

prima

OUR ODYSSEY

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ABOUT THIS REPORT

102-1, 102-45-102-46, 102-50, 102-51, 102-53, 102-54

We live in connected times. Never before have we had today's possibilities to connect people, ideas and places that were once out of reach. The power of technology is transforming the lives of people around the world. As Malaysia's leading fully integrated media group, we are uniquely placed to do just that.

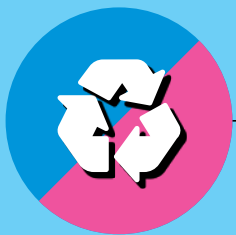
While we imagine and create our new digital future, we bear our share of the responsibility to improve our overall impact on the economy, environment and society. This sustainability report presents our journey of balancing these two priorities.

SCOPE OF REPORT



REPORTING PERIOD

- 1 January to 31 December 2017, unless specified.



REPORTING CYCLE

- Annually



COVERAGE

- The Media Prima Sustainability Report 2017 covers the entire Group and includes quantitative and qualitative data from Peninsular Malaysia. 'Media Prima', 'the Company' and 'the Group' refer to the whole Group which comprises TV and Radio Networks, The New Straits Times Press (Malaysia) Berhad ("NSTP"), Big Tree, Primeworks Studios ("PWS") 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: Global Reporting Initiative ("GRI") Standards
- Additional Guidelines:
Bursa Malaysia's Sustainability Reporting Guide
FTSE4Good Bursa Malaysia Index
International Organisation for Standardisation ("ISO") 26000:2010 Guidance on Social Responsibility



RELIABILITY AND RELEVANCE OF INFORMATION DISCLOSED

- 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 Standards have been applied.



FEEDBACK

102-3, 102-4

- Group Corporate Communications Department
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GROUP CHAIRMAN'S MESSAGE

102-14, 102-15, 102-49, 102-48



**DEAR
SHAREHOLDERS**

ON BEHALF OF THE BOARD OF DIRECTORS, I AM PLEASED TO PRESENT THE MEDIA PRIMA SUSTAINABILITY REPORT 2017. THIS REPORT OUTLINES HOW WE SET STANDARDS IN AREAS OF SUSTAINABLE DEVELOPMENT THAT CAN DIRECTLY INFLUENCE ECONOMIES, COMMUNITIES AND THE ENVIRONMENT.

GROUP CHAIRMAN'S STATEMENT

First and foremost, it was an honour to be welcomed as a member of the Media Prima family in August 2017. Professionally, the past few months have been intense and demanding, but exciting on a personal level. I took up this challenge with determination and humility with the confidence of having the best team and the support of the Board. We are now in a position to realise new opportunities from increasing demand for digital content and e-commerce while maintaining our leadership position in traditional media. Over the years, we have shown ourselves to be capable of anticipating, innovating and preparing ourselves for change.

Currently, the traditional media industry is faced with declining advertising expenditure due to tough macroeconomic conditions, increased competition, technological disruptions and changes in consumer behaviour. Nevertheless, we are cautiously optimistic about the potential of our new business initiatives even though they remain in a period of gestation. For instance, the launch of our home shopping business, CJ Wow Shop, helped cushion the decline in traditional revenue. Additional revenue streams have also been derived by expanding into regional markets through the Group's television, content creation and out-of-home businesses.

WE ARE NOW IN A POSITION TO REALISE NEW OPPORTUNITIES FROM INCREASING DEMAND FOR DIGITAL CONTENT AND E-COMMERCE WHILE MAINTAINING OUR LEADERSHIP POSITION IN TRADITIONAL MEDIA. OVER THE YEARS, WE HAVE SHOWN OURSELVES TO BE CAPABLE OF ANTICIPATING, INNOVATING AND PREPARING OURSELVES FOR CHANGE.



In conjunction with Hari Sukan Negara, #letsgetphysical was organised by Group Human Resources Department for Media Prima employees

GROUP CHAIRMAN'S STATEMENT

We are committed to remain as Malaysia's leading fully-integrated media group. As industry and consumer preferences evolve, we aggressively expanded our digital and non-traditional revenue streams through strategic business initiatives throughout the year. Our new key ventures, which are 'business to consumer' in nature, are growing in popularity including CJ Wow Shop; the revamped largest home grown video streaming subscription service, tonton; mobile gaming and digital lifestyle applications for smart phone users.

Each day, we deliver our commitment to providing premium entertainment experience through cutting-edge technology, but this extends beyond providing an unparalleled entertainment and customer experience. As the largest integrated media company, we have a responsibility to the communities we serve, the environment we live in and the people who put their talent to work for us every day. When these thrive, so does our business and our multi-platform offer reaches millions of people each day.

As we develop our digital future, we shoulder our share of responsibility to improve our overall impact on society and the environment. As the expansion of our networks provide connected possibilities for millions of people, we play our part in making the digital world a safer place by protecting children and safeguarding customer privacy.

Media Prima has a deep and intrinsic link to good corporate responsibility. Our balanced ecosystem of corporate responsibility and sustainability positions the Group as a positive force in the communities we operate in. Managing current and future environmental and social risks drives sustainability and provides a competitive advantage. Our sustainability practices touch lives with each business platform taking a proactive approach to reaching out to stakeholders.

Sustainability is integrated into our core business. For example, we conduct fundraising for people in-need through our television programme, *Bersamamu* and through *Titipan Kasih Harian Metro*. We established several funds that quickly distribute money to various causes: *Tabung Bencana NSTP – Media Prima*, *Tabung TV3 Bersamamu* and *Tabung Palestin Media Prima*. I am very pleased with the warm response these funds have received from all of you. It just shows the level of compassion that our citizens have.



Briged Sukarelawan Media Prima-NSTP helped flood victims in Pasir Mas Kelantan, using funds from Tabung Bencana NSTP-Media Prima

AS WE DEVELOP OUR DIGITAL FUTURE, WE SHOULDER OUR SHARE OF RESPONSIBILITY TO IMPROVE OUR OVERALL IMPACT ON SOCIETY AND THE ENVIRONMENT.

At Media Prima, we continue to build a happy company with a comprehensive staff welfare system. Comprehensive employee welfare programmes are also organised for our employees and their family members. Our employees grow with us as we offer a plethora of talent development opportunities. We are committed to providing a multi-cultural, enjoyable environment where people are valued and developed through our wide range of career development opportunities. Our Human Resource Department regularly conducts market analysis and benchmarking to ensure that our benefits package is on par with the market.

Moving Forward

As we recognise the impact of the tough operating environment on our performance, we will evolve from a traditional media group into one that is digital-first with diversified revenue streams via a transformation initiative that is already underway. Moving forward, Media Prima plans to derive additional revenue streams by expanding into regional markets through its television, content creation and out-of-home businesses.

The impact of our endeavours and achievements in 2017, along with our ambitions for 2018, underline our strong commitment to the world around us.

Acknowledgement

The performance of our initiatives in 2017 fills me with pride and I would like to express my sincere appreciation to all those who work with us to create value at Media Prima through innovation-driven sustainability.

I am very pleased with the work we have done and I look forward to accelerating our efforts over the coming years.

I would like to thank our diverse group of stakeholders for supporting our many sustainability initiatives. This sustainability report is dedicated to all of you. We hope you find it useful and informative. I welcome your feedback and analysis about the issues that are central to us.

Tan Sri Ismee bin Haji Ismail
Group Chairman

Whether left-brained



Or right-brained,
YOU'LL FIT RIGHT IN



TELEVISION



NSTP



RADIO



OUT-OF-HOME



CONTENT



DIGITAL MEDIA




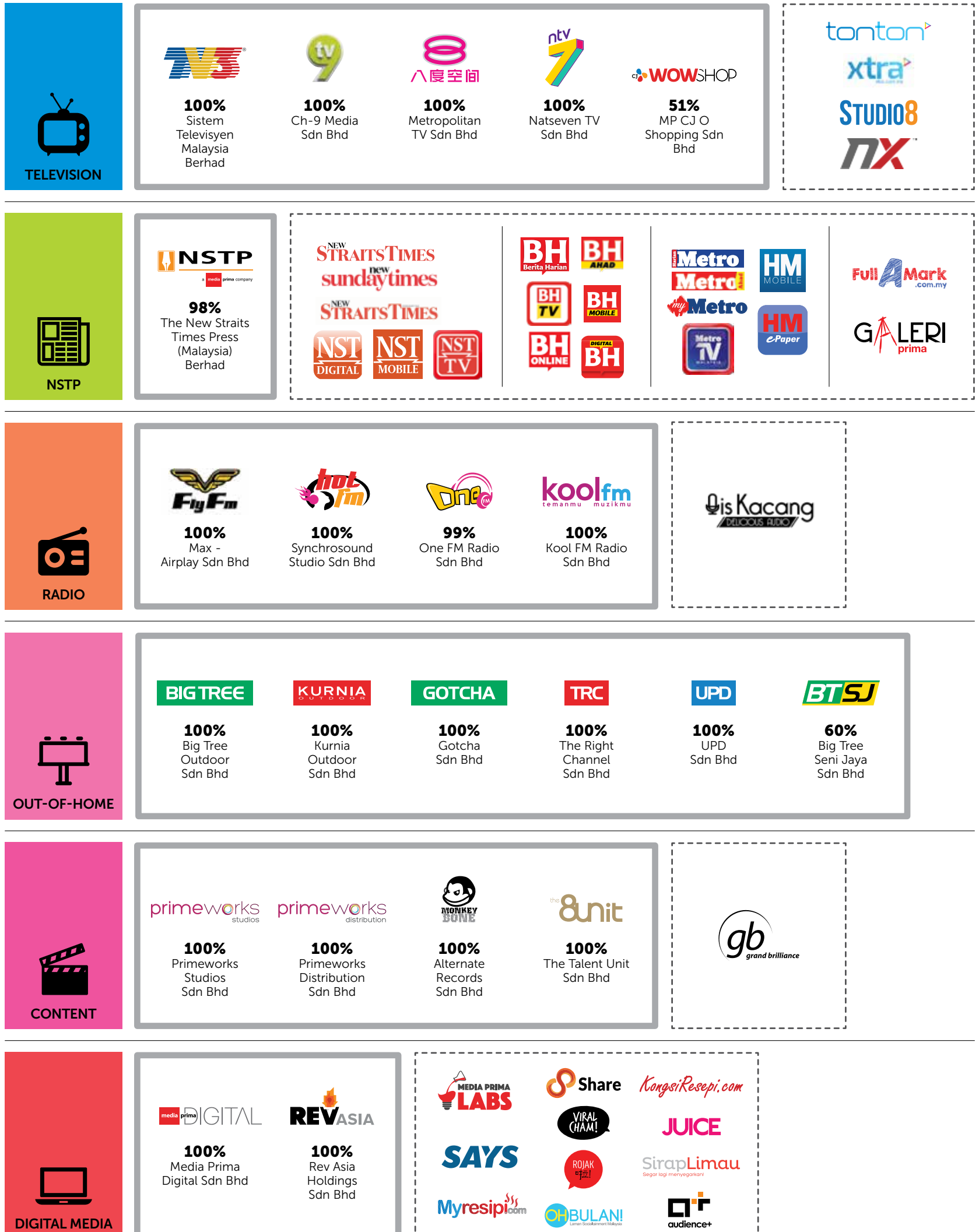
www.mediaprima.com.my

CORPORATE STRUCTURE

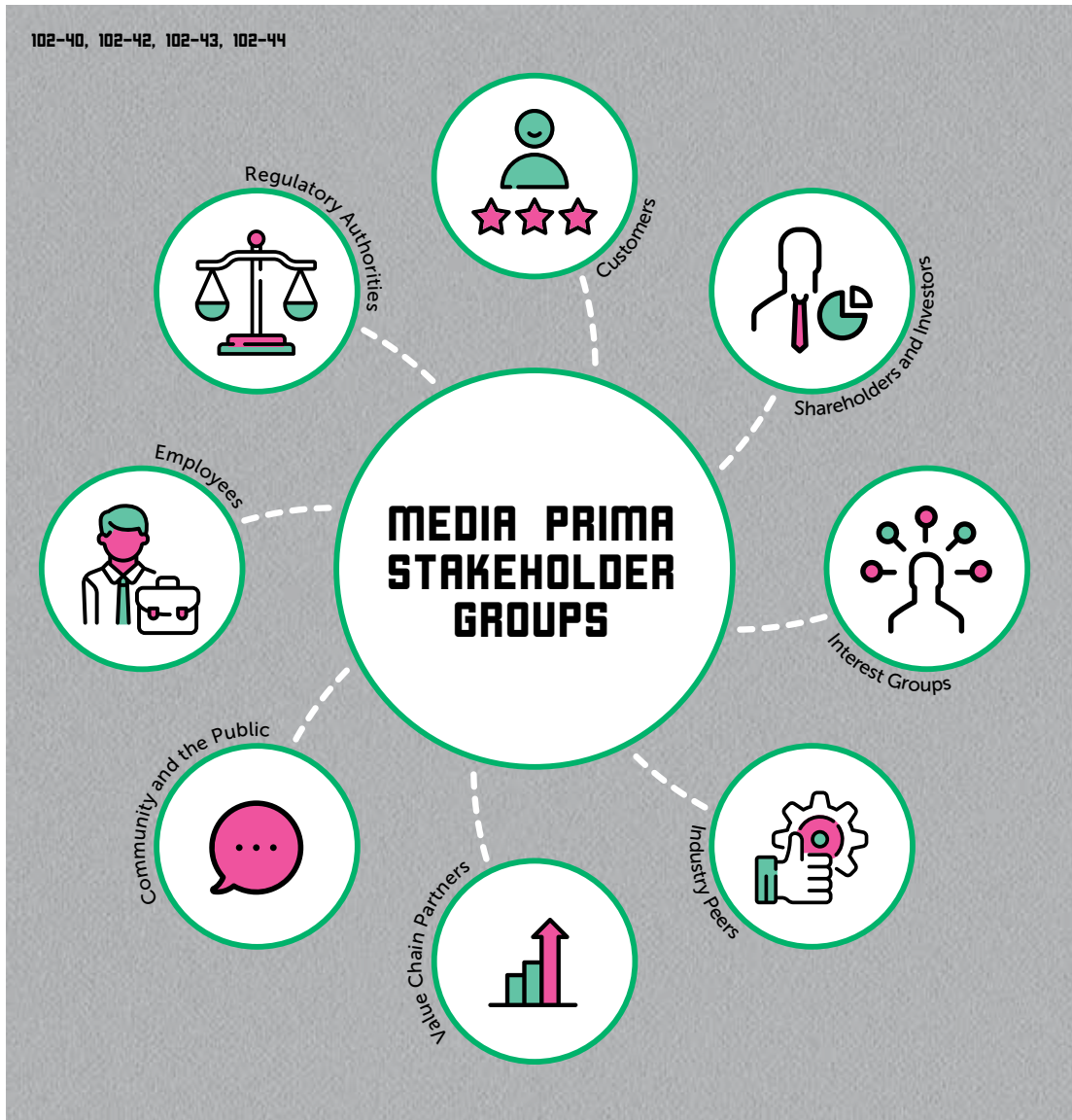
102-2, 102-5, 102-6, 102-7

 Company

 Brand



OUR ODYSSEY



■ ■

WE ARE PROUD OF OUR LONG HISTORY OF WORKING HAND-IN-HAND WITH OUR STAKEHOLDERS. OPERATING IN THE MEDIA INDUSTRY, AND CONNECTING WITH PEOPLE IS WHAT WE DO. ACTIVELY LISTENING TO OUR VARIOUS STAKEHOLDERS AND RESPONDING TO THEIR VIEWS ARE VERY IMPORTANT FOR US.

FROM EMPLOYEES, CUSTOMERS, SHAREHOLDERS AND INDUSTRY PARTNERS TO TRADE UNIONS, COMMUNITY MEMBERS, GOVERNMENT OFFICIALS AND THE GENERAL PUBLIC, WE SEEK ONGOING DIALOGUE WITH THOSE WHO IMPACT OR ARE AFFECTED BY OUR BUSINESS ACTIVITIES.

■ ■

STAKEHOLDER GROUP	METHODS OF ENGAGEMENT	AREAS OF INTEREST	ADDRESSING THEIR INTERESTS
Customers <ul style="list-style-type: none">Viewers, readers, listenersAdvertisersHome shoppers	<ul style="list-style-type: none">Customer satisfaction surveysCustomer complaints toolsSocial mediaWebsites	<ul style="list-style-type: none">Viewing preferenceContent developmentTechnical supportSocial discoursePrivacy and freedom of expressionChildren’s rights	Our customers are instrumental to our prospects. We share a common goal across our organisation to give customers a value-added experience in society.
Shareholders and Investors <ul style="list-style-type: none">Industry Analysts	<ul style="list-style-type: none">Results announcement meetingsAnnual general meetingsRegular updates and communicationInvestor roadshows	<ul style="list-style-type: none">Long-term profitabilitySustainability mattersCompany’s performance against targetsCompliance with all relevant requirements	We are committed to delivering value to our capital providers through improving our financial performance and our methods of engagement with them.
Interest Groups <ul style="list-style-type: none">Non-governmental Organisations	<ul style="list-style-type: none">Regular and ad-hoc meetingsOfficial launchesEventsOpen dialogueInterviews, press releases and websites	<ul style="list-style-type: none">Company’s performanceRights of vulnerable groupsFuture directionInfluence of digital media on society	We include the views of interest groups when considering the impact that our operations have on society.
Industry Peers	<ul style="list-style-type: none">Conferences and meetingsIndustry workshopsNetworking events	<ul style="list-style-type: none">Our performanceComplianceDevelopment within the media industry	We have a strong record of engaging with industry players. By sharing ideas and inspiring positive change, we continue to make the greatest possible difference. We collaborate with key partners and engage with thousands of people every day.

OUR ODYSSEY

STAKEHOLDER GROUP	METHODS OF ENGAGEMENT	AREAS OF INTEREST	ADDRESSING THEIR INTERESTS
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 roadshows 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, stipulate 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 roadshows 	<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 Employee 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 key to our innovation-driven culture and we are committed to being a good employer.
Regulatory Authorities <ul style="list-style-type: none"> Ministry of Communications and Multimedia Perbadanan Kemajuan Filem Nasional Malaysia ("FINAS") Malaysian Communications and Multimedia Commission ("MCMC") The Malaysian Communications and Multimedia Content Forum of Malaysia ("CMCF") Consumer Forum of Malaysia ("CFM") Ministry of Finance ("MoF") Ministry of Home Affairs Dewan Bahasa dan Pustaka Department of 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 established sustainability governance to manage risk, ensure compliance and operate with integrity at all times.

SUSTAINABILITY GOVERNANCE

GOOD GOVERNANCE IS A CORNERSTONE OF SUSTAINABILITY. MEDIA PRIMA HAS WELL-ESTABLISHED POLICIES AND MANAGEMENT SYSTEMS THAT APPLY TO ALL BUSINESS FUNCTIONS. LEGAL REQUIREMENTS ARE A MINIMUM STANDARD AND IN MANY CASES, OUR POLICIES AND SYSTEMS SURPASS THESE.

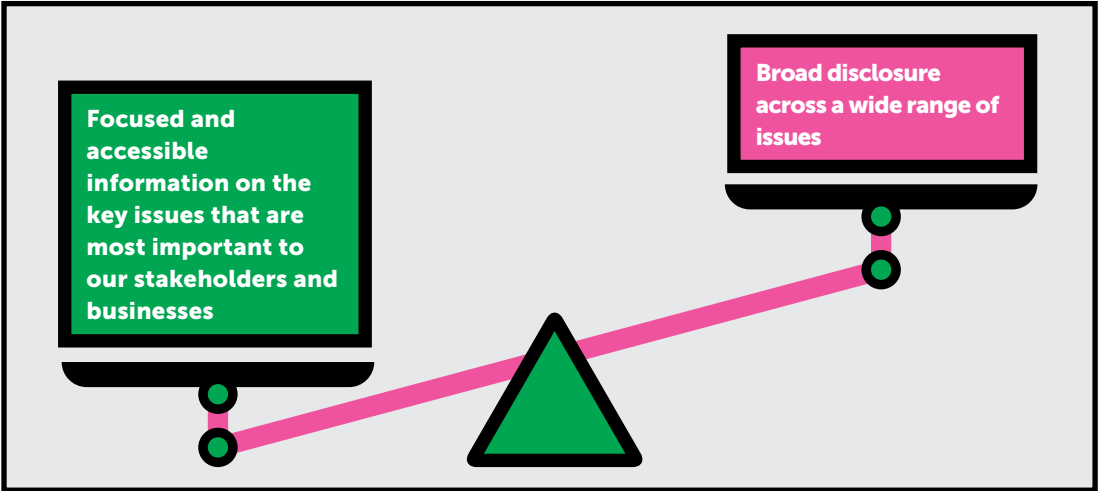
THE BOARD OF DIRECTORS OVERSEE THE EXECUTION OF THE GROUP'S SUSTAINABILITY STRATEGY THROUGH THE MONITORING OF MEDIA PRIMA'S BUSINESSES STRATEGY AND RISK MANAGEMENT. THE GROUP MANAGING DIRECTOR AND SENIOR MANAGEMENT ARE ACCOUNTABLE FOR THE SUSTAINABILITY PRACTICES WITHIN THE RESPECTIVE BUSINESS AND OPERATIONS. THE BOARD, TOGETHER WITH OUR SENIOR MANAGEMENT TEAM CONDUCT REGULAR DISCUSSIONS AND REVIEWS OF SUSTAINABILITY ASPECTS SUCH AS RISK, EMPLOYEE HEALTH AND SAFETY, OPERATIONS, TALENT MANAGEMENT, COMPLIANCE AND BUSINESS STRATEGIES.

STAYING FOCUSED ON WHAT IS MATERIAL

102-11, 102-47, 103-1, 103-2, 103-3

Each year, we publish a sustainability report that contains a transparent account of our performance against the social, environmental and economic challenges facing our business, industry and community.

We recognise that stakeholders want to evaluate our performance across a range of issues and that some issues are more critical to our sustainable business operations than others. Therefore, assessing the ‘materiality’ of issues is a key step in our sustainability reporting.



The Methodology

The Media Prima Stakeholders Materiality Survey 2017 was conducted in the last quarter of 2017. 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 presented below.

	CORPORATE GOVERNANCE ■■■■■		SOCIAL: HUMAN RIGHTS ■■■■■
Governance structure; Business Ethics; Corporate Governance Compliance		Freedom of Association; Supplier Human Rights; Non-Discrimination; Protecting Child Talents; Protecting Rights of Security Staff;	
	ECONOMIC ■■■■■		SOCIAL: SOCIETY ■■■■■
Nation Building, Employment and Education; Sustainable Procurement; Legal Compliance		Anti-Corruption & Complaints; Market Competition; Public Policy & Lobbying; CSR Volunteerism; Community Programmes & Donations	
	ENVIRONMENT ■■■■■		SOCIAL: PRODUCT RESPONSIBILITY ■■■■■
Energy; Materials; Water; Emissions, Effluents and Waste; Environmental Impact from Transportation; Environmental Compliance; Managing Environmental Cost		Quality; Customer Satisfaction; Customer Privacy; Provision of Information; Responsible Marketing & Communications	
	SOCIAL: LABOUR PRACTICES AND DECENT WORK		
Employment & Benefits; Occupational Health & Safety; Training & Education; Diversity & Equal Opportunity; Equal Gender Remuneration; Employee Engagement			

A five-level Likert scale allowed 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.

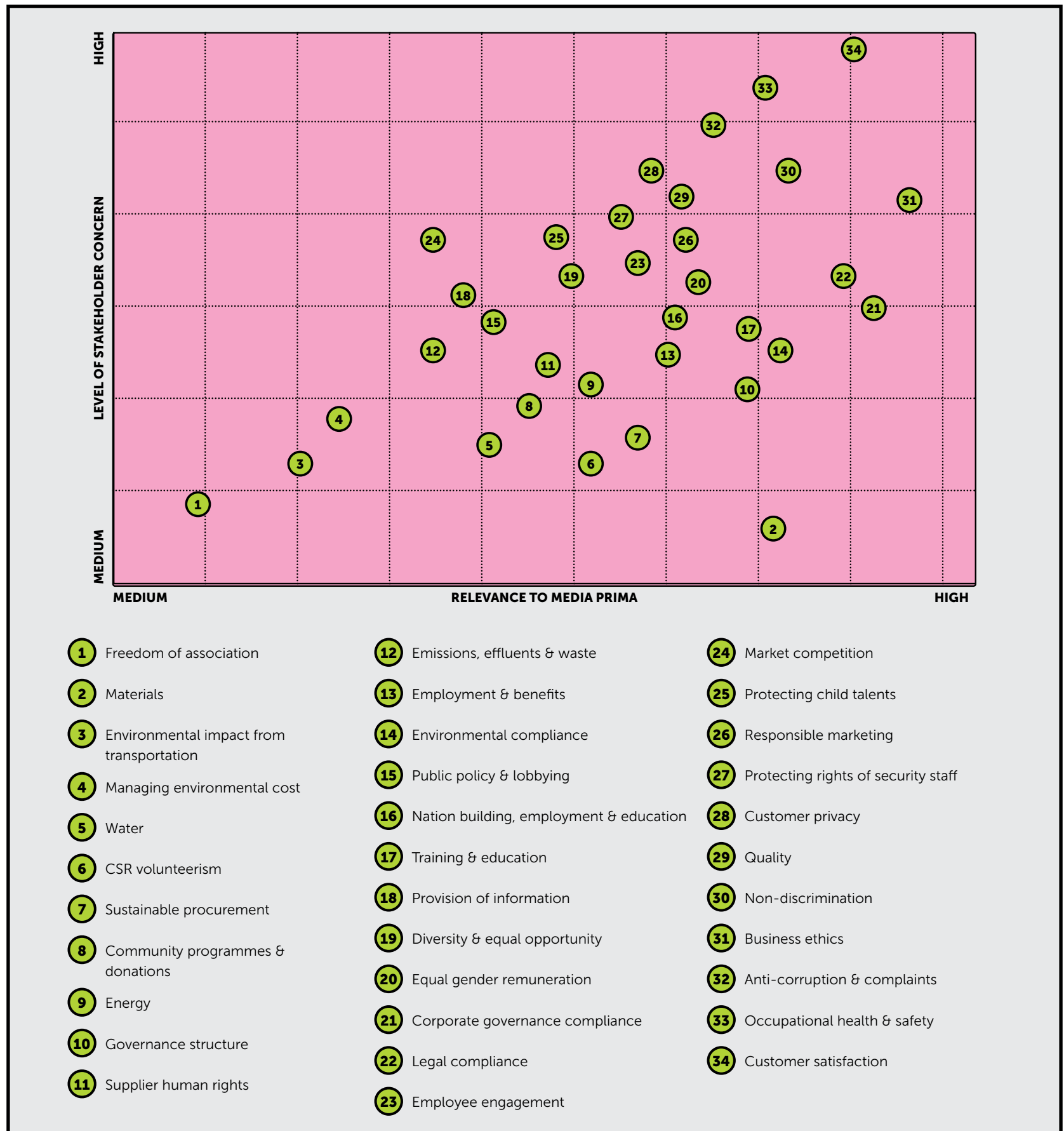
As there was a natural skew in the results, a separate average score was calculated for each area within each stakeholder group. A total average of the stakeholder groups was then calculated.

The same survey was completed by representatives from the Board of Directors whose responses represented the views of the Company.

STAYING FOCUSED ON WHAT IS MATERIAL

The Results

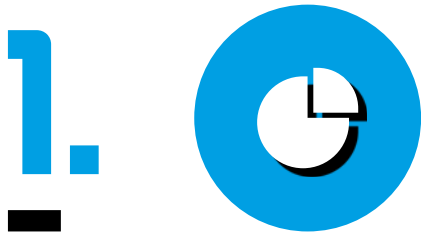
Results of the analysis were then used to develop a materiality matrix, with the level of importance to Media Prima plotted along the X-axis and importance to stakeholders on the Y-axis. The matrix is presented in the following diagram.





ECONOMIC

Media Prima is the leading fully-integrated media company in Malaysia. We continue our contribution to the economic development of the industry and country through a complete repertoire of media-related businesses comprising Television, Print, Radio, Out-of-Home advertising, Content Creation and Digital Media. Moving forward, we will continue to seek new ways of leveraging the strengths of our traditional media brands to meet evolving consumer trends while capitalising on the demand for more digital products.



ECONOMIC

Media Prima has a long-held belief that it is more than just a media group, progressing society through economic development.

HIRING LOCAL TALENTS

202-2, 204-1

Media Prima gives priorities to the hiring of local talents. Proper notification of vacancies is provided and selection is based on job criteria. We believe that hiring from local communities is an important part of supporting the local economy.

Tailoring hiring policies and procedures to local markets helps attract the right people for the right jobs. In 2017, more than 99% of our employees were Malaysian.

**MEDIA PRIMA
CONTINUES TO
WORK ON A TALENT
MANAGEMENT
PROGRAMME WITH
THE OBJECTIVE OF
INTERNAL PROMOTION
WITHIN THE
ORGANISATION.**

We provide our viewers with the very best experience and deliver the most sought-after content by examining local market trends and researching viewers' desired programmes. Our transparent business prioritises editorial independence, content quality, plurality and diversity.

Artistes are managed by our subsidiary, the Talent Unit Sdn Bhd, which is also known as 8unit. 8unit gives priority to local artistes when searching for new talents.

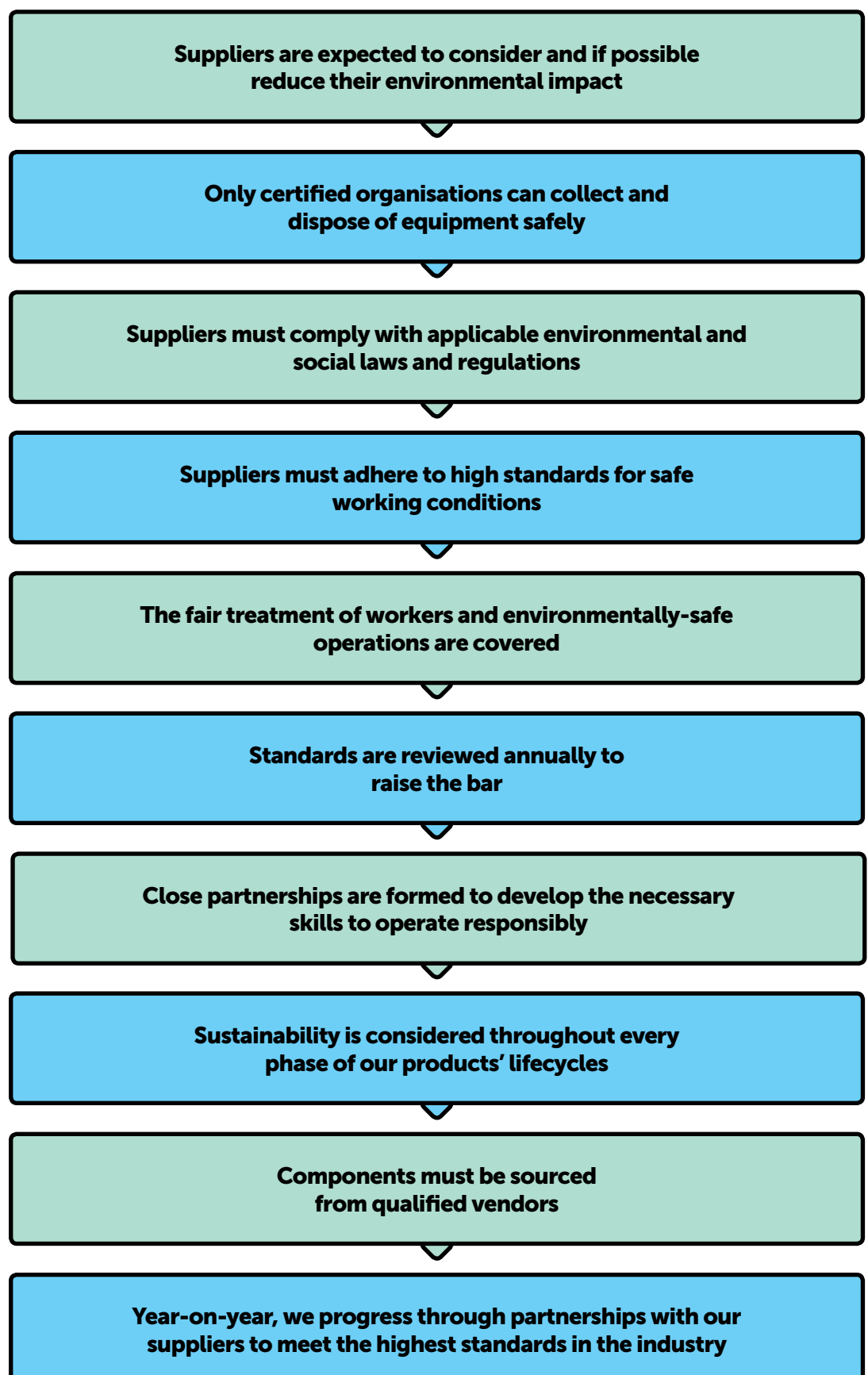
In-house reality television shows help discover talented artistes and outstanding expertise in the market. An active talent scouting programme searches for potential outstanding artistes through various on-ground activities and by participating in activities conducted by each of Media Prima's television programmes.

Job opportunities for Media Prima personalities are identified on a job-by-job basis through endorsement and events. 8Unit helps clients organise events such as concerts and road tours while taking the role just as a professional agent would for other external artistes.

MANAGING A SUSTAINABLE SUPPLY CHAIN

102-9, 102-10, 308-1, 308-2, 414-1, 414-2

Media Prima's socially and environmentally responsible business and sourcing practices have been implemented throughout its entire supply chain.

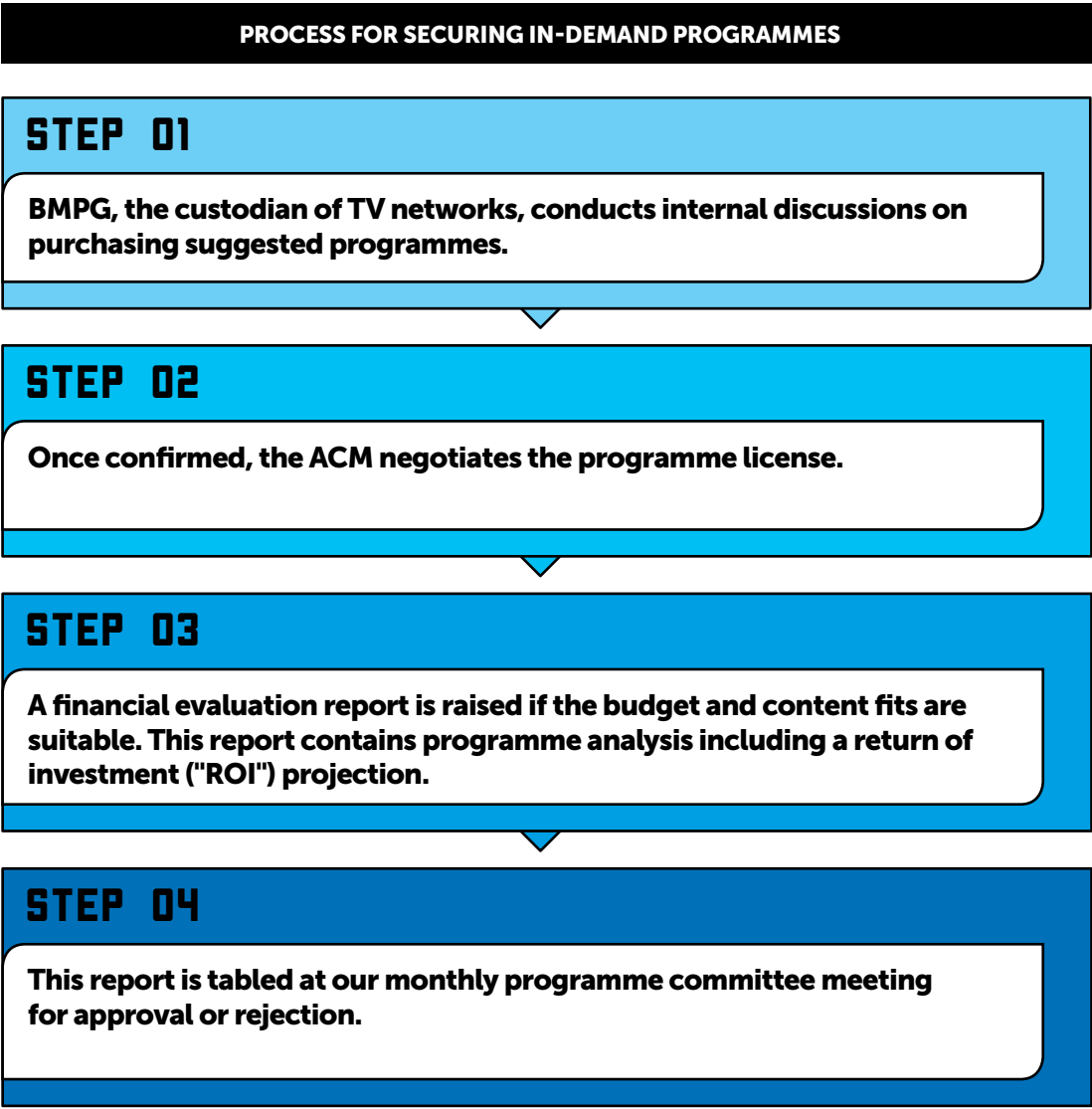


ECONOMIC

SOURCING AND MANAGING PROGRAMMES

Market trends are analysed and viewers’ preferences are researched to deliver the best experience and most sought-after programmes. We conduct fair and transparent business practices while prioritising editorial independence, quality content, plurality and diversity.

Our Acquisition and Content Management (“ACM”) team and the Brand Management and Programming Group (“BMPG”) respond to the market and secure in-demand programmes.



Media Prima’s Programme Committee decides on the platform to air the programme. The BMPG team presents a master schedule that contains the programmes that are planned for a specified period. This ensures our offering has a balanced combination of programmes suitable for all demographic groups.

MEDIA PRIMA PROGRAMME COMMITTEE MEMBERS
CHIEF EXECUTIVE OFFICER, MEDIA PRIMA TELEVISION NETWORKS
CHIEF EXECUTIVE OFFICER, PRIMEWORKS STUDIOS
GROUP GENERAL MANAGER, FINANCE
DIRECTOR, STUDIO8, SALES AND STRATEGY
DIRECTOR, BRAND, CONTENT AND STRATEGY
DIRECTOR, TONTON AND LICENSING & MERCHANDISING
GENERAL MANAGERS, BMPG
GENERAL MANAGER, SALES
SENIOR MANAGER, STRATEGIC PLANNING UNIT
MANAGERS, BMPG
MANAGER, TONTON

ECONOMIC

PLAYING OUR INDUSTRY ROLE

102-13

As Malaysia's leading fully-integrated media company, Media Prima is a member of various industry organisations. We engage in discussions that are important 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.



Group Managing Director of Media Prima

- Chairman of the Creative Content Association Malaysia
- Council Member of the Communications and Multimedia Content Forum of Malaysia ("CMCF"), an Advisory Board Member of the Asian Television Awards since 2016
- Member of the Board of Directors of Malaysia External Trade Development Corporation ("MATRADE").



Chief Executive Officer, Media Prima Television Networks

- Member of the Board of the Malaysian National Art Gallery, MyCreative, CENDANA, R!UH as well as an NGO, Global Entrepreneurship Movement ("GEM").



Chief Executive Officer, Media Prima Radio Networks

- President of Commercial Radio Malaysia (October 2015-May 2016)
- Committee Member of the National Football Development Programme Malaysia



Chief Executive Officer, Primeworks Studios

- Chairman of the Communications and Multimedia Content Forum of Malaysia ("CMCF")
- Trustee of Yayasan 1Malaysia.
- "For The Record" columnist in the New Straits Times



ENVIRONMENTAL

Environmental aspects are key focal points in Media Prima's sustainability agenda. Our environmental responsibility is based on the three principles of efficient operations, ensuring a responsible supply chain, and increasing environmental awareness.

2.



ENVIRONMENTAL

At Media Prima, we are committed to being an environmentally-responsible partner in the communities in which we operate. This is achieved by implementing safe, efficient and environmentally-conscious operating and manufacturing processes and leveraging our expertise to support stakeholders' environmental sustainability programmes and goals.

**COMPRISING OVER
99% RECYCLED
MATERIALS,
OUR NEWSPRINT
IS BOTH
AFFORDABLE AND
ENVIRONMENTALLY
FRIENDLY.**

MATERIALS MANAGEMENT 301-1, 301-2, 301-3

Media Prima is committed to efficiently use, reuse or recycle materials across its operations. Not only does reducing waste save the company money on disposal costs, but it also keeps non-biodegradable and other undesirable items out of local landfills.

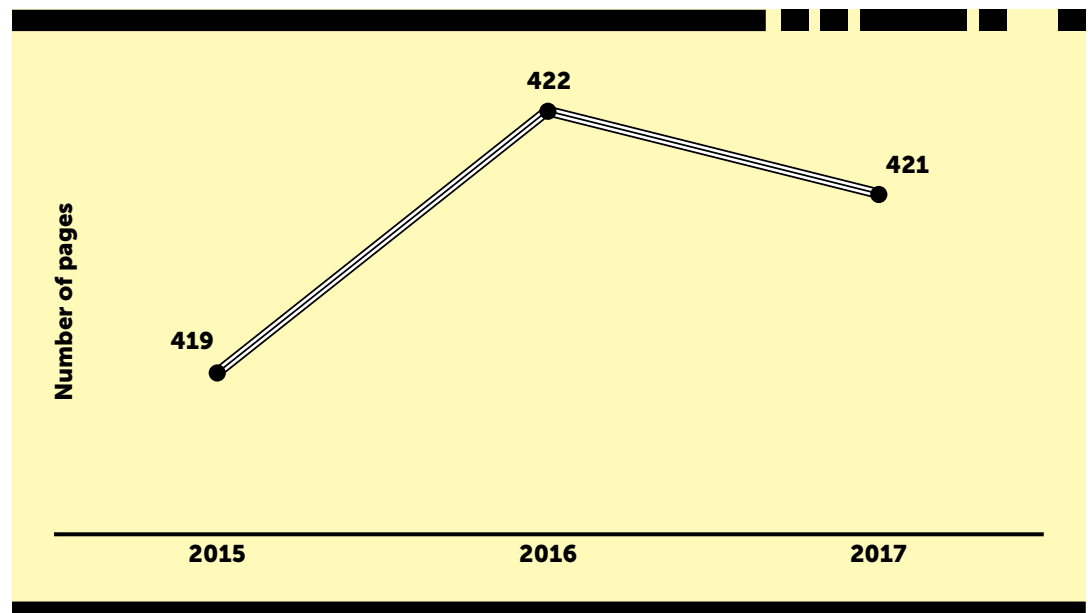
Materials management is perhaps one of the most important environmental factors affecting NSTP's profits as a newspaper publishing company. The consumption of materials is monitored and analysed at all printing plants to ensure they are used effectively and efficiently. Any variations that are detected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

PAPER

Comprising over 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.

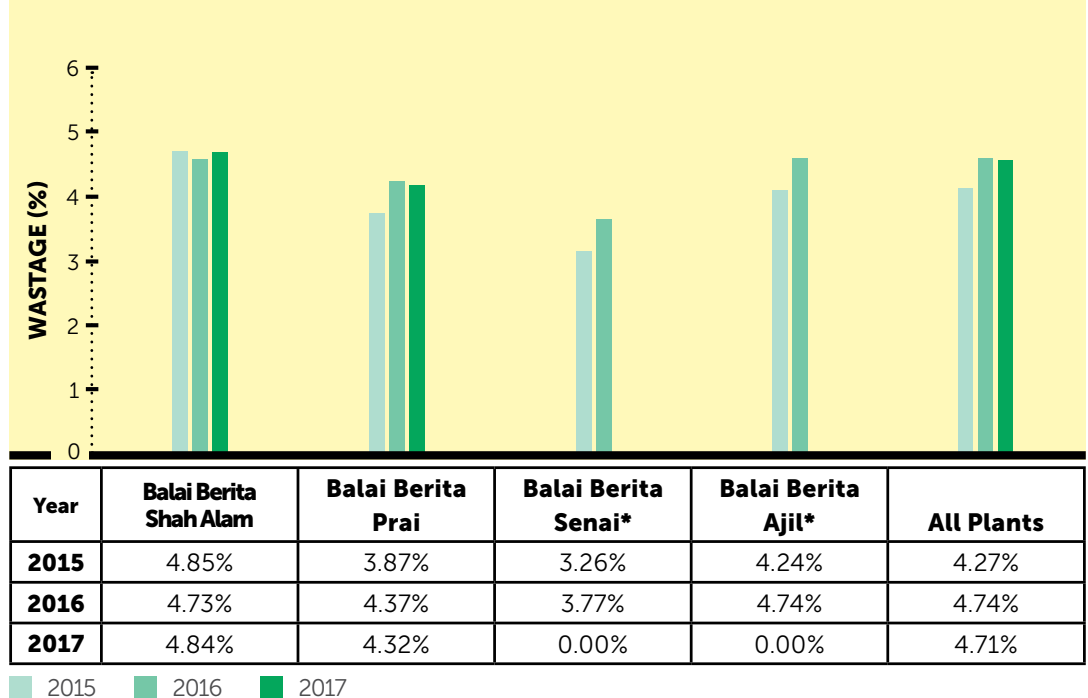
Paper is the main material used in our printing plants and we continue to use this valuable resource efficiently. The number of pages is a good indicator of paper-use efficiency.

NUMBER OF PAGES PER KILOGRAM OF NEWSPRINT



Paper wastage is a part of any newsprint business. Adopting a lower grammage paper has further reduced our environmental impact. This type of paper does not affect the output quality. The newsprint wastage for all printing plants is presented in the chart below.

PAPER WASTAGE OF NSTP PRINTING PLANTS



* Ceased operations in 2016 and production has been transferred to Balai Berita Shah Alam and Balai Berita Prai

ENVIRONMENTAL

PAPER TYPES NSTP'S PRINTING PLANTS CAN HANDLE



100% RECYCLED



MIXED COMPRISING 50% RECYCLED AND 50% PULP



WOODFREE PAPER



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 2017, 83% of all purchased paper came from 100% recycled sources; the remainder was mixed.

PAPER CONSUMPTION BY TYPE

Reel Size/ Recycled/ mixed	2105				2106				2107			
	58"	43.5"	29"	Total	58"	43.5"	29"	Total	58"	43.5"	29"	Total
100%	32,049	8,677	8,559	49,285	27,291	6,743	6,608	40,642	16,229	4,555	4,269	25,053
Mix	773	0	0	773	146	0	0	146	4,068	723	334	5,125
Total	32,822	8,677	8,599	50,058	27,437	6,743	6,608	40,788	20,297	5,278	4,603	30,178

MATERIALS MANAGEMENT

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 is maintained, with no corrosion to the press.

CHEMICAL USAGE, PREPRESS (LITRES)

Year	Balai Berita Shah Alam	Balai Berita Prai*	Balai Berita Senai	Balai Berita Ajil	Total
2015	10,279	9,605	2,620	3,160	25,664
2016	8,210	4,830	2,040	1,740	16,820
2017	10,200	5,080	0	0	15,280

* Ceased operations in 2016 and production has been transferred to Balai Berita Shah Alam and Balai Berita Prai

In 2017, Balai Berita Shah Alam and Prai have converted to a chemical-less plate. 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.

BENEFITS OF USING THE ENVIRONMENTALLY-FRIENDLY PLATE

A STABLE, QUICK IMAGING PROCESS

EASY MAINTENANCE AND LESS WASTE PRODUCTION/HANDLING

NO HAZARDOUS PROCESSING CHEMICALS

REDUCED EFFLUENT GENERATION

NO DEVELOPER OR REPLENISHES

LESS WATER CONSUMPTION

ENVIRONMENTAL

CHEMICAL USAGE, MILEAGE (ML/M²)

Year	Balai Berita Shah Alam	Balai Berita Prai	Balai Berita Senai	Balai Berita Ajil
2015	92.10	124.43	40.8	46.98
2016	74.69	63.97	34.62	28.34
2017	94.59	88.63	0	0

* Ceased operations in 2016 and production has been transferred to Balai Berita Shah Alam and Balai Berita Prai

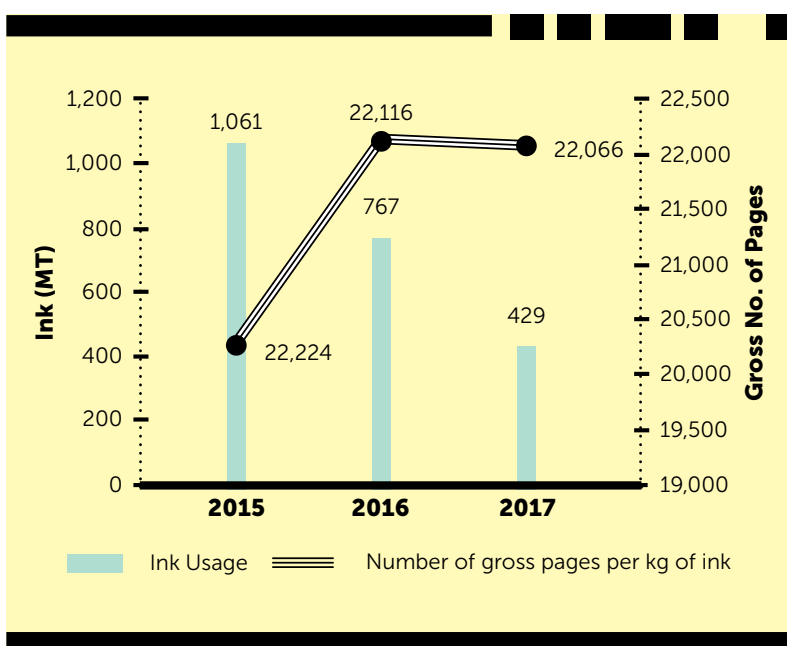
INK

102-12

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. NSTP achieved and qualified as a member of ISO 12647-3.

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 newspaper single or four-colour printing.

NUMBER OF GROSS PAGES PER MT OF INK AND INK USAGE



WATER

303-1, 303-2, 303-3

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 2015 to 2017 is presented below.

WATER CONSUMPTION AT NSTP PLANTS AND MEDIA PRIMA'S BANGSAR HEADQUARTER (M³)

Year	Balai Berita Shah Alam	Balai Berita Prai	Balai Berita Senai	Balai Berita Ajil	Balai Berita Bangsar	Total
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
2017	39,965	22,593	0	0	N/A	62,558

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.

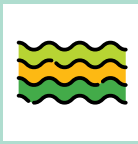
* Ceased operations in 2016 and production has been transferred to Balai Berita Shah Alam and Balai Berita Prai

ENVIRONMENTAL

WATER-SAVING INITIATIVES IMPLEMENTED THROUGHOUT OUR OFFICES



INSTALLED WATER-EFFICIENT TAPS WITH AN AERATOR OR FLOW RESTRICTOR TO USE LESS WATER



ADVISING EMPLOYEES TO USE WATER RESPONSIBLY



FIXED LEAKING TAPS AND REGULAR CHECKS FOR LEAKS



REPLACED SINGLE-FLUSH TOILETS WITH DUAL-FLUSH ALTERNATIVES IN SOME OFFICES

ENERGY MANAGEMENT

302-1, 302-2, 302-3, 302-4, 302-5

Media Prima continued its focus on resource conservation and efficiency projects to reduce energy across operations in 2017. Since the majority of Media Prima’s emissions are a direct result of energy consumption, energy-related initiatives are a prime way of reducing greenhouse gas emissions from operations.

■ ■

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

■ ■

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.

During the year, three old conventional air compressors at Balai Berita Prai have been dismantled and replaced with new inverter drive models.

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-savings strategies wherever appropriate.

We continue to replace 44 400W metal halide type perimeter lights with 90W LEDs at Balai Berita Shah Alam. Five lights have been installed as at 31 December 2017.

The installation of inverters and replacement of Air Handling Units (AHU) at our printing plants have been completed.

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 2015 TO 2017 (kWh)			
Site	2015	2016	2017
Balai Berita Bangsar	9,023,789	9,615,618	7,947,438
Balai Berita Shah Alam	6,952,322	6,712,261	6,310,046
Balai Berita Prai	4,670,059	4,549,740	4,286,363
Balai Berita Senai	4,896,943	4,643,956	925,095
Balai Berita Ajil	3,602,089	3,222,341	483,376
Total	29,145,202	28,743,916	19,952,318

ENVIRONMENTAL

MEDIA PRIMA'S ELECTRICITY CONSUMPTION FROM 2015 TO 2017 (kWh)

Site	2015	2016	2017
Sri Pentas	7,999,424	8,398,306	7,894,944
Glenmarie Shah Alam	2,237,527	2,267,941	2,417,770
Sri Pentas 2	175,551	204,500	205,500
TV3's Transmitters	7,819,184	7,670,493	7,329,262
ntv7's Transmitters	3,263,058	3,180,384	3,002,393
8TV's Transmitters	1,075,139	1,162,913	1,122,470
TV9's Transmitters	1,136,640	1,136,418	1,132,954
Hot FM Radio's Transmitters	341,804	358,309	361,806
Subtotal	24,048,327	24,379,264	23,467,099
Chilled Water	12,074,377	12,696,146	12,125,747
Total	36,122,704	37,075,410	35,592,846

BIG TREE'S ELECTRICITY CONSUMPTION FROM 2015 TO 2017 (kWh)

Site	2015	2016	2017
Billboards **	3,114,760.27	4,211,303	5,041,266

* This value is based on converting the cost of electricity to kWh

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. At NSTP, energy intensity is expressed by the number of kilowatt hours ("kWh") used to make one tonne of newsprint.

NSTP ENERGY INTENSITY



* Ceased operations in 2016 and production has been transferred to Balai Berita Shah Alam and Balai Berita Prai

WASTE MANAGEMENT

306-1, 306-2, 306-3, 306-4, 306-5

Media Prima has consistently increased its waste monitoring efforts in each of its operations in accordance with applicable legislation and laws. Each of our operations has a unique waste composition. Our waste management system is tailored to each business and location.

Disposal methods were determined through consultations with our waste disposal service providers. We adhere to the environmental requirements on the disposal of hazardous wastes, which cannot be decontaminated, processed and recycled. We also ensure that our contractors fulfil the requirements for the safe handling, disposal and recycling of wastes. We continue to review new practices and efficient technologies in the field of waste management to implement them in our companies.

The amount of waste disposed of in 2017 was significantly higher than previous years due to the closing of Balai Berita Senai and Balai Berita Ajil. The chemical disposal and closing of the wastewater treatment were handled by the appointed licensed contractor, Eco Millenium Sdn Bhd.

MANAGING MAJOR WASTE AT NSTP PLANTS

PAPER

Recycle process

INK

Pyrolysis process and disposal at scheduled waste license facilities

OTHER CONTAMINATED PLASTIC CONTAINERS, BATTERIES & ELECTRONIC EQUIPMENT

Disposed through licensed contractors

ENVIRONMENTAL

SOLID 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 compliance with 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)		
	2015	2016	2017
Stripping	2,689	174	0
Reel Ends	84,608	67,192	62,491
Run-up Spoilage	1,535,260	1,263,130	998,789
Empty Core	164,760	129,078	87,449
Newsprint Covers	164,849	100,081	82,706
Machine Waste (Scrap Paper)	191,099	150,455	110,120
Test Run & Mock-ups	40,803	28,212	29,466
Non Production Spoilage	-	5,459	3,181
Total	2,184,068	1,743,781	1,374,202


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 Airan 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

E-waste, consisting of discarded electrical or electronic devices, presents a health threat to workers and communities if not recycled or disposed of correctly. Balai Berita Ajil, Balai Berita Senai and Balai Berita Shah Alam liaise with the DOE and appointed Kualiti Alam to handle this type of waste.

NSTP SCHEDULED WASTE DISPOSAL (MT) BY PLANT

Waste Category	Waste Code	Balai Berita Ajil	Balai Berita Prai	Balai Berita Senai	Balai Berita Shah Alam	Total
E-Waste	SW109/110	0	0.049	0	N/A	0.049
Ink Sludge and Evaporator Sludge	SW416	0	0.38	0	4.52	4.9
Used Oil	SW307	18.5	0.21	8.9	3.69	31.3
Mixed Solvent	SW322	5.4	0.59	6.5	1.68	14.17
Rotowash Carboy	SW409	0	1.59	0	0.995	2.585
Contaminated Empty Drum	SW409	0.36	0.64	0.62	N/A	1.62
Used Rags	SW410	1.85	18.20	1.23	6.11	27.39
Used Activated Carbon	SW411	0	0.79	0	N/A	0.79
Ink Waste	SW418	5.83	0.25	13.6	5.05	24.73
Filter Press Sludge	SW416	1.4	0	0	13.53	14.93
Used Hydraulic Oil	SW306	0	0	0	0.82	0.82
Total		33.34	22.7	30.85	36.40	123.28

ENVIRONMENTAL

NSTP SCHEDULED WASTE DISPOSAL (MT) BY YEAR

Waste Category	Waste Code	2015	2016	2017
E-Waste	SW109/110	0.52	0.88	0.049
Ink Sludge and Evaporator Sludge	SW416	12.8	5.45	4.9
Used Oil	SW307	6.21	3.08	31.3
Mixed Solvent	SW322	2.97	4.27	14.17
Rotowash Carboy	SW409	6.81	6.00	2.585
Contaminated Empty Drum	SW409	2.2	1.62	1.62
Used Rags	SW410	50.85	42.88	27.39
Used Activated Carbon	SW411	1.46	6.43	0.79
Ink Waste	SW418	7.32	13.48	24.73
Filter Press Sludge	SW416	11.24	8.78-	14.93
Used Hydraulic Oil	SW306	N/A	N/A-	0.82
Total		102.38	92.87	123.28

EFFLUENTS MANAGEMENT

NSTP printing plants at Shah Alam and Prai house their own Wastewater Treatment Plant ("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. Balai Berita Shah Alam and Balai Berita Prai performed weekly sampling of its effluent discharge throughout 2017 as required by the DOE.

MONTH	COD (DOE LIMIT 200mg/l)		BOD (DOE limit 50 mg/l)	
	Balai Berita Shah Alam	Balai Berita Prai	Balai Berita Shah Alam	Balai Berita Prai
January	189	84	48.8	12
February	100	110	29.5	18
March	82	97	25.1	15
April	23	134	6.9	22
May	26.1	116	69.2	20
June	69	33	17.2	5
July	111	86	29.5	15
August	95	90	28.7	14
September	93	128	29.6	20
October	8	130	2.5	19
November	8.1	109	2.3	16
December	50	78	1.5	15

DOE limits: Standard B for COD 200 and below; and Standard B for BOD is 50 and below.

The effluent is discharged downstream and conforms to Standard B as set by the Environmental Quality (Industrial Effluent) Regulations 2009. In 2017, there were no instances of environmental non-compliance 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.

GREENHOUSE GAS EMISSIONS

201-2, 305-1, 305-2, 305-3, 305-4, 305-5, 305-6, 305-7

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.

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 - DIRECT GHG EMISSIONS

Company owned vehicles

SCOPE 2 - INDIRECT GHG EMISSIONS

Electricity

SCOPE 2 - OTHER INDIRECT GHG EMISSIONS

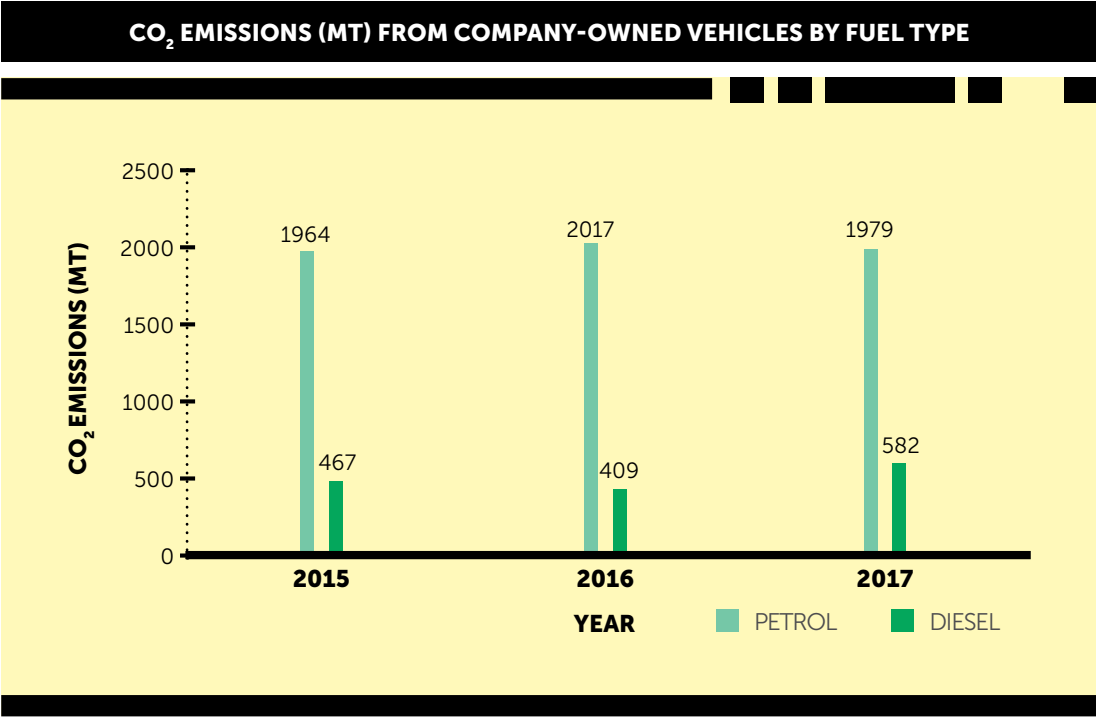
Air travel

ENVIRONMENTAL

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.

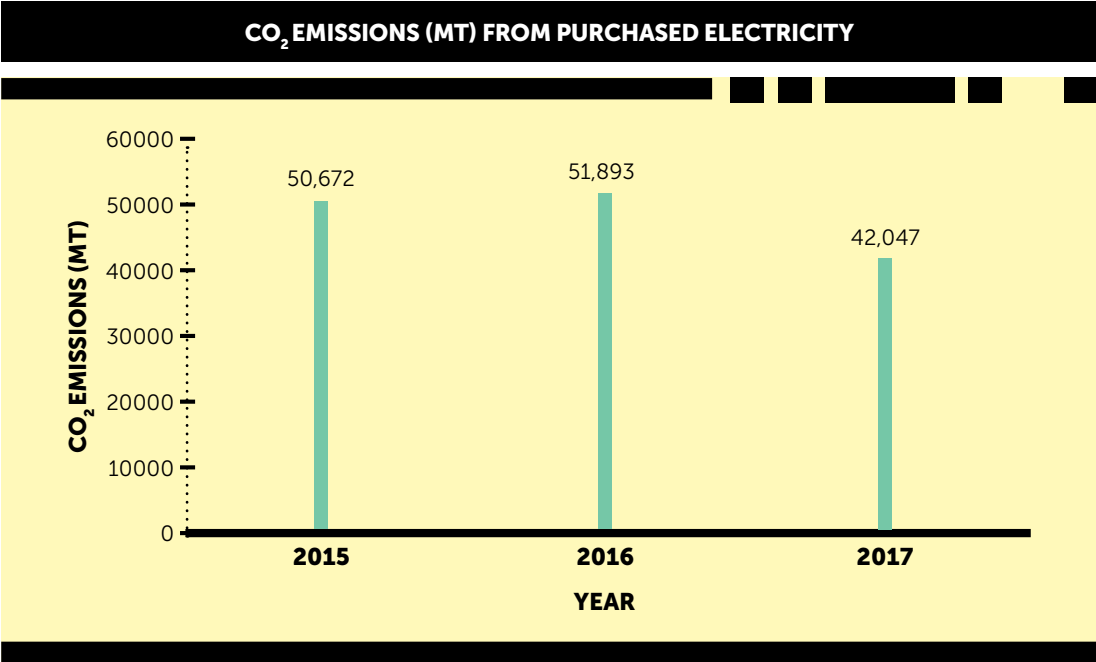
CO₂ emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.



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.



In 2017, Media Prima’s CO₂ resulting from purchased electricity decreased by 18.97% despite total electricity consumption only decreasing by 13.49%. This was due to a 6.34% downward revision of the emission factor produced by the Malaysian Green Technology Corporation for the Peninsular Grid in 2017.

SCOPE 3

Flight bookings were decentralised as part of the Group’s cost savings journey in 2017. Employees were authorised to book their own flights based on the lowest fare available when traveling for business. This approach has resulted in significant savings as the Group now benefits from promotional fares without paying any agency fees.

Scope 3 emissions calculations are no longer performed following the introduction of the decentralised booking system.

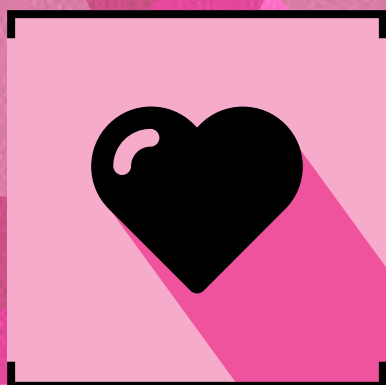
ENVIRONMENT EXPENDITURE

When using any form of print media, there is always the question of environmental impact. Unlike TV or digital, print conjures up a number of preconceptions powered by a series of myths about the use of paper for advertisements, mailings, door drops, leaflets and brochures. There is significant pressure placed on us to ensure our environmental credentials are watertight.

The creation of print media can be split into three stages: production, printing and consumption. We continuously work to improve efficiency during each of the stages to minimise the environmental impact it creates. Each year, approximately RM1 million is spent on initiatives to reduce our environmental footprint. Our efforts to reduce the intensity of our environmental footprint are coming into fruition and we are committed to a path of continuous improvement.

ENVIRONMENTAL

WORK/PLANT	2015	2016	2017
Balai Berita Ajil			
Disposal of scheduled waste	35,416.89	38,972.92	26,495
Waste water treatment plant	23,245	16,320.29	0
Environment training	3,650	6,590	0
Aircond/HVAC	80,007	79,758.54	0
Closing of EETP			180,000
Balai Berita Senai			
Disposal of scheduled waste	155,232.04	29,270.90	24,620
Waste water treatment plant	39,549.00	14,310	0
Environment training	3,498.00	-	0
Aircond/HVAC	104,510.90	89,853.02	0
Closing of EETP			145,000
Balai Berita Shah Alam			
Disposal of scheduled waste	105,455.54	106,303.16	90,309.88
Waste water treatment plant	60,710	208,438.40	23,357.80
Environment training	6,740	4800	n/a
Aircond/HVAC	137,320	769,658.58	56,604
Balai Berita Prai			
Disposal of scheduled waste	130,977.53	136,572.51	131,671.60
Waste water treatment plant	37,303.59	38,219.36	25,172
Environment training	1,600.00	15,375.00	2,560
Aircond/HVAC	191,667.92	160,139.50	147,350.60
Total	1,099,090.43	1,116,883.41	853,141.88



SOCIAL

Media Prima aims to set the stage for being a responsible influence on our people and society through creating positive impacts. We add value by helping communities to enjoy a better life. We leverage on our core competencies as Malaysia's number one integrated media company to affect the lives of many disadvantaged members of society through our various corporate responsibility platforms.

3.



SOCIAL

Media Prima deeply appreciates the time that our staff invest in helping the Group continue to be a success. We are committed to improving the quality of life for all employees and enriching the communities in which we operate.

We make a special effort to promote the development of our employees, offering high-quality training and proper quality management within the organisation.



**IN ADDITION
TO PROVIDING
A FUN AND
PROFESSIONAL
WORK
ENVIRONMENT,
MEDIA PRIMA'S
PERFORMANCE
REWARDS INCLUDE
A VARIETY OF
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THE ABILITY TO
BUILD A STRONG
FINANCIAL
FUTURE.**



Anugerah Kecemerlangan Akademik recognises the academic achievements of employees' children and family members

BEST PRACTICES IN THE WORKPLACE

Care Unconditionally for Others

Compassion for others is not just something that our employees turn on once they come to work; it is a passion that influences everything they do that moves our organisation forward each day.

Established in 2011, the Media Prima – NSTP Volunteers Brigade comprises employees from various business units under the Group. Besides being the backbone of numerous relief missions under Tabung Bencana NSTP-MPB, 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. The Media Prima – NSTP Briged Sukarelawan has a total of 150 registered members as at 31 December 2017.

Competitive Remuneration and Benefits

201-3, 202-1, 401-2, 401-3

Media Prima's compensation package exceeds legal minimum wage requirements. Our competitive compensation reflects our practice of establishing competitive salary ranges based on actual pay data from benchmark companies.

In addition to providing a fun and professional work environment, Media Prima's performance rewards include a variety of components for sustainable employment and the ability to build a strong financial future.

SOCIAL : LABOUR PRACTICES AND DECENT WORK

KEY BENEFITS402-1

"CARING" CLUSTER

- **Healthcare**
- **Outpatient**
 - Hospitalisation
 - Dental
 - Maternity
 - Medical Exam
 - Insurance
- **Leave**
 - Annual
 - Marriage
 - Paternity & Maternity
 - Compassionate
 - Medical
 - Study
 - Unpaid
 - Unused
- **Retirement**
 - Age
 - Benefits

JOB-RELATED CLUSTER

- **Car Allowance**
- **Phone Allowance**
- **Mileage Reimbursement**
- **Meal Allowance**
- **Overtime Allowance**
- **Shift Allowance**
- **Transfer Allowance**

FACILITIES CLUSTER

- **Probation Period**
- **Notice Period**
- **Business Travel & Accommodation**
- **Clothing Allowance**

CORPORATE IMAGE CLUSTER

- **Professional Association Membership**

Anugerah Kecemerlangan Akademik

Anugerah Kecemerlangan Akademik recognises the academic achievements of employees' children and family members. The programme has a wonderful tradition of honouring employees' brightest and most talented children with prize money and plaques. Each year, Media Prima celebrates employees' children who perform well in their major examinations.



A Media Prima employee and her daughter receiving the Anugerah Kecemerlangan Akademik 2017

46 CHILDREN OF EMPLOYEES WERE RECOGNISED AND AWARDED IN 2017

Examination	Achievement	RM	Number of Achievers
End of year examination	First in the class	150	12
UPSR	5As	200	10
PT3	8As and above	300	21
SPM	9As and above	400	3

Haji, Umrah and Pilgrimage

Media Prima created a fund for its employees in order to facilitate the performance of their religious duties.

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. 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. 126 employees benefited from this in 2017. We fully support this holy course by subsidising the air travel cost to the holy land and 50% for their spouses and a maximum of two children. This entitlement is also 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 they could opt to pay cash. This covers accommodation, ground transport, food and beverages.

We also offer similar benefits to non-Muslim employees. Eight employees and their family members benefited from this in 2017.

Religion	Employees	Destination	Family members
Hinduism	5	India	5
Christianity	3	Vatican City, Rome	3

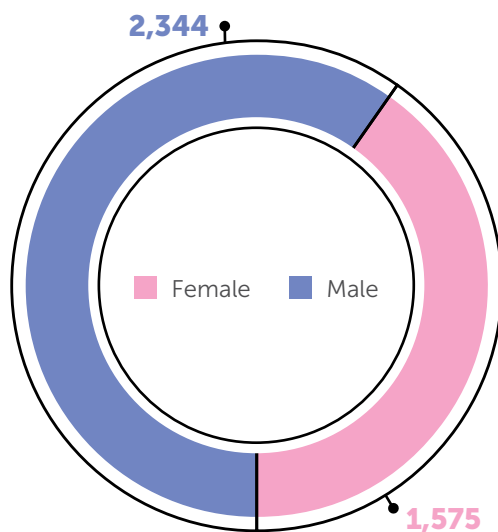
SOCIAL : LABOUR PRACTICES AND DECENT WORK

Diversity

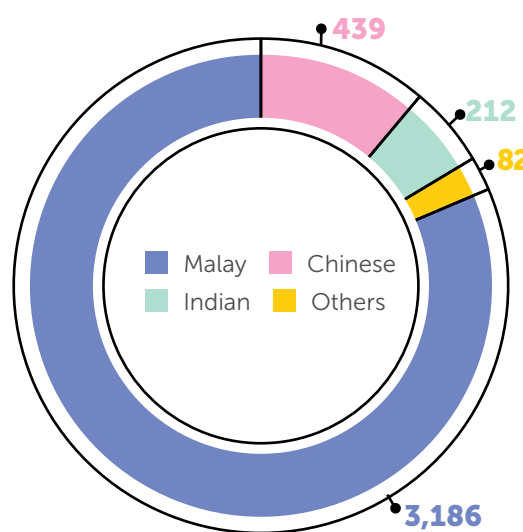
102-8, 401-1, 405-1, 405-2

We strive to create a workplace culture that embraces diversity, inclusion and treats every individual with dignity and respect. By upholding these values, we are able to attract and retain talented people, deliver the best experiences to our customers and support positive change across our businesses and society.

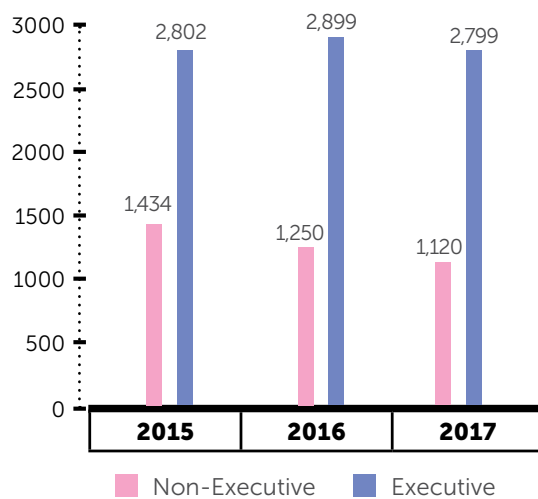
BREAKDOWN OF EMPLOYEES BY GENDER



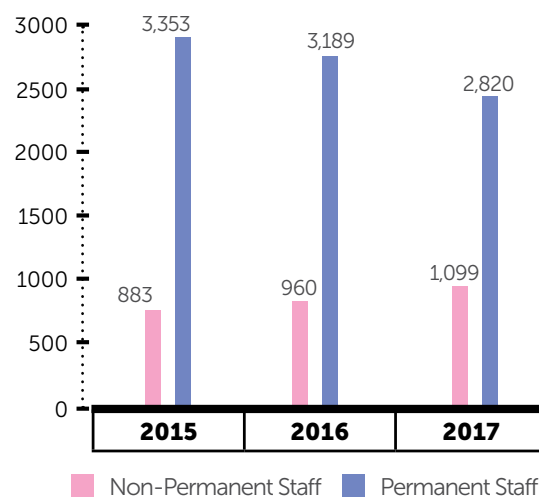
BREAKDOWN OF EMPLOYEES BY RACE



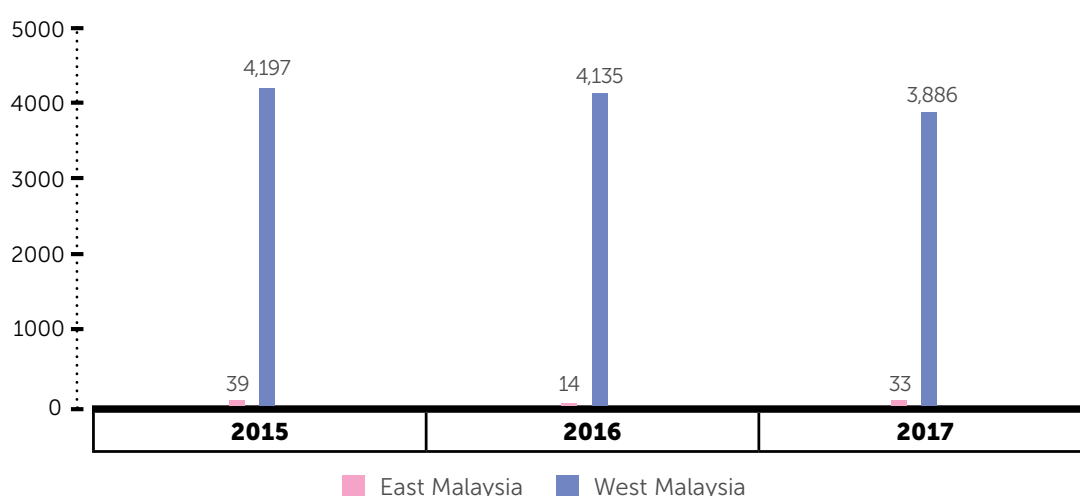
BREAKDOWN OF EMPLOYEES BY TYPE



BREAKDOWN OF EMPLOYEES BY CONTRACT



BREAKDOWN OF EMPLOYEES BY REGION



EMPLOYEE TURNOVER

EMPLOYEE TURNOVER

	2015	2016	2017
By Region			
West Malaysia	317	456	343
East Malaysia	1	3	0

By Gender			
Male	165	308	174
Female	153	151	169

By age Group			
<30	148	146	135
30-50	157	259	180
>50	13	54	28

Performance Measurement








Every year, senior management spends a significant amount of time conducting performance reviews.

When we conduct talent reviews, we look at two dimensions: performance and cultural fit. Although it is important to have people who do their job well, we also need people who understand and agree with the Company's core values and beliefs. We want employees who are excited to work for us and are proud of what they do.

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

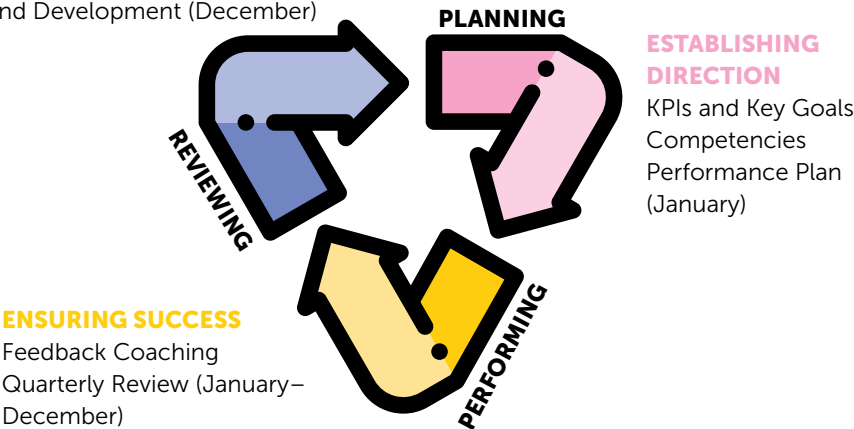
The Performance Management Programme encourages regular dialogue between employees and managers in the planning, coaching, monitoring and evaluation of employee performance. Annual performance reviews are conducted each year and all full-time employees participate in these reviews. Performance reviews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

SOCIAL : LABOUR PRACTICES AND DECENT WORK

DRIVING A HIGH-PERFORMANCE CULTURE	
	CREATES A PERFORMANCE-BASED CULTURE
	CREATES MUTUAL UNDERSTANDING BETWEEN THE MANAGER AND EMPLOYEE OF PERFORMANCE EXPECTATIONS INCLUDING MEASURES FOR EACH OBJECTIVE
	HELPS MANAGERS CLEARLY ARTICULATE EXPECTATIONS WITH THEIR EMPLOYEES
	ENCOURAGES EMPLOYEES TO BE PROACTIVE IN MANAGING THEIR PERFORMANCE
	FACILITATES SUCCESSION PLANNING
	IDENTIFIES AND RECOGNISES TOP PERFORMERS
	MOTIVATES ABOVE-AVERAGE CONTRIBUTORS TO PERFORM AT THEIR PEAK

ENCOURAGING PROGRESS

Year-end Performance Review Continuous Progress and Development (December)



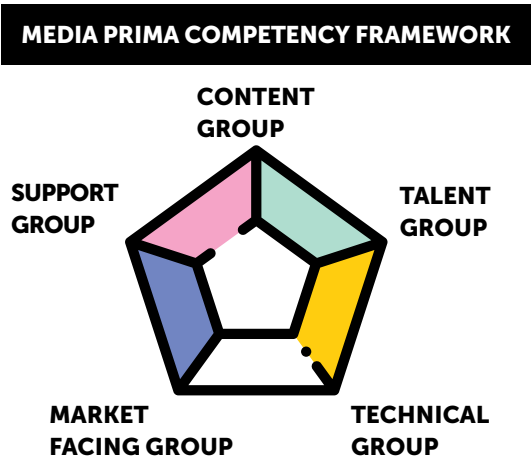
Employee compensation is linked to performance, which is measured by various Key Performance Indicators ("KPIs"). A point-based system ranging from one to five is used when determining the bonus quantum, with five being the highest. The process is used to assess all of employees.

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.

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.

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.

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Employee Engagement

We value each and every one of our employees and understand the importance of ensuring they achieve work-life balance. Media Prima organises a number of activities aimed at giving employees greater work satisfaction. Media Prima also understands the need to look after its employees' physical and mental wellbeing. Ensuring our employees are happy, healthy as well as being treated fairly and with respect, is at the core of our business philosophy and success.

THEME	ACTIVITY	DETAILS				FREQUENCY
Family-Friendly Practices	Counter Promotion	Promotion counters that provide employees with good deals on various products and services.				As and when required
	Farmer's Market	Mobile market selling agricultural products such as fruits, beverages, frozen food and traditional Malay delicacies.				Monthly
	Academic Excellence Awards	Anugerah Kecemerlangan Akademik recognises the academic achievements of employees' children and family members. The programme has a wonderful tradition of honouring employees' brightest and most talented children with prize money and plaques. Every year, Media Prima celebrates employees' children who perform well academically in their major examinations. 46 children of employees were recognised and awarded in 2017.				Yearly
		No. of				
		Examination	Achievement	RM	Achievers	
		End of year examination	1 st in the class	150	12	
		UPSR	5As	200	10	
		PT3	8As and above	300	21	
SPM	9As and above	400	3			
Culture	Food Truck	The Meals on Wheels Programme introduced employees to various types of food. Food truck vendors, stationed in the office vicinity, operated between 10.30 AM and 2.30 PM on a weekly basis. Employees enjoyed a discounted rate of 10%.				Weekly
	Hari Raya Gathering	In 2017, Hari Raya gatherings were held at the departmental level. RM15 per employee was budgeted for this celebration.				Yearly
	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. Four Saku Savvy campaigns were held in 2017 including Red Hot Saku Savvy, Saku Savvy Ramadan, Saku Savvy Bazaar and Year End Saku Savvy.				Four times yearly
	Festival Subsidies	We provided festival subsidies to all employees during their festival celebrations. These subsidies helped us share the joy and ease employees' burden during the festive seasons.				Every festival

SOCIAL : LABOUR PRACTICES AND DECENT WORK

THEME	ACTIVITY	DETAILS				FREQUENCY
Health & Wellness	Employee Wellness Programme	We fully subsidised Employee Wellness Programmes to encourage interdepartmental activities and improve relationships among employees. The Leanbodies Fitness class is run every Monday and Wednesday at Rooftop Sri Pentas and every Tuesday and Thursday at Rooftop Balai Berita Bangsar.				Biweekly
	Sports Carnival	We are excited to introduce a new and improved sports carnival that has run since 2015. The initiative supports our aim of engaging with our diverse range of employees. Known as Media Prima Sports Activities, it consists of new and exciting games that appeal to different age groups in the organisation. This year, MPB Sport Series showcased three games - Bowling, Ping Pong and Badminton.				Three times a year
		Games	Date	Venue	No. of Participants	
		Bowling	28 March 2017	Wangsa Bowl, One Utama	102	
		Ping Pong	6 May 2017	Jim 1, Pusat Sukan Universiti Malaya	30	
	Badminton	8 October 2017	Pusat Sukan Universiti Malaya	58		
Jom Sihat Media Prima	Group Human Resources and Kelab MPB jointly organised <i>Jom Sihat Media Prima</i> , a 100-day weight loss programme. This programme began with a weight loss programme between 24 November 2016 and 3 March 2017. Contestants met monthly to discuss ideas on relevant topics such as "Exercise Right", "Eat Right" and "Right Lifestyle". <i>Jom Sihat Finale</i> was held on 16 March 2017.				As and when required	
Hari Sukan Negara ("HSN")	In conjunction with Hari Sukan Negara, which was celebrated nationwide on 14 October 2017, we called our Media Prima family to participate in a series of activities lined-up together with #letsgetphysical. These included Saku Savvy Bazaar, Zumba Flash Mob, Step Up Stairs Challenge and a Friendly Match.				As and when required	

SOCIAL : LABOUR PRACTICES AND DECENT WORK

THEME	ACTIVITY	DETAILS	FREQUENCY			
Health & Wellness						
		Activities		Saku Savvy	Bazaar	Zumba Flash Mob
		Date		11 October 2017	11 October 2017	13 October 2017
		Time		10.00 AM - 4.00 PM	10.00 AM - 12.30 PM	3.30 AM - 6.00 PM
		Venue		Lobby, Sri Pentas/ Driveway Balai Berita Bangsar	Balai Berita Bangsar, all departments	Sri Pentas, all departments
		Activities		Saku Savvy	Zumba Flash Mob	
		Date		13 October 2017	14 October 2017	
		Time		10.00 AM - 12.30 PM	3.30 AM - 6.00 PM 8.00 AM - 1.00 PM	
		Venue		Driveway Balai Berita Bangsar	Lobby, Sri Pentas Sport Centre, Balai Berita Bangsar	
		Spiritual		Ibadah Qurban	Ibadah Qurban was held at Sri Pentas and Balai Berita Bangsar on 2 September 2017. This event was organised by Group HR in partnership with Surau STMB and Badan Khairat. The meat was shared with employees on duty and the underprivileged community.	Annually
Umrah Religious Pilgrimage	A total of 126 employees and family members benefited from this initiative in 2017. 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 two children. This entitlement is only offered once in an employee’s entire employment. The cost of the airport tax and ground arrangement was borne by the employee through monthly salary deductions or they could opt to pay cash. This covers accommodation, ground transport, food and beverages.		Once during employment			
Pilgrimage for followers of other faiths	We do offer similar benefits for followers of other faiths. Eight employees and their family members benefited from this in 2017.		Once during employment			
	Religion		Employees	Family members		
	Hinduism		5	5		
	Christianity		3	2		
Hajj Package	22 employees performed their Hajj in 2017 following 10 years of continuous service. We subsidised 60% of the Muassasah cost for each employee, who had been nominated to perform the Hajj, subject to terms and conditions.		Once during employment			
Fidyah programme	Employees’ contributions were distributed to the less fortunate in the community, such as orphans and single mothers, during the fasting month.		Annually			
Talaqqi Al-Quran, Kuliah Agama and Tahlil	Bacaan Surah Yassin, Tahlil and Doa Selamat were held every Tuesday at Sri Pentas and every Thursday at the surau in Balai Berita. Kuliah Zohor was held three times a week from 1.00 PM to 2.00 PM.	Weekly				
Welfare	Staff visits, calamity aid and counselling	We visit employees who are seriously ill to show our moral and financial support.	As and when required			

SOCIAL : LABOUR PRACTICES AND DECENT WORK

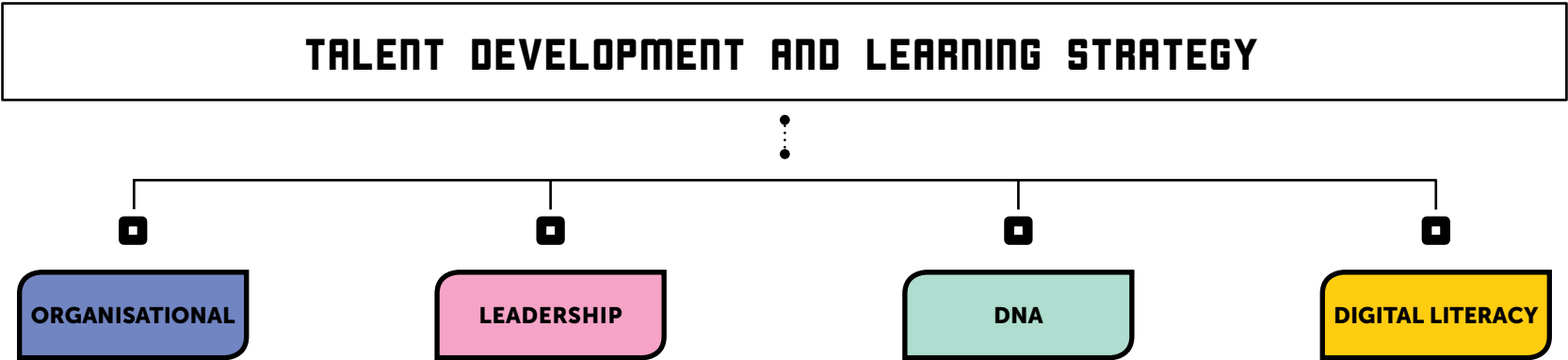
Talent Development and Learning

Talent development and learning is a crucial part of Media Prima’s business strategy. It enhances the organisation’s performance by implementing training and development strategies and programmes focusing on engaging and educating a committed and high performing workforce.

Media Prima’s Talent Development and Learning Strategy aims to meet employees’ learning and development needs, ensure optimal human capital development and build the business management and leadership skills for a strong executive team into the future.

Employees receive equal opportunities for professional and personal development through internal and external training programmes. Other types of training considered include on-the-job training, job attachments, technical briefings and talks.

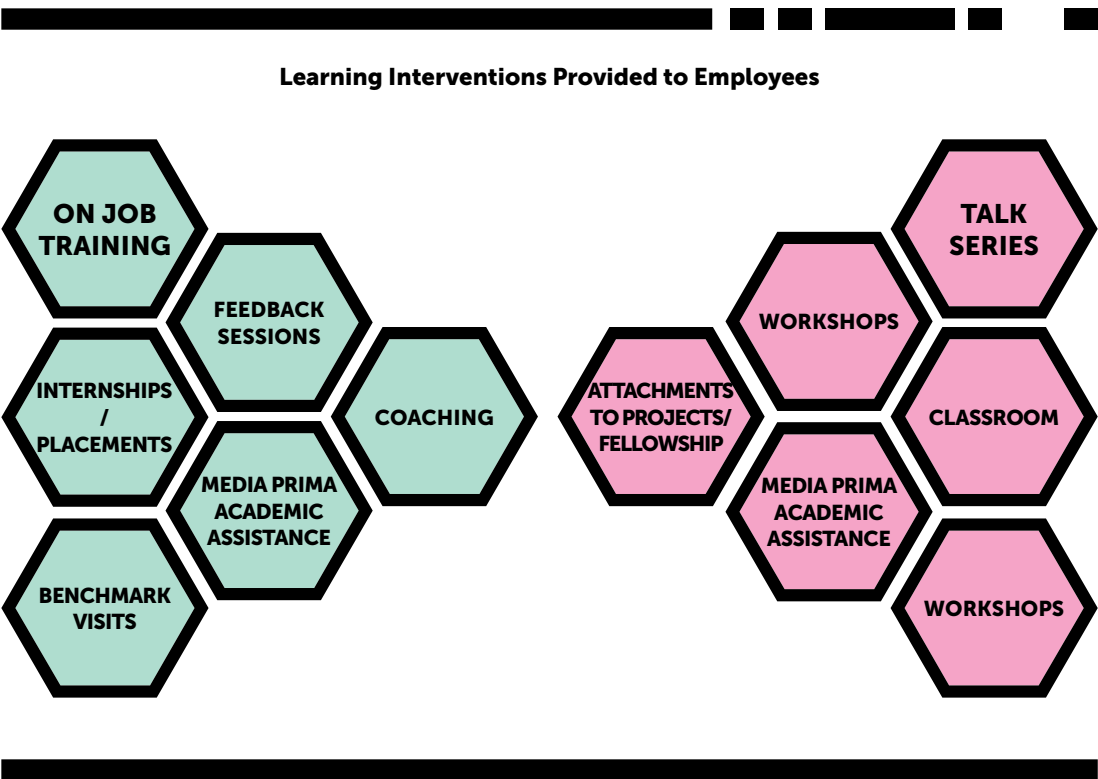
Talent Development and Learning Strategy is divided into four major areas:



Each development intervention is carefully selected after analysing each platform’s training needs. The Training Needs Analysis is conducted at the end of the third quarter each year to plan the development requirements of each platform and ensure that the development plans will be able to support the organisation’s vision and mission.

The development plan methodology is also important as it is integral to ensuring that learning takes place, both effectively and efficiently. As Pedagogy learning requires learning to be interesting and relatable to self-experience, Media Prima provides a mixture of learning interventions to employees.

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



SOCIAL : LABOUR PRACTICES AND DECENT WORK

GROUP INTERNAL TRAINING COURSES

404-1

Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	165	3,295	3,119	594,004.00
Organisational	51	2,060	3,190	793,050.04
Leadership	25	485	733	510,566.58

GROUP EXTERNAL TRAINING COURSES

Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	194	754	1,545	871,778.64
Organisational	3	8	5	2,908.00
Leadership	3	4	8	22,806.27

Training	2017
Average training budget per employee	RM713.04
Average number of hours of training per year per employee by employee category	18 Hrs

Benchmark Visit

404-2

Benchmarking is a common practice and sensible exercise to establish baselines, define best practices, identify improvement opportunities and create a competitive environment within the organisation. Benchmarking helps companies gain an independent perspective on their performance compared to other companies.

In order to continuously improve our standards of service, delivery, production and creativity, we conducted several benchmark visits in 2017. Delegates attending these sessions shared their learning experience with colleagues during knowledge-sharing sessions for collective improvement.

BENCHMARK VISITS CONDUCTED IN 2017

Benchmark	Date	No. of Persons	Location	Exposure
Visit to Google, Facebook, App Annie	24 February	13	Singapore	Digital Learning Tour
Benchmark visit: Senior Management CJ Group	11-15 March	14	South Korea	CJ Wow HQ
Visit to HPE Singapore Customer Engagement Centre	28-29 September	1	Singapore	Learn On LED Demonstrations and Technology

SOCIAL : LABOUR PRACTICES AND DECENT WORK

Talent Management

As we embark on our Odyssey journey, the Human Resource Department of Media Prima continues to plan for its Leadership Development. While the majority of our people were preoccupied with various initiatives during this transformation period, it is imperative to keep on building our leadership capabilities as future business leaders.

As we accelerate our business transformation, we increase the readiness of our talents and leadership pool through various development approaches. Our programmes equip them with the knowledge, confidence and skills to foster professional and personal growth consisting of experiential, relationship-based and formal learning. We offer comprehensive development interventions designed to meet the developmental needs of all employees. They encompass non-executive and junior executives to senior management. Our leadership programmes are divided into three main areas.

LEADERSHIP PROGRAMME	ACTIVITIES
Experiential Learning	<ul style="list-style-type: none"> • Executive/Group Coaching • Group Wide Project - Advisor/ Leader/ Member • Stretch Assignment - Advisor/ Leader/ Member
Relationship Building/ Informal Learning	<ul style="list-style-type: none"> • External/Industry Participation - Invited Speaker/Panelist/Judge/Moderator
Formal Learning	<ul style="list-style-type: none"> • Functional/Organisation/Compliance Training Programmes • Leadership Accelerated Programme • C-Level Development Programme (Business/Leadership School) • Senior Management Development Programme • Women of The World – Be The Change (SMDP) • ICLIF Leadership Series (Elementary/Advanced) • Managerial Development Programme • Executive Development Programme

Leadership Series

In 2017, we continued to prioritise the development of leaders at various levels. We provided them with the necessary tools and skills to increase their team management effectiveness and leadership capabilities. Details of various leadership initiatives held in 2017 are summarised below.

DEVELOPMENT PROGRAMME	MODULE	DESCRIPTION	DATE	NO. OF PARTICIPANTS
Executive Development Programme ("EDP")	Fast Track Your Career Success	This programme introduces practical concepts and techniques to enhance personal development and career planning.	24-25 January 2017	20
			17-18 May 2017	18
			27-28 September 2017	15
	Take Charge – Unleash Your Leader Within	Take Charge is designed to address the most provocative issue concerning executives, managers and their subordinates as well as the strength of individual leaders' character especially when taking over a new team.	8-9 March 2017	23
			31 July - 1 August 2017	18
			8-9 November 2017	15

SOCIAL : LABOUR PRACTICES AND DECENT WORK

DEVELOPMENT PROGRAMME	MODULE	DESCRIPTION	DATE	NO. OF PARTICIPANTS
Managers Development Programme ("MDP")	Driving Human Performance Through EQ	This programme is designed on the premise that emotions drive people and people drive performance. It helps participants learn and understand the eight EQ competencies.	13-14 March 2017	23
			21-22 August 2017	14
			1-2 November 2017	12
	Speak Peak for Leaders	This workshop covers effective communication in public. Speaking to two or more people requires excellent listening skills, verbal adroitness and simplicity, peppered with subtle sophistication, creativity and interpersonal skills.	20-21 February 2017	25
			14-15 August 2017	16
			13-14 September 2017	11
			30-31 October 2017	19
	Welfare	Scenario Thinking and Business Innovation (ICLIF)	5 September 2017	16
		Personal Leadership (ICLIF)	24 October 2017	25
		Managing Employees	21-22 February 2017	23
			18-19 April 2017	15
			6-7 September 2017	19
		EQTD Managerial Group Coaching	25-26 October 2017	14
			May, June and July 2017	11

SOCIAL : LABOUR PRACTICES AND DECENT WORK

DEVELOPMENT PROGRAMME	MODULE	DESCRIPTION	DATE	NO. OF PARTICIPANTS
Senior Management Development Programme ("SMDP")	Strategic Visioning, Planning & Management (ICLIF)	This session focuses on developing organisational and team leadership. It included strategy formation and provided an enterprise-wide view of the three key drivers of long-term growth: the Brains, Bones and Nerves "B-B-N" (Strategy, Organisation Design, and Culture).	27 March 2017	29
	Leading In a VUCA World (ICLIF)	Participants learned to explore the relevance and impact of volatility, uncertainty, complexity and ambiguity (VUCA) on the media world.	17 April 2017	25
	Integrative Thinking (Essential Tools for Personal & Organisational Success in the Digital Age) (ICLIF)	This workshop equipped participants with a new way of thinking using case studies to apply the integrated problem-solving model.	16 May 2017	17
	One-to-one 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.	May 2017 - April 2018	6
	People & Culture: Decoding Asian Leadership (ICLIF)	Participants were introduced to a number of highly targeted areas for behavioural change based on attributes that followers consider their leaders lack. The programme suggested concrete ways leaders can move forward with greater influence and impact.	31 July 2017	30
	Brain Based Leadership (ICLIF)	This one-day programme introduces the importance of self-knowledge as a basis for effective performance. Participants are provided with a forum to discover and leverage on their own five most important signature strengths.	14 September 2017	21
	Leadership Energy Summit Asia ("LESA") (ICLIF)	LESA helped participants discover their personal leadership energy	8-9 November 2017	2
	Women of the World – Be the Change 2017	This is viewed as part of leadership development and succession planning for senior management.	22-24 November 2017	1

SOCIAL : LABOUR PRACTICES AND DECENT WORK

HEALTH AND SAFETY AT WORK

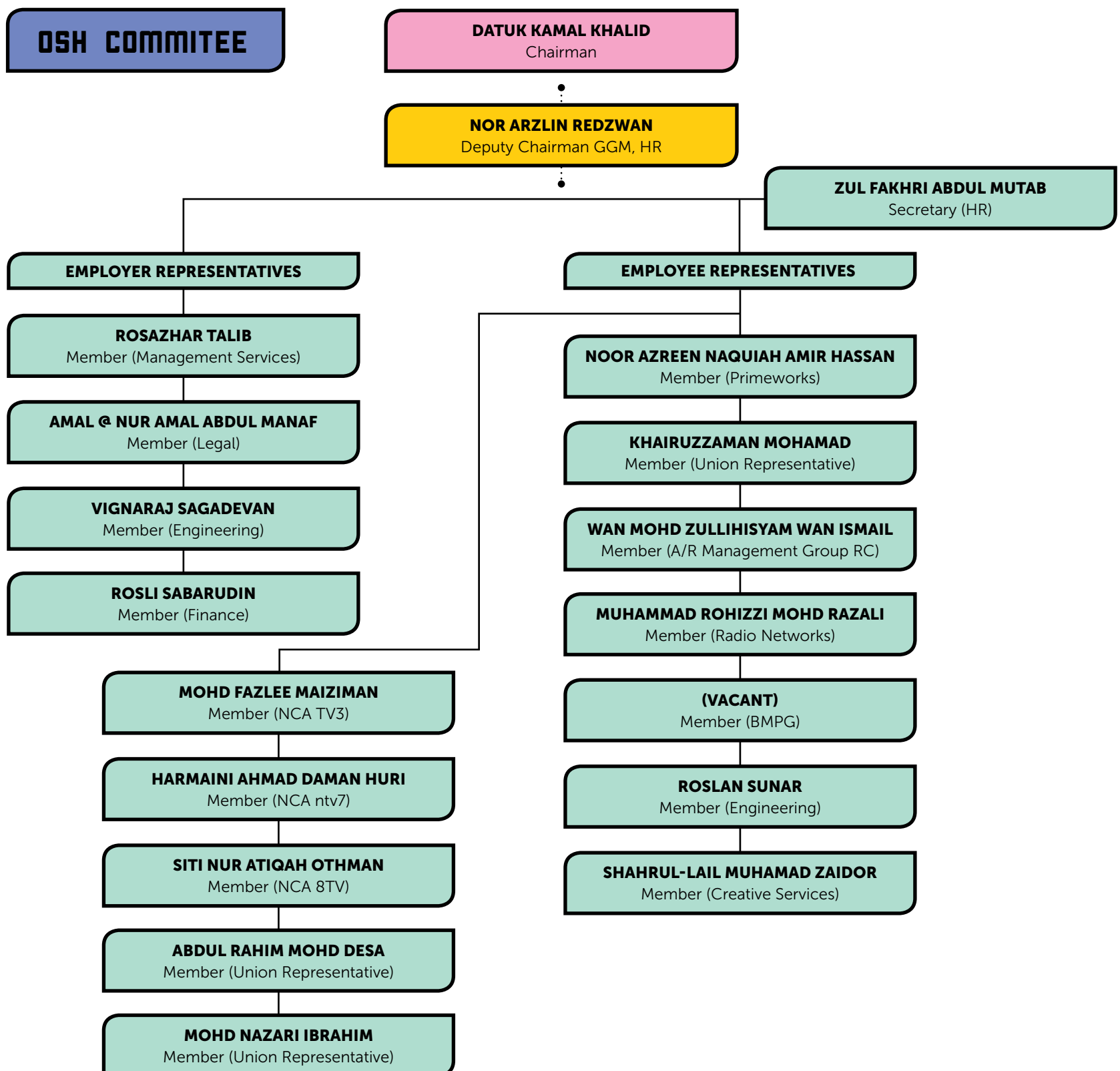
403-1, 403-2, 403-3, 403-4

Health and safety in the workplace has absolute priority in the Media Prima Group. Health and safety, workplace protection and preventive health care are corporate objectives that rank equally alongside the quality of our products and business success for the Group.

Safety and Health Committees

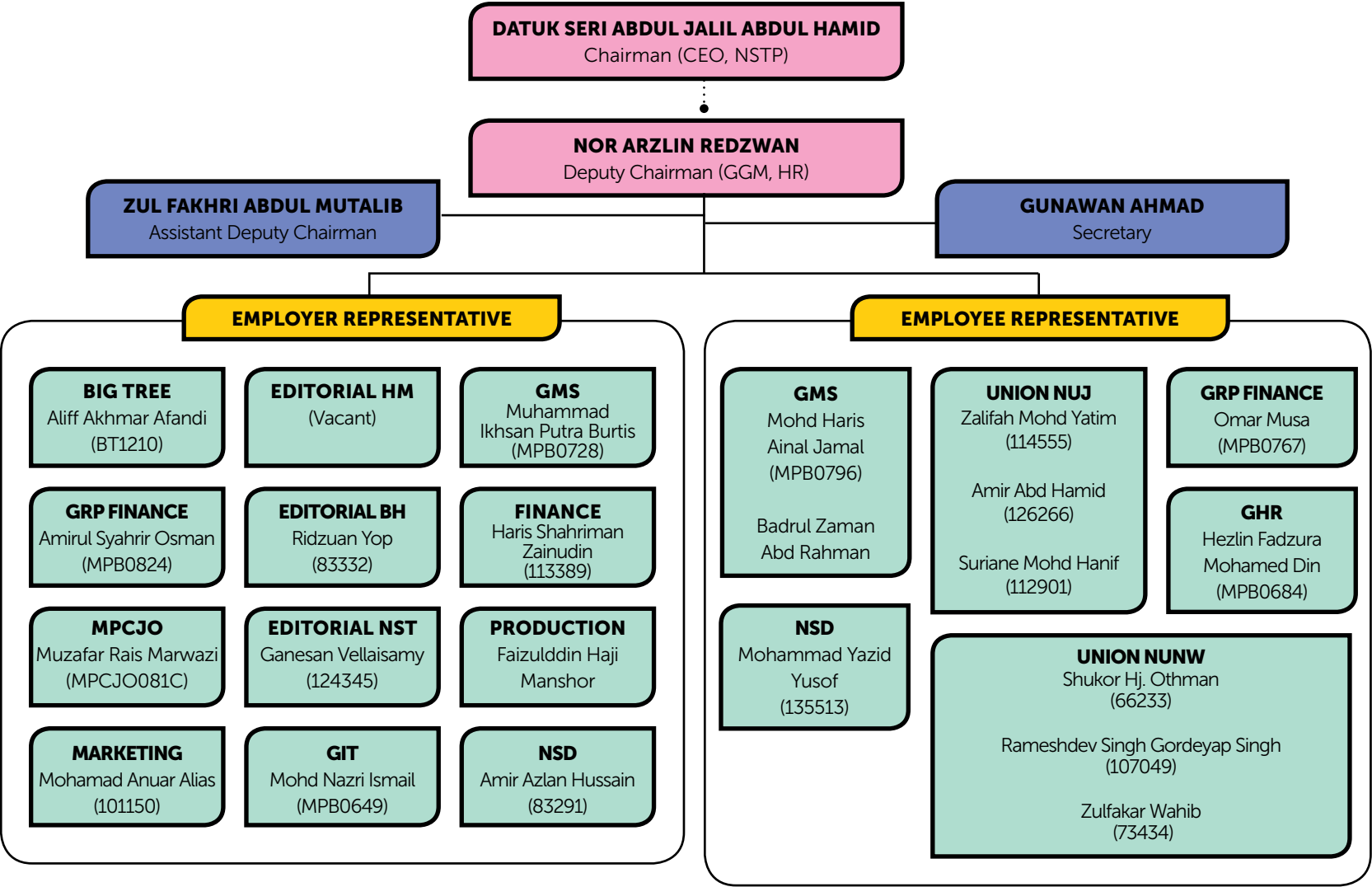
The structure of Media Prima's safety and health committee adheres to Section 30 of the Occupational Safety and Health Act 1994.

OCCUPATIONAL SAFETY AND HEALTH COMMITTEE STRUCTURE AT SRI PENTAS

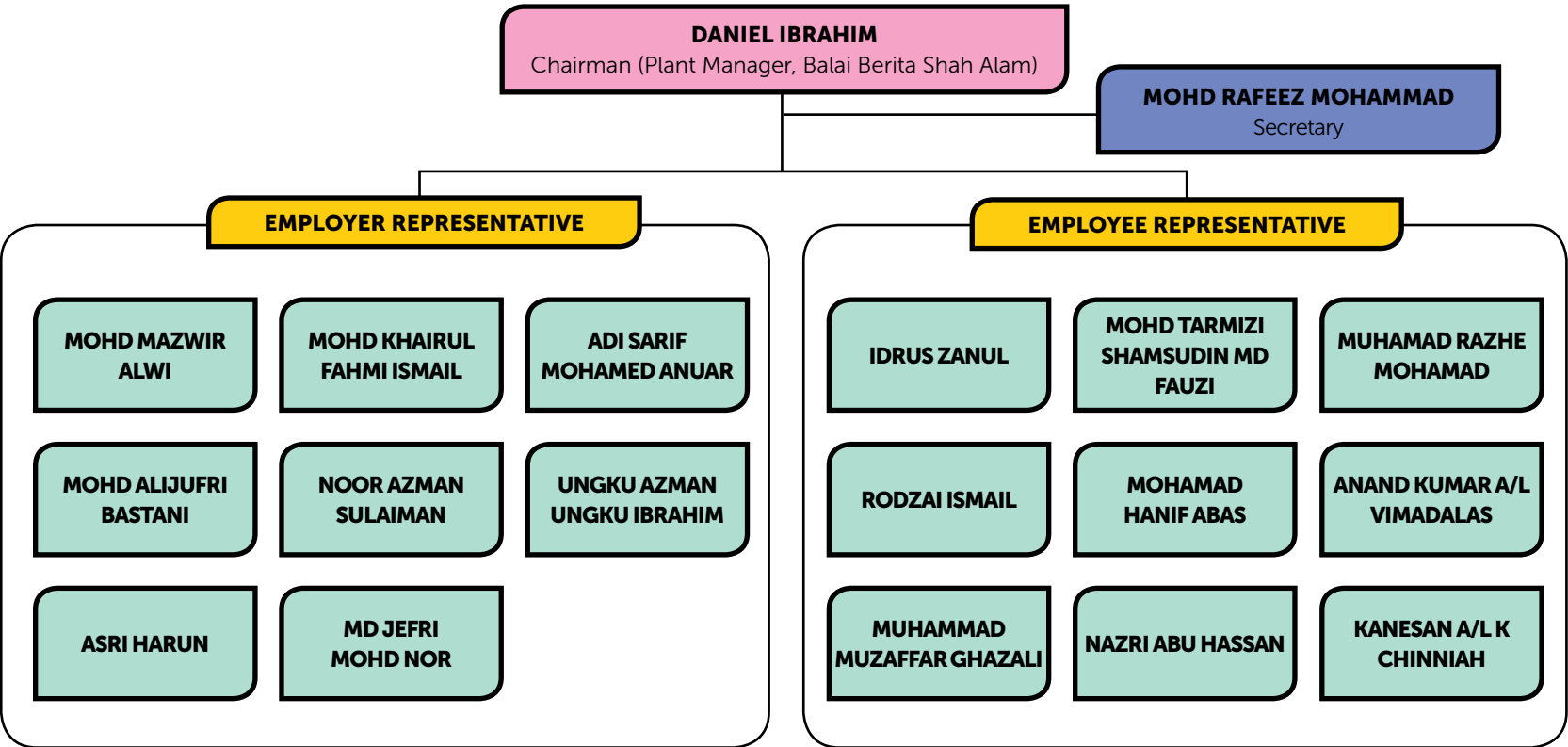


SOCIAL : LABOUR PRACTICES AND DECENT WORK

OCCUPATIONAL SAFETY AND HEALTH COMMITTEE STRUCTURE AT BALAI BERITA BANGSAR



OCCUPATIONAL SAFETY AND HEALTH COMMITTEE STRUCTURE AT BALAI BERITA SHAH ALAM



SOCIAL : LABOUR PRACTICES AND DECENT WORK

BREAKDOWN OF SAFETY AND HEALTH COMMITTEES AT OUR NSTP PLANTS AND BALAI BERITA BANGSAR HEADQUARTERS

Location	Chairman	Secretary	Employer Representatives	Employee Representatives
Balai Berita Shah Alam	1	1	8	9
Balai Berita Prai	1	1	6	10
Balai Berita Bangsar	1	2	11	11

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 0.1% of the total workforce at this site while Balai Berita Bangsar OSH Committee is represented by 2%. These committees propose action to be taken in the event of an incident or accident.

Health and Safety Training

Training is one of the most important components of our company's safety management system. It gives employees an opportunity to learn their jobs properly, bring new ideas into the workplace and it helps to put our safety and health programmes into action.

Everyone in our company will benefit from safety and health training through fewer workplace injuries and illnesses, reduced stress and higher morale.

SAFETY AND HEALTH TRAINING COURSES DELIVERED IN 2017

Date	Topic	No. of Participants	Location
17-18 January	OSH: Back Injury Prevention	24	Balai Berita Bangsar training room
28 March	Occupational First Aid and CPR	16	Sri Pentas
5 April	Safety Handling Forklift & Reach Trucks	3	Alpha KJ
16-17 April	Hazard Identification, Risk Assessment & Risk Control (HIRARC)	22	Balai Berita Shah Alam
27-28 April	Safety Handling Forklift	1	Pulau Pinang
24-25 May	Hazard Identification, Risk Assessment & Risk Control (HIRARC)	22	Balai Berita Prai
10 August	OSH for Media 2017	18	NIOSH, Bangi
4 October	First Aid Training	16	Sri Pentas

Health Awareness & OSH Day 2017

The OSH Awareness Day was held on 7 November 2017 at Balai Berita Bangsar and on 8 November 2017 at Sri Pentas. The event aimed to promote OSH awareness to employees in the workplace.

Dr Azlin Ahmad, a Rheumatology and Internal Medicine consultant from KPJ Rawang Specialist Hospital, gave a talk on carpal tunnel syndrome. Vendors representing Great Eastern, CCM Pharmaceuticals, AIA, Juice Buzz, FAMA, LeadBodies, Vitagen and Certified Emergency Response Training ("CERT") also manned booths at the event.

Pusat Darah Negara also joined the event by inviting employees to donate blood to save lives.

Workplace Audiometric Testing

We conduct regular workplace audiometric testing to minimise the risk of hearing loss from work. A series of tones are played and the employee must respond if each is heard. The tones are played at different volumes to record the lowest audible level or threshold limit. The audiometric testing was conducted for different frequencies and for both ears.

AUDIOMETRIC TESTS CONDUCTED IN THE PAST TWO YEARS

Venue	Date	No. of employees
Sri Pentas	18-20 October 2016	191
Balai Berita Shah Alam	28 May 2017	164
Balai Berita Prai	16 – 18 May 2017	80

Safety Measures for Suppliers and Subcontractors

The health and safety of our suppliers, contractors and subcontractors is our top priority. We only work with companies that meet the highest standards of HSE and we are proactive in building risk reduction into our contracts. We use a number of tools to monitor and evaluate contractors who work on our sites. We want to ensure that they continue to meet our safety programmes and performance standards, and are doing all they can to prevent injuries. Some of these tools include contractor health and safety audits, spot checks as well as incident, near miss and hazard reporting.

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 their 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's primary risk is falling when installing billboards. Big Tree takes several precautionary measures when employees or contractors are working at height.

SOCIAL : LABOUR PRACTICES AND DECENT WORK

PRECAUTIONS TAKEN WHEN WORKING AT HEIGHT



ASSESSING ENVIRONMENT AND WEATHER CONDITIONS



PROTECTING THE PUBLIC BY PROVIDING SAFE ACCESS AND EGRESS



PROVIDING PERSONAL PROTECTIVE EQUIPMENT



MEANS OF RESCUING PERSONS FROM SAFETY HARNESS FOLLOWING ARRESTED FALLS



ORGANISING FALL-PREVENTION EQUIPMENT



ALLOWING CLEARANCES FROM OVERHEAD POWER LINES



MANUAL HANDLING



PROTECTING PORTABLE ELECTRIC TOOLS BY HAVING THEM TAGGED AND TESTED

We use several types of equipment to minimise risks including scaffolding, fixed and mobile work platforms, ladders, safety harnesses, fall arrestors, hard hats, toe boards and waist-high barriers. We also give additional protection to those working along highways. PPE provided for maintenance work in highway areas includes a safety helmet, eyeglasses 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			
OSH Indicator	2015	2016	2017
Injury rate ("IR") for total workforce	1.7	1.8	1.4
Occupational diseases rate ("ODR") for total workforce	0	0.2	0
Lost day for total workforce	160	132	87
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 occupational health and safety risks.

PPE FOR JOURNALISTS IN A WARZONE




Bullet-proof helmet




Ballistic/ bullet-proof vest


PPE WHEN MAINTAINING PRINTING MACHINES




Full face cartridge respirator




Face mask




Earplugs




Safety glasses



Welding shields



Safety shoes



Safety gloves

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
AND FREEDOM OF ASSOCIATION

407-1

Media Prima explicitly supports freedom of association and the rights of workers to lawfully and peacefully associate, organise and bargain collectively. These rights can help workers find a common voice and provide them with a framework for engaging with management on the right to perform work in fair and decent conditions.

We adopt a wide range of approaches to ensure the rights of freedom of association are respected, from supporting open dialogue with workers and managers to partnering with workers' rights groups and trade unions when appropriate.



**IN 2017, 39.73%
OF EMPLOYEES
BELONGED TO
A UNION OF
THEIR CHOICE**



UNION GROUPS REPRESENTING EMPLOYEES' INTERESTS

102-41

NATIONAL UNION OF JOURNALISTS ("NUJ")

Represents 28.59% of The New Straits Times Press (Malaysia) Sdn Bhd

NATIONAL UNION OF NEWSPAPER WORKERS (NUNW)

Represents 27.94% of The New Straits Times Press (Malaysia) Sdn Bhd

KESATUAN SEKERJA KAKITANGAN SISTEM
TELEVISYEN MALAYSIA BERHAD ("KSKSTMB")

Represents 20.98% of Sistem Televisyen Malaysia Berhad

KESATUAN SEKERJA EKSEKUTIF KAKITANGAN
PRIMEWORKS STUDIOS SDN BHD

Represents 39.37% of Primeworks Studios Sdn Bhd

KESATUAN SEKERJA EKSEKUTIF KAKITANGAN
SISTEM TELEVISYEN MALAYSIA BERHAD (KSESTMB)

Represents 43.96% of Sistem Televisyen Malaysia Berhad

THREE MAIN AREAS COVERED IN THE COLLECTIVE
BARGAINING AGREEMENTSGENERAL
PROVISIONEMPLOYER-UNION
RELATIONSHIP

PROVISIONS AND EMPLOYMENT TERMS

We are willing to cooperate with the unions on any arising employment issues and respect them as the principal bodies for negotiating several matters on behalf of their members.

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

SOCIAL : HUMAN RIGHTS

ISSUES THE UNIONS NEGOTIATE ON BEHALF OF THEIR MEMBERS

TERMS AND CONDITIONS OF SERVICES

CLARIFYING THE RIGHTS AND RESPONSIBILITIES OF MEDIA PRIMA, ITS EMPLOYEES, THE UNION AND ITS MEMBERSHIP

FACILITATING NEGOTIATIONS IN THE EVENT OF MISUNDERSTANDINGS OR GRIEVANCES

COMPLIANCE

408-1, 409-1, 410-1, 411-1, 412-1, 412-2, 412-3, 419-1

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.

406-1

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

SOCIAL : SOCIETY

DOING MORE
FOR SOCIETY

203-1, 203-2, 413-1, 413-2

The nature of our business provide us with many opportunities to give back to the communities in which we operate. Here is how we put our media platforms to good use in 2017.

MEDIA PRIMA'S
TARGETED SOCIAL
INITIATIVES

EDUCATION

HUMANITARIAN

ENVIRONMENT

COMMUNITY

MEDIA PRIMA - NSTP HUMANITARIAN FUND

The Media Prima – NSTP Humanitarian Fund ("MPNHF") was established on 15 May 1991. It offers financial aid to Malaysians who would otherwise be unable to afford treatment for heart problems, leukaemia, cancer or the fitting of prosthetic limbs. Our media platforms are used to appeal for public donations and raise money through fund-raising events. Essentially, it is a platform for generous and caring Malaysians to provide a helping hand and support humanitarian causes.

Working with hospitals, MPNHF identifies deserving cases and pays their treatment fees, directly. Its scope has been expanded to embrace other causes including assisting victims of poverty, disasters and political conflicts.

THANKS TO OUR GENEROUS CONTRIBUTORS IN 2017

23 patients

were able to undergo life-saving heart surgery, cancer treatment and other critical medical procedures

28 individuals

received assistance to ease the hardship faced due to their medical conditions

Tabung Bencana NSTP – Media Prima

Tabung Bencana NSTP-Media Prima was launched on 1 October 2009 to help victims of major floods, landslides and fire. The fund was first established in response to a huge earthquake that occurred in Padang, Sumatra. It was formed to enable the general public to channel their contributions to the victims.

Today, Tabung Bencana NSTP – Media Prima focuses on major catastrophes in Malaysia. The fund was instrumental during the major floods of 2015 as it helped victims during the disaster and post rebuilding efforts. Efforts to improve the lives of these victims include providing medical assistance, rebuilding educational infrastructure such as schools, libraries and playgrounds for victims of the Sabah earthquake in 2016.

In 2017, the fund was used to provide aid for flood victims in Sabah, Terengganu, Perlis, Kedah, Pulau Pinang and Kelantan, thanks to generous public contributions.

FLOOD RELIEF ASSISTANCE



REPAIRING PUBLIC AMENITIES AFFECTED BY FLOOD



DISTRIBUTING SURVIVAL KITS & RELIEF ITEMS TO FLOOD VICTIMS



PROVIDING RELIEF TO THOSE AFFECTED BY FLOODWATERS

Tabung Kemanusiaan Palestin Media Prima

The Palestinian cause is very dear to Malaysians. The Tabung Kemanusiaan Palestin Media Prima was established in 2012 and re-activated on 24 July 2014 following the escalation of the conflict in Gaza. Media Prima provides an avenue for contributors to assist the Palestinians through reputable NGOs such as Mercy Malaysia and Perdana Global Peace Foundation. Various humanitarian programmes were funded in 2017 that benefited Palestinians.

SOCIAL : SOCIETY

Tabung Kemanusiaan Rohingya Media Prima

In 2016, Media Prima launched Tabung Kemanusiaan Rohingya Media Prima in response to the escalating political conflict in the Rakhine state of Myanmar. Caring individuals and organisations were able to help ease the plight of the Rohingya community.

Media Prima provides an avenue for contributors to support the Rohingya community by funding various humanitarian programmes that benefit them through reputable NGOs such as Mercy Malaysia.

In 2017, Tabung Kemanusiaan Rohingya Media Prima received contributions from Superbike Association of Malaysia ("SAM"), Kelab Kementerian Dalam Negeri ("KDN") and SME Bank. As at 31 December 2017, RM69,000 was disbursed.

Tabung TV3 Bersamamu

Since its inception in 2015, Tabung TV3 Bersamamu has encouraged public participation and contribution through the popular television programme *Bersamamu* and related on-ground activities. Today, Tabung TV3 Bersamamu Fund is within the ambit of the Humanitarian Fund as it continues to provide help to those in need.

MEDIA PRIMA

201-4

Promoting Intelligence, Nurturing Talent and Advocating Responsibility ("PINTAR")

PINTAR was officially launched on 17 December 2006. In 2008, the PINTAR Foundation was established to lead the PINTAR school adoption programme. The programme's objectives are to:

- Increase the motivation and success of students from underperforming schools through education; and
- Develop human capital that is adequately prepared to meet future challenges.

Media Prima adopted Sekolah Kebangsaan Cherating ("SK Cherating") Pahang in 2012. Officially opened in 1952, SK Cherating has almost 800 pupils. Typically, their parents work in local hotels or run small businesses selling local products with an average monthly household income of RM1,000.

We organised and sponsored various activities to improve the children's' learning experience both inside and outside of school. Programmes held during the year include a tuition class, motivational talk, UPSR English workshop, *Seminar Bimbingan Peperiksaan BH*, a field trip to Sri Pentas and NSTP Plants as well as *Majlis Bacaan Doa Selamat* and *Solat Hajat*. We also provided financial assistance and donations in the form of school uniforms, shoes, socks and revision books to 25 poor and underprivileged students.

Briged Sukarelawan Media Prima – NSTP

Established in 2011, the volunteer brigade is part of the overall group corporate responsibility strategy to develop a sustainable business model. Brigade members, comprising employees from the various platforms and backgrounds, are required to register and attend basic training on relevant subjects such as volunteerism before being called to join any relief mission or voluntary charitable work.

Briged Sukarelawan Media Prima – NSTP: Gotong-royong Bubur Lambuk

Briged Sukarelawan Media Prima-NSTP collaborated with Adabi Consumer Industries Sdn Bhd in organising a *gotong-royong* to cook *bubur lambuk* during the month of Ramadan. Held on 30 May 2017 at Balai Berita Bangsar, the event was attended by 30 volunteers. Over 3,000 packets of *bubur lambuk* were prepared, packed and distributed to all Media Prima employees.

NEW STRAITS TIMES ("NST")

New Straits Times – Newspaper in Education ("NIE")

NST's NIE programme evolves to keep abreast of the government's nation-building and manpower development goals. Since it was established, NIE conducted various educational activities comprising ground activities, print engagement and online presence.

The NST-NIE Programme's projects all focus on improving the command of the English language including various English-centric activities and workshops that allow children to practise the language. Teachers were also trained on utilising the NST-NIE concept in their teaching and making learning fun.

BENEFICIARIES OF NST-NIE ACTIVITIES IN 2017

UPSR ENGLISH WORKSHOP

- 126 students at SK Cherating, Pahang on 4 and 5 March 2017
- 120 Year 6 students from Forest City's five adopted schools in Gelang Patah, Johor on 26 August 2017

SCHOOL TIMES WORKSHOP

- 80 students at SMK Kompleks KLIA on 7 March 2017
- 155 teachers in Johor Bahru on 8 May 2017
- 50 teachers from 45 schools in Kuantan on 27 July 2017

PT3 ENGLISH WORKSHOP

- 20 students on 30 September and 1 October at Balai Berita Bangsar

SPM ENGLISH WORKSHOP

- 20 students from 14 to 15 October 2017 at Balai Berita Bangsar

SOCIAL : SOCIETY

BERITA HARIAN

Akhbar Dalam Darjah ("ADD")

Introduced in 1990, ADD is an education workshop aimed at improving students' academic excellence. ADD also promotes the use of BH pull-outs such as *Didik*, *Minda* and *Skor* which improve teachers' and students' teaching and learning experience.

In 2017, we collaborated with the State Education Department in conducting ADD workshops in the following three states.

We also collaborated with private schools and received a number of invitations from the District

SG PETANI, KEDAH

256 PARTICIPANTS FROM 8 TO 10 FEBRUARY 2017

KEMAMAN, TERENGGANU

394 PARTICIPANTS ON 10 & 11 FEBRUARY 2017

JENGA, PAHANG

232 PARTICIPANTS ON 24 & 25 FEBRUARY

Education Office ("DEO") in various states across Malaysia. During the year, we responded to seven DEO invitations to conduct ADD workshops at various locations including Labuan, Gombak, Hulu Langat, Hulu Selangor, Larut, Kuala Langat and Sarawak. Each ADD workshop attracted a minimum of 150 participants.

Seminar Bimbingan Peperiksaan BH

Seminar Bimbingan Peperiksaan BH is a two-day workshop coordinated by outstanding teachers who also write for the BH education pullout. The seminar covers four core subjects and is held every weekend to help students from rural areas prepare for their examinations. 272 seminars were held between February and October 2017 across Peninsular Malaysia, Sabah and Sarawak. In 2017, 62,860 students who were sitting for the UPSR, PT3 and SPM examinations benefited from this programme.

Anugerah Pelajar Cemerlang

Since 2006, the *Anugerah Pelajar Cemerlang* has been held annually in recognition of students' outstanding achievements. Each student who completed *Seminar Bimbingan Peperiksaan BH*, *UPSR BH Didik* course, *Seminar PT3 BH Minda* and *Seminar SPM BH Skor*, received RM1,000, a certificate and a trophy. The award ceremony was held on 23 May 2017 at NSTP.

Sepetang BH Bersama-sama Guru 2017

This programme was introduced in appreciation of school teachers who subscribe to BH education *Didik*, *Minda* and *Skor* pullouts and other NSTP products. During the session, we also familiarise teachers with other BH products that improve the classroom teaching and learning experience such as *FullAMark*.

In 2017, *Sepetang BH Bersama-sama Guru* sessions were held in Kelantan, Kedah, Melaka, Terengganu and Selangor.

Kembali ke Sekolah

BH organised the *Kembali ke Sekolah* programme in January 2017. Basic school equipment was distributed to students from schools with subscriptions to BH's educational pullouts. Each student received two sets of school uniforms, socks and shoes.

The programme, assisted by Aeon Co (M) Bhd and Brigid Sukarelawan Media Prima, aimed to help underprivileged students and their families prepare for the new school term.

Wakaf BH

In conjunction with its 60th anniversary, BH donated six gazebos as part of its CSR programme, *Wakaf BH*. Six selected schools, which subscribed to BH's educational pullouts in Selangor, Johor, Melaka, Pahang, Kelantan and Pulau Pinang, each received a gazebo.

This programme was a way of giving back to society, which supported BH over the years.

KLANG VALLEY

12 January 2017
50 students, 10 schools

MELAKA

16 January 2017
50 students, 10 schools

SOCIAL : SOCIETY

Event	Date	Highlights
Wakaf handover ceremony to SK Jeram Batu 20 Kuala Selangor	24 February 2017	The State Assemblyman of Jeram, who was the guest of honour, offered to sponsor the school's copies of <i>Didik</i> for one whole year.
Wakaf handover ceremony to SMK Sungai Soi, Kuantan	25 May 2017	Universiti Malaysia Pahang ("UMP") sponsored some FullAMark packages and LED solar lighting for the gazebo at SMK Sungai Soi.
SK Sungai Rambai, Melaka	21 June 2017	Datuk Hassan Abd Rahman, Melaka State Exco for Agriculture and Entrepreneur Development, who is also ADUN for Sg. Rambai, sponsored copies of BH for the school.
SMK Pematang Rawa, Bukit Mertajam	1 August 2017	Yayasan Destini Anak Bangsa ("YDAB") sponsored copies of BH for school use.
SMK Bandar Baru Uda, Johor Bharu	11 October 2017	Malaysian Pineapple Industry Board ("MPIB") sponsored several copies of BH.
SK Chabang Empat, Tumpat, Kelantan	26 October 2017	Acting Head of UMNO Tumpat Datuk Mohd Rosdi Abdul Aziz sponsored several copies of BH

Semarak Ramadan BH

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

Event	Venue	Sponsor	Recipients
15 June 2017	Sekolah Tinggi Islam As-Sofa, Rembau, Negeri Sembilan	Skim Latihan 1 Malaysia (SL1M)	<ul style="list-style-type: none">• 700 STIAS students• 1,500 villagers
19 June 2017	Masjid An-Ansar, Seberang Takir, Kuala Terengganu	BIMB Holdings Berhad	<ul style="list-style-type: none">• 79 Asnaf• 14 uzur families• 600 soldiers and families

Volunteers from BH and NSTP joined the programme's sponsors in distributing BH newspapers and *bubur lambuk* to visitors of the local Bazar Ramadan. They also worked with the villagers to prepare meals for *berbuka puasa*. The programme concluded with groceries being handed to the needy including single mothers, orphans, senior citizens and poor families.

Semarak Korban BH

Semarak Korban BH 2017 was held in conjunction with Hari Raya Aidiladha. *Semarak Korban BH* is a joint CSR programme between BH and BIMB Holdings Berhad ("BHB"). The programme was held at Surau Nurul Huda, Kampung Sungai Kajang Baru, Tanjung Karang, Selangor on 3 September 2017. BHB's sponsorship of RM83,000 was in addition to a zakat worth RM7,400 which benefited 37 *asnaf*. BHB also contributed RM5,000 to Surau Nurul Huda, Selangor for organising the community programme.

More than 20 volunteers from BH and BHB joined hands with the villagers to slaughter two cows and prepare lunch. The *korban* meat was distributed to the *asnaf* group.

On the same day, BH also hosted a *solat* workshop and *Klinik Matematik UPSR* for Year 4 and Year 6 students.

BH-Forest City CSR Programme



One of the recipients of Wakaf BH-Forest City

BH-Forest City CSR Programme is sponsored by Country Garden Pacific View, the developer of the Forest City project in Gelang Patah, Johor. Beneficiaries of this programme consisted of students from the five adopted schools by Forest City: SK Tiram Duku, SK Tanjung Adang, SK Morni Pok, SK Tanjung Kupang and SK Pendas Laut.

BH's activities include *Klinik UPSR Didik* and NST NIE English for UPSR. Students also received copies of *BH Didik*, NST's School Times, BH UPSR books and *FullAMark* cards to help prepare themselves for the upcoming UPSR examinations.

Five gazebos known as *Wakaf BH-Forest City* were installed at the five adopted schools. Each gazebo was equipped with a whiteboard and two notice boards to display educational articles and posters. The handover ceremony of *Wakaf BH-Forest City* was held on 10 and 11 October 2017.

Program Jelajah Didik Bersama Tesco

This CSR programme, sponsored by Tesco Malaysia, has benefited its 60 adopted schools in Selangor, Negeri Sembilan, Johor and Pulau Pinang. BH organised two-day workshops to prepare Year 6 students for their UPSR examinations.

The programme was launched by Deputy Minister of Education, YB Dato' P. Kamalanathan on 19 August at Kolej Yayasan UEM, Lembah Beringin.

SOCIAL : SOCIETY

HARIAN METRO

Titipan Kasih Harian Metro Khas

Titipan Kasih Harian Metro Khas 'Back to School' is part of Harian Metro's CSR programme to assist local community needs. 200 underprivileged students from Permatang Pasir, Pulau Pinang were treated to a shopping trip for school items on 10 December 2017 at Giant Prima Prai, Seberang Prai. These students are either orphans, come from a poor family or victims of the recent flood in Penang.

The programme was fully sponsored by GCH Retail ("Giant Hypermarket") while transportation for volunteers from Kuala Lumpur to Penang was sponsored by UMW Toyota.



Students receiving aid for *Titipan Kasih Harian Metro Khas*

Gotong-Royong Titipan Kasih Harian Metro

A *gotong-royong* was held on 9 December 2017 as part of the *Titipan Kasih Harian Metro Khas* 'Back to School' Programme. More than 50 volunteers from Harian Metro, Briged Sukarelawan NSTP-MPB and Giant took part in cleaning Darul Umum Al-Isimamiyyah Al Banuriyyah, a 'tahfiz' centre located at Kampung Pertama, Permatang Pauh. The madrasah was badly affected by the recent flood.

Giant Hypermarket also donated basic household items and groceries including rice, sugar, flour, cooking oil and biscuits to the tahfiz centre while the equipment for the *gotong-royong* was provided by the Seberang Prai Municipal Council.

Titipan Kasih Harian Metro Bulanan

Titipan Kasih Harian Metro is a CSR programme by Harian Metro to visit underprivileged and poor families whose cases were earlier highlighted in the Harian Metro newspaper under the 'Metro Prihatin' column.

We visited two families in Kampung Batu and Kampung Belakang, Bukit Merah, Perak on 29 July 2017. The first family consists of a single mother with a sister and a disabled son; the second a couple with seven grandchildren.

Titipan Kasih Harian Metro contributed RM200 cash and handed over groceries worth RM300 to each family.

Titipan Kasih Harian Metro Ramadan

Titipan Kasih Harian Metro Ramadan is an extension of the monthly *Titipan Kasih Harian Metro*, which is held during Ramadan.

40 volunteers from HM and Briged Sukarelawan MPB-NSTP joined the programme's sponsors in:

- Packing and distributing groceries worth RM150 to each of the poor families, single mothers and senior citizens
- Treating orphans to Raya shopping sessions and giving each child RM150 of spending money
- Performing *gotong-royong* with the villagers to prepare meals for *berbuka puasa*
- Distributing 1,000 copies of Kotak Rezeki Harian Metro to on-duty civil servants such as policemen, firemen and immigration officers as well as the general public at the local Bazar Ramadan.

Kotak Rezeki Harian Metro

Harian Metro ran this programme during the month of Ramadan, following an overwhelming response in 2016. *Kotak Rezeki* presents clients and advertisers with an opportunity to sponsor underprivileged communities with cash or in-kind donations during this holy month.

Two types of *Kotak Rezeki* were prepared.

CATEGORIES OF KOTAK REZEKI

Type	Items	Quantity	Recipients
Individual	Mineral water, cupcake, packed drink and packet of dates	10,000	All on duty including policemen, bus and taxi drivers, doctors, nurses, soldiers, toll booth operators and homeless people
Family	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 tahfiz centre

Volunteers prepared boxes at Balai Berita Shah Alam. The boxes were distributed to the respective state bureau chiefs across Malaysia from 6 June until the end of Ramadan. A total of 36 charity homes, orphanages and tahfiz centres in 12 states across the country received the Family boxes.

DETAILS OF EVENTS HELD IN 2017

Date	Venue	Main Sponsor	Recipients
9 - 10 June 2017	Masjid Al-Irsyad, Desa Paya Mengkuang, Gelang Patah, Johor	Forest City (Country Garden Pacific View)	<ul style="list-style-type: none"> • 50 poor families • 200 orphans • 50 single mothers
18 - 19 June 2017	Masjid Jamek Baru, Gopeng, Perak	Vida Beauty Sdn Bhd	<ul style="list-style-type: none"> • 201 orphans • 105 single mothers and poor families

SOCIAL : SOCIETY

THANKS TO OUR GENEROUS CONTRIBUTORS IN 2017

Main Sponsors

- Affin Bank Group
- Affin Islamic Bank

Other Sponsors

- Watsons
- Giant
- The Italian Baker
- Perfect Food Manufacturing
- Lifebuoy
- Richwell
- Pos Malaysia

MEDIA PRIMA RADIO NETWORKS ("MPRN")

Fix It: Feed the homeless

One FM collaborated with several organisations in providing food for the homeless in the Klang Valley. Little Fat Duck's food truck was placed in five different locations for two weeks during lunch time. Each meal, sold for RM5, was entirely donated to this cause. A total of RM5,825 was raised by this programme.

Kechara Soup was appointed to purchase and pack foods to be distributed to the homeless on 6 January 2017. Quick Cut also offered free haircuts to the homeless. 20 lucky listeners were selected to experience being part of this CSR programme and touching the lives of the underprivileged.

Fix It: Blanket For Needy

One FM collaborated with MPRN's client, Kinohimitsu, in collecting blankets for charity. Public collection boxes were placed at strategic locations in Sunway Pyramid, MyTown, Sri Pentas and Balai Berita Bangsar. Listeners and members of the public were also invited to send their unused fabric materials to One FM's on-ground team.

The team produced more than 100 blankets from the collected fabric, which were donated to two charity homes. 10 lucky listeners were chosen to join this project with our One FM announcers.

Kool Kan Ada

Kool Kan Ada is an initiative by Kool FM to reward listeners by fulfilling their wishes. Listeners submitted their wishes such as baby nappies, a month car loan payment and school fees through the website. The most unique wish was granted.



Kool FM's Kool Kan Ada was initiated to fulfil their listeners' unique wishes

Bubur Lambuk Bersama Continental

During Ramadan, Continental Tyre Malaysia joined Hot FM and Kool FM in distributing 1,800 packs of *bubur lambuk* at six selected patrol stations. A "Skuad Continental" was present at each location to check tyre pressure for free to ensure a smooth Raya journey for road users.

MEDIA PRIMA TV NETWORKS ("MPTN")

Supporting the Local Film and Music through Our Orikami Bazaar

The Orikami Bazaar was held on 23 and 24 September 2017 at The Starling mall, Selangor and 10 December 2017 at Occupy Beach Street, Pulau Pinang. Local talents from the music, film and creative arts industry were given an opportunity to showcase their masterpieces. These artistes also shared career stories from the arts and entertainment industry.

More than 7,000 people attending the two events in Selangor and Pulau Pinang were entertained with music performances and games. There were also meet and greet sessions with ntv7 and 8TV drama casts, programme hosts, One FM deejays and other talented musicians.

Let's Cycle III

Let's Cycle III is the continuation from the two seasons held in previous years. Let's Cycle III explored Sabah's rich culture and heritage. It featured the world's oldest rainforest and animals, Sabah's tribes and animals and its beautiful coastline to support the conservation activities. The discovery was made using several modes of transportation such as bikes, four-wheel drives, trains and boats.

The 13-episode series was hosted by Rickman Chia and Baki Zainal, driven by Isuzu.

Together, Here We Are

This 13-episode programme showcases Malaysia's multiculturalism including its food, costume, arts and music.

#GongXiFattZai Ushers a Joyous and Prosperous Chinese New Year

During Chinese New Year, One FM, ntv7, 8TV and tonton collaborated to usher in the Year of the Rooster with a wide range of programmes, activities and goodies.

The launching ceremony of the #GongXiFattZai campaign was held at the Sunway Pyramid Ice on 20 November 2016. More than 15,000 fans supported the event. One FM DJs, ntv7 top 10 personalities and 8TV hosts were present at the launch.

An album titled 'Cheers to a Prosperous CNY 2017' featuring 28 artistes was released. Media Prima partnered with several leading brands such as F&N, Tesco, Petron, Super, Coca-Cola and Unilever for this campaign.

SOCIAL : SOCIETY

The mobile Fatt Zai app has amounted 55,000 downloads and 174 in-app purchases. The Fatt Zai Mobile Truck drove to over 75 venues across Peninsula Malaysia. Over 30,000 fans won freebies by participating in the HaHa Metre, a game that rewards participants who laughed the loudest.

Terima Kasih Campaign

MPTN's Ramadan Raya campaign, *Syukur Selalu*, reminded people to be grateful for everything in spite of their circumstances for the past two years. In 2017, the *Terima Kasih* campaign once again reinforced this message by encouraging people to perform acts of kindness to those around them.

On-ground activations held in conjunction with the campaign included *Bazar Terima Kasih*, *Jom Masjid* and *Skuad Terima Kasih*. Suria KLCC, Alamanda Mall and Mesra Mall supported this campaign by incorporating the *Terima Kasih* theme into their Ramadan decorations and broadcasting the campaign's theme song throughout Ramadan Syawal.

Bazar Terima Kasih

We raised funds through *Bazar Terima Kasih* throughout Ramadan to help those less fortunate. The money raised was channelled directly to selected welfare homes. As a token of appreciation, members of the public were invited to break fast with the programme ambassadors, artistes and personalities from MPTN at Mesra Mall, Kemaman, Terengganu and Angsana Johor Bahru Mall, Johor.

Jom Masjid

Held in Ramadan, *Jom Masjid* educated Muslims that the mosque is more than just a place for worship. The programme encourages Muslims to strengthen their belief by participating in various activities organised by two selected mosques during Ramadan.

It places emphasis on the *moreh* feast that is held after terawih prayers during the fasting month. Apart from breaking fast and performing Maghrib prayers together, visitors also participated in religious activities such as filming the Al-Kuliyah show and reciting Quranic verses. These activities were held at Masjid Baharu Daerah, Temerloh, Pahang on 28 May and Masjid Al-Muttaqin, Taman Ria, Sungai Petani, Kedah on 17 June 2017. Over 9,000 people participated in this event at both locations.

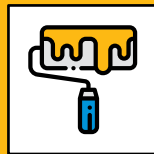
Skuad Terima Kasih

Skuad Terima Kasih is a joint effort between MPTN and seven other organisations: the National Council for the Blind (Malaysia),

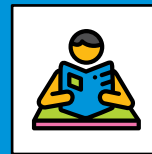
Cerebral Palsy Malaysia, PENGASIH Malaysia, Society of the Deaf Johor, Spinal Muscular Atrophy, Malaysia Prisons Department and Pertubuhan Orang Kerdil Malaysia.

The objective of the programme is to remind people that good deeds and kindness are something that everyone can offer regardless of their circumstances and social status. Each organisation received RM3,000.

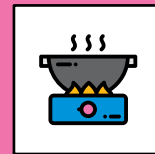
SKUAD TERIMA KASIH ACTIVITIES



Painting auction by children with cerebral palsy at Suria KLCC



Story reading in braille by the National Council for the Blind (Malaysia) to children with cerebral palsy



Cooking and selling *buka puasa* meals with representatives from PENGASIH Malaysia at the *Bazar Terima Kasih*

#dramasangat Bus Tour

For the third year, drama fans had an opportunity to meet and mingle with their favourite artistes during the TV3 and TV9 #dramasangat bus tour.

#DRAMASANGAT BUS TOUR PARTICIPANTS

EAST COAST

More than
13,000 fans
21-23 April 2017

SOUTHERN

More than
30,000 fans
11-12 August 2017

NORTHERN

More than
40,000 fans
17-19 November 2017

ARTISTES JOINING THE TOUR



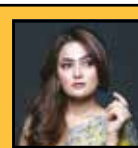
IDRIS
KHAN



AZREL
ISMAIL



RAYSHA
RIZROSE



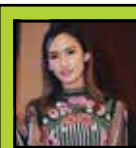
REEN
RAHIM



ANAS
RIDZUAN



ERWIN
DAWSON



NEERA
AZIZI



MIRA
FILZAH



ZAHIRAH
MACWILSON



FEZRUL
KHAN



EYKA
FARHANA



GAMBIT
SAIFULLAH



ELVINA
MOHAMAD



HAFREEZ
ADAM

Projek Da'i

Projek Da'i is a special programme held during Ramadan involving two organisations namely Malaysian Association for the Blind and Spinal Muscular Atrophy ("SMA") Group. The project requires them to communicate and work closely with the *Da'i* as the facilitator.

SOCIAL : SOCIETY

The first project concerned the SMA group helping the blind through the "Voice Donation Project" (*Projek Derma Suara*). Members of the public donate their voices to complete 100 short stories from a book called *Aku, Dia & Rezeki*. The blind can listen to the audiobook in the Raudhah Apps.

The second project, "Flash Concert with Caliph Buskers & friends", also involved the blind. SMA patients were given an opportunity to share their experiences between performances. They were also invited to showcase and sell artwork to fund their treatment.

MEDIA PRIMA DIGITAL ("MPD")

Seringgit Seribu Kebaikan

Media Prima Digital launched a CSR campaign called 'Seringgit Seribu Kebaikan' during Ramadan this year. The campaign collected donations to fund *Buka Puasa* and *Sahur* meals for four charity homes throughout the Ramadan month. We collaborated with CJ Wow Shop to provide a platform to collect donations for this campaign. Our clients, Mamee and Mondelez, sponsored the initiative with in-kind donations such as biscuits and chocolates.

Media Prima Digital also gave electrical appliances and mattresses to families affected by the flash flood at Kampung Tok Lawit in January 2017. One hundred goody bags containing basic toiletries such as soap, toothpaste, a toothbrush and shampoo were donated to the welfare department for the families in need.

Promoting a Digital Society

The digital world offers incredible growth opportunities for society by stimulating business, innovation and employment. It enhances education and healthcare, provides connectivity and improves the quality of people's lives.

Digital access, together with the necessary privacy and protection measures, is instrumental to economic, social and environmental development.

What we are doing

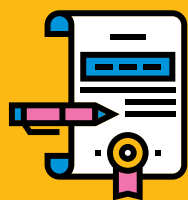
Our digital society strategy is based on widening access and enhancing skills. It involves creating opportunities for individuals and communities while protecting children through education and empowerment programmes and tools.

RESPONSIBLE BUSINESS FOR THE GOOD OF STAKEHOLDERS

Product quality and ethical integrity are intrinsically associated with the concept of sustainability in the media industry.

Media Prima is fully aware of its strong responsibility to consumers including readers, viewers, listeners and the general public. We are committed to providing accurate, meticulous and truthful information in all publishing products including newspapers, digital products, radio and TV while respecting the attitudes and sensitivity of the general public.

RESPONSIBLE MARKETING



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 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:

- 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.

SOCIAL : SOCIETY

Film screening judgments are made based on the rules and criteria set by the three basic documents of the Film Censorship Act, Guidelines and User-Specific Censorship. Any film passed with compulsory cuts must be edited by the distributor before the film is released or screened. These are either edited in a studio in the case of digital or television screenings, or by physically removing the offending section from the film.

We have adopted practices for managing, moderating and/or filtering user-generated content including user codes of conduct.

MALAYSIAN FILM CLASSIFICATION

416- 1, 416-2, 417-3

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 MCMC'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.

Responsible Entertainment

We believe in programming for the entire family and the protection of children is prioritised throughout the Group. 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 9:00 PM. All platforms have reassessed their child protection measures as there is a market shift towards digital.

Responsible Advertising

417-1, 417-2

Big Tree complies with the Ministry of Housing and Local Government by reviewing advertisements at all times.

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

SOCIAL : PRODUCT RESPONSIBILITY

UNDERSTANDING DIVERSITY OF OPINION

Plurality and diversity of opinion are encouraged and media freedom is promoted through a variety of services and content. Viewers and customers are empowered to make their own programme and content decisions.

TV Networks

Individual viewing decisions have a direct impact on media planning. Technology disruptors and other unpredictable shifts continue to push the TV world into uncharted territory. Our brand and content management team acts quickly to capitalise on changing consumer preferences. Understanding their desires to view more 'snackable' content, enhancing the live viewing experience and watching on their own terms is essential for the future of MPTN.

We analysed Chinese consumers using Nielsen's Consumer Tracking Survey. This analysis helped us segment and profile the Chinese audience on ntv7, 8TV and competitors' platforms. Our Creative Marketing Group held several roadshows throughout the year, resulting in positive growth in Chinese advertising expenditure. The knowledge-sharing and presentation from roadshows are important for us in designing our Chinese New Year roadshows.

Consumer Media View covers a sample of 13,900 respondents across the platform aged over 15 years. The results are useful for reviewing MPTN programmes and content creation by the Primeworks team.

Project Odyssey 2.0

All TV networks namely TV3, ntv7, 8TV and TV9 underwent major changes including a different logo and repositioning as well as improved programme offerings and scheduling as part of Project Odyssey 2.0. The implementation was guided by two studies conducted through Focus Group Discussions ("FGD").

The first FGD gauged viewers' acceptance, satisfaction and perception of entertainment programmes, and the acceptance of a full and free entertainment channel. The second FGD gauged perceptions towards TV3 and TV9, together with the new positioning of ntv7 as a Modern Malaysia channel and TV9 as a lifestyle channel. Currently, the respective channels are fine-tuning their schedules for suitable content to meet viewers' expectations. A Key Performance Indicator for viewing share and revenue has already been set for 2018.

The migration to digital TV transmission allows Media Prima to expand its channels the beyond current capability. Dedicated channels can be offered by target audience or genre such as Entertainment.

Research was conducted to explore opportunities that strengthen current and future entertainment programming, targeting the mass audience who are TV3 and TV9 viewers.

Following the launch of myFreeview in June 2017, we conducted a post-launch study in November 2017 to gauge consumers' views on the installation experience, requisition of the decoder, picture quality and overall viewing experience. The study is conducted by Nielsen as part of the Integrated Marketing agreement with the MCMC and to ensure that we meet the target of full installation in all households with perfect reception quality by 2018.

Radio Networks

Radio listeners are as diverse as their listening preferences. We know that listeners tune in at different times of the day and for different reasons. A large component of our radio programming involves determining how to cater to the broader audience while still focusing on core listeners.

Regardless of our station's market, listening will peak and slow-down at certain times. These highs and lows are mostly shaped by consumer habits and lifestyles. A myriad of factors affecting the radio listening curve include the daily commute, at-work listening, tuning in during lunch breaks and weekend errands on Saturdays and Sundays.

Understanding our audience's daily habits is important in maximising our ratings. Analysis of listeners' habits guides our content team in curating music and content that are relevant to the target listeners groups.

COMMONLY USED METHODS BY THE MPRN TEAM

AUDITORIUM MUSIC TEST ("AMT")

180 persons aged between 15 and 34 years are tested on each radio station's playlist and content

FOCUS GROUP DISCUSSION ("FGD")

32 persons aged between 15 and 29 years are asked for their opinion on each station's playlist and content

MUSIC JURY

Members of public are invited to shout out their preferred playlist through the station's website

NSTP

Gaining insights from print readers and online viewers helps us understand the quality of our product deliveries. Customers' satisfaction with NSTP products and services is measured in several ways.

The Audit Bureau of Circulation Reports is an eminent self-regulatory auditing organisation. It verifies and disseminates circulation data and other relevant information for the benefit of the advertising marketplace. Its audit findings are important measurement tools which help NSTP gauge product accomplishments.

TRACKING THE PERFORMANCE OF PRINTED AND DIGITAL PRODUCTS

Conducting occasional studies via in-house research

Engaging external parties to gauge readers' preferences and track customers' satisfaction

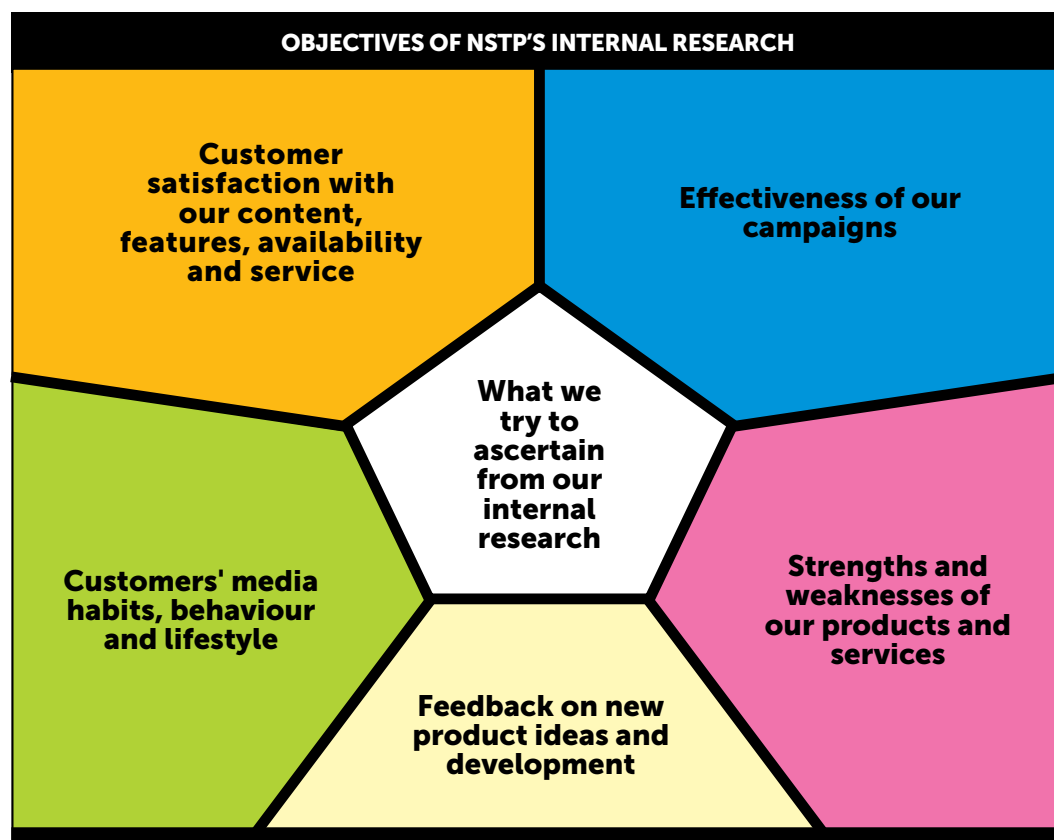
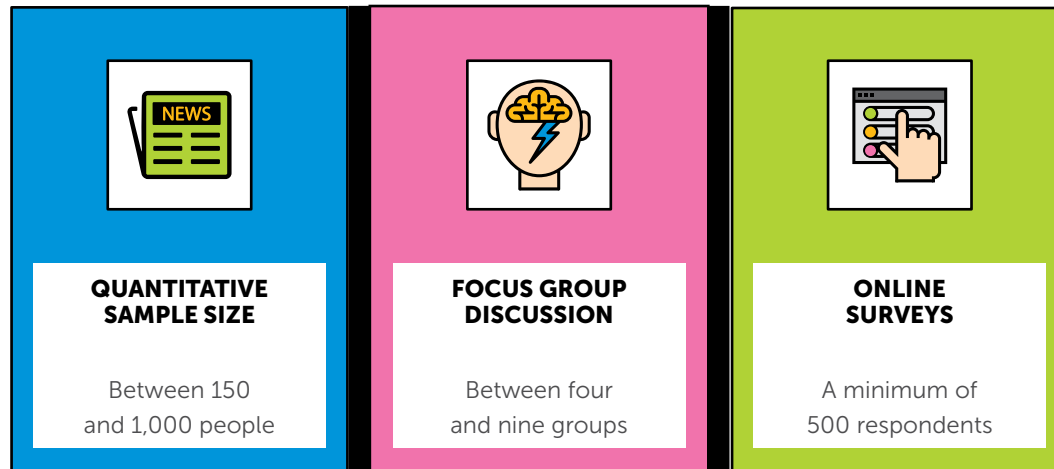
Subscribing to Nielsen's Consumer and Media View database

Extracting viewership levels using Google Analytics, comScore, MyMetrix, App Annie and Socialbakers for digital products

SOCIAL : PRODUCT RESPONSIBILITY

Internal Research

Several research techniques are adopted including FGDs, face-to-face interviews and online surveys. We ensure our research sampling represents the population as a whole to assure valid and reliable research findings. Our surveys usually target the central region although nationwide studies are also conducted as the need arises.



The NSTP Research team works closely with its clients and external research agencies to ensure studies are aligned with clients' expectations and NSTP's product development plans.

External Research

NSTP monitors readership performance by subscribing to the Nielsen Consumer and 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 us understand consumers' media habits, behaviour and lifestyles. We also track the readership performance of our print and digital newspapers and websites, monitoring changes in readers' demographic profiles over time.

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

The results of the study, which was conducted from July 2016 to June 2017, are presented below.

DAILIES	2016	2017
Harian Metro	3,165,000	2,584,000
BH	1,190,000	946,000
New Straits Times	182,000	200,000
SUNDAYS		
Metro Ahad	3,451,000	3,027,000
BH Ahad	1,175,000	916,000
New Sunday Times	157,000	154,000

Digital updates of social media, the mobile news app and e-paper were monitored as at December 2017 via Socialbakers and App Annie. The performance of news portals was observed from January 2017 to December 2017 via comScore MyMetrix.

Social Media	New Straits Times	BH	Harian Metro
Facebook (likes)	1,179,643	6,509,917	5,729,556
Twitter (followers)			
Youtube (subscribers)			
Instagram (followers)			

News Portal	New Straits Times	BH	Harian Metro
Monthly average unique visitors	1,031,347	3,375,498	3,952,627

Mobile News Apps	New Straits Times	BH	Harian Metro
Apps downloaded	66,346	175,231	72,523

E-paper	New Straits Times	BH	Harian Metro
Apps downloaded & subscribers	28,198	55,305	42,191

SOCIAL : PRODUCT RESPONSIBILITY

tonton

tonton is Malaysia's first and largest home grown video streaming service. With over 7.6 million users in Malaysia, Singapore and Brunei, it offers the best of Malaysian premium, free and live content. tonton's archives offer more than 30,000 hours of content, much of which can be viewed in High Definition ("HD"). Currently, tonton is experiencing a growth of 15,000 - 18,000 members each week and 25% monthly growth in subscriptions.

tonton Pulse Check was conducted during the last quarter of 2017 through FGDs. The objectives of tonton Pulse Check were to understand consumers' perceptions towards content offerings and pricing for the platform's overall improvement. This initiative formed part of our journey to expanding our digital-first strategy.

tonton Widens its Reach

tonton App

With the constant evolution of technology, the tonton application was introduced in June 2016 and has since had over 1.3 million downloads. Users are able to watch live-TV in supported territories and binge-watch their favourite programmes and TV series wherever and whenever they desire.

tonton AJL31

AJL31 was incorporated as part of tonton's latest live-streaming award show programmes. Anugerah Juara Lagu ("AJL") has historically been one of TV3's most prestigious events alongside Anugerah Skrin. The award show, held at PWTC in Kuala Lumpur, was screened live at GSC Dataran Pahlawan, Melaka on 22 January 2017. Attendees were given an exclusive opportunity to watch their favourite artists strut down the red carpet and dine with celebrities. More than 1,000 people viewed AJL31 LIVE with their favourite celebrities such as Redza Rosli, Nadzmi Adhwa, Mimi Lana and Puteri Aishah.

Collaboration with eSports

Reaching out to the vast online gaming community, tonton has collaborated with ESL One Genting in sponsoring the live-streaming of the most-watched Multiplayer Online Battle Arena ("MOBA") games where the prize pool was set at USD 250,000. The game's finals were also broadcast live on ntv7, a first ever for MPTN.

First Anniversary Concert

In conjunction with tonton VIP's first anniversary, Konsert #jomtonton was held to appreciate users on 22 April 2017. An array of famous and rising stars including Ayda Jebat, Suffian Suhaimi, Kaka Azraff, Wany Hasrita and Alvin Chong, were invited as special guests to entertain the excited audience. This was coupled with a flea market and partners offering incredible deals exclusively for tonton VIP subscribers.

Expanding tonton's Library

As Malaysia's leading homegrown video streaming service, tonton constantly seeks to expand its archives by introducing more channels and content partners to cater to a wide variety of viewing interests of its existing and potential subscribers. Additional content partners include the top Malaysian YouTubers JinnyBoyTV Productions, Marvel and GOAsean. Premium 24-hour channels such as the Outdoor Channel and HITS also feature the best Hollywood dramas and TV series.

Creating Strategic Partnerships

tonton formalised strategic partnerships with telecommunication giants including Singtel from Singapore and DST from Brunei Darussalam in 2017 to widen its subscription coverage in the region. Our aim is to grow tonton both locally and internationally.

Locally, we strive to upgrade tonton services and offerings to deliver good value for money to our users. Internationally, we hope to expand the brand and its content reach in order to cater to the needs of our fans who reside outside of Malaysia while sharing our local content with the world.

Streamed	Average Time Watched Per Video	New iOS Installs	New Android Installs	New Users
8,551,182 hours, an 82% increase in hours watched from first nine months of the previous year	51 minutes (104% increase from the previous year)	126,047	556,030	929,499

tonton CSR #DriveMacamVIP

#DriveMacamVIP is a Corporate Social Responsibility programme by tonton, held over two-days, during Ramadan from 22 to 23 June 2017. tonton representatives distributed road safety flyers and Raya goodie bags at various locations including Petronas Gombak, R&R Jejantas Sungai Buloh, R&R Seremban and R&R Ayer Keroh.

tonton Keeps its Stakeholders Informed

tonton notifies its viewers and followers through its latest app via push notifications, newsletters and other digital marketing initiatives. The portal is updated weekly to reflect the latest campaigns, promotions and content. Over 200 hours of new content are added to the tonton platform each week.

SOCIAL : PRODUCT RESPONSIBILITY






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.

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.

BRIBERY AND CORRUPTION205-1, 205-2, 205-3	
	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 judgement of Media Prima
	Realising profits other than regular compensation

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 from conflicts of interest. Employees and directors must neither directly nor indirectly extend festive gifts nor receive festive gifts from external parties who have ongoing or potential business dealings with Media Prima and/or its subsidiaries. Hampers containing food, beverages, cosmetic items, cash, stationery, vouchers, or tickets for concerts, movies or sports events should never be accepted.

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

Preventing Conflicts of Interest

Media Prima forbids conflicts of interest on 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

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 for Media Prima's business.

Did You Know?

- The Competition Act excludes activities regulated under The Communications and Multimedia Act 1998
- Radio and Broadcasting are regulated by The Communications and Multimedia Act 1998
- Other Media Prima businesses such as publishing and our billboards are regulated by the Competition Act.

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

Customer Privacy

418-1

We understand the importance of personal information to our customers, employees and other stakeholders. 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 how we use their data.

SOCIAL : PRODUCT RESPONSIBILITY

MEDIA PRIMA RADIO NETWORKS GO TRADIGITAL

In 2017, MPRN's trade launch focused on strengthening its brand recognition. Repositioning as a 'tradigital brand' consists of providing listeners with content through traditional radio as well as digitally.

Podcast

Ais Kacang can be accessed online or downloaded from the App Store. Listeners can access a wide range of edgy topics that may be too controversial to discuss live on radio.

The content can be heard in three languages at the listener's convenience. Over 30 podcast episodes with various titles have been uploaded since its debut in April 2017. As of 31 December 2017, 51 titles had been downloaded from *Ais Kacang*, which has a total of 202,325 listeners. Uniquely, *Ais Kacang* changes the traditional way of radio stations providing content by allowing listeners to submit their podcasts through the station's website.

Icons - Personalising Our Station

MPRN has introduced icons for each of its stations such as: *Flybot* for Fly FM, *Hang Omar Timor* for Hot FM, *Yat Yat* for One FM and *Profesor Kool* for Kool FM. The icons strengthen our presence and connection with listeners. The four icons were unveiled at the 2017 Media Prima Berhad Raya Open House at Sime Darby Convention Centre.

Our first digital comic for every icon was rolled out in November 2017. The character of each icon varies from *Flybot* (Fly FM) being cheeky, *Hang Omar Timor* (Hot FM) being adventurous, *Yat Yat* (One FM) being cute and *Profesor Kool* (Kool FM) being intelligent.

Sponsored Stories

MPRN introduced 'Sponsored Stories' to leverage on our digital platforms. These Facebook instant articles are tastefully written for listeners to enjoy while delivering the client's key message.

Hot Kool Jam

Hot Kool Jam attended the location of each Media Prima Karnival Jom Heboh with all Hot FM and Kool FM announcers. We reached out to more than two million and received more than 249,299 video views on Facebook.

MPRN ENHANCES STAKEHOLDERS EXPERIENCE

New Mobile App Interface

MPRN upgraded its mobile app to deliver an up-to-date podcast with a faster loading time. Editorial and digital video content is also uploaded for access by MPRN's new mobile app.

SuperDeals

With rapidly growing technology and every-changing consumer behaviour, MPRN launched the first e-commerce storefront, SuperDeals, which can be accessed through each station's website. SuperDeals provides users with a new shopping experience while listening to streaming radio. Exclusive deals and promotional codes are also available for listeners and shoppers.

MPRN CONNECTS WITH ITS STAKEHOLDERS

Jamming Hot

Streaming live every Friday at 5:00 PM from Hot FM's Facebook, Jamming Hot invites viewers to post their comments or questions directed to the artists. Jamming Hot achieved a reach of more than 10 million on Facebook alone.

Geng Pagi Hot ("GPH") Tour

Hot FM breakfast announcers reached out to listeners in eight states to express gratitude and build personal connections with them. A live Outside Broadcast was held for greater interaction.

Hari Sukan Hot

In conjunction with the KL 2017 Sea Games, Hot FM organised *Hari Sukan Hot* in Kuala Terengganu on 18 August 2017. Telematch activities were held and attended by the locals and Hot FM's breakfast show announcers. Celebrities such as Khai Bahar, Wany Hasrita and Nabila Razali also took part.

Tweet it or Sakit

For two consecutive weeks in early 2017, Fly FM's listeners were invited to retweet the tweet of two breakfast announcers: Hafiz and Guibo. The announcer with the fewest retweets was punished. The response to this programme was overwhelming.

Lawak Karoks Tour

Celebrities of *Lawak Vaganza* (Hot FM) and *Super Karoks* (Kool FM) performed together and met the listeners and fans who had voted for them in the two competitions. The Tour was held in Mydin, Bt. Mertajam on 28 January 2017.

MPRN'S UNIQUE PARTNERSHIP TO ENHANCE LISTENER VALUE

In 2016, MPRN signed a zero-rated plan partnership with Umobile and Digi. Subsequently, we signed a second agreement with Maxis and Celcom for the same zero-rated plan in 2017. These partnerships allow listeners to stream our radio stations' mobile applications without using their data plans.

In 2017, MPRN also partnered with GPS navigation software company, Waze, to access the latest traffic update for each station.

SOCIAL : PRODUCT RESPONSIBILITY

MALAYSIA'S LARGEST LOCAL DIGITAL MEDIA ENTITY

In May 2017, we acquired Rev Asia Holdings, a subsidiary of Rev Asia Berhad which is one of Southeast Asia's leading digital media groups. The acquisition is timely as the Group has embarked aggressively on digital-based initiatives to reduce dependency on traditional media revenue.

Media Prima now has the third largest online reach in Malaysia after the digital conglomerates — Google and Facebook. This acquisition is a massive base to up-sell Media Prima's digital products and services by having a wider digital audience base in Malaysia. The Group's inventory contains a slew of digital products and consumer-based services including tonton, FullAMark, CJ Wow Shop and mobile apps that benefit from the additional reach provided by this acquisition.

Growing Presence in The Tech Industry

Media Prima Labs ("MP Labs") was heavily involved in the tech industry last year, establishing great relationships with tech companies such as MaGIC and MDEC. We contributed to both local and regional tech conferences throughout the year.

Media Prima Digital participated in Tech in Asia Singapore in May 2017 and Tech in Asia Jakarta in November 2017 to source regional contacts from startups, innovators, businesses and investors for potential collaboration. We also took a great deal of digital and tech learning from renowned people in the industry and applied it to our campaigns and projects.

As in the previous year, MP Labs was involved in Level UP KL, Southeast Asia's premier games developer conference. Held from 7 to 9 November 2017, this collaboration with MDEC further promoted our latest in-house mobile games to industry peers and partners.

The event commenced with a 36-hour hackathon session (from 4 November to 6 November 2017). 87 local, regional and international game developers were brought together to plan, design and create new mobile games for Media Prima's two key intellectual properties — *Ejen Ali* and *Mak Cun*. During the event, we also announced MyGameOn to the market. Our new localised game portal will hopefully create more gaming content for the local audience.

Recognition From Regional Marketers

Media Prima Labs won four gold and two bronze awards from Mob-Ex Awards 2017. The awards were received on 24 February for the *Ejen Ali: M.A.T.A Training Academy* and *Ejen Ali: Emergency mobile games*. Competing against 21 countries from South Asia, Southeast Asia, Australia and New Zealand, this prestigious marketing award acknowledges the MP Labs team's hard work and earned market recognition for creativity and innovation in the mobile landscape.

Utilising Big Data in Marketing

Media Prima Digital collected first-party data to develop audience segments for advertisers to reach their target audience more effectively. These audiences can be bought from all Media Prima websites and social media sites.

On 12 November 2017, audience+ was launched to agencies and marketers. The acquisition of Rev Asia Holdings in 2017 expanded our total reach to more than 10 million users. This allows advertisers to benefit from a wider reach by targeting specific audience interest segments. More efficient digital campaigns and better campaign performance are the result of connecting brands to the relevant audience.

Launching New Apps to Resonate With Local Audience

In 2017, MP Labs launched five new apps: Wanita, Kita Juara, Raudhah, MetroTV and MindCampus. Each app delivers unique content for different audiences.

WANITA

Helps females who lack confidence to attend public gyms or fitness classes with their fitness and beauty goals.

KITA JUARA

Updates football fans on the Malaysian football leagues from Super League, Premier League, Malaysia Cup and FA Cup

RAUDHAH

Provides exclusive videos from popular religious programmes such as *Al-Kulliyah*, *Tanyalah Ustaz* and *Halaqah*, accurate location-based prayer times, *azan* notifications and mosque and halal restaurant listings

METROTV

Delivers latest news, entertainment and lifestyle videos to users

MINDCAMPUS

Serves as a one-stop destination for students pursuing tertiary education with information on universities and scholarships, courses and university comparisons and a crowdfunding platform to fund users' studies

Compliance

Media Prima has a comprehensive quality control system that is regularly evaluated and improved. There have been no incidences of non-compliance 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 non-compliance with regulations or its own voluntary codes concerning the impacts on its operations.

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409: Forced or Compulsory Labor 2017	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	44
410: Security Practices 2017	410-1	Disclosure 410-1 Security personnel trained in human rights policies or procedures	44
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412: Human Rights Assessment 2017	412-1	Operations that have been subject to human rights reviews or impact assessments	44
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413: Local Communities 2017	413-1	Operations with local community engagement, impact assessments, and development programs	45
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414: Supplier Social Assessment 2017	414-1	New suppliers that were screened using social criteria	13
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416: Customer Health Safety 2017	416-1	Assessment of the health and safety impacts of product and service categories	53
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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 2017. 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 2017.

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 2017.

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 2018. 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, internal systems, 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 Standards.

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 2017;
- The verification was designed to provide limited assurance of whether the Sustainability Report is presented fairly, in all material aspects, and in accordance with the reporting criteria. It was not intended to provide assurance of the organisation's ability to achieve its objectives, targets or expectations on sustainability-related issues;
- Only the corporate office in Jalan Bangsar, the office in Sri Pentas and the office at the NSTP printing plant in Shah Alam were visited as part of this assurance engagement. The verification process did not include physical inspections of any of Media Prima's operating assets; and
- The verification team did not review any contractor or third party data.

Observations

Since 2015, Media Prima has strengthened its materiality determination process to enable better disclosure of the level of impact of each material issue along with the value chain. Media Prima had commissioned an independent study to gauge its stakeholders' perceptions of materiality issues within Media Prima and the importance of the issues to the organisation. 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 categorised into eight categories, namely the customers, shareholders and investors, interest groups, industry peers, value chain partners, 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 in year 2017, Media Prima has included Scope 1 – Direct Emission and Scope 2 – Indirect Emission only. 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 for the defined period. Based on reviewed information, the following was verified:

Greenhouse gas emissions (tCO ₂ e)	
Scope 1	Scope 2
2,561	42,047

Conclusion

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

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

- The level of accuracy of data included in the Media Prima Sustainability Report 2017 is fair and acceptable;
- The Sustainability Report was prepared in accordance with the GRI Standards: Core Option. 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;
- 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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Management System Certification Department
SIRIM QAS International Sdn. Bhd.
Date: 2 March 2018

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