



WOWSHOP

tonton
www.tonton.com.my



myMetro



primeworks
distribution

primeworks
studios



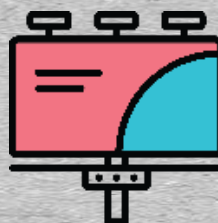
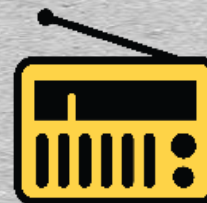
NEW STRAITS TIMES

NEW STRAITS TIMES ONLINE



media

prima



koolfm
temanmu - muzikmu



GOTCHA

TRC the &unit



UPD

gb
grand brilliance

KURNIA
OUTDOOR

BIGTREE

NST
DIGITAL

NST
MOBILE

NSTP



tech
kingdom

media prima
DIGITAL

INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 31st March 2017
29th May 2017

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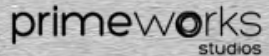
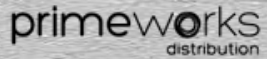
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Section 1 : Media Prima Today



Mission and Vision

New vision and mission to ensure 2020 target achievement

Vision

The leading
digital-first
content and
commerce
company

Mission

To enrich lives by
informing,
entertaining, and
engaging
across all media

Media Prima today

TELEVISION



100%

Sistem Televisyen Malaysia Berhad



100%

Ch-9 Media Sdn Bhd



100%

Metropolitan TV Sdn Bhd



100%

Natseven TV Sdn Bhd

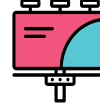


51%

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



OUT-OF-HOME



100%

Big Tree Outdoor Sdn Bhd



100%

Kurnia Outdoor Sdn Bhd



100%

Gotcha Sdn Bhd



100%

The Right Channel Sdn Bhd



100%

UPD Sdn Bhd



60%

Big Tree Seni Jaya Sdn Bhd

PRINT



98%

The New Straits Times Press (Malaysia) Berhad



CONTENT



100%

Primeworks Studios Sdn Bhd



100%

Primeworks Distribution Sdn Bhd



100%

Alternate Records Sdn Bhd



100%

The Talent Unit Sdn Bhd



RADIO



100%

Max - Airplay Sdn Bhd



100%

Synchrosound Studio Sdn Bhd



99%

One Fm Radio Sdn Bhd



100%

Kool FM Radio Sdn Bhd
(formerly known as Copyright Laureate Sdn Bhd)

DIGITAL MEDIA



100%

Media Prima Digital Sdn Bhd



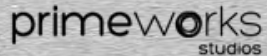
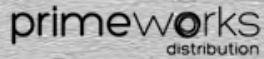
COMPANY



BRAND

Fact sheet as at 31 March 2017

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings	PDS Ratings (RAM)
RM1,109.2m	RM1,444.9m	RM2,075.5m	RM373.9m	RM303.3	AA1/P1 (CP/MTN)

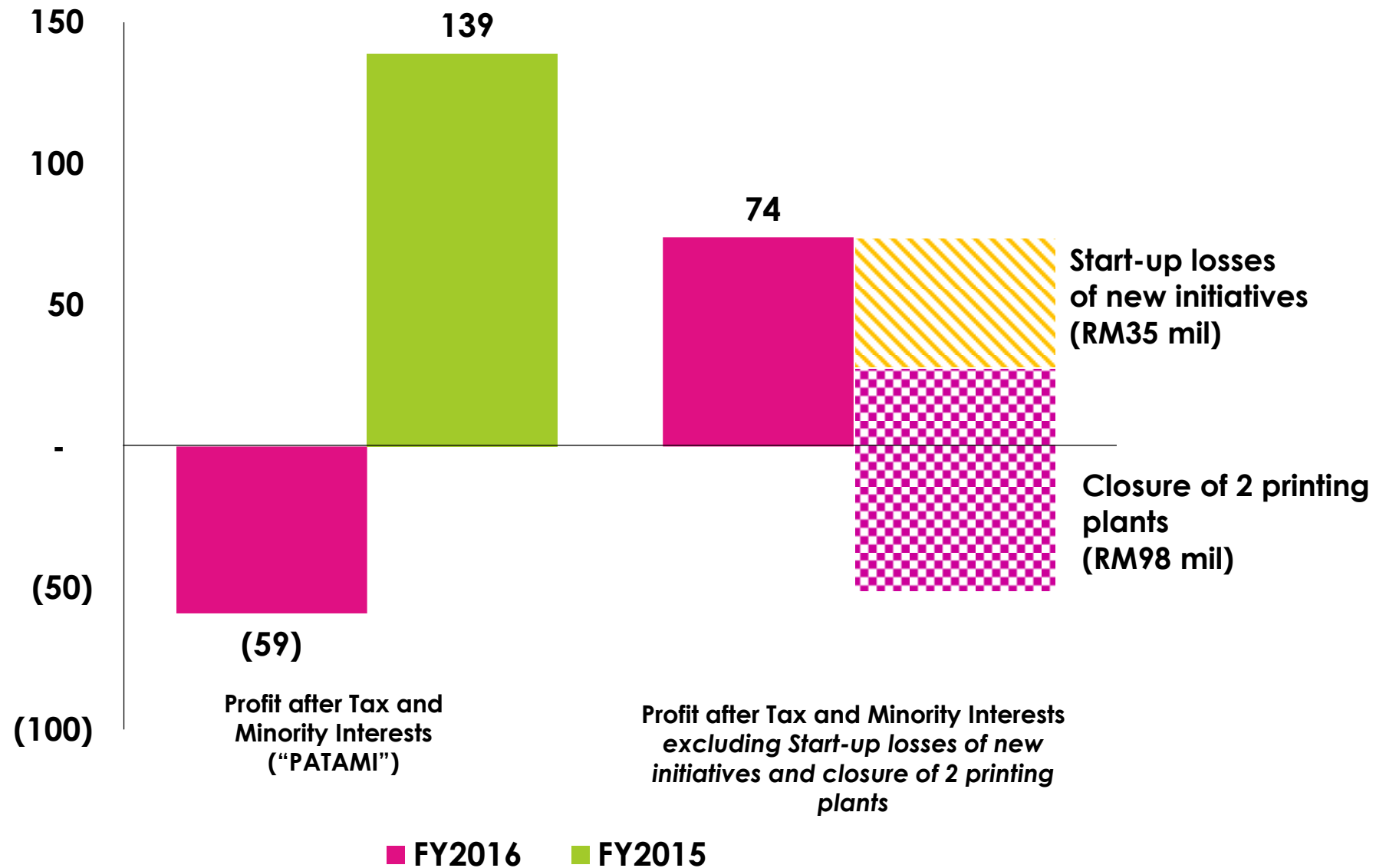


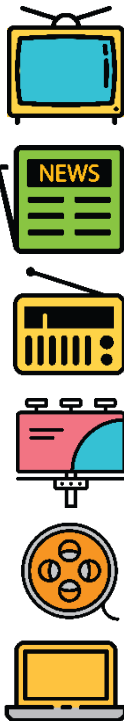
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Section 2 : Group Financial Performance

Recap 2016





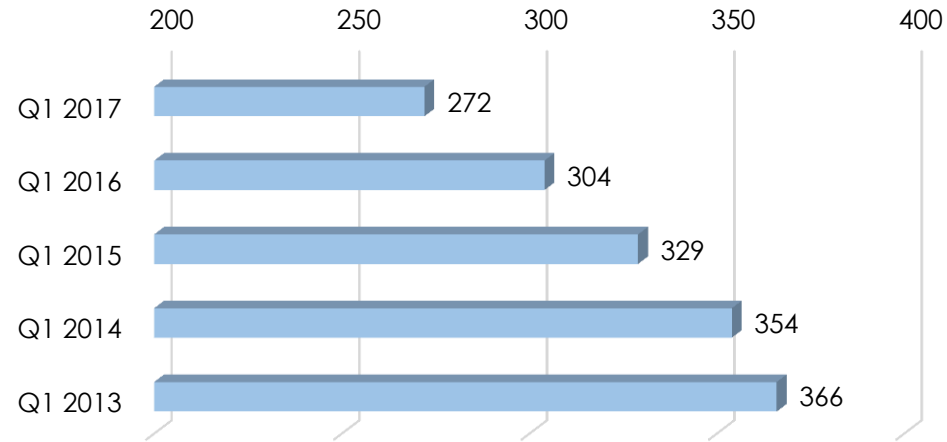
Q1 2017 Financial Highlights

	Q1 2017 (RM)	Q1 2016 (RM)	Change
Net Revenue	272.2 mil	304.1 mil	(10%)
Direct Cost	113.0 mil	96.9 mil	(17%)
Overheads	173.1 mil	162.3 mil	(7%)
EBITDA/(LBITDA)	(8.1 mil)	49.9 mil	(>100%)
PBT/ (LBT)	(39.4 mil)	21.3 mil	(>100%)
PATAMI/(LATAMI)	(38.5 mil)	17.2 mil	(>100%)

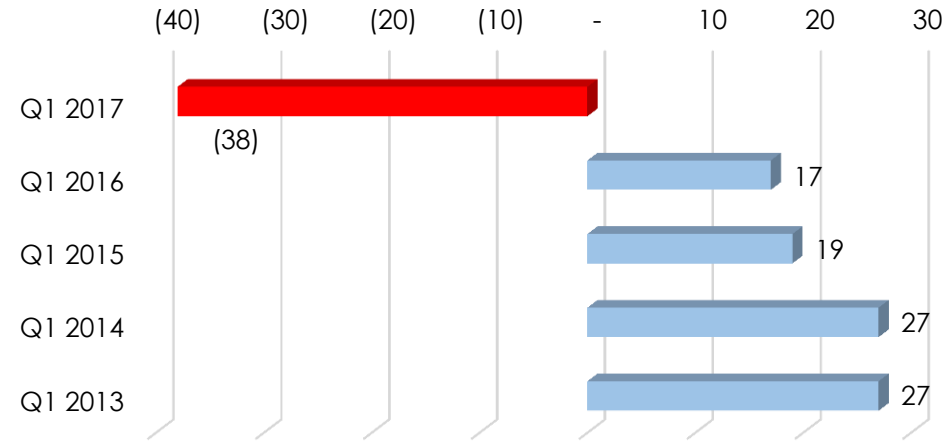


5-year performance summary

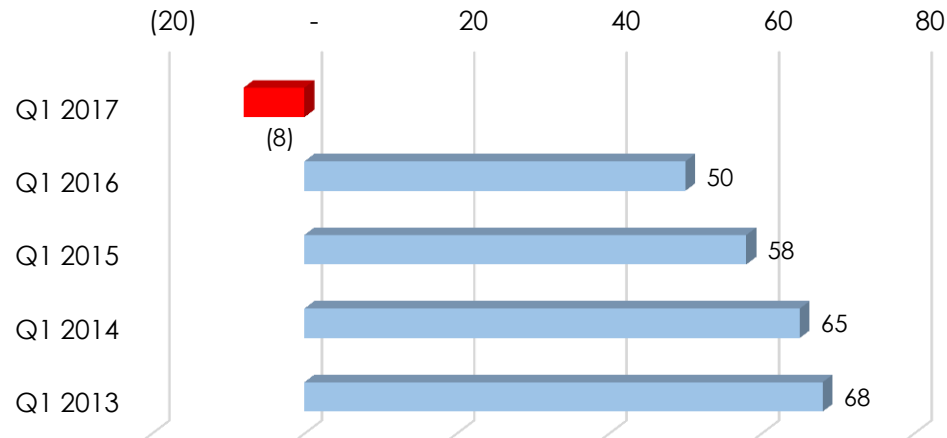
Group Net Revenue - RM 272m
(Q1 2016: RM304m)



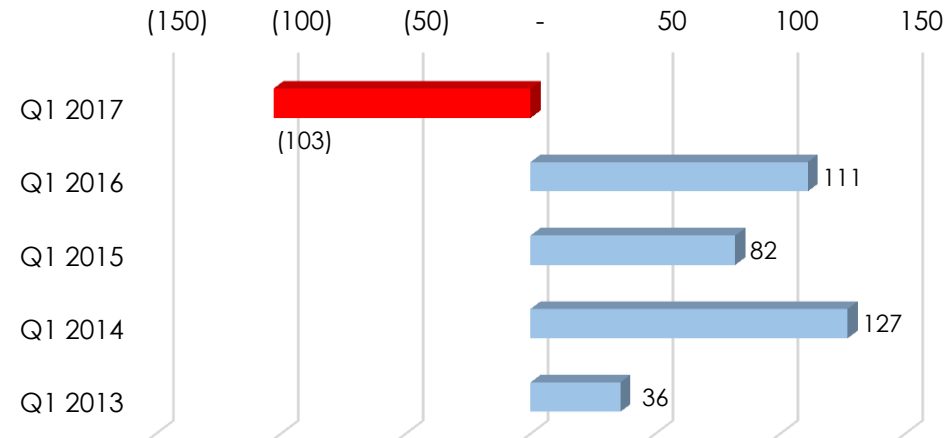
Group PATAMI/ (LATAMI) - (RM 38m)
(Q1 2016: RM17m)



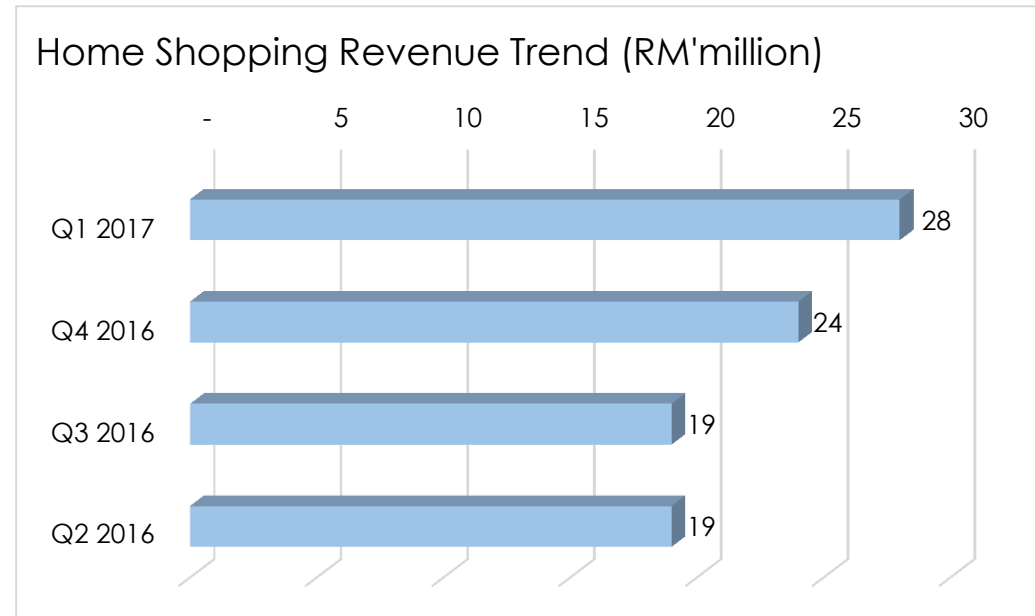
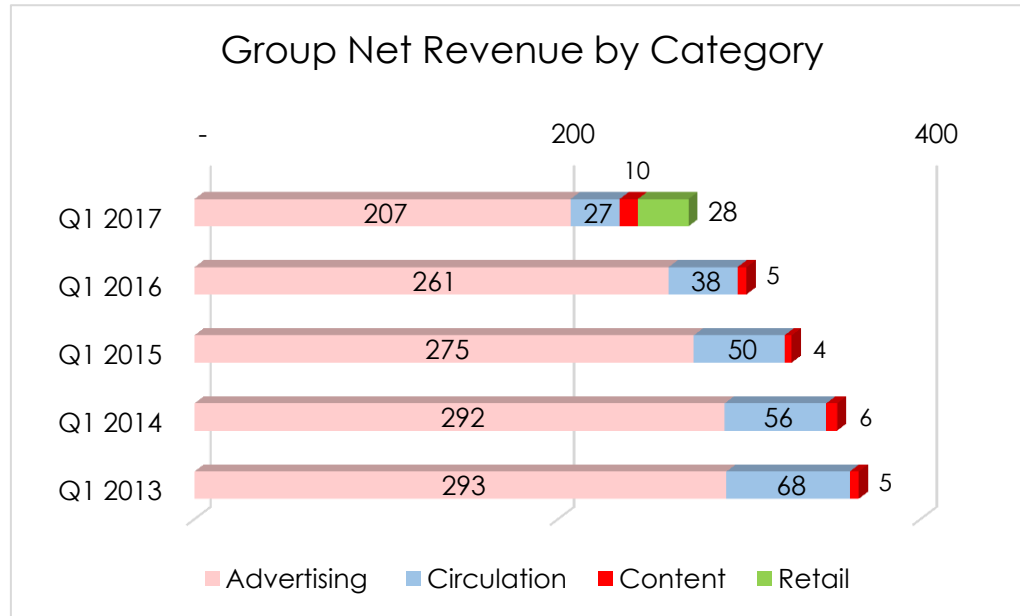
Group EBITDA/ (LBITDA) - (RM8m)
(Q1 2016: RM50m)



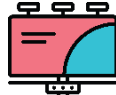
(Accumulated Losses)/ Retained Earnings -
(RM103m) (Q1 2016: RM111m)



5-year performance summary



- Growth in content and new consumer revenue by 100% and >100% YoY respectively
- Retail revenue contributes to about 10% to the Group's net revenue – Revenue from Home-Shopping of approximately RM27.7m for Q1 2017
- Net ad revenue contracted by 21% YoY, affected by the soft Adex and subdued market sentiment.
- Circulation revenue was lower by 29% YoY in tandem with declining global circulation trend.



Group financial performance

	Q1 2017 (RM'000)	Q1 2016 (RM'000)	Change (%)
Gross revenue	317,787	359,553	(12)
Net revenue	272,200	304,063	(10)
Royalties	(609)	(703)	13
Net revenue after royalties	271,591	303,360	(10)
Direct costs	(112,974)	(96,880)	(17)
Contribution	158,617	206,480	(23)
Other income	6,387	5,738	11
Overheads	(173,055)	(162,286)	(7)
EBITDA/(LBITDA)	(8,051)	49,932	(>100)
Finance costs	(3,320)	(3,378)	2
Depreciation & amortisation	(26,104)	(25,836)	(1)
Profit/(Loss) before associate	(37,475)	20,718	(>100)
Share of associate's results	(1,885)	574	(>100)
PBT/(LBT)	(39,360)	21,292	(>100)
Taxation	(2,001)	(4,052)	51
PAT/ (LAT)	(41,361)	17,240	(>100)
Minority interest	2,896	6	>100
PATAMI/ (LATAMI)	(38,465)	17,246	(>100)
EBITDA margin	-3%	16%	
PAT margin	-14%	6%	

- Revenue declined by 10% compared to Q1 2016 mainly attributed to lower advertising and newspaper sales as traditional media faced ongoing challenges of subdued Adex and the shift to digital media.

- While the group has ventured into new digital and consumer-based business initiatives to compliment the Group's traditional media segments, these initiatives remain in gestation period.

- The Group recorded an LAT of RM41.4 million against PAT of RM17.2 million in Q1 2016.



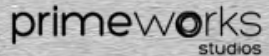
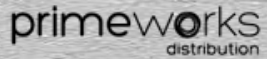
Financial performance by media platform

RM'000		TVN	Radio	OOH	Print	Digital	Content Creation	Home Shopping	Corporate	Consol Adjustment	Total
Gross Revenue	Q1 2017	132,621	14,635	41,335	96,004	9,919	26,374	27,732	55,412	(86,245)	317,787
	Q1 2016	170,161	17,522	39,212	128,713	8,596	26,482	-	65,493	(96,626)	359,553
	Growth %	(22)	(16)	5	(25)	15	(0)	n/a	(15)	11	(12)
Net revenue (after royalties)	Q1 2017	107,648	12,250	37,750	82,879	9,919	26,374	27,732	55,412	(88,373)	271,591
	Q1 2016	139,242	14,638	36,600	110,173	8,596	26,482	-	65,493	(97,864)	303,360
	Growth %	(23)	(16)	3	(25)	15	(0)	n/a	(15)	10	(10)
EBITDA / (LBITDA)	Q1 2017	(10,227)	2,522	11,179	(5,792)	1,551	1,926	(3,827)	30,184	(35,567)	(8,051)
	Q1 2016	16,628	5,369	11,959	10,663	1,495	3,947	-	42,862	(42,991)	49,932
	Growth %	(>100)	(53)	(7)	(>100)	4	(51)	n/a	(30)	17	(>100)
Depreciation & Interest expenses	Q1 2017	12,802	471	2,440	9,288	1,361	16	337	3,263	(554)	29,424
	Q1 2016	10,693	674	2,357	11,968	989	22	-	3,319	(808)	29,214
	Growth %	(20)	30	(4)	22	(38)	27	n/a	2	(31)	(1)
PBT/ (LBT) before associate	Q1 2017	(23,029)	2,051	8,739	(15,080)	190	1,910	(4,164)	26,921	(35,013)	(37,475)
	Q1 2016	5,935	4,695	9,602	(1,305)	506	3,925	-	39,543	(42,183)	20,718
	Growth %	(>100)	(56)	(9)	(>100)	(62)	(51)	n/a	(32)	17	(>100)
PAT / (LAT)	Q1 2017	(23,029)	2,051	7,089	(16,965)	190	1,359	(4,164)	26,921	(34,813)	(41,361)
	Q1 2016	5,935	3,669	7,297	(931)	506	3,201	-	39,543	(41,980)	17,240
	Growth %	(>100)	(44)	(3)	(>100)	(62)	(58)	n/a	(32)	17	(>100)

Dividend Announcement

- At the AGM of the Company held on 27 April 2017, the shareholders approved the payment of a single tier dividend of 4.0 sen per ordinary share for the financial year ended 31 December 2016 to be paid on 30 June 2017 to Depositors whose name appear in the Record of Depositors at the close of business on 2 June 2017.
- No dividends have been declared by the Board of Directors for the quarter ended 31 March 2017 (2016: Nil).





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Section 3 : Media Prima Odyssey Strategy

Media Prima's Position and Challenges

MPB's position under pressure, 6 global challenges faced with 5 directions to overcome challenges

6 global challenges to distort market by 2020 with market reshaping driven by Digital & e-commerce

1 Decline in Print



2 Growing video, but consumption mode changing



3 Shift in adex to digital, dominated by Google, Apple, Facebook, Amazon ("GAFA")



4 Mobile-first



5 Consumers engagement via multiple platforms



6 e-commerce



5 directions

to overcome challenges

Move to digital



Focus on B2C segments



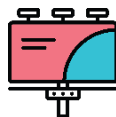
Create localized and relevant content



Unlock dormant assets



Revamp operations & organization

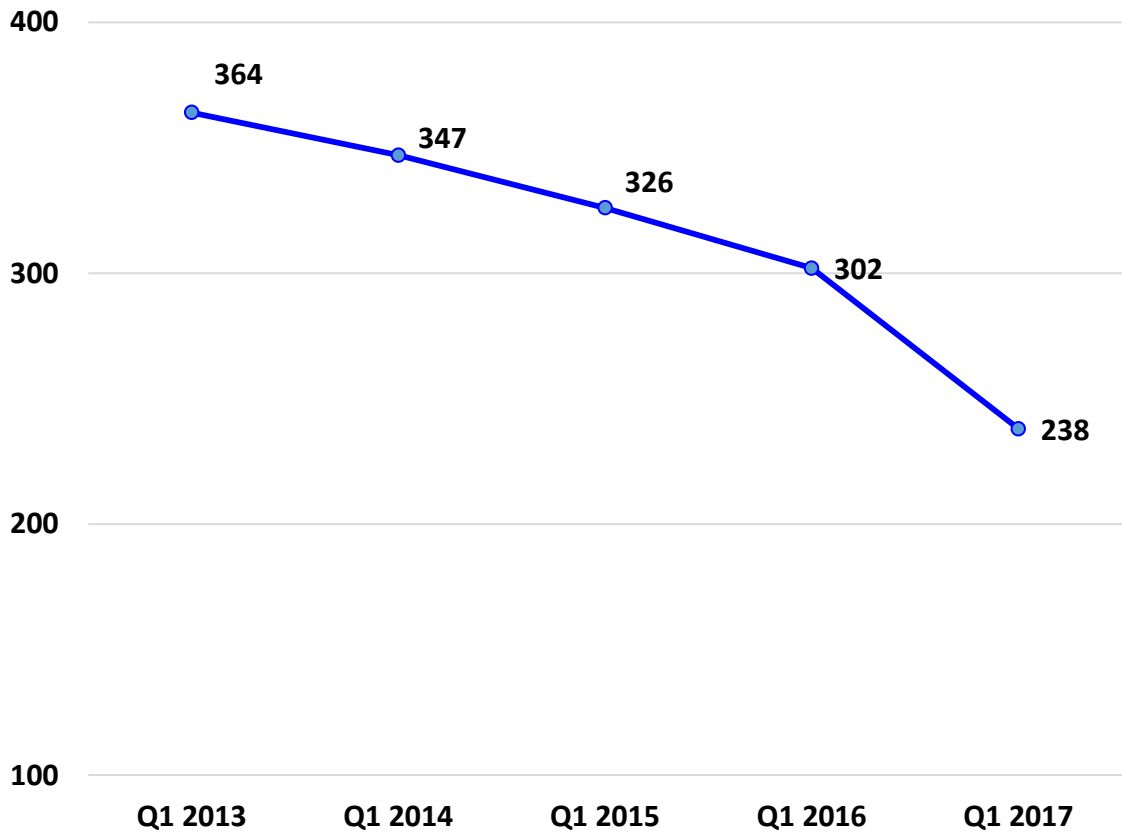




Financial Trends

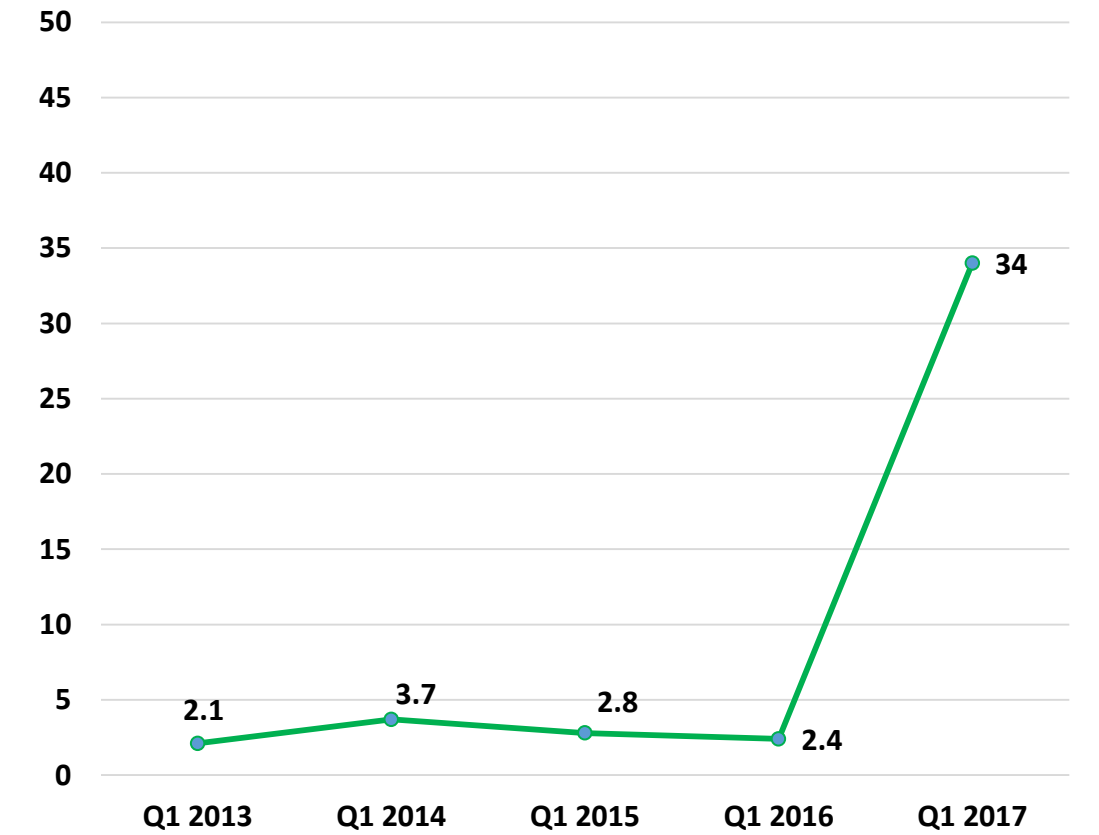
Prospects to grow new business while remaining true to core competencies – content and platform

MPB Total Traditional Revenue



Declining traditional revenue especially from traditional advertising and newspaper circulation is increasingly a challenge for the Group

MPB Total Digital and Commerce Revenue



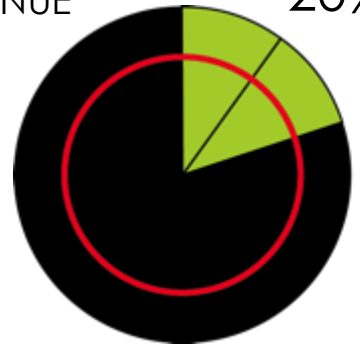
Digital advertising, digital content and consumer revenue has seen an encouraging increase since the launch of Project Odyssey

Odyssey Strategy – Revenue and Focus Shift



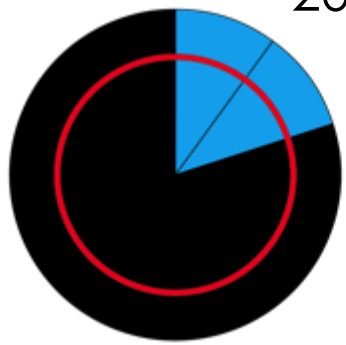
Where we are at

REVENUE 20%



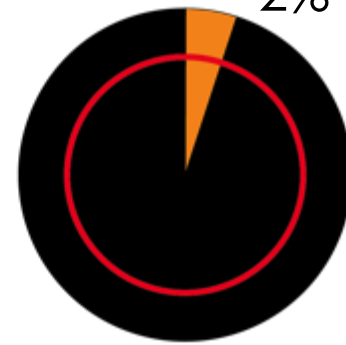
NON-AD

20%



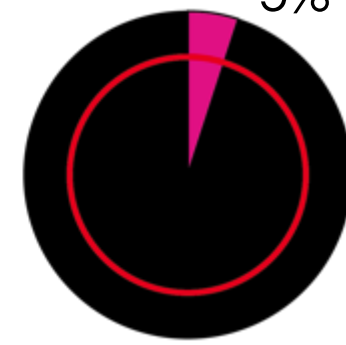
NON-TV & PRINT

2%



BEYOND MALAYSIA

5%

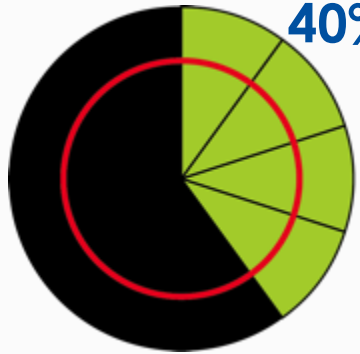


DIGITAL

Where we aim to be by 2020

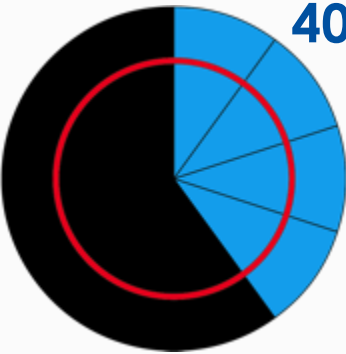
EXPAND REVENUE

40%



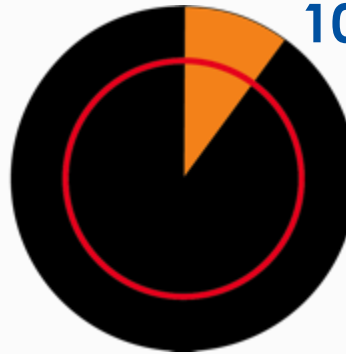
NON-AD

40%



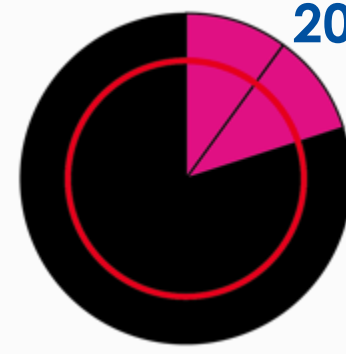
NON-TV & PRINT

10%

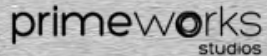
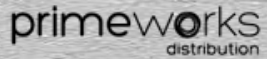


BEYOND MALAYSIA

20%



DIGITAL



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Section 4 : Financial Performance by Segment

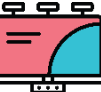
OUR LIFE STORIES

brought to you in fabulous colours



Media Prima Television Networks

TV networks financial performance



	Q1 2017 (RM'000)	Q1 2016 (RM'000)	Change (%)
Gross revenue	132,621	170,161	(22)
Net revenue	107,648	139,242	(23)
Direct costs	(47,041)	(63,767)	26
Contribution	60,607	75,475	(20)
Other income	2,211	2,276	(3)
Overheads	(73,045)	(61,123)	(20)
EBITDA/ (LBITDA)	(10,227)	16,628	(>100)
Depreciation	(11,717)	(9,597)	(22)
Finance charges	(1,085)	(1,096)	1
PBT/ (LBT)	(23,029)	5,935	(>100)
Taxation	-	-	-
PAT/ (LAT)	(23,029)	5,935	(>100)
EBITDA margin	-10%	12%	
PAT margin	-21%	4%	

- Revenue declined by 23% compared to Q12016 as FTA TV remains pressured by the weak Adex sentiment.

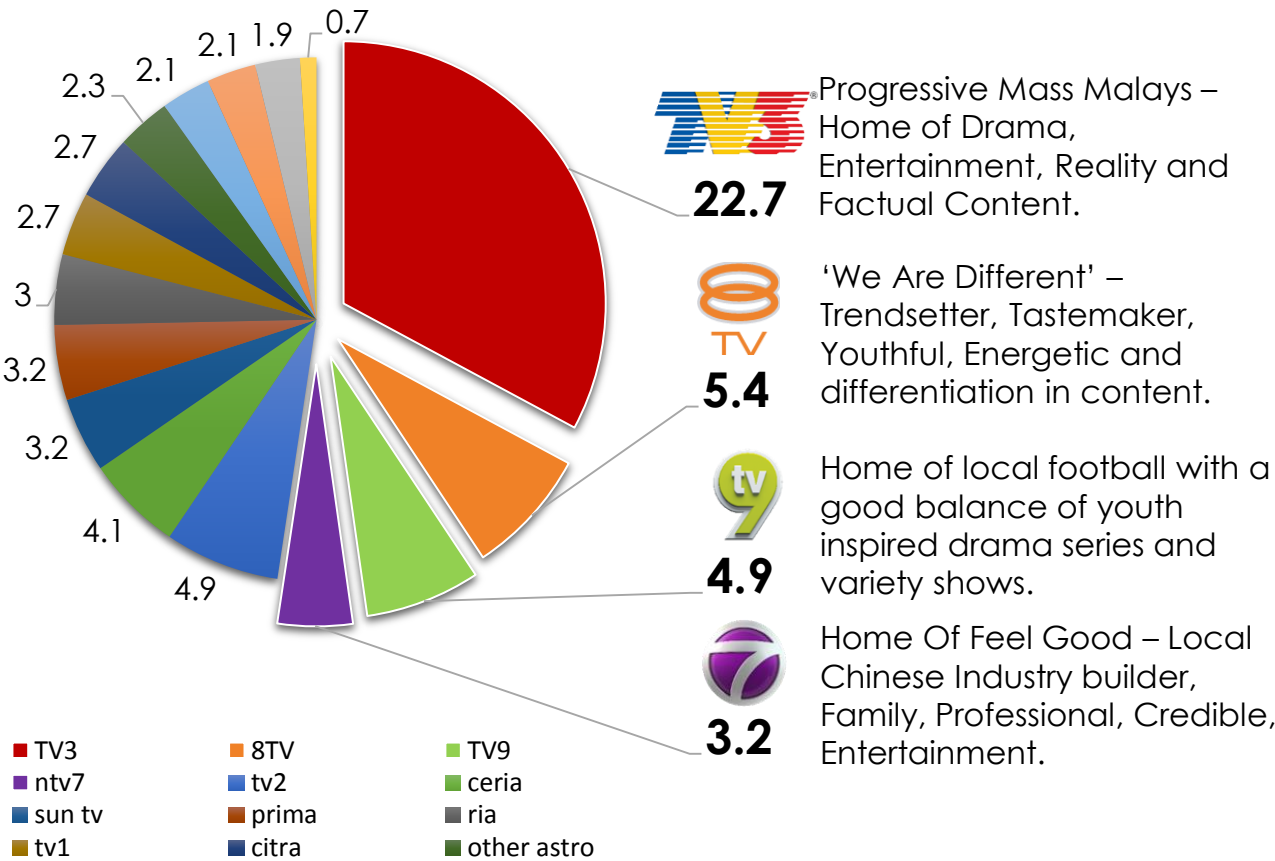
- LBITDA was at RM10.2 million, lower from the achievement of Q1 2016 mainly due to lower revenue generated as well as higher operating costs for the digital business initiatives.

- TVN incurred a loss of RM23.0 million as a result of the lower advertising revenue and higher operating costs for the digital business initiatives.

Linear Channels

Ads still contribute 84% of TV revenue

Our channels command **36%** of total audience share, and is ranked among the top channels on Astro.



3.1 mil viewers

3.4 mil viewers

2.7 mil viewers

2.9 million viewers

2.8 mil viewers

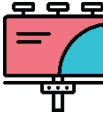
2.9 mil viewers

2.2 mil viewers

2.1 mil viewers

We produce the top rated content in the country.

TV Adex share by station

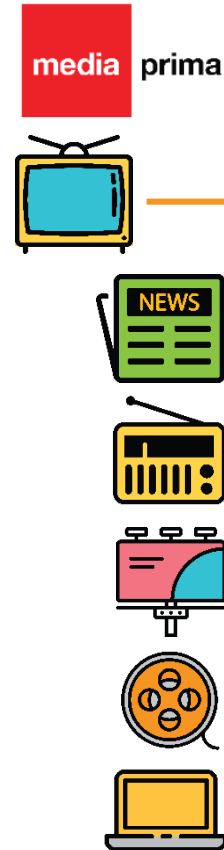


	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
Q1 2017									
Non Discounted Gross Revenue									
- %	39	19	14	16	87	2	6	5	100
- RM'000	240,933	115,842	86,187	97,574	540,536	12,907	37,177	29,147	619,767
Growth %	(3)	(5)	(13)	(18)	(8)	(4)	(11)	>100	(6)
Discount Factor									
- %	65	80.14	86.41	86.82	75	60 *	60 *	60 *	73
- RM'000	(155,897)	(92,832)	(74,475)	(84,711)	(407,915)	(7,744.20)	(22,306)	(17,488)	(455,454)
Gross Revenue									
- %	52	14	7	8	81	3	9	7	100
- RM'000	85,036	23,010	11,712	12,863	132,621	5,163	14,871	11,659	164,313
Growth %	(16)	(18)	(43)	(36)	(22)	(4)	(11)	>100	(17)
Q1 2016									
Non Discounted Gross Revenue									
- %	38	19	15	18	89	2	6	2	100
- RM'000	248,200	121,843	99,025	118,680	587,748	13,423	41,971	14,071	657,213
Discount Factor									
- %	59	77	79	83	71	60 *	60 *	60 *	70
- RM'000	(146,710)	(93,909)	(78,480)	(98,489)	(417,588)	(8,054)	(25,183)	(8,443)	(459,267)
Gross Revenue									
- %	51	14	10	10	86	3	8	3	100
- RM'000	101,490	27,934	20,545	20,191	170,160	5,369	16,788	5,628	197,946

* Based on estimates

Note: Non discounted gross revenue numbers are based on Adex data from Nielsen Media Research

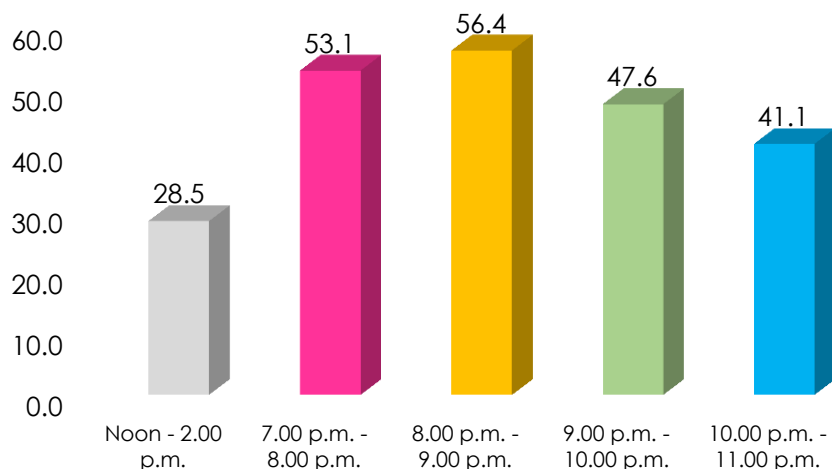
Committed to maintain ratings



Dominant audience share at Prime Time

56% of total audience captured between 8pm - 9pm

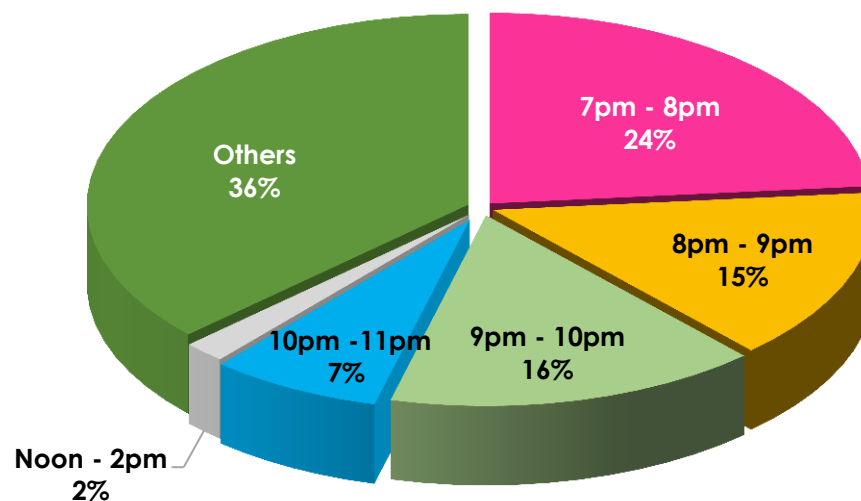
Audience Share - All 4+ (%)



Prime time is key

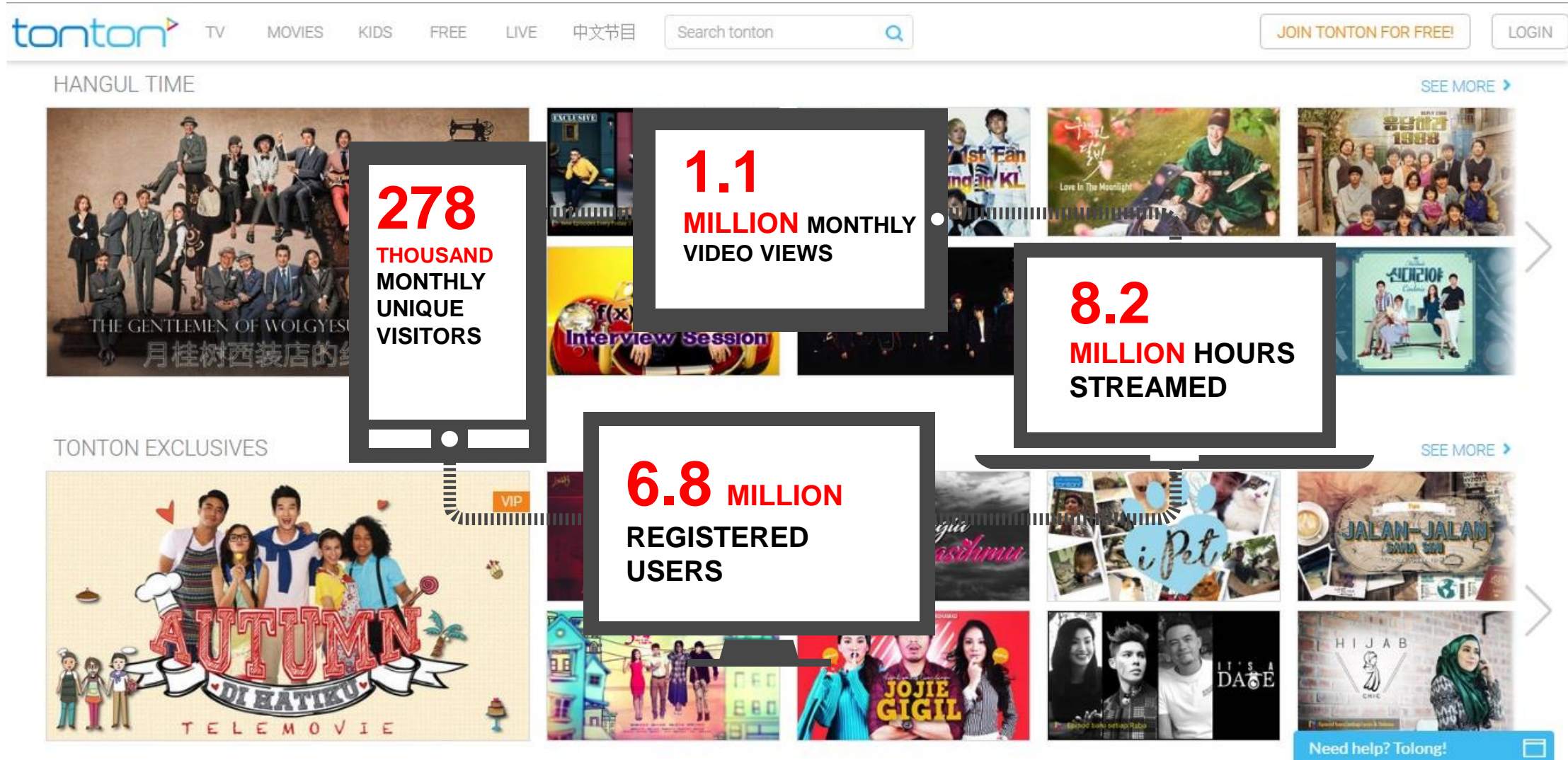
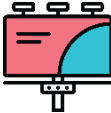
64% of Media Prima's TV Networks' net revenue comes from Prime Time Hours

TVN Revenue by Prime Time Hour

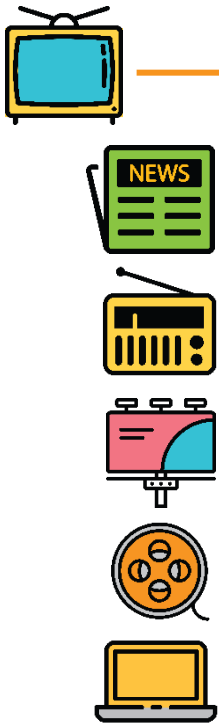


Malaysia's 1st largest home grown video streaming service

Exclusive portal that offers *80% local content*



Source: Google Analytics, Gigya, Ooyala as at 31st March 2017



Relaunch of Tonton – Sleeker and Sexier



Over **30,000** hours of content

LIVE TV + Premium Channels



Exclusive LIVE Events in HD



Binge-watch shows before it hits TV



TONTON BEST REPRESENTS THE ODYSSEY STRATEGY

NON-AD

NON-TV & PRINT

BEYOND MALAYSIA

DIGITAL

Tonton - Partnerships

Partnering with local Telcos to accelerate distribution



Strategic partnership with Singtel – first venture outside Malaysia



CJ Wow Shop financial performance

Driving consumer revenue

	Q1 2017 (RM'000)
Net revenue	27,732
Direct costs	(19,520)
Contribution	8,212
Other income	338
Overheads	(12,377)
EBITDA/ (LBITDA)	(3,827)
Depreciation	(337)
Finance charges	-
PBT/ (LBT)	(4,164)
Taxation	-
PAT/ (LAT)	(4,164)
EBITDA margin	-14%
PAT margin	-15%

- Home shopping segment posted a revenue of RM27.7 million with a loss of RM4.2 million in Q1 2017 while the business remains in gestation for 2017.
- Q1 2016 information for home shopping segment is not available as the business activities of the particular segment commenced on 1 April 2016.



CJ WowShop driving consumer revenue

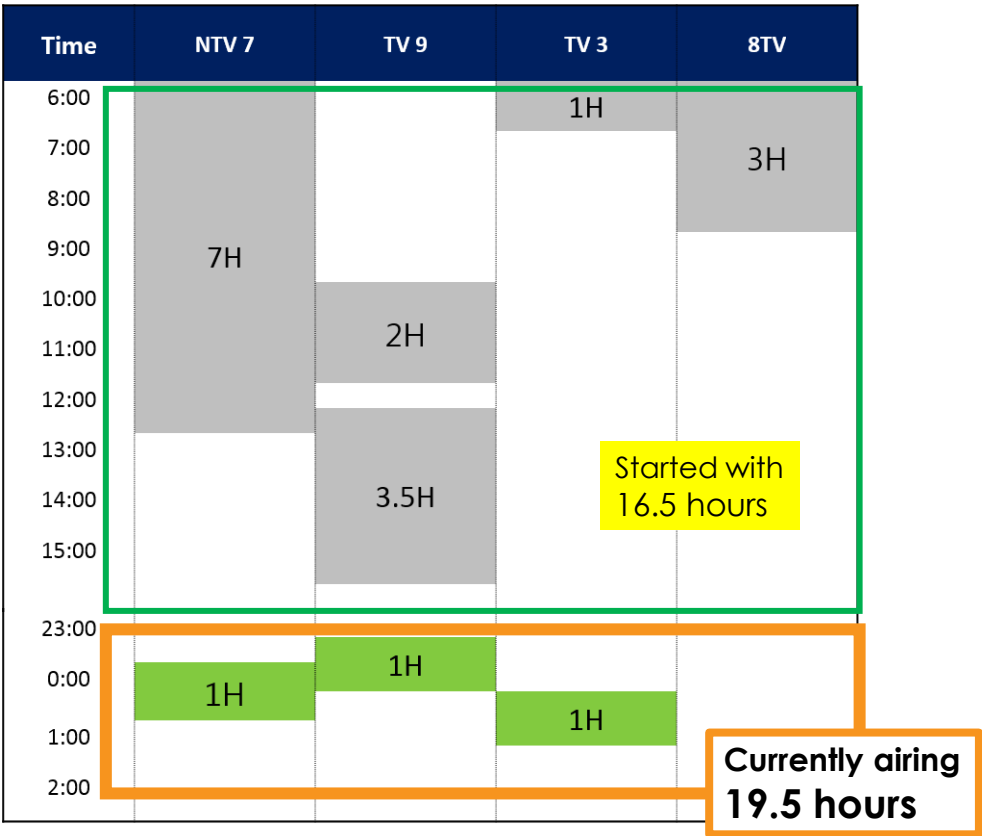
Target audience

- Primary:**
 - Malay housewives aged 27-50
 - Living in both urban and rural areas
 - Household income of RM3,000 – RM5,000
- Secondary:**
 - Mass Malay females aged 18-35
 - Living in both urban and rural areas
 - Monthly household income of RM2,000 – RM7,000

Key Performance metrics Q1 2017:

>90k items sold	>140k Customers	~RM27.7m Net sales
-----------------	-----------------	--------------------

Time Slots



LIVE Shows
Started on 24th Sept 2016
10am – 11am (Wed – Fri)



Mandarin-language shows
Started on 8th Jan 2017
6am – 9am (Mon – Sun)

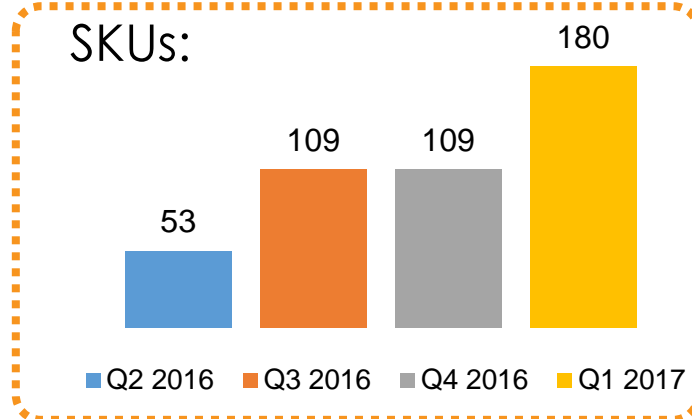
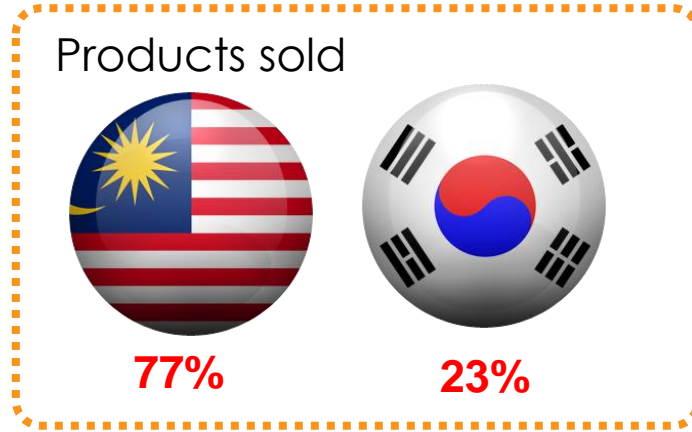
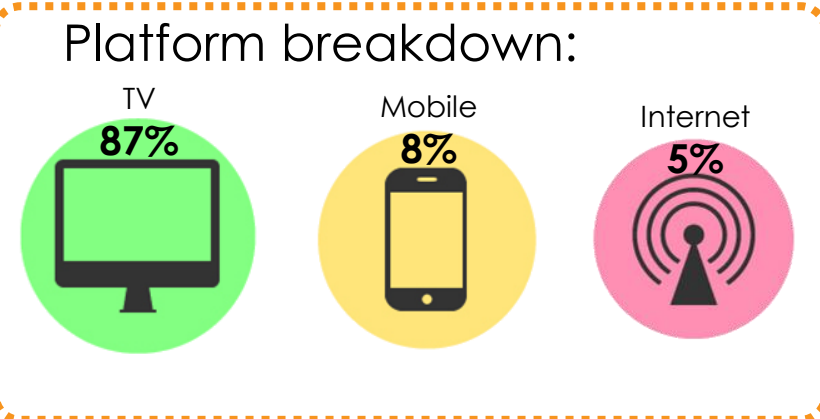


CJ WowShop – Fact Sheet

CJ Wow Shop was launched in April 2016 – A joint venture between Media Prima Berhad and CJ O Shopping Co. Ltd (CJO), the international home shopping expert from South Korea.



Q1 2017, net sales:
RM27.7 million



Top 3 products since launch:

Coocan Diamond Chocolate Pan Set

MY Qalam Al-Quran Set

VO.TEMM 2 Way Power Vacuum

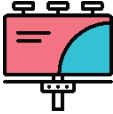
Source: Nielsen Audience Measurement (1st Jan – 31st March 2017)

OUR POWERFUL STORIES

brought to you in compelling styles



Media Prima's Print Platform

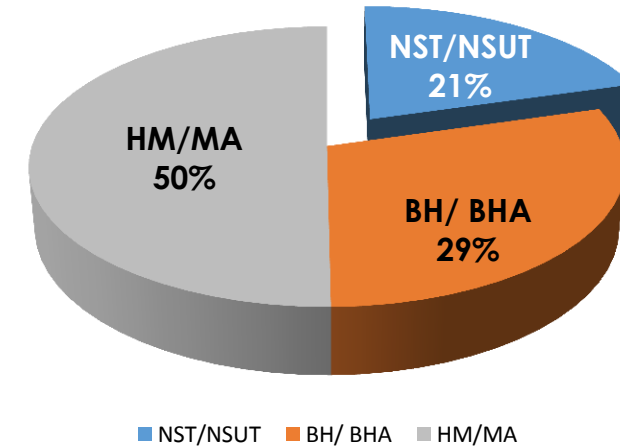


NSTP financial performance

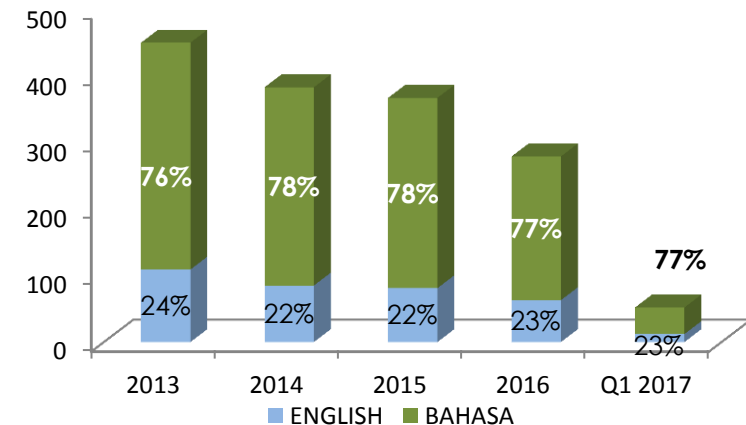
	Q1 2017 (RM'000)	Q1 2016 (RM'000)	Change (%)
Gross revenue	96,004	128,713	(25)
Net revenue	82,879	110,173	(25)
Direct costs	(21,402)	(26,541)	19
Contribution	61,477	83,632	(26)
Other income	3,666	2,429	51
Overheads	(70,935)	(75,398)	6
EBITDA/ (LBITDA)	(5,792)	10,663	(>100)
Finance charges	(193)	(209)	8
Depreciation	(9,095)	(11,759)	23
Loss Before Associate	(15,080)	(1,305)	(>100)
Share of Associates	(1,885)	574	(>100)
LBT	(16,965)	(731)	(>100)
Taxation	-	(200)	100
LAT	(16,965)	(931)	(>100)
EBITDA margin	-7%	10%	
PAT margin	-20%	-1%	

- Performance remains challenging as Q1 2017 revenue declined by 25% with advertising revenue and newspaper sales declined further against Q1 2016.
- Continuous implementation of cost management initiatives resulted in cost savings:- lower direct costs by 19% and lower overheads by 6%.
- LAT increased to RM17.0 million from RM0.9 million in Q1 2016.

Revenue Contribution Q1 2017



NSTP Advertising Revenue Trend



Cost Management & Optimization Initiatives

Traditional cost structure has to change to be in line with challenging operating environment



Printing Operations Restructuring

Closed printing plants in Ajil and Senai.



Newsroom Transformation

Digital Mindset/Change in newsdesk structure and streamline work process



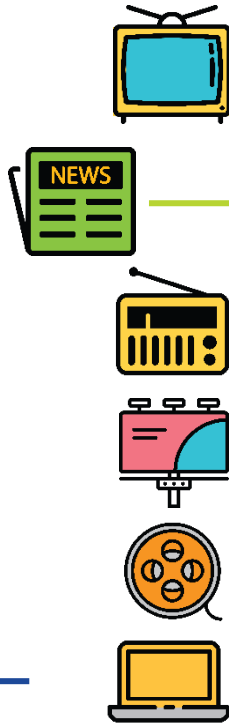
Costs Review

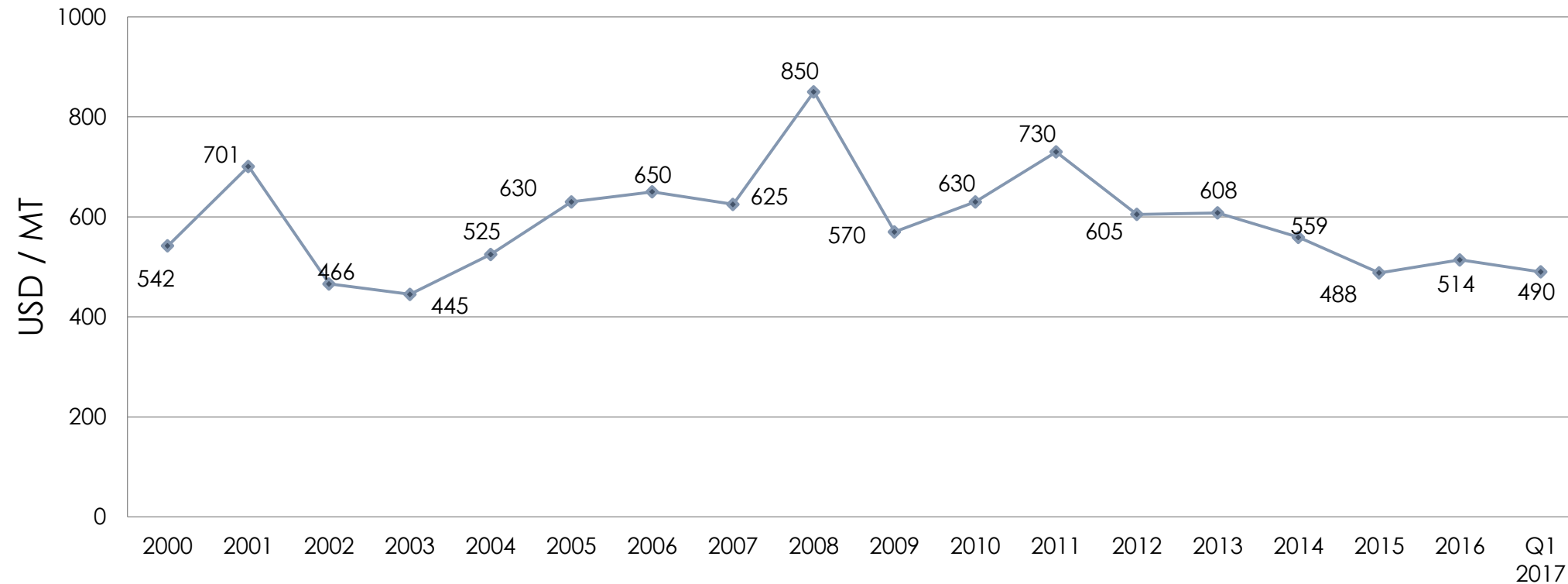
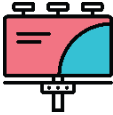
Detailed Operational and Backroom cost review



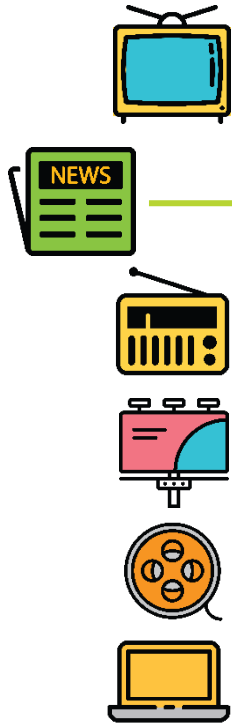
Property Rationalization

Identify non-productive properties








- Newsprint price has stabilized at average of USD520/MT over the past two years.
- Average newsprint inventory is around 4 months



Declining readership and circulation

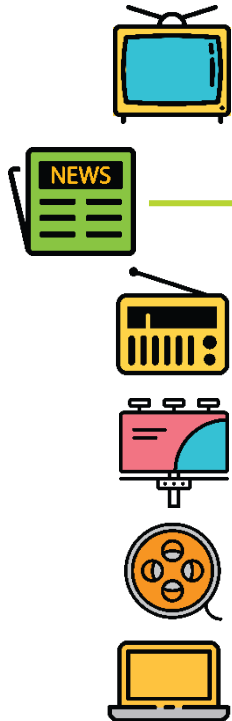
In tandem with trend in print industry worldwide

NEWSPAPER		CIRCULATION (Jan – June 2016)	READERSHIP (Jan – Dec 2016)
	New Straits Times	44,090	168,000
	New Sunday Times	51,768	138,000
	Berita Harian	90,969	991,000
	Berita Harian Ahad	89,798	976,000
	Harian Metro	149,253	2,935,000
	Metro Ahad	162,091	3,093,000

Source:
Circulation – Audit Bureau of Circulations
Readership – Nielsen Media Research

NSTP digital assets

Compelling content has travelled **beyond Print** to other delivery platform and content distributors
Content consumed **anywhere, anytime and by anyone**



Web Portals



e-paper



Mobile apps



Google Newsstand



YouTube channels



Twitter



Instant Article

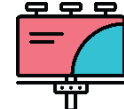



















Instagram










NSTP digital reach

Development and extension of digital products



Education	Lifestyle	Automotive	Technology	Digital News Platform
<div> 4,137 No. of Subscribers</div> <div> 49,759 App. Downloads</div>	<div> 44,132 App. Downloads</div> <div> 1,453 App. Downloads</div> <div> 3,419 App. Downloads</div>	<div> 5,383 App. Downloads</div>	<div> 8,042 App. Downloads</div>	<div><div>  </div>18.3mil Monthly Unique Visitors</div> <div> 731.5k Monthly Unique Visitors</div> <div><div></div>70.1k App. Downloads</div> <div><div></div>201.6k App. Downloads</div>

Note: Data updated as at Mar 2017

	 Total no. of likes	 Total no. of followers	 Total no. of followers	 Total no. of subscribers
	500,649	512,000	19,700	5,839
	4,503,389	1,140,000	280,000	19,914
	4,134,739	732,000	135,000	93,250

Note: Data updated as at 1st week of April 2017

Collectively, we have more than
19 million
unique users
per month across all digital platforms

FullAMark- A higher level of education content

Ongoing initiative to grow revenue beyond print and beyond B2B



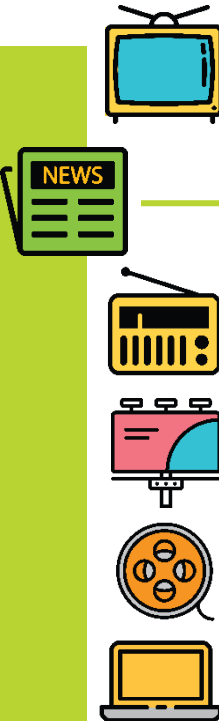
The image shows the FullAMark website interface and a brochure. The website features a navigation bar with links like Home, About Us, News, Games, FAQ, and Logout. Below the navigation bar, there are sections for 'THE PERFECT SOLUTION BEYOND THE CLASSROOM' and 'E-CHU'. The brochure highlights the platform's features, including 'Belajar pada bila-bila masa, di mana-mana saja' (Learn whenever, wherever), 'Sukatan pelajaran terkini yang ditetapkan oleh Kementerian Pendidikan' (Latest curriculum set by the Ministry of Education), 'Interaksi bersama E-Chiku' (Interact with E-Chiku), 'Bahan latih tubi baharu setiap minggu' (New learning materials every week), and 'Pelbagai bentuk soalan Kemahiran Berfikir Aras Tinggi (KBAT)' (Various types of Higher Order Thinking Skills (KBAT) questions). It also mentions 'Langganan boleh dibuat secara terus di www.fullamark.com.my' (Subscriptions can be made directly at www.fullamark.com.my).



The image displays the FullAMark app download and usage statistics. At the top, it shows the FullAMark logo and a small image of a hand holding a book. The main statistics are:

- TOTAL APPS DOWNLOAD**: 59,061
- 56% FEMALE USERS** (represented by a female symbol)
- 44% MALE USERS** (represented by a male symbol)
- CURRENTLY THERE ARE 20K MONTHLY AVERAGE UNIQUE VISITORS**
- MORE THAN 99K PAGES VIEWED EACH MONTH**

At the bottom, it states 'Available on' and lists the distribution partners: 7-ELEVEN, PETRONAS, and LAZADA.COM.MY. The data is updated as at 30th Apr 2017, with the source being Google Analytics.

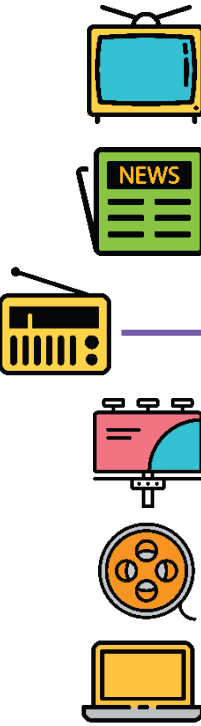


OUR EXCITING STORIES

get you going



Media Prima Radio Networks

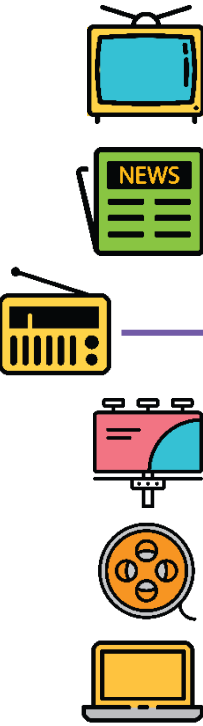


Radio networks financial performance

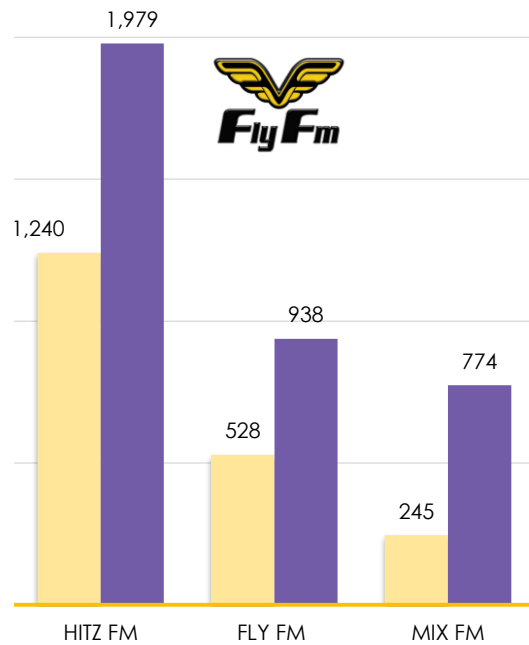
	Q1 2017 (RM'000)	Q1 2016 (RM'000)	Change (%)
Gross revenue	14,635	17,522	(16)
Net revenue	12,250	14,638	(16)
Direct costs	(19)	(1,205)	98
Contribution	12,231	13,433	(9)
Other income	353	471	(25)
Overheads	(10,062)	(8,535)	(18)
EBITDA	2,522	5,369	(53)
Finance charges	(76)	(297)	74
Depreciation	(395)	(377)	(5)
PBT	2,051	4,695	(56)
Taxation	-	(1,026)	100
PAT	2,051	3,669	(44)
EBITDA margin	21%	37%	
PAT margin	17%	25%	

- 16% lower revenue in Q1 2017 contributed by lower advertising take up and sponsorships by the advertisers. This led to PAT reduction of 44% against Q1 2016.
- Recently launched initiatives - podcasts, e-Commerce partnerships and brand icons
 - ✓ Offer new opportunities for MPRN to compete in the rapidly digitalised media landscape.
 - ✓ Should provide MPRN with new ways to entice advertisers to have all rounded campaign from on-air to digital space.

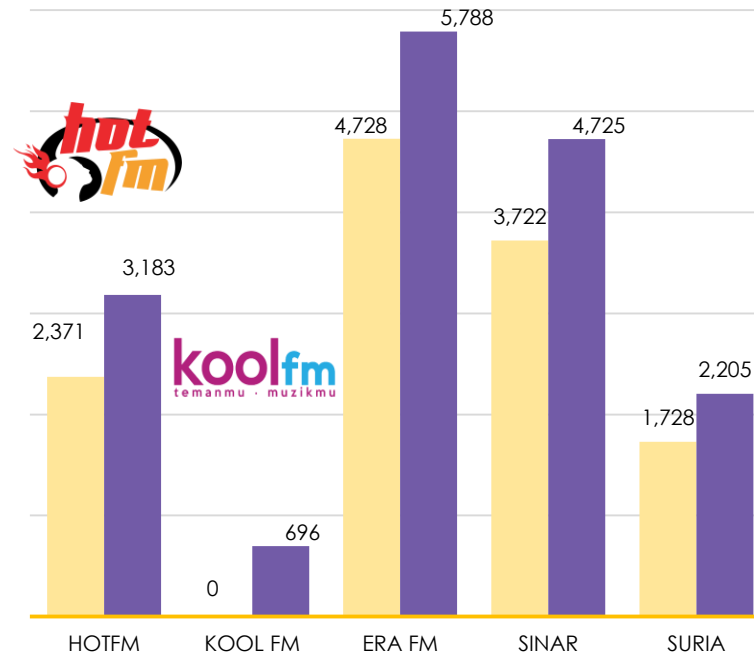
Listenership



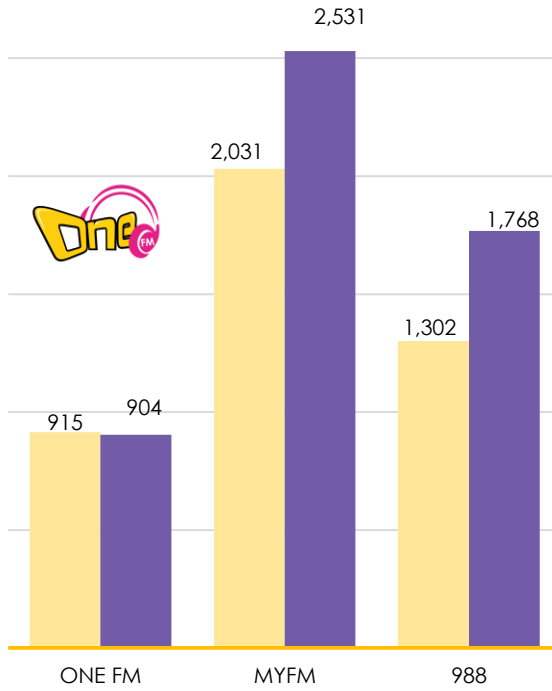
ENGLISH STATION LISTENERSHIP
('000)



MALAY STATION LISTENERSHIP
('000)



CHINESE STATION LISTENERSHIP
('000)



Survey #2 2015

Survey #2 2016

*Sources: Survey 2, 2015 : Nielsen Radio Audience Measurement
Survey 2, 2016 : GFK Radio Audience Measurement

Largest online & social media presence

Strong following on social media unrivalled by others


5.10 million fans


1.99 million followers


1.4 million followers

('000)	Facebook	Twitter	Instagram
Hot FM	3,200	1,580	1,100
Era FM	3,500	383	1,600
Suria FM	602	112	641
Kool FM	119	7	953
Sinar FM	1,100	548	453
Fly FM	792	317	45
Hitz FM	1,300	562	99
Mix FM	325	137	137

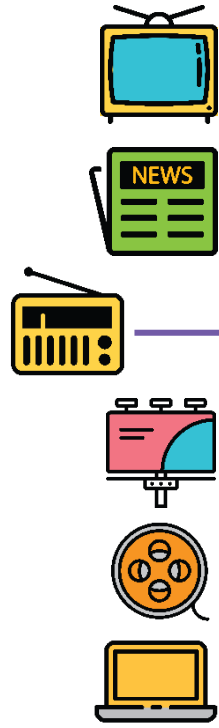
('000)	Facebook	Twitter	Instagram	Weibo
One FM	860	9	933	112
My FM	899	8.47	113	148
988	423	3.61	17.1	100



241.2K followers

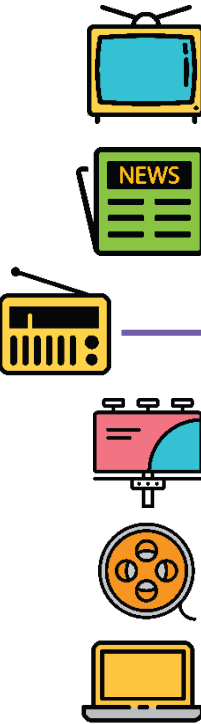
Channels	Subscribers	Channels	Subscribers	Channels	Subscribers	Channels	Subscribers
Fly FM	38K	Hot FM	181K	One FM	16K	Kool FM	6.2K
Hitz FM	33K	Era FM	180K	My FM	39K	Sinar FM	46K
Mix FM	2.5k	Suria FM	7.2k	988	17K		

Data as at 31st March 2017



Tradigital – Traditional and Digital as one brand

TraDigital>>>

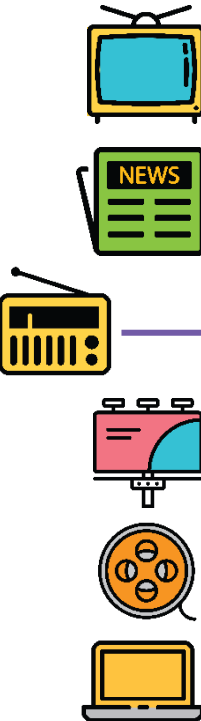


MUSIC | ENTERTAINMENT | LIFESTYLE

Radio . Digital . Social Media . Activation . Talents

Radio⁺

An enhancement of MPRN's extension via three key pillars: *Radio Plus Talent*, *Radio Plus Activation* & *Radio Plus Digital*.



Radio⁺ Talent

Leverages on **Talents** who are big on radio and digital to produce strong brand campaigns for clients, both ATL and BTL

Radio⁺ Activation

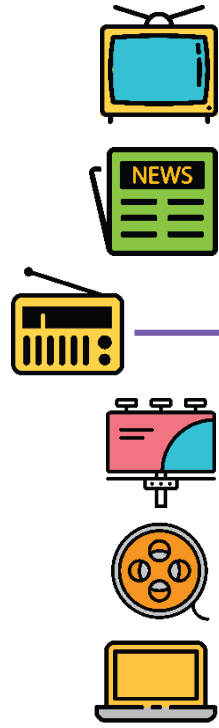
An avenue for clients to utilize MPRN's activation team and expertise together with our talents for:

- **Launches**
- **Sales driven campaign**
- **Creative on ground engagements**

Radio⁺ Digital

Upgraded our foray into digital video content via more **Digital Branded Video Content development** for clients, will include:

- **Brand integrations**
- **Digital Lifestyle Video Content for the stations**



Expansion for Kool Fm in 2017



AUDIO . COMMERCE . ICON



700,000 Listeners

25 – 44 Malay Market

350,000 Unique Digital Listening

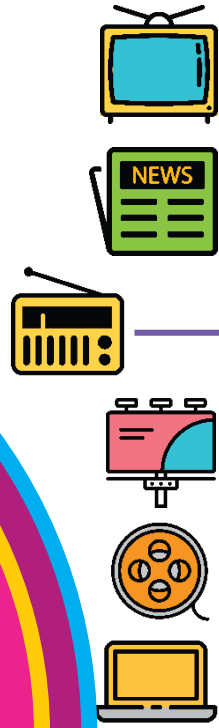
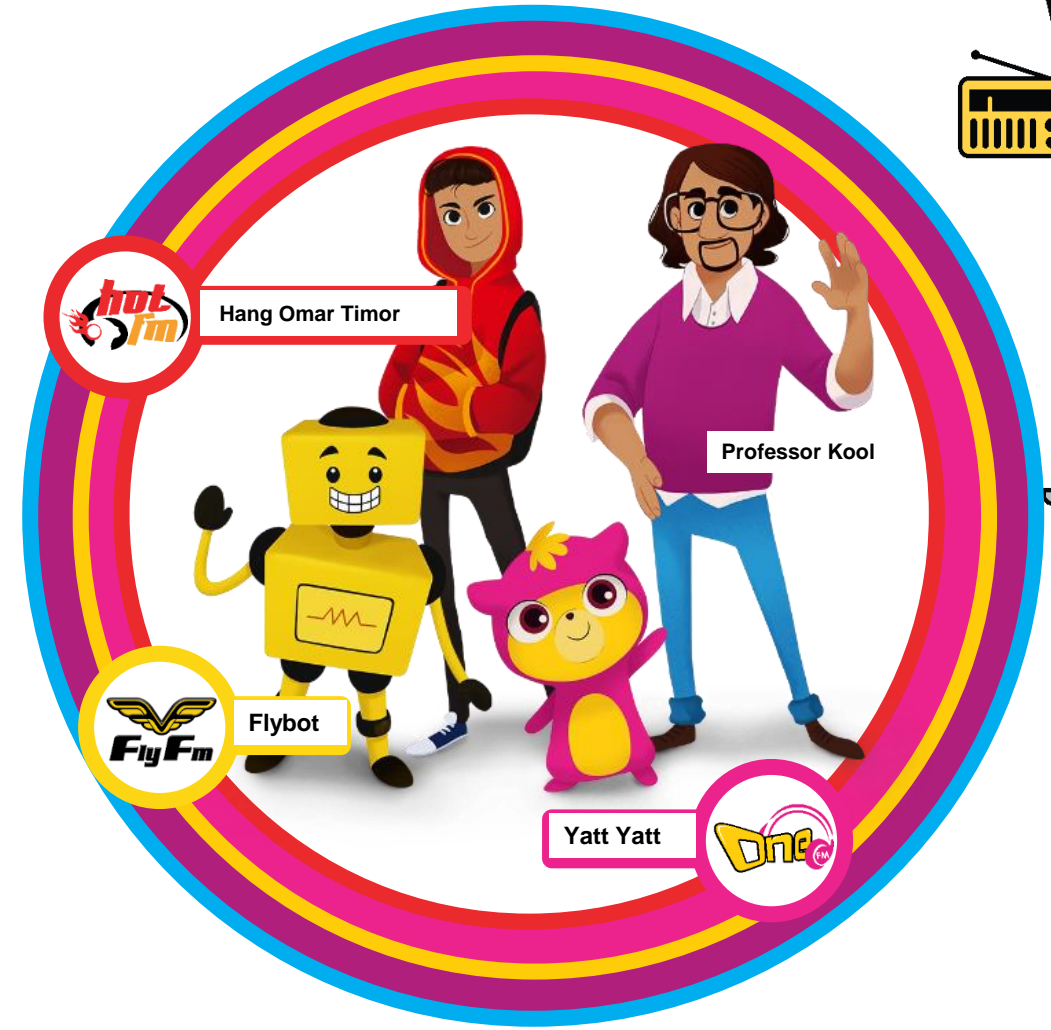
Launch of Audio, Commerce, Icon

AUDIO

E-COMMERCE

DIGITAL ICONS

Dis Kacang



OUR INSPIRATIONAL STORIES

transform the cityscape

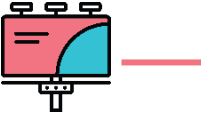


Media Prima OUT-OF-HOME

Out-of-Home financial performance

	Q1 2017 (RM'000)	Q1 2016 (RM'000)	Change (%)
Gross revenue	41,335	39,212	5
Net revenue	37,750	36,601	3
Direct costs	(22,856)	(20,920)	(9)
Contribution	14,894	15,681	(5)
Other income	497	514	(3)
Overheads	(4,212)	(4,236)	1
EBITDA	11,179	11,959	(7)
Depreciation & amortisation	(2,440)	(2,357)	(4)
PBT	8,739	9,602	(9)
Taxation	(1,650)	(2,305)	28
PAT	7,089	7,297	(3)
<i>EBITDA margin</i>	<i>30%</i>	<i>33%</i>	
<i>PAT margin</i>	<i>20%</i>	<i>20%</i>	

- Start-up costs of the new MRT concession operations led to 3% decline in quarter PAT despite a 3% increase in revenue against Q1 2016.
- Digital assets at key premium sites should remain a strong contributor to the platform.



Our OOH Brands

SOLIDIFY #1 LEADERSHIP POSITION

More than 8000 panels

44% market share





Organic growth for Out of Home

50% rental yield increase

- 1 Improve market share via Integrated OOH Solution
- 2 Improve yield by Product Enhancement



WONDA Coffee



KLCC Snorkels



KLCC Retail Crossing

- 3 Premium Digital OOH Additional 22 sets of screens in the roll out plan



Zenith Mall JB



LDP (KUR0013)

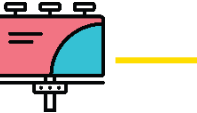


MRT TTDI

- 4 Premium Product



11 structures along NKVE/ Seremban Highway



New project acquisition

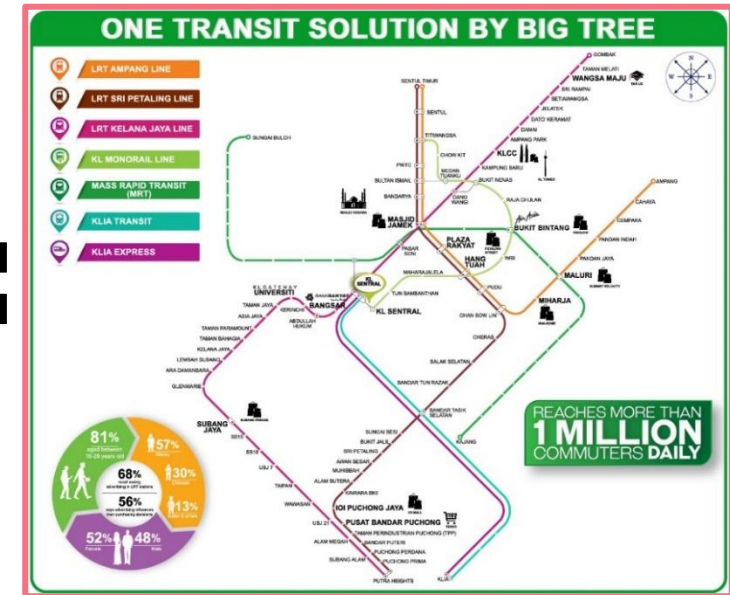
1 LEP + LRT + KLM
10 Years Contract



2 MRT – Urban Street
Furniture



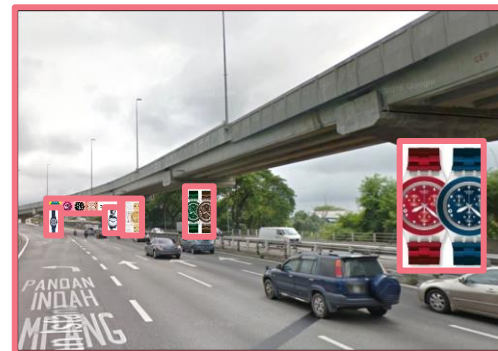
3 Total Transit Solution



with additional 86.5 km of
tracks

- LEP KJ Line : 17.4 km
- LEP Ampang Line : 18.1 km
- MRT : 51 km

4 Besraya Eastern
Extension
Expressway (BEE)

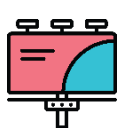


OUR DRAMATIC STORIES

provide you emotional engagement



Media Prima Primeworks Studios



Primeworks Studios financial performance

	Q1 2017 (RM'000)	Q1 2016 (RM'000)	Change (%)
Net revenue	26,374	26,482	(0)
Direct costs	(12,276)	(10,892)	(13)
Contribution	14,098	15,590	(10)
Other income	105	96	9
Overheads	(12,277)	(11,739)	(5)
EBITDA	1,926	3,947	(51)
Depreciation	(16)	(22)	27
PBT	1,910	3,925	(51)
Taxation	(551)	(724)	24
PAT	1,359	3,201	(58)
EBITDA margin	7%	15%	
PAT margin	5%	12%	

- PAT decreased by 58% despite revenue remaining flat against Q1 2016.



VISION

**Asia's Premier Content
Powerhouse**
Asian. Stories. For The World.

MISSION

**Increase content sales to
international clients & non-
MPB platforms**

**Over 100,000 hours
of archive**

**Hot New
IPs**

**Recognised International
Co-Productions**

Programme highlights

New Programmes



1.1 million viewers



Final Episode
2.6 million viewers

Film Re-Release



TALENTIME, directed by the late Yasmin Ahmad was released in Japan on 25 March 2017, 8 years after its Malaysian release.

Ratings Winners



3.5 million viewers



2.1 million viewers



1.3 million viewers



2.6 million viewers



1.9 million viewers



1.5 million viewers



2.1 million viewers



Final Episode:
1.8 million viewers



Our HITS – Back-to-back Blockbuster Movies



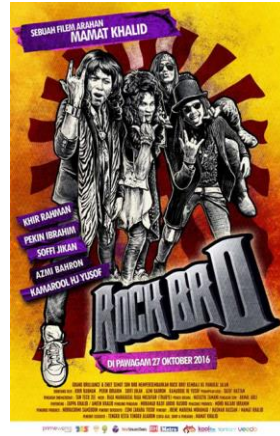
RM7.2 mil
box office

**Biggest
Malaysian
movie this
year!**



RM5 mil box
office

**Malaysia's first-
ever animation
meets live
action movie!**



RM5.4 mil
box office

**Biggest movie
second half of
last year!**



RM4.75 mil
box office

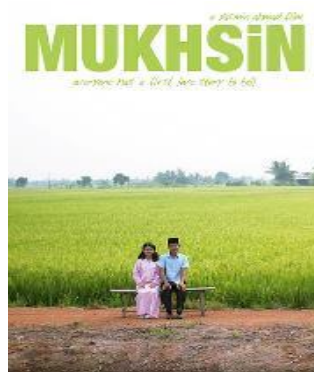
**Biggest
Indonesian movie
in Malaysia ever!**



RM16 mil
box office

**No. 4 Malaysian
movie of all time!**

**Critically
Acclaimed Movies**



**Won an award & a special
mention at the 57th Berlin
International Film Festival**



**Recently released
in Tokyo & Osaka
cinemas**



**Worldwide Premiere at
Marche du Film, Cannes/
Best Film, FFM26 (2014)**



**Screened at Marche du Film,
Cannes/
Selected for the World Premiers
Film Festival, Manila 2015**



Our HITS – Recognised International Co-Productions



NIPPON TV



NIPPON TV

 **Sumitomo Corporation**



MEDIACORP



FREMANTLEMEDIA 

We currently sell content to

OVER 30 COUNTRIES

New markets targeted for 2017 are Australia, China, India.

Other clients include:

NETFLIX

afc
asian food channel

H
HISTORY

You Tube

TV ALHIJRAH

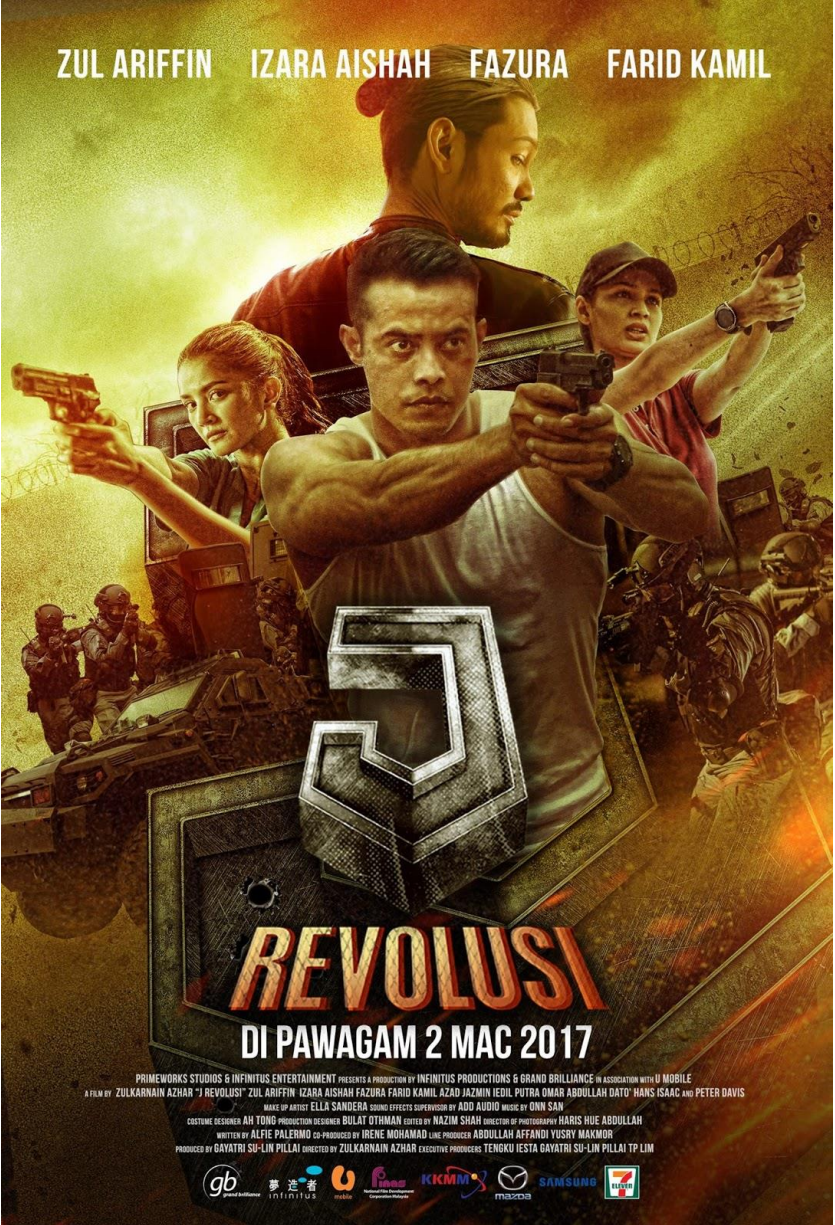
HyppTV
Video On Demand

GO ASEAN

iflix



Our HITS – Hot new IPs



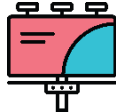
OUR INTERACTIVE STORIES

connect you with offline and online content



Media Prima Digital (MPD)

Media Prima Digital financial performance



	Q1 2017 (RM'000)	Q1 2016 (RM'000)	Change (%)
Net revenue	9,919	8,596	15
Direct costs	(356)	(298)	(19)
Contribution	9,563	8,298	15
Other income	22	139	(84)
Overheads	(8,034)	(6,942)	(16)
EBITDA	1,551	1,495	4
Depreciation & Amortisation	(1,361)	(989)	(38)
PBT/(LBT)	190	506	(62)
Taxation	-	-	NA
PAT/(LAT)	190	506	(62)
<i>EBITDA margin</i>	16%	17%	
<i>PAT margin</i>	2%	6%	

- Increase in revenue by 15% against Q1 2016 mainly contributed by higher Shared Service Revenue.
- PAT is lower by 62% against Q1 2016 due to higher overheads and higher depreciation and amortisation costs.

MP Labs overview



700K
downloads



770K
downloads



250K
downloads



280K
downloads

Data Source: AppAnnie, Unity Platform, Google Analytics

Available on the
App Store

GET IT ON
Google Play

14 MOBILE APPS

2.3 MILLION DOWNLOADS

RM500 MILLION MARKET

15% CAGR OVER 4 YEARS

Monetization plan



In-app
purchases

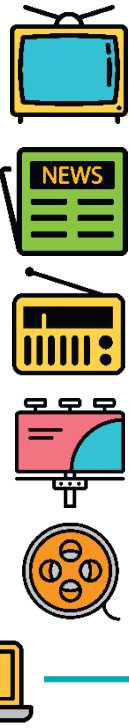


Digital
advertising



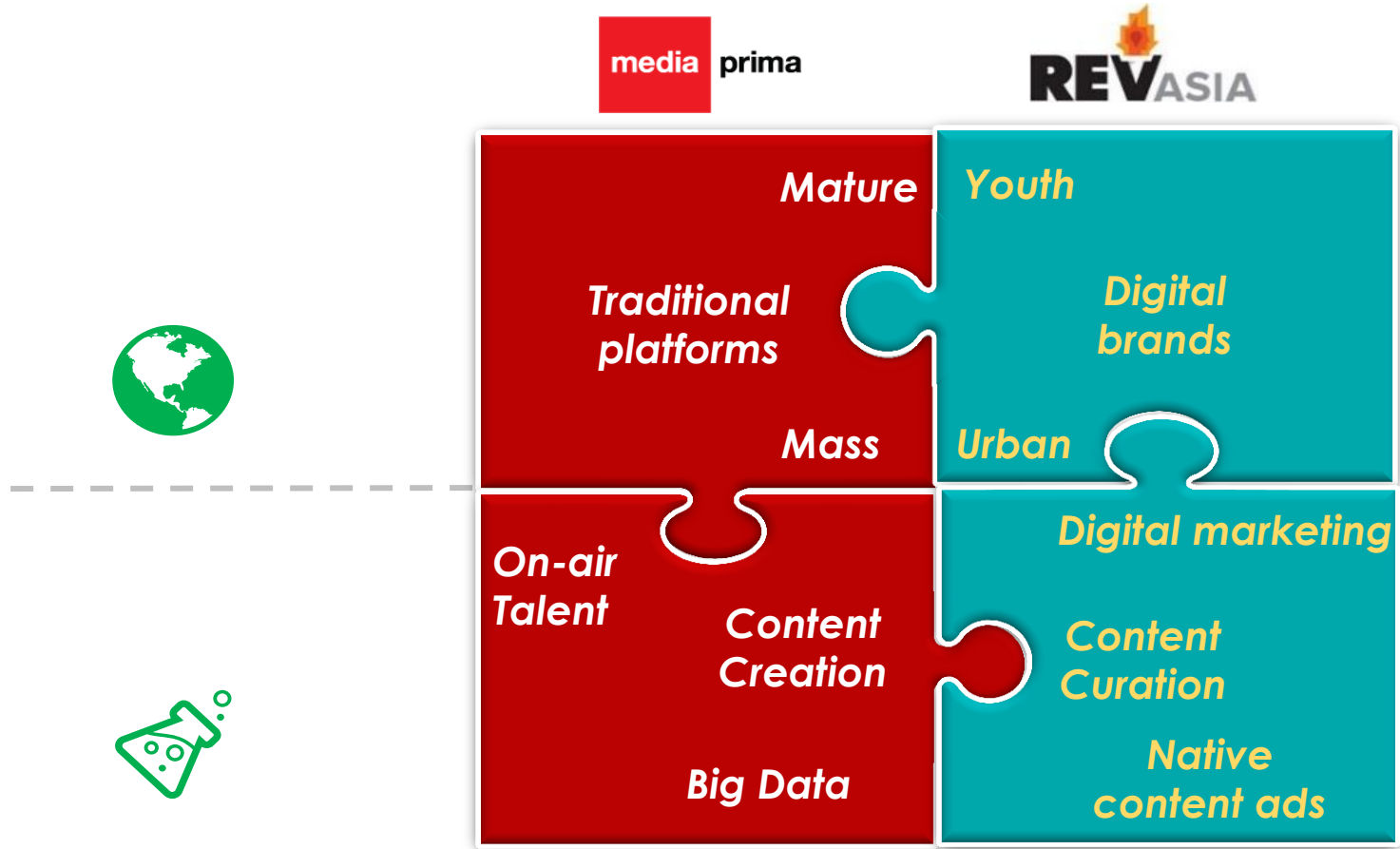
Sponsorship
(native)



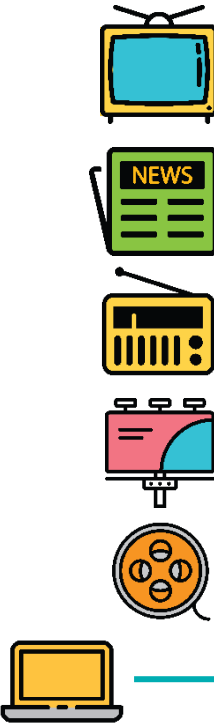


Benefits of acquisition of RAHSB

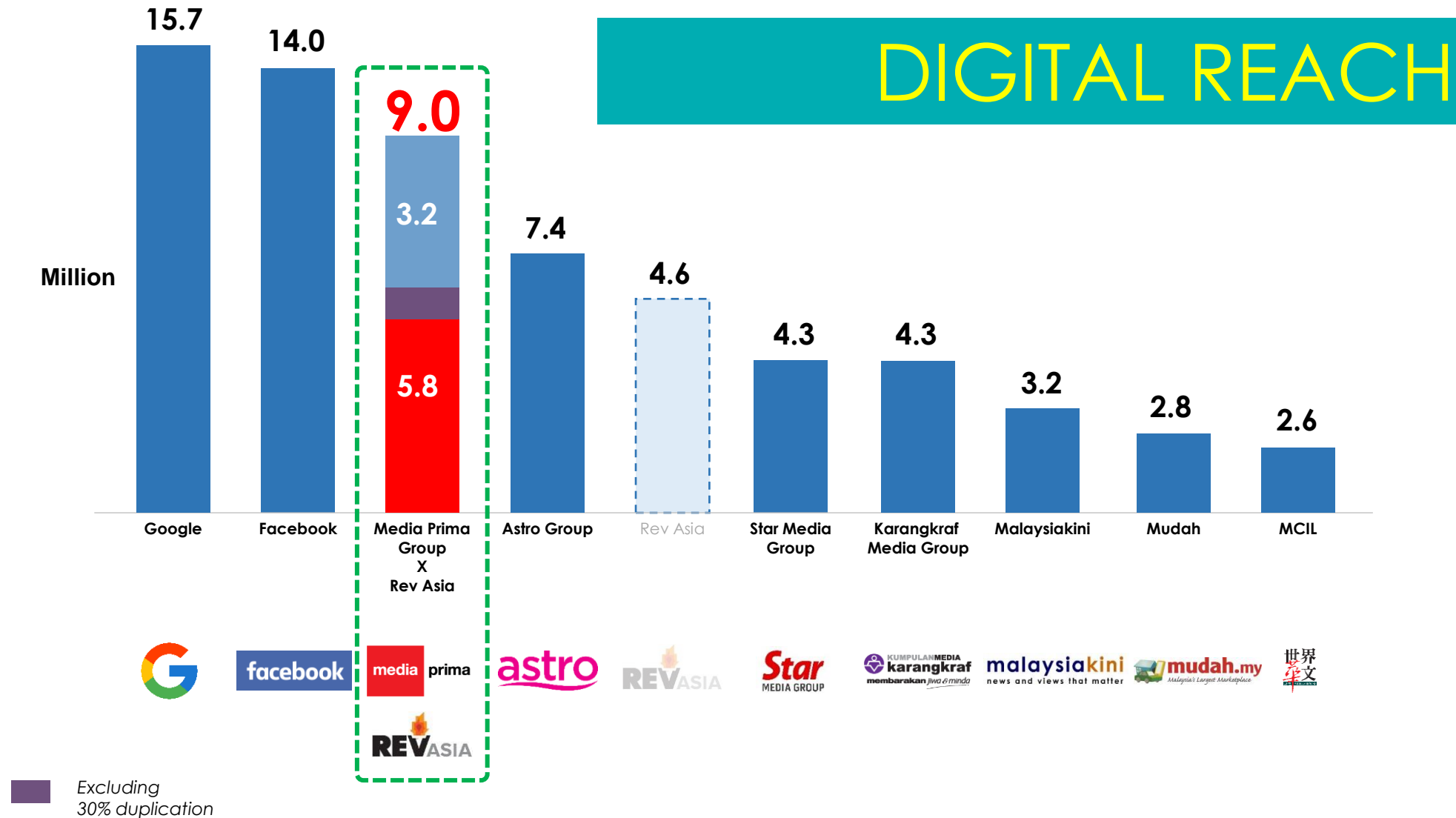
Acquired Capabilities & Resources



- Will enable access to resources and competencies to drive growth in digital business by acquiring expertise in digital content curation and digital content marketing.
- Increases content monetisation opportunities for the key market segments by leveraging on the Group's audience base, big data initiative and traditional media platforms to strengthen the newly acquired business further.



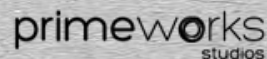
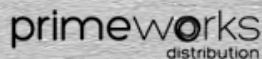
Benefits of acquisition of RAHSB



Brands of RAHSB acquired

	 Portal Hiburan No.1					
 Introduction	Fastest growing social-millennial Malay news site in Malaysia	Fastest growing social-millennial English news site in Malaysia	Most influential social-millennial Chinese news site in Malaysia	Predominantly affluent urbanites	Private rewards club for social media users	Woman's parenting, lifestyle and family portal & recipe and food website
 Predominant Age	25 - 35	20 - 35	20 - 35	18 - 35	20 - 35	25 - 40
 Primary Language	Malay	English	Chinese	English	English	Malay
 Content Type	<ul style="list-style-type: none"> Local Travel Entertainments Touching Stories Local Social News 	<ul style="list-style-type: none"> Travel Local stories Listicles Videos 	<ul style="list-style-type: none"> Travel Food Local Travel Entertainment 	<ul style="list-style-type: none"> Events Parties Lifestyle 	<ul style="list-style-type: none"> Travel Local stories Listicles Videos 	<ul style="list-style-type: none"> Parenting Family Lifestyle Food
 Monthly Visitors	1.70M	1.43M	1.40M	Not available	570K	1.0M





NEW STRAITS TIMES ONLINE



Section 5: Outlook for 2017 & Moving Forward



Prospects for 2017

- The outlook for the Group is expected to remain challenging as traditional media remains pressured by prolonged weak Adex and the industry faces increasing customer fragmentation, technological advancement and shift to digital media.
- New business initiatives implemented by the Group in 2016 to diversify its revenue portfolio is expected to remain in gestation for 2017.



TV NETWORKS

- **TV:** Several major advertising clients have recently concluded their annual commitment agreement for 2017.
- **Tonton:** Tonton video on demand service is also seeking to grow its subscriber base through more partnerships with other Telco players and intensive on-ground promotions.
- **Home Shopping:** With the encouraging growth recorded in home shopping, the new platform, the outfit is looking at additional avenues in increasing its exposure to further tap the nation's home shopping/e-commerce growing market. In addition, it is looking at expanding by diversifying into more local products in its offerings.



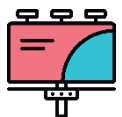
PRINT MEDIA

- Despite the challenging outlook for traditional newspaper business, the Group remains committed in defending its print business.
- Continuous cost management and operational efficiency is crucial with the lower advertising and newspaper sales outlook affecting the industry. Diversification into digital shall be able to complement the existing traditional business.



RADIO NETWORKS

- The recently launched initiatives, notably podcasts, e-Commerce partnerships and brand icons, offer new opportunities for Media Prima Radio Networks ("MPRN") to compete in the rapidly digitalised media landscape.
- These new initiatives should provide MPRN with new ways to entice advertisers to have all rounded campaigns from on-air to digital space.



OUT-OF-HOME MEDIA

- Further rollout of assets for rapid transit concessions are scheduled to commence later in the year.
- Other out-of-home platforms are expected to maintain its high occupancy rates throughout the year.



DIGITAL MEDIA

- Proposed acquisition of RAHSB will enable access to resources and competencies to drive growth in digital business by acquiring expertise in digital content curation and digital content marketing.
- Proposed acquisition of RAHSB increases content monetisation opportunities for the key market segments by leveraging on the Group's audience base, big data initiative and traditional media platforms to strengthen the newly acquired business further.



CONTENT CREATION

- Exploring potential new IPs for animation and co-production with external broadcasters while expanding the current content sales in overseas markets. Measures are also being taken to improve production capacity and efficiency as the segment expects to reduce its reliance on Television Networks.

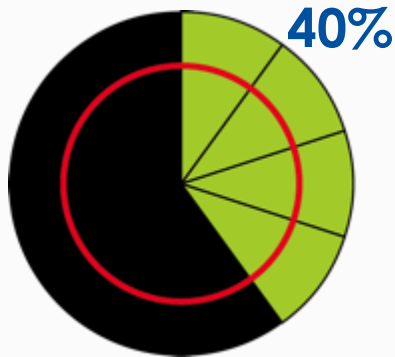


Continuing the Journey

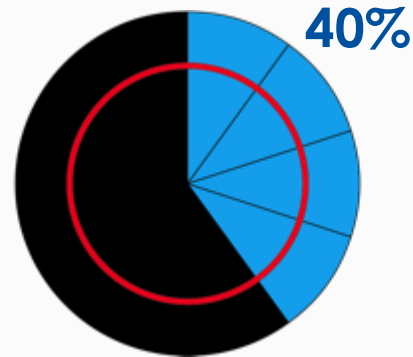
To stay relevant & be the market leader

Where we aim to be by 2020

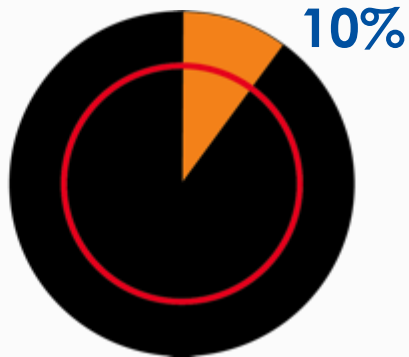
EXPAND REVENUE



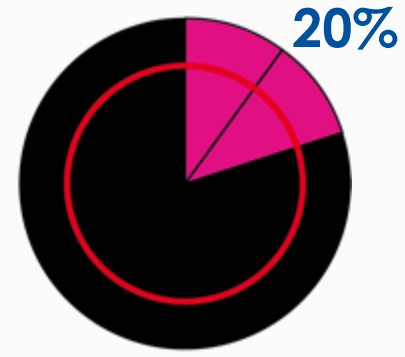
NON-AD



NON-TV & PRINT



BEYOND MALAYSIA



DIGITAL

Initiatives guided by:

Strengthen broadcast leadership & build sustainable video/ OTT model for future

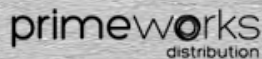
Build position and monetize as leading digital publisher

Grow commerce powered by integrated media

Expand footprint regionally

Maximize current value

Build right operations & organization to support transformation



NEW STRAITS TIMES ONLINE



media prima

THANK YOU

For more information, visit
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