

# **MEDIA PRIMA BERHAD (532975-A)**

(Incorporated in Malaysia)

## **INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER**

**ENDED 31 MARCH 2016**

The Board of Directors of Media Prima Berhad ("MPB" or "Company") is pleased to announce the unaudited consolidated results of Media Prima Berhad Group (the "Group") for the financial period ended 31 March 2016.

This interim report is prepared in accordance with the basis of preparation in Note A1 and paragraph 9.22 of the Bursa Malaysia Securities Berhad ("BMSB") Listing Requirements, and should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2015.

### **UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**

		<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>NOTE</b>	<b>31.3.2016</b>	<b>31.3.2015</b>	<b>31.3.2016</b>	<b>31.3.2015</b>
		<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
Revenue		<b>304,063</b>	329,389	<b>304,063</b>	329,389
Operating expenses	A7	<b>(285,705)</b>	(302,309)	<b>(285,705)</b>	(302,309)
Other operating income	A8	<b>5,738</b>	6,126	<b>5,738</b>	6,126
Profit from operations		<b>24,096</b>	33,206	<b>24,096</b>	33,206
Finance costs		<b>(3,378)</b>	(5,328)	<b>(3,378)</b>	(5,328)
Share of results of an associate		<b>574</b>	(2,073)	<b>574</b>	(2,073)
Profit before tax		<b>21,292</b>	25,805	<b>21,292</b>	25,805
Taxation	B1	<b>(4,052)</b>	(6,454)	<b>(4,052)</b>	(6,454)
Profit and total comprehensive income for the financial period		<b>17,240</b>	19,351	<b>17,240</b>	19,351
<b>Profit and total comprehensive income attributable to:</b>					
- Owners of the Company		<b>17,246</b>	18,883	<b>17,246</b>	18,883
- Non-controlling interests		<b>(6)</b>	468	<b>(6)</b>	468
		<b>17,240</b>	19,351	<b>17,240</b>	19,351
<b>Earnings per share (sen)</b>					
- Basic	B11	<b>1.55</b>	1.70	<b>1.55</b>	1.70

The unaudited Condensed Consolidated Statement of Comprehensive Income should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2015.

# UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	NOTE	AS AT 31.3.2016 RM'000	AS AT 31.12.2015 RM'000
<b>ASSETS</b>			
<b>Non-Current Assets</b>			
Property, plant and equipment		713,411	720,312
Investment properties		37,367	37,704
Associates		157,058	156,484
Prepaid transmission station rentals		673	720
Available-for-sale financial assets		2,472	2,472
Intangible assets		417,063	421,172
Deferred tax assets		83,816	84,016
		<u>1,411,860</u>	<u>1,422,880</u>
<b>Current Assets</b>			
Financial assets at fair value through profit or loss		90	90
Inventories		46,336	53,268
Trade and other receivables		329,998	368,715
Current tax assets		52,116	50,288
Deposits, cash and bank balances		439,115	420,657
		<u>867,655</u>	<u>893,018</u>
Non-current assets held for sale		<u>14,156</u>	<u>14,156</u>
<b>TOTAL ASSETS</b>		<u><u>2,293,671</u></u>	<u><u>2,330,054</u></u>
<b>LIABILITIES AND EQUITY</b>			
<b>Non-Current Liabilities</b>			
Borrowings	B5	303,420	300,108
Deferred tax liabilities		68,064	68,280
		<u>371,484</u>	<u>368,388</u>
<b>Current Liabilities</b>			
Trade and other payables		262,994	319,409
Current tax liabilities		6,821	7,125
		<u>269,815</u>	<u>326,534</u>
<b>TOTAL LIABILITIES</b>		<u>641,299</u>	<u>694,922</u>
<b>Equity and Reserves</b>			
Share capital		1,109,199	1,109,199
Reserves		528,702	511,456
Equity attributable to owners of the Company		<u>1,637,901</u>	<u>1,620,655</u>
Non-controlling interests		14,471	14,477
Total equity		<u>1,652,372</u>	<u>1,635,132</u>
<b>TOTAL LIABILITIES AND EQUITY</b>		<u><u>2,293,671</u></u>	<u><u>2,330,054</u></u>
<b>Net Assets per share attributable to equity holders of the Company (sen)</b>			
		147.67	146.11

The unaudited Condensed Consolidated Statement of Financial Position should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2015.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE PERIOD ENDED 31 MARCH 2016**

	Attributable to Owners of the Company						
	Issued and fully paid-up ordinary shares						
	of RM1 each	Non – distributable	Distributable				
	Share capital RM'000	Share premium RM'000	Other reserves RM'000	Retained earnings RM'000	Total RM'000	Non-controlling interests RM'000	Total equity RM'000
2016:							
At 1 January 2016	1,109,199	415,536	2,255	93,665	1,620,655	14,477	1,635,132
Total profit and comprehensive income for the financial period	-	-	-	17,246	17,246	(6)	17,240
At 31 March 2016	1,109,199	415,536	2,255	110,911	1,637,901	14,471	1,652,372
2015:							
At 1 January 2015	1,109,107	415,449	4,584	63,437	1,592,577	20,627	1,613,204
Total profit and comprehensive income for the period	-	-	-	18,883	18,883	468	19,351
Transaction with owners:							
Exercise of Employee Share Option Scheme (“ESOS”)	85	80	(6)	-	159	-	159
Cancellation of expired ESOS during the period	-	-	(3)	3	-	-	-
Total transaction with owners	85	80	(9)	3	159	-	159
At 31 March 2015	1,109,192	415,529	4,575	82,323	1,611,619	21,095	1,632,714

The unaudited Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2015.

# **UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS**

		FOR THE PERIOD ENDED 31.3.2016	FOR THE PERIOD ENDED 31.3.2015
	NOTE	RM'000	RM'000
<b>Cash flows from operating activities</b>			
Receipts from customers		361,154	376,528
Payments to employees and suppliers		(321,495)	(360,690)
Income tax paid (net of refund)		(6,399)	(12,462)
<i>Net cash flows from operating activities</i>		<u>33,260</u>	<u>3,376</u>
<b>Cash flows from investing activities</b>			
Purchase of property, plant and equipment		(17,324)	(15,768)
Interest received		3,072	3,690
Proceeds from disposal of property, plant and equipment		-	11
<i>Net cash flows used in investing activities</i>		<u>(14,252)</u>	<u>(12,067)</u>
<b>Cash flows from financing activities</b>			
Proceeds from issuance of shares		-	159
Repayments of hire purchase		-	(577)
Interest paid		-	(3,779)
Decrease in restricted bank balances		22	4,541
Drawdown of short term borrowings		-	1,400
Repayment of Redeemable Fixed Rate Bonds		-	(150,000)
Dividends paid to non-controlling interests		(549)	-
<i>Net cash flows used in financing activities</i>		<u>(527)</u>	<u>(148,256)</u>
<b>Net movement in cash and cash equivalents</b>		<b>18,481</b>	<b>(156,947)</b>
<b>Cash and cash equivalents at beginning of the financial period</b>		<b>415,683</b>	<b>551,452</b>
<b>Cash and cash equivalents at end of the financial period</b>	A12	<u><b>434,164</b></u>	<u><b>394,505</b></u>

The unaudited Condensed Consolidated Statement of Cash Flows should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2015.

**MEDIA PRIMA BERHAD (532975-A)**

(Incorporated in Malaysia)

**INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER  
ENDED 31 MARCH 2016**

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A1. BASIS OF PREPARATION**

The unaudited interim financial statements have been prepared in accordance with MFRS 134: Interim Financial Reporting and paragraph 9.22 of the Listing Requirements of Bursa Malaysia Securities Berhad.

The unaudited interim financial statements should be read in conjunction with the audited annual financial statements of the Group for the financial year ended 31 December 2015, which were prepared in compliance with Malaysian Financial Reporting Standards ("MFRS"), International Financial Reporting Standards and the requirements of the Companies Act, 1965 in Malaysia. The explanatory notes attached to the interim financial statements provide an explanation of events and transactions that are significant to an understanding of the changes in the financial position and performance of the Group since the financial year ended 31 December 2015.

The unaudited interim financial statements have been prepared under the historical cost convention, as modified by the revaluation of available-for-sale financial assets, and financial assets and financial liabilities (including derivative instruments, if any) at fair value through profit and loss.

The adoption of the following applicable amendments and improvements to MFRS that came into effect on 1 January 2016 did not have any significant impact on the Group upon the initial application.

Description		Effective for annual periods beginning on or after
Amendments to MFRS 11	Joint Arrangements	1 January 2016
	- Accounting for Acquisitions of Interest in Joint Operations	

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A1. BASIS OF PREPARATION (CONTINUED)**

Description		Effective for annual periods beginning on or after
Amendments to MFRS 116	Property, Plant and Equipment <ul style="list-style-type: none"><li>- Clarification of Acceptable Methods on Depreciation and Amortisation</li></ul>	1 January 2016
Amendments to MFRS 138	Intangible Assets <ul style="list-style-type: none"><li>- Clarification of Acceptable Methods on Depreciation and Amortisation</li></ul>	1 January 2016
Amendments to MFRS 127	Separate Financial Statements <ul style="list-style-type: none"><li>- Equity Method in Separate Financial Statements</li></ul>	1 January 2016
Amendments to MFRS 101	Presentation of Financial Statements <ul style="list-style-type: none"><li>- Disclosure Initiative</li></ul>	1 January 2016
Amendments to MFRSs	Annual Improvements to MFRSs 2012-2014 Cycle	1 January 2016

The Group will be adopting to following MFRSs when they become effective in the respective financial periods.

Description		Effective for annual periods beginning on or after
Amendments to MFRS 107	Statement of Cash Flows <ul style="list-style-type: none"><li>- Disclosure Initiative</li></ul>	1 January 2017
Amendments to MFRS 112	Income Taxes <ul style="list-style-type: none"><li>- Recognition of Deferred Tax Assets on Unrealised Losses</li></ul>	1 January 2017
MFRS 9	Financial Instruments	1 January 2018
MFRS 15	Revenue from Contracts with Customers	1 January 2018
MFRS 16	Leases	1 January 2019

The effects of the above standards are currently being assessed by the Directors.

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A2. AUDITORS' REPORT ON PRECEDING ANNUAL FINANCIAL STATEMENTS**

The auditors' report on the audited annual financial statements for the financial year ended 31 December 2015 was not qualified.

### **A3. SEASONALITY OR CYCLICALITY FACTORS**

The operations of our major business segments are generally affected by the major festive seasons.

### **A4. UNUSUAL ITEMS AFFECTING ASSETS, LIABILITIES, EQUITY, NET INCOME OR CASH FLOWS**

There were no unusual items affecting the assets, liabilities, equity, net income or cash flows of the Group in the first quarter and financial period ended 31 March 2016.

### **A5. MATERIAL CHANGES IN ESTIMATES**

There were no material changes in estimates of amounts reported in prior financial years that have a material effect in the first quarter and financial period ended 31 March 2016.

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A6. SEGMENTAL REPORTING**

The Group determines and presents its operating segments based on information reported internally to the Group Managing Director and the Board of Directors. The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segment being made. The segment information for the current financial period is as follows:

<b>Period ended 31 March 2016</b>	<b>Television Network RM'000</b>	<b>Radio Network RM'000</b>	<b>Outdoor Media RM'000</b>	<b>Print Media RM'000</b>	<b>Digital Media RM'000</b>	<b>Content Creation RM'000</b>	<b>Corporate and Others RM'000</b>	<b>Elimination RM'000</b>	<b>Consolidated RM'000</b>
Revenues from external customers	138,701	14,560	36,553	110,148	549	3,552	-	-	304,063
Inter-segment revenue	(354)	83	47	25	8,047	22,930	19,493	(50,271)	-
Royalties	138,347 (698)	14,643 (5)	36,600 -	110,173 -	8,596 -	26,482 -	19,493 -	(50,271) -	304,063 (703)
Reportable segment profit after tax before non-controlling interest	137,649 5,935	14,638 3,669	36,600 7,297	110,173 (931)	8,596 506	26,482 3,201	19,493 (6,457)	(50,271) 4,020	303,360 17,240

  

<b>Period ended 31 March 2015</b>	<b>Television Network RM'000</b>	<b>Radio Network RM'000</b>	<b>Outdoor Media RM'000</b>	<b>Print Media RM'000</b>	<b>Digital Media RM'000</b>	<b>Content Creation RM'000</b>	<b>Corporate and Others RM'000</b>	<b>Elimination RM'000</b>	<b>Consolidated RM'000</b>
Revenues from external customers	136,361	12,870	36,254	133,224	5,970	4,710	-	-	329,389
Inter-segment revenue	1,345	100	272	402	-	23,256	-	(25,375)	-
Royalties	137,706 (682)	12,970 (65)	36,526 -	133,626 -	5,970 -	27,966 -	- -	(25,375) -	329,389 (747)
Reportable segment profit after tax before non-controlling interest	137,024 6,993	12,905 2,321	36,526 6,046	133,626 2,457	5,970 (992)	27,966 4,038	- (9,027)	(25,375) 7,515	328,642 19,351

Certain comparatives were reclassified to conform to the current period's presentation.



## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A7. OPERATING EXPENSES**

Included within operating expenses for the period under review are the following expenses:

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2016</b>	31.3.2015	<b>31.3.2016</b>	31.3.2015
	<b>RM'000</b>	RM'000	<b>RM'000</b>	RM'000
Depreciation and amortisation	<b>25,836</b>	25,211	<b>25,836</b>	25,211
Impairment of receivables	<b>582</b>	671	<b>582</b>	671
Foreign exchange loss	<b>352</b>	550	<b>352</b>	550

### **A8. OTHER OPERATING INCOME**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2016</b>	31.3.2015	<b>31.3.2016</b>	31.3.2015
	<b>RM'000</b>	RM'000	<b>RM'000</b>	RM'000
Interest income	<b>3,072</b>	3,690	<b>3,072</b>	3,690
Other income	<b>2,166</b>	2,407	<b>2,166</b>	2,407
Reversal of receivables impairment	<b>251</b>	-	<b>251</b>	-
Foreign exchange gain	<b>249</b>	29	<b>249</b>	29
	<b>5,738</b>	6,126	<b>5,738</b>	6,126

### **A9. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT**

The Group's property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses.

### **A10. CONTINGENT LIABILITIES**

The Group is a defendant in 24 (As at 31.12.2015: 27) legal suits with contingent liabilities amounting to approximately RM4.3 million (As at 31.12.2015: RM4.7 million).

The Directors have been advised and are of the considered view that most are unsustainable against the Group.

It is noted that despite the amount claimed, the current trend of award for defamation are significantly lower. Hence, the likelihood of the amount claimed crystallising into the sum as claimed is highly unlikely.

Based on the above and after taking appropriate legal advice, no provision has been made in the financial statements of the Group and/or its subsidiaries. The Group as at the date of this report as the Directors are of the opinion that most of the claims have no sustainable merit. The Directors do not therefore expect the outcome of the legal suits against the Group to have a material impact on the financial position of the Group.

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A11. CAPITAL COMMITMENTS**

Capital commitments not provided for in the financial statements as at 31 March 2016 are as follows:

	<b>RM'000</b>
Approved but not contracted:	
- Property, plant and equipment	<b>85,686</b>
- Programmes and film rights	<b>157,703</b>
Approved and contracted for:	
- Property, plant and equipment	<b>25,633</b>
	<b>269,022</b>

### **A12. CASH AND CASH EQUIVALENTS**

Details of cash and cash equivalents are as follows:

	<b>As at 31.3.2016 RM'000</b>	As at 31.3.2015 RM'000
Cash and bank balances	<b>187,807</b>	131,600
Deposits with licensed banks	<b>251,308</b>	271,901
<b>Deposits, cash and bank balances</b>	<b>439,115</b>	403,501
<i>Less: Restricted deposits</i>		
Deposits with licensed banks	<b>(4,951)</b>	(8,996)
<b>Cash and cash equivalents</b>	<b>434,164</b>	394,505

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A13. REALISED AND UNREALISED PROFIT**

	<b>As at 31.3.2016 RM'000</b>	<b>As at 31.12.2015 RM'000</b>
MPB realised retained earnings	<b>107,726</b>	114,182
Total accumulated losses of its subsidiaries:		
- Realised	<b>(240,496)</b>	(270,643)
- Unrealised	<b>13,225</b>	13,998
	<b>(227,271)</b>	(256,645)
Total share of retained profits from associated companies:		
- Realised	<b>2,165</b>	1,995
- Unrealised	<b>2,447</b>	2,054
	<b>4,612</b>	4,049
Total Group's accumulated losses (before consolidation adjustments)	<b>(114,933)</b>	(138,414)
Add: Consolidation adjustments	<b>225,844</b>	232,079
Total Group retained earnings as per consolidated accounts	<b>110,911</b>	93,665

### **A14. CHANGES IN COMPOSITION OF THE GROUP**

On 18 January 2016, Sistem Televisyen Malaysia Berhad ("STMB"), a wholly-owned subsidiary of the Company, entered into a Joint Venture Agreement with CJ O Co., Ltd ("CJ O") to establish a joint venture company ("JV Co") for purposes of a home shopping business. The JV Co had been incorporated on 22 February 2016 as MP CJ O Shopping Sdn Bhd ("MPCJ") with an initial issued and paid-up share capital of RM100 comprising 100 ordinary shares of RM1.00 each, issued to STMB and CJ O in the ratio of 51% and 49% respectively.

MPCJ shall have an eventual issued and paid-up capital of RM65.0 million and the shareholding structure of MPCJ shall be held by STMB and CJ O in the ratio of 51% and 49% respectively.

**ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS****B1. TAXATION**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2016</b>	31.3.2015	<b>31.3.2016</b>	31.3.2015
	<b>RM'000</b>	RM'000	<b>RM'000</b>	RM'000
In respect of the current period:				
- Current income tax	<b>4,267</b>	6,674	<b>4,267</b>	6,674
- Deferred taxation	<b>(215)</b>	(220)	<b>(215)</b>	(220)
	<b>4,052</b>	6,454	<b>4,052</b>	6,454

The Group's current financial period effective tax rate is lower than the statutory tax rate primarily due to utilisation of group tax reliefs.

**B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES**

As at 31 March 2016, the Group does not have any financial liabilities measured at fair value through profit or loss.

**B3. STATUS OF CORPORATE PROPOSALS**

There were no corporate proposals as at the date of this report.

**B4. MATERIAL LITIGATION**

Apart from the material litigation disclosed under Note A10, there was no other material litigation in the period under review since the last announcement.

**B5. BORROWINGS AND DEBT SECURITIES**

	<b>31.3.2016</b>	31.12.2015
	<b>RM'000</b>	RM'000
<b><u>Non-current Borrowing</u></b>		
Unsecured:		
- 5 years MTN 2012/2017 with a coupon rate of 4.38%, maturing on 28 December 2017	<b>303,420</b>	300,108
Total borrowings	<b>303,420</b>	300,108

The Group's borrowing is denominated in Ringgit Malaysia.

**ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS****B6. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER VS. PRECEDING QUARTER**

	<b>Quarter ended 31.3.2016 RM'000</b>	Quarter ended 31.12.2015 RM'000
Revenue	<b>304,063</b>	367,117
Profit Before Tax (PBT)	<b>21,292</b>	55,766
Profit After Tax (PAT)	<b>17,240</b>	31,958

The revenue for 1QFY16 declined by 17% against the preceding quarter of 4QFY15 attributed to lower adex spending early in the year and lower newspaper sales, which contributed to contraction in PAT by 46% against 4QFY15.

**B7. REVIEW OF PERFORMANCE FOR THE CURRENT YEAR TO DATE VS. PREVIOUS YEAR TO DATE**

	<b>Period ended 31.3.2016 RM'000</b>	Period ended 31.3.2015 RM'000
Revenue	<b>304,063</b>	329,389
Profit Before Tax (PBT)	<b>21,292</b>	25,805
Profit After Tax (PAT)	<b>17,240</b>	19,351

Revenue in 1QFY16 declined by 8% against the comparative quarter due to lower advertising revenue and newspaper sales. Profitability trends correlate with the fall in top-line as PBT and PAT reduced by 17% and 11% respectively compared to 1QFY15.

The performance of the respective platforms for the period ended 31 March 2016 as compared to the comparative financial period are follows:

- a) Television Network – Recorded a 1% growth in revenue against 1QFY15.
- b) Print Media – Revenue declined by 18% against 1QFY15 due to lower advertising and newspaper sales.
- c) Outdoor Media – PAT in 1QFY16 grew by 21% against 1QFY15.
- d) Radio Network – 13% increase in revenue contributed to a 58% growth in PAT compared to 1QFY15.
- e) Digital Media – Recorded a RM0.5 million PAT in 1QFY16.
- f) Content Creation – External sales contracted by 25% in comparison to the corresponding quarter due to seasonal factors.

## **ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**

### **B8. PROSPECTS FOR 2016**

Outlook for 2016 remains challenging as market sentiment remain cautious in view of the current economic condition and increase in cost of living. Within the media industry, factors such as customer fragmentation, technological advancements, shift in advertisement to digital media and increased competition from global media players will continue to pose challenges to the Group.

Nevertheless, the changes in the media industry also presents the Group with new opportunities:

- a) Television Network – Initiatives in the form of home shopping and Video On Demand (VOD) services is expected to generate new revenue streams as the outlook for Free To Air (FTA) television adex remains challenging.
- b) Print Media – Traditional print business remains challenging with the contraction in adex and newspaper sales. We remain committed to sustain the business through operational efficiencies. At the same time, diversification into digital and online present opportunities to mitigate the challenging outlook in the traditional segment.
- c) Outdoor Media – Continue growing its digital out-of-home solutions at key and premium sites. The expected completion of rapid transit lines in 2016 offers new concession opportunities.
- d) Radio Network – The recently launched Kool FM provides an opportunity for Media Prima Radio Network (MPRN) to expand into the mature Malay radio segment. MPRN will continue to compete for listenership and also reach out to its audience, clients and agencies in the digital and social media space.
- e) Digital Media – The segment will leverage on the Group's unique intellectual properties to provide a platform for digital and mobile products and services.
- f) Content Creation – Whilst continuously creating hits for Television Network segment, Content Creation is banking on its success of distributing *BoBoiBoy The Movie*, currently the highest grossing local animated film in Malaysia for its distribution business. In addition, external revenue growth is also targeted from co-productions and original scripted content productions.

The industry anticipates single digit growth in adex this year, as businesses struggle to optimise their advertising and promotion budgets. New ventures in non-traditional media is set to slowly complement our existing traditional business which is currently exposed to the unsettling economic and market sentiments.

## **ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**

### **B9. PROFIT FORECAST/PROFIT GUARANTEE**

The Group has not issued any Group profit forecast/profit guarantee during the current financial period.

### **B10. DIVIDEND**

At the Annual General Meeting of the Company held on 21 April 2016 the shareholders approved the payment of a single tier dividend of 5.0 sen per ordinary share for the financial year ended 31 December 2015 to be paid on 24 June 2016 to Depositors, whose names appear in the Record of Depositors at the close of business on 3 June 2016.

No dividends have been declared by the Board of Directors for the quarter ended 31 March 2016 (31 March 2015: Nil).

### **B11. EARNINGS PER SHARE**

The Group's earnings per share are calculated as follows:

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.3.2016</b>	31.3.2015	<b>31.3.2016</b>	31.3.2015
Profit attributable to owners of the Company (RM'000)	<b>17,246</b>	18,883	<b>17,246</b>	18,883
Weighted average number of ordinary shares in issue ('000)	<b>1,109,199</b>	1,109,192	<b>1,109,199</b>	1,109,192
<b>Basic earnings per share (sen)</b>	<b>1.55</b>	1.70	<b>1.55</b>	1.70

### **BY ORDER OF THE BOARD**

**TAN SAY CHOON (MAICSA 7057849)**

**FARNIDA BINTI NGAH (MIA 22495)**

**COMPANY SECRETARIES**

**Kuala Lumpur**

12 May 2016

*The full financial analysis of Media Prima Berhad Group can also be viewed at Media Prima Berhad's website:*

<http://www.mediaprima.com.my>