



Investor Presentation

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

29th November 2017

Table of Content

1 Media Prima Today

2 Odyssey Strategy

3 Financial Review

4 Financial Review by Segment

5 Moving Forward

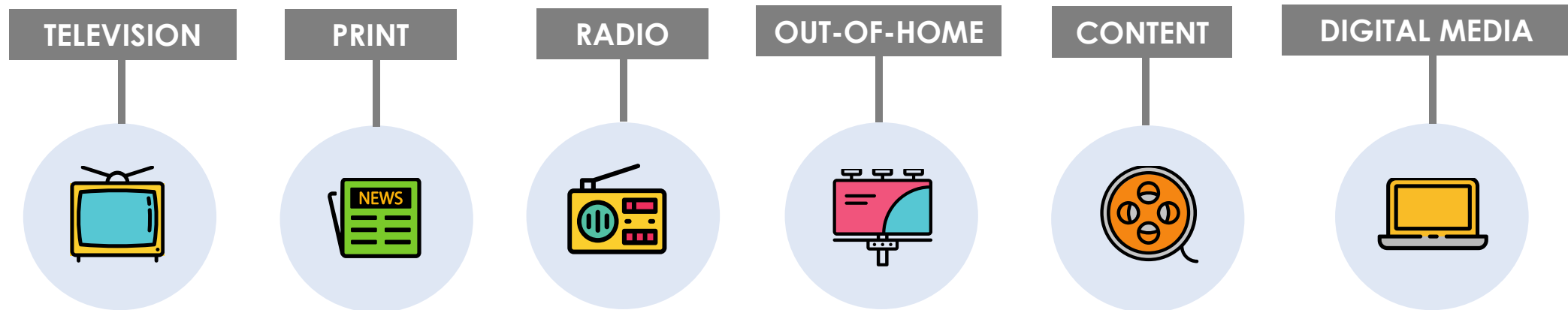
Section 1

Media Prima Today

MEDIA PRIMA aims to be

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

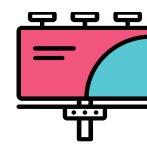
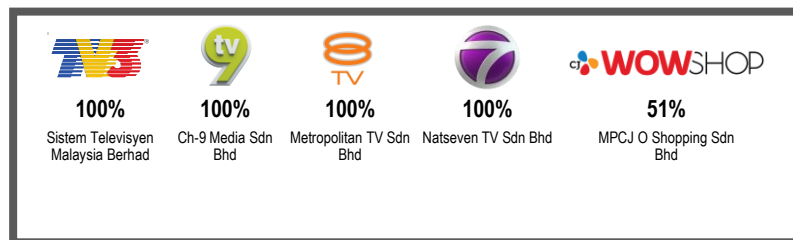
“To enrich lives by informing, entertaining, and engaging across all media”



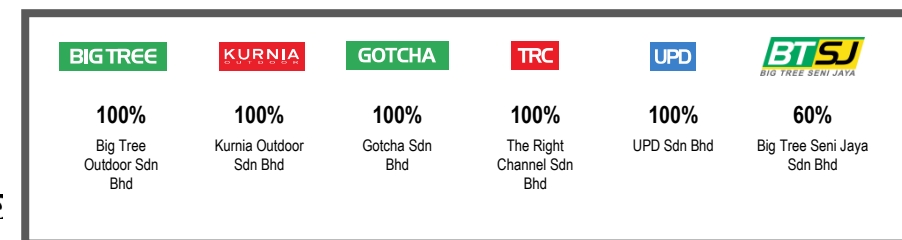
Media Prima today



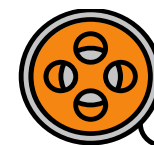
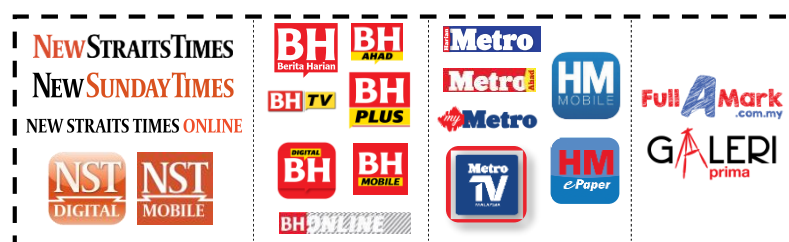
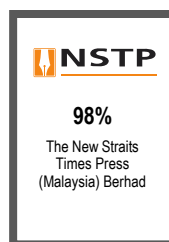
TELEVISION



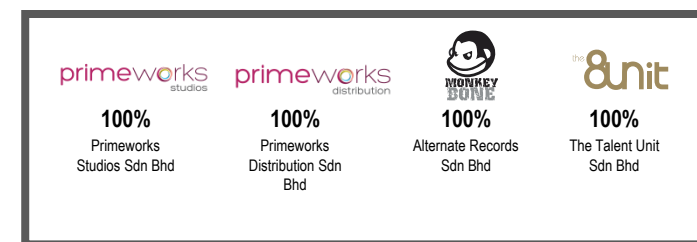
OUT-OF-HOME



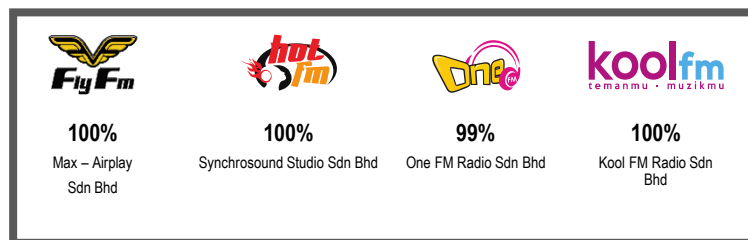
PRINT



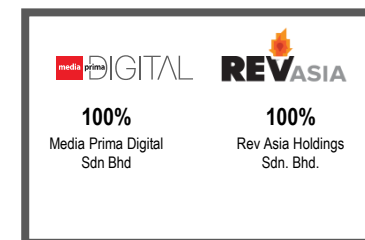
CONTENT



RADIO



DIGITAL MEDIA



Fact sheet as at 30 September 2017

COMPANY BRAND

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,109.2m	RM1,144.8m	RM1,934.4m	RM262.2m	RM403.4m

Section 2

Odyssey Strategy

Media Prima's position and challenges

7

6 global challenges - 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 become an out-of-the-box media player



Move to digital

Malaysia's #1 digital first publisher & infotainment champion



Focus on B2C segments

Diversified commerce player, powered by integrated media



Create localised and relevant content

Leading Malaysian content producer, with global sales & distribution



Expand regionally

Regional out-of-home player in ASEAN



Revamp operations & organisation

Integrated, customer-centric and agile

Beyond traditional, Beyond media, Beyond Malaysia

8

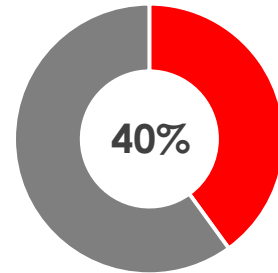
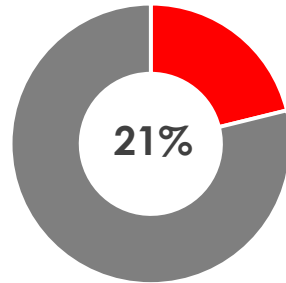
Target **RM2.2bn** Revenue by 2020

Net revenue composition

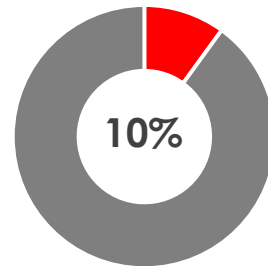
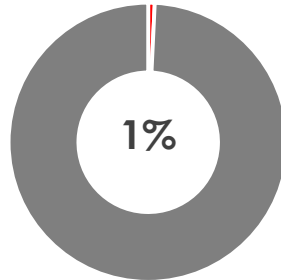
**Target
2017**

**Target
2020**

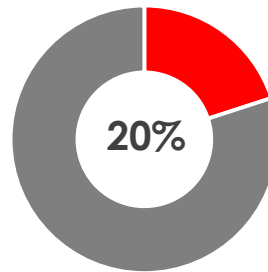
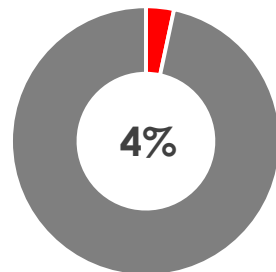
Commerce
& Non-
advertising
revenue



International
revenue



Digital
revenue



Initiatives guided by:

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

Build position
and monetise
as leading
digital
publisher

Grow
commerce
powered by
integrated
media

Expand
footprint
regionally

Maximise
current value

Build right
operations &
organisation to
support
transformation

Section 3

Financial Review

9M 2017 Overview

10



1.2M
Viewership



7.8M
Readership*
589.3K
Circulation*



2.9M
Listenership*



246K
Unique Visitors



28.3M
Unique Visitors

Net Revenue

RM 889.5M

EBITDA

RM12.2M

Exceptional items

RM(194.7M)

LAT

RM(284.9M)

Normalised LAT

RM (90.2M)

Notes:

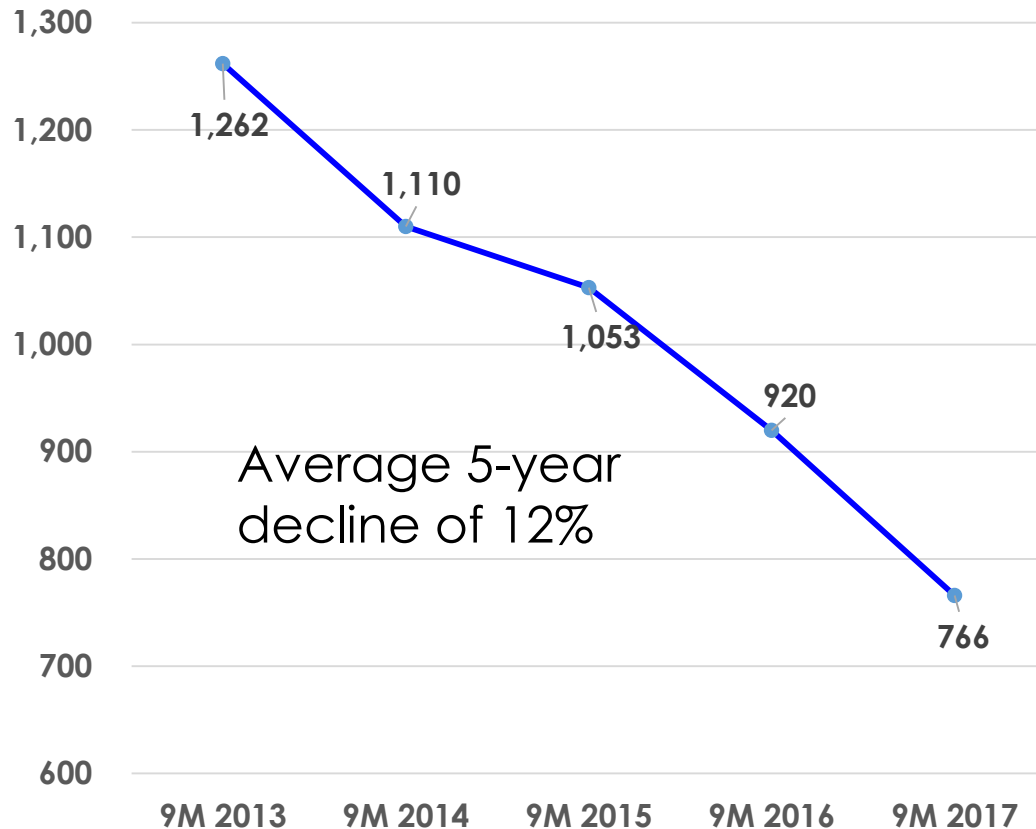
Radio Listenership - Survey #2 2017 by GfK
Radio Audio Measurement

Print Circulation - Audit Bureau of Circulations
(July - Dec 2016)

Print Readership - Nielsen Media Research
(July - June 2017)

Grow new business while remaining true to core competencies

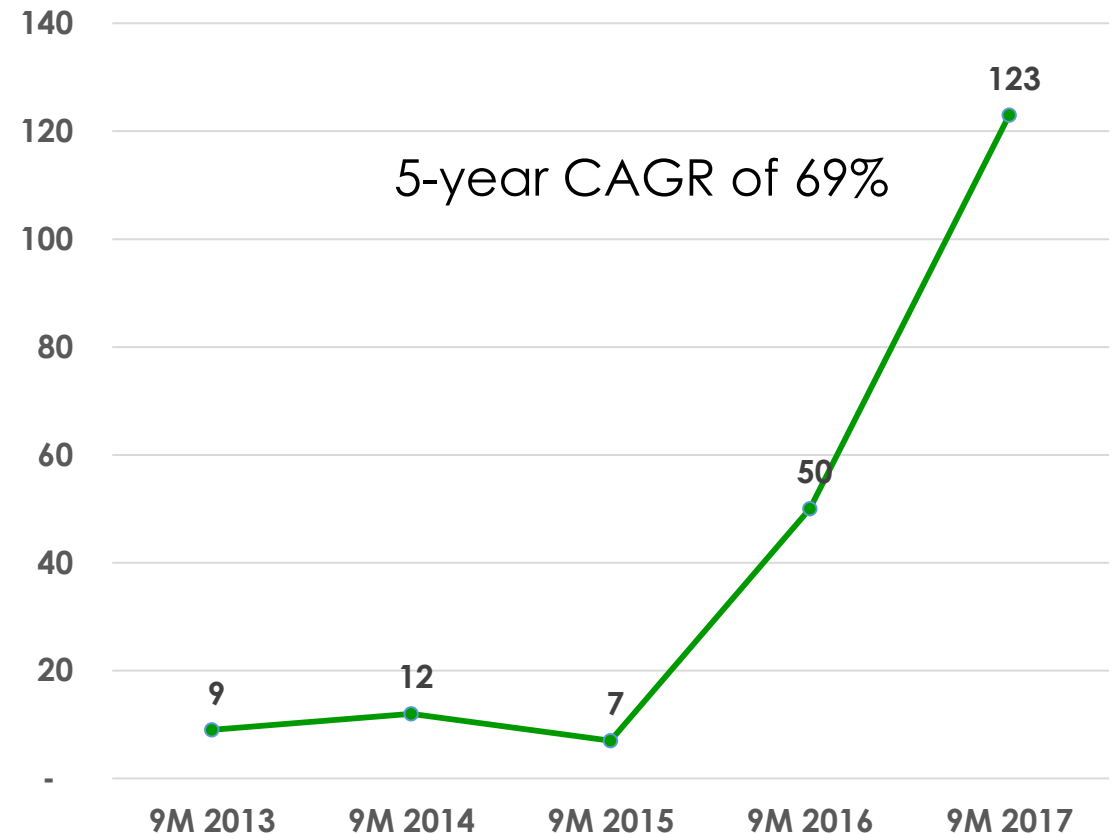
MPB Total Traditional Revenue



Declining traditional revenue

From traditional advertising and newspaper circulation

MPB Total Digital and Commerce Revenue



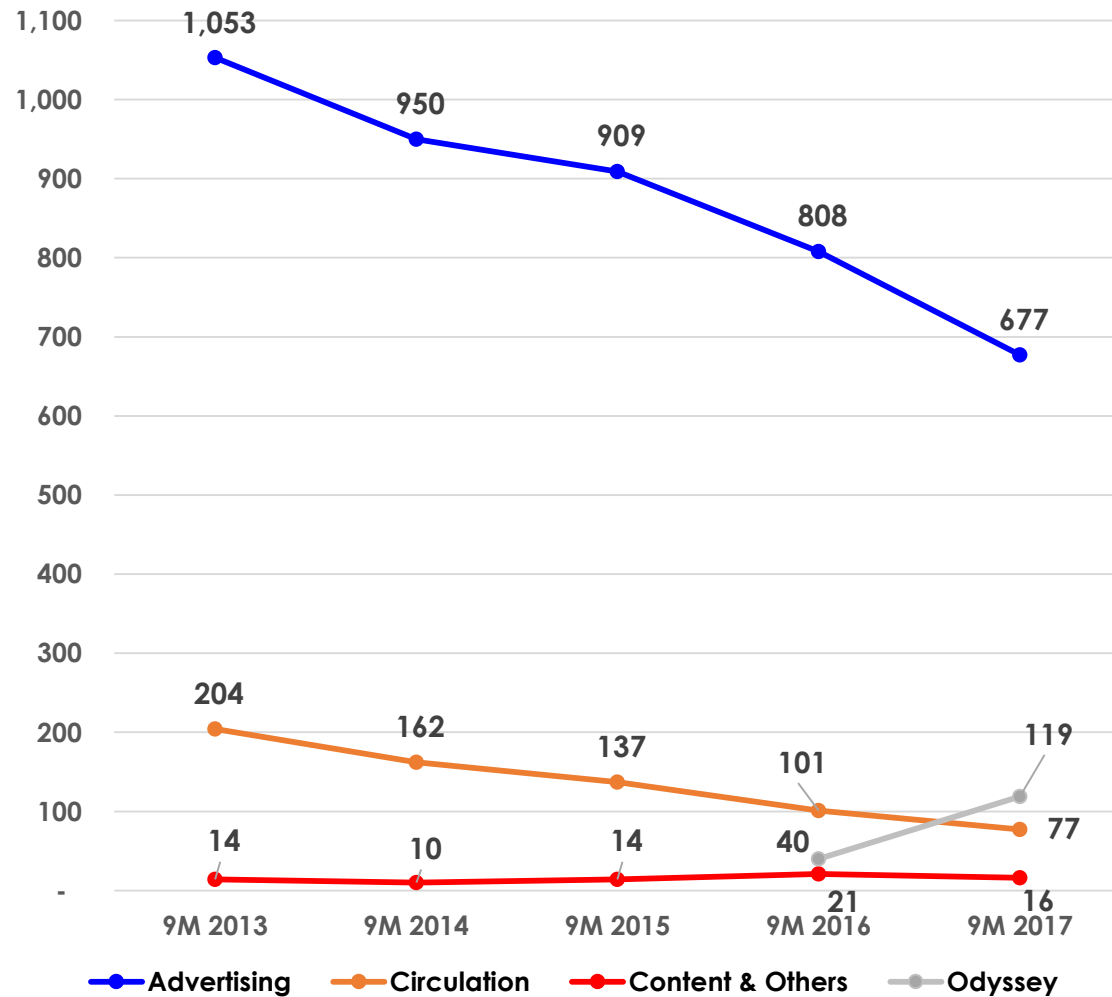
Encouraging increase of new revenue

Digital advertising, digital content and consumer revenue

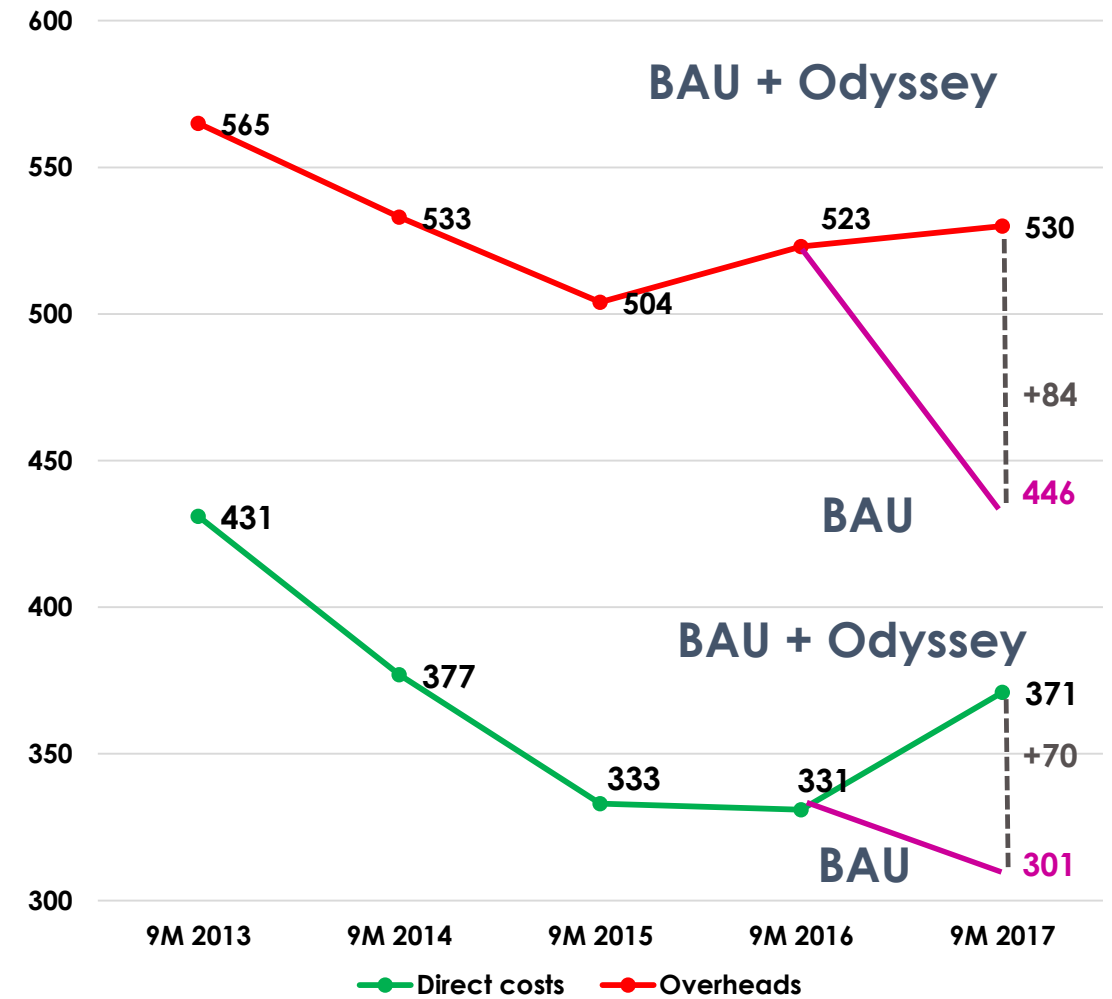
Continuous cost management in-line with the decline in revenue

12

Revenue



Direct costs & Overheads

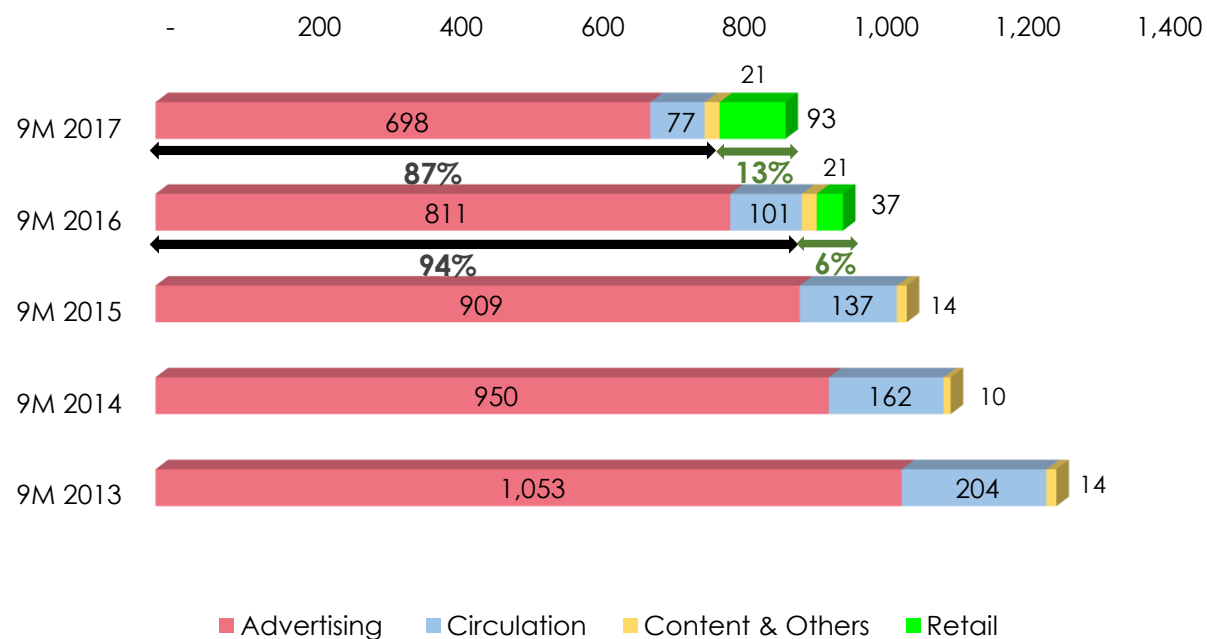


Growing content and new consumer revenue

13

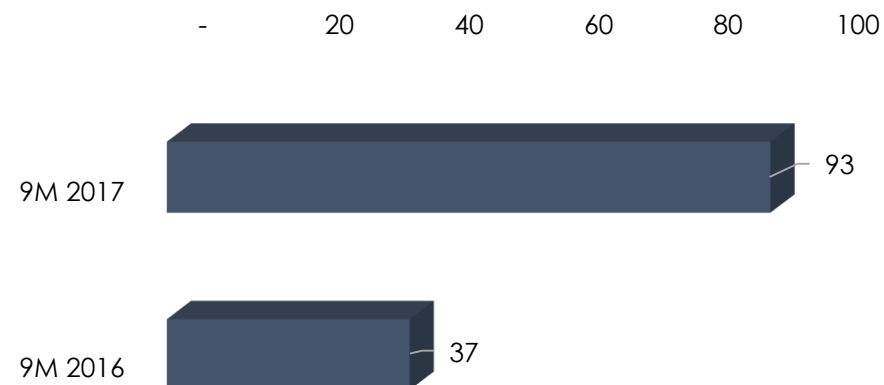
Committed to its transformation journey in defending its leadership in traditional revenue while growing new revenue streams

Group Net Revenue by Category (RM'm)



Home shopping – **Significant contributor** to the Group's revenue

Home Shopping Revenue Trend (RM'm)



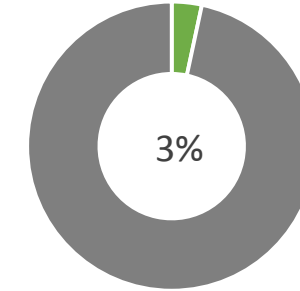
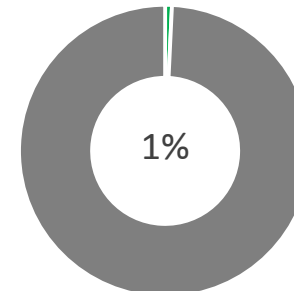
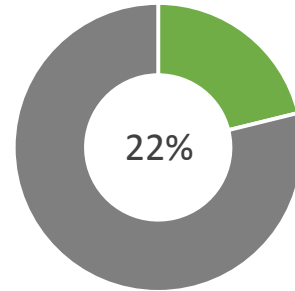
Net Revenue YTD September 2017 & Targets

Commerce and
Non-advertising revenue

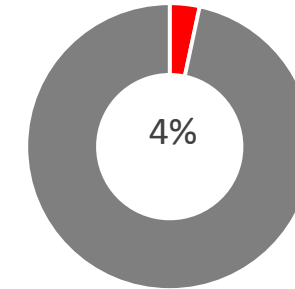
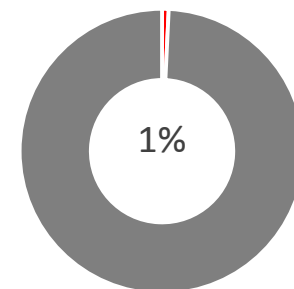
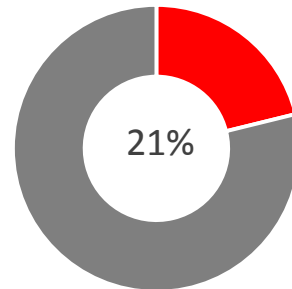
International
revenue

Digital revenue

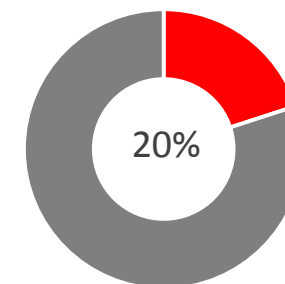
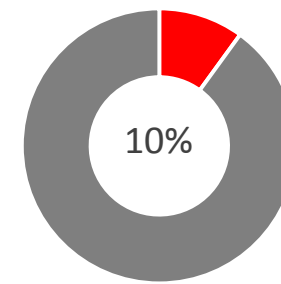
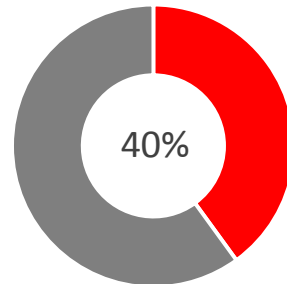
**YTD
September
2017**



Target 2017



Target 2020



Detailed group financial performance – 9M 2017

15

	BAU 9M 2017	Odyssey 9M 2017	Group Actual 9M 2017	BAU 9M 2016	Odyssey 9M 2016	Group Actual 9M 2016	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	905,425	126,719	1,032,144	1,098,504	42,947	1,141,451	(10)
Net revenue	770,658	118,825	889,483	930,135	40,239	970,374	(8)
Royalties	(565)	-	(565)	(2,360)	-	(2,360)	76
Net revenue after royalties	770,093	118,825	888,918	927,775	40,239	968,014	(8)
Direct costs	(300,886)	(70,345)	(371,231)	(305,312)	(25,939)	(331,251)	(12)
Contribution	469,207	48,480	517,687	622,463	14,300	636,763	(19)
Other income	22,135	1,104	23,239	21,419	594	22,013	6
Overheads	(444,604)	(84,088)	(528,692)	(475,377)	(47,220)	(522,597)	(1)
EBITDA / (LBITDA)	46,738	(34,504)	12,234	168,505	(32,326)	136,179	(91)
Finance costs	(10,183)	(35)	(10,218)	(9,913)	-	(9,913)	(3)
Depreciation & amortization	(77,176)	(2,026)	(79,202)	(81,358)	(828)	(82,186)	4
Profit/(Loss) before associate	(40,621)	(36,565)	(77,186)	77,234	(33,154)	44,080	(>100)
Share of associate's results	(4,889)	-	(4,889)	(581)	-	(581)	(>100)
PBT/(LBT)	(45,510)	(36,565)	(82,075)	76,653	(33,154)	43,499	(>100)
Exceptional Items ("EI")	(194,683)	-	(194,683)	(104,569)	-	(104,569)	(86)
PBT/ (LBT) (after EI)	(240,193)	(36,565)	(276,758)	(27,916)	(33,154)	(61,070)	(>100)
Taxation	(8,003)	(163)	(8,166)	(10,579)	-	(10,579)	23
PAT/ (LAT)	(248,196)	(36,728)	(284,924)	(38,495)	(33,154)	(71,649)	(>100)
Minority interest	6,565	5,900	12,465	2,255	5,200	7,455	67
PATAMI/ (LATAMI)	(241,631)	(30,828)	(272,459)	(36,240)	(27,954)	(64,194)	(>100)
PATAMI/ (LATAMI) Excluding EI	(46,948)	(30,828)	(77,776)	68,329	(27,954)	40,375	(>100)
EBITDA margin	6%	(29%)	1%	18%	(80%)	14%	
PAT margin	(32%)	(31%)	(32%)	(4%)	(82%)	(7%)	

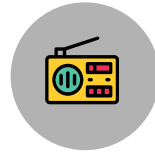
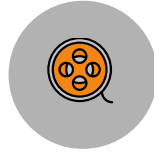
- On track with Odyssey
- Whilst BAU revenue declined by 18% YoY, **Odyssey revenue increased by >100%** YoY, to **RM118.8m** in 9M 2017.
- Excluding the EI, the Group posted a lower LAT of RM90.2m.

Notes:

- EI of RM194.7m in 9M 2017 consists of RM142.4m one-off cost from impairment of MNI in June 2017 and RM52.3m cost incurred for early retirement scheme undertaken in August 2017.
- EI of RM104.6m in 9M 2016 is due to the one-off restructuring expense as a result from the restructuring of NSTP's printing manufacturing operations undertaken in Q3 2016.

Financial performance by media platform

16



RM'000		TVN	Home Shopping	PWS	Radio	OOH	Print	Digital	Corporate	Consol Adjustment	Total
Net revenue (after royalties)	9M 2017	353,871	92,944	84,107	46,481	122,235	263,650	35,507	96,236	(206,113)	888,918
	9M 2016	430,664	37,427	82,362	49,065	115,924	327,038	25,223	139,507	(239,196)	968,014
	Growth %	(18)	>100	2	(5)	5	(19)	41	(31)	14	(8)
EBITDA / (LBITDA)	9M 2017	(9,657)	(11,012)	7,704	15,930	17,418	(831)	5,625	19,754	(32,697)	12,234
	9M 2016	67,068	(9,979)	8,163	18,924	38,291	12,568	3,418	69,632	(71,906)	136,179
	Growth %	(>100)	(10)	(6)	(16)	(55)	(>100)	65	(72)	55	(91)
PAT / (LAT) (Excluding EI)	9M 2017	(47,746)	(12,041)	6,618	14,341	6,713	(34,092)	1,507	9,449	(34,990)	(90,241)
	9M 2016	20,967	(10,612)	7,705	20,348	23,632	(20,819)	305	60,555	(69,161)	32,920
	Growth %	(>100)	(13)	(14)	(30)	(72)	(64)	>100	(84)	49	(>100)

Section 4

Financial Review by Segment

Media Prima Television Networks



OUR LIFE STORIES

brought to you in fabulous colours

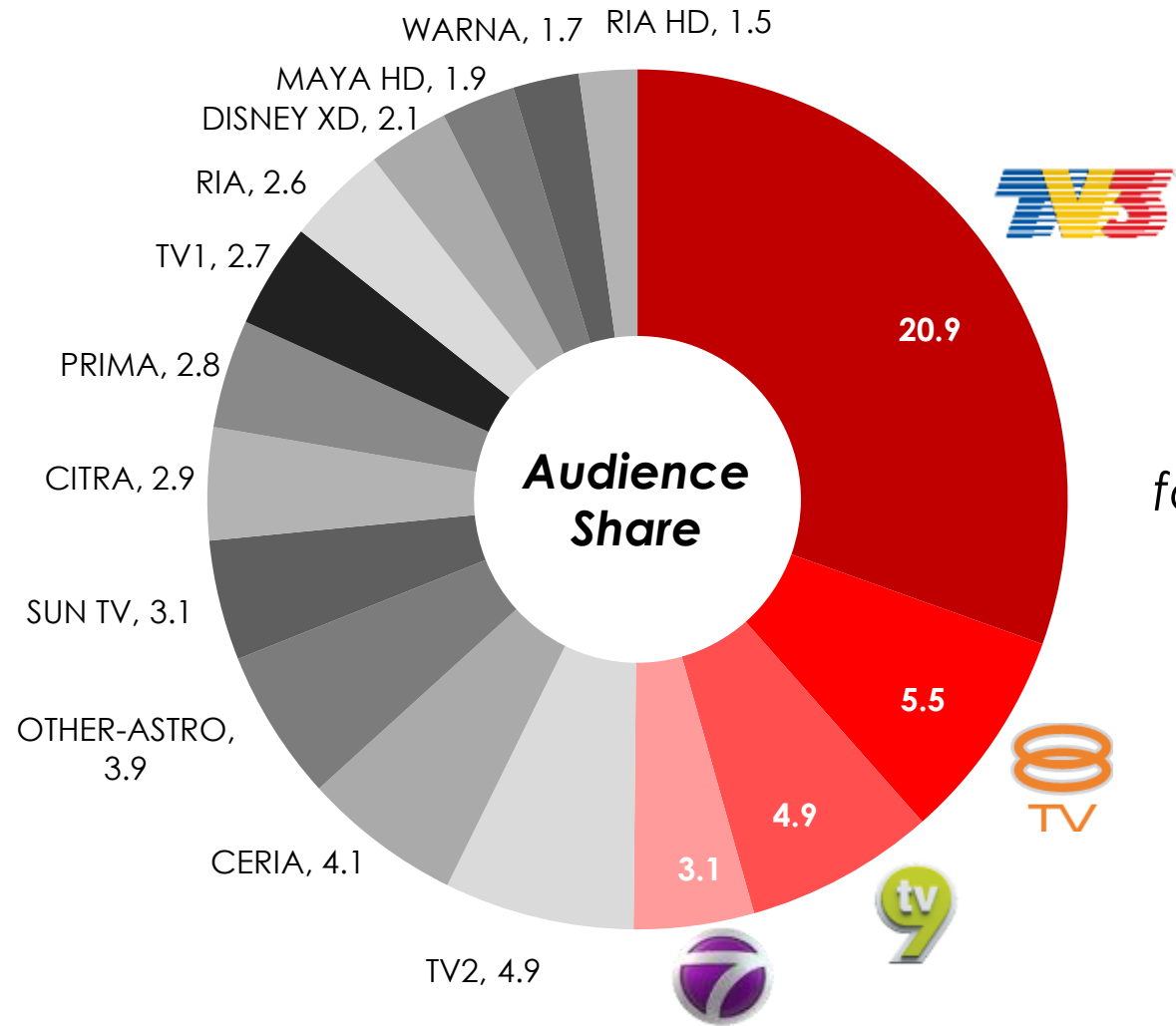
TVN Financial Performance – 9M 2017

	9M 2017	9M 2016	Change
	(RM'000)		(%)
Gross revenue	430,360	527,861	(18)
Net revenue	353,871	430,664	(18)
Direct costs	(147,243)	(187,286)	21
Contribution	206,628	243,378	(15)
Other income	10,794	6,970	55
Overheads	(227,079)	(183,280)	(24)
EBITDA/ (LBITDA)	(9,657)	67,068	(>100)
Depreciation	(34,798)	(31,479)	(11)
Finance charges	(3,291)	(3,303)	0
PBT/ (LBT)	(47,746)	32,286	(>100)
EI – Early Retirement Scheme	(7,423)	-	NA
PBT/ (LBT) After EI	(55,169)	32,286	(>100)
Taxation	-	(11,319)	NA
PAT/ (LAT)	(55,169)	20,967	(>100)
PAT/ (LAT) after EI	(47,746)	20,967	(>100)
EBITDA margin	(3%)	16%	
PAT margin	(16%)	5%	

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 RM30.8m
- Excluding the gestation losses & one-off EI, TV would post much lower LAT of RM17m.
- Traditional TV business affected by the shift to digital media whilst FTA remains pressured by weak Adex sentiment

Leading the Competition with 34.4% of audience share 20



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

Source: Nielsen Audience Measurement (1 January 2017 – 30 September 2017)

TV Adex Share by Station



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
9M 2017									
Non Discounted Gross Revenue									
- %	42	16	11	17	86	2	6	6	100
- RM'000	855,235	335,557	223,856	356,234	1,770,882	44,398	122,524	118,676	2,056,480
Growth %	(1)	(3)	(16)	(6)	(5)	(18)	(21)	73	(4)
Discount Factor									
- %	66	81	86	87	76	60 *	60 *	60 *	74
- RM'000	(567,840)	(273,074)	(193,305)	(310,048)	(1,344,267)	(26,638.80)	(73,514.40)	(71,206)	(1,515,626)
Gross Revenue									
- %	53	12	6	9	79	3	9	9	100
- RM'000	287,395	62,483	30,551	46,186	426,615	17,759	49,010	47,470	540,854
Growth %	(16)	(13)	(35)	(28)	(19)	(18)	(21)	70	(15)
9M 2016									
Non Discounted Gross Revenue									
- %	41	16	12	18	87	3	7	3	100
- RM'000	867,738	346,963	265,904	377,879	1,858,484	54,208	155,189	68,724	2,136,605
Discount Factor									
- %	61	79	82	83	72	60 *	60 *	60 *	70
- RM'000	(525,371)	(275,104)	(218,906)	(313,595)	(1,332,976)	(32,525)	(93,113)	(41,234)	(1,499,849)
Gross Revenue									
- %	54	11	7	10	82	3	10	4	100
- RM'000	342,367	71,859	46,998	64,284	525,508	21,683	62,076	27,940	637,207

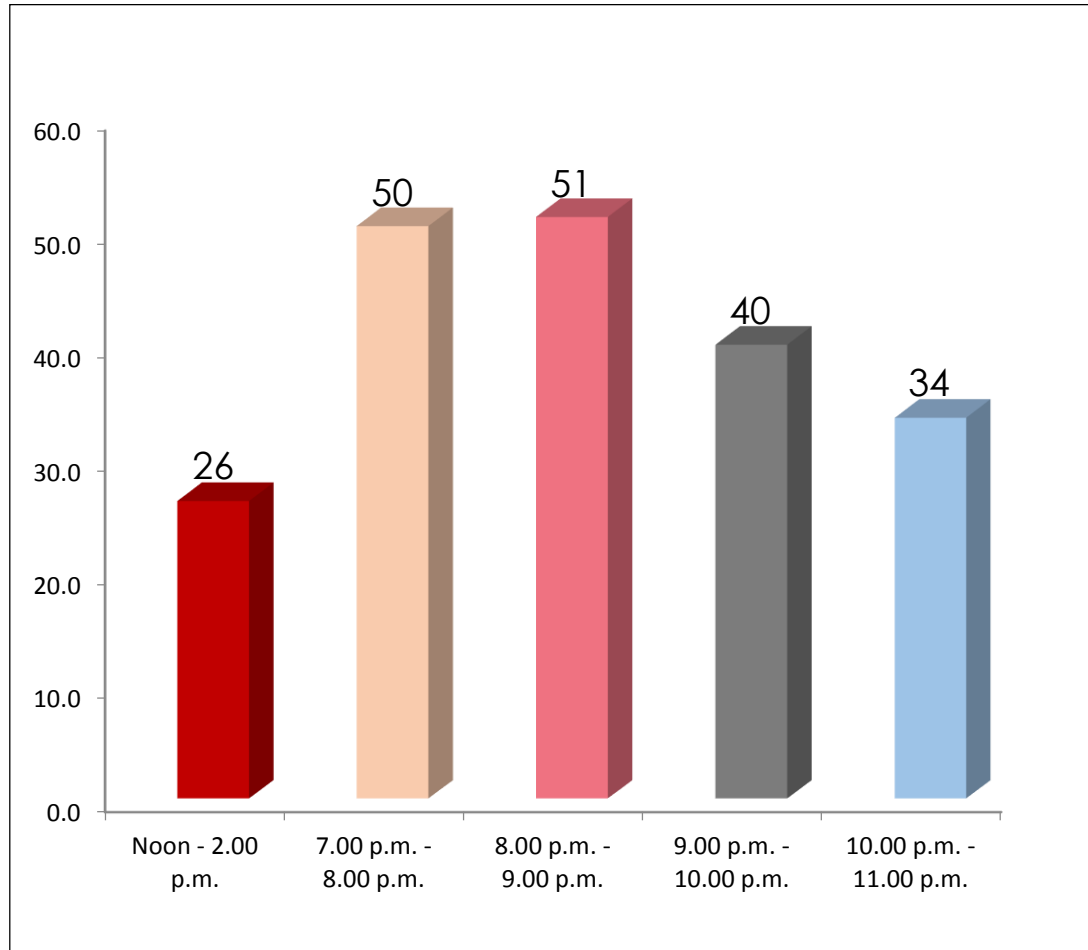
* Based on estimates

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

Committed to maintain ratings

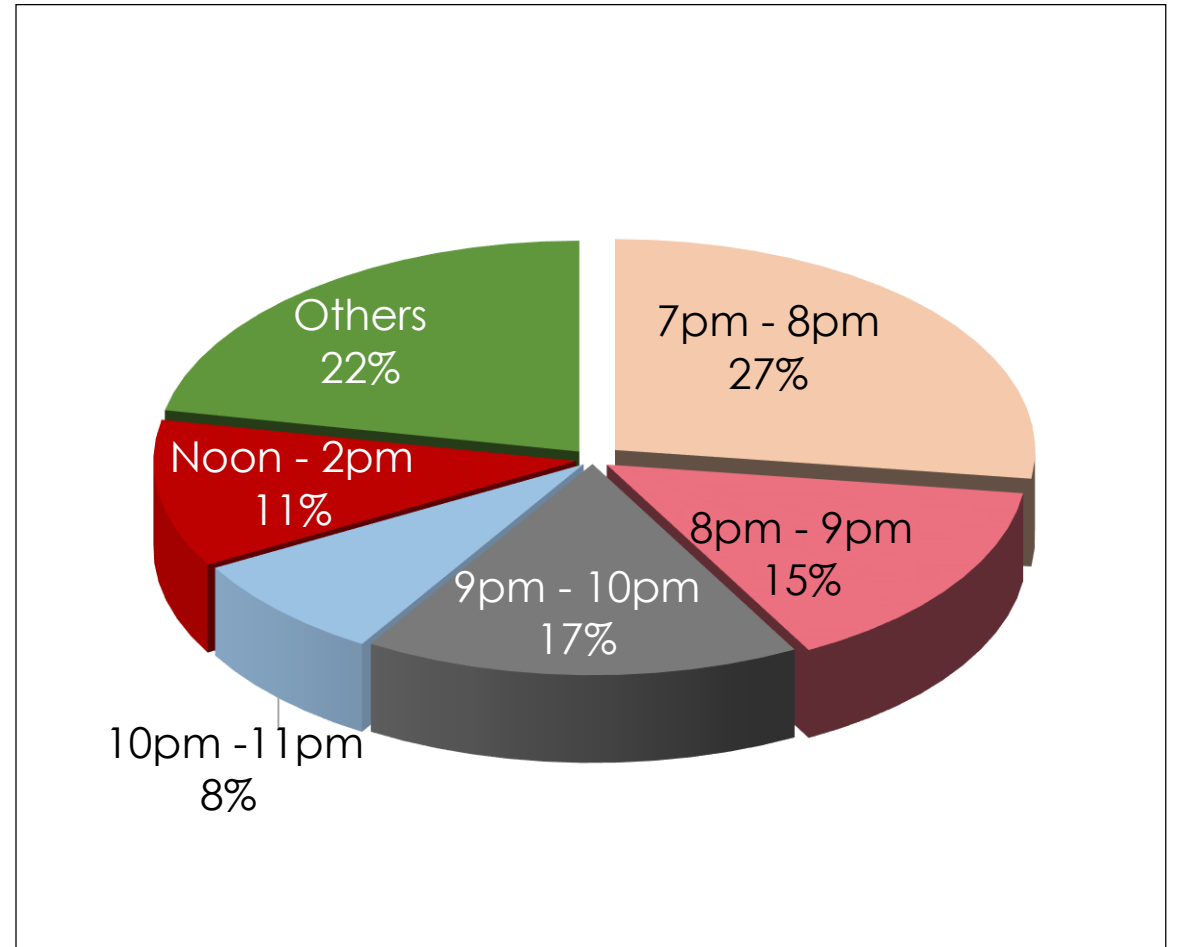
Dominant audience share at Prime Time

51% of total audience captured between 8pm - 9pm



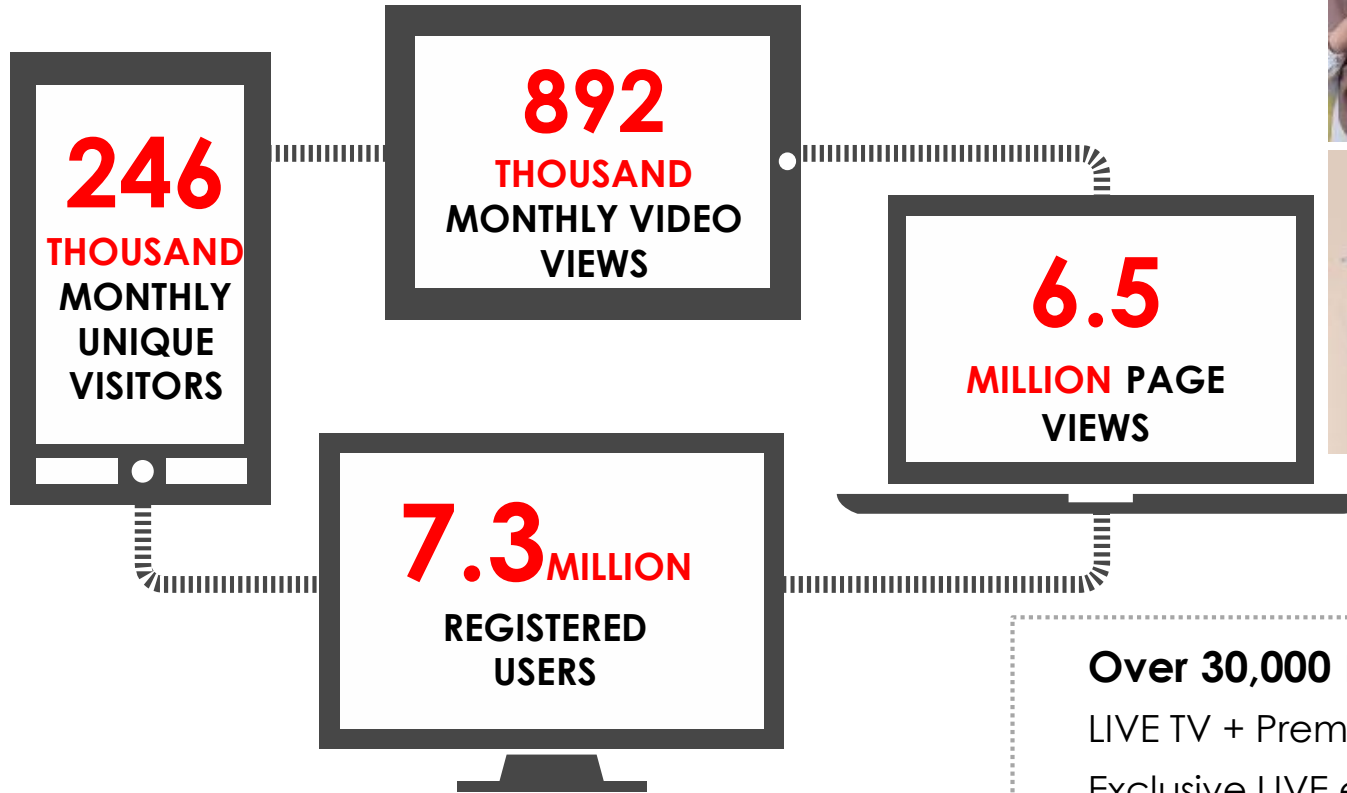
Prime time is key

78% of Media Prima's TV Networks' net revenue comes from Prime Time Hours



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

Starting from RM3, existing tonton users can still enjoy free content and can also upgrade to tonton VIP.



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 30 September 2017

Enhancing viewer's experience for Tonton

24

tonton First : Binge-Watch
Months Ahead of TV (SVOD)



tonton Premiere : 1 Episode
Ahead of TV (SVOD)

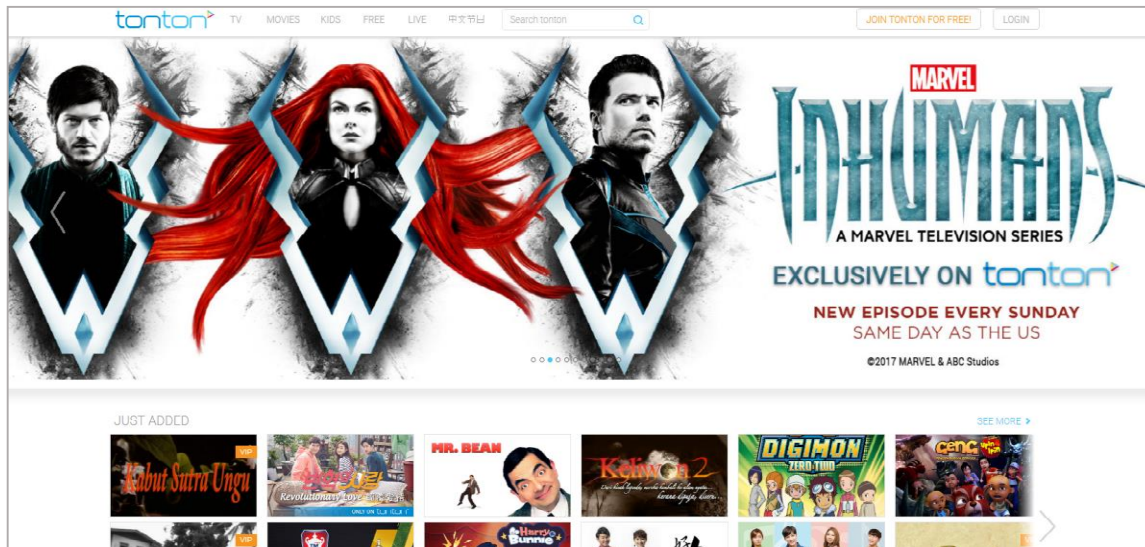


tonton Original : Exclusive &
Original Content (SVOD)



1 The first Marvel Series for Tonton viewers

- Collaboration with Disney - Marvel's 'Inhumans' available on Tonton starting Oct 2017.
- Audience expansion strategy in the urban demographics markets

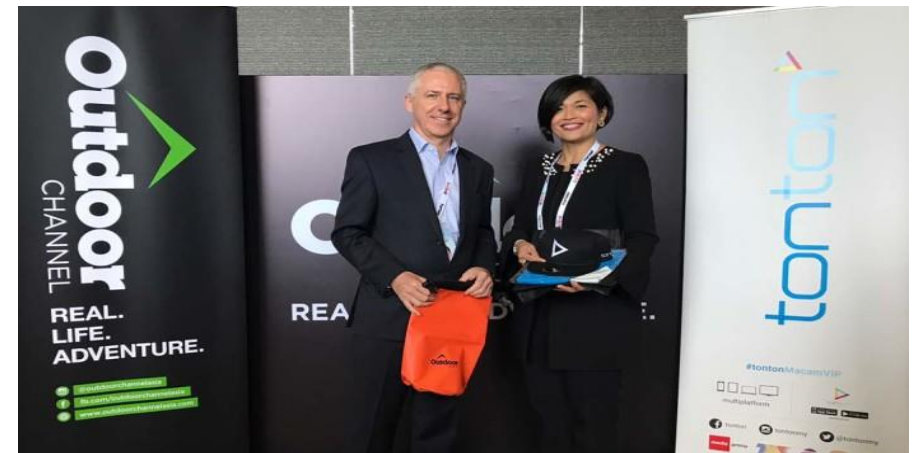


2 Outdoor lifestyle and entertainment-dedicated channel

- Tonton brings in the first-run and exclusive content of Asia's leading Outdoor Channel Asia
- Combination of action, adventure, survival and entertainment programming starting Oct 2017.

3 Tonton expands to Brunei

- Partnership with local giant Telco, DST Communications Sdn Bhd (DST).
- Tonton exclusively available and accessible to all Bruneian subscribers of DST anywhere and anytime since Aug 2017.



TV Networks growing E-sports ecosystem in Malaysia

26

Collaboration with Garena to explore potential of Malaysian E-gaming industry

MPTVN - Provide news access to tournaments, updates and events for world renowned E-sports titles i.e. League of Legends, EA Sports FIFA Online 3 and Arena of Valor via TV network and social media broadcasts.

Garena - Manage event proceedings, provide relevant content, technical and manpower support for upcoming event collaborations.



“Garena x Media Prima to strengthen the gaming ecosystem putting Malaysia on the International E-sports stage”

Encouraging growth for CJ Wow Shop

	9M 2017	9M 2016	Change
	(RM'000)		(%)
Net revenue	92,944	37,427	>100
Direct costs	(65,088)	(24,821)	(>100)
Contribution	27,856	12,606	>100
Other income	1,041	586	78
Overheads	(39,909)	(23,171)	(72)
LBITDA	(11,012)	(9,979)	(10)
Depreciation	(1,029)	(633)	(63)
Finance charges	-	-	NA
LBT	(12,041)	(10,612)	(13)
Taxation	-	-	NA
LAT	(12,041)	(10,612)	(13)
EBITDA margin	(12%)	(27%)	
PAT margin	(13%)	(28%)	

Revenue

- Encouraging growth in line with Group's initiative to grow commerce revenue
- Future expansion through diversification into more local products offerings
- On track to achieve 2017 revenue target
- Target to break-even by end 2018

Note:

Revenue in 9M2017 is for nine-month operations while 9M2016 revenue is for six-month operations as the business commenced on 1 April 2016.

CJ Wow Shop

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



> 185K products sold



> 95K customers

How to purchase?



Timeslot



5:00am – 7:00am (Mon – Sun)
1:00pm – 1:23pm (Mon – Tue) **The WOW Show**

TOTAL HOURS:

19.5 hours on Monday to Friday
18.5 hours on Saturday

6:00am - 1:00pm (Mon – Sun)
11:15am – 12:00pm (Wed – Thu) **Live!**
1:00am - 2:00am (Sun – Mon)
1:30am - 2:30am (Tue – Fri)

6:00am - 9:00am (Mon – Sun)

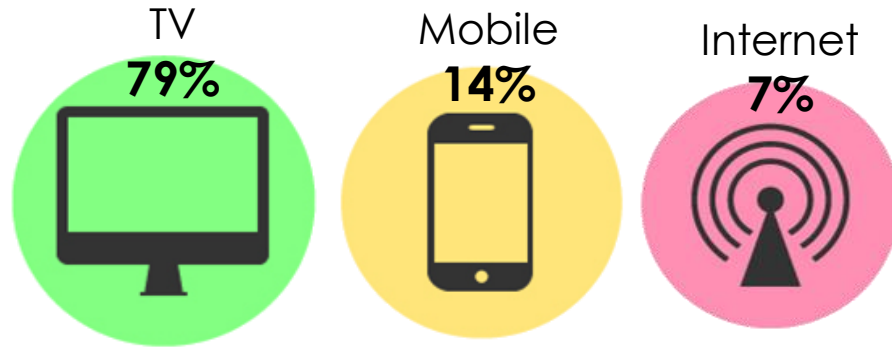
10:00am - 12:00pm (Mon – Sun)
12:30pm - 4:00pm (Mon – Sun)
12:30am - 1:30am (Sat – Thu)
10:00am – 10:45am (Tue – Thu) **Live!**
10:00am – 10:45am (Fri – Sun) **Live!**
11:00am – 11:45am (Fri – Sun) **Live!**

11 hours of live shows weekly

CJ Wow Shop Performance Updates

29

Performance
metrics Q3 2017



On track to achieve FY2017 Revenue Target

	FY 2016 (Apr – Dec)	9M 2017
Total net sales (RM m)	RM61.4	RM92.9

Top 3 best
selling items
in Q3 2017



CJ Wow Shop bags The Spark Awards 2017

30

CJ Wow won *"Best Sales & Marketing Intelligence Solution"*

Proven to bring excellent & unique "Shoppertainment Experience" for all consumers



MAK CUN: THE FASHION ICON

Mak Cun's designs range featured in Fashion Week KL, Italy & New York



DA'I: COLLABORATION WITH SITI KHADIJAH

Limited edition Da'i branded Telekung available at Siti Khadijah branches



EJEN ALI #MISIASPIRASIAIRASIA

Ejen Ali Lil star Combo on all Air Asia flights





OUR POWERFUL STORIES
brought to you in compelling styles

NSTP Financial Performance – 9M 2017

	9M 2017 (RM'000)	9M 2016 (RM'000)	Change (%)
Gross revenue	303,991	379,055	(20)
Net revenue	263,650	327,038	(19)
Direct costs	(68,684)	(87,433)	21
Contribution	194,966	239,605	(19)
Other income	11,219	11,037	2
Overheads	(207,016)	(238,074)	13
EBITDA	(831)	12,568	(>100)
Finance charges	(670)	(512)	(31)
Depreciation	(27,702)	(36,058)	23
Profit/ (Loss) Before Associate	(29,203)	(24,002)	(22)
Share of Associates	(4,889)	(581)	(>100)
PBT/ (LBT) Before EI	(34,092)	(24,583)	(39)
EI – Impairment of Associate & Early Retirement scheme	(175,008)	(104,569)	(67)
PBT/(LBT) after EI	(209,100)	(129,152)	(62)
Taxation	-	3,764	NA
PAT/ (LAT)	(209,100)	(125,388)	(67)
PAT/ (LAT) excluding EI	(34,092)	(20,819)	(64)
EBITDA margin	(0%)	4%	
PAT margin	(79%)	(38%)	

Revenue and earnings

- Odyssey initiatives include FullAMark, Regional media and verticals.
- Encouraging growth for Odyssey initiatives – contributing **RM18.3m, 7% of total revenue and RM8.3m PAT for 9M 2017.**

Continuous implementation of cost management initiatives

- Lower direct costs by 21% & and lower total overheads by 13% YoY.

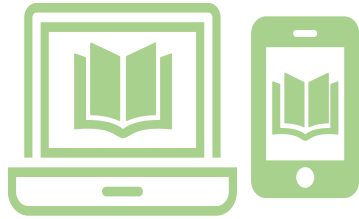
Note:

EI of RM175m consists of the impairment of MNI of RM142.4m & early retirement scheme of RM32.6m

NSTP Going Digital in East Malaysia

NSTP's digital revenue grew >100% - **RM18m** for 9M2017 from **RM8m** for 9M2016

Digital Transformation in Sabah & Sarawak effective 1 October 2017



Increasing trend & consumer preference for digital content & news consumption



Estimated cost savings for the Group of RM14.2 m p.a.



Positive environmental impact by reducing carbon footprint

Paperless is the way forward....

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

Content consumed *anywhere, anytime and by anyone*

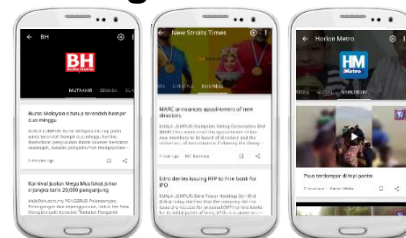
Web Portals



e-paper



Google Newsstand



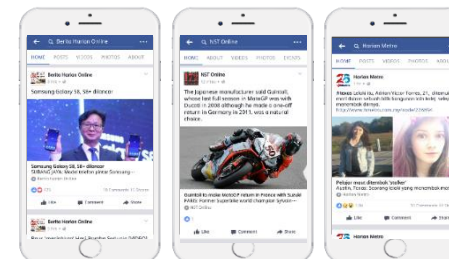
Mobile apps



Twitter



Instant Article



YouTube channels















Instagram



Strengthening NSTP's digital properties

36

Premium Content	News Portal	Mobile Apps/ E-paper/ Mobile TV Apps
 <p>4,477 No. of unique Paid Subscribers</p> <p>64,815 App. Downloads</p> <p>18,410 Monthly average unique visitors</p> <p>86,217 Monthly average page views</p>	<p>NEW STRAITS TIMES ONLINE</p>   <p>20.4mil Monthly average unique visitors</p>	<p>Mobile Apps</p>    <p>278.6k App. Downloads</p> <p>E-paper</p>    <p>76.2k No. of subscribers</p> <p>Mobile TV Apps</p>  <p>61.9K App. Downloads</p>

Total no. of likes	Total no. of followers	Total no. of followers	Total no. of subscribers
			
551,280	554,693	22,879	8,322
4,769,807	1,176,003	343,064	34,199
4,467,896	787,140	161,442	111,082

Collectively, we have more than

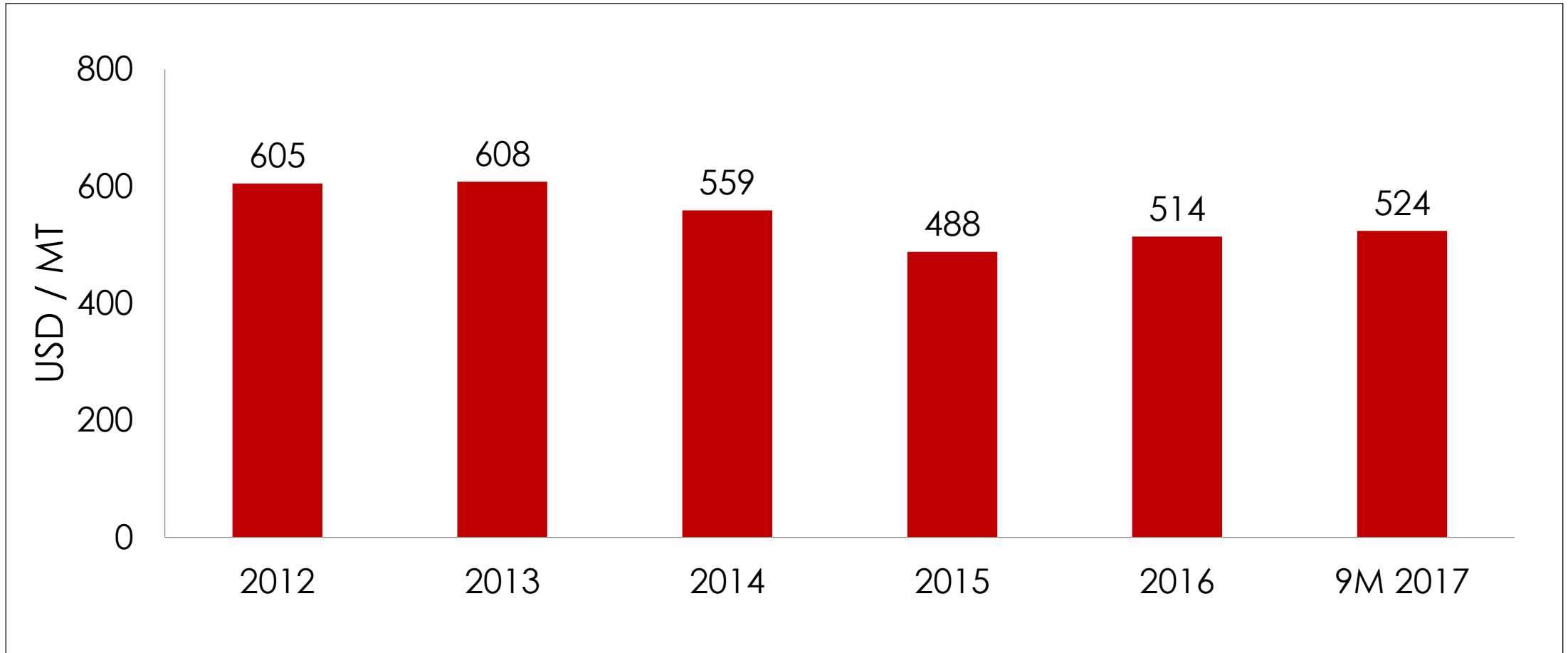
21.3 million

Total Reach

per month across all digital platforms

Source: Google Analytics, ComScore (Digital Analytix), App Annie as at September 2017

Newsprint price trend



Average newsprint inventory of 3-4 months

Readership and circulation

Continues declining in tandem with trend in print industry worldwide

NEW
STRAITS TIMES

new
sunday times

BH
Berita Harian

BH
AHAD

Harian Metro

Metro
AHAD

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

729,878 589,336

READERSHIP

July – June 2016 July – June 2017

182,000 200,000

157,000 154,000

1,190,000 946,000

1,175,000 916,000

3,165,000 2,584,000

3,451,000 3,027,000

9,320,000 7,827,000

Source:

Circulation – Audit Bureau of Circulations

Readership – Nielsen Media Research



OUR EXCITING STORIES
get you going

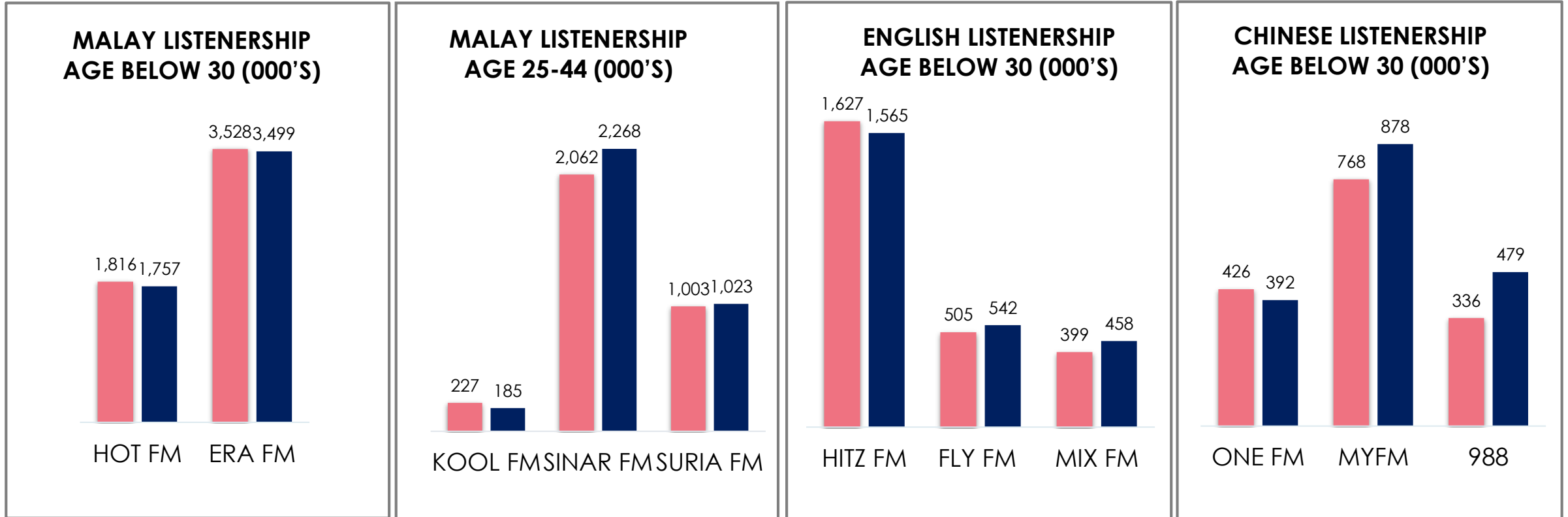
Radio Networks Financial Performance – 9M 2017

	9M 2017 (RM'000)	9M 2016 (RM'000)	Change (%)
Gross revenue	54,649	58,386	(6)
Net revenue	46,481	49,065	(5)
Direct costs	(33)	(1,216)	97
Contribution	46,448	47,849	(3)
Other income	1,254	1,544	(19)
Overheads	(31,772)	(30,469)	(4)
EBITDA	15,930	18,924	(16)
Finance charges	(230)	(593)	61
Depreciation	(1,359)	(1,444)	6
PBT	14,341	16,887	(15)
Taxation	-	3,461	NA
PAT	14,341	20,348	(30)
EBITDA margin	34%	39%	
PAT margin	31%	41%	

Revenue and earnings

- 5% lower net revenue contributed by lower Adex, leading to PAT of RM14.3m for 9M 2017.
- Direct cost reduced significantly due to ceasing of airtime purchase from 8TV for Hot FM AM Crew broadcasted live in studio in Q1 2016

Radio listenership





Survey #1 2017 Survey #2 2017



*Sources: : GFK Radio Audience Measurement



Digital listenership



Online & Mobile Listenership for July 2017 to Sept 2017



Total Listenership Per Month	:	570,788
Average Unique Per Month	:	143,935
 Unique Mobile	:	53,723
 Unique Web	:	90,212
Listening Hours	:	>9 & 30min<
Total Downloads	:	260,143

Total Listenership Per Month	:	1,599,290
Average Unique Per Month	:	412,987
 Unique Mobile	:	134,557
 Unique Web	:	278,430
Listening Hours	:	>8 & 30min<
Total Downloads	:	27,695

Total Listenership Per Month	:	954,861
Average Unique Per Month	:	210,609
 Unique Mobile	:	91,687
 Unique Web	:	118,922
Listening Hours	:	>7 & 28min<
Total Downloads	:	12,623

Total Listenership Per Month	:	453,202
Average Unique Per Month	:	108,990
 Unique Mobile	:	42,789
 Unique Web	:	66,201
Listening Hours	:	>8 & 33min<
Total Downloads	:	11,619



Total Listens Per Month	:	103,514
Mobile Downloads (Year to date)	:	37,824

MPRN's strong presence on social media unrivalled by others

43

*Active engagements with our audience through digital platforms,
social media and activation*



1.53M



2.14M



5.20M



308k



0.11k

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

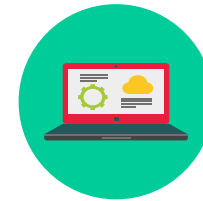
Radio⁺ Activation



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**



OUR INSPIRATIONAL STORIES
transform the cityscape

OOH Financial Performance – 9M 2017

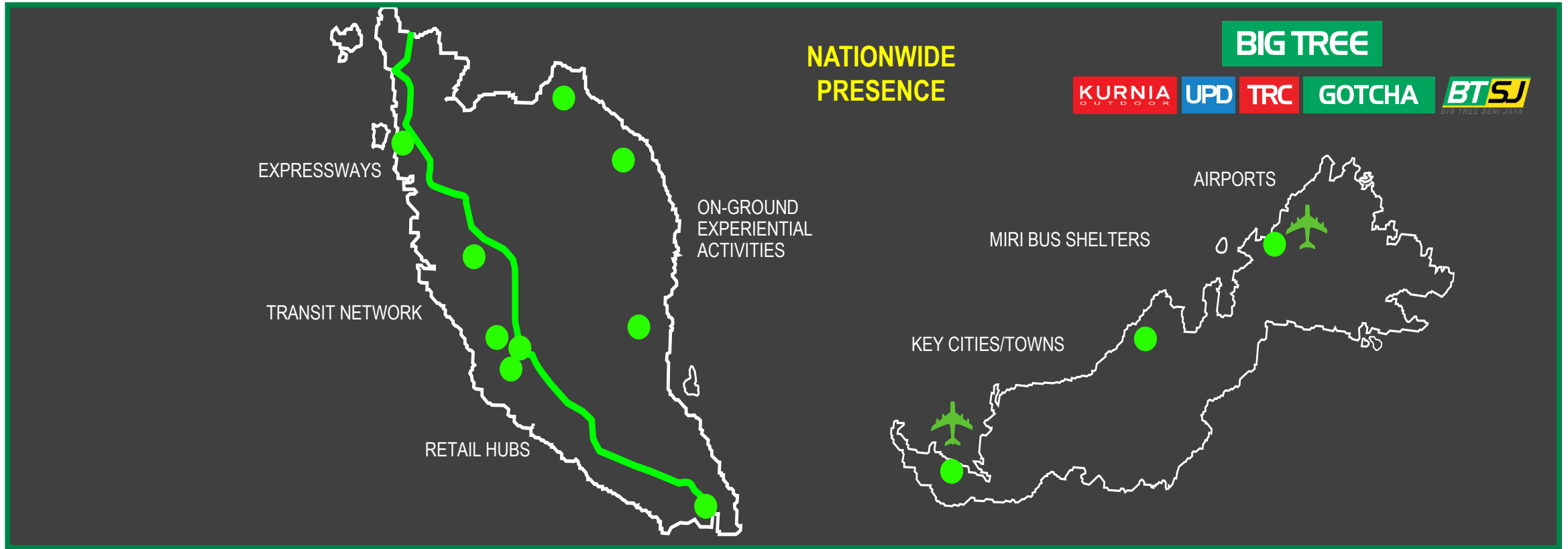
	9M 2017 (RM'000)	9M 2016 (RM'000)	Change (%)
Gross revenue	134,515	127,199	6
Net revenue	122,235	115,924	5
Direct costs	(85,493)	(65,953)	(30)
Contribution	36,742	49,971	(26)
Other income	1,322	2,531	(48)
Overheads	(20,646)	(14,211)	(45)
EBITDA	17,418	38,291	(55)
Depreciation & amortisation	(8,161)	(7,197)	(13)
PBT before EI	9,257	31,094	(70)
EI – Early Retirement Scheme)	(268)	-	NA
PBT after EI	8,989	31,094	(71)
Taxation	(2,544)	(7,462)	66
PAT	6,445	23,632	(73)
PAT Excluding EI	6,713	23,632	(72)
EBITDA margin	14%	33%	
PAT margin	5%	20%	

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.
- Direct costs increased mainly due to additional cost from BTSJ.
- Overheads increased mainly due to higher cost in HR & consultant fee, as well as impairment for trade receivables made in September 2017 amounting to RM4.2m.

SOLIDIFY #1 LEADERSHIP POSITION

Offering Integrated OOH Advertising Solutions Across 23 Concessions Nationwide



CONVERGING
AUDIENCE WITH **DIVERSE OFFERINGS** AT **PREMIUM LOCATIONS**
ACROSS MALAYSIA

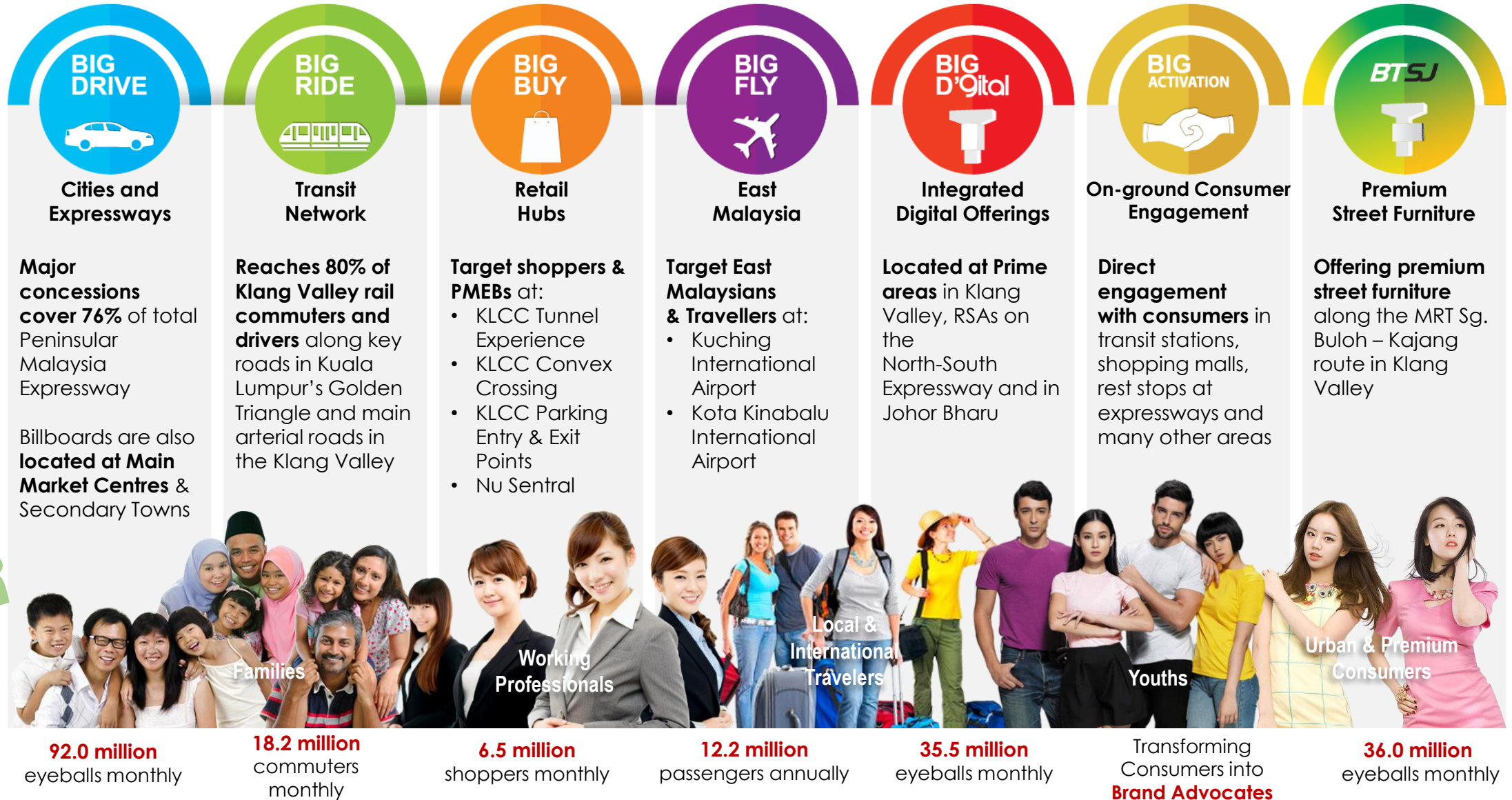
Our OOH brands



Location



Market Segment



Major concessions cover 76% of total Peninsular Malaysia Expressway

Billboards are also located at Main Market Centres & Secondary Towns

Reaches 80% of Klang Valley rail commuters and drivers along key roads in Kuala Lumpur's Golden Triangle and main arterial roads in the Klang Valley

Target shoppers & PMEBs at:

- KLCC Tunnel Experience
- KLCC Convex Crossing
- KLCC Parking Entry & Exit Points
- Nu Sentral

Target East Malaysians & Travellers at:

- Kuching International Airport
- Kota Kinabalu International Airport

Located at Prime areas in Klang Valley, RSAs on the North-South Expressway and in Johor Bharu

Direct engagement with consumers in transit stations, shopping malls, rest stops at expressways and many other areas

Offering premium street furniture along the MRT Sg. Buloh – Kajang route in Klang Valley

Creative and innovative OOH solutions

Cosmic Towers @ Nu Sentral



Halo Unipole @ LDP



Tunnel Experience



Irregular Digital Screens



Beamer Series



Halo Panel



Wall Glitz



Cubig Digital Series @ Jln Bangsar



Consumer Experience





OUR DRAMATIC STORIES
provide you emotional engagement

VISION

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

Primeworks Studios Financial Performance – 9M 2017

	9M 2017 (RM'000)	9M 2016 (RM'000)	Change (%)
Net revenue	84,107	82,362	2
Direct costs	(41,252)	(37,656)	(10)
Contribution	42,855	44,706	(4)
Other income	265	297	(11)
Overheads	(35,416)	(36,840)	4
EBITDA	7,704	8,163	(6)
Depreciation	(50)	(58)	14
PBT Before EI	7,654	8,105	(6)
EI – Early Retirement Scheme	(3,232)	-	NA
PBT after EI	4,422	8,105	(45)
Taxation	(1,036)	(400)	(>100)
PAT	3,386	7,705	(56)
PAT Excluding EI	6,618	7,705	(14)
EBITDA margin	9%	10%	
PAT margin	4%	9%	

Revenue and earnings

- Revenue increase mainly from higher production revenue from TVN.
- Increased direct costs mainly due to increased programme production costs.
- Excluding EI, PAT would improve to RM6.6m, smaller reduction by 14% YoY.
- Partnerships with international production house will also drive the momentum to grow content reach.

Creating leading vernacular content

Ratings Winners in Q3 2017



Akasia
2 million viewers



Dai
1.4 million viewers



Clever Girl Malaysia
1.3 million viewers



No.1 Live Broadcast of the Hockey match at Stadium Hockey Bukit Jalil
2.5mil viewers



Dahlia
1.3 million viewers



Upin & Ipin
Highest Episode: 1.0 million viewers



Liga Super Malaysia (TV3)
SEL vs JDT
1.7mil viewers

Liga Super Malaysia (TV9)
KEL vs JDT
1.2mil viewers

Animation, International Sales & Co-Productions

EJEN ALI



- Average rating of 780K viewers per episode
- Sold to 28 countries
- Ejen Ali Emergency – Won **“Best Audience Award”** from SEA Mobile Game Awards & nominated **“Best Animated Program”** under Asian Television Awards 2017

Games, Licensing & Merchandising



CO-PRODUCTION



Co-Production with Nippon TV for Ho Chak! In Japan

CONTENT CLIENTS

- Currently sells content to more than 30 countries.
- In 2017 PWS has sold content to: Indonesia, Brunei, UAE, Singapore, Japan, MENA, Australia.
- Clients in 2017 include:



Our Hit Animation : Ejen Ali

Engagement efforts bringing Ejen Ali to another level

Launching of Ejen Ali Season 2

20 Sept 2017

Exclusive Screening for Ejen Ali Season 2

23 -24 Sept 2017
1.3m viewers

National Day Parade

31 Aug 2017
Under the Malaysian Animation
Contingent

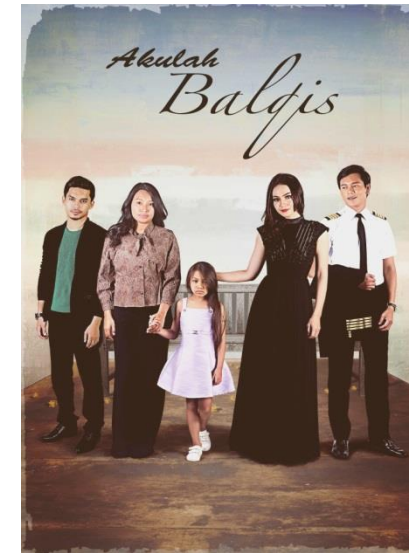
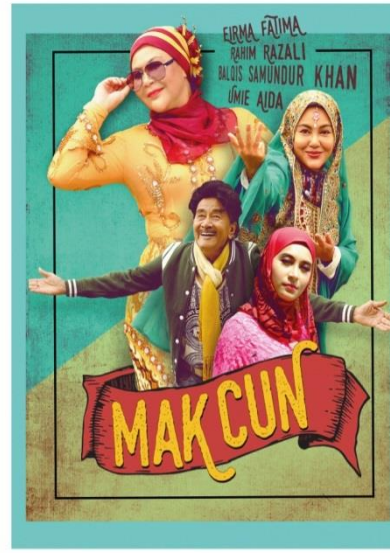
#MisiAspirasiAirAsia

Collaboration between Ejen
Ali & Air Asia

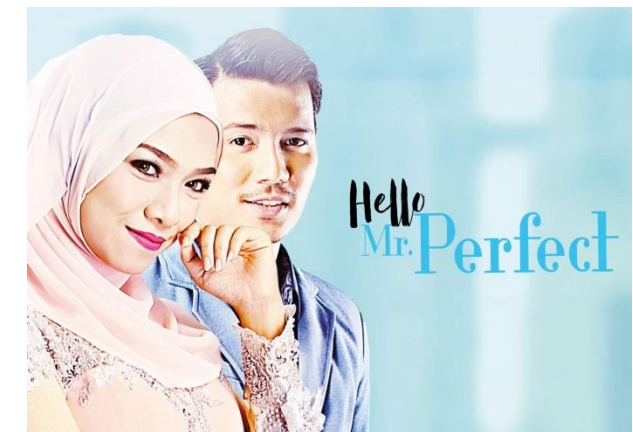


Expanding our content offering

Total deal of up to RM1.5m of which **10 titles** available on **Netflix** since Aug 2017



Over 40 titles distributed to **iflix** as at end Sept 2017





OUR INTERACTIVE STORIES

connect you with offline and online content

MPD Financial Performance – 9M 2017













































	9M 2017 (RM'000)	9M 2016 (RM'000)	Change (%)
Net revenue	35,507	25,223	41
Direct costs	(1,806)	(649)	(>100)
Contribution	33,701	24,574	37
Other income	121	237	(49)
Overheads	(28,197)	(21,393)	(32)
EBITDA	5,625	3,418	65
Finance charges	(35)	-	NA
Depreciation & Amortisation	(3,920)	(3,113)	(26)
PBT	1,670	305	>100
Taxation	(163)	-	NA
PAT	1,507	305	>100
EBITDA margin	16%	14%	
PAT margin	4%	1%	

Revenue and earnings

- Higher revenue by 41% against 9M 2016 due to higher digital services revenue contributed by Rev Asia.
- Rev Asia's revenue of RM4.1m contributing RM1.1m PAT.

Media Prima Omnipresence In The Digital Space

59

Social Media	Audio	Video	Mobile	Publishing	Online
 28.5 mil No. of likes  7.4 mil No. of followers  4.8 mil No. of followers  481.7 mil No. of views <p><small>Info provided is based on accumulative no. of followers / subscribers for all Media Prima products / brands on respective social media platform.</small></p> <div> <p>Top 5 brands with highest total social media followership:</p> <ol style="list-style-type: none"> 1. Hot FM 6.3 mil 2. Berita Harian 6.3 mil 3. TV3 5.4 mil 4. Harian Metro 5.4 mil 5. TV9 1.8 mil </div> <p><small>Figure is accumulative of Facebook, Twitter and Instagram.</small></p>	<p>Listenership</p> <p>4.7 mil</p> <p>Podcast Total Listens per month</p> <p>104 K</p> <p>Unique Visitors</p> <p>200 K</p> <div>      </div>	<p>Page Views</p> <p>5.6 mil</p> <p>Page Visits</p> <p>575 K</p> <p>Unique Visitors</p> <p>365 K</p> <div>    </div>	<p>Total no. of downloads</p> <p>4.4 mil</p> <p>Unique Visitors for our 4 most popular apps or games*</p> <p>120 K</p> <div>                    </div> <p><small>* Top four popular apps or games:</small></p> <ol style="list-style-type: none"> 1. Ejen Ali: Emergency 2. Ejen Ali: MATA Training Academy 3. Raudhah 4. Kita Juara 	<p>Page Views</p> <p>60.6 mil</p> <p>Page Visits</p> <p>30.5 mil</p> <p>Unique Visitors</p> <p>11.4 mil</p> <div>      </div>	<p>Monthly Visitors</p> <p> 10.3 mil</p> <p> 5.2 mil</p> <p> 8.5 mil</p> <p> 570 K</p> <p> 3.6 mil</p> <p> 3.6 mil</p> <p> 86 K</p> <p> 86 K</p>

Note: All info updated as at 30 September 2017

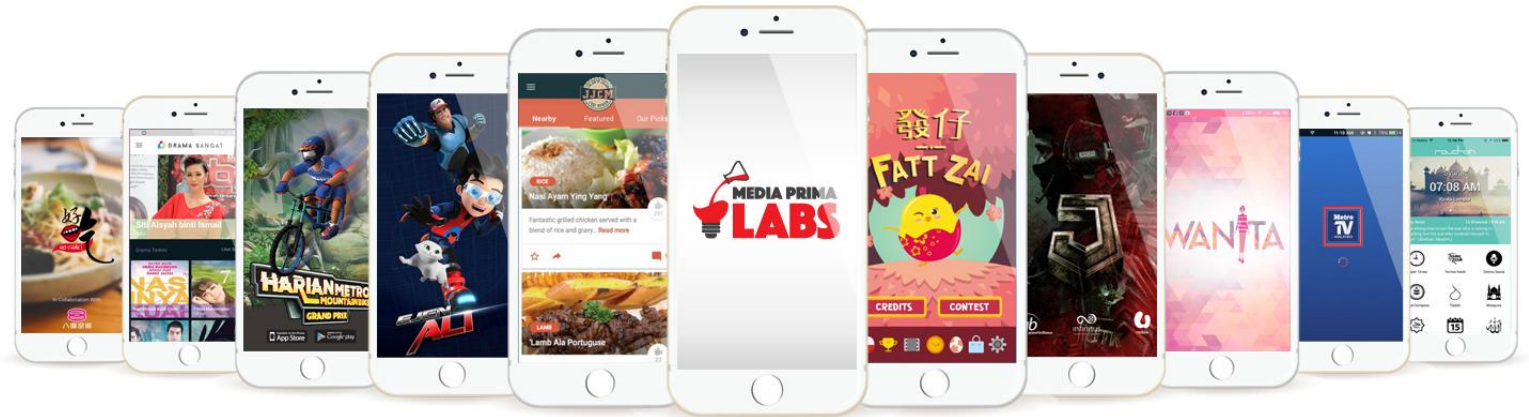
MP Labs - Applications gaining traction

Q3 2017 downloads

752,725

To-date Q3 2017 downloads

3,737,586



Top most downloaded App to date



1.5M

downloads



874K

downloads



259K

downloads



201K

downloads

Key Product Focus in Q3 2017



- Launched on 15 Aug 2017
- Comprehensive local football contents, including match highlights, statistics, news with Sea Games features
- **Top 2 on Play Store (Sports category)**
- **62,489 downloads in 1.5 months**

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



MPD – Recent Developments

Level Up KL SEA Game Dev Conference

- 36hrs SEA Jam Game Hackathon & Mobile Games Awards & Announcement of up coming e-Game events.
- Ejen Ali Emergency – “**Best Audience Award**” out of 30 games from SEA Mobile Games Awards.



MDEC Home Schedule Speakers Contact Gallery REGISTER

LEVEL UP KL
4-9 NOVEMBER 2017
KUALA LUMPUR, MALAYSIA
www.levelupkl.com

CONFERENCE - BUSINESS CONNECTION PROGRAM - EXHIBITION - MASTERCLASS WORKSHOP
SEA GAME JAM - SOUTHEAST ASIA GAME AWARDS - NETWORKING NIGHT

PARTNER

MEDIA PRIMA LABS

PR
PASSION REPUBLIC

Acestar
SOUTH 1 | INNOVATION | SUPPORT

ARIES
TELECOMS
NETWORKING THE FUTURE

unity

kömune

STREAMLINE

lemon sky
GAMES | ANIMATION

MGO+
MYGAMEON

MyGameon.com.my in collaboration with MDEC & Garena

- Launched on 7 Nov 2017.
- Comprehensive localised game news portal focusing on relevant game content to Malaysian audience.
- Features local and international news, reviews and events for games.

MGO MYGAMEON
Gaming News, Reviews & Previews Yang Epik!

COMICE FIESTA
16-17 December
Kuala Lumpur Convention Centre
Coming Soon: Comic Fiesta 2017

GENTING 2018
JANUARY 26TH - 28TH
Coming Soon: ESL One Genting 2018

SHOP ON GOOGLE

BEST GAMING BRAND
2017 BY PC MAGAZINE FRANCHISE

MGO MYGAMEON
Powered by MEDIA PRIMA LABS

Apple Store Google play

Strong digital assets will drive digital growth

62



SAYS



JUICE



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

- Local Travel
- Entertainments
- Touching Stories
- Local Social News

- Travel
- Local stories
- Listicles
- Videos

- Travel
- Food
- Local Travel
- Entertainment

- Events
- Parties
- Lifestyle

- Travel
- Local stories
- Listicles
- Videos

- Parenting
- Family Lifestyle
- Food

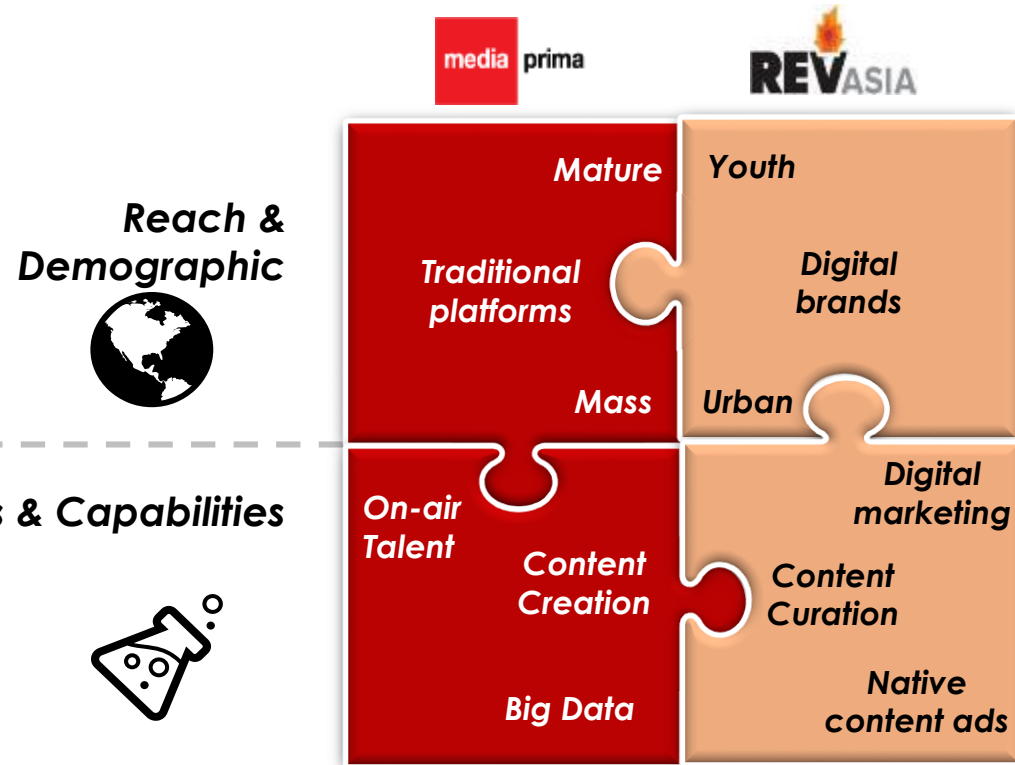
Combined monthly visitors of **28m**

As at 30 September 2017

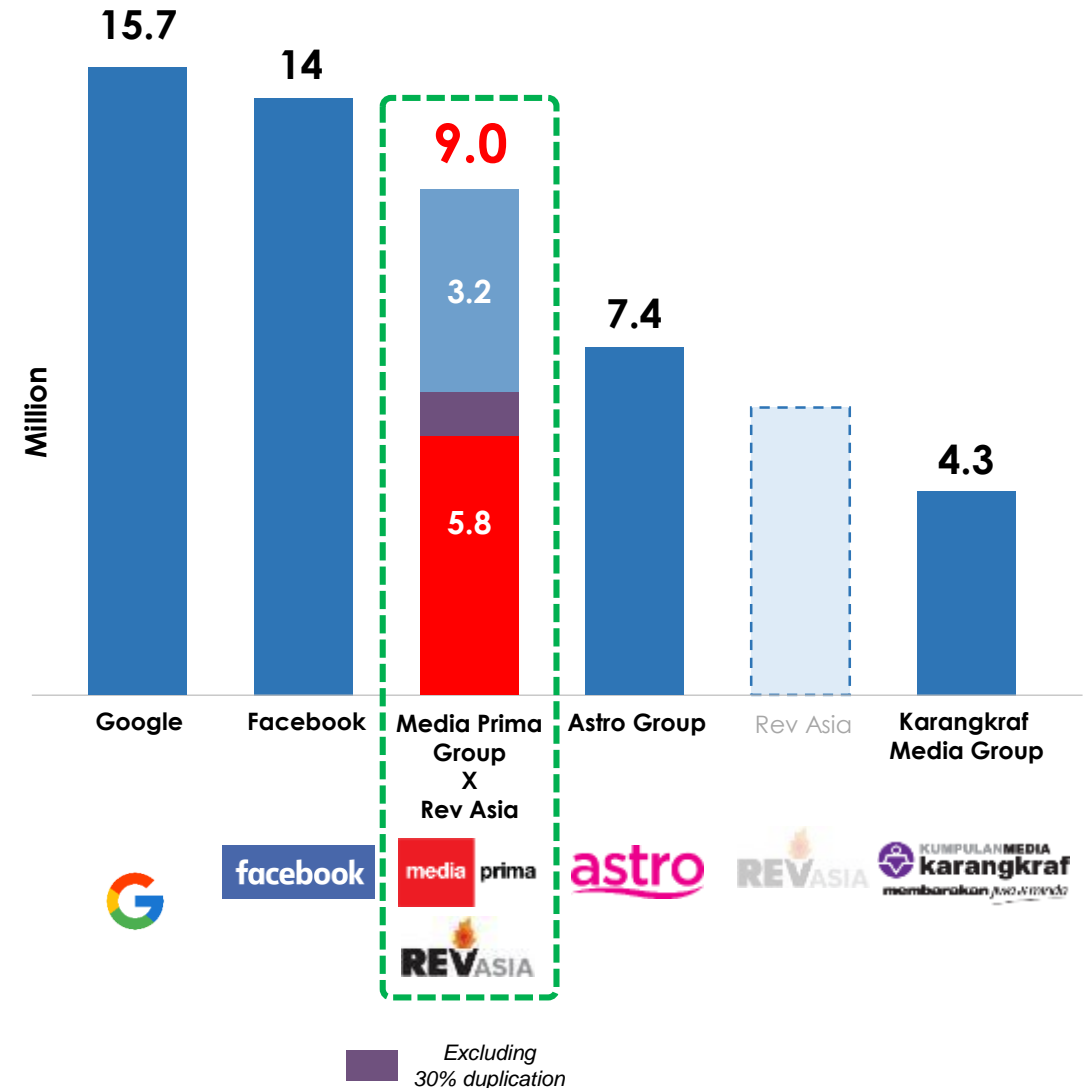
Expanding our Digital Reach & Capabilities

63

Capabilities and Resources



Expanding Reach



Section 5

Moving Forward

Guided by our overarching strategy

65

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



2014

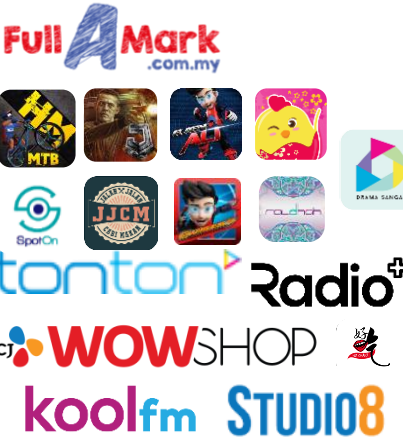
- 1st ASEAN Station Naming Rights Programme
- Live Streaming at Cubig@Bangsar
- International co-production
- Amalgamation of shared services departments
- Mutual Separation Scheme (MSS)

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

2015



primeworks
distribution



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

- 3 Expand Revenue Beyond Malaysian shores**

- Big Tree Seni Jaya – MRT
- Ice Kacang podcast
- SuperDeals
- Completion of acquisition of Rev Asia Holdings Sdn Bhd
- Content sales – Netflix, Iflix, Jaikon TV
- Tonton expand to Singapore & Brunei
- Early retirement scheme in Aug 2017
- NSTP going digital in Sabah & Sarawak

2017



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

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.