to senior management.

HIGH POTENTIAL (THE PIPELINE LEADER)	HIGH PERFORMER (THE EXPERT)
The ability, competency and aspiration to succeed in a leadership role	Exceptional ability in their areas of expertise and therefore classified as a specialist
Produce outstanding results and obtain a high performance rating	Do not demonstrate leadership potential
Strong learning agility and be able to consistently adapt to new situations and challenges	Competently perform daily operations and are able to deliver results in current role
	May not effectively adapt to new challenges in future roles

Leadership Development

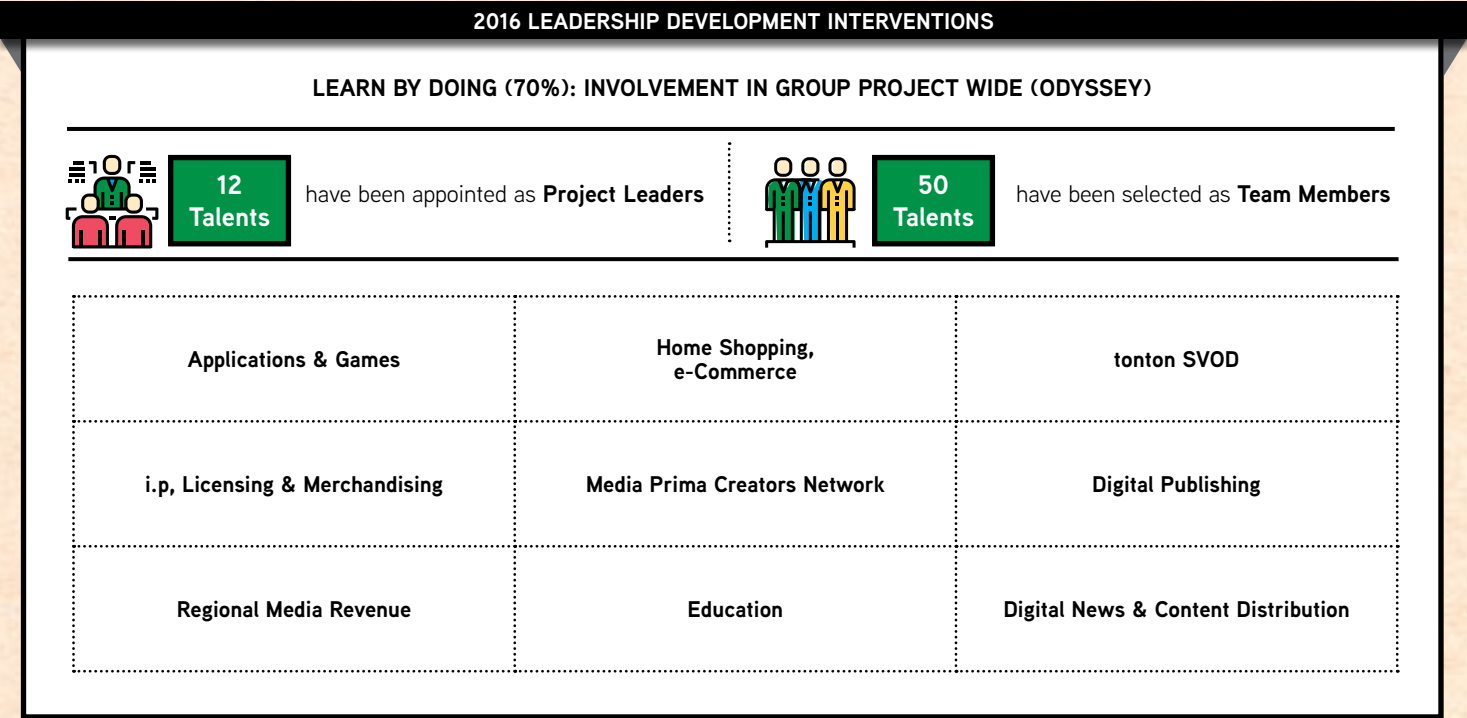
Media Prima Leadership Development Interventions are structured, intent and focused. They are aligned with the competencies required for skills growth and capability development.



SOCIAL : LABOUR PRACTICES AND DECENT WORK

Learn by Doing

The fastest way to learn is by doing. Experiential learning provides each individual with an opportunity to develop subject-matter proficiency and experience while demonstrating leadership skills. In 2016, our Group Human Resources deployed 62 talents to the Odyssey Project. These individuals also began the Leaders Give Back programme.

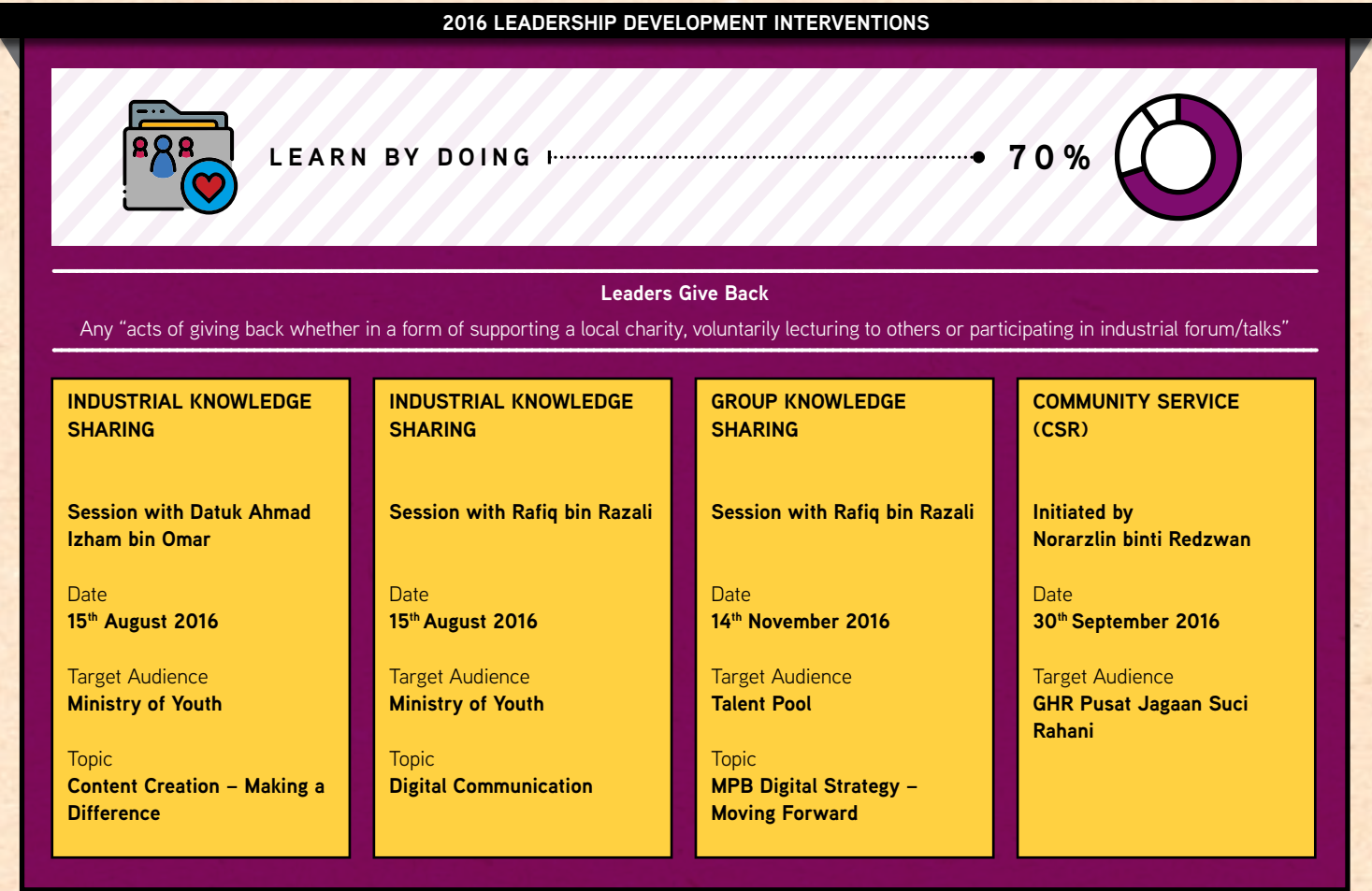


Leaders Give Back

Leaders Give Back is an avenue for our leaders to give back to internal and external community members while discovering meaningful personal and professional growth. Leaders are given the opportunity to support local charities, voluntarily transfer skills to others through lectures or participate in industry forums and talks.

We hope this programme will develop leadership qualities in our leaders and encourage them to share these skills with others.

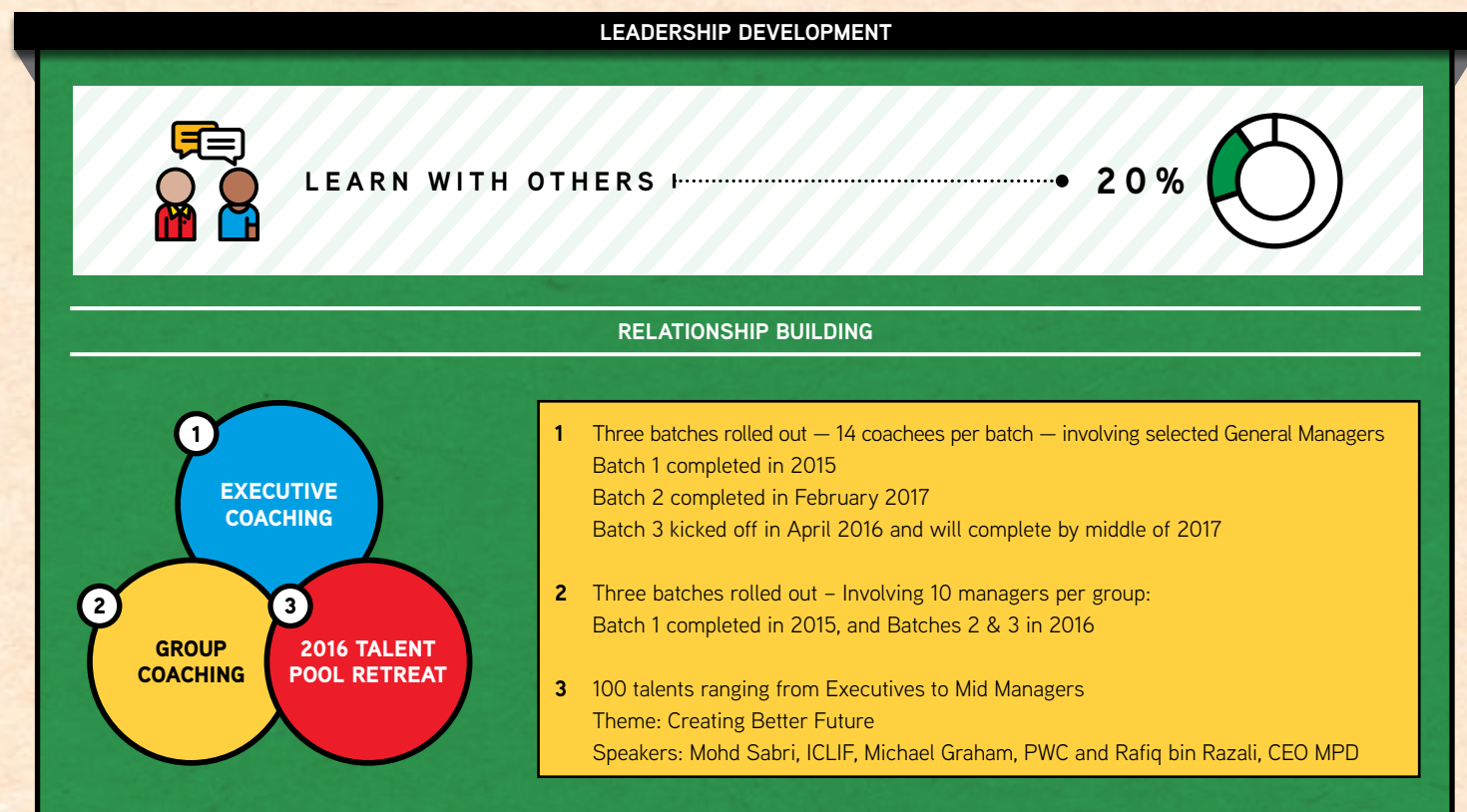
Four sessions were carried out: two covering industrial knowledge sharing, one on internal knowledge sharing and one discussing community service.



SOCIAL : LABOUR PRACTICES AND DECENT WORK

Learn with Others

Learn with others empowers our people to acquire knowledge and skills through relationship management, subordinate development, networking and engaging with other teams.



Executive 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. In 2016, 14 coaches have been selected to undergo Batch 3.

Group Coaching

This customised classroom-based coaching is designed for a targeted group of high-performing managers to help them recalibrate their personal effectiveness for greater individual and organisational results. The Managerial Coaching Workshop was conducted for three months with a meeting scheduled each month. In 2016, 20 managers were involved in this programme.

Talent Pool Retreat

The Talent Pool Retreat celebrates the Group's diversity of talent, combining both creative and corporate elements. This yearly event continues to create a networking opportunity for our in-house talents. In 2016, the focus was creating a better future as the programme examined the leadership journeys of great leaders in the past and present.

108 talents from various platforms across the Group attended the Talent Pool Retreat on 14 November 2016.

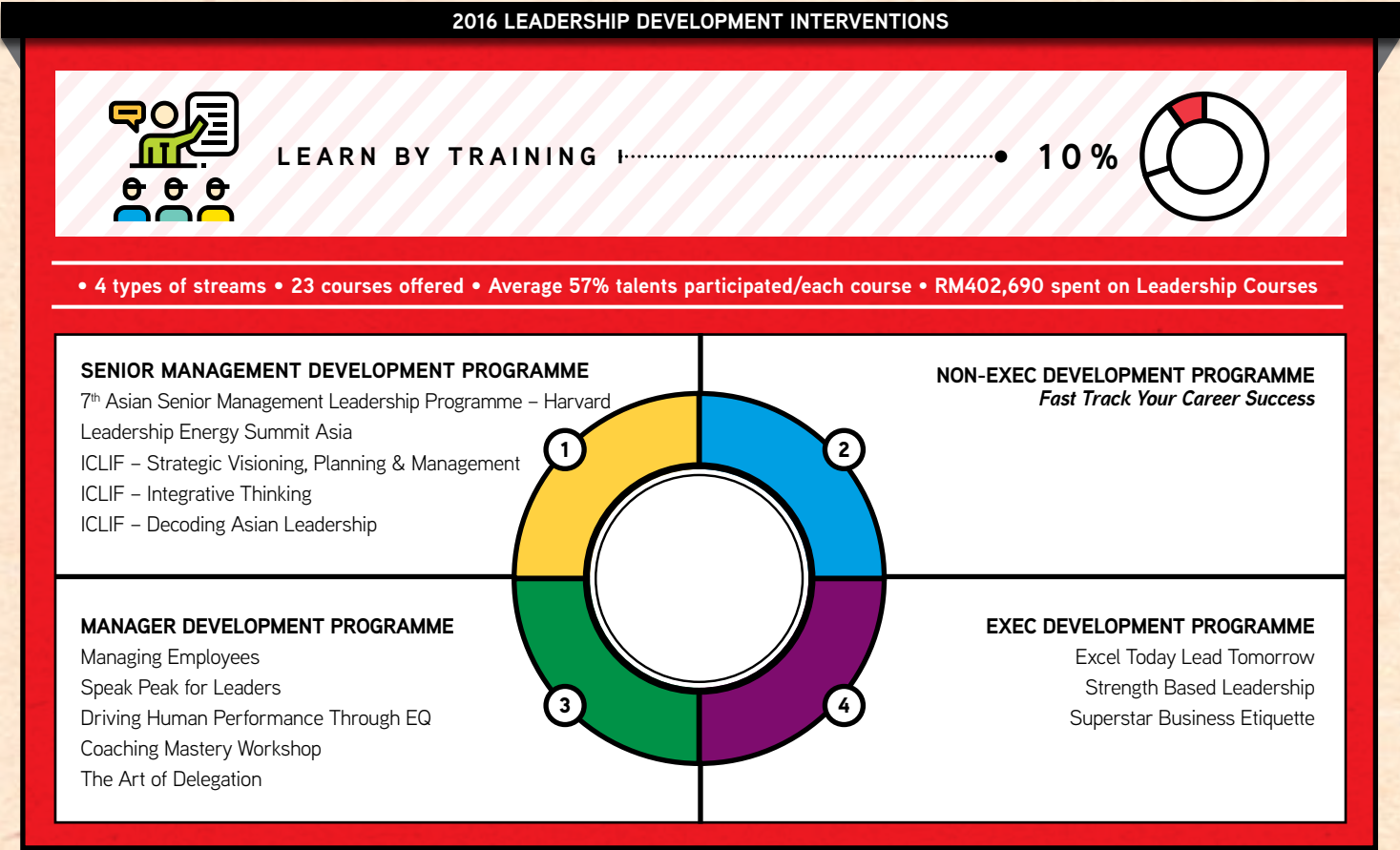


SOCIAL : LABOUR PRACTICES AND DECENT WORK

Learn by Training

Leadership Series

In 2016, 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 and leadership capabilities.

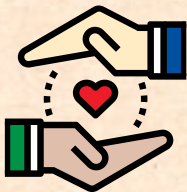


Leadership Initiatives Held In 2016 Rearrange Dates			
Development Programme	Module Title	Date 2016	Number of Participants
Non-Executive Development Programme (NEDP)	Fast Track Your Career Success	21 - 23 March	23
		25 - 26 August	25
Executive Development Programme (EDP)	Excel Today Lead Tomorrow	19 - 20 September	25
		21 - 22 November	25
	Strength-based Leadership	16 August	23
		17 August	25
	Superstar Business Etiquette	26 - 27 September	35
Manager Development Programme (MDP)	Driving Human Performance Through EQ	21 - 22 April	15
		15 - 16 November	20
	The Art of Delegation	15 - 16 August	19
		24 - 25 February	25
		1 - 2 June	17
		9 - 10 August	15
		18 August	17
	Coaching Mastery Essential Workshop	26 - 27 October	11
	Group Managerial Coaching	19 April	9
		11 August	11
Senior Management Development Programme (SMDP)	7 th ASEAN Senior Management Development Programme (Harvard Business School Alumni)	31 July - 7 August	5
	Iclif – Leadership Energy Summit Asia (LESA)	8 November	3
	Iclif – Strategic Visioning, Planning and Management	12 May	26
	Speak Peak for Leaders	12 - 13 April	20
	Iclif – Integrative Thinking (Essential Tools for Personal and Organisational Success in the Digital Age)	21 June	32
	Iclif – Decoding Asian Leadership	25 October	26

SOCIAL : LABOUR PRACTICES AND DECENT WORK

HEALTH AND SAFETY AT WORK

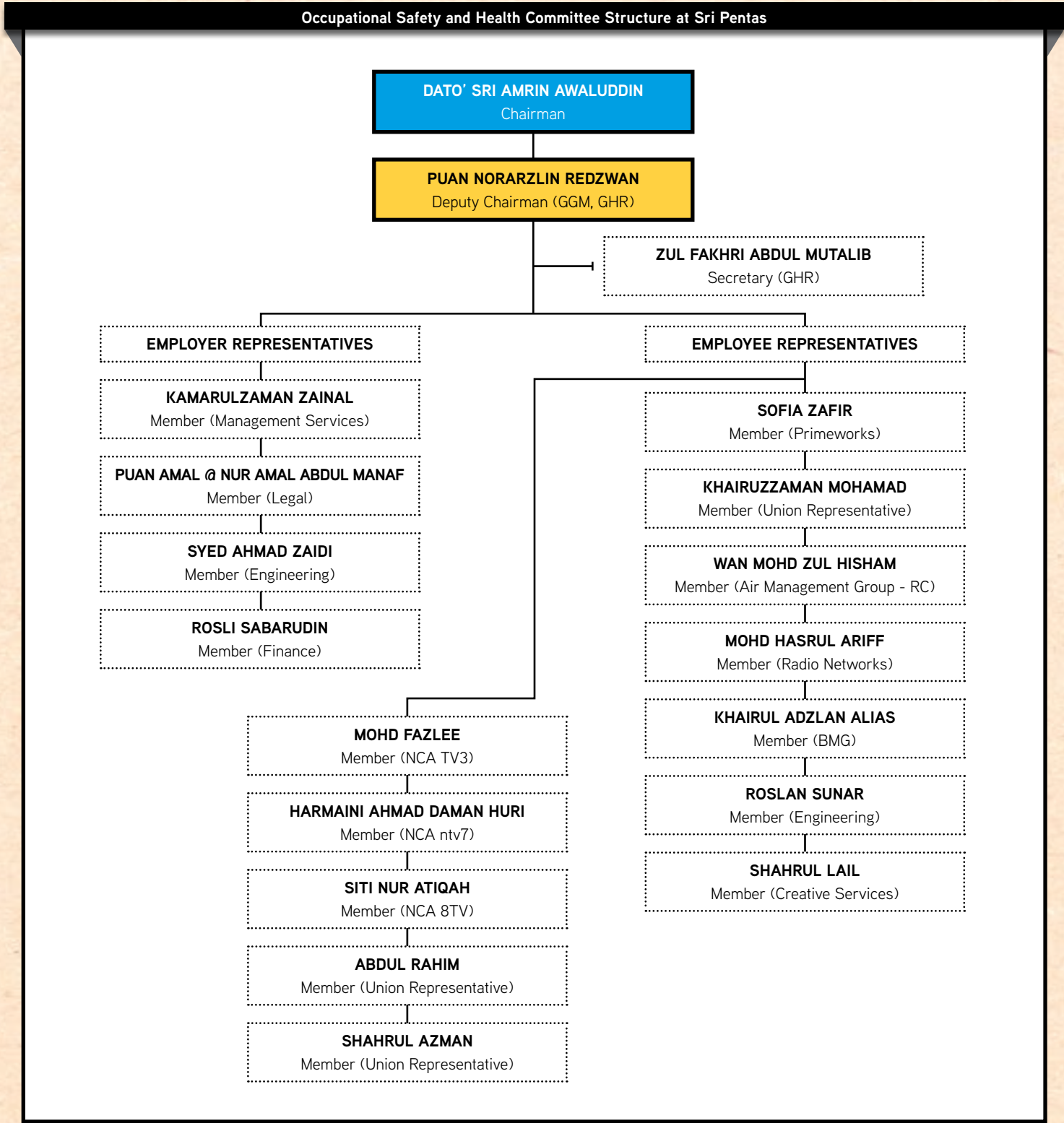
G4-DMA, G4-LA5, G4-LA6, G4-LA8



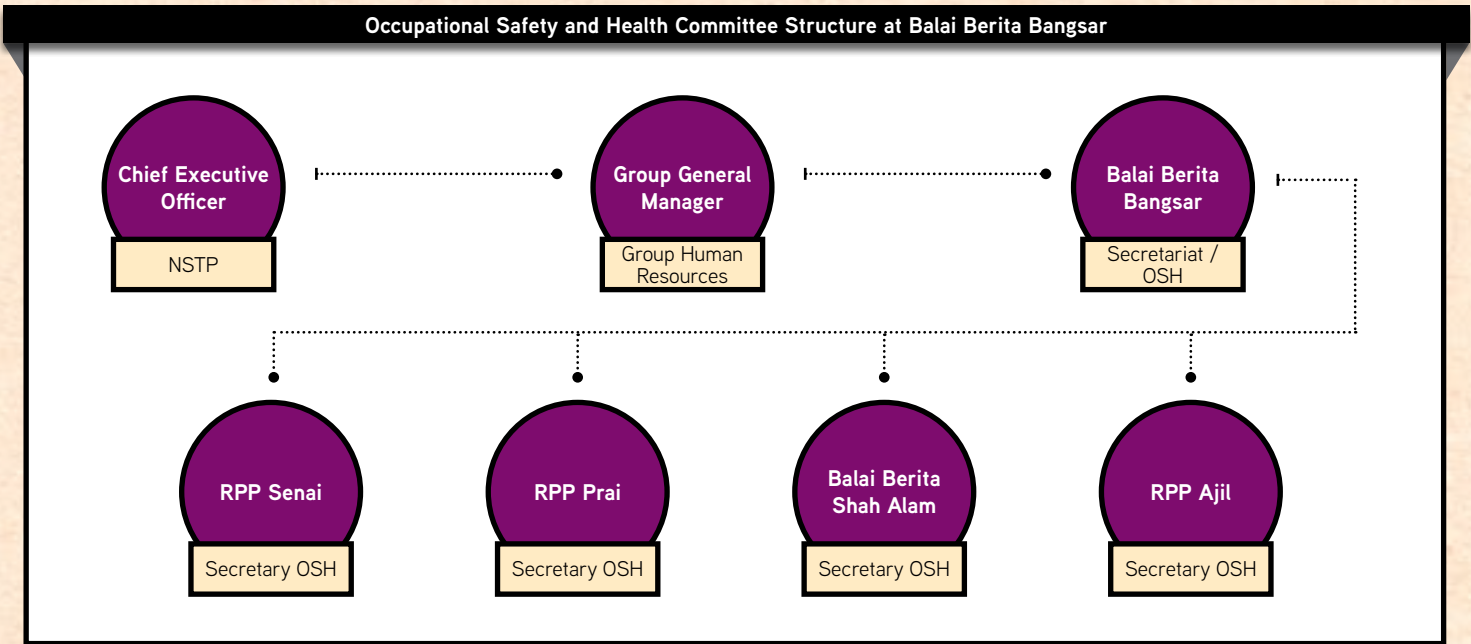
At Media Prima, we believe that a safe and healthy workplace is a fundamental right of every person and also a business imperative. Substantial safety training is delivered to our employees using the Department of Safety and Health guidelines. We have also established health and safety programmes to educate employees on potential hazards they face on a daily basis.

Safety and Health Committees

Media Prima’s Safety and Health Committee comprises a chairman, a secretary and both employer and employee representatives. This structure adheres to Section 30 of the Occupational Safety and Health Act 1994.



SOCIAL : LABOUR PRACTICES AND DECENT WORK



Each employee representative communicates departmental OSH issues to the main committee on behalf of their respective departments. 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.

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	6	8
Senai	1	2	4	6
Ajil	1	1	4	8
Bangsar	1	1	11	11

Health and Safety Training

Media Prima is committed to providing a safe and healthy work environment for all employees, contractors and business partners. We maintain a fully integrated Health, Safety and Environmental (HSE) management system, as well as a number of related procedures to recognise various health and safety codes, regulations and standards.

Safety and Health Training Courses Delivered in 2016 at Balai Berita		
Training Date (2016)	Course	No. of Participants
12 January	Working at Height Training G1	7
28 January	Working at Height Training G2	5
25 - 26 February	OSH: CPR & First Aid	23
23 February	Safety In Handling Forklift And Reach Trucks	3
25 February	Industry Sharing Symposium on Communications	2
24 March	OSH: Basic Fire Fighting	18
4 - 5 April	Kursus Keselamatan Kebakaran	36
5 April	Light Vehicle Defensive Driving For MPB Driver	6
22 - 24 April	Kursus Keselamatan Kebakaran Awam	19
11 April	Seminar Emergency Response Team	2
19 - 20 April	Quality Environment Management System (QE/5S) Specialist	1
25 - 26 April	Chemical Handling, Labelling & Safety Data Sheet Of Hazardous Chemical	1

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Safety and Health Training Courses Delivered in 2016 at Balai Berita (continued)		
Training Date (2016)	Course	No. of Participants
28 April	Seminar Pematuhan Lesen Dan Akta Kualiti Alam Sekeliling 1974	2
19 - 20 May	Technical Report Preparation Workshop	1
23 May - 18 November	Program Penjaga Jentera Elektrik	1
24 - 25 May	Working at Height	10
26 May	Seminar Pematuhan Seksyen 49(A) Akta Kualiti Alam Sekeliling 1974 Dan Pemantauan Prestasi	2
30 - 31 May	Licensing Workshop	3
30 May	Program Keselamatan & Kesihatan Pekerjaan 2016	4
19 - 21 July	Fire Fighting And Fire Prevention	25
23 August	Business Continuity Plan (BCP) Training & Risk Management Awareness	16
26 August	BCP Awareness	36
30 August	BCP Training & Risk Management Awareness	14
1 - 2 August	Building Maintenance, Defects & Safety Workshop	2
6 August - 19 December	Kursus Penjaga Jentera Elektrik	1
8 - 9 August	Practical Understanding of Industrial Effluent Regulations	2
8 - 12 August	Certified Environmental Professional In Scheduled Waste Management	1
10 August	Seminar Pelaksanaan Penguatkuasaan Melalui Pematuhan Kendiri	2
30 August	DOE - Engagement Programme With Competent Persons	1
6 September	BCP Training & Risk Management Awareness	16
19 September	Developing Effective Safety & Health Committee Training	16
20 September	BCP Training & Risk Management Awareness	17
22 September	OSH: Ergonomics At The Workplace	26
26 September - 1 October	Certified Environmental Professionals In Physical Chemical Processes	1
19 - 20 October	Sexual Harassment	20
5 October	Taklimat Syarikat Penyedia Perkhidmatan Sistem Kebakaran (SPKA)	1
31 October - 5 November	Certified Physical Chemical Process	1

Fire Drill

Fire drills are an important part of our safety procedures for several reasons. They ensure that all employees and visitors to our premises understand how to respond in the case of a fire. They also help us to test the effectiveness of our fire evacuation plan, allowing us to improve certain aspects of our fire provisions.

Two drills were conducted in 2016: on 13 December 2016 at Balai Berita Bangsar and 21 December 2016 at Sri Pentas. The exercise was assisted by personnel from the Malaysian Fire and Rescue Services Department, Polis Diraja Malaysia (PDRM) and St John’s Ambulance of Malaysia. The exercise which involved a mock rescue drill, briefing and roll call was participated by more than 1,200 employees. We successfully evacuated the whole building as specified by the fire evacuation plan.

FIRE DRILLS WERE CONDUCTED IN 2016 TO HELP ENSURE SAFETY PROCEDURES ARE UPKEPT AT MEDIA PRIMA

Latihan persiap kakitangan MPB hadapi kebakaran

➊ Kepulan ‘asap hitam’ dari tingkat dua kejutkan 380 petugas

Oleh Haryani Ngah
aryani@bh.com.my
Kuala Lumpur

ripada merebak ke bahagian lain bangunan berkenaan selain menyelamatkan dan membawa keluar lima kakitangan yang ‘terperang-



Anggota bomba memadam ‘kebakaran’ ketika Latihan Pengungsian Bangunan NSTP di Jalan Riong.



Pihak bomba

atas kakitangan MPB sebagai persediaan menghadapi situasi sama jika ia berlaku. Pengurus Besar Pembangunan

“Tiga jentera bomba yang terlibat dalam aktiviti ini adalah dari Balai Bomba Jalan Pantai Baru, Balai Bomba Seputeh dan Balai

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Medical and Health Surveillance

Direct contact with chemicals, or chemicals entering the human body, can cause significant harm to one’s health:

- Corrosive chemicals such as acids or alkali can cause chemical burns
- Irritant chemicals can cause the skin to flare
- Chemicals such as nickel can cause skin allergies

Organic solvents affect the eyes, nose, throat and lungs: the eyes hurt, the throat dries which causes a cough and the skin dries which may lead to skin dermatitis.

We carry out medical surveillance according to the type of organic solvents that our workers are exposed to. Each organic solvent may cause different harmful effects as specified on the respective Chemical Safety Data Sheet (CSDS).

Tests conducted as part of our medical surveillance consist of:

- Examining the types of organic solvent
- Specific tests on affected organs such as blood tests for liver and kidney function and a full blood count

- Testing nerve reaction, neurobehaviour and other aspects of the nervous system
- Spirometry that tests the lung function
- Chest x-ray

Following our medical surveillance, control measures being exercised to minimise the effect the exposure of harmful chemicals has on our workers include:









- Eliminating chemicals that are dangerous to health from the workplace
- Substituting hazardous chemicals with less harmful alternatives
- Enclosing the overall process and operation system
- Isolating work to control or limit the release of chemicals that are hazardous to health
- Modifying the process parameters
- Using engineering control equipment
- Adopting safe working procedures and systems that eliminate or reduce the risk to health
- Allocating approved Personal Protective Equipment (PPE)

Safety Measures for Suppliers and Subcontractors

We are committed to a zero harm approach to the safety and health of our employees, contractors and site visitors. Our OHSAS Steering Committee, led by the OHSAS-MR or designee, introduces processes that obtain and review contractor method statements. All contractors are furnished with relevant information and documents to ensure they comply with our OSH Management System. Every contractor must submit a completed contractor method statement that outlines the nature of work and proposals for minimising and managing OSH hazards and risks. The method statement includes an assessment of OSH issues associated with the specified work activities.

Big Tree Outdoor’s primary risk is falling from height when installing billboards. We ensure that all employees and contractors have safe access to all working areas. Big Tree Outdoor takes several precautionary measures before allowing employees or contractors to work at height.

● PRECAUTIONS TAKEN WHEN WORKING AT HEIGHT ●

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

SOCIAL : LABOUR PRACTICES AND DECENT WORK

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.


OSH Statistics 2014-2016			
OSH Indicator	2014	2015	2016
Injury rate (IR) for total workforce	1.4	1.7	1.8
Occupational diseases rate (ODR) for total workforce	0	0	0.2
Lost day for total workforce	136	160	132
Absentee rate (AR) for total workforce	0	0	0
Absolute number of fatalities for total workforce	0	0	0


Personal Protective Equipment (PPE)

Making our workplace safe includes providing instruction, procedures, training and supervision to encourage people to work safely and responsibly.


Even where engineering controls and safe systems of work have been applied, some hazards may remain. We enforce the use of PPE at work in order to protect employees from health and safety risks at work.


PPE FOR JOURNALISTS


Bulletproof helmet


Ballistic or bullet-proof vest


PPE WHEN MAINTAINING PRINTING MACHINES


Full face cartridge respirator


Earplugs

Safety shoes

Face mask

Safety glasses

Safety gloves

Welding shields

Noise Monitoring

Exposure to high levels of noise is common in the printing industry and can cause temporary or permanent hearing loss. Temporary hearing loss can result from short-term exposure to noise, with normal hearing returning after a period of rest. Permanent hearing loss can also result depending on the nature and duration of the noise. Noise-induced hearing loss is preventable by eliminating or reducing noise at the source, along its path or blocking it from the worker’s ears.

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).

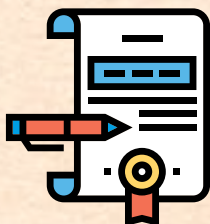
SOCIAL : HUMAN RIGHTS

COLLECTIVE AGREEMENT & FREEDOM OF ASSOCIATION

G4-11



Freedom of association and recognition of the right to collective bargaining



As a responsible employer, we recognise the International Labour Organisation’s (ILO) eight fundamental conventions.

These conventions are inculcated in our engagement with the unions. We do not interfere with employees’ decisions to associate and enjoy cordial working relations with the unions and employees. It is important that they are able to 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. Transparency and openness are actively encouraged in the workplace.

Union Groups Representing Employees’ Interests

1	2	3	4	5
<p>National Union of Journalists (NUJ)</p>	<p>National Union of Newspaper Workers (NUNW)</p>	<p>Kesatuan Sekerja Kakitangan Sistem Televisyen Malaysia Berhad (KSKSTMB)</p>	<p>Kesatuan Sekerja Eksekutif Kakitangan Primeworks Studios Sdn Bhd</p>	<p>Kesatuan Sekerja Eksekutif Kakitangan Sistem Televisyen Malaysia Berhad (KSESTMB)</p>
<p>Represents 10.77% of The New Straits Times Press (Malaysia) Berhad</p>	<p>Represents 11.10% of The New Straits Times Press (Malaysia) Berhad</p>	<p>Represents 4.70% of Sistem Televisyen Malaysia Berhad</p>	<p>Represents 2.31% of Primeworks Studios Sdn Bhd</p>	<p>Represents 8.20% of Sistem Televisyen Malaysia Berhad</p>



Three main areas are covered in the collective bargaining agreements: General Provision; Employer – Union Relationship; and Provisions & Employment Terms. These established provisions demonstrate our willingness to cooperate with the unions on any arising employment issues. We respect the unions as the principle bodies for negotiating several matters on behalf of its members.

Issues the Unions Negotiate on Behalf of its Members

1	2	3
<p>Terms and conditions of services</p>	<p>Clarifying the rights and responsibilities of Media Prima, its employees, the union and its membership</p>	<p>Facilitating negotiations in the event of misunderstandings or grievances</p>

The unions also have representation on the Occupational Safety Health Committee to ensure employees’ safety at work is always prioritised.

Human Rights

G4-DMA, G4-HR1, G4-HR2, G4-HR3, G4-HR4, G4-HR5, G4-HR6, G4-HR8, G4-HR9

As a diversified company with growth in emerging markets, we will inevitably confront human rights issues. However, we conduct business in a manner that respects the rights and dignity of all people. Our Code of Conduct contains provisions for human rights and all employees are required to report violations in our operations or in those of our business partners. All suppliers and contractors are expected to abide by this Code.

We consider human rights issues such as security, labour rights and workforce welfare, community health and safety, water use, air quality and potential impacts on the livelihoods of local communities in the planning of projects. This helps us manage activities that could impact the rights of nearby communities and our workforce. Our commitment extends to other stakeholders, such as supply chain personnel, who are expected to follow our high standards.



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



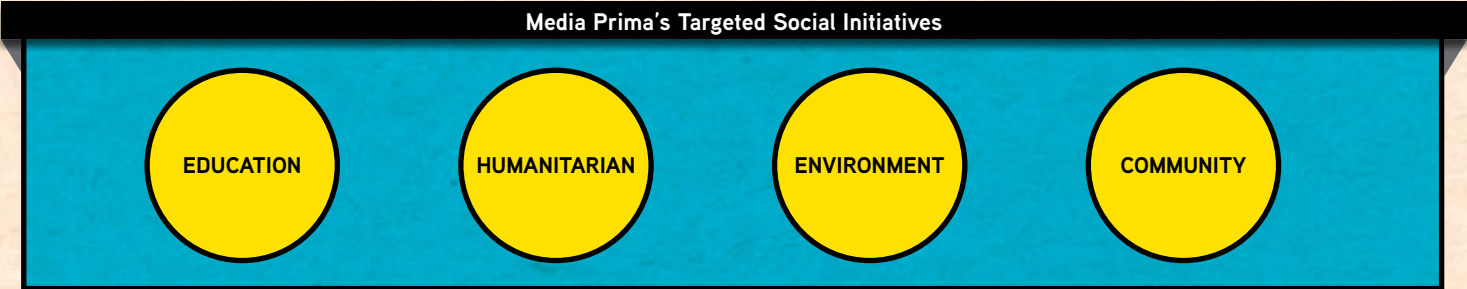
Advocate freedom of association and the rights of workers and employers to bargain collectively

We comply with the Children and Young Persons (Employment) Act 1966. Our policy for employing young talents for programmes states that children below the ages 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.

S O C I A L : s o c i e t y

As a good corporate citizen, Media Prima is fully committed to supporting a variety of good causes and offers support to the communities in which it operates.



MEDIA PRIMA - NSTP HUMANITARIAN FUND

G4-DMA, G4-SO1, G4-SO2

Established on 15 May 1991, the Media Prima-NSTP Humanitarian Fund was initially launched to encourage caring Malaysians to provide financial assistance to individuals who would otherwise be unable to afford medical treatment. Initially, the fund was used to treat congenital heart disease, leukaemia, cancer or the fitting of prosthetic limbs. However, the scope has since been expanded to elevate poverty and assist victims of disasters, wars or political conflicts. Tabung Bencana NSTP-Media Prima, Tabung Palestin Media Prima and Tabung TV3 Bersamamu operate under this fund.

We leverage the strength of our integrated media platforms to generate support, raise awareness of deserving cases and channel the funds to initiatives that benefit the victims. Our policy is to fully utilise all funds generated in assisting those in need while all logistical and management costs are borne by Media Prima.

Board of Trustees of the Media Prima – NSTP Humanitarian Fund

YBhg Tan Sri Dato' Seri Mohamed Jawhar Hassan Chairman (Internal)	YBhg Dato' Mohammad Azlan Abdullah* (Internal)	YABhg Toh Puan Dato' Seri Hajjah Dr. Aishah Ong (External)	YBhg Dato' Dr Salim Cassim (External)

* Dato' Azlan has resigned effective 28 February 2017

Tabung Bencana NSTP – Media Prima

Tabung Bencana NSTP – Media Prima was established on 1 October 2009 to assist earthquake victims in Padang, Sumatra. Since then, the fund is at the forefront of relief efforts for victims of natural disasters and other humanitarian crisis in Malaysia and abroad. Leveraging on the strength of our integrated media platforms, we effectively raise awareness and allow the public and other corporate citizens to donate funds to help these victims. We devote a significant amount of airtime and space on television, radio, print, out-of-home media and online for this cause. The fund is administered by the Board of Trustees of Media Prima-NSTP Humanitarian Fund.

Monitoring and Assessment

We constantly monitor incidents of natural disaster through our:

- Extensive news and editorial teams located throughout the country and
- Overseas correspondents together with the government disaster response and civil defence agencies.

Based on the information received, the Media Prima-NSTP Humanitarian Fund's Donation Committee assesses the severity of a disaster and devises a suitable response.

Response and Assistance

Disaster response efforts are customised to the nature of the disaster. Typically, the Tabung Bencana NSTP – Media Prima is reactivated to generate funds for the victims. We also engage with local authorities to ascertain the total number of victims. Suitable locations are identified to ensure relief supplies are adequate and properly distributed.

Primarily, we send supplies through the Briged Sukarelawan Media Prima. If we cannot gain safe access to the victims, we seek assistance from the Armed Forces, Malaysian Civil Defence Department, Fire and Rescue Department of Malaysia, Royal Malaysian Police and other NGOs that are better equipped for such missions.

Examples of Good Causes Supported by Tabung Bencana NSTP – Media Prima

- ✓ Repairing a *Surau* that was flooded
- ✓ Distributing 2,000 survival kits to flood victims
- ✓ Providing relief assistance to those affected by flooding in Kuching
- ✓ Building new houses for flood victims
- ✓ Giving post-flood relief assistance

SOCIAL : SOCIETY

In 2016, the Tabung Bencana NSTP – Media Prima raised and distributed a total of RM2,659,217.27 to help victims of various natural disasters rebuild their lives and recover their losses.

Tabung Kemanusiaan Rohingya Media Prima

The Rohingya people are one of the most persecuted groups in the world. They have been living in the state of Arakan since the 8th century. However, this is now a part of Myanmar and the Rohingyas are scrutinised by the government. They have not been recognised as Burmese citizens since the 1962 coup d’etat by General Ne Win. Following decades of oppression and marginalisation, the passing of the 1982 Citizenship Law deemed them officially stateless.

Myanmar is ethnically cleansing the Rohingya Muslims with up to 30,000 having abandoned their homes in Myanmar to escape the unfolding violence.

Media Prima launched the Tabung Kemanusiaan Rohingya Media Prima to enable caring individuals and organisations to help civilians caught up in the ongoing political conflict in the Rakhine state of Myanmar. Proceeds from the fund are used to provide humanitarian assistance to them. Media Prima is one of the first to respond to disasters both locally and overseas. The Media Prima-NSTP Humanitarian Fund is viewed highly for providing humanitarian efforts for victims of natural disasters and other global conflicts.

Tabung Palestin Media Prima

First established in 2012, Tabung Palestin Media Prima is a collaboration with Mercy Malaysia. The Perdana Global Peace Foundation has since become a partner in this effort.

Countless men, women and children have been killed needlessly in Gaza. This fund supports the people suffering from these atrocities.

The total amount raised under the Tabung Kemanusiaan Palestine Media Prima as at 31 December 2016 was RM171,004.24.

Tabung TV3 Bersamamu

In 2006, TV3 and Maybank established Tabung TV3 Bersamamu, an ongoing charitable fund initiative by TV3. Maybank2u.com has been appointed as the sole channel for public donations.

Our reality programme, *Bersamamu*, highlights the plight of some members of the society who face hardship such as poverty, sickness and single motherhood. The programme also aims to motivate the public and corporate bodies to give generously. The fund collected and disbursed RM362,000 in 2016.

MEDIA PRIMA

G4-DMA

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

PINTAR was officially launched on 17 December 2006. In 2008, PINTAR Foundation was established to lead the PINTAR school adoption programme.

The programme’s objective is to increase the motivation and success of students from underperforming schools through education. It also aims to develop human capital that is adequately prepared to meet future challenges.

Media Prima took the initiative to participate in the PINTAR Foundation school adoption programme. Initially, we adopted Sekolah Kebangsaan Cherating (“SK Cherating”), Kuantan, Pahang for three years from 2012 to 2014. In 2014, we continued our sponsorship of this school for an additional three years from 2015 to 2017.

Officially opened in 1952, SK Cherating has almost 800 pupils. Their parents either work in local hotels or run small businesses selling local products. The average household income is RM1,000.

Initiatives to Improve SK Cherating’s Performance				
Programme	Dates	Cost (RM)	Contribution	Impact
Newspaper-In-Education (NIE) – UPSR English Workshop	23 – 24 April 2016	16,240	106 students attended with teachers and school administrators	NST NIE supports all elements stipulated in the National Blueprints for Education to create independent learners who are well-equipped to face the challenges of modern Malaysia. The programme also promotes the use of English.
DIDIK – Seminar Bimbingan Peperiksaan BH	27 – 28 August 2016	19,040	108 students attended with teachers and school administrators	Students were introduced to precise and effective techniques to tackle examination questions by facilitators with years of experience in teaching, preparing and marking examination questions.
Students Field Trip to Sri Pentas	20 – 21 September 2016	4,000	40 students attended with teachers and school administrators	Students were given the opportunity to visit our studios and gain insight into the media industry.
Tuition fees	Throughout the adoption period	9,600	Sponsored tuition fees and other tutorial papers for 106 students taking their UPSR 2016	Over 85% of students recorded full attendance for the tuition classes organised by the school.

SOCIAL : SOCIETY

MORE THAN 100 PUPILS FROM SK CHERATING, MEDIA PRIMA’S ADOPTED SCHOOL, ENJOYED THE “DIDIK -SEMINAR BIMBINGAN PEPERIKSAAN BH” IN 2016



SK Cherating's Academic Achievements			
Year	2014	2015	2016
Number of pupils	116	126	106
Pupils passing their UPSR exams (%)	65	80	68
Number of pupils scoring 5As	9	16	1



In the recent UPSR examinations, seven pupils scored 5As, eight 4As and 1Bs. The school GPS (Gred Purata Sekolah) was 3.14 against the target of 2.25. 68% of pupils passed their UPSR examinations.

Briged Sukarelawan Media Prima – NSTP

The volunteer brigade was set up in 2011 and is part of the overall group corporate responsibility strategy to develop a sustainable business model. Brigade members consist of Media Prima and NSTP employees from the various platforms and backgrounds. They are required to register and attend basic training on volunteerism and other relevant subjects before being called to join any relief mission or voluntary charitable work.

Besides being the backbone of numerous relief missions under Tabung Bencana NSTP-Media Prima, the brigade also conducted activities such as a medical outreach programme, blood donation drive, a visit to an underprivileged home and gotong-royong to clean a beach and build a home for an *Orang Asli* family.

Brigade's Activities in 2016			
Disaster Type	Location	Date	Action by Briged Sukarelawan Media Prima - NSTP
Flood	Kuching, Sarawak	13 February 2016	Volunteers were mobilised for a one-day programme to distribute 385 survival kits to 71 families affected by the flood. The relief centre at Surau Darul Fadilah, Kampung Gita Laut, Kuching, Sarawak was also visited.
		22 and 23 July 2016	12 volunteers were mobilised for a one-day programme to distribute cash to 957 families affected by the flood.
Fire	Tawau, Sabah	16 April 2016	Six volunteers were mobilised for a one-day programme to distribute relief items to 260 families affected by the fire.
	Kudat, Sabah	2 June 2016	Volunteers were mobilised for a one-day programme to distribute relief items to 233 families affected by the fire.
Storm	Temerloh and Jengka 6, Pahang	15 July 2016	Volunteers were mobilised for a one-day programme to distribute cash to 214 families affected by a storm.
Landslide	Serendah, Hulu Selangor	1 December 2016	Seven volunteers were mobilised for a one-day programme to distribute food and beverages and survival kits to 35 families affected by a landslide.

S O C I A L : s o c i e t y



THE NEW STRAITS TIMES
PRESS BERHAD (NSTP)

Donation of Refurbished Computers

In 2016, NSTP donated refurbished computers to six schools and four religious centres to promote the spirit of learning to younger generations and the surrounding community.

The refurbished computers were unused after the NSTP began a 5S programme at its Balai Berita Bangsar. Each printing plant nominated recipients after evaluating their needs. Volunteers from our headquarters delivered and installed these computers.

Beneficiaries in 2016		
Date	Recipients	Donated By
12 January 2016	<ul style="list-style-type: none">Maahad Tahfiz Al-Quran Ibnu Nafis, Bandar Putra, KulaijayaMadrasah Tahfiz Darul Hidayah, Bandar Putra, Kulaijaya	Balai Berita Senai
21 January 2016	<ul style="list-style-type: none">SK Bukit Apit, Hulu TerengganuSK Bukit Diman, Hulu TerengganuSK Padang Setar, Hulu TerengganuMasjid Sultan Mahmood Al-Muktafi Billah Shah, Kuala Berang	Balai Berita Ajil
17 February 2016	<ul style="list-style-type: none">SMK TTDI Jaya, Shah Alam	Balai Berita Shah Alam
23 February 2016	<ul style="list-style-type: none">SMK Abdul Jalil, Hulu Langat	Balai Berita Bangsar
9 March 2016	<ul style="list-style-type: none">Al Madrasah Al Khairiah Al Islamiah, Pokok Sena, Seberang Perai Utara	Balai Berita Prai
21 March 2016	<ul style="list-style-type: none">SMK Bandar Baru Darulaman, Jitra	Balai Berita Bangsar

NSTP’s Chinese New Year Festive Visit

Chinese New Year is a time to wear new clothes, receive red packets and enjoy festive goodies. It is also a time of reunions with family and friends.

We want those less fortunate to experience the festive joy and warmth from the community. On 19 February 2016, 15 NSTP volunteers entertained 33 residents of Rumah Jagaan Warga Tua Ikhlas Bakti Kajang. The volunteers and residents ate lunch and spent quality time together in the afternoon. The volunteers gave *angpao* and basic groceries to these old people.

Deepavali Festive Visit

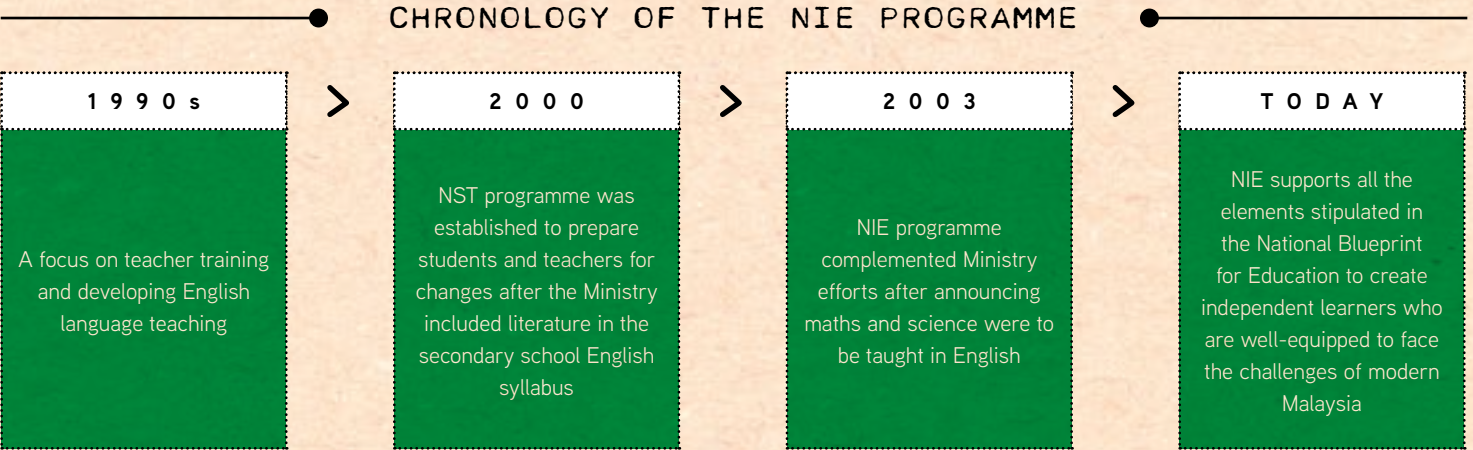
Deepavali is the most important event in the Hindu calendar and is celebrated by Indians all over the world. The festival brings joy to believers while filling them with light, love, peace and bliss.

Inviting the less fortunate to also share in this joy, NSTP visited Rumah Kebajikan Karunai Illam at Taman Ehsan, Kepong on 25 October 2016. The home takes care of 14 underprivileged girls aged between 7 to 17 years. Seven NSTP volunteers took the girls shopping for Deepavali clothes, henna art and high tea.

NEW STRAITS TIMES (NST)

The New Straits Times In Education (NIE)

NST’s NIE programme evolves to keep abreast of the government’s nation-building and manpower development goals. The varied projects have all focused on improving English language learning.



Since it was established, NIE has conducted various educational activities comprising ground activities, print engagement and online presence.

SOCIAL : SOCIETY

School Holiday Programmes

The School Holiday Programmes encourage students to participate in the NIE experience outside school hours. The annual fee-based workshops, delivered during school holidays, are advertised in the New Straits Times, BH, Harian Metro, social media and on the NIE online site, Niexter.

The varied content follows syllabus requirements and caters for students aged five to 17 years. The newspaper is distributed to participants and is studied during the workshop. The creative programme aims to improve spoken and written English.

Over 70% of students come from homes that do not read or subscribe to newspapers. Each year, we reach out to at least 2,000 students through this programme.

ENGLISH WORKSHOP FOR UPSR PUPILS (SEEN IN PICTURE) EVERY YEAR AS PART OF NSTP'S SCHOOL HOLIDAY PROGRAMMES



16 School Holiday Workshops Delivered in 2016

MUET Workshop	SPM English Workshop
PT3 English Workshop	UPSR English Language: Paper 1 & 2
The Art of Emceeing	Creative Writing (Ages 10 to 12 years)
Public Speaking	UPSR English Workshop
Let's Speak English (Ages 7 to 9 years)	Create Your Own 3D Models (Ages 10 to 12 years)
Adventures in Writing (Ages 10 to 12 years)	Speak with Flair (Ages 13 to 17 years)
The Young Champ Boot Camp (Ages 13 to 16 years)	Innovative Writing (Ages 13 to 16 years)
Taking Good Photos (Ages 13 to 16 years)	Be A Mobile App Developer (Ages 13 to 16 years)

THE ART OF EMCEEING WORKSHOP ORGANISED BY NST NIE ON 20-21 FEBRUARY 2016



SOCIAL : SOCIETY

NST Outreach

In 2014, NST introduced its own CSR programme, NST Outreach. Programmes are aligned with NST’s brand, which is helping improve English education.

NST continued its CSR programme, NST Outreach, through a collaboration with YTL Foundation for a ‘Frog Classroom Makeover’ project at SK Sungai Serai, Kuang, Selangor (SKSS). SKSS is a rural school with 405 students with 62 being from the *Orang Asli* community.

Volunteers painted the walls and laminated the floors of the classroom, transforming it into an environment that is conducive for learning. We supplied furniture and fittings such as desks, chairs and fans.

At NST’s *gotong-royong* on 9 April 2016, 30 volunteers painted a mural in the classroom. A second *gotong-royong* session was held on 23 April. 25 volunteers helped assemble new tables, chairs and other basic furniture. Our Graphic Team prepared colourful and informative doodles on each surface of the 14 tables.

NST VOLUNTEERS HELPED TO ASSEMBLE NEW TABLES, CHAIRS AND OTHER BASIC FURNITURE FOR ‘FROG CLASSROOM MAKEOVER’ PROJECT AT SK SUNGAI SERAI, KUANG, SELANGOR



Other NST Outreach Activities in 2016			
Activity	Date	Details	Impact
UPSR Workshop for SK Sungai Serai	13 August 2016	This workshop helped rural students improve their standard of English and covered both comprehension and writing modules.	70 year six students, of which 15 were from the <i>Orang Asli</i> community.
Official launching of Frog Classroom	24 October 2016	The ongoing project aimed to provide a conducive learning environment. Besides being used by the SKSS students, the frog classroom also supported and trained students from neighbouring schools.	Students and surrounding community of Sungai Serai, Kuang, Selangor.
Newspaper in Education Creative Workshop at SK Sungai Serai.	22 November 2016	The workshop exposed students to fun English language learning through educational games and creative arts.	40 Year Five students took part in this workshop.

Supporting the Dengue Patrol Team

Dengue Patrol 2016 was organised by the Ministry of Education and the Ministry of Health Malaysia in collaboration with Sanofi Pasteur. The programme aims to raise awareness and improve public education on dengue. Initially launched in 2011 as a pilot programme, it requires public participation, especially the younger generation.

NST supports the government’s aim to educate and raise public awareness of various health issues. This programme advocates disease prevention and spearheads dengue prevention activities in the communities of the respective school.

SK Bukit Jelutong was proud to be selected as one of the eight schools in Selangor to participate in this national competition. These students visited Balai Berita Shah Alam and conducted *gotong-royong* on 17 August. 15 students, eight teachers and 10 NSTP employees cleaned the areas surrounding the printing plant.

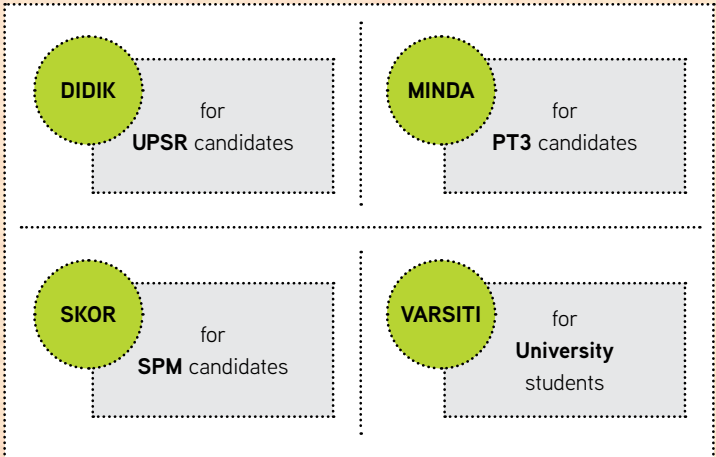
BH

BH Education Unit

Akhbar Dalam Darjah (ADD)

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.

Four Sections of ADD



In 2016, BH conducted Bengkel ADD in Johor, Kelantan, Selangor and Sabah with the State Education Department; Bengkel ADD was held in Putrajaya and Port Klang in collaboration with private schools.

SOCIAL : SOCIETY

Seminar Bimbingan Peperiksaan BH

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

The two-day seminar covered four subjects that helped students tackle examination questions. Held between February and October 2016, the seminars helped approximately 58,000 students in 241 locations.

Anugerah Pelajar Cemerlang BH

Introduced in 2006, this award recognises the outstanding achievements of students who participated in Seminar Bimbingan Peperiksaan BH:

- Klinik UPSR BH Didik
- Seminar PT3 BH Minda
- Seminar SPM BH Skor

All 21 award recipients received RM1,000 in cash, a certificate and a trophy at a ceremony held on 31 May 2016.

Sepetang BH Bersama-sama Guru

Sepetang BH Bersama-sama Guru appreciated teachers who had used BH Education pullouts, such as Didik, Minda and Skor, in their teaching. We promoted our BH Education pullouts and encouraged the teachers to become our FullAMark agents during these sessions.

We collaborated with the State Education Ministry of Education to make these seminars a success. In 2016, six sessions were held in Kelantan, Pulau Pinang, Pahang, Johor, Sabah and Selangor.

Joran BH Workshop

Organised in collaboration with the Ministry of Federal Territories, the workshop offered fishing enthusiasts an opportunity to learn the basics of fishing. Participants were introduced to knot tying, casting, cleaning and cooking.

Two series of workshops were held this year: the first on 22 October at Pusat Rekreasi Air Wetlands, Putrajaya and the second on 12 November at Kompleks Sukan Laut Antarabangsa Labuan. More than 100 people attended each workshop.

Semarak Ramadan BH

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

BH also helped local mosques and *Suraus* organise religious activities and improve their facilities. The volunteers conducted *gotong-royong* and prepared dishes for breaking fast with the local community.

BH and NSTP volunteers supported this good cause. Ten volunteers from BH and NSTP distributed BH newspapers and *bubur lambuk* to visitors at the local *Bazaar Ramadan*. These volunteers also prepared a *berbuka puasa* meal with the local villagers. At the end of each event, we handed groceries to single mothers, orphans, senior citizens and those with low income.

BH VOLUNTEERS AND ORANG ASLI RESIDENTS HELPED EACH OTHER IN PREPARING MEAT FOR DISTRIBUTION DURING THE SEMARAK RAMADAN BH HELD IN KAMPUNG LEKIR, LABU, NEGERI SEMBILAN

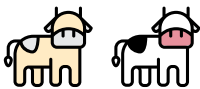


Summary of Semarak Ramadan BH			
Date	Venue	Beneficiary	Sponsor
18 June 2016	Masjid Tengku Ahmad Shah, Jerantut, Pahang	<ul style="list-style-type: none">• 109 <i>Asnaf</i>• 61 <i>Tahfiz</i> students	Bank Islam Malaysia Berhad (BIMB)
23 June 2016	Masjid Al-Mukhlisin, Kg. Guar Manong, Kuala Kangsar, Perak	<ul style="list-style-type: none">• 49 single mothers• 7 orphans• 39 poor families• 6 disabled persons	Malaysia Palm Oil Board (MPOB)

Semarak Korban BH

BH organised Semarak Korban BH with BIMB Holdings Berhad (BHB) on 14 September 2016. The event was held at Kampung Tekir, an *Orang Asli* settlement with approximately 600 residents in Labu, Negeri Sembilan. The programme was also supported by Majlis Agama Islam Negeri Sembilan (MAINS) and Jabatan Kemajuan Orang Asli (JAKOA).

SEMARAK KORBAN BH HIGHLIGHTS



Slaughtered two cows and distributed their meat to 34 Muslim families



Groceries amounting to RM10,000 were given to 180 families



Delivered a motivational talk and workshop on Mathematics to 40 *Orang Asli* primary students

SOCIAL : SOCIETY

HARIAN METRO

Titipan Kasih Harian Metro (TKHM)

Harian Metro is a strong advocate of CSR, through which it fulfils its social obligations to readers and the community. Introduced in 2010, TKHM was Harian Metro’s first CSR initiative. The Metro Prihatin column highlights 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.

As part of Harian Metro’s 25th anniversary, Harian Metro visited families and institutions that were recipients of the previous programme.

Date	Beneficiaries	Details
7 May 2016	Family of Rossidah Rohani, Pasir Gudang, Johor	Previously, TKHM had donated two skateboards to this family to help with their mobility on 26 September 2010, On 7 May 2016, volunteers visited again to check their progress and give some in-kind contributions.
11 May 2016	Madrasah Raudatul Ulum, Ulu Rening, Batang Berjuntai, Selangor	TKHM conducted a <i>gotong-royong</i> on 16 October 2010 to refurbish the basic facilities at the Madrasah. On 11 May 2016, the team revisited the Madrasah and hosted a simple <i>Doa Selamat</i> for Harian Metro 25 th Anniversary.
24 July 2016	Family of Maria Mahadi, Kampung Tanjung Dahan, Kuala Sungai Baru, Melaka	On 24 July 2016, volunteers visited Maria Mahadi’s family at Kampung Tanjung Dahan, Kuala Sungai Baru, Melaka. In 2013, Maria had benefited when TKHM volunteers refurbished her house that was more than 70 years old.

Titipan Kasih Harian Metro Ramadan

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

Two events were held under this programme in 2016. 20 volunteers from Harian Metro and NSTP took part at each venue distributing *kotak rezeki* to orphanages, madrasahs and visitors of local bazaar Ramadan. They also joined the local villagers for breaking fast and *solat terawih*.

DATE	VENUE	RECIPIENTS
17 JUNE 2016	SURAU NURUL HASANAH, KG. PARIT ABU HASSAN. ALOR PONGSU, BAGAN SERAI, PERAK	<ul style="list-style-type: none">• 15 POOR FAMILIES• 2 ORPHANAGES• 2 MADRASAH TAHFIZ
25 JUNE 2016	SURAU AL-HIRA, FLAT PPRT SENAWANG, SEREMBAN, NS	<ul style="list-style-type: none">• 13 POOR FAMILIES• 3 ORPHANAGES• 1 MADRASAH TAHFIZ• 42 ORPHANS



Titipan Kasih Harian Metro Korban

On 14 September 2016, Titipan Kasih Harian Metro Korban was held for a second time at Masjid An-Nur, Taman Cendana, Pasir Gudang, Johor. TKHM organised the first event in 2011 in Besut, Terengganu.

Twenty-five cows were slaughtered to mark Harian Metro’s 25th anniversary and distributed to 2,600 local residents. Volunteers also prepared lunch of oxtail soup and beef curry for the participants.

Titipan Kasih Harian Metro Back to School Programme

Harian Metro continued its ‘Back-to-school’ initiative in 2016 by treating 100 orphans from three homes namely Rumah Anak-anak Yatim dan Miskin At-Taqwa, Kediaman Abu Nur and Pertubuhan Al-Takwa to a shopping trip. The trip was held on 17 December 2016 in preparation for the new schooling calendar. Each student received two sets of school uniforms, three pairs of socks, two pairs of shoes and stationery.

Harian Metro also handed groceries such as rice, sugar and wheat flour to 20 poor (asnaf) families. The programme was funded by DRB HICOM and the Media Prima-NSTP Humanitarian Fund.

SOCIAL : SOCIETY

TITIPAN KASIH HARIAN METRO (TKHM) CONTRIBUTED RM500 CASH AND GROCERIES WORTH RM500 TO A SINGLE MOTHER, WAN NORLI WAN ISMAIL FROM KAMPUNG BARU SUNGAI KOH, KULIM KEDAH, DURING A MONTHLY PROGRAMME



DATUK MUSTAPA OMAR, GROUP EDITOR OF HARIAN METRO AND OTHMAN MAMAT, EXECUTIVE EDITOR, PRODUCTION/BPI, HARIAN METRO DISTRIBUTED MEAT TO RESIDENTS OF TAMAN CENDANA, PASIR GUDANG, JOHOR IN CONJUNCTION WITH TKHM KORBAN PROGRAMME



Titipan Kasih Harian Metro Monthly

The team visited underprivileged and poor families whose cases were highlighted in the earlier Harian Metro newspaper under the Metro Prihatin column. Details of four individuals and two Madrasah who benefited from these programme in 2016 are summarised below.

Visits	Date	Plight	Harian Metro's Contribution
Tahfiz Baitul Furqan, Kampung Ayer Limau & Tahfiz Al-Quran Raudatul Muslihen, Taman Sungai Baru Ulu, Masjid Tanah, Melaka	24 July 2016	Established in 2016, Pusat Tahfiz Baitul Furqan caters mainly to male students while Pusat Tahfiz Al-Quran Raudatul Muslihen is for female students. They came from all over the states in Malaysia to learn about religion and Al-Quran.	TKHM donated <i>kotak rezeki</i> which contain groceries including rice, sugar, cooking oil, flour and instant noodles.
Sarimah Abdul Hamid, a 45 year-old single mother from Kampung Paya Tok Betok, Sungai Ular, Kulim	30 July 2016	Working as a cleaner with a monthly income of RM800, she raises seven children and supports her elderly mother.	TKHM contributed RM500 in cash and RM500 worth of groceries.
Madrasah Ashraful Madaris, Kampung Keladi, Kulim	30 July 2016	The visit was held in conjunction with Harian Metro Mountain Bike Grand Prix 2016.	TKHM handed over <i>kotak rezeki</i> , which contain groceries, and cash to the madrasah. Established nine years ago, the Madrasah now has 38 male and 25 female students.
Azahilah Khalib, a 31 year-old single mother from Kampung Baru Sungai Koh, Kulim	30 July 2016	She has to support her three children and three sisters despite losing her job when the supermarket where she worked closed down.	TKHM contributed RM500 in cash and groceries worth RM500.
Wan Norli Wan Ismail, 41, from Taman Selasih, Lukut, Negeri Sembilan	22 October 2016	She is a single mother with five kids.	TKHM contributed RM500 in cash and groceries worth RM500.
Puteri Idris, 40, from Taman Pantai Mas, Lukut, Negeri Sembilan	22 October 2016	Puteri Idris, 40, is an unemployed single mother with two kids.	The family received a donation of RM500 cash and RM500 worth of groceries from TKHM.

Harian Metro Kotak Rezeki

This new CSR programme was introduced by Harian Metro in the month of Ramadan. The programme helps clients and advertisers sponsor underprivileged communities with cash or in-kind donations during this holy month.

Volunteers prepared boxes at Balai Berita Shah Alam, which were distributed via the respective state bureau chiefs, nationwide.

Details of Provisions				
Type of Boxes	Items	No. of Boxes	Recipients	Sponsor
Individual	Mineral water, cupcakes, packet drinks and packet dates	10,000	Policemen, bus and taxi drivers, doctors, nurses, soldiers, toll both operators and homeless people	Affin Bank Group and Affin Islamic Bank
Families	5 kg of rice, cooking oil, sugar, flour, condensed milk, instant noodles and biscuits	1,000	Poor families, single mothers, orphanages, old folks homes and madrasah tahfiz	Affin Bank Group and Affin Islamic Bank

S O C I A L : s o c i e t y



MEDIA PRIMA TELEVISION NETWORKS

Reaching Out to Our Stakeholders

Karnival Jom Heboh

TV3 organises Karnival Jom Heboh (KJH) to bring all Media Prima television and Radio stations closer to their audiences and advertisers. Events and programmes, conducted at specified venues and on predetermined dates carry a family entertainment hallmark and add sponsorship value. CSR activities targeting single mothers, orphans, the elderly and the poor are also held.

Attracting millions of visitors, this programme ran for its 14th year. In 2016, KJH promoted this socially-responsible cause in Pahang, Kuala Lumpur, Johor and Penang, reaching out to 1.2 million patrons.

Festival AJL30

TV3 collaborated with the Historical Malacca City Council (MBMB) for the first time to organise Festival AJL30. The event was held at Dataran 1Malaysia, Klebang Beach as a token of gratitude to *Anugerah Juara Lagu* fans.

The event attracted a crowd of 70,000 with an interesting line-up of activities. Fans also had a chance to meet famous artistes.

#dramasangat bus tour

Once again, over 100,000 drama fans had the opportunity to meet up and mingle with their favourite artistes during the TV3 & TV9 #dramasangat bus tour at three separate occasions.

DETAILS OF THREE DRAMA SANGAT BUS TOURS

13 - 15 May 2016	12 - 14 August 2016	11 - 13 November 2016
Selangor and Perak	Pahang	Johor and Melaka

Fans witnessed a line-up of exciting games and activities such as aerobics, Zumba, badminton, netball and bowling.

Artistes on the #dramasangat Bus Tour

Idris Khan (Akasia: Duda Terlajak Laris)	Mimi Lana & Syafiq Kyle (Iris: Sekali Aku Jatuh Cinta)
Mia Ahmad (Dahlia: Mr. Boss Miss Stalker)	Risteena Munim & Zahirah Macwilson (Samarinda: Demi Cinta Ain)
Nazrief Nazri (Akasia: Lara Terindah)	Fadlan Hazim (Iris: Kahwin Muda)
Puteri Aishah & Syazwan Zulkifly (Dahlia: Cinta Roller Coaster)	Raja Afiq, Niena Baharun & Reen Rahim (Akasia: Sayangku Kapten Muhkriz)
Siti Saleha & Shukri Yahaya (Akasia: 7 Hari Mencintaiku)	Zahiril Adzim & Sura Sojangi (Azalea: Ainur Mardiyah)

SOCIAL : SOCIETY

Drama Festival Kuala Lumpur 2016

Drama Festival Kuala Lumpur organised workshops which were attended by over 600 people. Participants received acting coaching, were introduced to drama production basics and learned the secrets of becoming a successful artiste. The workshops were delivered by successful homegrown stars including Datuk Rosyam Nor, Datin Seri Umie Aida, Ellie Suriaty, Ahmad Idham, Azman Hj Yahya Jinggo, Awal Ashari and Datin Sharifah Shawati.

#Syukurselalu

TV3 and TV9 organised Bazaar #SyukurSelalu for a second year during the holy month of Ramadan. #SyukurSelalu in 2016 was broadcast on television and Media Prima’s online portal, tonton. The campaign is also supported by Radio Networks, print, Media Prima Labs, CJ Wow Shop and Studio 8.

Artistes featured in the 2016 #SyukurSelalu Campaign and During Bazar Syukur Selalu and Jom Masjid



In 2016, Bazaar Syukur Selalu was held at two locations: Amanjaya Sungai Petani on 11 June 2016 and Angsana Johor Bahru on 18 June 2016.

Jom Masjid is a new initiative under #SyukurSelalu. We invite Muslims to visit the mosque during Ramadan and practice *moreh* after *solat terawih*. This activity took place at Masjid Ridzwaniah, Kuala Kangsar, Perak and Masjid Cina Al Muttaqim, Krubong, Melaka.

The Sepetang Di Pavillion initiative, under the Syukur Selalu campaign, invited children from underprivileged homes to break fast. Children from *Rumah Baitul Fitrah* and *Rumah Nur Syaheera* were invited to Fish and Co., and each received a donation of RM5,000 from Pavillion on 25 June 2016.

In conjunction with this initiative, the NSTP also launched Syukur on Wheels to support the Syukur Selalu Ramadan campaign. Riding on the increasing popularity of the food truck concept, four food trucks wrapped with NSTP, BH and Harian Metro brands were stationed at various public meeting points including LRT and bus stations in Kuala Lumpur and Selangor. Packed food was distributed so commuters and members of the public could break fast. The distribution of packed food was held from 14 June to 3 July 2016.

Raudhah Di Hatiku

TV9’s on-ground event, *Raudhah Di Hatiku*, was conceptualised in 2011. It aims to change the public’s perception that mosques are also community hubs rather than merely places of worship. It reaches the hearts of TV9’s viewers through 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.

In 2016, *Raudhah Di Hatiku* received tremendous feedback with 300,000 visitors attending the event in Alor Setar, Kedah. Events were also held in Kuala Terengganu and Kota Bharu, Kelantan earlier in 2016.

Raudhah Di Hatiku provides visitors with an opportunity to deepen their spiritual connection. We also visited Darul Aitam Wal Masakin orphanage home on 27 October 2016.

SOCIAL : SOCIETY

MEDIA PRIMA TELEVISION NETWORKS' TEAM MEMBERS WHO CONTRIBUTED TO THE SUCCESS OF THE "MAN JI GO LUCKY" CAMPAIGN



Project CSR

A lack of knowledge of rare diseases is a significant problem in Malaysia, Project CSR: Challenge, Sport and Responsibility, a brand new show by ntv7, aims to address this shortcoming.

Each week, the nation's finest athletes appear on the show to raise public awareness of rare diseases and how they can affect our daily lives.

Each episode features registered charitable organisations and individuals. Athletes, including Khoo Cai Lin, Fauzan Lutfi, Amir Mustafa and Alia Sazana Azahari, underwent innovative physical challenges to help raise funds for extensive research to be conducted on these rare diseases.

#Orikami Campaign

#Orikami Campaign encourages Malaysians to support creative art produced by Malaysian production houses, designers, artistes, singers, musicians, stage players, cultural protectors and other key players in the industry.

Man Ji Go Lucky

One FM, ntv7 and 8TV initiated the 《满吉Go Lucky》 or "Man Ji Go Lucky" campaign in making the Monkey Lunar New Year extra special, which aims to spread happiness and good luck. The Man Ji Lucky Van travelled to 35 locations across Peninsular Malaysia with a Mascot designed mailbox. Free "Man Ji Go Lucky" postcards were distributed and over 12,800 people sent greetings to their friends and families.

Approximately 15,000 visitors took photos of their postcards and messages before uploading them onto Instagram with the hashtag #178GoLucky. The messages were aired on One FM, ntv7 and 8TV and members of the public won attractive prizes. Free Coca-Cola cans with best wishes were also distributed.

A New Journey

A New Journey uncovers the heritage and cultural legacy of our Chinese ancestors, reintroducing several old customs. A New Journey Season 4 focused on Chinese festivals and rituals that are still practised today.

NTV7 BROUGHT TOGETHER THE NATION'S FINEST ATHLETES TO CREATE AWARENESS FOR PROJECT CSR



CHINESE CELEBRITIES MINGLING WITH THEIR FANS DURING "MAN JI GO LUCKY" CAMPAIGN



S O C I A L : S O C I E T Y



MEDIA PRIMA RADIO NETWORKS

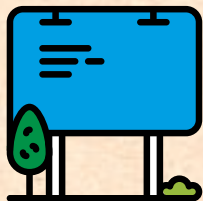
Closer to Our Stakeholders

We work with our stakeholders in the community to make a positive societal contribution while running a responsible and sustainable business. We aim to provide transparency in all aspects of the business and engage all stakeholders in close dialogue. Stakeholder opinions play an important role when developing our approach to corporate sustainability. Listening to them helps us understand emerging trends more clearly and prioritise material issues.

Recently, MPRN began to allow station announcers on duty to be contacted directly through the official WhatsApp number. MPRN is the first network of radio stations in Malaysia to allow listeners to communicate in real time with the radio stations.

With the rise of social media, Hot FM showcased the first ever Facebook LIVE mini showcase, FB ROCK Hot. The platform presented one rock band daily for one week. It has created a 'talkability' milestone for listeners and music lovers on Facebook. Bands featured include Akim & the Majistret, Hujan, OAG, Hyperac and Kristal.

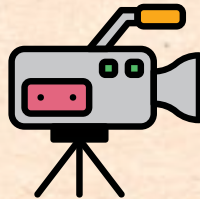
FB ROCK Hot Achievements



BIG TREE OUTDOOR

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 publicised a UNICEF CSR campaign, 'My Promise to Children'. This civil-society campaign promotes children's rights by displaying messages on digital screens at LRT stations and KLCC as well as Kuching and Kota Kinabalu airports.



MEDIA PRIMA DIGITAL

Care for the Homeless

Soup kitchens can be found in many of the world's cities, providing basic meals to the hungry. Many frequenting these soup kitchens are neither lazy nor seeking handouts, but simply cannot get enough food or adequate nutrition. Children, parents and the elderly are particularly vulnerable.

The PERTIWI Soup Kitchen project provides regular meals at various locations in Kuala Lumpur. This community outreach effort was established and is managed by Pertubuhan Tindakan Wanita Islam (PERTIWI), one of Malaysia's longest running NGOs, with the support of corporate and individual sponsors.

Soup kitchens are an important way to give back to the community by offering healthy meals to those in need. The few soup kitchens that operate in Kuala Lumpur are already providing this critical service but there are still too many hardcore poor and homeless people who are unable to eat on a daily basis.

Media Prima Digital supports these efforts by volunteering to distribute basic prepacked healthy meals and clean water at Medan Tuanku Homeless Transit (Lorong Medan Tuanku 2). Volunteers contributed their time after work hours to feed the homeless, manage the crowd, clean the centre and distribute food.

tonton Celebrates Malaysia

In conjunction with the National Day, tonton partnered with Harian Metro, Malaysia's largest newspaper on #MerdekaMacamVIP. Those purchasing a copy of Harian Metro on the National Day received one week's free tonton VIP membership.



SOCIAL : PRODUCT RESPONSIBILITY G4-DMA, G4-PR1

GAME CHANGERS THROUGH INNOVATION

RADIO+

At Media Prima, we turn insightful ideas into value-added services that address stakeholders’ needs and market trends. 2016 was a year of innovation with the launch of Radio+ in March. Focusing on talent, activation and digital, this service delivers value-added services to MPRN’s business partners and listeners.

TALENT	ACTIVATION	DIGITAL
		
Leverages on talents and market influencers to produce strong brand campaigns for business partners.	An avenue for clients to utilise MPRN’s activation team and expertise for launches, sales-driven campaigns and creative onground engagements. We have launched Hot FM Dekat Je Tour with Tourism Malaysia.	Upgraded our foray into digital video content via more Digital Branded Video Content development which will benefit our clients.

As MPRN keeps abreast with technological advancements and current trends, digital plays an increasingly important role in the daily network operations. Utilising social and digital media is very effective for the content distributor platform.

MPRN has launched digital hosts Sarancak and Brandon B for Hot FM and One FM, respectively. These characters deliver relevant digital content to their respective markets. Content is posted on the stations’ official social media channels such as Instagram, Facebook, Twitter and YouTube and is promoted on air.

As an extension of social media, Hot FM broadcast its first ever FB LIVE mini showcase, FB ROCK Hot. Featuring one rock band each day for a week, the showcase has created a milestone for listeners and music lovers via Facebook. MPRN has used this technology during clients’ launches and events, recently working on the Air Asia Makna campaign and PTPTN.

MPRN Smart Partnership to Understand Our Listeners Better

In 2016, MPRN became the first exclusive partner within Asia to provide Spotify users with access to MPRN’s content and songs. The smart partnership delivers music access without boundaries. It also serves as a digital data benchmark, allowing MPRN to analyse listeners’ profiles and preferences to foster continuous improvement in content quality and music.

tonton - The BIG picture!

In 2016, tonton completely revamped its image, adopting a more user-friendly interface and new brand identity. tonton was relaunched on 18 April 2016 with a premium tier subscription service called tonton VIP.

With VIP membership packages starting from only RM3, it is part of our effort to combat piracy. We hope to encourage the public to view legal content by making it accessible and affordable. A user can download content on their smartphones and tablets and watch it at a convenient time using our brand new apps. Our smart partnership with major telcos ensures no data charges are incurred. This innovation has increased our library size to over 23,000 hours of non-stop local and international entertainment.



tonton Creates Values in Digital Era

Starting as an advertising model, tonton has matured into a hybrid advertising and premium subscription-based video on demand service. This adds a layer of digital competitiveness in the ever demanding and changing entertainment industry’s landscape. Currently, we are introducing new advertising methods, new subscription-based revenue streams while equipping Media Prima in the exciting world of OTT.

tonton offers a world-class video viewing experience that resides on an intelligent platform. The online video portal serves as an integrated catch-up television 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.

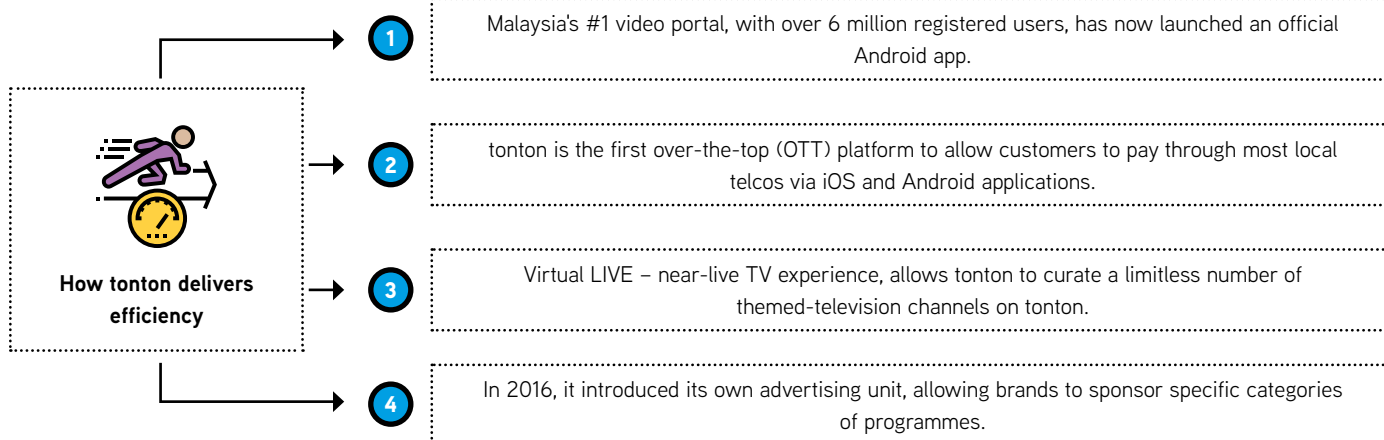
SOCIAL : PRODUCT RESPONSIBILITY

tonton breached the **6 million** registered user mark!

~**20,000** new users register on the tonton platform each week!

More than **50%** who download our apps, actively use the service on a monthly basis

Currently, tonton has over **23,000 hours** of the latest local and international entertainment, sometimes up to six months before being released on television!



tonton's Partnership with the Golden Screen Cinema

In partnership with Golden Screen Cinema, tonton streamed Malaysia's #1 Music Awards live to GSC Cinemas in Pavillion. Broadcast in HD and Dolby Surround, the awards featured special behind the scenes footage. A star-studded red carpet and meet and greet session made the exciting experience complete. The Music Awards were also broadcast LIVE on mobile devices across the country via tonton.

CJ WOW SHOP

CJ WOW SHOP is an innovative home shopping network that was established in 2016. It provides Malaysians with a uniquely visual, interactive and immersive experience across television, online and mobile platforms.

The company sells high-quality products and services that enrich people's lives, allowing them to shop in the comfort of their homes.

The CJ WOW SHOP synergises the strengths and expertise of the joint-venture between Media Prima and the global leader in the home shopping business from South Korea, CJ O Shopping Co. Ltd.

For more information, visit: www.mediaprima.com.my and www.cjoshopping.com



MEETING THE RISING DEMAND IN THE DIGITAL ERA

NSTP Goes Digital

Realising the current challenges in the print industry, NSTP realigned its approach to making content and news available on both conventional and digital platforms. NSTP expands its reach by giving readers the freedom to choose where, how and when to consume news and information. NSTP diversified its offerings over the past years by developing a suit of visually appealing and interactive digital magazines. In 2016, NSTP launched six interactive online and digital products.

THE SIX NEW DIGITAL LOGOS OF THE DIGITAL PRODUCTS LAUNCHED BY NSTP IN 2016



SOCIAL : PRODUCT RESPONSIBILITY

Six Interactive Online and Digital Products Released in 2016		
Digital Product	Launch Date	Product Descriptions
S & W (Speed & Wheels)	21 March 2016	A free monthly e-magazine in Bahasa featuring updates, guides and event reviews of the automotive world.
Dhiya	8 May 2016	A specially dedicated free monthly Bahasa e-magazine for muslim women, providing contents such as fashion, health, beauty, religious issues and motivation.
FullAMark	16 May 2016	An interactive education portal and mobile apps leveraging on Malaysian major examinations Ujian Pencapaian Sekolah Rendah (UPSR), Form 3 Assessment (PT3) and Sijil Pelajaran Malaysia (SPM).
L.E.T	1 June 2016	A free monthly English e-magazine focusing on lifestyle, entertainment and travel.
Harian Metro Mountain Bike Grand Prix App	30 July 2016	A free game app was developed based on the Harian Metro Mountain Bike Grand Prix event organised by Harian Metro since 2013.
MagStreet	16 September 2016	A digital newsstand providing quick and easy access to e-magazine, digital news title, an education portal and mobile apps.

Media Prima Labs Tech Leadership Presence

In 2016, Media Prima Labs expanded the Odyssey – Apps & Games initiative. In collaboration with Malaysian Digital Economy Corporation (MDEC), Media Prima Labs promoted the latest in-house mobile games and lifestyle apps at two key tech conferences.

Media Prima Labs will continue participating in regional tech conferences to gain presence in the Southeast Asia region. *Ejen Ali* game has proven to be a success as it has been downloaded 700,000 times since April 2016. Media Prima Labs continued its search for talent and interesting mobile game ideas through SEA Game Jam 2016. 82 participants, who were passionate about mobile gaming, attended this two-day event. SEA Game Jam nurtures new and young talent while equipping game fans with knowledge through the sessions and exchange of ideas. The contestants came from Malaysia, Thailand, Indonesia, the Philippines, Singapore, Myanmar, Egypt, Poland and Taiwan.

SEA Game Jam, held in conjunction with Level Up KL, was organised by the MDEC and Media Prima Digital. Level Up KL is a South East Asian industry event for game developers which gathered local, regional and international industry key players.

Media Prima Digital Online Empowerment Solution

Media Prima Digital has extended its digital marketing services to all Media Prima platforms with a newly engaged partner for social media listening services. Through this service, we are able to monitor conversations on the internet. Using this tool, we can easily manage multiple social media accounts from one centralised platform to enhance our brand’s connection with the online community. Furthermore, we can conduct competitor analysis and do real-time brand monitoring by using keyword tracking.

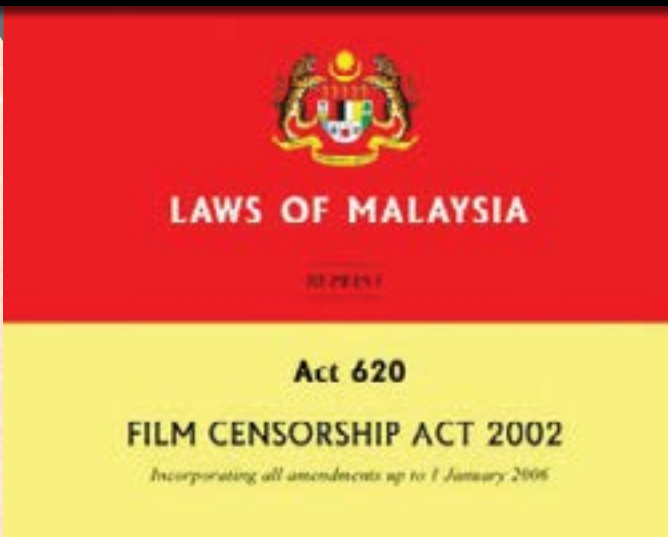
RESPONSIBLE MARKETING

G4-DMA, G4-PR5

We produce 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 products and services are also sold fairly and honestly, as we emphasise their quality and value.

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

MEDIA PRIMA ABIDES BY MANY REGULATIONS INCLUDING THE FILM CENSORSHIP ACT 2002 (SEEN IN PICTURE)



- 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.

SOCIAL : PRODUCT RESPONSIBILITY

MALAYSIAN FILM CLASSIFICATION



This category can be viewed by all segments of society without age limit. The film promotes values; contains 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 elements of violence 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).

All 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). Our content dissemination promotes equity of access to content and products for audiences.

Content Marketing

We ensure all content including content marketing, remains fun, engaging and interactive. In 2016, Hot FM launched *Hot FM Lawak Vaganza*, which recruits comedians to showcase their thematic sketches on air daily for three weeks. Kool FM also adopted a unique marketing strategy through *Super Karoks Kool FM*. Singers from the 80s and 90s were recruited to showcase selected songs on air.

Both marketing approaches were received highly across the industry. Collectively, *Hot FM Lawak Vaganza* attracted 2.5 million votes and Kool FM almost 7 million votes from listeners during the period.

Previously, we also showcased celebrities on our radio reality show. Similar to *Maharaja Lawak*, eight celebrities were chosen to create weekly radio sketches.



Responsible Entertainment

Protecting children is prioritised throughout the Group and we believe in family programming. We provide great family entertainment and help parents shield children from unsuitable content. A rigorous system manages our programme and a watershed prevents unsuitable content from being shown before 9pm.

A market shift towards digital generated a need to reassess our child protection on all platforms. In 2016, we reviewed our online safety guidelines for children.

HOT FM AND KOOL FM ANNOUNCERS LIKE THESE HELP MAKE CONTENT MARKETING FUN, ENGAGING AND INTERACTIVE



SOCIAL : PRODUCT RESPONSIBILITY



UNDERSTANDING DIVERSITY OF OPINION

We encourage plurality and diversity of opinion, promoting freedom of the media through a variety of services and content. This empowers our viewers and customers to make their own programme and content decisions.

Media Prima Radio Networks

In 2016, we conducted a nationwide survey through 16 focus group discussions.

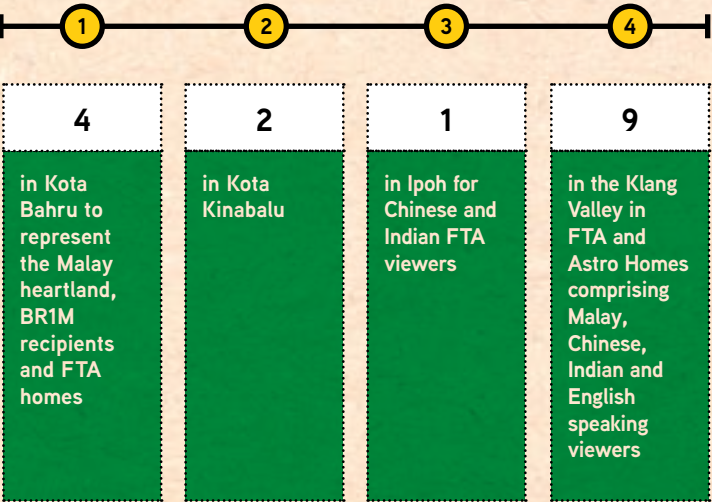
Purpose of Focus Group Discussions

Gauge consumer expectations	Understand digital television transmission preferences
Current experiences	Test the media communication materials and messaging for launches

The survey was conducted among a population that covered:

- Adults aged between 18 and 55 years old;
- Malay, Chinese and Indians;
- Free-to-air (FTA) homes in rural and urban areas;
- FTA/Pay TV Homes in the Klang Valley; and
- Both male and females (working, housewives, youth and single).

Locations of Focus Group Discussions



We also interviewed ex-Astro subscribers to understand their experiences. We aimed to gauge how television viewers will embrace the digital television switchover to digital television broadcasting by 2018, after which analogue transmission will cease.

A post-launch survey is scheduled for 2017. We also analysed Chinese consumers using the Consumer Tracking Survey conducted by Nielsen. This analysis helped us segment and profile the Chinese audience on ntv7, 8TV and competitors' platforms. The results show that:

- 8TV is the number one channel among Chinese on the FTA and Astro platforms
- ntv7 is the number 2 channel on the FTA platform

ANALYSIS OF CONSUMER HABITS RESULTS IN MARKETING AND BRANDING STRATEGY FOR CJ WOW SHOP



The analysis helps us develop local content that will attract a greater number of viewers while nurturing local Chinese talents. Local content has gained a strong following, particularly among the younger viewers who appreciate a wide-range of local news, magazines, documentaries, entertainment and reality shows, talk shows and educational programmes. These efforts have helped differentiate MPTVN offerings from the pay TV service that will uphold the sustainability of ntv7 and 8TV. This survey will be carried out annually and the results will be fed directly into the content creation team.

In 2016, we also analysed consumer habits and lifestyles that matched ntv7 and TV9 viewer profiles. The findings helped CJ WOW Shop's marketing and branding strategy. This analysis was performed internally using our analysis software together with Nielsen data. It contains a huge database of 10,000 respondents aged 15 and above who represent the Peninsular Malaysia consumer and media landscape. This primary data analysis only uses Nielsen for providing the top analysis.

Media Prima Radio Networks

The radio network team monitors customers' satisfaction by researching content and music preferences. Focus group discussions and music research help us clearly understand listeners' preferences so we can broadcast 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 also evaluate all songs in the station's music bank based on the listeners' preferences, which is useful for creating playlists.

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 listening trends for our target market. Listeners' feedback is appreciated and we evaluate, discuss and investigate all 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.

Media Prima Radio Networks' 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 with our listeners on all aspects. Regular and current surveys help us achieve this.

SOCIAL : PRODUCT RESPONSIBILITY

MPRN recently engaged GFK Research to conduct a survey on its growth from various platforms such as social media and digital. The results show strong performances by Fly FM, Hot FM, One FM and Kool FM.

The four stations increased the number of listeners and reached their targeted audiences; each recorded a good proportion of white-collar executives and professionals.

Moving forward, our challenge is to deliver better content to radio listeners and through digital platforms such as YouTube and other social media. Together, the official social media accounts for the four stations have exceeded 7.7million followers.

FLY FM

- 1 Strengthened its position as Malaysia's second most popular radio station in English
- 2 Has the highest listenership for this category with a weekly total of 938,000
- 3 Nearly 500,000 (98%) of urban listeners in the PMEB category (Professionals, Managers, Executives and Businessman)

HOT FM

- 1 Records nearly 3.2 million listeners each week
- 2 Became the second top radio station overall for the 18-24-year-old target market with over 673,000 listeners
- 3 87% of listeners are in the urban category and nearly a million from PMEB

ONE FM

- 1 904,000 total weekly listeners
- 2 Number two radio station in Chinese for listeners aged below 35 years
- 3 366,000 weekly listeners for its breakfast show from 6 am to 10 am
- 4 Number 2 radio station for the evening drive show from 4 pm to 8 pm, targeting listeners between 15 and 29 years old with 216,000 listeners
- 5 222,000 listeners for its night show from 8 pm to 12 am, which targets those under 35 years
- 6 354,000 weekly listeners for the PMEB category, with over 93% of listeners being from urban areas

KOOL FM

- 1 Launched on 1 March 2016
- 2 Almost 700,000 weekly listeners based on the broadcast frequency in three areas: Klang Valley, Penang and Kuala Terengganu
- 3 Breakfast show as a new industry contender recording over 416,000 listeners in the morning breakfast segment between 6 am and 10 am
- 4 Almost 96% of the station listeners are identified as urban listeners
- 5 Number one radio station for Malay markets in the Time Spent Listening category with an amazing record of 10 hours and 46 minutes
- 6 Positive figures were also reflective within Kool FM's PMEB category with a total of 332,000

* Source: GFK Radio Audience Measurement, Wave, 2016.

SOCIAL : PRODUCT RESPONSIBILITY

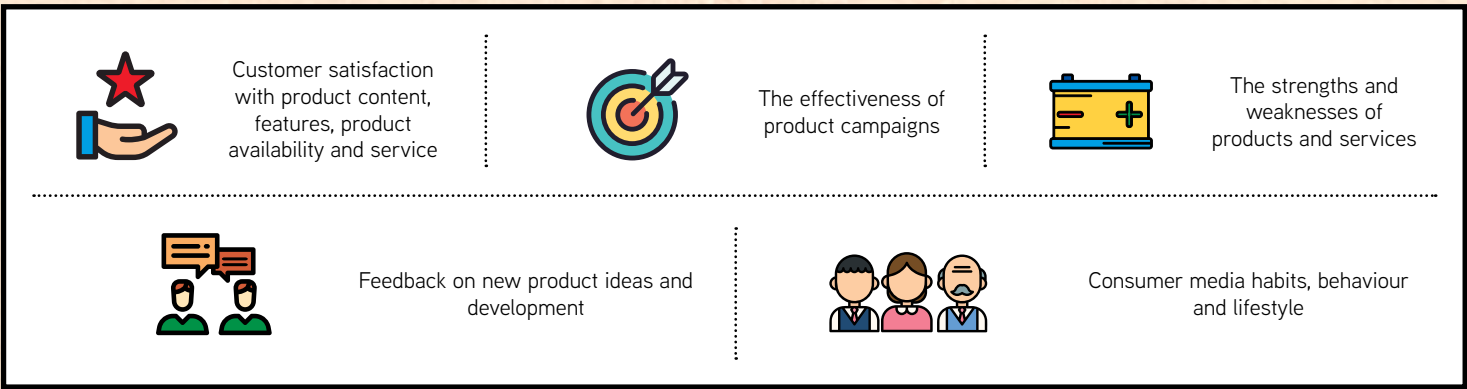
NSTP

We conduct occasional internal and external research to gauge readers’ experiences. NSTP continues to subscribe to Nielsen Company’s Consumer and Media View database to track the performance of its printed and digital products. The Audit Bureau of Circulation Reports is an important measurement tool that helps NSTP gauge the accomplishments of its products.

Internal Research

NSTP recognises the importance of measuring customer satisfaction and perceptions of its product and service quality. Many studies have been done in these areas with NSTP conducting at least four studies of its print and online products each year.

PURPOSE OF NSTP STUDIES



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 accurate.

Our surveys usually focus on the central region although nationwide studies are conducted if 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.

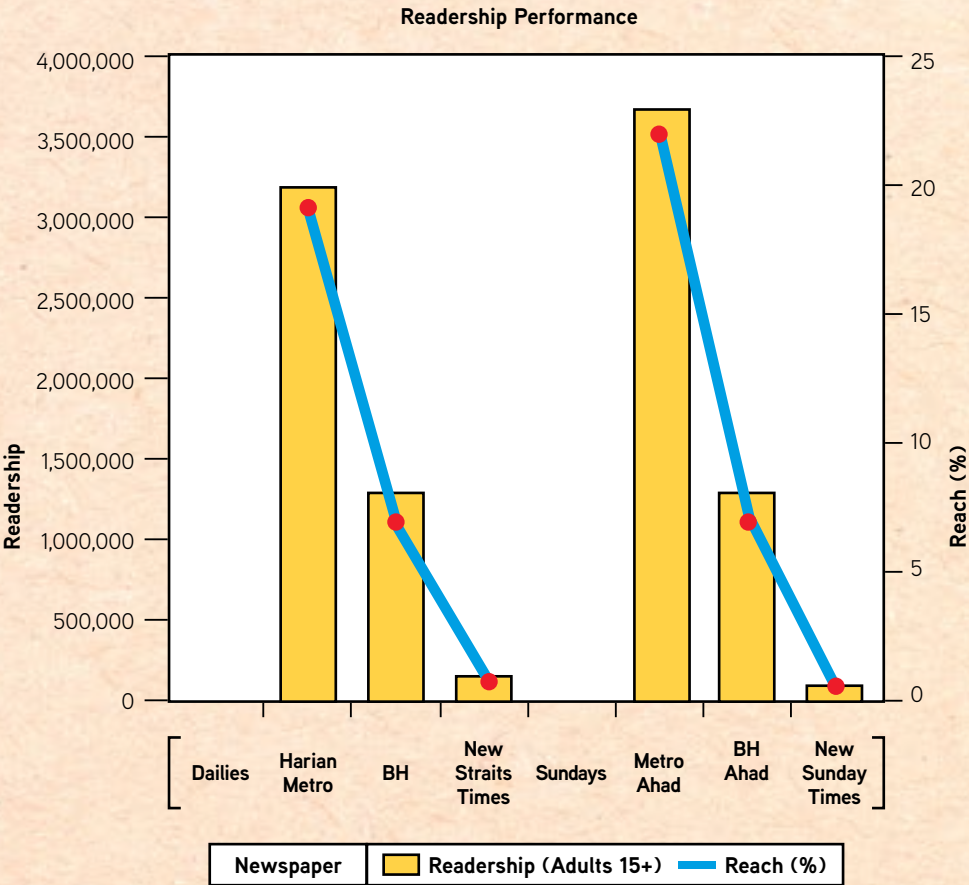
External Research

On occasions, 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.

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

This data helps NSTP to 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 reader’s demographic profile over time.

This data helps NSTP improve its products and develop a brand plan. It also assists in devising strategies and campaigns that improve reader’s awareness, consumption and acceptance of NSTP’s products and services.



Source: Nielsen Consumer & Media View, July 2015 – Jun 2016



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 consumer satisfaction with its digital products and improve product content.

SOCIAL : PRODUCT RESPONSIBILITY

tonton

tonton is Malaysia’s first and largest video streaming service with over 6.5 million users and is experiencing a growth of 23,000 registrants on a weekly basis.

In 2016, tonton was transformed into a hybrid video service alongside its brand new apps offering free membership and the newly introduced premium service, tonton VIP.

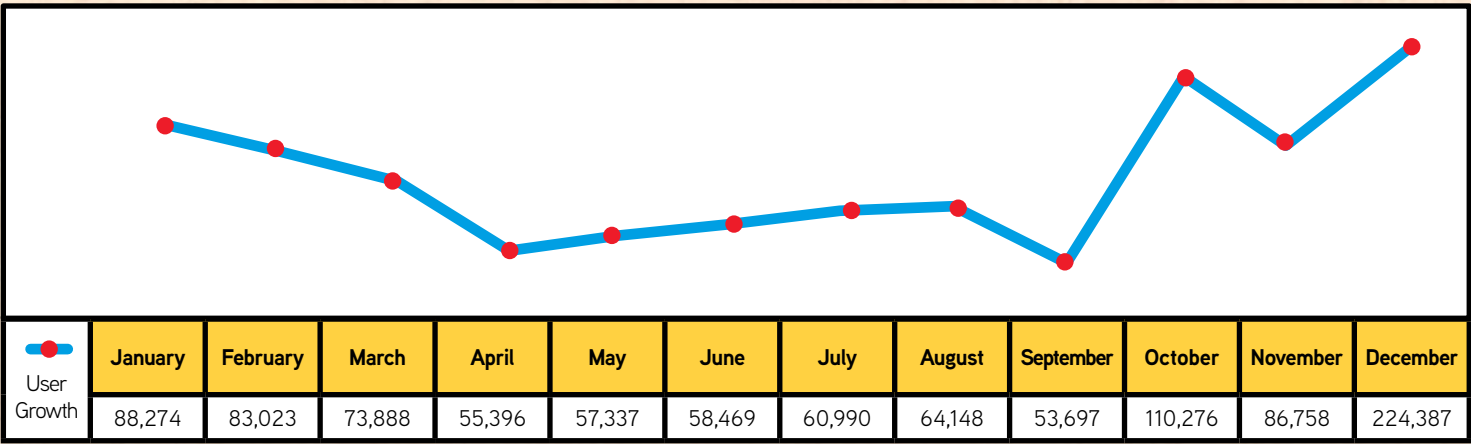
FREE members can upgrade to tonton VIP to unleash its true power from just RM3. VIP members gain:

- Unrestricted access to a library of over 30,000 hours of local and syndicated content
- Exclusive access to LIVE events in HD
- A video ad-free experience
- Download and watch later functionality
- VIP perks at events
- Ability to binge watch all exclusive content and dramas, months before they premiere on TV

tonton provides advertisers with unlimited possibilities for their brands to reach both FREE and tonton VIP users.

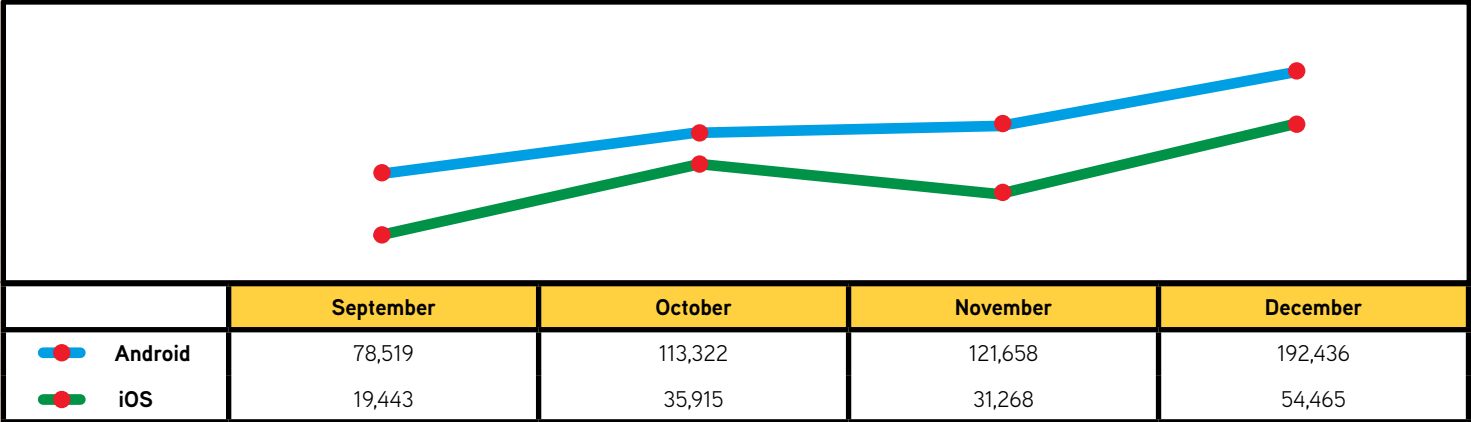
With the brand new service, our vision is to be the country’s number one localised video service, a must have for every Malaysian and Malaysian home.

tonton User Growth in 2016

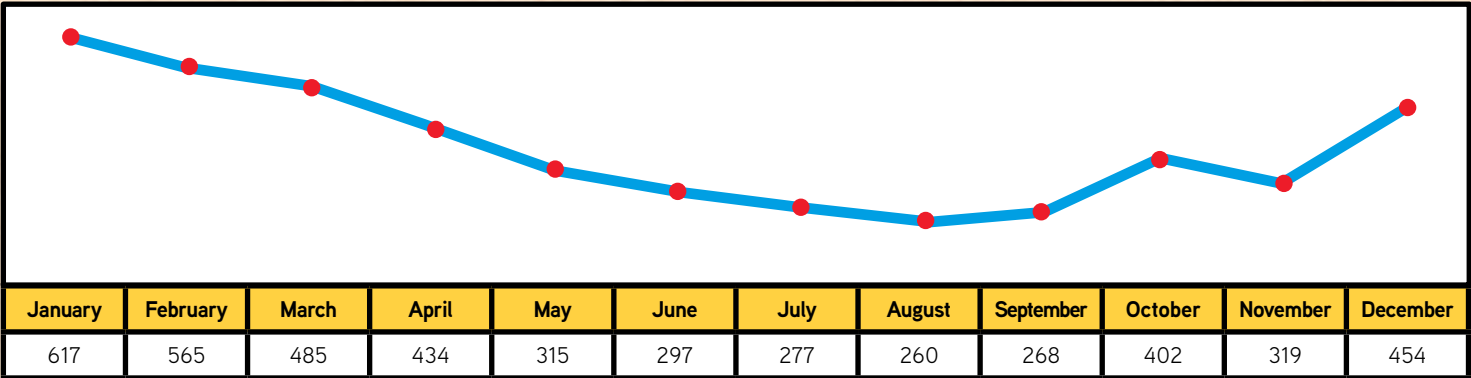


In September 2016, tonton launched its mobile Android and iOS apps. Since then, the usage has continued to grow rapidly as shown in the graph below.

tonton Mobile App User Growth

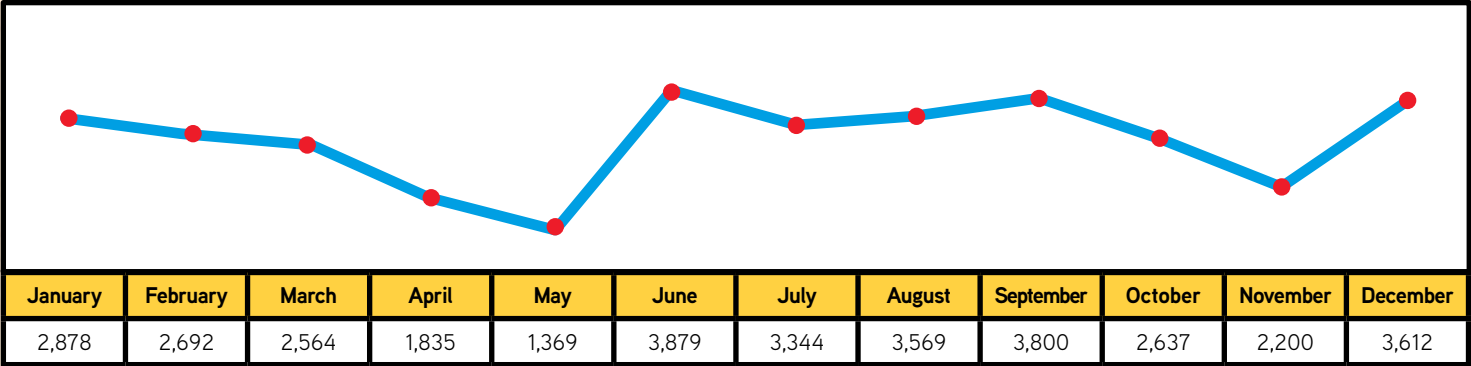


Total Unique Visitors/Viewers (000) in 2016

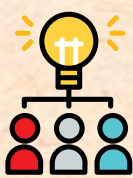
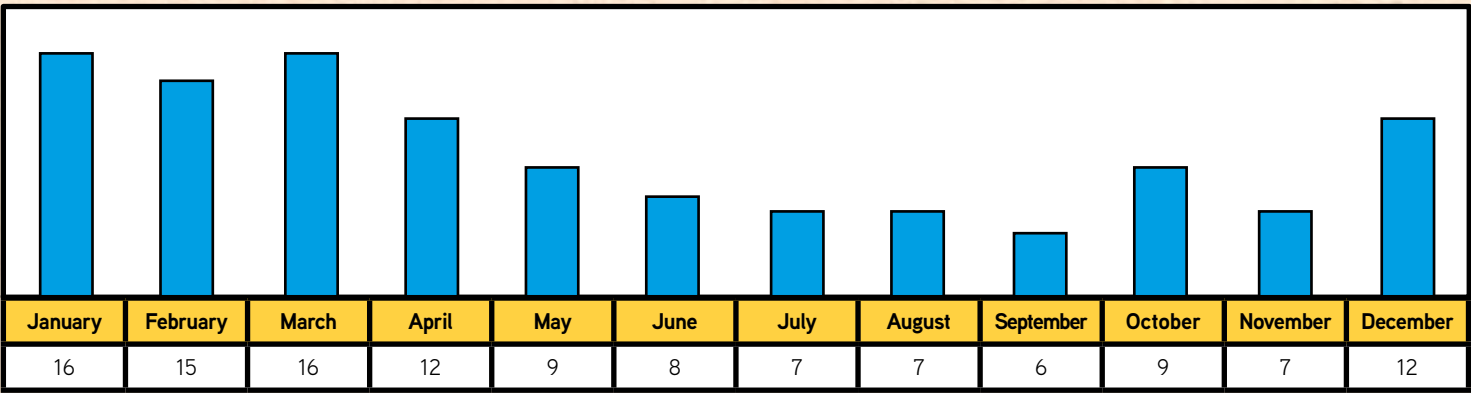


SOCIAL : PRODUCT RESPONSIBILITY

Total Visits (000) in 2016



Total Views (MM) in 2016



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;
- Installing unauthorised software on desktop computers.

Bribery and Corruption G4-DMA, G4-SO4, G4-SO5

- ☒ Kickbacks, lavish gifts or gratuities in any form
- ☒ Gifts, loans or other benefits in return for sales or other beneficial arrangements
- ☒ Asking for or accepting gifts on behalf of Media Prima
- ☒ Accepting items of nominal value that do not compromise the public's judgment of Media Prima
- ☒ Realising profits other than regular compensation

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 and Risk Management Department. Gifts are only appropriate when:

- The monetary value is modest;
- The customer, 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.

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.

We have introduced a 'No Festive Gift Policy' 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.

SOCIAL : PRODUCT RESPONSIBILITY

Preventing Conflicts of Interest

Media Prima forbids conflicts of interest on the part of its employees. Employees should never knowingly be involved in a position that has conflicting interests and upon discovery, it should be reported 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 our competitors, customers, distributors or suppliers without management approval.

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 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 Competition 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?

- 1 The Competition Act excludes activities regulated under The Communications and Multimedia Act 1998
- 2 Radio and Broadcasting are regulated by The Communications and Multimedia Act 1998
- 3 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. In this regard, Media Prima developed 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.

Big Tree Outdoor’s Guidelines Applied to Advertisements’ Ethical Reviews

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
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 have been approved by the Dewan Bahasa dan Pustaka

CUSTOMER PRIVACY

G4-DMA, G4-PR8

We understand the importance of personal information to our customers, employees and other stakeholders. As such we are committed to protecting the personal data we hold. We take great care to ensure this information is kept safe and secure by maintaining physical, electronic and procedural safeguards.

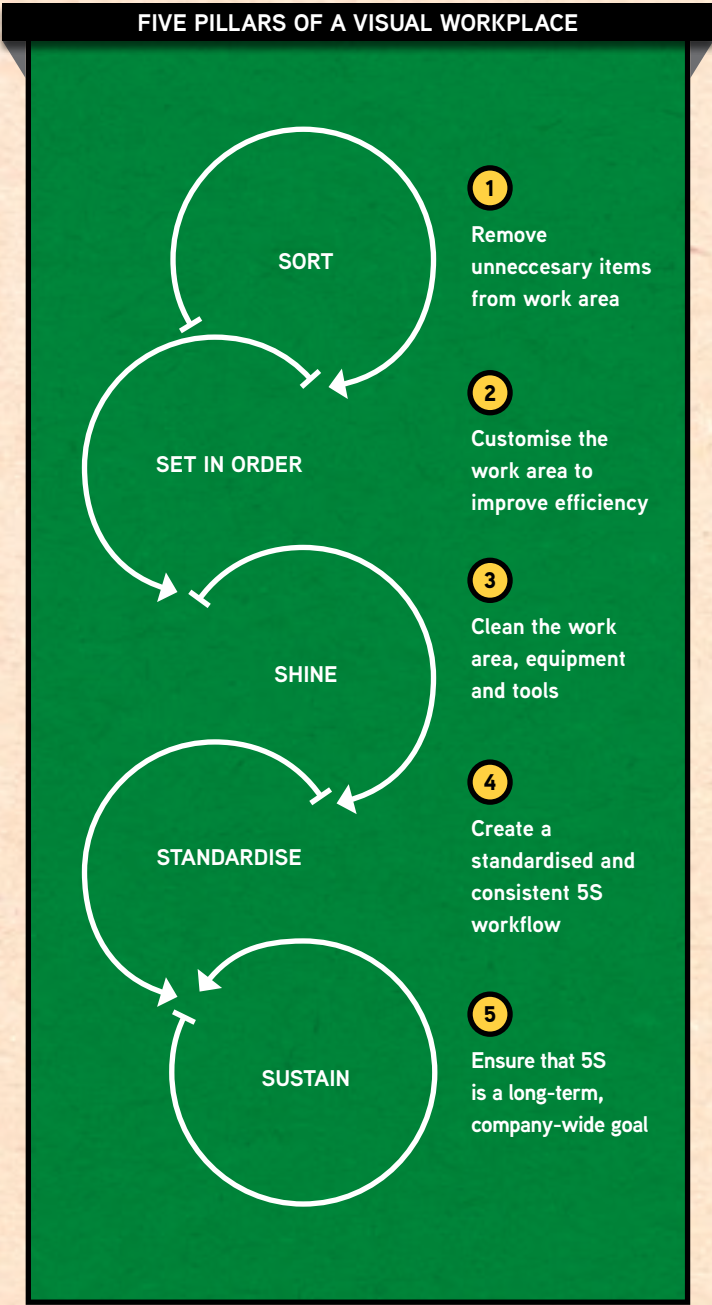
Our data protection and security policies are updated regularly to ensure they meet corporate best practice and reflect the changing needs of a modern media company.

Privacy and cookie policies are regularly updated to ensure that our customers know exactly where they stand when it comes to how we use their data.

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.



SOCIAL : PRODUCT RESPONSIBILITY

The 5S Model

We are committed to cleaning up and organising our working environment through continuous improvement. We hope that the 5S initiative helps 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.

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

5S Implementation and Certification Dates for All Plants

1	PLANT	→	Implementation Date	→	Certification Date
2	BALAI BERITA SENAI	→	4 May 2014	→	15 December 2014
3	BALAI BERITA PRAI	→	11 May 2014	→	11 December 2014
4	BALAI BERITA PRAI	→	18 May 2014	→	11 December 2014
5	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 another 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 staff was very encouraging.

The International Newspaper Color Quality Club

The International Newspaper Color Quality Club (INCQC) is the only worldwide printing quality competition for newspapers. Its goal is to improve the quality of reproduction and printing in production, while also increasing competitiveness as well as training and motivating all personnel.

The competition has been held every two years since 1994. Newspapers that participate with success are awarded membership for a two-year period in the exclusive club of top-quality titles. Multiple winners and participants in the WAN-IFRA certification project also have the prospect of being awarded membership of the Star Club.

In Malaysia, NSTP was proud to be the only participant to qualify for INCQC for the period from 2016 to 2018. Membership in this club is in honour and recognition of our outstanding newspaper quality production and printing practices.

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	6	Yes
ORGANISATIONAL PROFILE		
G4-3	Front Cover	Yes
G4-4	8	Yes
G4-5	5	Yes
G4-6	5	Yes
G4-7	8	Yes
G4-8	8	Yes
G4-9	8	Yes
G4-10	35	Yes
G4-11	49	Yes
G4-12	17	Yes
G4-13	6	Yes
G4-14	12	Yes
G4-15	23	Yes
G4-16	19	Yes
IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES		
G4-17	15	Yes
G4-18	5	Yes
G4-19	12	Yes
G4-20	12	Yes
G4-21	12	Yes
G4-22	6	Yes
G4-23	6	Yes
STAKEHOLDER ENGAGEMENT		
G4-24	10	Yes
G4-25	10	Yes
G4-26	10	Yes
G4-27	10	Yes
REPORT PROFILE		
G4-28	5	Yes
G4-29	5	Yes
G4-30	5	Yes
G4-31	5	Yes
G4-32	5	Yes
G4-33	Independent Assurance Statement by SIRIM QAS International Sdn Bhd	Yes
GOVERNANCE		
G4-34	9	Yes
ETHICS AND INTEGRITY		
G4-56	33	Yes

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	15				Yes
G4-EC1	15				Yes
G4-EC3	33				Yes
MATERIAL ASPECT: INDIRECT ECONOMIC IMPACTS					
G4-DMA	51				Yes
G4-EC8	51				Yes
MATERIAL ASPECT: PROCUREMENT PRACTICES					
G4-DMA	17				Yes
G4-EC9	17				Yes
CATEGORY: ENVIRONMENTAL					
MATERIAL ASPECT: MATERIALS					
G4-DMA	21				Yes
G4-EN1	21				Yes
G4-EN2	21				Yes
MATERIAL ASPECT: ENERGY					
G4-DMA	25				Yes
G4-EN3	25				Yes
G4-EN4	25				Yes
G4-EN5	25				Yes
G4-EN6	25				Yes
G4-EN7	25				Yes
MATERIAL ASPECT: WATER					
G4-DMA	24				Yes
G4-EN8	24				Yes
G4-EN9	24				Yes
MATERIAL ASPECT: EMISSIONS					
G4-DMA	29				Yes
G4-EN15	29				Yes
G4-EN16	29				Yes
G4-EN17	29				Yes
G4-EN19	29				Yes
MATERIAL ASPECT: EFFLUENTS AND WASTE					
G4-DMA	27				Yes
G4-EN22	27				Yes
G4-EN23	27				Yes
MATERIAL ASPECT: PRODUCTS AND SERVICES					
G4-DMA	20				Yes
G4-EN27	20				Yes
MATERIAL ASPECT: TRANSPORT					
G4-DMA	30				Yes
G4-EN30	30				Yes
MATERIAL ASPECT: OVERALL					
G4-DMA	31				Yes
G4-EN31	31				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: SOCIAL					
SUB-CATEGORY: LABOR PRACTICES AND DECENT WORK					
MATERIAL ASPECT: EMPLOYMENT					
G4-DMA	35				Yes
G4-LA1	35				Yes
G4-LA2	33				Yes
MATERIAL ASPECT: OCCUPATIONAL HEALTH AND SAFETY					
G4-DMA	44				Yes
G4-LA5	44				Yes
G4-LA6	44				Yes
G4-LA8	44				Yes
MATERIAL ASPECT: TRAINING AND EDUCATION					
G4-DMA	39				Yes
G4-LA9	39				Yes
G4-LA10	39				Yes
MATERIAL ASPECT: DIVERSITY AND EQUAL OPPORTUNITY					
G4-DMA	35				Yes
G4-LA12	35				Yes
MATERIAL ASPECT: EQUAL REMUNERATION FOR WOMEN AND MEN					
G4-DMA	33				Yes
G4-LA13	33				Yes
SUB-CATEGORY: HUMAN RIGHTS					
MATERIAL ASPECT: INVESTMENT					
G4-DMA	49				Yes
G4-HR1	49				Yes
G4-HR2	49				Yes
MATERIAL ASPECT: NON-DISCRIMINATION					
G4-DMA	49				Yes
G4-HR3	49				Yes
MATERIAL ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING					
G4-DMA	49				Yes
G4-HR4	49				Yes
MATERIAL ASPECT: CHILD LABOR					
G4-DMA	49				Yes
G4-HR3	49				Yes
MATERIAL ASPECT: FORCED OR COMPULSORY LABOR					
G4-DMA	49				Yes
G4-HR6	49				Yes
MATERIAL ASPECT: INDIGENOUS RIGHTS					
G4-DMA	49				Yes
G4-HR8	49				Yes

SPECIFIC STANDARD DISCLOSURES					
DMA and Indicators	Page Number (or Link)	Identified Omission(s)	Reason(s) for Omission(s)	Explanation for Omission(s)	External Assurance
SUB-CATEGORY: HUMAN RIGHTS					
MATERIAL ASPECT: ASSESSMENT					
G4-DMA	49				Yes
G4-HR9	49				Yes
SUB-CATEGORY: SOCIETY					
MATERIAL ASPECT: LOCAL COMMUNITIES					
G4-DMA	50				Yes
G4-SO1	50				Yes
G4-SO2	50				Yes
MATERIAL ASPECT: ANTI-CORRUPTION					
G4-DMA	71				Yes
G4-SO4	71				Yes
G4-SO5	71				Yes
MATERIAL ASPECT: ANTI-COMPETITIVE BEHAVIOR					
G4-DMA	72				Yes
G4-SO7	72				Yes
MATERIAL ASPECT: COMPLIANCE					
G4-DMA	73				Yes
G4-SO8	73				Yes
SUB-CATEGORY: PRODUCT RESPONSIBILITY					
MATERIAL ASPECT: CUSTOMER HEALTH AND SAFETY					
G4-DMA	63				Yes
G4-PR1	63				Yes
MATERIAL ASPECT: PRODUCT AND SERVICE LABELING					
G4-DMA	65				Yes
G4-PR5	65				Yes
MATERIAL ASPECT: CUSTOMER PRIVACY					
G4-DMA	72				Yes
G4-PR8	72				Yes
MATERIAL ASPECT: COMPLIANCE					
G4-DMA	73				Yes
G4-PR9	73				Yes



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INDEPENDENT ASSURANCE STATEMENT

Scope and Objective

SIRIM QAS International Sdn. Bhd., a third party Conformity Assessment Body in Malaysia, with extensive expertise and experience in the provision of sustainability-related assurance services, was engaged by Media Prima Berhad (hereafter referred to as Media Prima) to perform an independent verification and provide assurance of the Media Prima Berhad Sustainability Report 2016. 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 2016.

The management of Media Prima was 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 2016.

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

Methodology

The verification process was carried out by SIRIM QAS International in February and March 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 4.0 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 subjected to the following limitations:

- The scope of work did not involve verification of information reported in the Media Prima Annual Report 2016;
- 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 at the NSTP printing in Shah Alam were visited as part of this assurance engagement. The verification process did not include physical inspections of any Media Prima's operating assets;
- The reporting of GHG emissions for Scope 3 was based on the information provided by the travel agents engaged by Media Prima. Hence, the verification of the data was only limited to data provided by these travel agents. The comprehensiveness of the information could not be verifies; and
- The verification team did not review any contractor or third party data.

Observations

Since 2015, Media Prima has strengthened its materiality determination process to enable better disclosure of level of impact of each material issue along with the value chain. Media Prima had commissioned an independent study to gauge its stakeholders' perceptions of materiality issues within Media Prima and the importance of the issues to the organization. An online stakeholder engagement survey was conducted. From this exercise, 34 corporate governance, economic, environmental and social issues were identified and evaluated. The stakeholders were categorized into 8 categories, namely the customers, shareholders and investors, interest groups, industry peers, value chain partners, local community & the public, employees and regulatory authorities. The materiality of a particular sustainability dimension was determined 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 relevance to Media Prima plotted along the X axis and level of stakeholders concerns 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 emission reporting, Media Prima has included Scope 1 – Direct Emission, Scope 2 – Indirect Emission and Scope 3- Other Indirect Emissions. The verification was carried out in accordance with the requirements of ISO 14064-3:2006. It can be confirmed that the calculation Scope 1 and 2 emissions had been comprehensive and the values accurately determined. However, the comprehensiveness of Scope 3 cannot be assured since the data assessed was only limited to those provided by the travel agents. Based on reviewed information, the following was verified:

Greenhouse gas emissions (tCo2e)		
Scope 1	Scope 2	Scope 3
2,426	51,893	341

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 2016 is fair and acceptable;
- The Sustainability Report was prepared the following the GRI4.0 'In accordance with the Core' Requirements of the Sustainability Reporting Framework. The Overall report content and quality were well established. The level of sustainability performance information in the report was found to be acceptable;
- The information has been presented in an appropriate manner;
- Most of the personnel responsible were able to reliably demonstrate the origin(s) and interpretation of data contained in the report;
- Media Prima has satisfactorily addressed, in the final version of the report, all issues that had been raised during the verification audit;
- The report provides a reasonable and balanced presentation of the sustainability performance of Media Prima.

Prepared by:

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Verification Team Leader
Sustainability Certification Section
Management System Certification Department
SIRIM QAS International Sdn. Bhd.
Date: 10 March 2017

Approved by:

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