



Investor Presentation

Financial & Business Review for the Financial Period Ended 30th June 2017

14th August 2017

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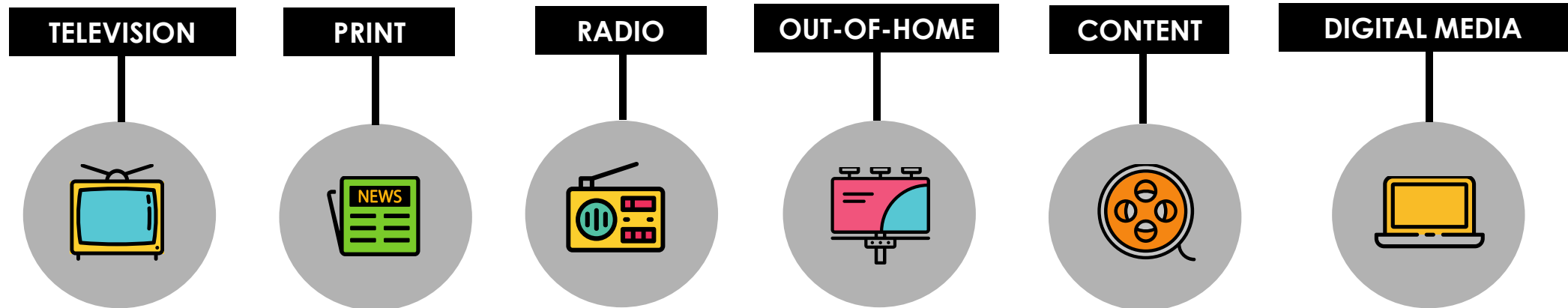
Section 1

Media Prima Today

MEDIA PRIMA aims to be

**“THE LEADING DIGITAL-FIRST CONTENT AND
COMMERCE COMPANY”**

“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



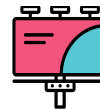
100%
Natseven TV
Sdn Bhd



51%
MP CJ O Shopping
Sdn Bhd
(formerly known as Media
Prima CJ O Shopping Sdn Bhd)

tonton
STUDIO8

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

NEW
STRAITS TIMES
new
sunday times



Full A Mark
.com.my

GALERI
prima

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%
Synchronsound
Studio
Sdn Bhd



99%
One Fm
Radio
Sdn Bhd



100%
Kool FM Radio Sdn Bhd
(formerly known as
Copyright Laureate Sdn Bhd)

Dis Kacang
DELICIOUS AUDIO

DIGITAL MEDIA



100%
Media Prima
Digital Sdn Bhd



100%
Rev Asia
Holdings Sdn.
Bhd.



Fact sheet as at 30 June 2017

COMPANY BRAND

Issued and Paid-up
Share Capital

RM1,109.2m

Shareholders
Equity

RM1,245.9m

Total
Assets

RM1,896.6m

Cash and
Bank Balances

RM286.9m

Group Borrowings

RM300.1m

PDS Ratings
(RAM)

AA1/P1 (CP/MTN)

Section 2

Financial Review

Financial review

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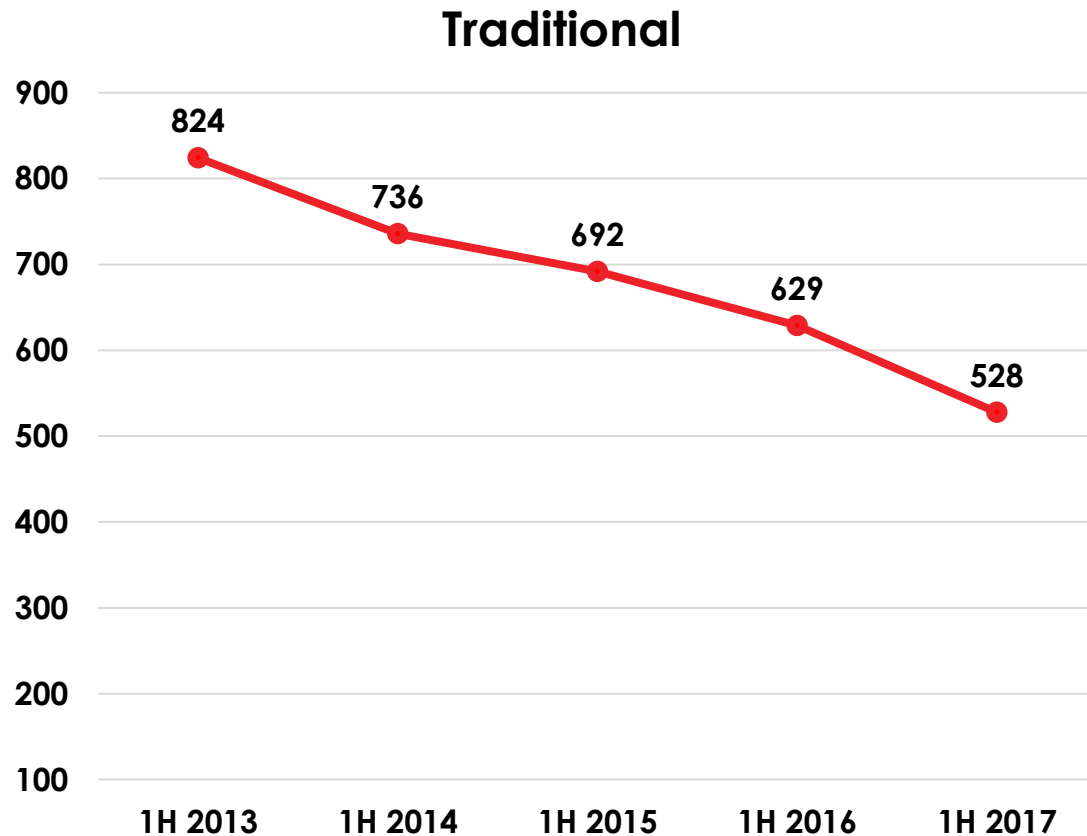
	Q1 17	Q2 17	1H 17	1H 16
	(RM million)			
Revenue	272.2	328.8	601.0	653.6
EBITDA/ (LBITDA)	(8.0)	38.6	30.6	110.5
PATAMI/ (LATAMI)	(38.5)	(132.9)	(171.4)	45.2
PATAMI/ (LATAMI) excl. EI	(38.5)	9.5	(29.0)	45.2

Realised in Q2 17

Impairment of MNI of
RM142.4m

Grow new business while remaining true to core competencies

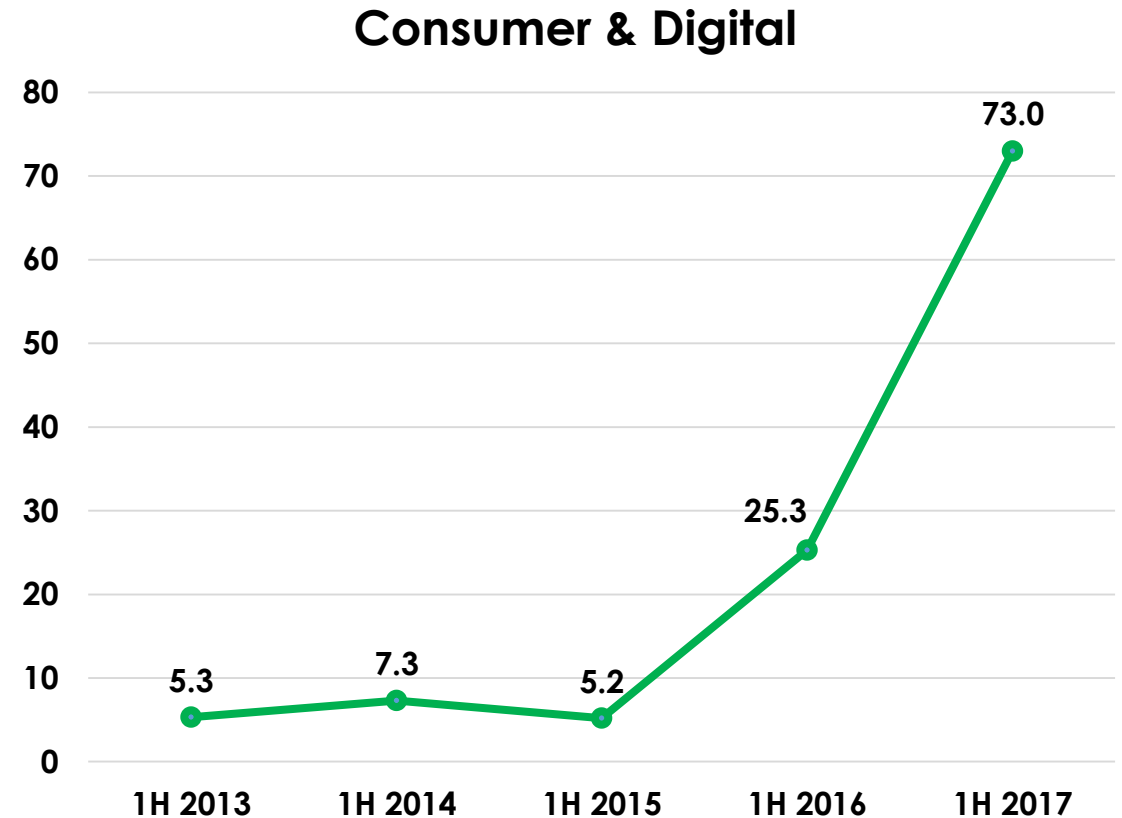
MPB Total Traditional Revenue



Declining traditional revenue

From traditional advertising and newspaper circulation

MPB Total Digital and Commerce Revenue

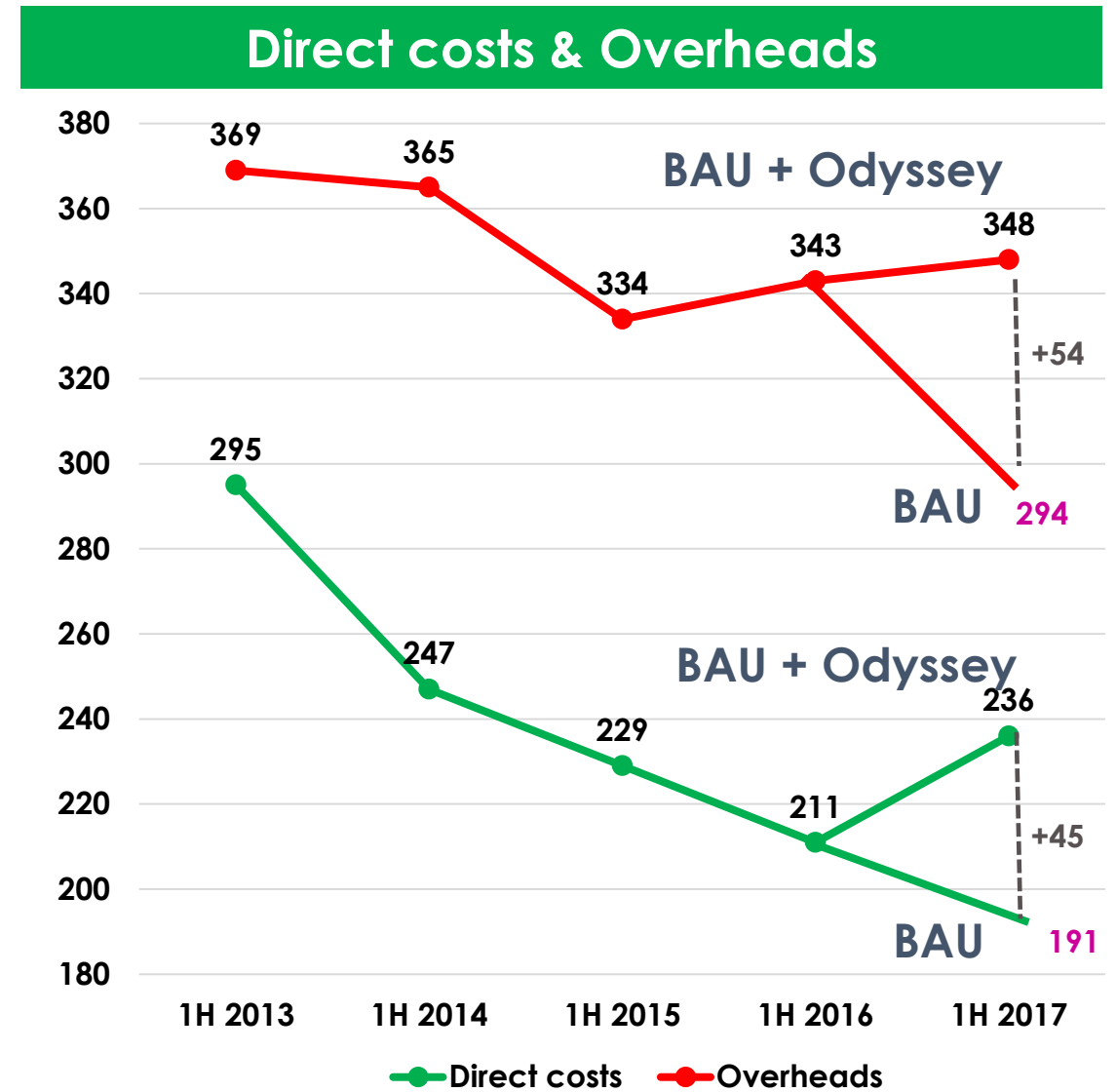
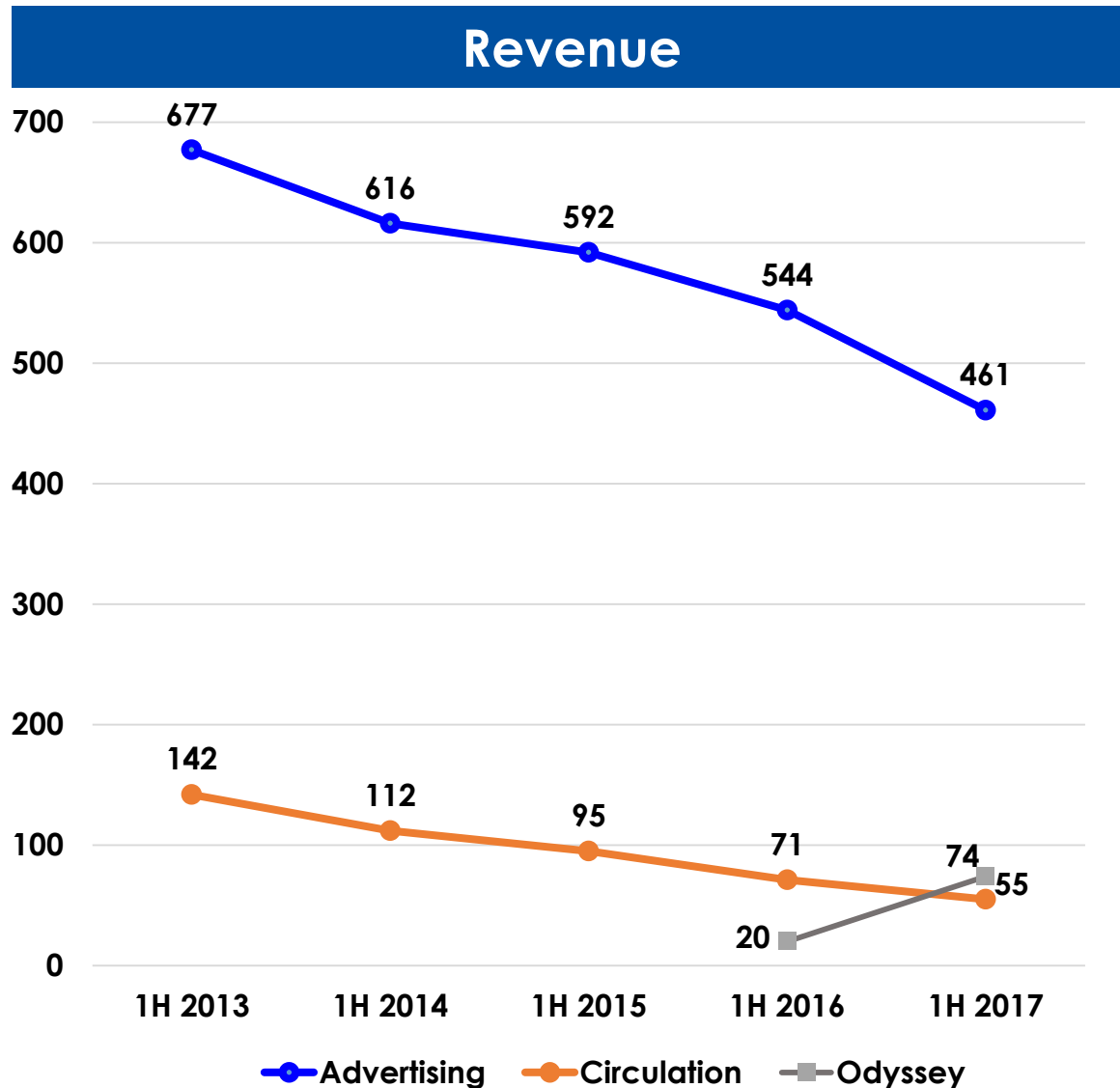


Encouraging increase of new revenue

Digital advertising, digital content and consumer revenue

Continuous cost management in-line with the decline in revenue

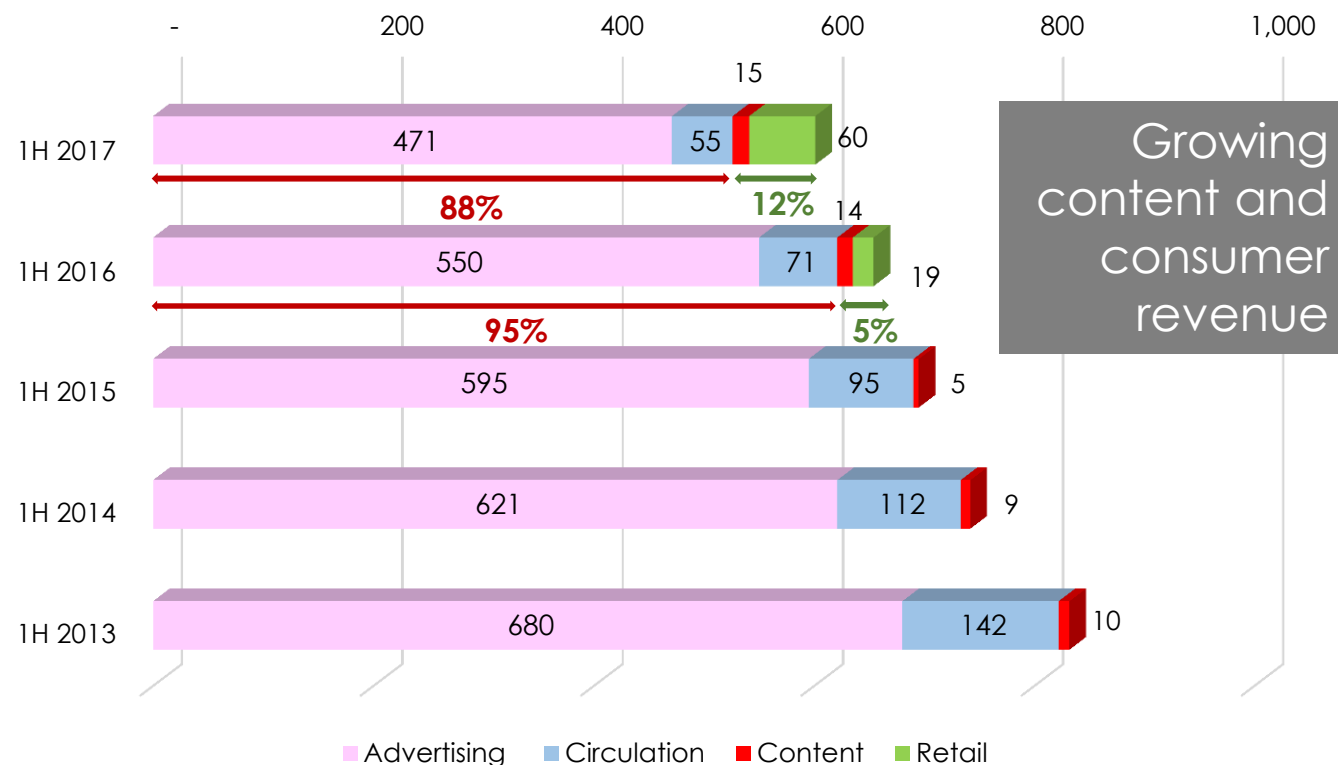
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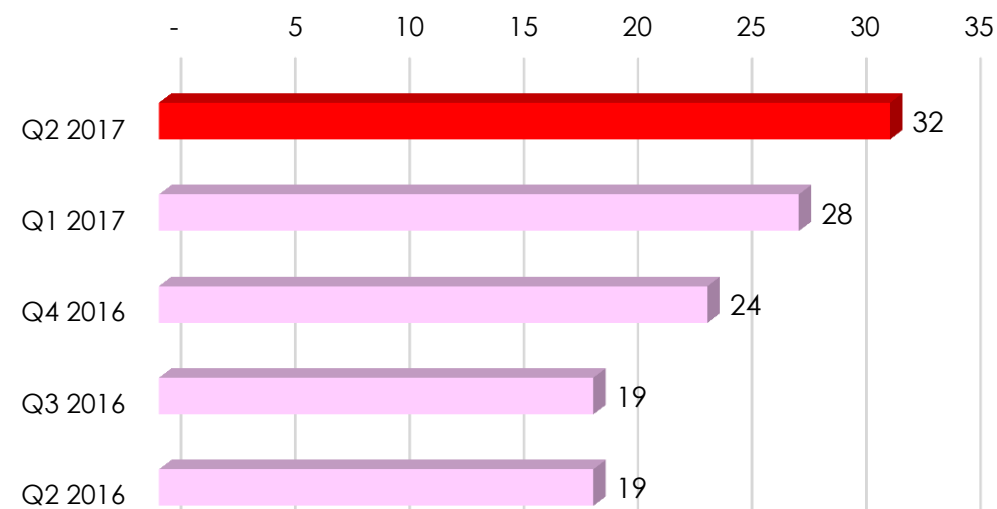
Growing content and new consumer revenue

10

Group Net Revenue by Category



Home Shopping Revenue (RM'm)



Detailed group financial performance – 1H 2017

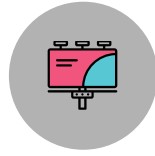
11

RM'000	BAU 1H 2017 A	Odyssey 1H 2017 B	Group Actual 1H 2017 C	BAU 1H 2016 D	Odyssey 1H 2016 E	Group Actual 1H 2016 F	Change (%) C - F
Gross revenue	621,939	78,984	700,923	749,066	20,606	769,672	(9)
Net revenue	527,343	73,626	600,969	634,062	19,552	653,614	(8)
Royalties	66	-	66	(1,560)	-	(1,560)	>100
Net revenue after royalties	527,409	73,626	601,035	632,502	19,552	652,054	(8)
Direct costs	(191,101)	(44,715)	(235,816)	(198,382)	(12,797)	(211,179)	(12)
Contribution	336,308	28,911	365,219	434,120	6,755	440,875	(17)
Other income	12,291	739	13,030	12,640	169	12,809	2
Overheads	(294,235)	(53,451)	(347,686)	(314,714)	(28,489)	(343,203)	(1)
EBITDA / (LBITDA)	54,364	(23,801)	30,563	132,046	(21,565)	110,481	(72)
Finance costs	(6,516)	-	(6,516)	(6,580)	-	(6,580)	1
Depreciation & amortization	(50,965)	(1,322)	(52,287)	(52,912)	(214)	(53,126)	2
Profit/(Loss) before associate	(3,117)	(25,123)	(28,240)	72,554	(21,779)	50,775	(>100)
Share of associate's results	(4,293)	-	(4,293)	358	-	358	(>100)
PBT/(LBT)	(7,410)	(25,123)	(32,533)	72,912	(21,779)	51,133	(>100)
Exceptional Items ("EI") – Impairment of Associate	(142,430)	-	(142,430)	-	-	-	NA
PBT/ (LBT) (after EI)	(149,840)	(25,123)	(174,963)	72,912	(21,779)	51,333	(>100)
Taxation	(4,784)	-	(4,784)	(9,520)	-	(9,520)	50
PAT/ (LAT)	(154,624)	(25,123)	(179,747)	63,392	(21,779)	41,613	(>100)
Minority interest	4,077	4,296	8,373	3,550	-	3,550	>100
PATAMI/ (LATAMI)	(150,547)	(20,827)	(171,374)	66,942	(21,779)	45,163	(>100)
PATAMI/ (LATAMI) Excluding EI	(8,117)	(20,827)	(28,944)	66,942	(21,779)	45,163	(>100)
EBITDA margin	10%	(32%)	5%	21%	(>100%)	17%	
PAT margin	(29%)	(34%)	(30%)	10%	(>100%)	6%	

- On track with Odyssey
- Whilst BAU revenue declined by 17% YoY, **Odyssey revenue increased by >100% YoY, to RM73.6m in 1H 2017.**

Financial performance by media platform

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RM'000		TVN	Home Shopping	PWS	Radio	OOH	Print	Digital	Corporate	Consol Adjustment	Total
Net revenue (after royalties)	1H 2017	244,329	59,728	55,013	30,377	82,276	183,612	20,683	75,824	(150,807)	601,035
	1H 2016	288,187	18,679	55,419	33,313	75,047	230,829	16,940	104,986	(171,346)	652,054
	Growth %	(15)	>100	(1)	(9)	10	(20)	22	(28)	12	(8)
EBITDA / (LBITDA)	1H 2017	4,906	(8,084)	3,549	10,874	22,572	5,828	2,868	20,960	(32,910)	30,563
	1H 2016	47,277	(7,099)	6,115	13,796	23,423	24,672	2,282	58,819	(58,804)	110,481
	Growth %	(90)	(14)	(42)	(21)	(4)	(76)	26	(64)	44	(72)
PAT / (LAT)	1H 2017	(20,743)	(8,766)	2,781	9,927	14,007	(159,385)	170	14,428	(32,166)	(179,747)
	1H 2016	22,076	(7,313)	4,996	11,324	14,362	547	280	52,286	(56,945)	41,613
	Growth %	(>100)	(20)	(44)	(12)	(2)	(>100)	(39)	(72)	44	(>100)

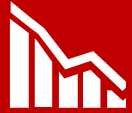
Section 3

Odyssey Strategy

Media Prima's position and challenges

14

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



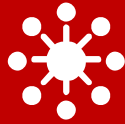
Decline in Print as preferred media

-10% p.a.



Growing video consumption

+20% p.a. growth of online video



Shift in Adex to digital

Digital Adex 2X by 2020



Mobile-first consumption pattern

Mobile >50% of digital ads by 2020



Consumers engage via multiple platforms

Multi-platform to strengthen further by 2020



e-commerce as a way of life

e-commerce to grow >2X by 2020

5 directions to overcome challenges

Move to digital

Focus on B2C segments

Create localized and relevant content

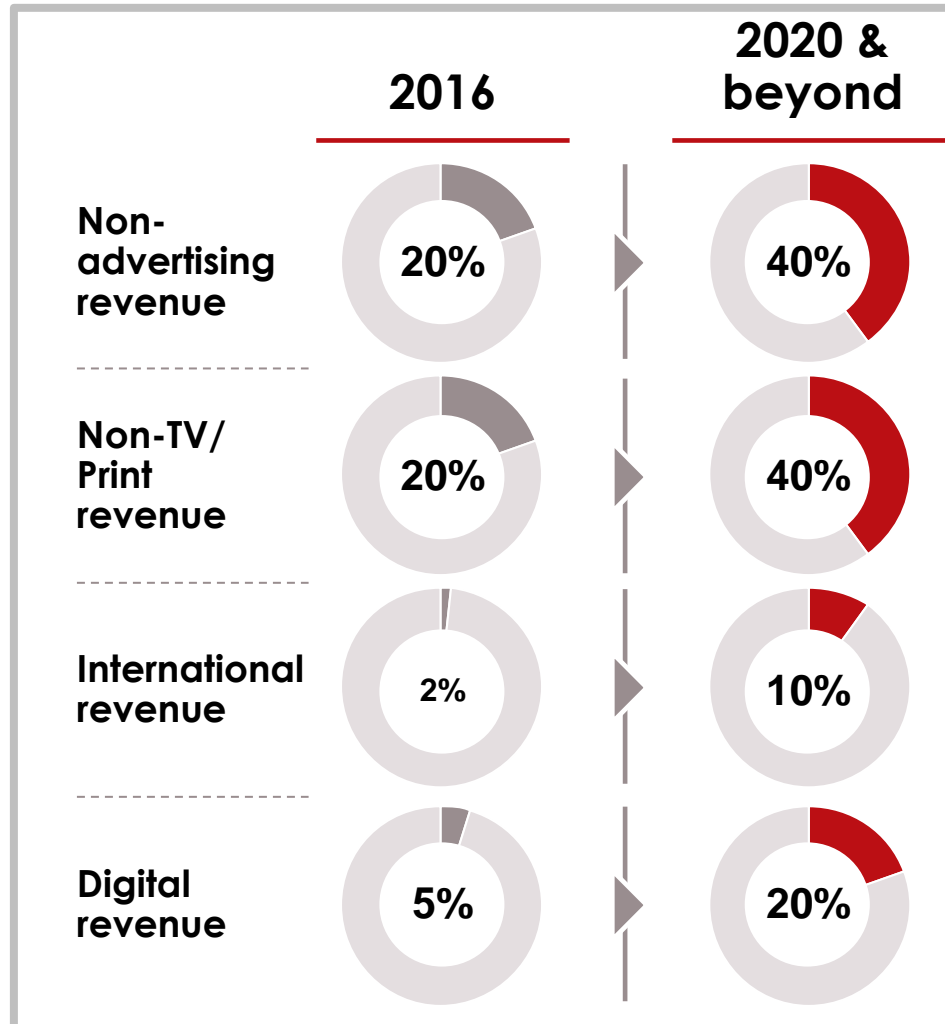
Unlock dormant assets

Revamp operations & organization

Aiming to grow revenue in non-advertising, non-TV/Print, international, and digital

Target **RM2.2bn** Revenue by 2020

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

Becoming an out-of-the-box media player: Beyond traditional, Beyond media, Beyond Malaysia

Current

To become...



Move to digital

- > Digital strategies driven at BU-level with varying maturity levels



Malaysia's #1 digital first publisher & infotainment champion



Focus on B2C segments

- > Existing B2C in classifieds, e-publications and events are ineffective

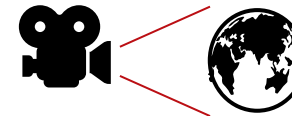


Diversified commerce player, powered by integrated media



Create localized and relevant content

- > Leading local content position being threatened by competitors



Leading Malaysian content producer, with global sales & distribution

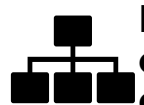


Expand regionally

- > Malaysia focused revenue generation

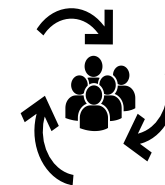


Regional out-of-home player in ASEAN



Revamp operations & organization

- > Current set-up enforces platform silos & hinders group synergies



Integrated, customer-centric and agile

Section 4

Financial Review by Segment

Media Prima Television Networks



OUR LIFE STORIES

brought to you in fabulous colours

Detailed TVN financial performance – 1H 2017

	1H 2017	1H 2016	Change
	(RM'000)		(%)
Gross revenue	298,407	353,228	(16)
Net revenue	244,329	288,187	(15)
Direct costs	(93,925)	(122,365)	23
Contribution	150,404	165,822	(9)
Other income	5,181	3,922	32
Overheads	(150,679)	(122,467)	(23)
EBITDA	4,906	47,277	(90)
Depreciation	(23,467)	(19,479)	(20)
Finance charges	(2,182)	(2,194)	1
PBT/ (LBT)	(20,743)	25,604	(>100)
Taxation	0	(3,528)	NA
PAT/ (LAT)	(20,743)	22,076	(>100)
EBITDA margin	2%	16%	
PAT margin	-8%	8%	

Revenue and earnings

- Odyssey initiatives for TV include Tonton, Studio 8 and the IP, Licensing and Merchandising initiatives.
- All TV Odyssey initiatives still experiencing gestation period – gestation losses of RM21.0m
- Excluding the gestation losses, TV would post PAT of RM0.2m.
- Traditional TV business affected by the shift to digital media whilst FTA remains pressured by weak Adex sentiment.

Media Prima TVN - 35.6% of audience share



22%



5.4%



5%



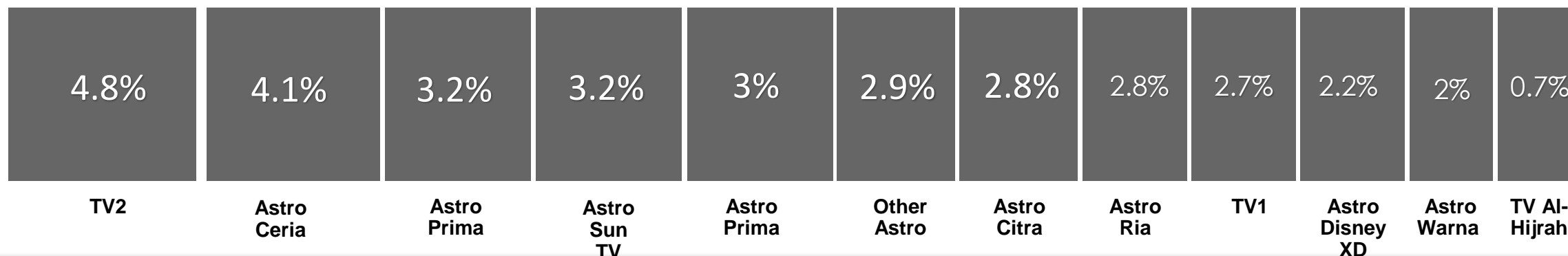
3.2%

LEADING THE COMPETITION

across all stations/channels by primarily focusing on delivering award-winning contents that are fresh and relevant.

Inevitable fragmentation with the inclusion of more Pay Channels & the upcoming Digital Rollout

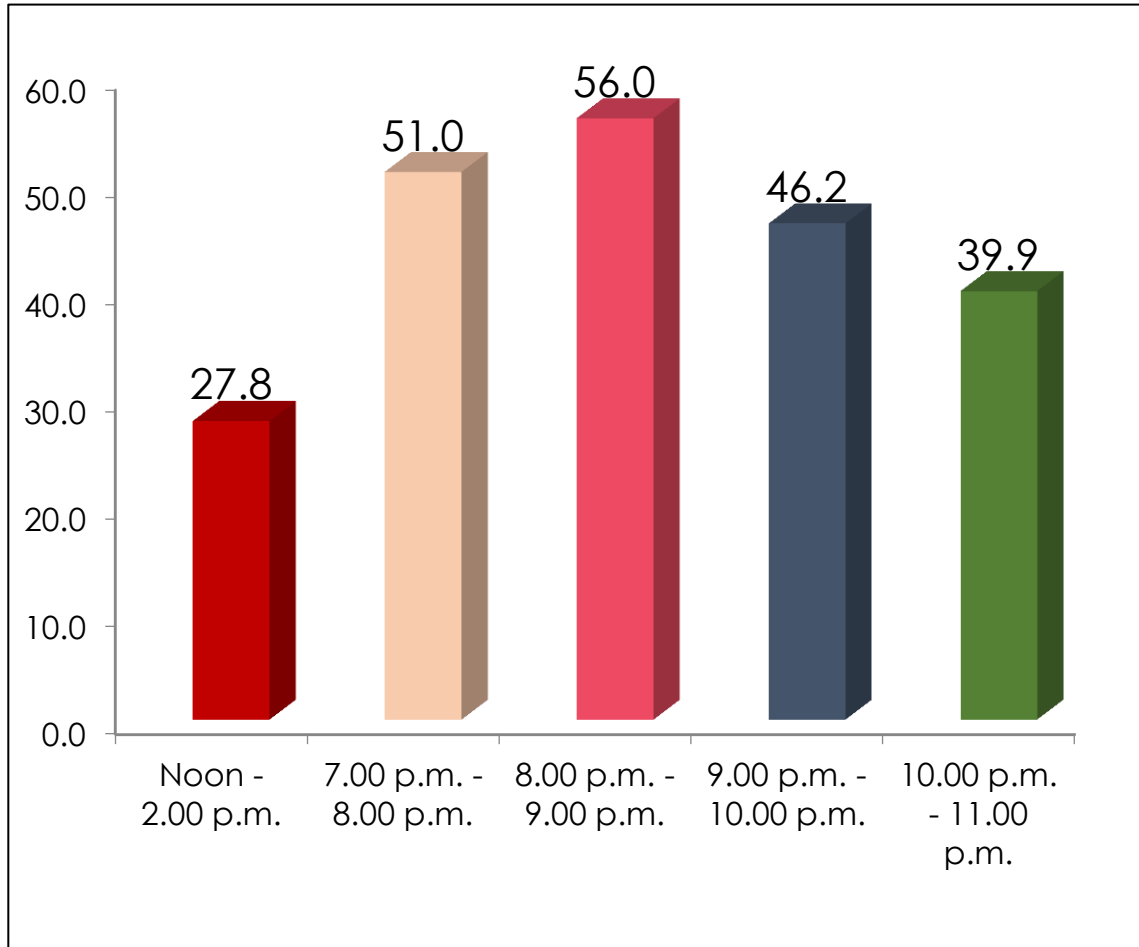
Source: Nielsen TV Audience Measurement
(Total 4+, Jan-June 2017)



Committed to maintain ratings

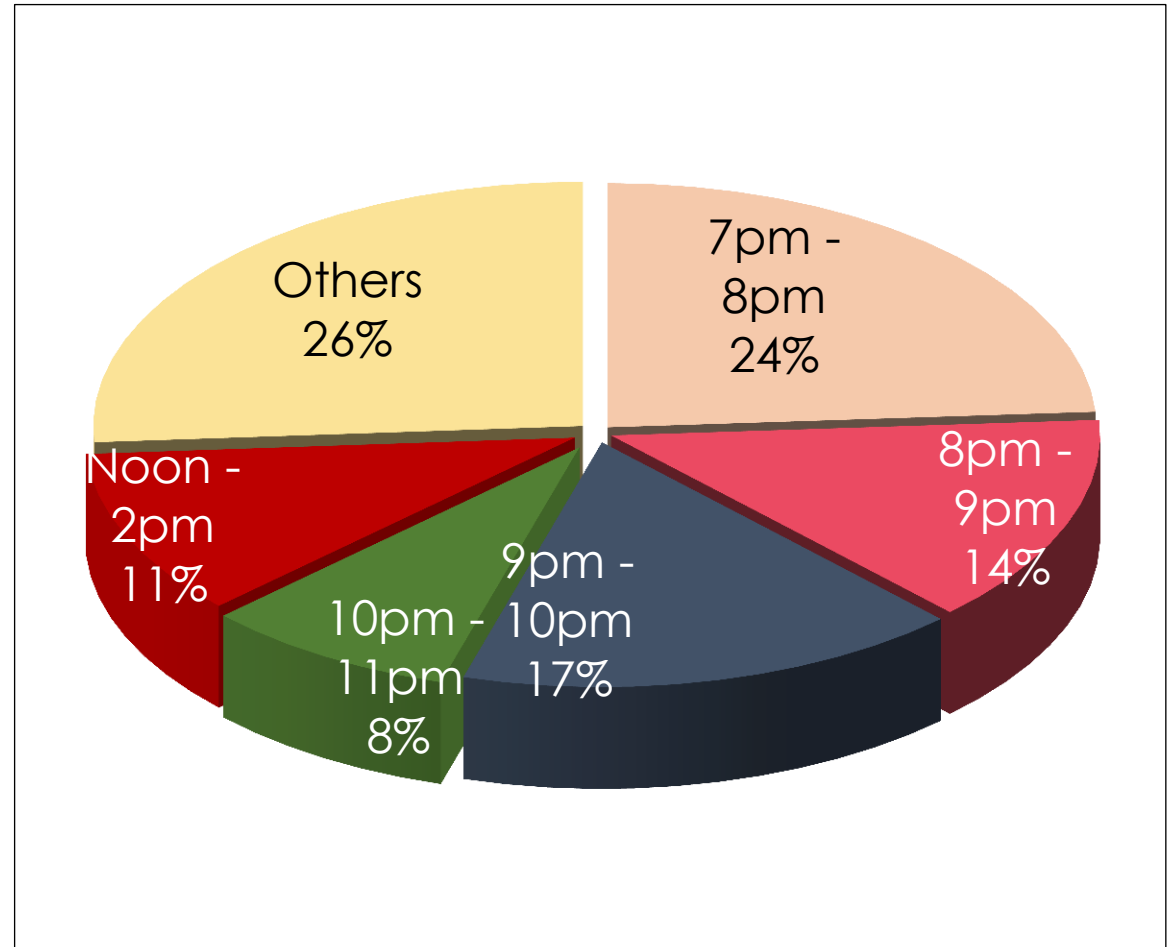
Dominant audience share at Prime Time

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

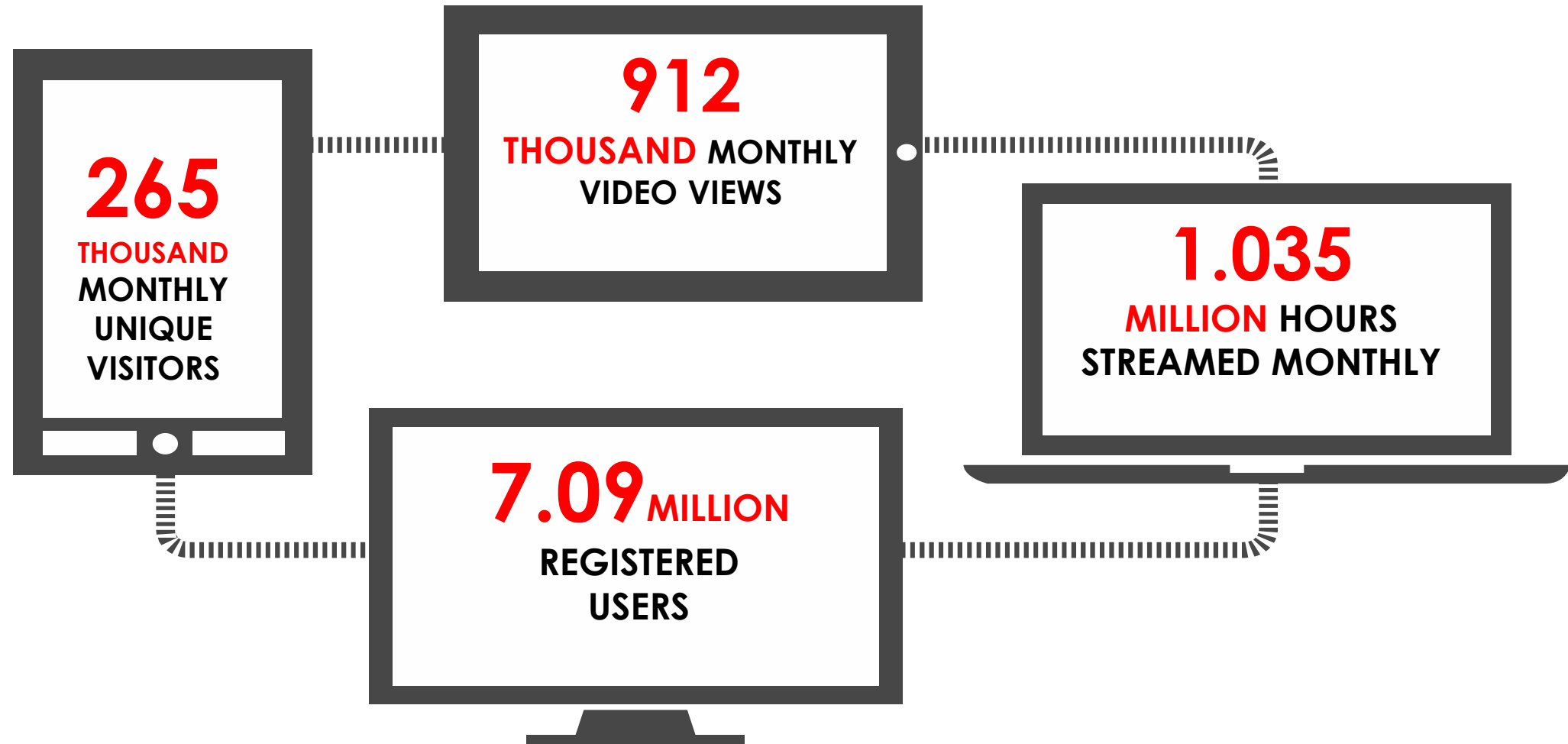


Prime time is key

74% of Media Prima's TV Networks' net revenue comes from Prime Time Hours



Tonton - Malaysia's 1st largest home grown video streaming service



Tonton- Partnering with local Telcos to accelerate distribution

23



Strategic partnership with Singtel – first venture outside Malaysia



CJ Wow Shop – Encouraging 1H 2017 performance

	1H 2017 (RM'000)	1H 2016	Change (%)
Net revenue	59,728	18,679	>100
Direct costs	(41,759)	(12,231)	(>100)
Contribution	17,969	6,448	>100
Other income	721	165	>100
Overheads	(26,774)	(13,712)	(95)
LBITDA	(8,084)	(7,099)	(14)
Depreciation	(682)	(214)	(>100)
Finance charges	-	-	NA
LBT	(8,766)	(7,313)	(20)
Taxation	-	-	NA
LAT	(8,766)	(7,313)	(20)
EBITDA margin	-14%	-38%	
PAT margin	-15%	-39%	

Revenue

- Encouraging growth in line with Group's initiative to grow commerce revenue
- Average of 15% net revenue growth QoQ since launch
- Still experiencing gestation period & target to break-even by end 2018

Note:

Revenue in 1H2017 is for six-month operations while 1H2016 revenue is for three-month operations as the business commenced on 1 April 2016.

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

Products & Customers



> 330K products sold

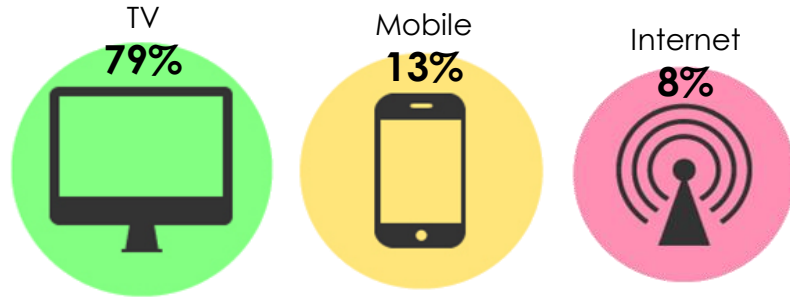
> 188K customers

Timeslot



Time	NTV 7	TV 9	TV 3	8TV	
6:00			1H		Started with 16.5 hours
7:00				3H	
8:00					
9:00	7H				
10:00					
11:00		2H			
12:00					
13:00		3.5H			
14:00					
15:00					
23:00					Currently airing 19.5 hours
0:00	1H	1H			
1:00			1H		
2:00					

Performance metrics 1H 2017



	Q2 16	Q3 16	Q4 16	FY 16	Q1 17	Q2 17	1H 17
Total net sales (RM m)	RM18.6	RM18.8	RM24.0	RM61.4	RM27.7	RM32.0	RM59.7

Average of 15% net revenue growth QoQ since its launch

Top 3 best selling items in 2Q 2017





OUR POWERFUL STORIES
brought to you in compelling styles

NSTP financial performance – 1H 2017

	1H 2017 (RM'000)	1H 2016 (RM'000)	Change (%)
Gross revenue	212,022	267,579	(21)
Net revenue	183,612	230,829	(20)
Direct costs	(45,397)	(58,453)	22
Contribution	138,215	172,376	(20)
Other income	7,275	6,296	16
Overheads	(139,662)	(154,000)	9
EBITDA	5,828	24,672	(76)
Finance charges	(438)	(315)	(39)
Depreciation	(18,052)	(24,108)	25
Profit/ (Loss) Before Associate	(12,662)	249	(>100)
Share of Associates	(4,293)	358	(>100)
PBT/ (LBT) Before EI & Tax	(16,955)	607	(>100)
EI – Impairment of Associate	(142,430)	-	NA
PBT/(LBT) after EI	(159,385)	607	(>100)
Taxation	0	(60)	100
PAT/ (LAT)	(159,385)	547	(>100)
PAT/ (LAT) excluding EI	(16,955)	547	(>100)
EBITDA margin	3%	11%	
PAT margin	-87%	0.2%	

Revenue and earnings

- Odyssey initiatives include FullAMark, Regional media and verticals.
- Encouraging growth for these Odyssey initiatives – contributing **RM12.3m (7%) to net revenue and RM6.5m to PAT for 1H 2017.**

Continuous implementation of cost management initiatives

- Lower direct costs by 22% & and lower total overheads by 9% YoY.

Cost optimisation remains a key focus

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



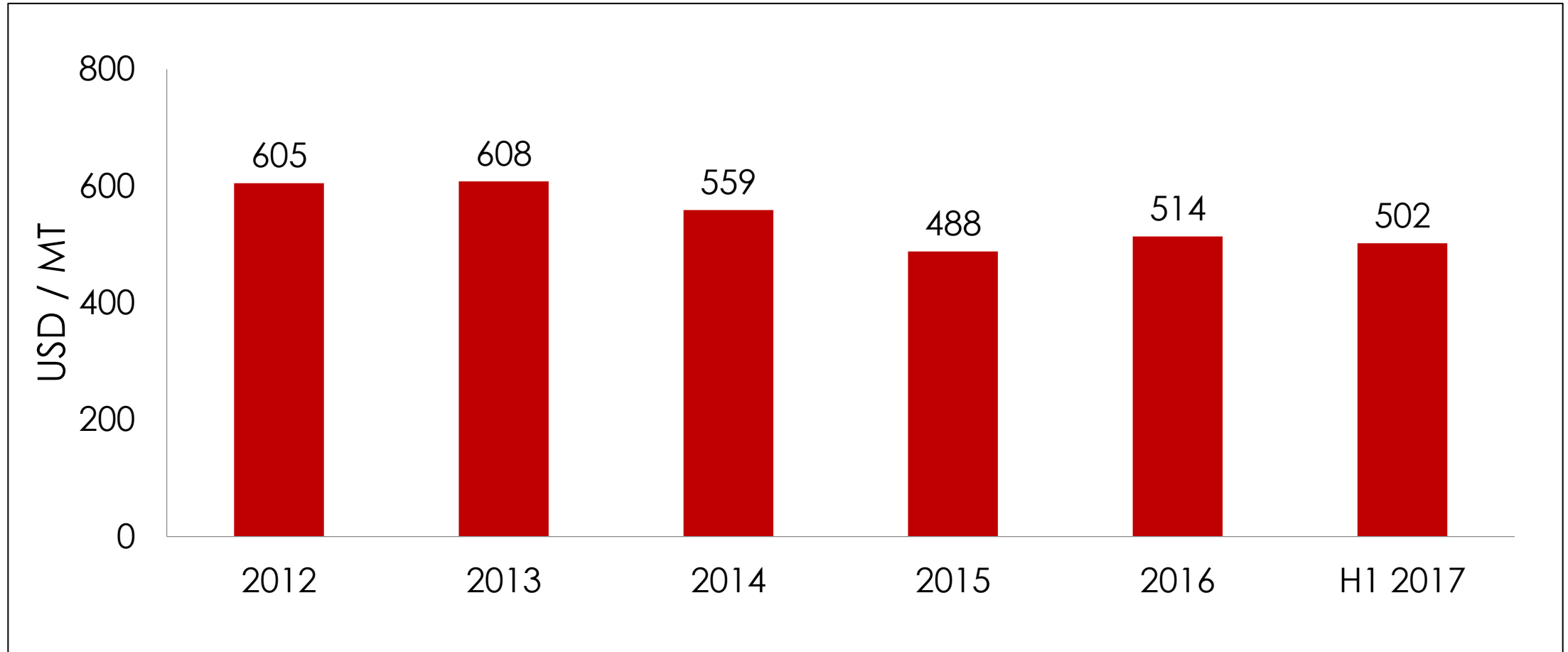
Property Rationalization

Identify non-productive properties

- Media Prima's indirect associate (21.36%), Malaysian Newsprint Industries ("MNI"), engaged in manufacture and sale of newsprint, had on 1 August 2017 appointed Mr Lim San Peen of PricewaterhouseCoopers Advisory Services Sdn Bhd as the Interim Liquidator to commence creditors' voluntary winding up proceedings of MNI.
- **Carrying value of the investment in MNI of RM142.4m** was fully impaired in Q2 2017.
- Minimal operational and financial impact to NSTP



Newsprint price has stabilized at average of USD501/MT (31)



Average newsprint inventory of 4 months

Readership and circulation

Declining in tandem with trend in print industry worldwide

NEW
STRAITS TIMES

new
sunday times

BH
Berita Harian

BH
AHAD

Harian
Metro

Metro
Abad

CIRCULATION

July – Dec 2015 July – Dec 2016

62,113	54,490
64,850	55,998
106,754	91,229
109,811	90,809
179,231	142,262
207,119	154,548

READERSHIP

Jan – Dec 2015 Jan – Dec 2016

216,000	168,000
192,000	138,000
1,241,000	991,000
1,265,000	976,000
3,327,000	2,935,000
3,757,000	3,093,000

Source:

Circulation – Audit Bureau of Circulations

Readership – Nielsen Media Research

Compelling content has travelled beyond Print to other delivery platform and content distributors

Content consumed *anywhere, anytime and by anyone*

Web Portals



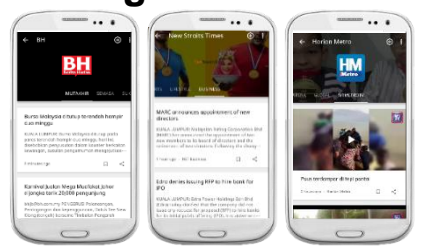
e-paper



Mobile apps



Google Newsstand



YouTube channels



Twitter











Instant Article







Instagram



Development and extension of digital products

Premium Content	News Portal	News Apps
 4,689 No. of Subscribers 58,981 App. Downloads <hr/> 731.5k Monthly Unique Visitors	NEW STRAITS TIMES ONLINE   20.8mil Monthly unique visitors	<div>    </div> 77.7k App. Downloads <hr/> <div>    </div> 240k App. Downloads <hr/> <div>  </div> 38.2K App. Downloads

Note: Data updated as at June 2017

 Total no. of likes	 Total no. of followers	 Total no. of followers	 Total no. of subscribers
525,727	530,885	20,414	6,629
4,629,963	1,157,839	307,198	25,167
4,300,797	762,375	146,875	98,880

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

NEW
STRAITS TIMES

BH
Berita Harian

Metro

Initiative to grow revenue beyond print and beyond B2B

35



FullAMark- A higher level of education content

Total Apps Download

58,981

Monthly Average Unique Visitors

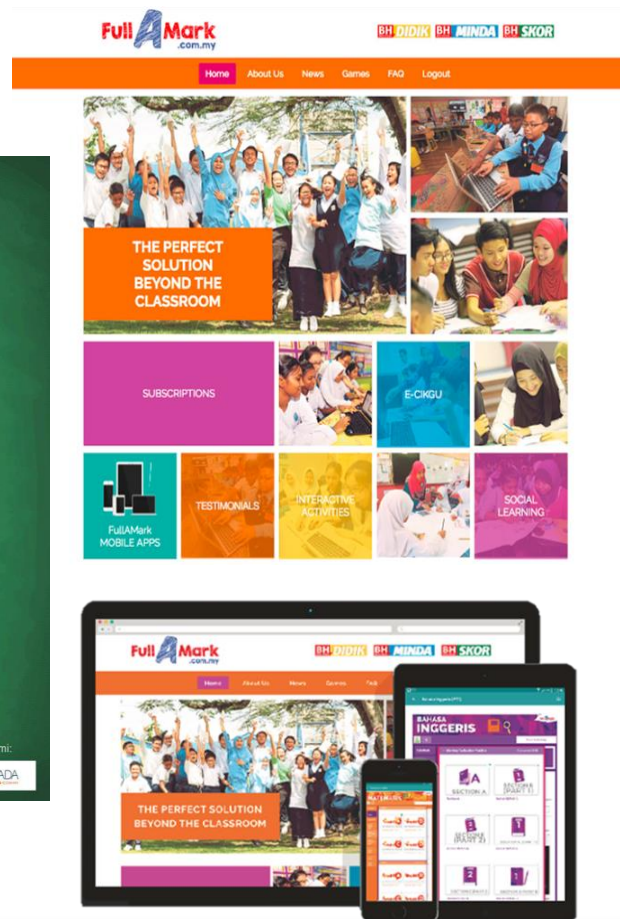
18,730

Monthly Average Pages Views

88,595



Data updated as at June 2017
Source: Google Analytics





OUR EXCITING STORIES
get you going

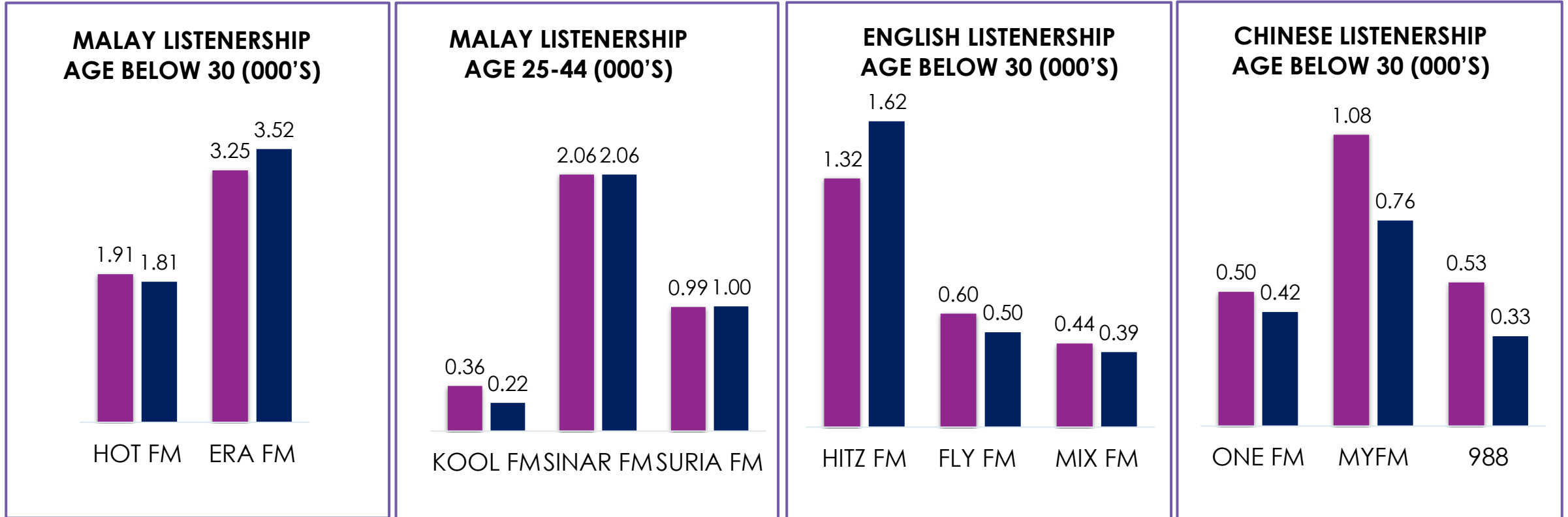
Radio Networks' financial performance – 1H 2017

	1H 2017 (RM'000)	1H2016 (RM'000)	Change (%)
Gross revenue	35,648	39,397	(10)
Net revenue	30,377	33,313	(9)
Direct costs	(26)	(1,211)	98
Contribution	30,351	32,102	(5)
Other income	924	968	(5)
Overheads	(20,401)	(19,274)	(6)
EBITDA	10,874	13,796	(21)
Finance charges	(153)	(462)	67
Depreciation	(794)	(1,077)	26
PBT	9,927	12,257	(19)
Taxation	-	(933)	100
PAT	9,927	11,324	(12)
EBITDA margin	36%	41%	
PAT margin	33%	34%	

Revenue and earnings

- 9% lower revenue contributed by lower Adex, leading to PAT reduction of 12% YoY

Radio listenership





■ Survey #2 2016 ■ Survey #1 2017



*Sources: : GFK Radio Audience Measurement



Digital listenership



Online & Mobile Listenership for April 2017 to June 2017



Average Listenership Per Month	: 496,301
Average Unique Per Month	: 102,132
 Unique Mobile	: 40,909
 Unique Web	: 61,223

Average Listenership Per Month	: 1,976,020
Average Unique Per Month	: 568,270
 Unique Mobile	: 255,338
 Unique Web	: 312,932

Average Listenership Per Month	: 1,047,343
Average Unique Per Month	: 242,377
 Unique Mobile	: 108,478
 Unique Web	: 133,899

Average Listenership Per Month	: 484,346
Average Unique Per Month	: 109,815
 Unique Mobile	: 44,476
 Unique Web	: 65,339



Total Listens Per Month	: 380,113
Mobile Downloads	: 16,724

MPRN's strong following on social media unrivalled by others 40



1.88M



2.03M



5.10M



280k



0.1k



Radio + 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

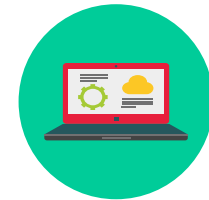
Radio⁺ Activation



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**

Media Prima Out-Of-Home

42



OUR INSPIRATIONAL STORIES
transform the cityscape

OOH Detailed financial performance – 1H 2017

	1H 2017 (RM'000)	1H 2016 (RM'000)	Change (%)
Gross revenue	90,275	82,627	9
Net revenue	82,276	75,047	10
Direct costs	(50,588)	(43,931)	(15)
Contribution	31,688	31,116	2
Other income	975	1,505	(35)
Overheads	(10,091)	(9,198)	(10)
EBITDA	22,572	23,423	(4)
Depreciation & amortisation	(5,105)	(4,731)	(8)
PBT	17,467	18,692	(7)
Taxation	(3,460)	(4,330)	20
PAT	14,007	14,362	(2)
EBITDA margin	27%	31%	
PAT margin	17%	19%	

Revenue and earnings

- Revenue growth supported by higher display and production revenue.
- PAT decline partly due to the start-up cost incurred for its MRT segment which commenced operations this year.
- Digital assets at key premium sites should remain a strong contributor to the platform.

Our OOH brands

44

SOLIDIFY **#1** LEADERSHIP POSITION

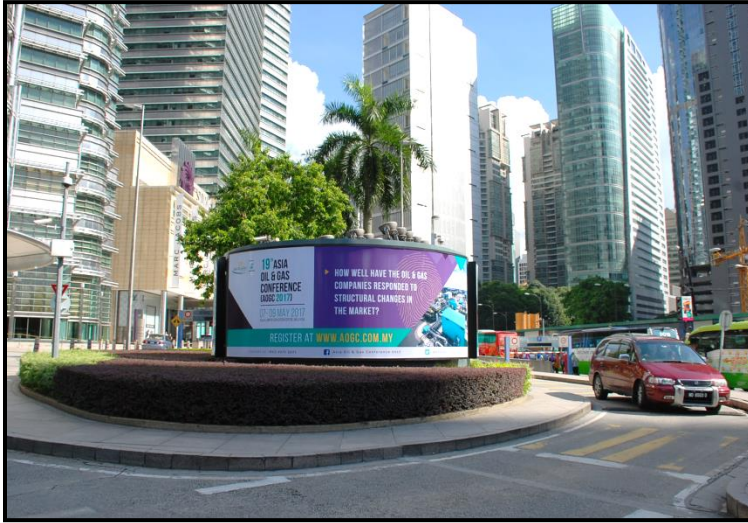
44% market share



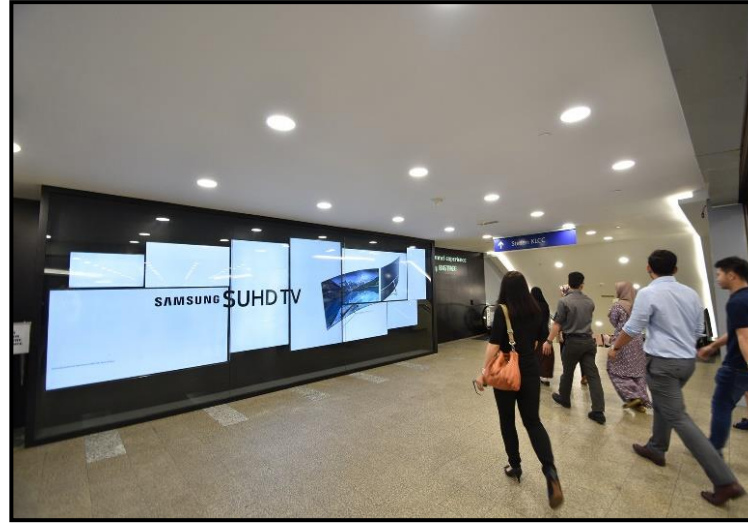
Creative and innovative OOH solutions

45

KLCC Snorkels



Irregular Videowall



KLCC Retail Crossing



Wall Glitz



Halo



Beamers



Organic growth for OOH

50% rental yield increase

1 Improve market share via Integrated OOH Solution



WONDA Coffee



KLCC Snorkels



KLCC Retail Crossing

3 Premium Digital OOH



Zenith Mall JB



LDP (KUR0013)



MRT TTDI

4 Premium Product



11 structures along
NKVE/ Seremban Highway

Ongoing projects

1 LEP + LRT + KLM 10 Years Contract



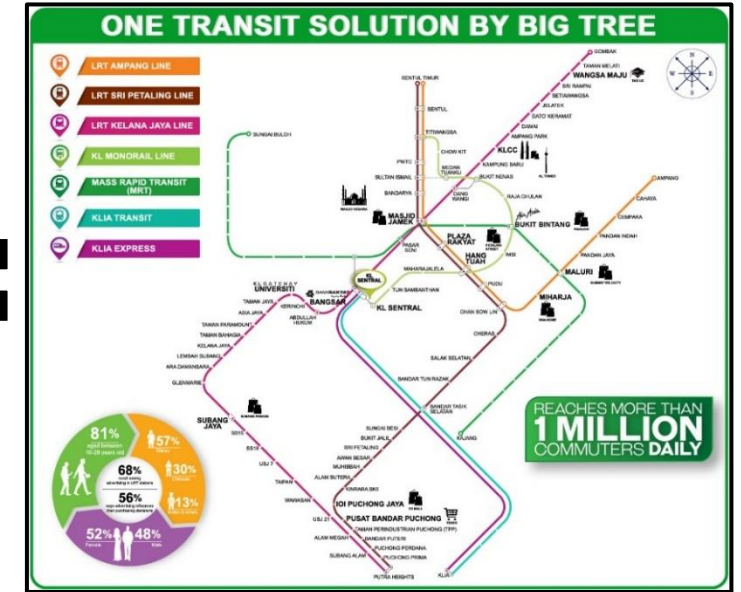
with additional 86.5 km of tracks

2 MRT – Urban Street Furniture



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

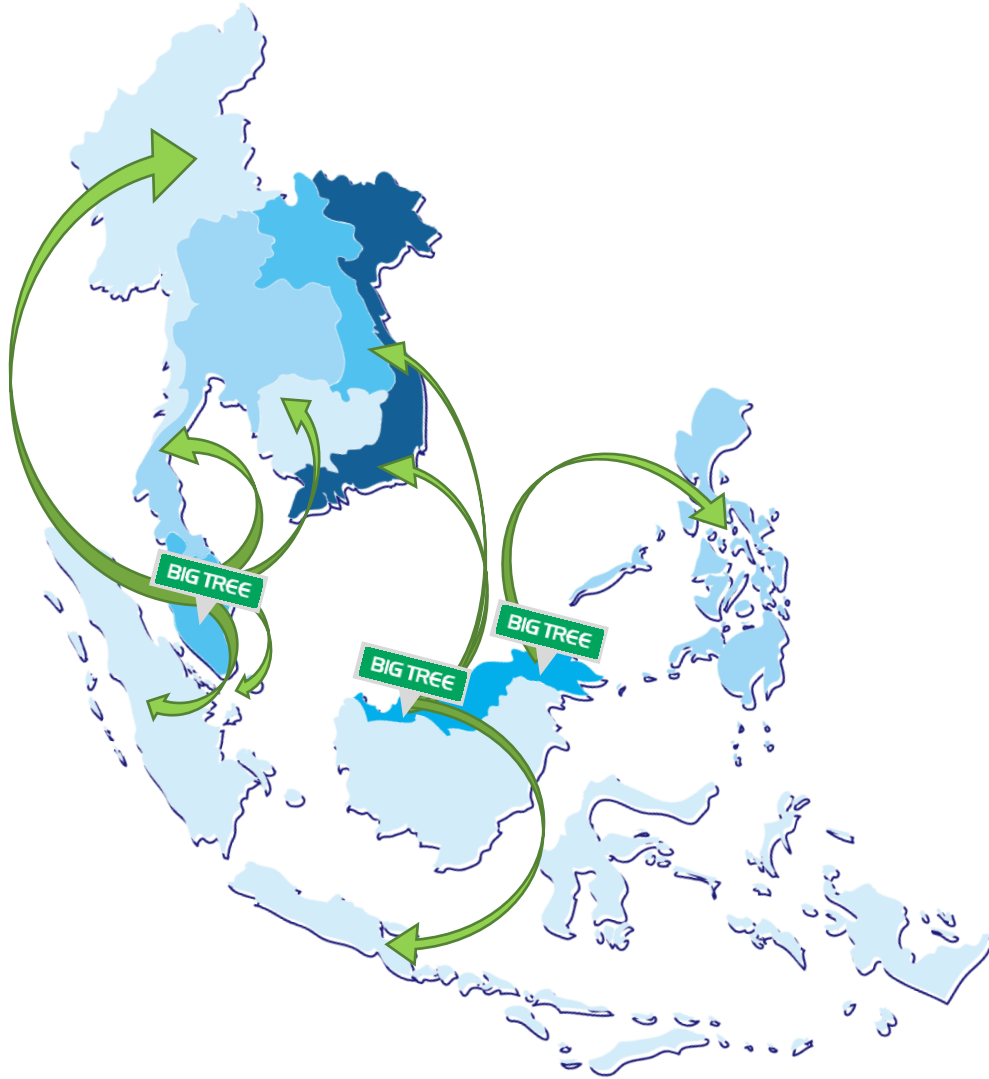
3 Total Transit Solution



4 Besraya Eastern Extension Expressway (BEE)



Regional expansion for OOH



Merits for expansion

#1 OOH advertising company in Malaysia for 8 consecutive years*

23 years of experience in the OOH advertising industry in Malaysia

Complete suite of skills and resources to establish a strong regional presence

Vision of leadership in Southeast Asia

5.3% annual economic growth rate from 2007 – 2015**

Highly-recognised and widely utilised media in regional nations

*Voted by Advertising+Marketing Magazine

**Factsheet on ASEAN Economic Community 2016, ASEAN



OUR DRAMATIC STORIES
provide you emotional engagement

VISION

Asian. Stories. For The World.

Increase content sales to
international clients & non-MPB
platforms

MISSION

Over 100,000 hours
of archive

Hot New
IPs

Recognised **International**
Co-Productions

PWS financial performance – 1H 2017

	1H 2017 (RM'000)	1H 2016 (RM'000)	Change (%)
Net revenue	55,013	55,419	(1)
Direct costs	(26,933)	(24,035)	(12)
Contribution	28,080	31,384	(11)
Other income	254	168	51
Overheads	(24,785)	(25,437)	3
EBITDA	3,549	6,115	(42)
Depreciation	(32)	(42)	24
PBT	3,517	6,073	(42)
Taxation	(736)	(1,077)	(32)
PAT	2,781	4,996	(44)
EBITDA margin	6%	11%	
PAT margin	5%	9%	

Revenue and earnings

- Marginal revenue decrease of 1%.
- Higher production cost led to 44% decline in PAT.

Creating leading vernacular content

Ratings Winners



Mentor Milenia 2017 Final
3.5mil viewers



ABPBH 3.0
2.8mil viewers



DFKL 2017
2.7mil viewers



Average 1.8mil viewers (TV3)
Highest PAH vs KED
2.4mil viewers



Akasia: Shh...I Love You
1.8 million viewers



Samarinda: Menanti Februari
1.7 million viewers



Asam Pedas Pewitt
2.0 million viewers



Average 1.1 mil viewers (TV3)
Highest MEL vs JDT
1.5mil viewers

Animation and International Co-Productions

EJEN ALI

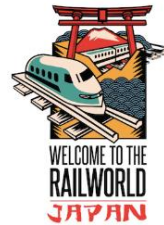


- Average rating of 780K viewers per episode
- Sold to 28 countries
- Final episode garnered 300K views in 2 days on official YouTube channel

Games, Licensing & Merchandising



CO-PRODUCTION



Nippon
TV



Nippon TV and
Axon &
Sumitomo Corp



Fuji TV



Mediacorp



Nippon TV

CONTENT CLIENTS

- Currently sells content to more than 30 countries
- 2017 new target market: Australia, China, India
- Other clients include:



ORIGINAL FORMAT



Expanding our content offering

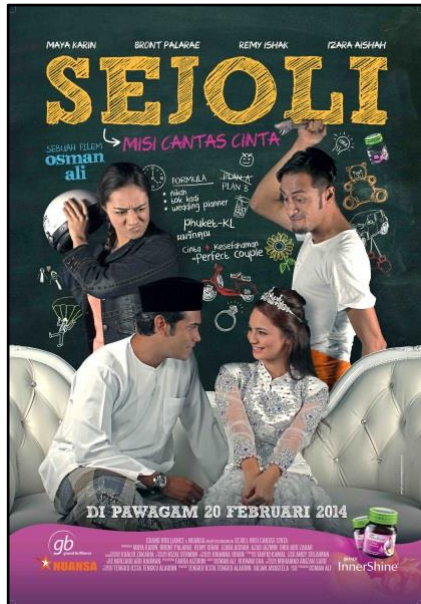
Exploring co-production with external broadcasters while expanding the current content sales in overseas markets

2016

- Distributed over 42 titles to **iflix** including popular hits from TV dramas to blockbuster movies
- Secured sales to **JaiKon TV**, in its list of regional customers selling 17 titles in various genres including travel, dramas and animation.

2017

- Total deal of up to RM1.5m of which 5 titles are available on **Netflix** starting August





OUR INTERACTIVE STORIES

connect you with offline and online content

MPD Financial Performance – 1H 2017

	1H 2017 (RM'000)	1H 2016 (RM'000)	Change (%)
Net revenue	20,683	16,940	22
Direct costs	(889)	(595)	(49)
Contribution	19,794	16,345	21
Other income	46	200	(77)
Overheads	(16,972)	(14,263)	(19)
EBITDA	2,868	2,282	26
Depreciation & Amortisation	(2,698)	(2,002)	(35)
PBT	170	280	(39)
Taxation	-	-	NA
PAT	170	280	(39)
EBITDA margin	14%	13%	
PAT margin	1%	2%	

Revenue and earnings

- Revenue increase mainly contributed by higher Shared Service Revenue.
- PAT decreased by 39% due to higher overheads & higher advertising & promotion for apps.

MP Labs - Applications gaining traction

57

Q2 2017 downloads

810,879

To-date Q2 2017 downloads

2,899,062

Top most downloaded App to date



765K

downloads



1.14M

downloads



215K

downloads



302K

downloads

Key application Focus in Q2 2017



- Comprehensive Islamic App
- **No 1 on App Store**
- 70% of returning users
- 90,000 downloads in 3 months



- Malaysia 1st Fitness App for Woman (feat local celebrity coaches)
- Integration with TV Talk Shows (cross platform content featuring) on weekly basis
- **Top 4 on Playstore**

Data Source: AppAnnie, Unity Platform, Google Analytics (1Jan 2017 -30 June 2017)



Rev Asia Acquisition

58

KongsiResepi.com



SAYS

SirapLima
Segar lagi menyegarkan!

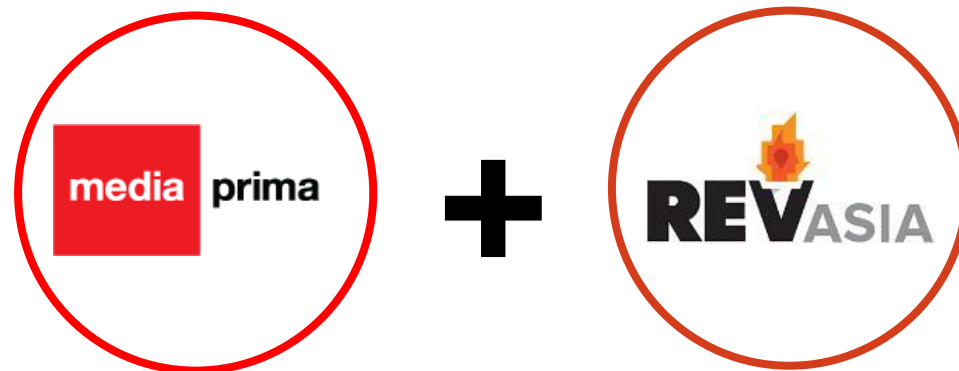


JUICE



Myresipi.com

OH BULANI!
Portal Hiburan No.1



8 May 2017 – Proposed Acquisition of 100% equity in Rev Asia Holdings Sdn. Bhd by Media Prima Digital Sdn. Bhd from Rev Asia Berhad and Youth Asia Sdn. Bhd.

1 August 2017 – Completion of Acquisition

Recap: Digital assets acquired

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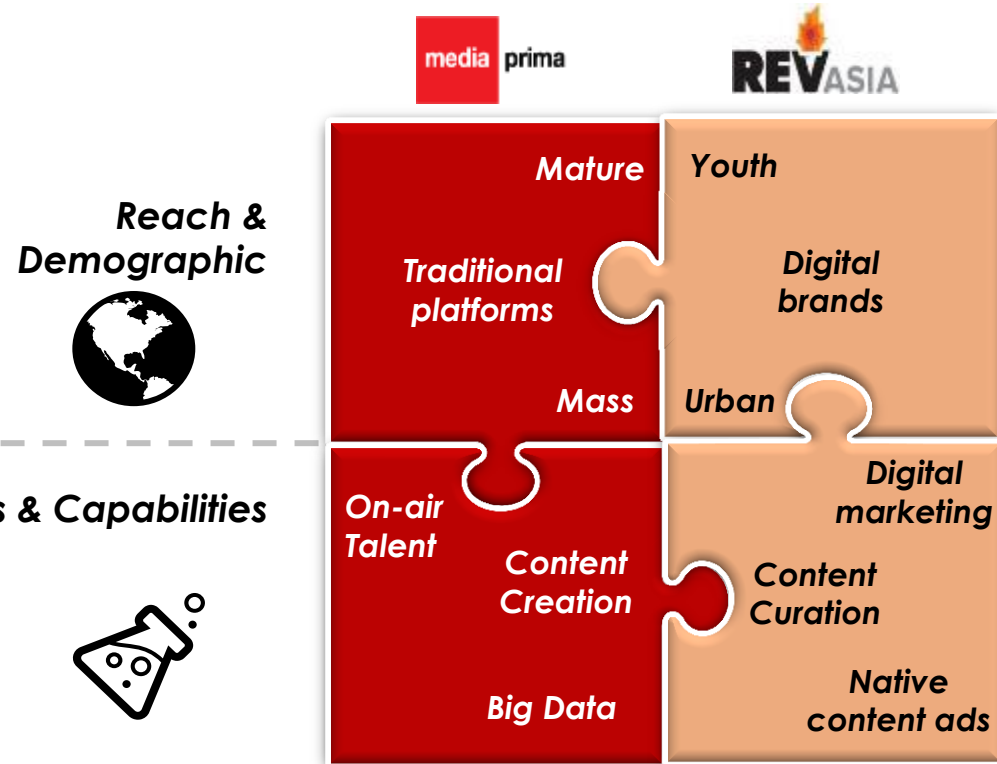


<p>Introduction</p>	<p>Fastest growing social-millennial Malay news site in Malaysia</p>	<p>Fastest growing social-millennial English news site in Malaysia</p>	<p>Most influential social-millennial Chinese news site in Malaysia</p>	<p>Predominantly affluent urbanites</p>	<p>Private rewards club for social media users</p>	<p>Woman's parenting, lifestyle and family portal & recipe and food website</p>
<p>Predominant Age</p>	<p>25 - 35</p>	<p>20 - 35</p>	<p>20 - 35</p>	<p>18 - 35</p>	<p>20 - 35</p>	<p>25 - 40</p>
<p>Primary Language</p>	<p>Malay</p>	<p>English</p>	<p>Chinese</p>	<p>English</p>	<p>English</p>	<p>Malay</p>
<p>Content Type</p>	<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
<p>Monthly Visitors</p>	<p>1.70M</p>	<p>1.43M</p>	<p>1.40M</p>	<p>Not available</p>	<p>570K</p>	<p>1.0M</p>

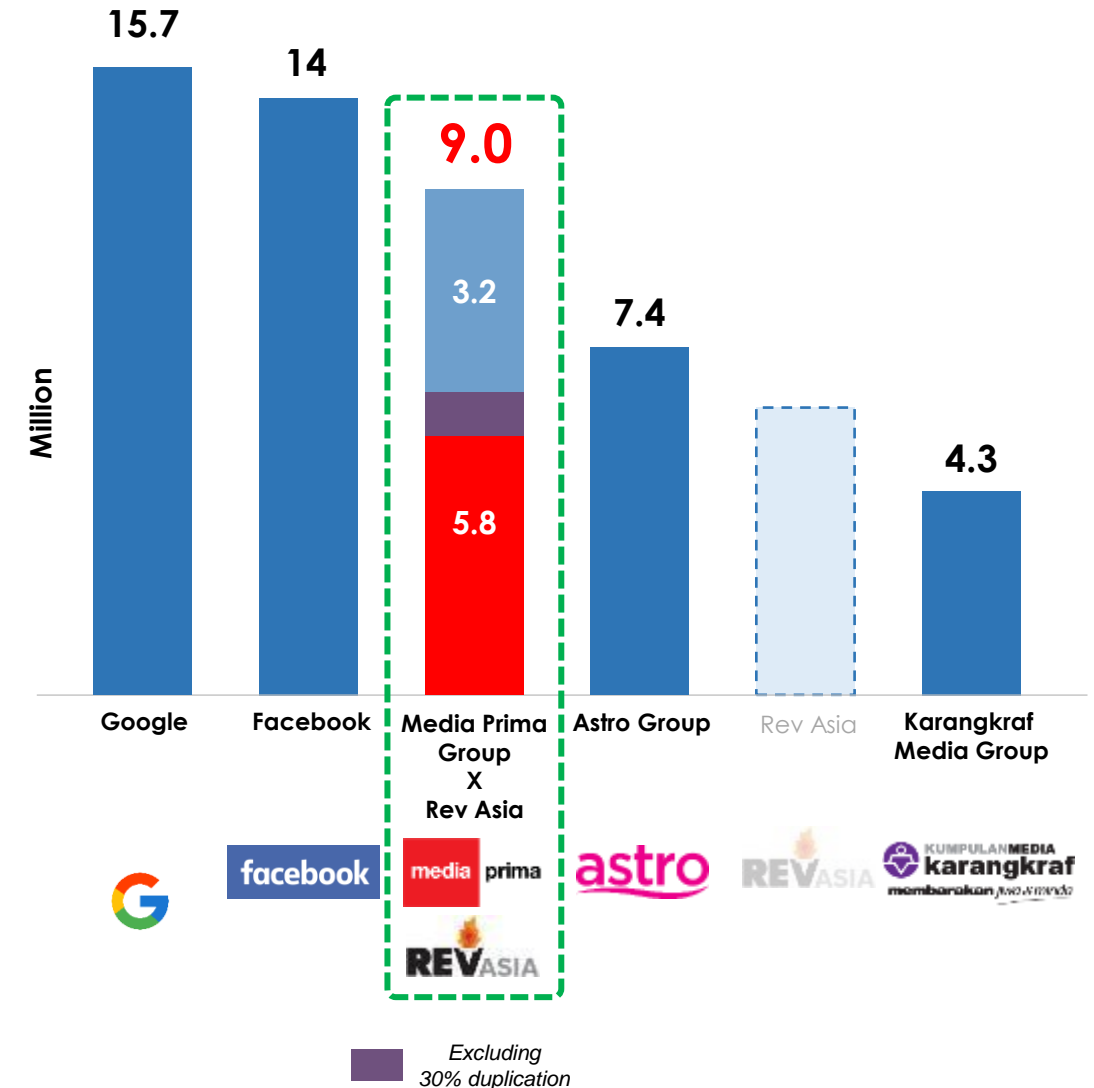
Rev Asia – Expanding Digital Reach & Capabilities

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Capabilities and Resources



Expanding Reach



Section 5

Moving Forward

Prospects for 2017

TELEVISION



Opportunities for an uplift in Adex.

Increasing exposure to further tap growing home shopping/e-commerce market.

PRINT



Expanding digital offerings by exploring vertical content

Strengthening current digital properties.

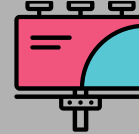
Cost optimisation initiatives

RADIO



Diversification opportunities into the digital space

OUT-OF-HOME



New site roll-outs after the launch of the complete MRT Sungai Buloh-Kajang line.

CONTENT



Acquiring expertise in digital content curation and digital content marketing.

Content monetization opportunities for the key market segments

DIGITAL MEDIA



Potential new IPs for animation

Co-production with external broadcasters

Expanding sales in overseas markets

Guided by our overarching strategy

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1 Grow Non-Advertising Revenue 2 Expand Platform and Content & Digital revenue 3 Expand Revenue Beyond Malaysian shores



2014

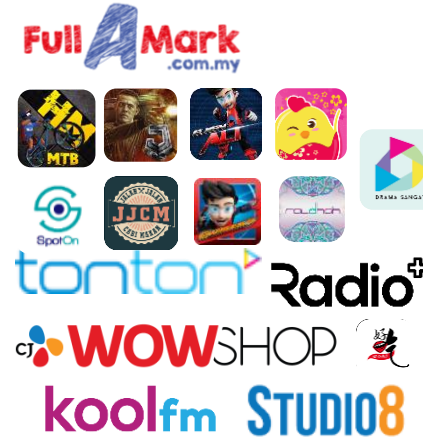
- 1st ASEAN Station Naming Rights Programme
- Live Streaming at Cubig@Bangsar
- International co-production
- Amalgamation of shared services departments
- Mutual Separation Scheme (MSS)

- Primeworks Distribution
- BH Plus
- Tonton Premiere & Tonton Original Series
- Cosmic Digital Tower

2015



2016



- Kool FM
- CJ Wow Shop
- Studio 8
- MP Labs – Mobile apps. & games
- Full-A-Mark
- TontonVIP
- Radio+
- Licensing & Merchandising
- Clever Girl format
- Closure of 2 printing plants

2017



- Big Tree Seni Jaya – MRT
- Ice Kacang podcast
- SuperDeals
- Completion of acquisition of Rev Asia Holdings Sdn Bhd
- Content sales – Netflix, Iflix, Jaikon TV

2020

Continue to stay relevant and being the market leader

Cost optimization still remains a key focus



THANK YOU

For more information, visit
www.mediaprima.com.my

or

www.mediaprima.com.my/investorcenter/feedbackcomments
for inquiries, suggestions & comments

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