

media prima

INVESTOR PRESENTATION
FINANCIAL & BUSINESS REVIEW
FOR THE FINANCIAL PERIOD ENDED
31ST MARCH 2018

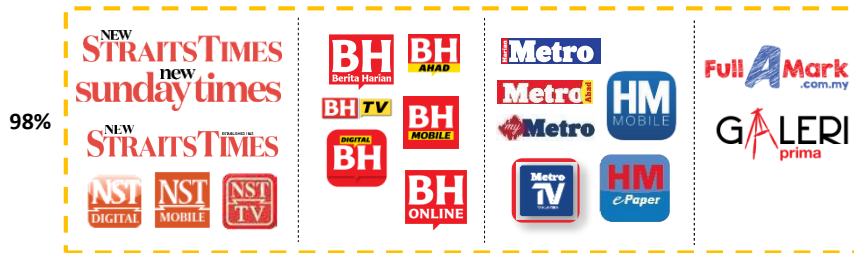
Media Prima Today



Television



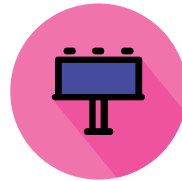
Print



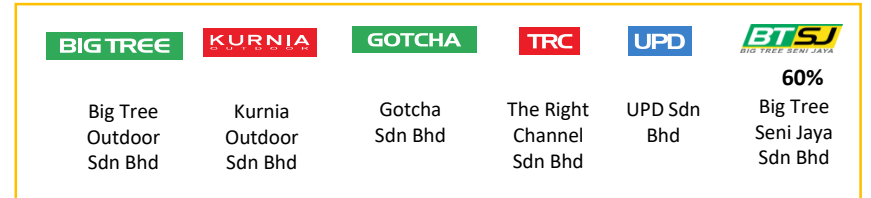
Content



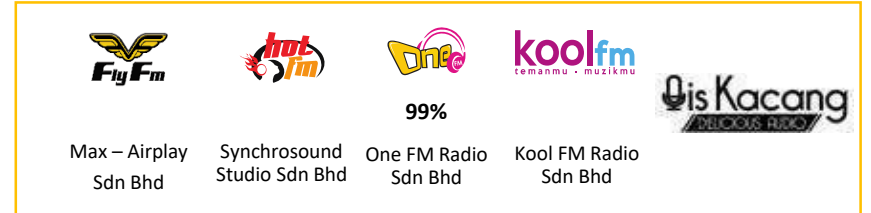
Digital Media



Out of Home



Radio



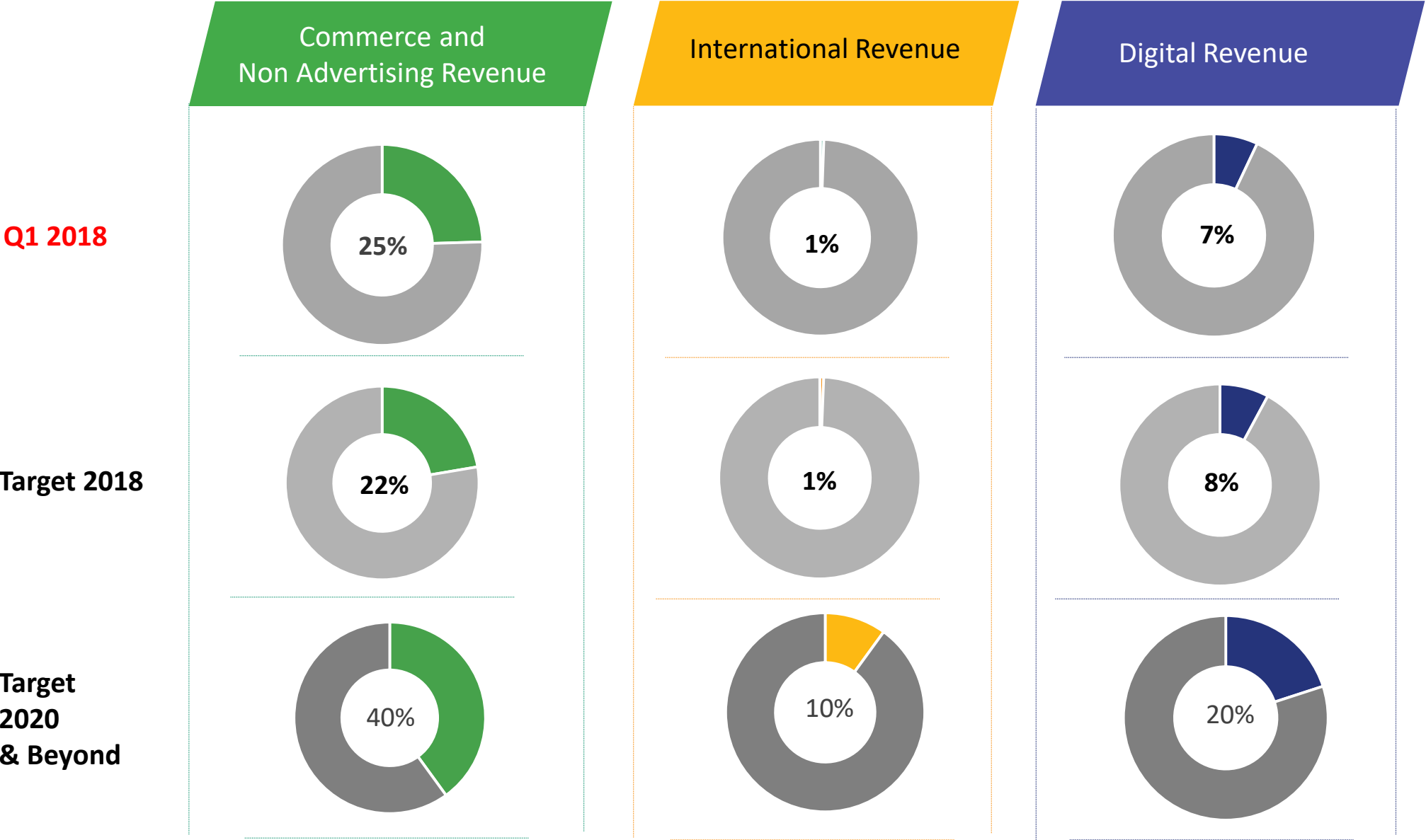
All entities are 100% owned, unless otherwise stated.

COMPANY BRAND

Fact sheet as at 31 March 2018

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,524.7m	RM744.8m	RM1,585.1m	RM265.2m	RM311.2m

Media Prima's Odyssey Progress





FINANCIAL REVIEW

Group EBITDA Turned Positive for Q1 2018

Significantly higher digital advertising, digital content and commerce revenue,
narrowing down LAT by 44%.

	Q1 2018 (RM '000)	Q1 2017 (RM '000)	Change (%)
Net Revenue	280,666	272,200	3
EBITDA / LBITDA	2,217	(8,051)	>100
LBT	(22,545)	(39,360)	43
LAT	(22,999)	(41,361)	44

Positive Progress of Group's Transformation Efforts

BAU revenue declined by 9.6% YoY

Odyssey revenue increased by 94.5% YoY, to RM64.7m in Q1 2018.

	BAU Q1 2018	Odyssey Q1 2018	Group Actual Q1 2018	BAU Q1 2017	Odyssey Q1 2017	Group Actual Q1 2017	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	251,553	68,783	320,336	281,714	36,073	317,787	1
Net revenue	215,938	64,728	280,666	238,917	33,283	272,200	3
Royalties	(511)	-	(511)	(609)	-	(609)	16
Net revenue after royalties	215,427	64,728	280,155	238,308	33,283	271,591	3
Direct costs	(83,956)	(34,896)	(118,852)	(91,997)	(20,977)	(112,974)	(5)
Contribution	131,471	29,832	161,303	146,311	12,306	158,617	2
Other income	4,689	386	5,075	6,043	344	6,387	(21)
Overheads	(131,752)	(32,409)	(164,161)	(144,811)	(28,244)	(173,055)	5
EBITDA / (LBITDA)	4,408	(2,191)	2,217	7,543	(15,594)	(8,051)	>100
Finance costs	(5,811)	(52)	(5,863)	(3,320)	-	(3,320)	(77)
Depreciation & amortization	(18,141)	(758)	(18,899)	(25,478)	(626)	(26,104)	28
Profit/(Loss) before associate	(19,544)	(3,001)	(22,545)	(21,255)	(16,220)	(37,475)	40
Share of associate's results	-	-	-	(1,885)	-	(1,885)	100
PBT/(LBT)	(19,544)	(3,001)	(22,545)	(23,140)	(16,220)	(39,360)	43
Taxation	85	(539)	(454)	(2,001)	-	(2,001)	77
PAT/ (LAT)	(19,459)	(3,540)	(22,999)	(25,141)	(16,220)	(41,361)	44
Minority interest	382	791	1,173	856	2,040	2,896	(59)
PATAMI/ (LATAMI)	(19,077)	(2,749)	(21,826)	(24,285)	(14,180)	(38,465)	43
EBITDA margin	2%	(3%)	1%	3%	(47%)	(3%)	
PATAMI margin	(9%)	(4%)	(8%)	(10%)	(>100%)	(14%)	

Positive Progress of Group's Transformation Efforts

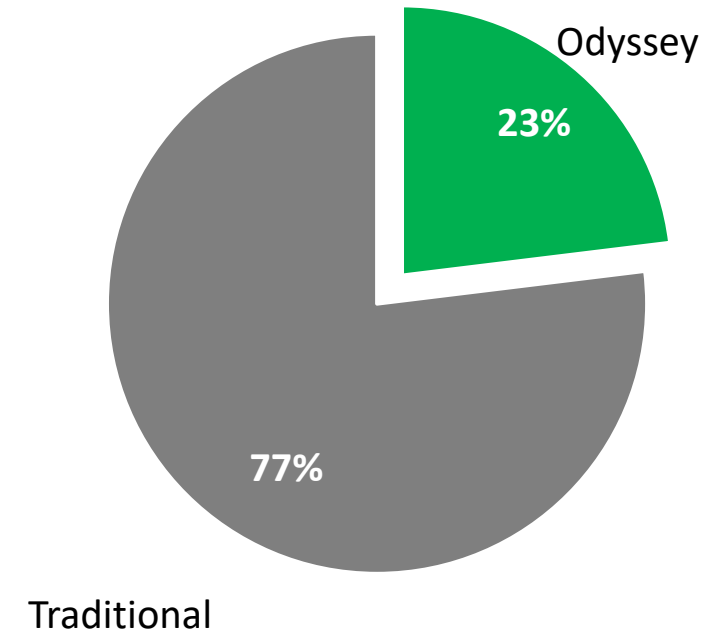
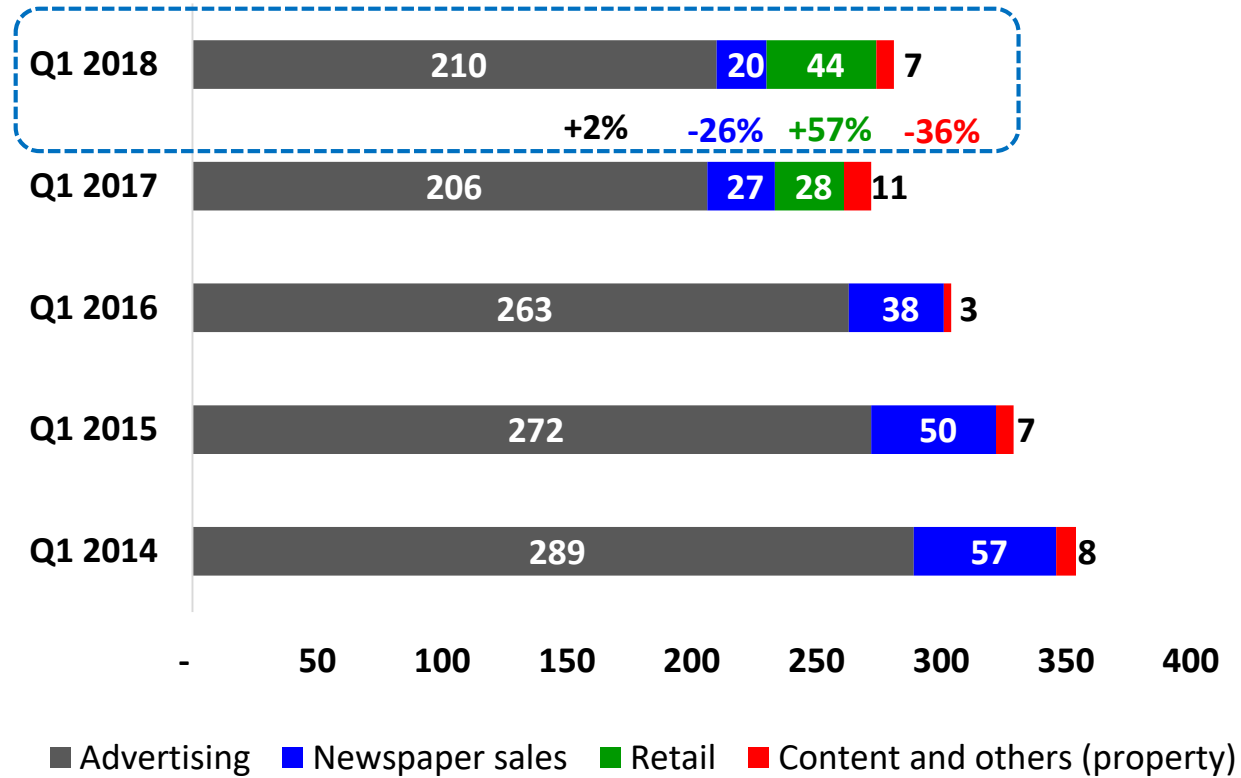
			TVN RM'000	Home Shopping RM'000	PWS RM'000	Radio RM'000	OOH RM'000	Print RM'000	Digital RM'000	Corporate RM'000	Consol Adjustment RM'000	Total RM'000
Net Revenue (after royalties)	YoY	Q1 2018	93,048	44,046	24,752	14,707	39,143	81,939	19,657	26,564	(63,701)	280,155
		Q1 2017	107,648	27,732	26,374	12,250	37,750	82,879	9,919	55,412	(88,373)	271,591
		Growth(%)	(14)	59	(6)	20	4	(1)	98	(52)	N/A	3
EBITDA	YoY	Q1 2018	(23,856)	(1,259)	6,286	6,347	7,830	3,553	4,549	2,855	(4,088)	2,217
		Q1 2017	(10,228)	(3,827)	1,926	2,522	11,179	(5,792)	1,551	30,182	(35,564)	(8,051)
		Growth(%)	(>100)	67	>100	>100	(30)	>100	>100	(91)	N/A	>100
PAT/ (LAT)	YoY	Q1 2018	(34,676)	(1,614)	6,265	5,752	4,469	(2,192)	3,405	(2,801)	(1,607)	(22,999)
		Q1 2017	(23,029)	(4,164)	1,359	2,051	7,089	(16,965)	190	26,921	(34,813)	(41,361)
		Growth(%)	(51)	61	>100	>100	(37)	87	>100	(>100)	N/A	44

Positive Progress of Group's Transformation Efforts

	Traditional			Digital			Home Shopping			Group		
	Q1 2018	Q1 2017	Growth	Q1 2018	Q1 2017	Growth	Q1 2018	Q1 2017	Growth	Q1 2018	Q1 2017	Growth
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	191,658	205,085	(7)	17,711	4,743	>100	-	-	-	209,369	209,828	(0.2)
Circulation	21,431	26,770	(20)	-	-	-	-	-	-	21,431	26,770	(20)
Commerce	1,311	3,470	(62)	1,355	1,499	(10)	44,046	27,732	59	46,712	32,701	43
Content	2,419	2,128	14	-	-	-	-	-	-	2,419	2,128	14
Property and others	735	773	(5)	-	-	-	-	-	-	735	773	(5)
Total	217,554	238,226	(9)	19,066	6,242	>100	44,046	27,732	59	280,666	272,200	3

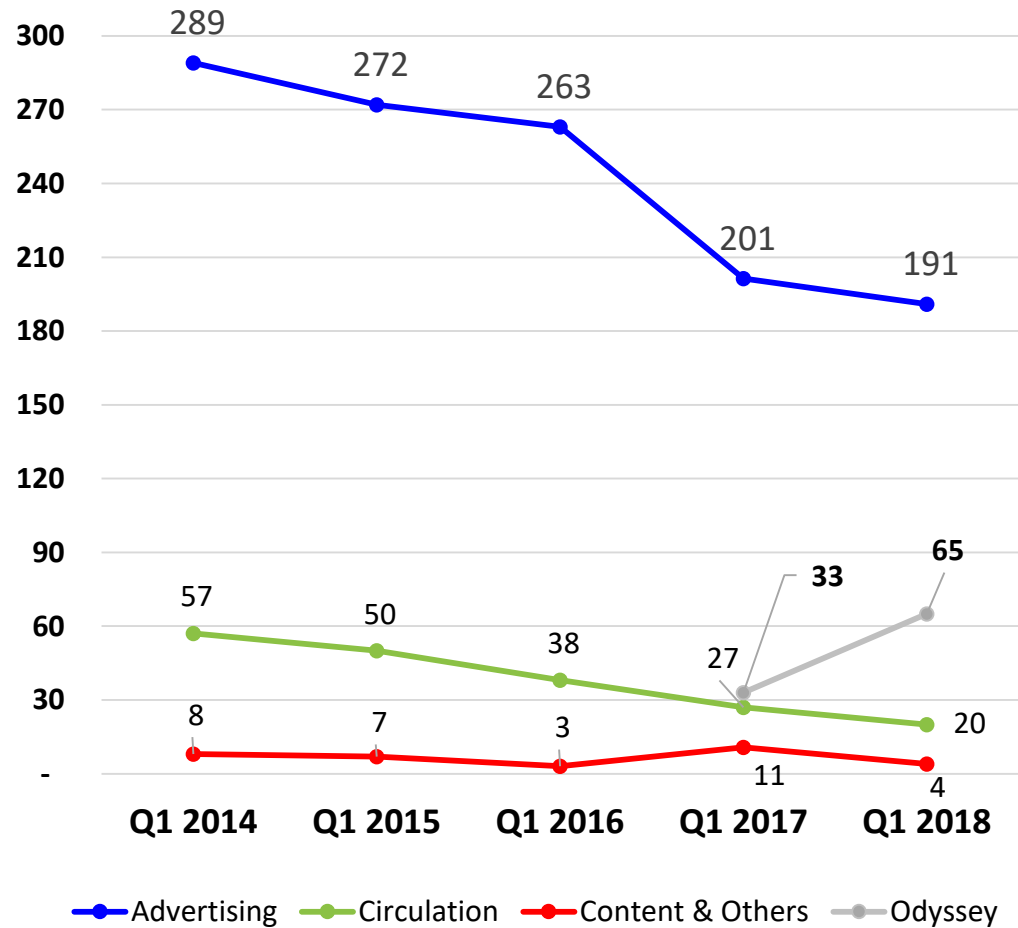
Positive Progress of Group's Transformation Efforts

Odyssey contribution to net revenue increased to 23% (2017: 12%)

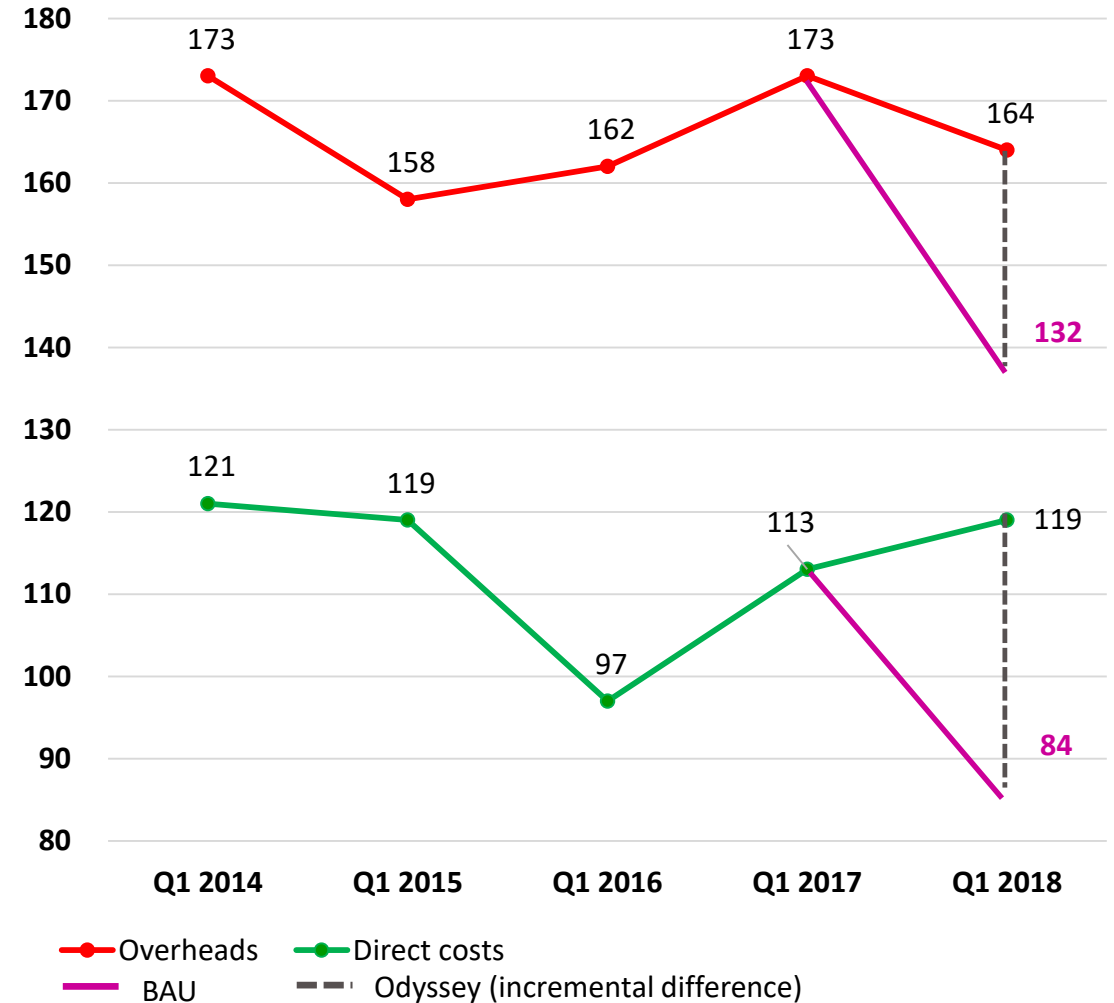


Cushioning Revenue Decline with Continuous Cost Management

Net Revenue

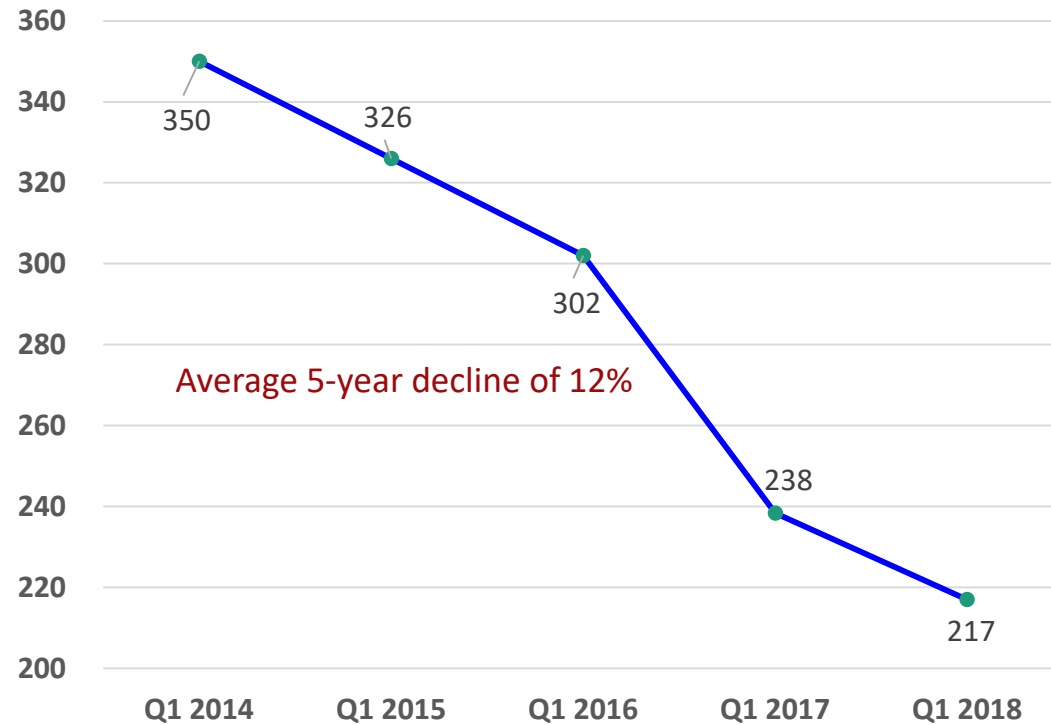


Direct costs & Overheads

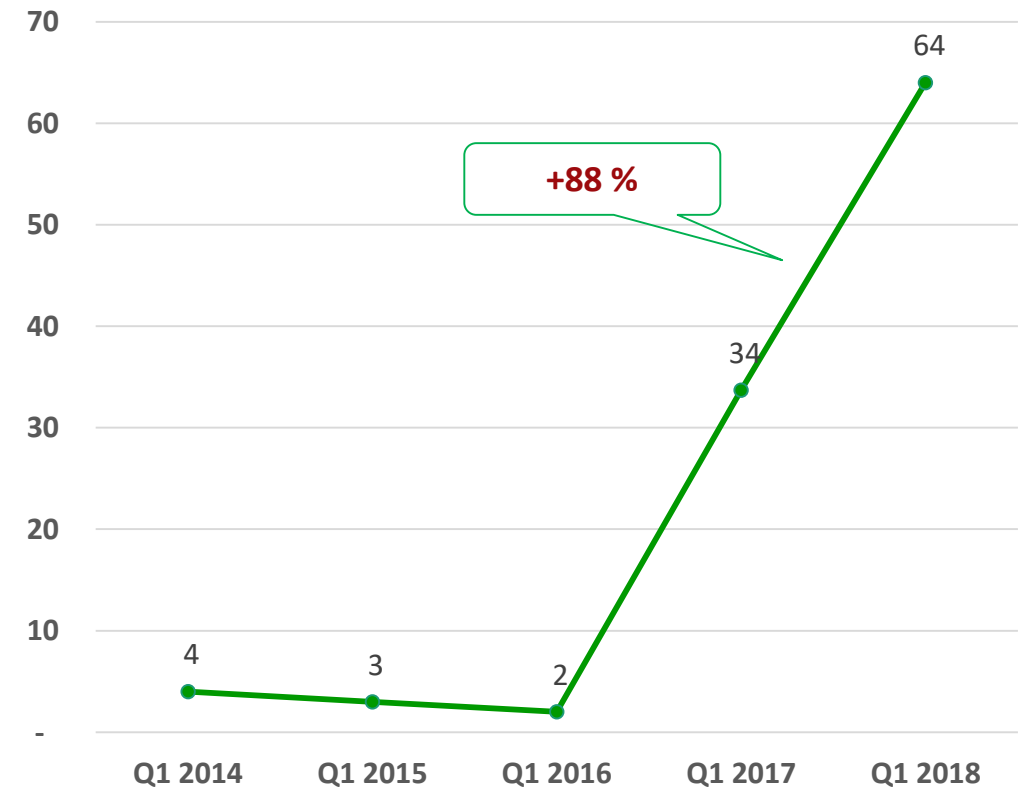


Growing New Businesses while Defending Traditional Business

MPB Total Traditional Revenue



MPB Total Consumer & Digital Revenue

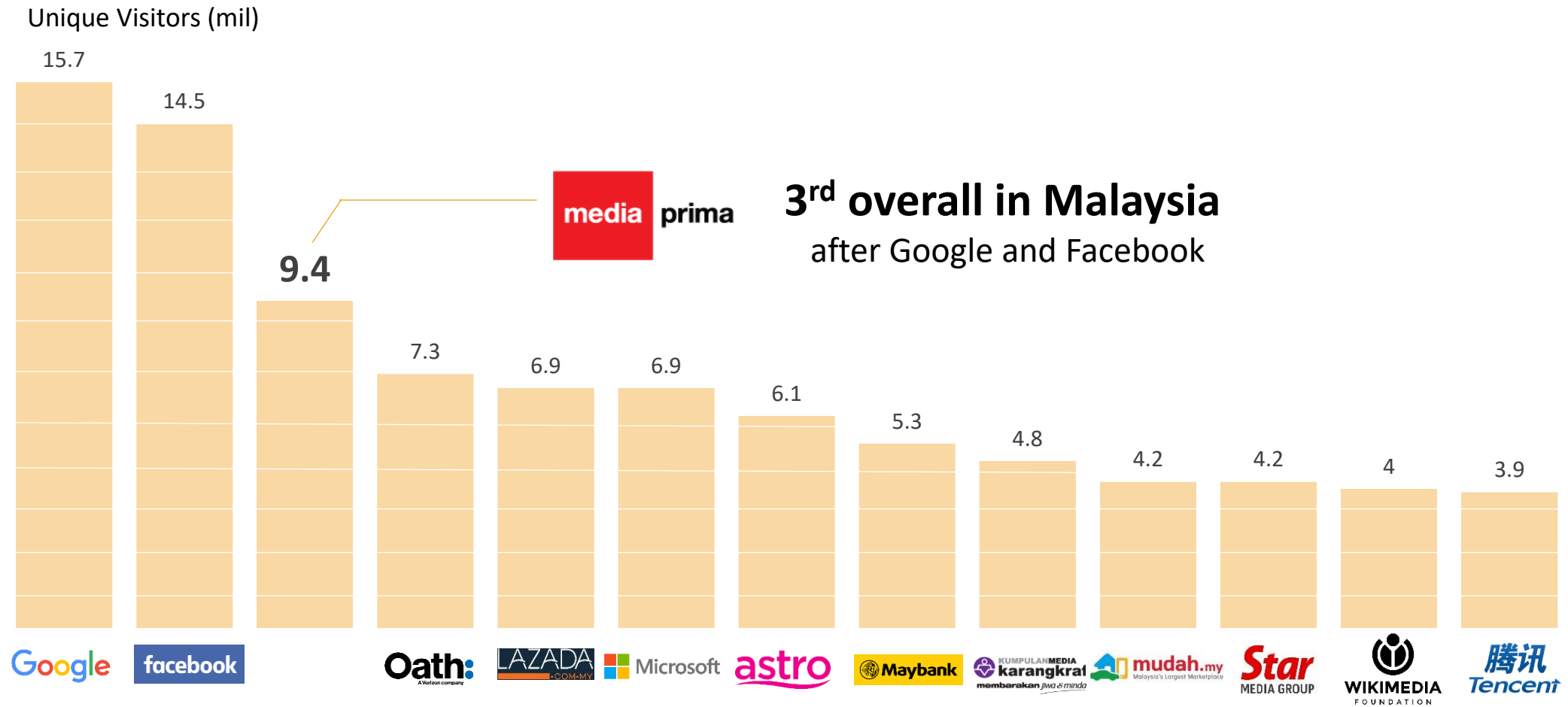


Encouraging growth of new revenue since the launch of Project Odyssey underscores progress of our transformation plan

DIGITAL MEDIA



#1 Malaysian Digital Media Company by Audience Size

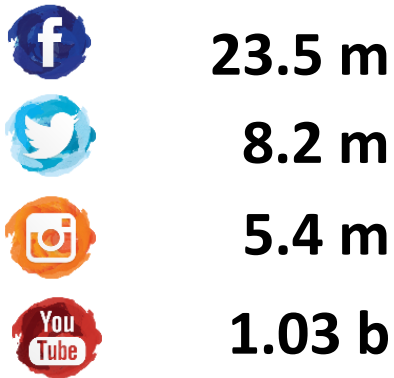


Source: Comscore MMX March 2018

MPB's Massive Digital Reach for Monetisation

Social Media

Followers/ Views



Publishing

130.5 m Monthly Page Views

18.3 m Monthly Unique Visitors



Audio

3.0 m Online Listenership

1.0 m Listens per Month



Video

5.8 m Page Views



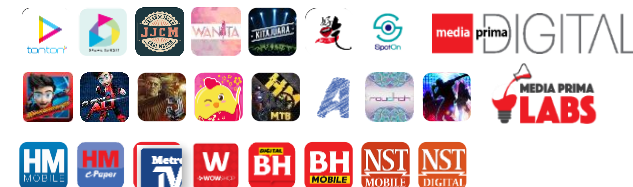
Online

22.6 m
Monthly Visitors



Mobile

>6.0 m
Downloads



Info updated as at 31 March 2018.

NSTP's Digital Revenue Increased by 89% YoY

NEW
STRAITS TIMES
ESTABLISHED 1845

11.0 m

Monthly average
page views

3.6 m

Monthly average
Unique visitors



586,979

Total no. of likes



27,527

Total no. of followers



593,908

Total no. of followers



11,554

Total no. of subscribers

BH
ONLINE

38.8 m

Monthly average
page views

6.1 m

Monthly average
Unique visitors



4,964,562

Total no. of likes



430,749

Total no. of followers



1,203,155

Total no. of followers



57,974

Total no. of subscribers

Mobile Apps

334.9k

App. Downloads



E-paper

102.2k

App. Downloads



Mobile TV

66.3K

App. Downloads



my Metro

80.7 m

Monthly average
page views

8.6 m

Monthly average
Unique visitors



4,734,025

Total no. of likes



204,105

Total no. of followers



813,661

Total no. of followers



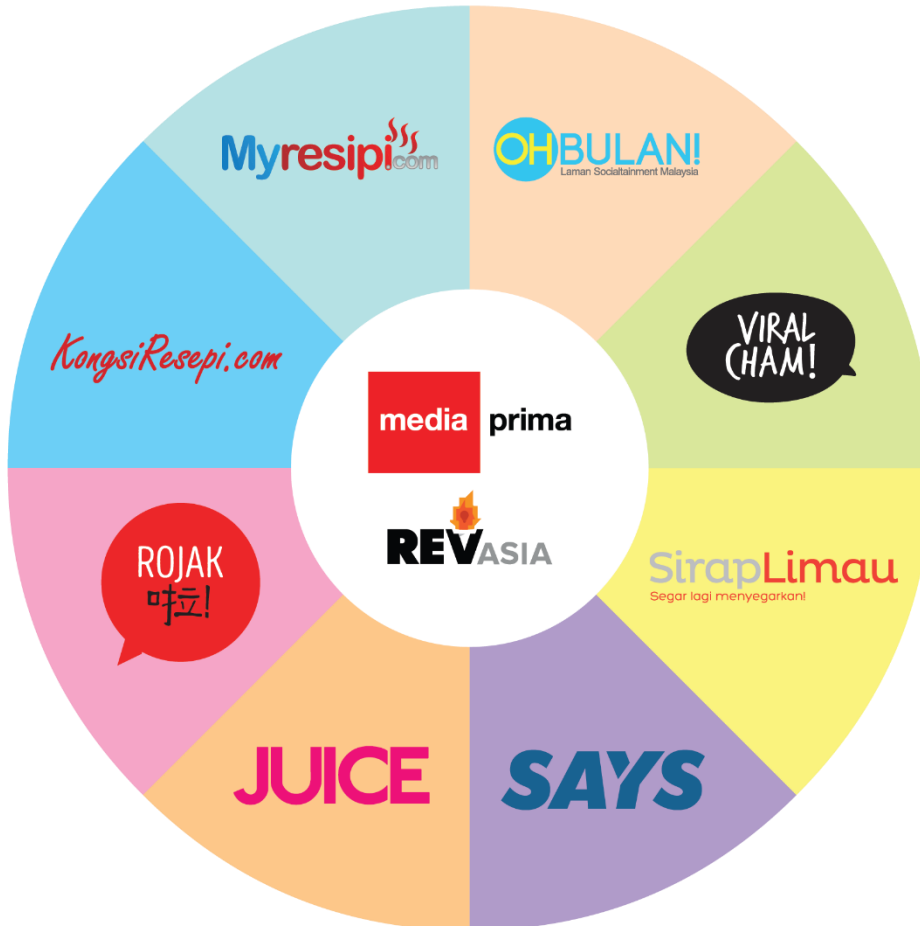
136,947

Total no. of subscribers

Source: Google Analytics

New Digital Assets Contributed 47% to Media Prima Digital

New Digital Assets Fortifying Competitive Position



8.4 m

Monthly Average
Unique Visitors

27.2 m

Monthly Average
Page Views



5.6m followers



66.4k subscribers

Source: Google Analytics, Facebook & Youtube as at 31 March 2018

Tonton Remains Malaysia's Top Online Video Streaming Service

tonton

12.9m
Monthly Page Views  **27%**
QoQ

1.035b
Minutes Streamed  **51%**
QoQ

7.8m
Registered Users  **3%**
QoQ

1.3m
Average Monthly Visits  **30%**
QoQ

Expansion in
2017


















available on **50 aircrafts**
1.5 million potential
audience monthly



OVER 30,000 hours of content, **80% local**
LIVE TV + Premium Channels,
PREMIUM VIRTUAL LIVE
Exclusive LIVE events in **HIGH DEFINITION**
Video **AD-FREE** experience
Binge watch **EXCLUSIVE** content, dramas & more
BEFORE IT EVEN HITS TV

Source: Google Analytics, Gigya, Ooyala as at 31 March 2018

Radio's Digital Revenue Increased by >100% YoY

						
						As at 31 March 2018 :
 Total listenership/month	1,098,472	3,717,071	2,042,625	1,336,656	384,752	 5.3m
 Average Unique/month	116,641	536,404	196,505	128,919	-	 2.2m
 Unique Mobile	41,977	202,629	89,475	49,105	-	
 Unique Website	74,664	333,775	107,030	79,814	-	 1.7m
 Average Listening Hours	9 to 23 minutes	8 to 30 minutes	10 to 30 minutes	10 to 35 minutes	-	 0.5m
 Total Downloads in Q1	8,765	24,570	10,172	9,542	8,726	

Source: RadioActive, Singapore

IP Extensions on Digital Platforms via MP Labs

Q1 2018

Total
Active Users
2,085,729

Total
Page Views
15,611,571

Apps Cumulative Active Users/ Total page Views



1,021,122/ 2,978,662



459,487/ 1,080,977



196,171/ 301,229



132,043/ 4,340,260



71,225/ 4,532,338

Source : AppAnnie , Unity Platform ,Google Analytics

Key Focus in Q1 2018



Digital On Ground Activations in series of #GoGegaria Fest :

- MyGameOn – Esports tournament /games
- Muslimah (Wanita) – Fitness Activity & Lifestyle tips
- JJCM – Food trucks & cooking demo

Key update in Q1 2018

- Launched DIA Mobile App (Based on IP- DIA)



Tying All of Our Digital Efforts Together

Rich data mining platform across
all our digital properties



Audience +

- Allows marketer to create **target audiences** based on a combination of in-depth first party and third-party audience data.
- **Collect data** from across Media Prima sites, apps and ad campaigns.
- Use these data (hierarchies) to create **audience segments**, selecting the specific demographics, interests and actions we want to target against.
- Run **campaigns across multiple** ad formats (display, video, audio, mobile & content)

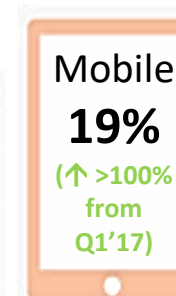
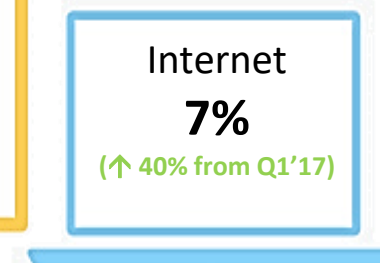
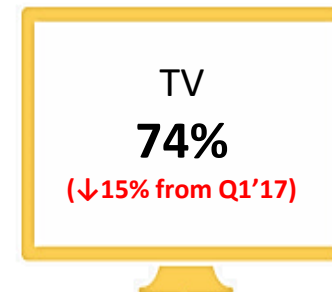
COMMERCE



Home Shopping Revenue Increased by 59% YoY

771k Customer Base ↑ >100% growth from Q1 2017

	Q1 '18	Q1 '17
Total net sales	RM44mil	RM28mil
Total quantity of items sold	263,375	149,342
Total registered customers	129,664	91,458
Total new SKUs	64	71



Top 3 best selling items in Q1 2018, based on net sales amount:



**Mugen Glass Top
Infrared Cooker**



**ILO Rainbow Marble
Pan Set**



**Zucca Super Porcelain
Titanium Pot**

Time Slot



			
6:00am – 7:00am (Mon – Sun) <i>The WOW Show S2</i> 1:00pm – 1:23pm (Mon) <i>Live!</i>	10:30am - 2:30pm (Mon – Fri) 10:30am - 1:30pm (Sat – Sun) 12:00am - 1:00am (Mon – Sun)	6:00am - 9:30am (Mon – Fri) 6:00am – 9:00am (Sat – Sun) 8.40am – 9.30am (Wed - Fri) <i>Live!</i>	8:30am - 1:00pm (Mon – Sun, except Fri) 8:30am - 5:00pm (Fri) 11:00pm – 1:00am (Mon – Fri) 12:00am - 1:00am (Sat – Sun) <i>The WOW Show S2</i> 10:00am – 10:50am (Thu) <i>Live!</i> 10:00am – 12:00pm (Tue – Sun) <i>Live!</i> 1.30pm – 2.00pm (Tue – Thu, Sat – Sun) <i>Live!</i>



Target Audience

	Primary		Secondary
	Malay	Chinese	Malay and Chinese
Age	27 – 50 years old housewives	30 – 55 years old housewives	18 – 35 years old mass female
Monthly Household Income	RM3K – RM5K	RM3K and above	RM2K – RM7K
Geography	Rural and urban areas		

Education Vertical Revenue Increased by >100% YoY.

48% conversion rate (Q1 2017: 46%)
from registered to paid subscribers

67,584

Monthly Average
Pages Views

5,288

No. of unique
Paid Subscribers



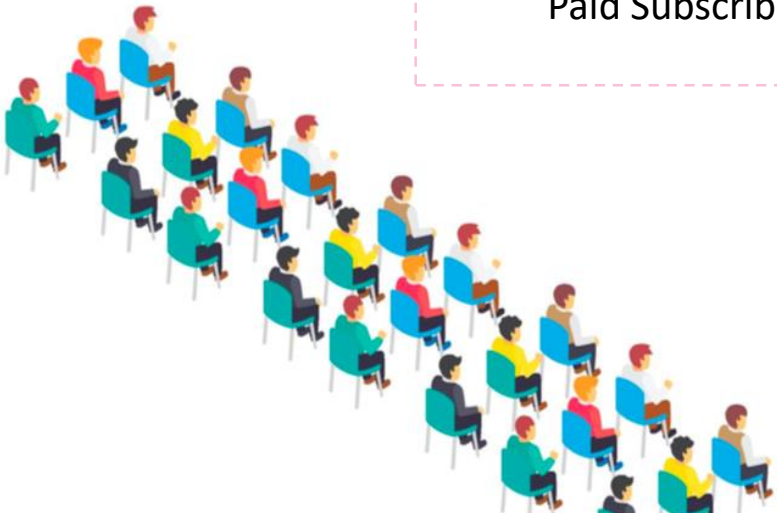
72,874

Total Apps
Download

17,513

Monthly Average
Unique Visitors

Source: Google Analytics as at 31 March 2018



Local Content Production and Distribution to Markets Outside Malaysia

EJEN ALI



- Average viewership of 1.68 million
- Telecast on Disney Asia, MNC TV Indonesia & Suria TV Singapore
- Highest viewership of 1.4 million in Indonesia
- 'MATA spy jet' launched as part of the Misi Aspirasi AirAsia campaign
- Partook in MPB's Gegaria event

INTERNATIONAL SALES

- Global distribution through OTT & online platform



CO-PRODUCTION



Rural Business Challenge



Konsert Rock Mentor

CONTENT CLIENTS

- Currently sells content to more than 50 countries
- Clients include:



FILM

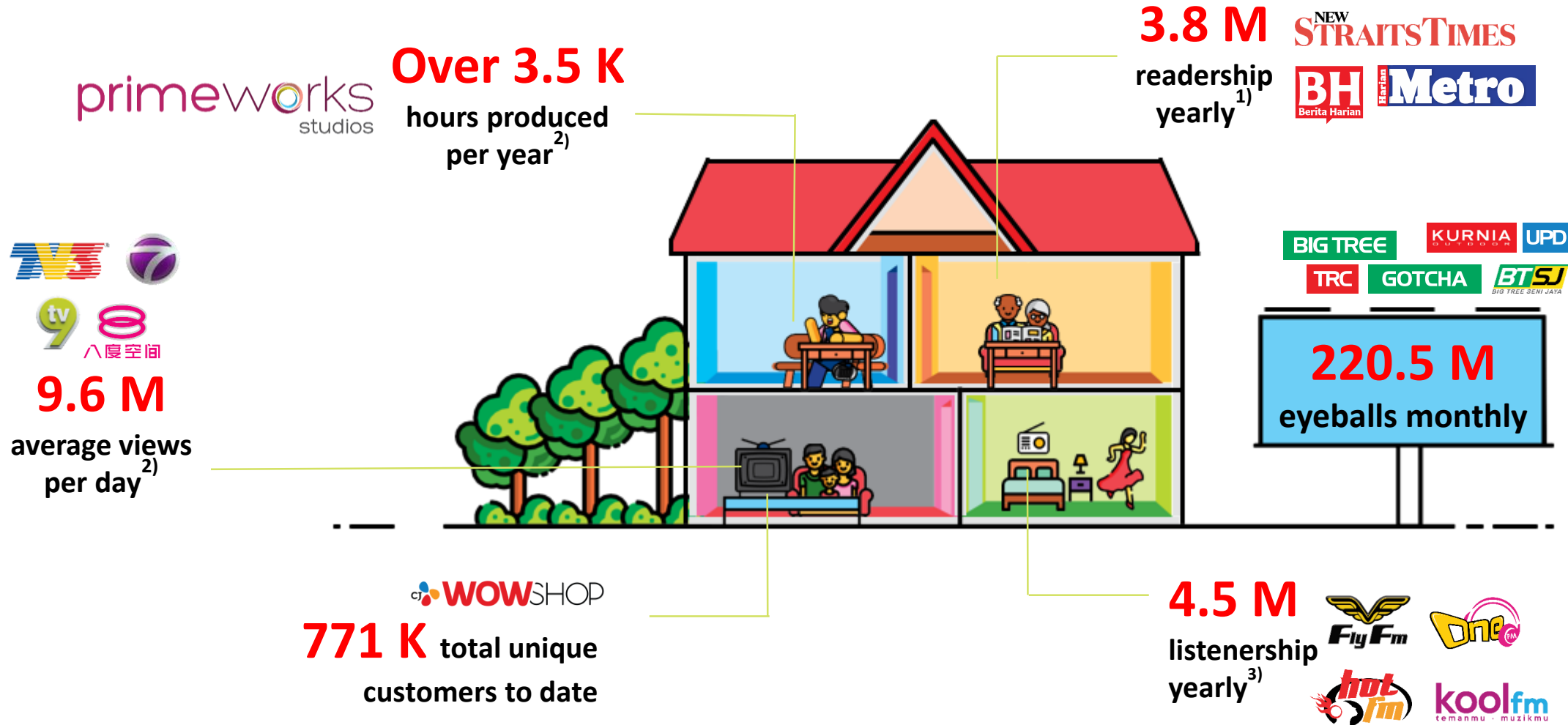
- Upcoming Film- Pulang The Movie



NON-DIGITAL & NON-COMMERCE



Media Prima's Unparalleled Non-Digital Reach to Mass Audience



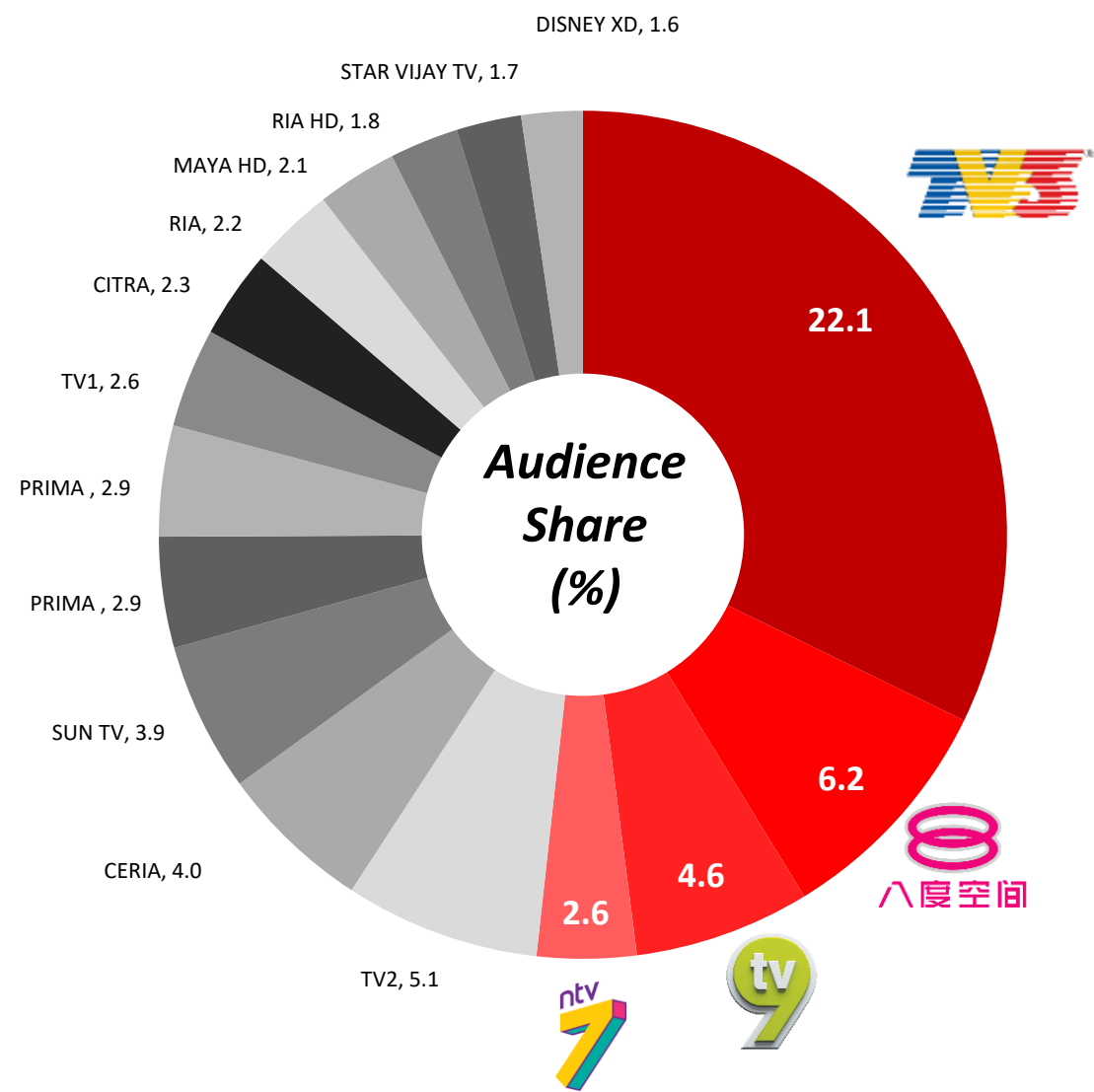
1) Source: Nielsen (survey period Jan 2018 - Mar 2018)

2) Source : Nielsen TAM (Jan 2018 – Mar 2018)

3) Source: Survey 2, 2017: GfK Radio Audience Measurement

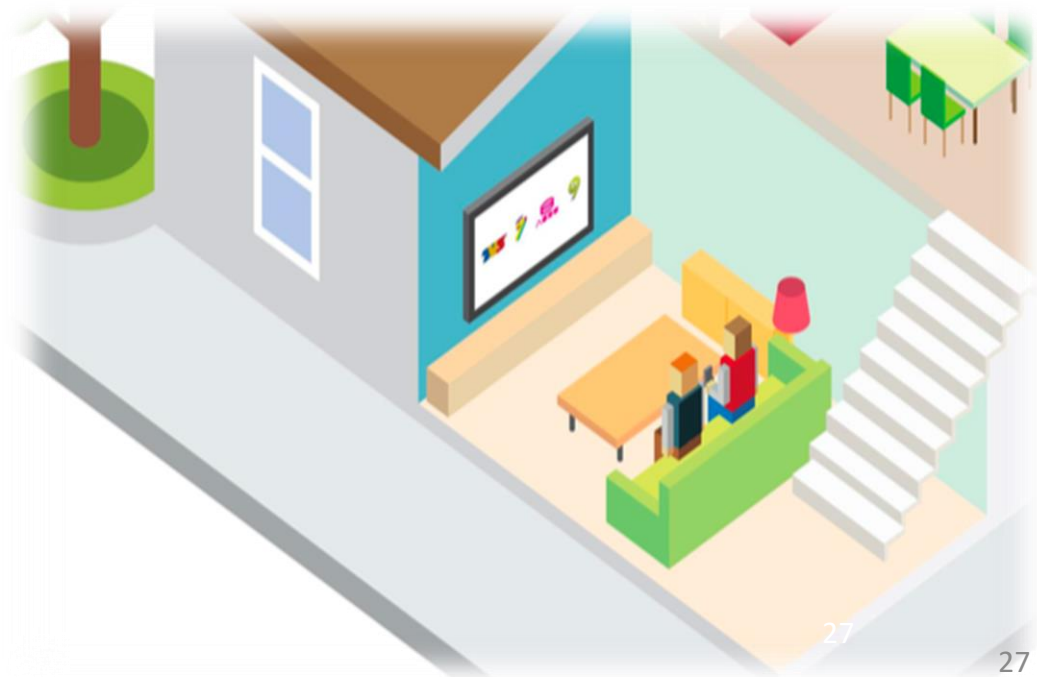
Info updated as at 31 March 2018

Leading the Competition Across All Stations and Channels



Captured
35.5%
of total audience share

Source: Nielsen Audience Measurement (1 January – 2 April 2018)





ntv7 Rebranding – Reaching Today's Modern Malaysians

New programme line-up starting March 2018



Feel Good Show
TX: Starting 5 Mar
Daily, 8am



It's Alif!
TX: Starting 5 Mar
Tuesday, 9.30pm



Drop The Beat
TX: Starting 5 Mar
Saturday, 8.30pm



Kata Serasi?
TX: Starting 5 Mar
Monday, 9.30pm



Dapur Kongs!
TX: Starting 5 Mar
Monday, 10am



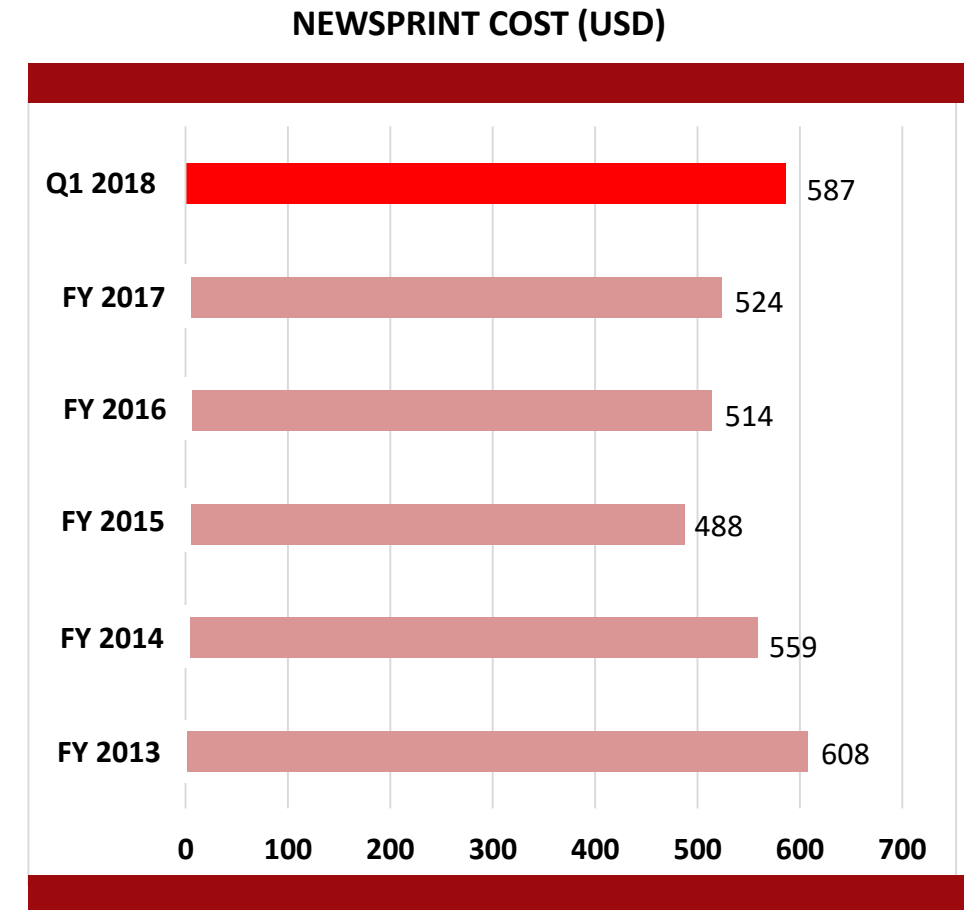
POP! EXPRESS
TX: Starting 5 Mar
Monday - Thursday, 6.30am



POP! TV
TX: Starting 9 Mar
Friday, 9.30pm

Managing Changing Patterns in Newspaper Circulation

	CIRCULATION		READERSHIP	
	July – Dec 2016	Jan – Jun 2017	Jan 2016 – Dec 2016	Jan 2017 – Dec 2017
NEW STRAITS TIMES	54,490	44,779	168,000	162,000
new sunday times	55,998	49,396	138,000	123,000
BH Berita Harian	91,229	91,648	991,000	849,000
BH AHAD	90,809	77,614	976,000	847,000
Harian Metro	142,262	133,003	2,935,000	2,196,000
Metro Ahad	154,548	142,795	3,093,000	2,601,000
	589,336	539,235	8,301,000	6778,000



Source:

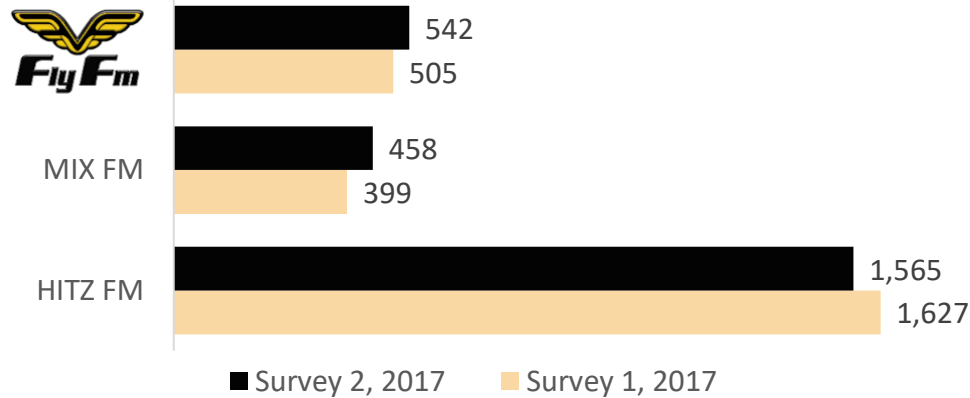
Circulation – Audit Bureau of Circulations
Readership – Nielsen Media Research

Radio Listenership

No 2 English Radio Listenership in the Country

ENGLISH LISTENERSHIP AGE BELOW 30

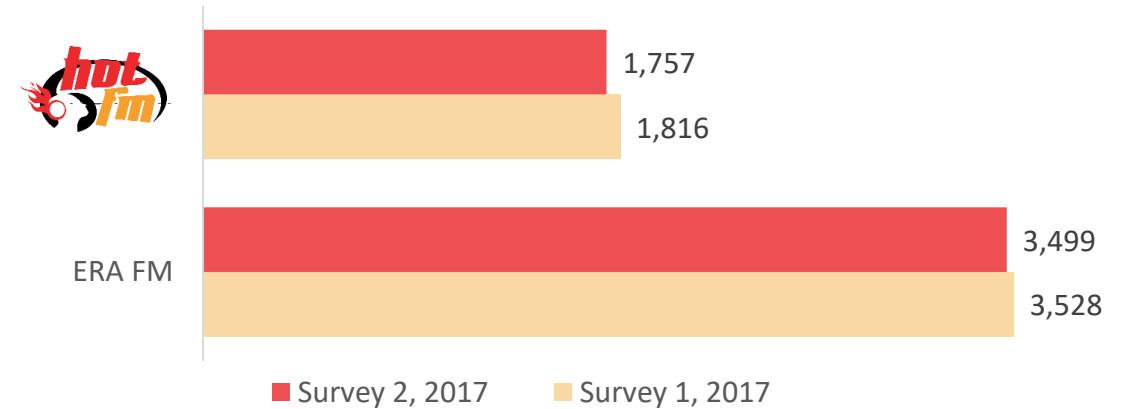
(CUME in '000)



Hot FM attracts 2.6 million Urban Listeners

MALAY LISTENERSHIP AGE BELOW 30

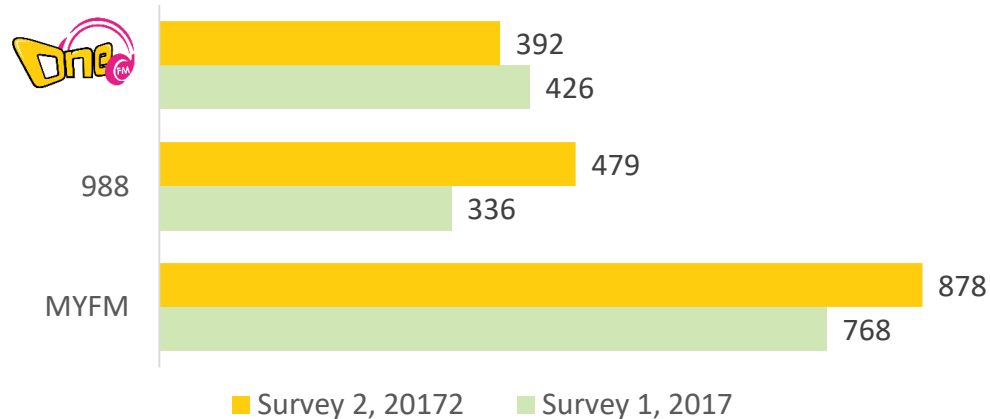
(CUME in '000)



No 2 Breakfast Show for Chinese market aged below 30

CHINESE LISTENERSHIP AGE BELOW 30

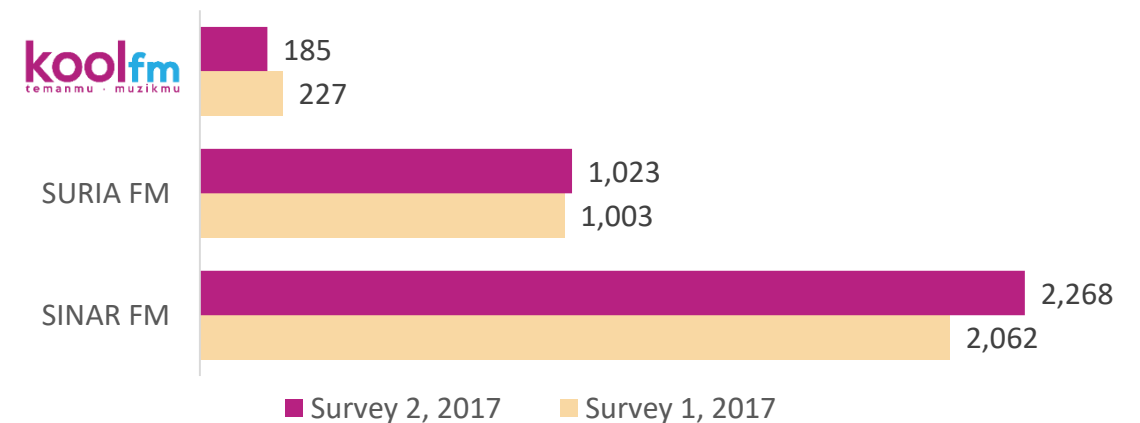
(CUME in '000)



No. 2 Malay Language Station for the Time Spent Listening

MALAY LISTENERSHIP AGE 25-44

(CUME in '000)



Widening Competitive Position beyond Conventional Billboards

Significantly investing in new billboard designs and technologies has enabled us to stay ahead of our competitors and garner higher yield





MOVING FORWARD



Remain Resilient and Relevant

Malaysia's 1st Integrated Digital-Centric Event

The Special Digital First to reach the young target audiences.

A festival to create a 'space' for the community to connect, share and inspire through driving sustainable platform of interest for the millennial in Malaysia in term of experience.



YouTube TV3Malaysia
#GegariaFestVideos
1.8M VIEWS

FACEBOOK LIVE STREAMING
1.5M VIEWS
6.8M REACH

Instagram ALONE
2.5M ENGAGEMENTS



220,000 TURN UP



SOCIAL MEDIA BUZZ
50,000 MENTIONS
3.1M ENGAGEMENTS





THANK YOU

For more information, visit
www.mediaprima.com.my
for inquiries, suggestions & comments

Note: This presentation may contain forward-looking statements which are based on MPB's current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified by forward-looking words like "would", "intend", "hope", "will", "may", "should", "expect", "anticipate", "believe", "estimate", "predict", "continue", or similar words. Forward-looking statements involve risks and uncertainties which could cause actual outcomes and results to differ materially from MPB's expectations, forecasts and assumptions. We caution that these forward-looking statements are not statements of historical facts and are subject to risks and uncertainties not in the control of MPB, including, without limitation, economic, competitive, governmental, regulatory, technological and other factors that may affect MPB's operations. Unless otherwise required by law, MPB disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Although we believe the expectations reflected in forward-looking statements are reasonable we cannot guarantee future results, levels of activity, performance or achievements.