



INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL YEAR ENDED 31ST DECEMBER 2017

22nd February 2018



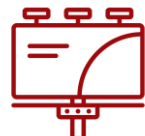
TELEVISION



PRINT



RADIO



OUT-OF-HOME



CONTENT



DIGITAL MEDIA

Media Prima Today



Vision

To be the leading digital-first content and commerce company

Mission

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



Sistem Televisyen Malaysia Berhad

Ch-9 Media Sdn Bhd

Metropolitan TV Sdn Bhd

Natseven TV Sdn Bhd

MPCJ O Shopping Sdn Bhd

51%



98%

The New Straits Times Press (Malaysia) Berhad



Primeworks Studios Sdn Bhd

Primeworks Distribution Sdn Bhd

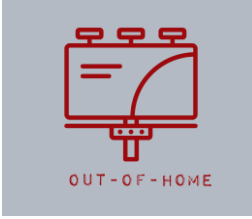
Alternate Records Sdn Bhd

The Talent Unit Sdn Bhd



Media Prima Digital Sdn Bhd

Rev Asia Holdings Sdn Bhd.



Big Tree Outdoor Sdn Bhd

Kurnia Outdoor Sdn Bhd

Gotcha Sdn Bhd

The Right Channel Sdn Bhd

UPD Sdn Bhd

Big Tree Seni Jaya Sdn Bhd

60%



Max – Airplay Sdn Bhd

Synchrosound Studio Sdn Bhd

One FM Radio Sdn Bhd

Kool FM Radio Sdn Bhd

99%

All entities are 100% owned, unless otherwise stated.

COMPANY

BRAND

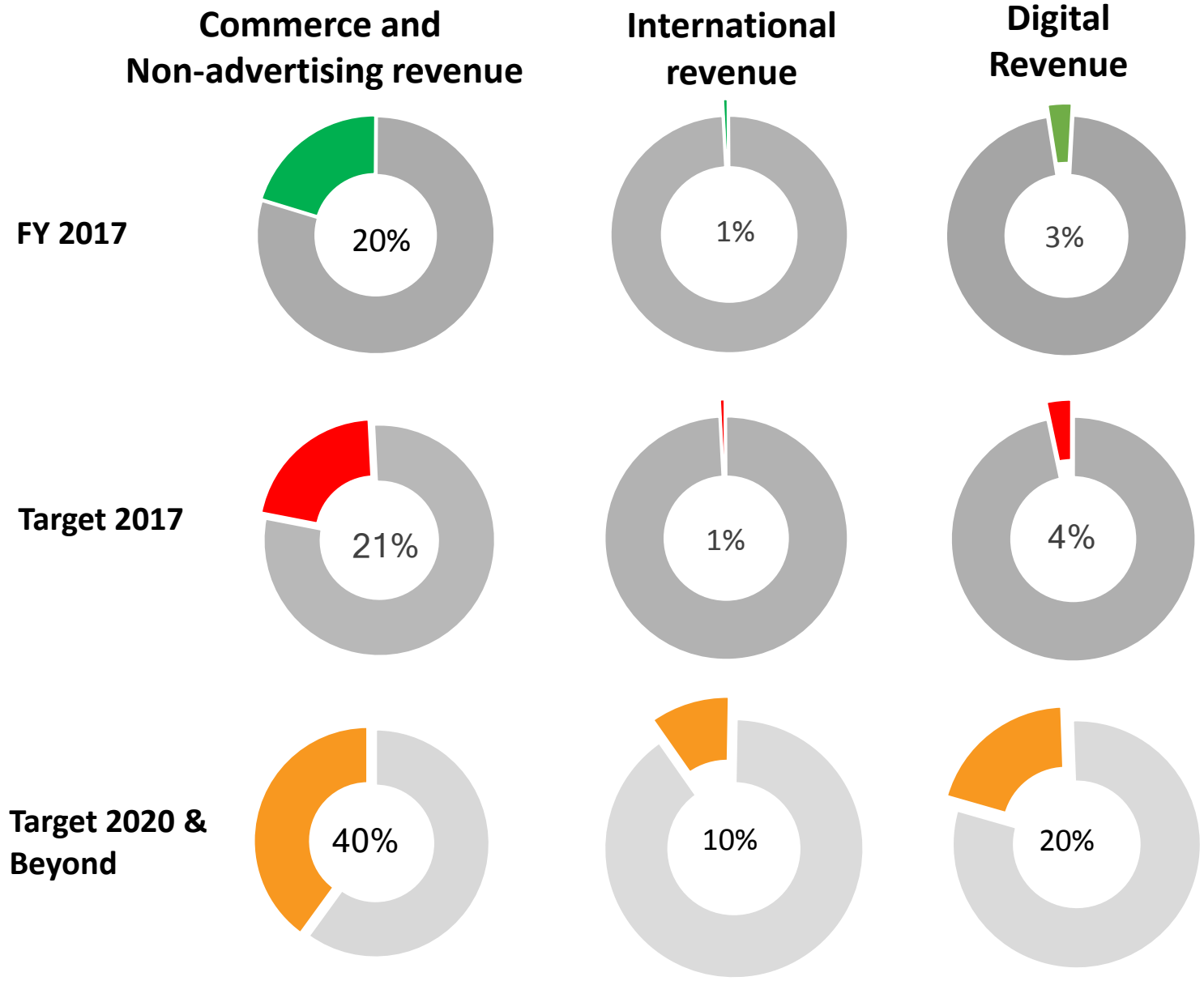
Fact sheet as at 31 December 2017

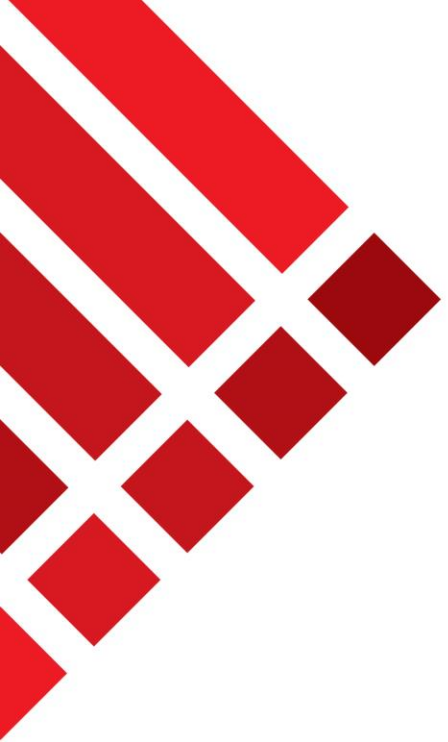
Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,524.7m	RM766.6m	RM1,582.3m	RM206.0m	RM314.2m

A reference to our journey to bring about growth

New Revenue
Growth of
> 100 %

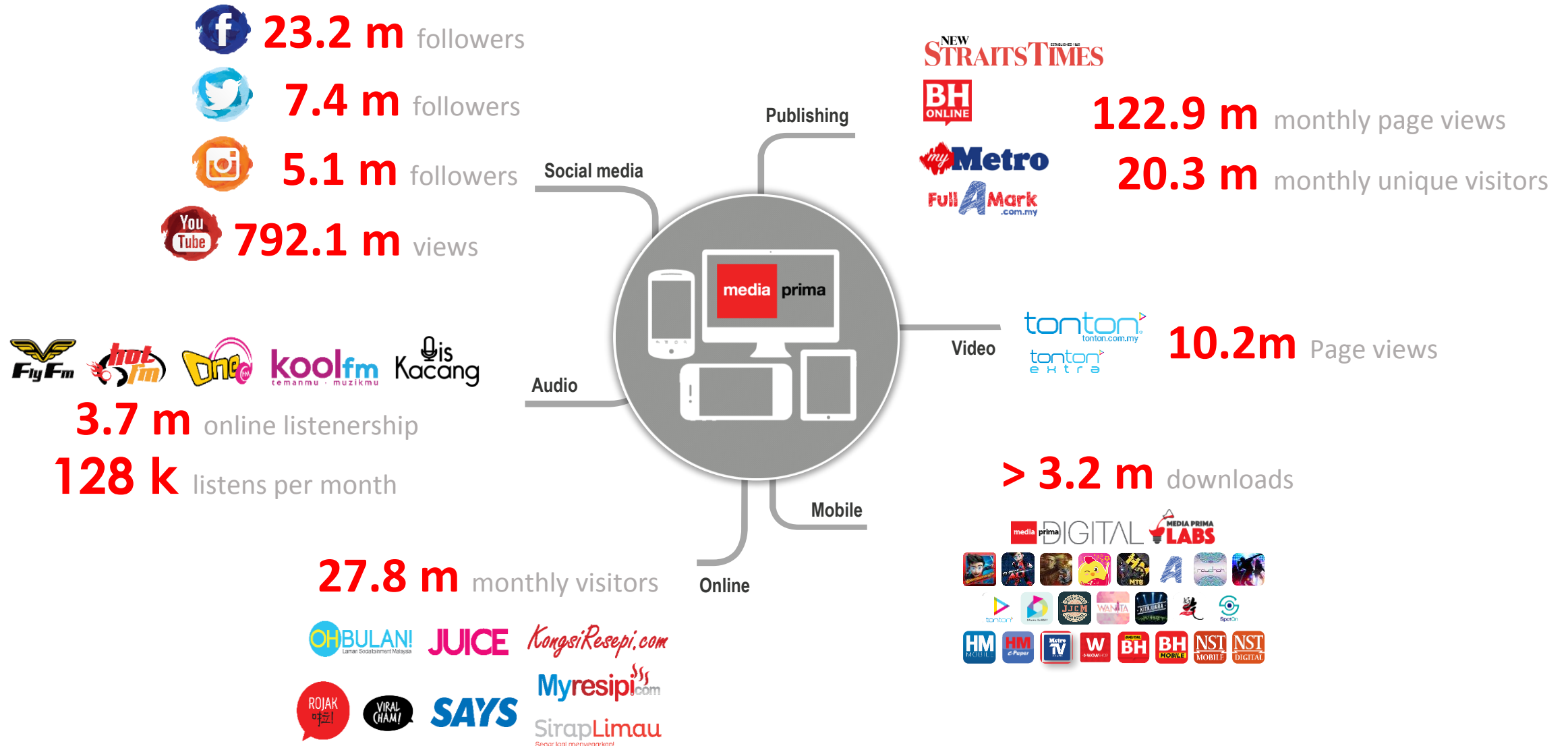
Traditional Revenue
Decline of
- 14.2 %



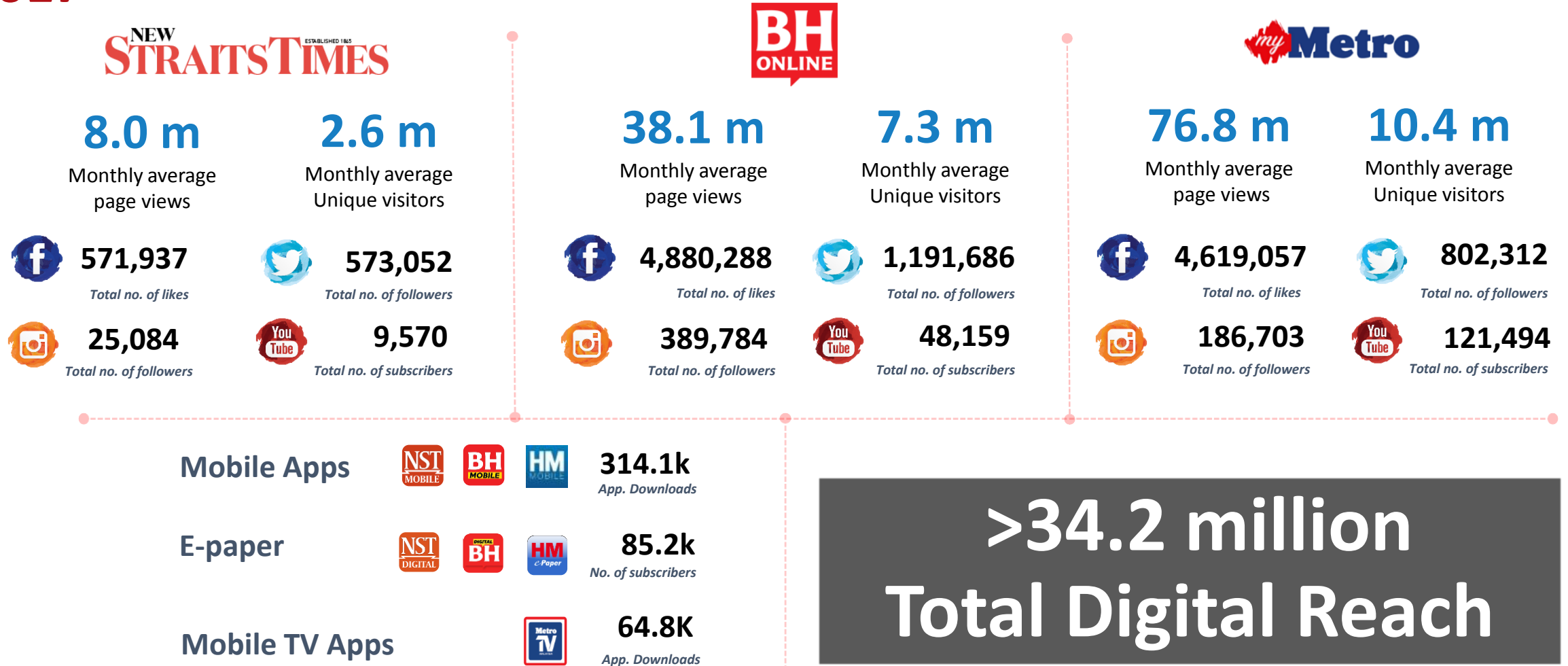


Digital & Commerce

Massive audience & omnipresence in digital space for *Monetisation*

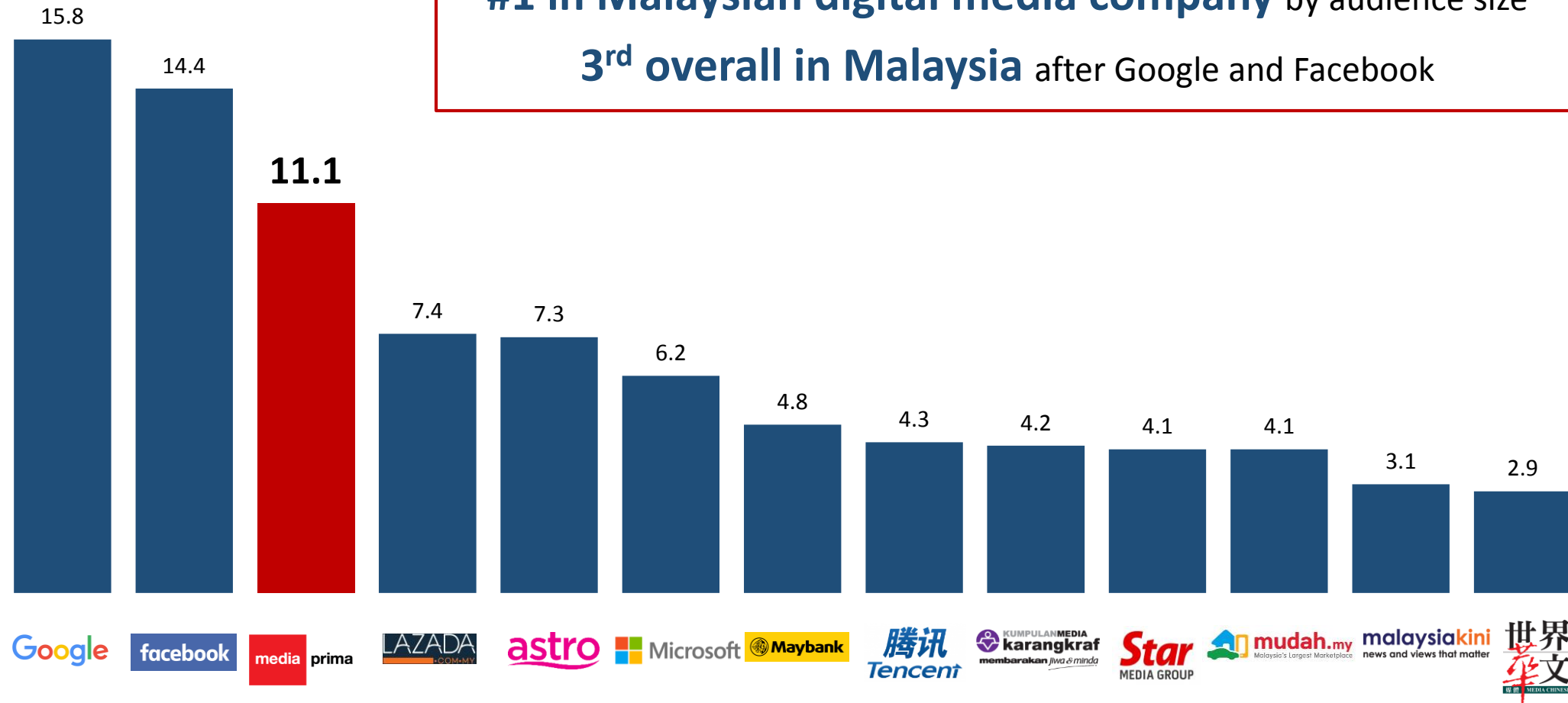


Monthly Average UV for NSTP's news portals grew by >50% in 2017



3rd highest in Malaysia with digital reach at > 10 million UVs

Unique Visitors (mil)



#1 in Malaysian digital media company by audience size
3rd overall in Malaysia after Google and Facebook

Acquisition of new digital assets fortifying competitive position

Monthly Average
Unique Visitors

12.2 m

Monthly Average
Page Views

46.7 m



2.4 m followers



51.3 k subscribers



Rev Asia's revenue synergy kicks in

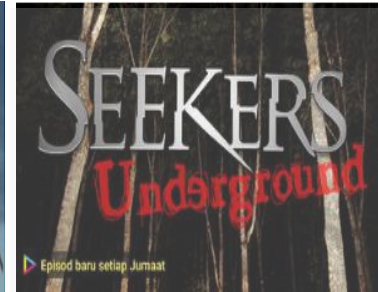
Overall strong Q4'17 performance vs Q4'16 with an **increase of 19%** in overall net revenue.



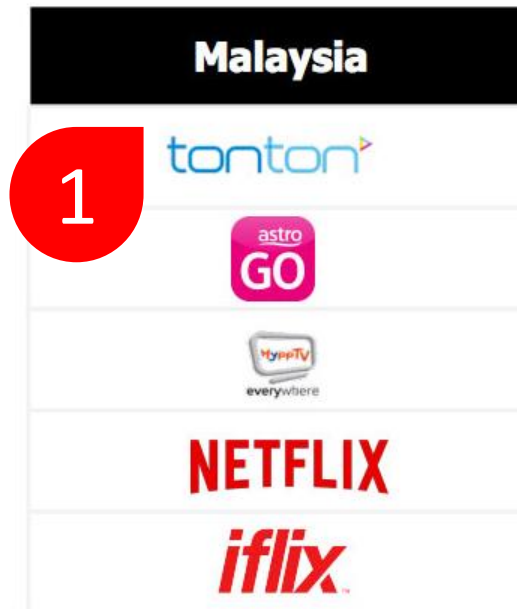
Sponsored Videos continue to see a spike in overall revenue contribution across the MNC sales.

tonton

84% ↑ in hours watched
104% ↑ in average watch time in 2017



Ranking - Active Users



10.2
 Million
 Monthly
 Page Views

684
 Million
 Minutes
 Streamed



7.60
 Million
 Registered
 Users + 15-18 thousand
 new users weekly

1
 Million
 Average
 Monthly Visits

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**

Leading the OTT market through partnerships & product extensions

38%↑ in Overall Revenue on the back of higher user subscription

tonton

*Expanded reach to **Brunei and Singapore**, with more plans to expand regionally.
Continues to grow its new users by 15 to 18 thousand weekly*

Q417 accomplishments

Events/ Partnerships



Social Live Streaming



xtra

Missed something on TV?
Catch up for

FREE up to 7 days!



The only entertainment portal in
Malaysia to offer

LIVE TV for FREE

offered in 3 languages
English,
Bahasa Malaysia
中文

Premiere



First



Original



Exclusive



Creating IP Extensions on Digital Platforms via MP Labs

Q4 2017 downloads

841,544

↑ 12% QoQ

Key product focus in Q4 2017



22,382
downloads in
less than 1
month from
launch

- Officially launched on 17 DEC 2017
- One stop destination target students whom are looking at pursuing tertiary education , with university ,courses and scholarship listing
- Client Integration Feature

Key update in Q4 2017



- Relaunch with new facelift and user experience improvement, with control over content update and reducing turnaround time








2017 YTD downloads

4,452,868

↑ ≥ 100% YoY



Most downloaded Apps to-date

Apps		Total Downloads	Q4 vs Q3 Growth
	Ejen Ali : Emergency	1,879,001	21.1 %
	Ejen Ali : MATA Training Academy	1,019,831	14.3 %
	Jalan Jalan Cari Makan	311,407	16.8 %
	Raudhah	270,102	25.4 %
	Kita Juara	85,249	26.7 %



Radio's digital media engagement > 100% Q-o-Q

Online & mobile listenership: Oct – Dec 2017





Total Listenership	:	1,682,578
Average Unique Per Month	:	147,862
 Unique Mobile	:	52,792
 Unique Web	:	95,070
Listening Hours	:	>8 & 20min<
Total Downloads	:	8,657





Total Listenership	:	5,259,742
Average Unique Per Month	:	533,462
 Unique Mobile	:	206,836
 Unique Web	:	326,626
Listening Hours	:	>10 & 30min<
Total Downloads	:	22,327



Total Listenership	:	2,910,207
Average Unique Per Month	:	216,905
 Unique Mobile	:	98,593
 Unique Web	:	118,311
Listening Hours	:	>10 & 33min<
Total Downloads	:	8,697



Total Listenership	:	1,399,694
Average Unique Per Month	:	125,916
 Unique Mobile	:	47,493
 Unique Web	:	78,423
Listening Hours	:	>10 & 40min<
Total Downloads	:	9,127



Total Listens (Oct-Dec 2017)	:	409,122
Mobile Downloads (Year to date)	:	8,123

As as 31/12/2017 :



1.59m



2.18m



5.25m



368k

Source: Triton Digital Canada Inc.

Media Prima Radio Networks exploring e-commerce

Introduced **SuperDeals** in 2017

Enables MPRN to function as a **virtual storefront** where clients can advertise their products through the official websites of Fly FM, Hot FM, One FM and Kool FM



Merchants able to optimise sales by **riding on the popularity of the digital and social media** platforms of the four radio stations.

Tying all of our digital efforts together with Audience +

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

Rich data mining platform across all our digital properties



Monetising our massive audience beyond advertising revenue

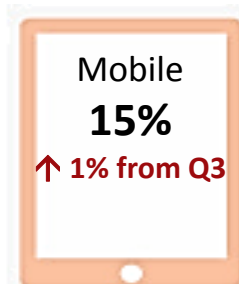
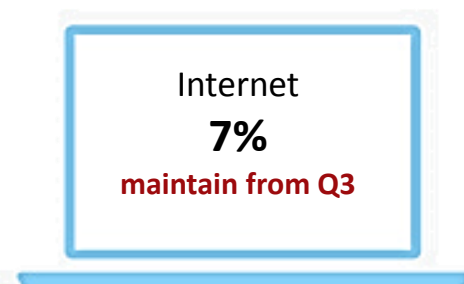
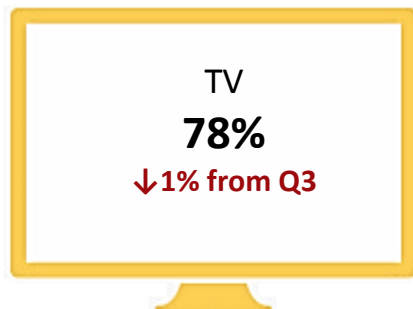
640 k
Customer base
≥ 100% growth

RM130m total sales in 2017
≥ 100% growth from 2016

WOWSHOP

	Q4 '17	Q3 '17
Total quantity of items sold	216,182	185,233
Total new customers	107,608	94,552
Total new SKUs	60	42

Revenue by platform



Top 3

VO.TEMM
Experience The
Cleaning Power
VO.TEMM 2 Way Power Vacuum



in 2017



SINCERO
Perfect Investment For Healthier Living
& Less Hassle Cooking
Pressure Cooker

MUGEN
Reliable & Safe Infrared Stove
MUGEN Glass Top Infrared Cooker



**best
selling
items**

*based on net sales amount

Optimising the value of Intellectual properties by creating extensions

Licensing & Merchandising Q417 Highlights

EJEN ALI

New Product Line

"Back To School" Line"



TOY WORLD
PARKSON
MYDIN/AEON
METROJAYA

Strategic Partnerships

Lil Star Combo
On All Air Asia
Flights &
Big Bad Wolf



IP Partnership

Mamee Biskidz
Campaign



New Distribution Channel

15/12/2017

Da'i

COLLABORATION WITH SITI KHADIJAH

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



THE FASHION ICON

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



Novel & Love Quotes Launch

On 4 October 2017
launch of DIA novel
and Love quotes book
at One Utama,
Petaling Jaya.

Dia



Going Vertical – Banking on our strength in educational content

FullAMark recorded over 5,000 subscribers, achieving double-digit growth in revenue in 2017

52% conversion rate (FY2016: 15%)

from **registered to paid** subscribers

Initiative to grow revenue beyond print and beyond B2B

81,097

Monthly Average
Pages Views

69,673

Total Apps
Download



17,568

Monthly Average
Unique Visitors

4,742

No. of unique
Paid Subscribers

FullAMark.com.my
UPSR PT3 SPM

Belajar pada bila-bila sahaja
di mana-mana sahaja

- Sukatan pelajaran terkini yang ditetapkan oleh Kementerian Pendidikan
- Bahan latih tubi baharu setiap minggu
- Pelbagai soalan Berfikir (Kritis)

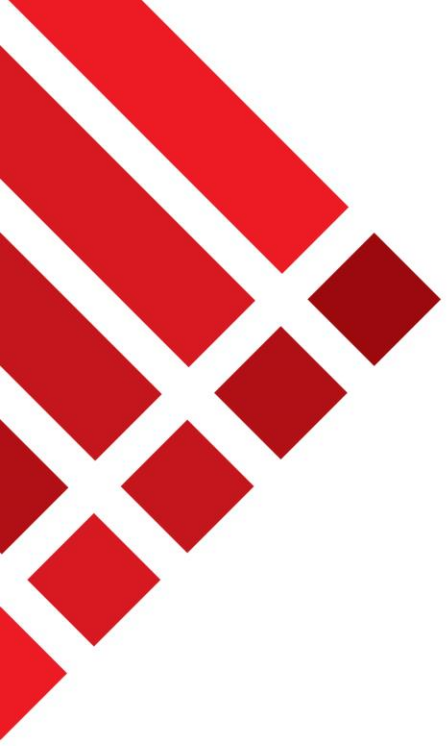
FullAMark MOBILE APPS

TESTIMONIALS

INTERACTIVE ACTIVITIES

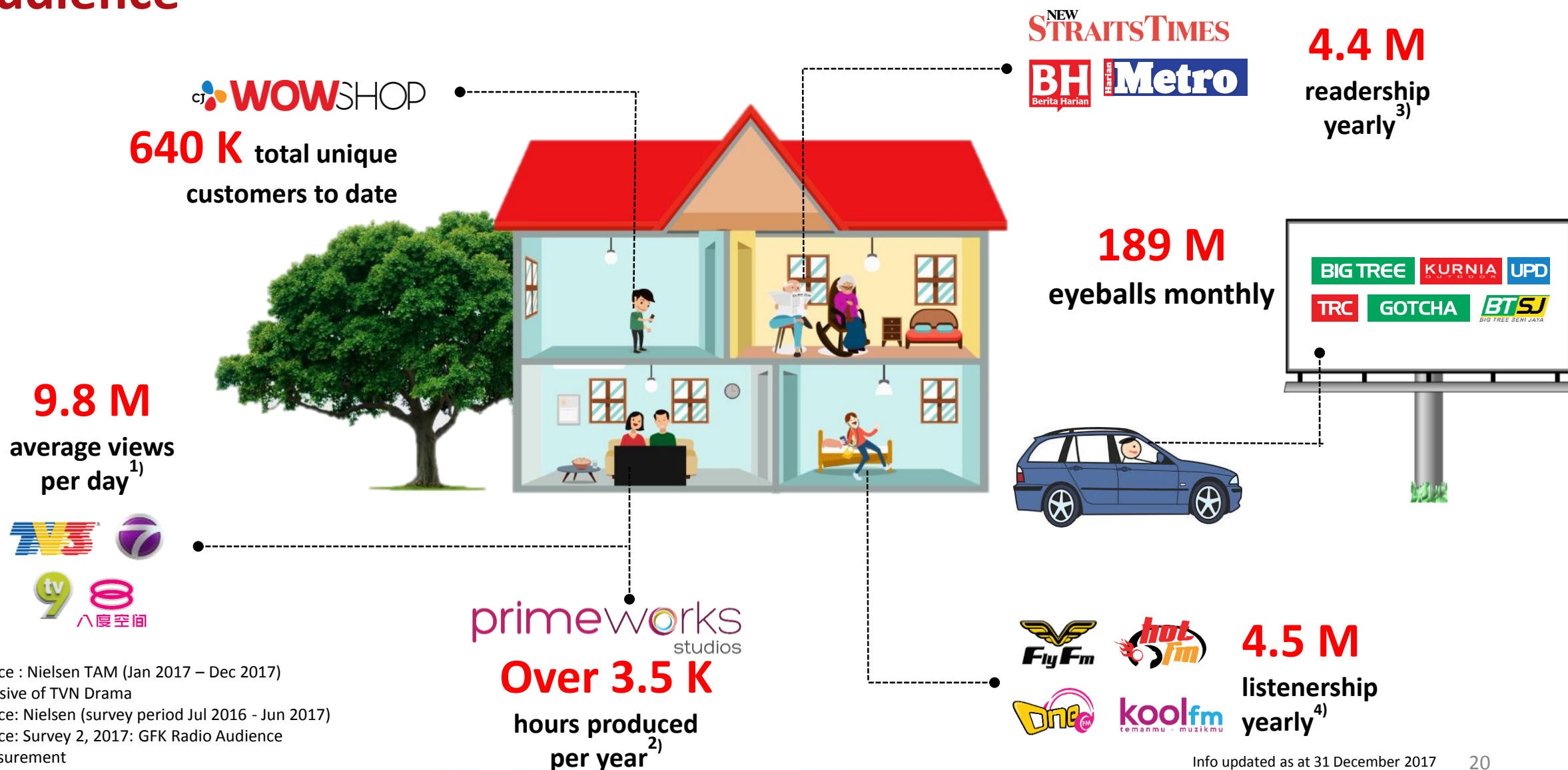
SOCIAL LEARNING

E-CIKGU



Business Review by Platform Over and Above Digital & Commerce

Media Prima's unparalleled non-digital reach to a mass audience



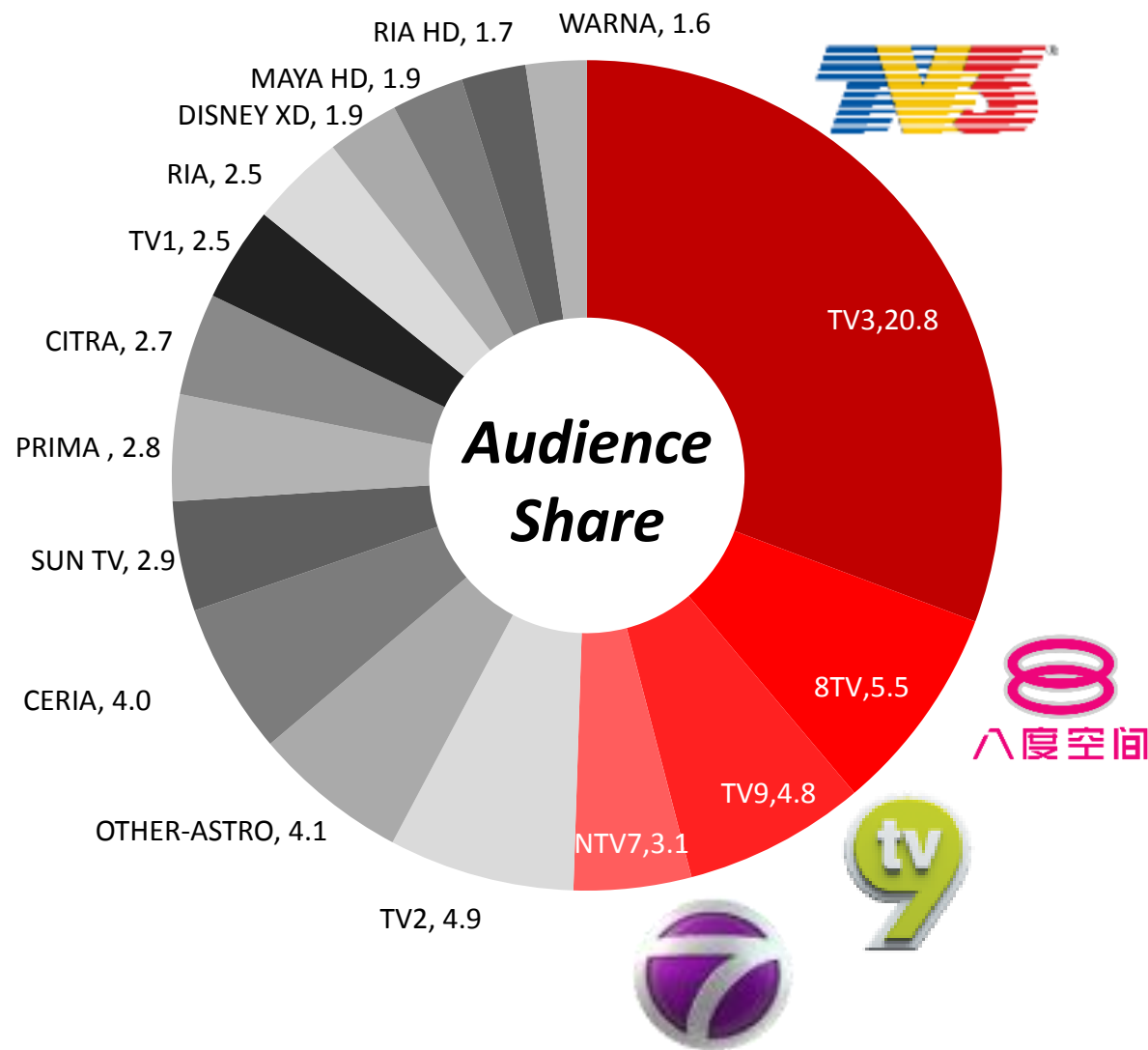
1) Source : Nielsen TAM (Jan 2017 – Dec 2017)

2) Inclusive of TVN Drama

3) Source: Nielsen (survey period Jul 2016 - Jun 2017)

4) Source: Survey 2, 2017: GFK Radio Audience Measurement











Leading the competition across all stations and channels



Captures
34.2% of
total audience
share





tonton Leads OTT market in Malaysia based on active usage

COMBINED VIDEO VIEWS ON tonton ONLINE AND MOBILE

RANK	PROGRAMMES	VIDEO VIEWS	CHANNEL
1.	Titian Cinta	211,226	
2.	Lelaki Itu Pemilik Hatiku	92,016	
3.	Dekatkan Jarak Kita	91,081	
4.	Naagin	73,451	
5.	Ejen Ali (Season 2)	67,101	
6.	Kelip-Kelip Di Kota London	35,303	
7.	Goblin	26,931	
8.	Growth Behind The Sun	26,689	
9.	Ejen Ali	21,233	
10.	Muzium Misteri	18,776	

* SOURCE: OOOYALA

LIVE VIEWS

	Video Views	
LIVE TV	Total Q4 '17	Total Q3 '17
	916,148	710,471
	212,959	212,030
	145,662	112,291
	130,800	111,714





Capitalising on growing demand of home and online shopping

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)
The WOW Show S2
 1:00pm – 1:23pm (Mon) *Live!*



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)
 8.40am – 9.30am (Fri)



10:00am – 12:00pm (Mon – Sun)
 12:30pm – 4:00pm (Mon – Sun)
 12:30am – 1:30am (Sat – Thu)
The WOW Show S2
 10:00am – 10:45am (Thu) *Live!*
WOW Sangat *New!*
 11:00am – 11:45am (Fri – Sun) *Live!*
 9.30pm – 10.00pm (Sun) *Live!*

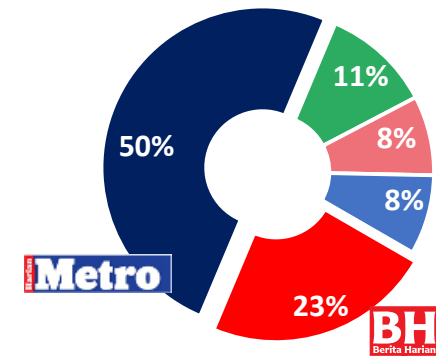
NSTP's digital-first model has increased digital revenue by 80%

Digital Revenue
grew
80%
in 2017

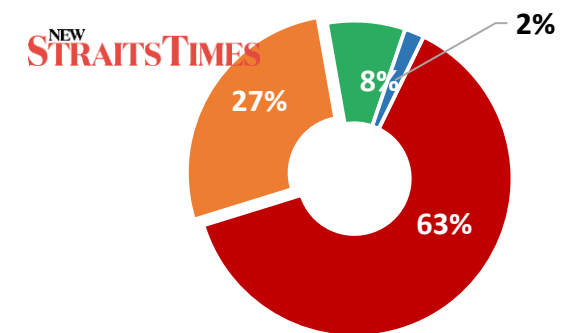
NSTP towards Monetizing Digital Assets



Industry ADEX Share BAHASA



ENGLISH



NSTP's digital growth through smart partnerships

E-paper circulation of the 3 dailies recorded double-digit growth in 2017

Strategic Partners



<http://subscription.nstp.com.my>



New ePaper Strategic Partnership



- Collaboration with ATX as our distribution partner at retail points, covering more than 10,000 outlets & agents nationwide
- Consumers can now purchase ePaper via a prepaid voucher directly from the cash terminals (MOLPay & ePAY concept)



ePaper HM Mountain Bike 2017

- HM Mountain Bike has garnered around 2,500 participants & generated 2,339 new subscriptions

ONLINE BACK-TO-SCHOOL FAM Promotion



Any purchase of FAM 1 year package, consumers will be entitled for POPULAR BOOKSTORES gift voucher worth RM20

Managing changing patterns in newspaper circulation

as the Readership & Circulation continues to decline globally

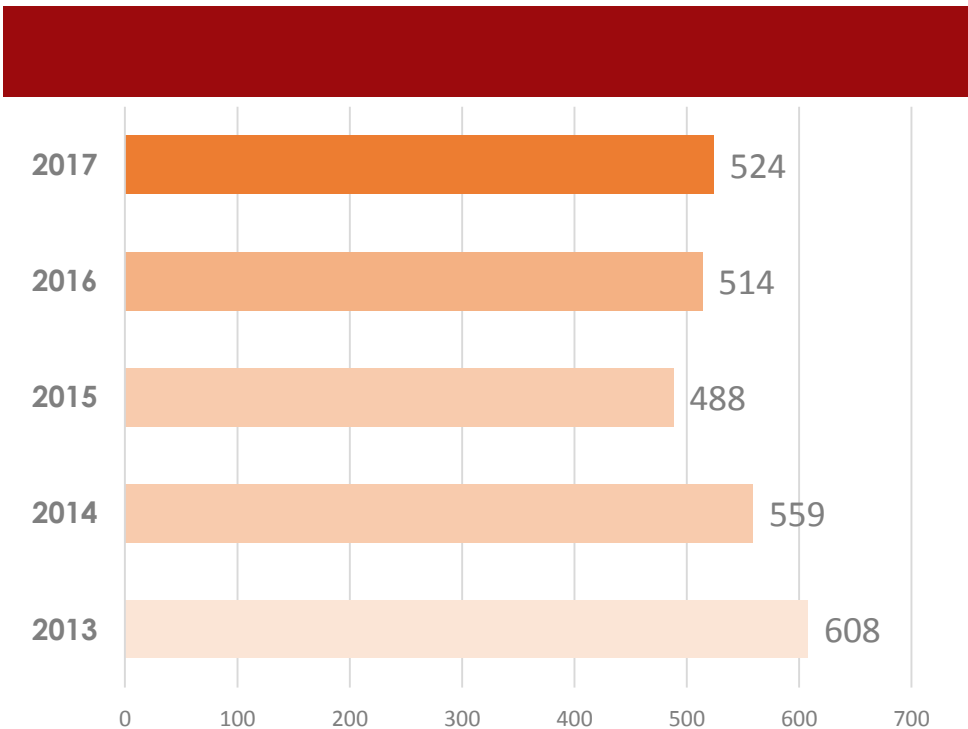
	CIRCULATION		READERSHIP	
	July – Dec 2016	Jan – Jun 2017	July – June 2016	July – June 2017
NEW STRAITS TIMES	54,490	44,779	182,000	200,000
new sunday times	55,998	49,396	157,000	154,000
BH Berita Harian	91,229	91,648	1,190,000	946,000
BH AHAD	90,809	77,614	1,175,000	916,000
Harian Metro	142,262	133,003	3,165,000	2,584,000
Metro Ahad	154,548	142,795	3,451,000	3,027,000
	589,336	539,235	9,320,000	7,827,000

Source:

Circulation – Audit Bureau of Circulations

Readership – Nielsen Media Research

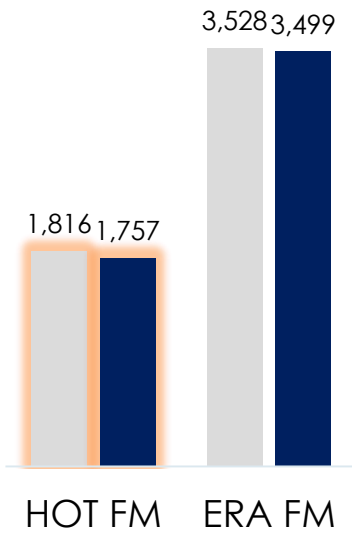
NEWSRPINT COST (USD)



Radio listenership

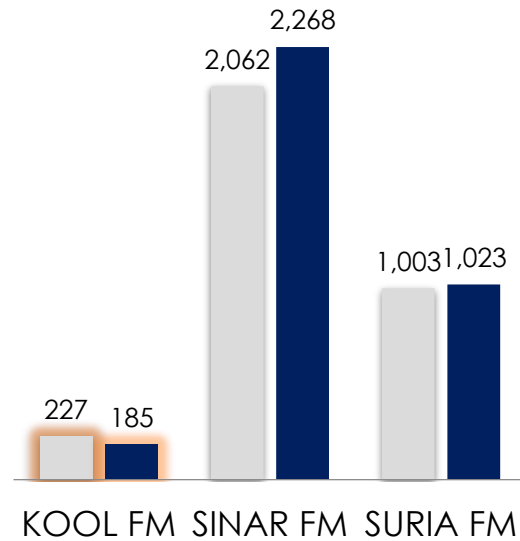
Hot FM attracts 2.6 million urban listeners

MALAY LISTENERSHIP AGE BELOW 30 (000'S)



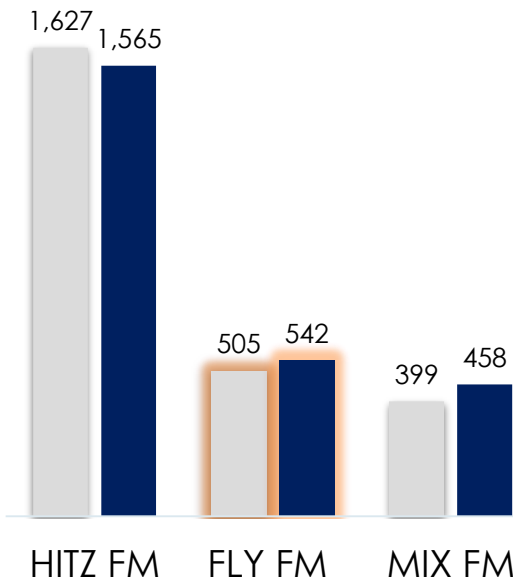
The No. 2 Malay Language Station for the Time Spent Listening

MALAY LISTENERSHIP AGE 25-44 (000'S)



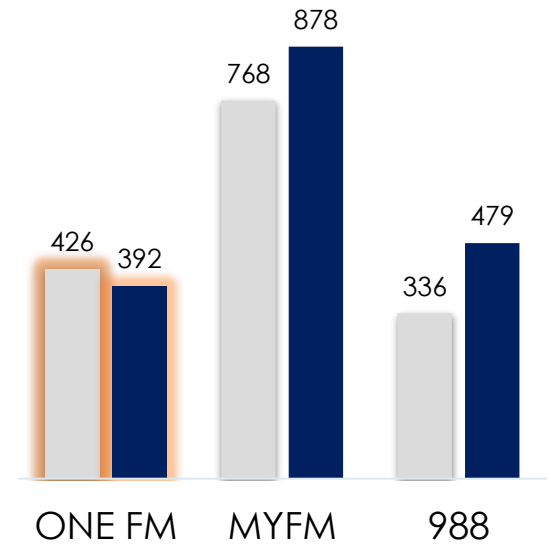
No 2 English Radio Listenership. In the country

ENGLISH LISTENERSHIP AGE BELOW 30 (000'S)



No 2 Breakfast Show for Chinese market aged below 30

CHINESE LISTENERSHIP AGE BELOW 30 (000'S)



Survey #1 2017

Survey #2 2017

*Sources: : GFK Radio Audience Measurement

Widening competitive position beyond conventional billboards

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

Big Tree's growth catalysts

Digital Development



New Sites – Urban Peninsular Malaysia, East Malaysia



PWS – At the forefront of our regional expansion efforts

Achieved success in production and distribution of local content to markets outside Malaysia

Clients

Local & regional broadcasters

OTT service providers

Airlines companies acquiring content for their in-flight entertainment service

Distribution of Ejen Ali, an animated cartoon series produced by PWS & Wau Animation

To over 45 countries



PWS expanding sales into new digital platforms & territories

20 titles available on **Netflix** as at end Dec 2017



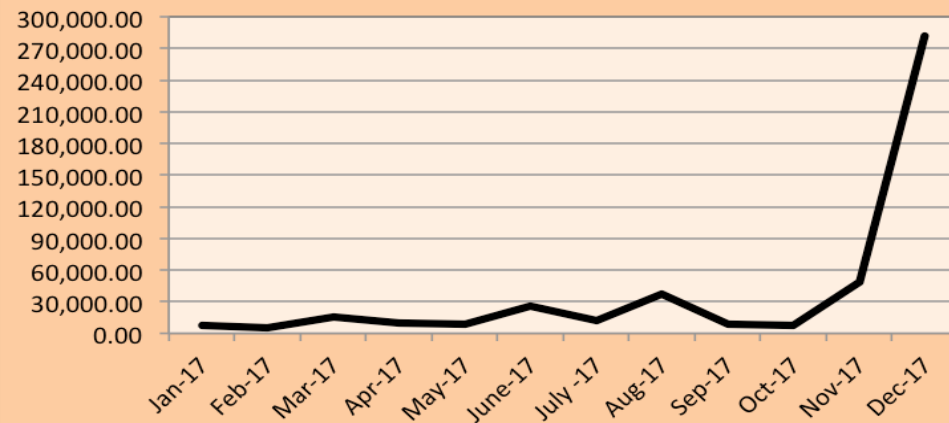
Over 50 titles distributed to **iflix** as at end Dec 2017



Mobile Apps: Monetisation as key focus

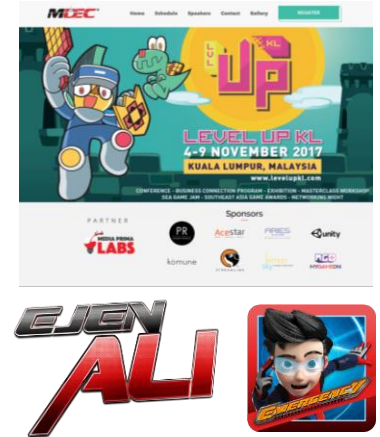
Digital Revenue from Mobile Apps

Mobile Apps Revenue (RM)



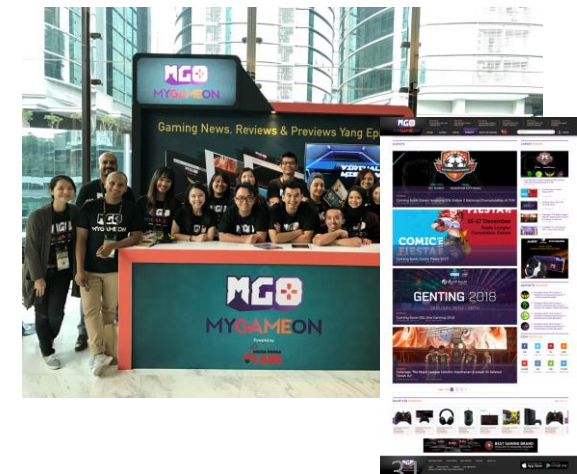
Level Up KL SEA Game Dev Conference

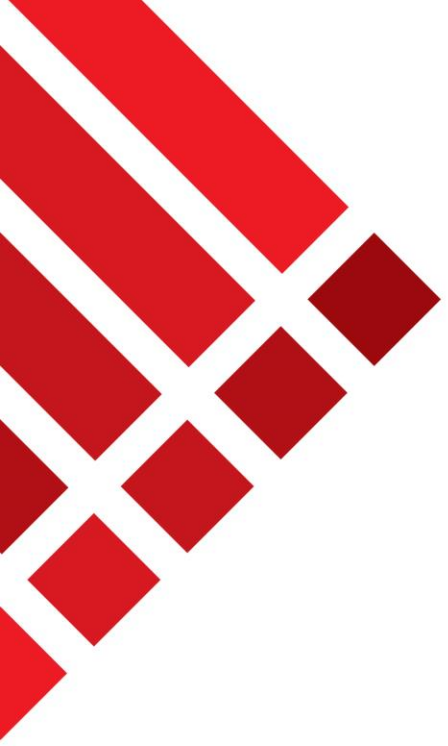
- 36hrs SEA Jam Game Hackathon & Mobile Games Awards & Announcement of upcoming e-Game events.
- Ejen Ali Emergency – “**Best Audience Award**” out of 30 games from SEA Mobile Games Awards.



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.





Financial Review

Cleaning up legacy assets and right-sizing the Group

Recorded a loss of RM172.3m mainly due to impairment charges and resizing of Group's workforce in line with the Group's direction and focus to become a digital first content and commerce company

	FY 2017 (RM mill)	FY 2016 (RM mill)	Change (%)
Net Revenue	1,195.7	1,289.0	(7)
EBITDA	20.3	163.6	(88)
(LBT)/ PBT	(108.1)	32.0	(>100)
Exceptional Items ("EI")	(497.4)	(97.9)	(>100)
LBT (after EI)	(605.5)	(65.9)	(>100)
LAT (after EI)	(669.7)	(69.8)	(>100)
Normalised (LAT)/ PAT	(172.3)	28.1	(>100)

Exceptional items in 2017	RM mill	Annualised Savings (RM mill)
Impairment in investment in an associate	141.5	-
Impairment of property, plant and equipment (PPE)	120.0	18.5
Impairment of intangible assets in relation to publishing rights	100.5	-
Road reserve occupancy fees payable to Malaysian Highway Authority	24.7	-
Provision for manpower rationalisation	58.4	29.4
Termination benefits (Early Retirement Scheme)	52.2	24.2
Total Exceptional Items	497.4	72.1

Detailed Group financials FY2017

	BAU FY 2017	Odyssey FY 2017	Group Actual FY 2017	BAU FY 2016	Odyssey FY 2016	Group Actual FY 2016	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	1,199,671	181,741	1,381,412	1,440,412	71,649	1,512,061	(9)
Net revenue	1,026,649	169,023	1,195,672	1,221,709	67,299	1,289,008	(7)
Royalties	(1,219)	-	(1,219)	(3,221)	-	(3,221)	62
Net revenue after royalties	1,025,430	169,023	1,194,453	1,218,488	67,299	1,285,787	(7)
Direct costs	(382,532)	(100,069)	(482,601)	(394,296)	(44,254)	(438,550)	(10)
Contribution	642,898	68,954	711,852	824,192	23,045	847,237	(16)
Other income	27,388	3,823	31,211	34,450	978	35,428	(12)
Overheads	(604,778)	(117,995)	(722,773)	(650,951)	(68,082)	(719,033)	(1)
EBITDA / (LBITDA)	65,508	(45,218)	20,290	207,691	(44,059)	163,632	(88)
Finance costs	(14,574)	(86)	(14,660)	(13,325)	-	(13,325)	(10)
Depreciation & amortization	(106,153)	(2,721)	(108,874)	(106,889)	(1,326)	(108,215)	(1)
Profit/(Loss) before associate	(55,219)	(48,025)	(103,244)	87,477	(45,385)	42,092	(>100)
Share of associate's results	(4,889)	-	(4,889)	(10,089)	-	(10,089)	52
PBT/(LBT)	(60,108)	(48,025)	(108,133)	77,388	(45,385)	32,003	(>100)
Exceptional Items ("EI")	(495,327)	(2,068)	(497,395)	(97,912)	-	(97,912)	(>100)
PBT/ (LBT) (after EI)	(555,435)	(50,093)	(605,528)	(20,524)	(45,385)	(65,909)	(>100)
Taxation	(63,237)	(900)	(64,137)	(3,874)	-	(3,874)	(>100)
PAT/ (LAT)	(618,672)	(50,993)	(669,665)	(24,398)	(45,385)	(69,783)	(>100)
Minority interest	11,467	7,587	19,054	2,223	8,362	10,585	80
PATAMI/ (LATAMI)	(607,205)	(43,406)	(650,611)	(22,175)	(37,023)	(59,198)	(>100)
PATAMI/ (LATAMI) Excluding EI	(111,878)	(41,338)	(153,216)	75,737	(37,023)	38,714	(>100)
EBITDA margin	6%	(27%)	2%	17%	(65%)	13%	
PATAMI margin	(59%)	(26%)	(54%)	(2%)	(>100%)	(5%)	

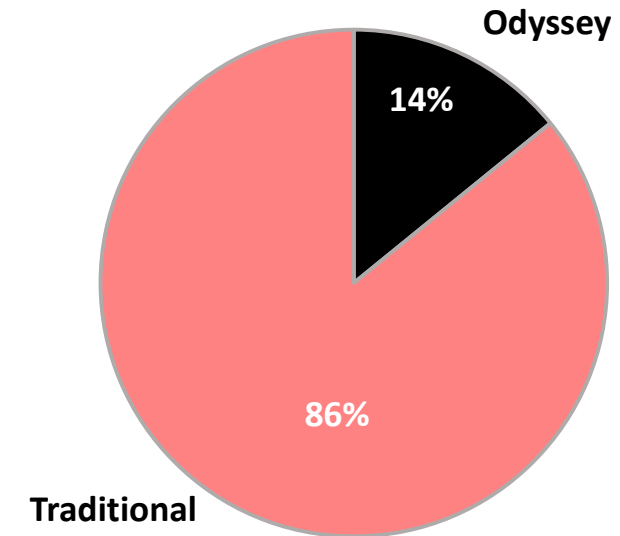
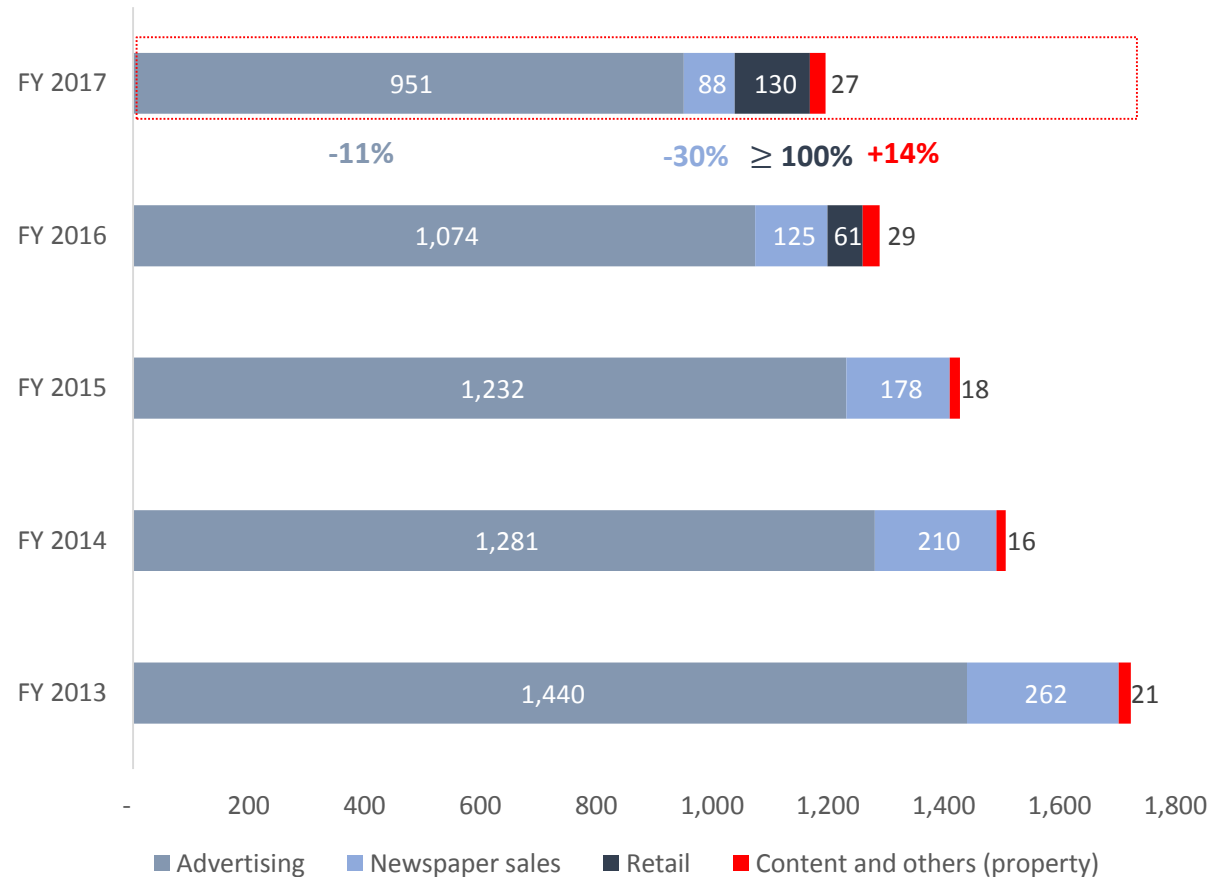
Notes:

- EI of RM 497.4m in FY 2017 consists mainly 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 and Impairment of PPE & Intangible assets of RM 220.4m.
- Included in taxation is one-off reversal of deferred tax assets of RM67.6m in relation to the impairment of assets.
- EI of RM97.9m in FY2016 was due to the one-off restructuring expense as a result from the restructuring of NSTP's printing manufacturing operations undertaken in Q3 2016.

- BAU revenue declined by 17% YoY
- Odyssey revenue increased by >100% YoY, to RM169m in FY 2017.
- New sources of Revenue cushioned BAU's revenue drop by 50%.
- Excluding the EI, the Group posted a lower LAT of RM172.3m.

New Odyssey net revenue contributed ~14% of total net revenue (2016: 5%)

While the decline in ad & newspaper circulation revenue is significant, there has been encouraging growth in content & new consumer revenue

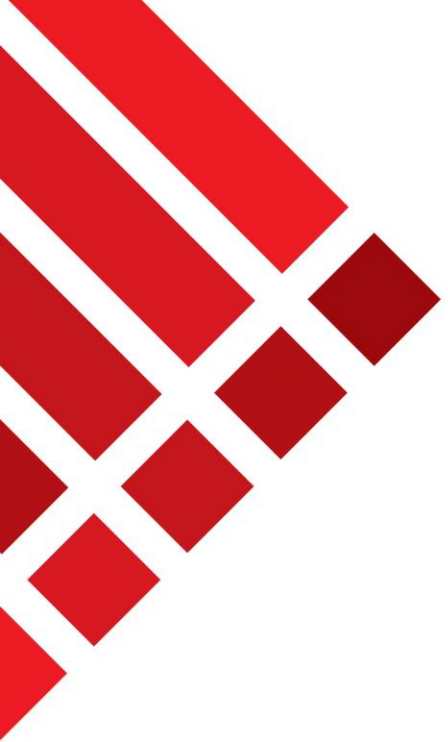


Traditional media platforms continue to deliver substantial revenue



RM'000		TVN	Home Shopping	PWS	Radio	OOH	Print	Digital	Corporate	Consol Adjustment	Total
Net revenue (after royalties)	FY 2017	490,771	129,512	104,864	66,236	167,939	322,591	55,521	115,672	(258,653)	1,194,453
	FY 2016	572,940	61,413	115,275	68,073	158,743	415,490	32,460	239,091	(377,698)	1,285,787
	Growth %	(14)	>100	(9)	(3)	6	(22)	71	(52)	32	(7)

Please refer to Appendix for detailed financial review of respective media platforms.



Moving Forward

Accelerating our business transformation plan

Making the necessary changes & dealing with legacy assets and practices to live up to our vision of being a leading digital-first content and commerce company

Transformation Enablers

- 1 ► Re-organisation of business operations
- 2 ► Development of digital-first mindset

Our Progress – Made positive headways in our Odyssey efforts

- 1 ► Commerce and non-ad revenue - 22% of Media Prima's 2017 revenue
- 2 ► Digital revenue – 3% of Media Prima's 2017 revenue

Moving Forward

Media business largely dependent on reach & ability to effectively monetize that reach

Decision made to orient the Company by shedding legacy resources and investing in areas we believe can provide a platform for us to move forward



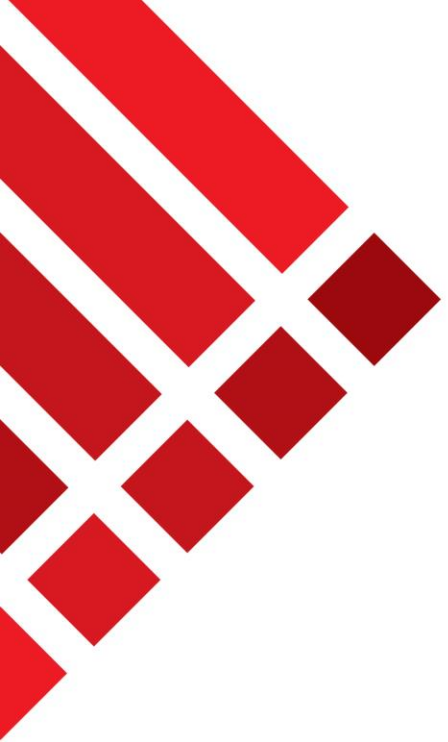
THANK YOU

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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.

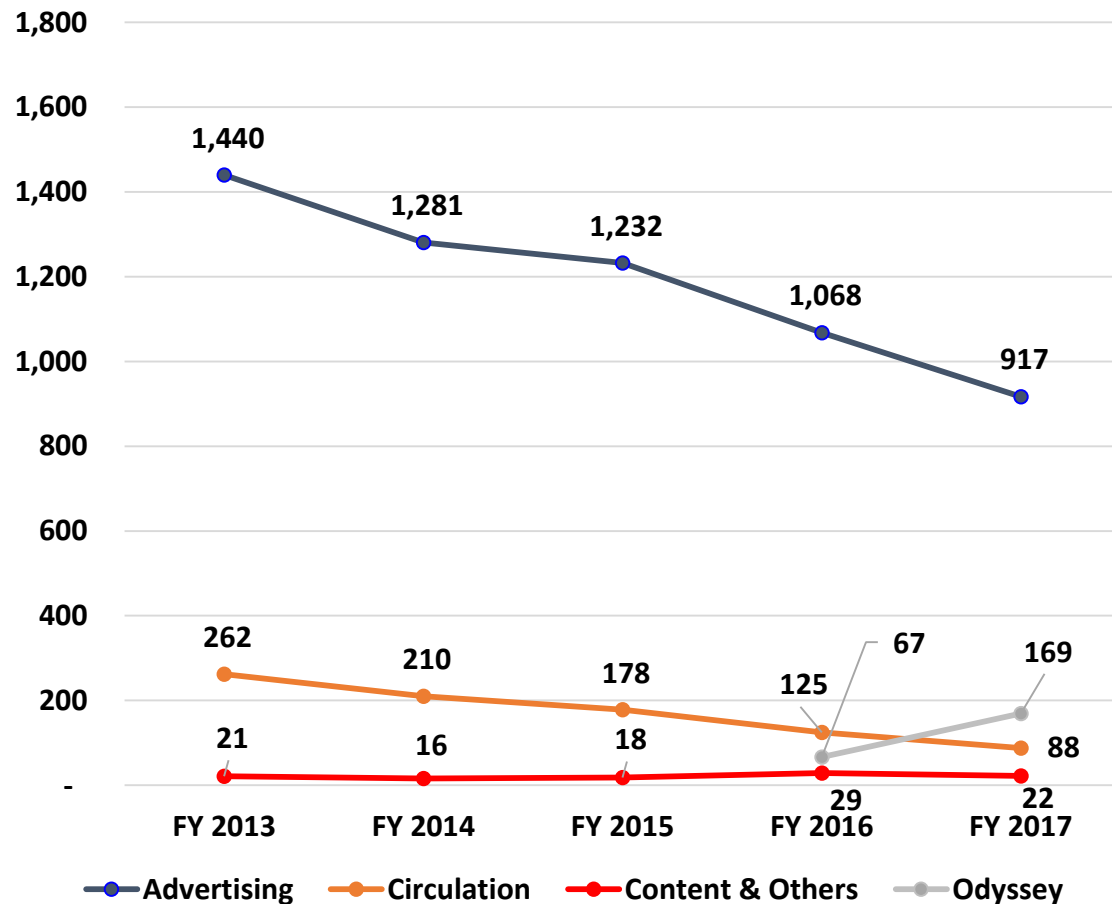


Appendix - Detailed Financial Review

Cushioning revenue decline with continuous cost management

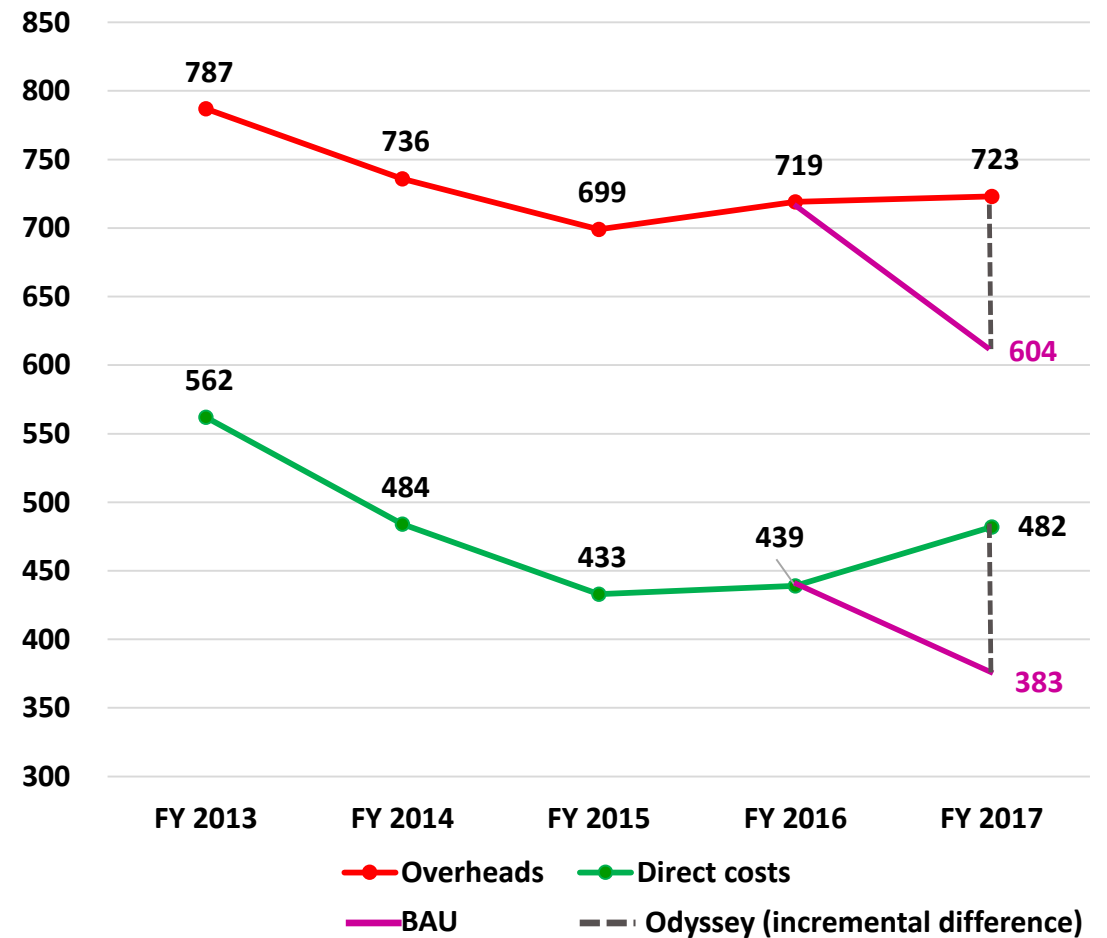
Revenue

Net Revenue



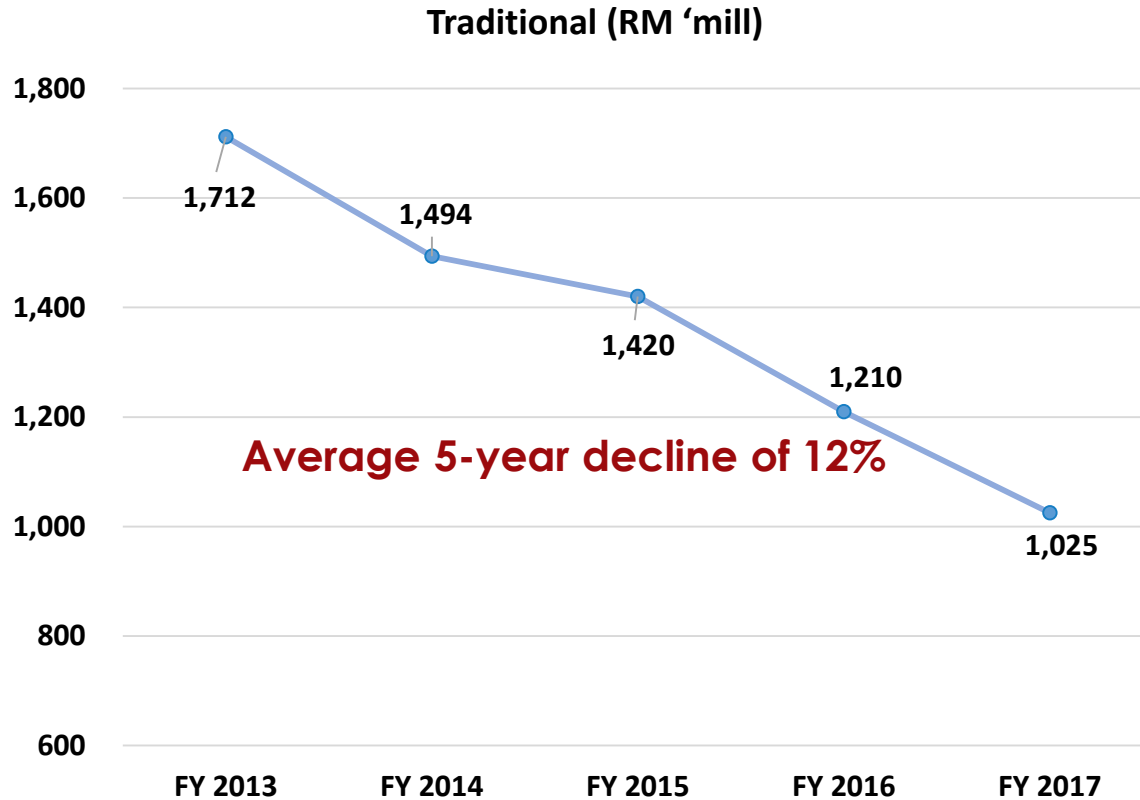
Direct costs & Overheads

Direct costs and Overheads

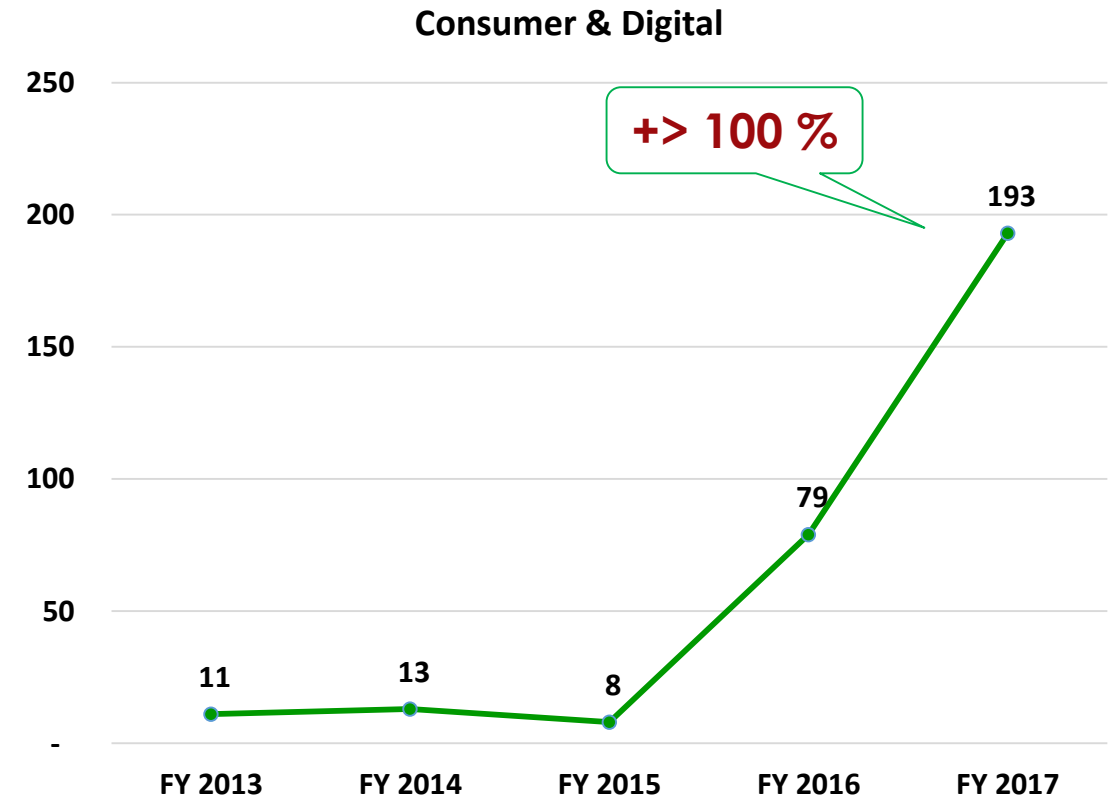


Growing new businesses while defending traditional business

MPB Total Traditional Revenue



MPB Total Digital and Commerce Revenue



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

TVN financial performance FY2017

	FY2017 (RM'000)	FY 2016	Change (%)
Gross revenue	593,765	701,290	(15)
Net revenue	490,771	572,940	(14)
Direct costs	(192,922)	(250,415)	23
Contribution	297,849	322,525	(8)
Other income	13,606	9,740	40
Overheads	(303,251)	(246,092)	(23)
(EBITDA)/ LBITDA	8,204	86,173	(90)
Finance charges	(4,624)	(4,400)	(5)
Depreciation	(49,835)	(43,160)	(15)
PBT/ (LBT)	(46,255)	38,613	(>100)
Exceptional Item	(36,305)	-	NA
PBT/ (LBT) After EI	(82,560)	38,613	(>100)
Taxation	(30,303)	(16,369)	85
PAT/ (LAT)	(112,863)	22,244	(>100)
PAT/ (LAT) excluding EI	(76,558)	22,244	(>100)
EBITDA margin	2%	15%	
PAT margin	(23%)	(4%)	

Revenue and earnings

- Traditional TV business affected by the shift to digital media whilst FTA remains pressured by weak Adex sentiment.
- LAT of RM112.9 million, was due to compensation for #terimakasih of RM7.4 mil, provision for manpower rationalisation of RM7.0 mil and net movement of deferred tax RM28.2 mil.
- Excluding the EI, TV loss is lower at RM 76.6 mill.

Encouraging growth for our home shopping business

	FY 2017 (RM'000)	FY 2016	Change (%)
Net revenue	129,512	61,413	>100
Direct costs	(92,422)	(41,794)	(>100)
Contribution	37,090	19,619	89
Other income	1,394	956	46
Overheads	(52,577)	(36,673)	(43)
LBITDA	(14,093)	(16,098)	12
Depreciation	(1,391)	(966)	(44)
Finance charges	-	-	N/A
LBT	(15,484)	(17,064)	9
Taxation	-	-	N/A
LAT	(15,484)	(17,064)	9
EBITDA margin	(11%)	(26%)	
PAT margin	(12%)	(28%)	

Revenue & earnings

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

Note:

Revenue in FY2017 is for twelve-month operations while FY2016 revenue is for nine-month operations as the business commenced on 1 April 2016.

NSTP's financial performance FY2017

	FY 2017 (RM'000)	FY 2016 (RM'000)	Change (%)
Gross revenue	371,024	481,306	(23)
Net revenue	322,591	415,490	(22)
Direct costs	(85,271)	(111,173)	23
Contribution	237,320	304,317	(22)
Other income	14,820	19,803	(25)
Overheads	(278,657)	(317,018)	12
EBITDA/ (LBITDA)	(26,517)	7,102	(>100)
Finance charges	(1,539)	(686)	(>100)
Depreciation	(36,227)	(45,454)	19
Profit/ (Loss) Before Associate	(64,283)	(39,038)	(65)
Share of Associates	(4,889)	(10,089)	52
PBT/ (LBT) Before EI	(69,172)	(49,127)	(41)
Exceptional Item	(314,315)	(97,912)	(>100)
PBT/(LBT) after EI	(383,487)	(147,039)	(>100)
Taxation	(49,562)	22,820	(>100)
PAT/ (LAT)	(433,049)	(124,219)	(>100)
PAT/ (LAT) excluding EI	(118,734)	(26,307)	(>100)
EBITDA margin	(8%)	2%	
PAT margin	(>100%)	(30%)	

Revenue and earnings

- Lower Net revenue FY2017 of 22% (as compared to FY2016) were due to lower Adex and Circulation, in tandem with Global trend.
- Encouraging growth for Odyssey initiatives – >100% growth in Digital revenue recorded as compared to FY 2016.

Continuous implementation of cost management initiatives

- Lower direct costs by 23% & and lower total overheads by 12% YoY.

Note:

EI consist of Impairment of investment in MNI of RM142mil, Impairment of Printing plants of RM98mil, #TERIMAKASIH of RM32.6mil and rationalization cost of RM42mil.

Radio networks financial performance – FY2017

	FY 2017 (RM'000)	FY 2016 (RM'000)	Change (%)
Gross revenue	75,699	80,449	(6)
Net revenue	66,236	68,073	(3)
Direct costs	(40)	(1,221)	97
Contribution	66,196	66,852	(1)
Other income	2,009	2,064	(3)
Overheads	(41,212)	(43,256)	5
EBITDA	26,993	25,660	5
Finance charges	(308)	(682)	55
Depreciation	(1,914)	(1,508)	(27)
PBT	24,771	23,470	6
Taxation	(1,124)	2,196	151
PAT	23,647	25,666	(8)
EBITDA margin	41%	38%	
PAT margin	36%	38%	

Revenue and earnings

- 3% lower net revenue contributed by lower Adex, leading to PAT of RM23.6m for FY 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.
- Healthier EBIDTA in FY 2017 as a result of effective cost management measures taken during the year.

OOH financial performance – FY 2017

	FY 2017 (RM'000)	FY 2016 (RM'000)	Change (%)
Gross revenue	183,914	173,556	6
Net revenue	167,939	158,743	6
Direct costs	(114,437)	(81,716)	(40)
Contribution	53,502	77,027	(31)
Other income	1,729	3,527	(51)
Overheads	(26,672)	(21,499)	(24)
EBITDA	28,559	59,055	(52)
Finance Charges	(54)	-	NA
Depreciation & amortisation	(11,379)	(9,660)	(18)
PBT before EI	17,126	49,395	(65)
Exceptional Item	(24,975)	-	NA
PBT/LBT after EI	(7,849)	49,395	(>100)
Taxation	(48)	(12,344)	100
PAT/LAT	(7,897)	37,051	(>100)
Minority Interest	3,585	-	NA
PATAMI	(4,312)	37,051	(>100)
PATAMI/ Excluding EI	20,663	37,051	(44)
EBITDA margin	17%	37%	
PATAMI margin	3%	23%	

Revenue and earnings

- Revenue growth supported by higher display and production revenue.
- PAT declined partly due to the start-up cost incurred for its MRT segment which commenced operations in 2017.
- Direct costs increased mainly due to additional cost from BTSJ.
- Overheads increased impairment for trade receivables made in December 2017 amounting to RM4.9m.
- Excluding EI, PAT stood at RM17.1m.

PWS financial performance - FY 2017

	FY 2017 (RM'000)	FY 2016 (RM'000)	Change (%)
Net revenue	104,864	115,275	(9)
Direct costs	(44,144)	(55,260)	20
Contribution	60,720	60,015	1
Other income	366	510	(28)
Overheads	(48,909)	(49,048)	0
EBITDA	12,177	11,477	6
Depreciation	(69)	(74)	7
PBT Before EI	12,108	11,403	6
Exceptional Item (EI)	(10,752)	-	NA
PBT after EI	1,356	11,403	(88)
Taxation	(1,901)	(989)	(92)
PAT	(545)	10,414	(>100)
PAT Excluding EI	10,207	10,414	(2)
EBITDA margin	12%	10%	
PAT margin	(1%)	9%	

Revenue and earnings

- Revenue decreased mainly from lower production revenue from TVN and Box Office collections.
- Lower direct costs mainly due to lower programme production costs.
- Exceptional Item (EI) of RM10.7m mainly consist manpower rationalization costs.
- Excluding EI, PAT would improve to RM10.2 m.

Media Prima Digital financial performance - FY2017

	FY 2017 (RM'000)	FY 2016 (RM'000)	Change (%)
Net revenue	55,521	32,460	71
Direct costs	(2,506)	(1,157)	(>100)
Contribution	53,015	31,303	69
Other income	2,488	209	>100
Overheads	(45,330)	(26,725)	(70)
EBITDA	10,173	4,787	>100
Finance charges	(86)	-	NA
Depreciation & Amortisation	(5,144)	(4,456)	(15)
PBT	4,943	331	>100
Taxation	(7,246)	-	NA
PAT/ (LAT)	(2,303)	331	>100
EBITDA margin	18%	15%	
PAT margin	NA	1%	

Revenue and earnings

- Net revenue grew by 71% against prior year due to higher shared service revenue, higher advertising revenue (generated from the acquisition of RevAsia) and higher digital marketing revenue.
- Other Income increased significantly due to a write-off of Intercompany balances by TV3.
- Media Prima Digital company incurred a tax expense due to a reversal of deferred tax asset.
- The tax tax expense amounted to about RM6.0m hence the RM2.3m Loss after Tax.