

A PRESENTATION BY

 media prima

Everyone  
Counts

INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 31<sup>st</sup> MARCH 2016  
12<sup>TH</sup> MAY 2016

## SECTION 1

### **GROUP OVERVIEW**

## SECTION 2

### **FINANCIAL REVIEW**

## SECTION 3

### **DIVIDEND**

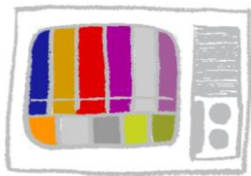
## SECTION 4

### **OUTLOOK FOR 2016 & WAY FORWARD**



## Section 1 : Group Overview

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TELEVISION



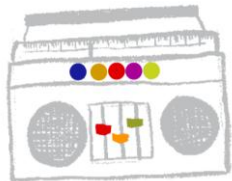
OUT-OF-HOME



NEWSPAPER



CONTENT



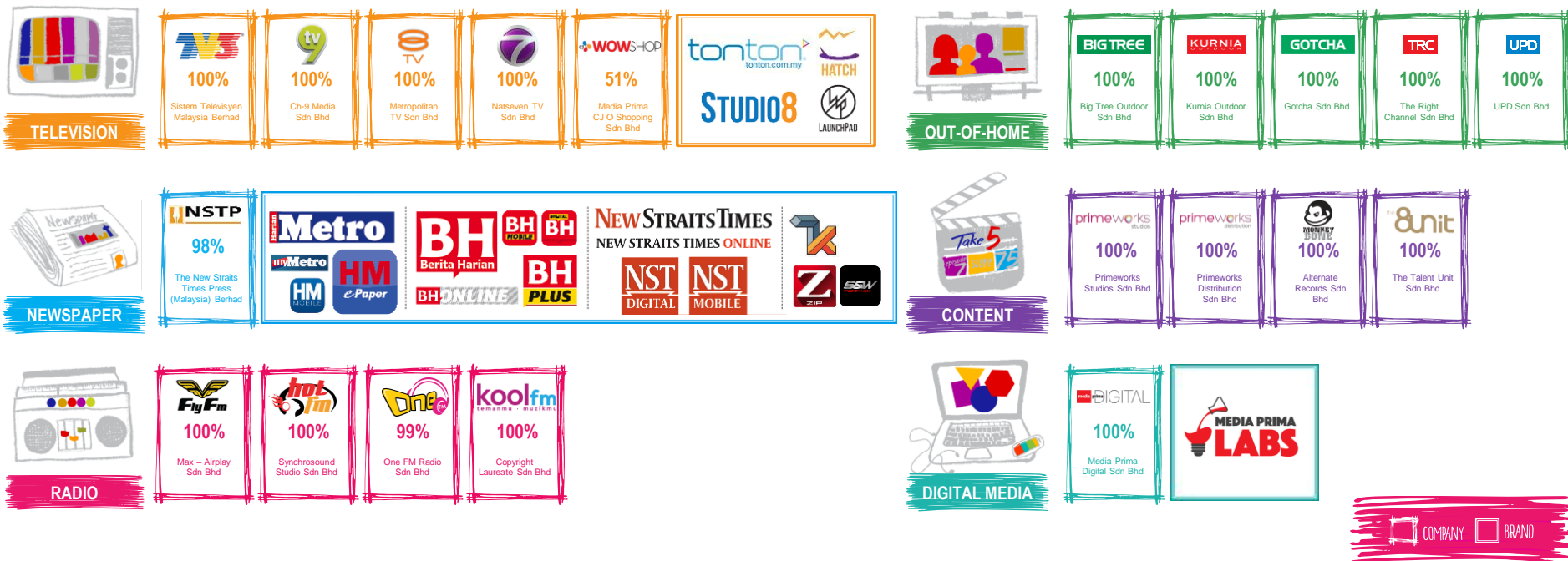
RADIO



DIGITAL MEDIA



**MALAYSIA'S  
LEADING  
FULLY-  
INTEGRATED  
MEDIA  
COMPANY**

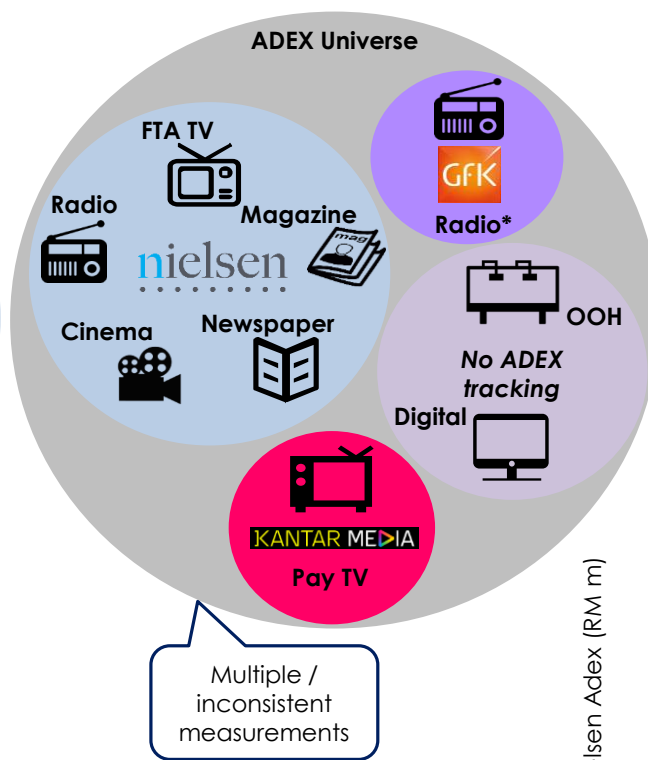
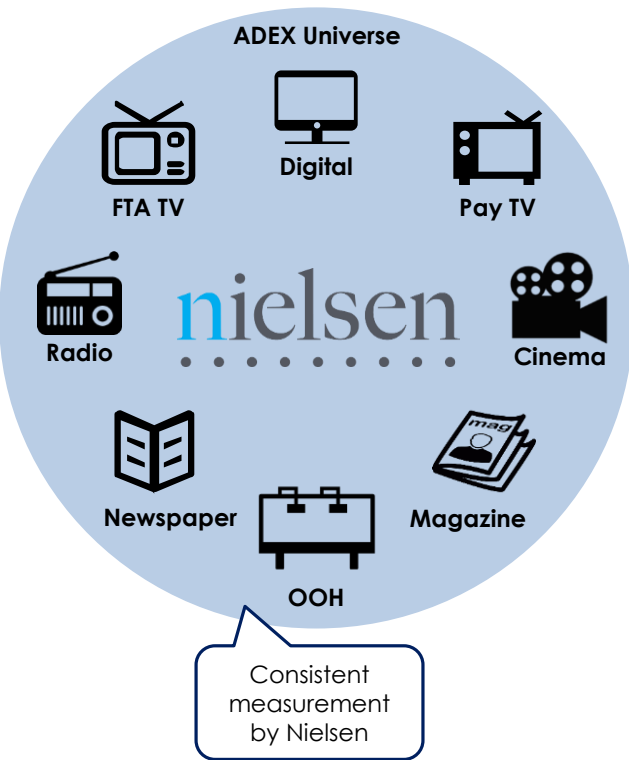


Fact sheet as at 31 March 2016

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings	PDS Ratings (RAM)
RM1,109.2m	RM1,637.9m	RM2,293.7m	RM439.1m	RM303.4m	AA1/P1 (CP/MTN)

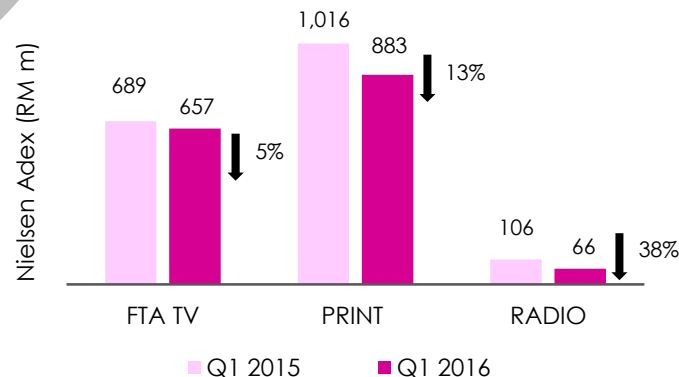
Prior years...

Current...

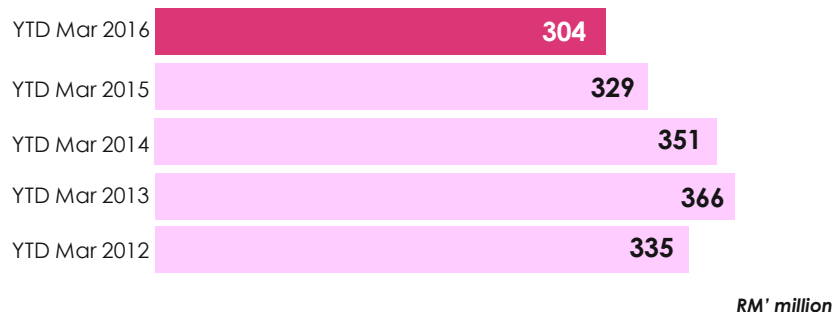


\*Currently for Listenership and potential moving forward to track ADEX

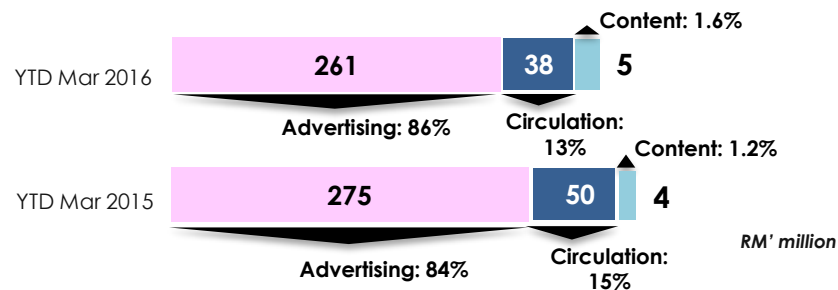
- Prior years, ADEX and ratings for FTA TV and Pay TV were measured using one reporting currency by Nielsen
- Two different measurements currently used, ADEX and ratings data of Pay TV are no longer available w.e.f. Q1 2016
- Nielsen has discontinued ADEX measurement for Pay TV since Feb 2016
- Nielsen has discontinued ADEX measurement for Out-of-Home and online media since 2015



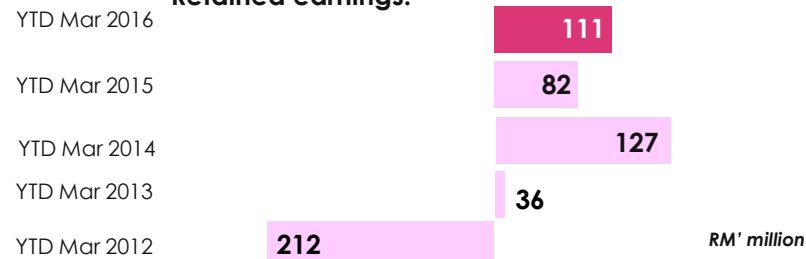
### Group net revenue: RM304m (Q1 2015: RM329m)



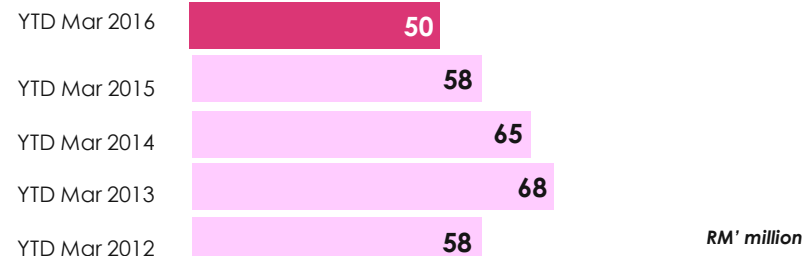
### Group net revenue by category



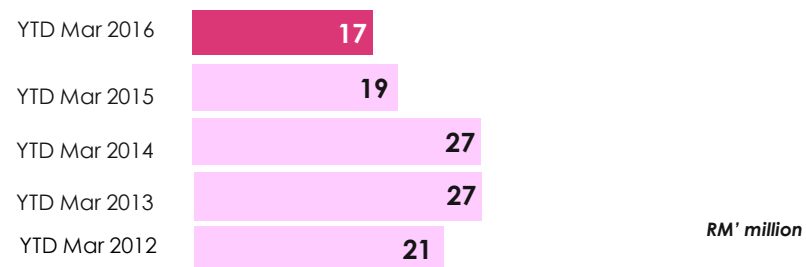
### (Accumulated losses)/ Retained earnings: RM111m (Q1 2015 : RM82m)



### Group EBITDA: RM50m (Q1 2015: RM58m)



### Group PATAMI: RM17m (Q1 2015: RM19m)





## Section 2 : Financial Review

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	Q1 2016 (RM)	Q1 2015 (RM)	Change
<b>Net Revenue</b>	304.1m	329.4m	(8%)
<b>Direct Cost</b>	96.9m	118.6m	+18%
<b>Overheads</b>	162.3m	157.8m	+3%
<b>EBITDA</b>	49.9m	58.4m	(15%)
<b>PBT</b>	21.3m	25.8m	(17%)
<b>PATAMI</b>	17.2m	18.9m	(9%)



	RM '000		%
	Q1 2016 A	Q1 2015 B	CHANGE A - B
GROSS REVENUE	359,553	387,364	(7)
NET REVENUE	304,063	329,389	(8)
ROYALTIES	(703)	(747)	6
NET REVENUE AFTER ROYALTIES	303,360	328,642	(8)
DIRECT COSTS	(96,880)	(118,556)	18
CONTRIBUTION	206,480	210,086	(2)
OTHER INCOME	5,738	6,126	(6)
OVERHEADS	(162,286)	(157,795)	(3)
<b>EBITDA</b>	<b>49,932</b>	<b>58,417</b>	<b>(15)</b>
FINANCE COSTS	(3,378)	(5,328)	37
DEPRECIATION AND AMORTISATION	(25,836)	(25,211)	(2)
<b>PROFIT BEFORE ASSOCIATE</b>	<b>20,718</b>	<b>27,878</b>	<b>(26)</b>
SHARE OF ASSOCIATE'S RESULTS	574	(2,073)	(>100)
<b>PROFIT BEFORE TAX</b>	<b>21,292</b>	<b>25,805</b>	<b>(17)</b>
TAXATION	(4,052)	(6,454)	37
PROFIT AFTER TAX	17,240	19,351	(11)
MINORITY INTEREST	6	(468)	>100
<b>PATAMI</b>	<b>17,246</b>	<b>18,883</b>	<b>(9)</b>
<b>EBITDA margin %</b>	<b>16%</b>	<b>18%</b>	
<b>PATAMI margin %</b>	<b>6%</b>	<b>6%</b>	
<b>Effective Tax Rate %</b>	<b>20.0%</b>	<b>23.2%</b>	

1. Revenue in Q1 2016 decline by 8% against the comparative quarter due to lower advertising revenue and newspaper sales.

2. Profitability trends correlate with the fall in top-line as PBT and PAT reduced by 17% and 11% respectively compared to Q1 2015.



	TVN	PWS	Radio	Out-Of-Home Media	RM'000 Print Media	Digital Media	Others	Consol Adjustment	Total
<b>Gross Revenue</b>									
Q1 2016	170,160	26,482	17,522	39,212	128,713	8,596	19,493	(50,625)	359,553
Q1 2015	169,809	27,966	15,174	39,774	156,954	6,080	-	(28,393)	387,364
Growth %	0	(5)	15	(1)	(18)	41	NA	(78)	(7)
<b>Net Revenue (after royalties)</b>									
Q1 2016	137,649	26,482	14,638	36,600	110,173	8,596	19,493	(50,271)	303,360
Q1 2015	137,023	27,966	12,905	36,524	133,626	5,970	-	(25,372)	328,642
Growth %	0	(5)	13	0	(18)	44	NA	(98)	(8)
<b>EBITDA</b>									
Q1 2016	16,629	3,947	5,369	11,959	10,663	1,495	(3,140)	3,010	49,932
Q1 2015	20,343	5,155	3,100	10,215	18,168	(518)	(4,624)	6,577	58,416
Growth %	(18)	(23)	73	17	(41)	>100	32	54	(15)
<b>Depreciation &amp; Interest Expenses</b>									
Q1 2016	10,694	22	674	2,356	11,968	989	3,319	(808)	29,214
Q1 2015	10,634	36	524	2,155	12,207	474	5,241	(732)	30,539
Growth %	(1)	39	(29)	(9)	2	(>100)	37	(10)	4
<b>PBT / (LBT) Before Associate</b>									
Q1 2016	5,935	3,925	4,695	9,602	(1,305)	506	(6,459)	3,818	20,718
Q1 2015	9,709	5,119	2,576	8,060	5,961	(992)	(9,865)	7,309	27,877
Growth %	(39)	(23)	82	19	(>100)	>100	35	(48)	(26)
<b>PAT/ (LAT)</b>									
Q1 2016	5,935	3,201	3,669	7,297	(931)	506	(6,457)	4,020	17,240
Q1 2015	6,993	4,038	2,321	6,046	2,457	(992)	(9,027)	7,515	19,351
Growth %	(15)	(21)	58	21	(>100)	>100	28	(47)	(11)



it takes

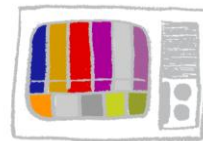
# integrity

WITH EACH CHANNEL  
DEDICATED TO SPECIFIC  
**AUDIENCE**  
TARGET  
SEGMENTS

THE 4 CHANNELS  
COLLECTIVELY HOLD  
**37%**  
MALAYSIA  
TELEVISION  
VIEWERSHIP

## Section 2.2

Television





TARGET AUDIENCE

POSITIONING

ADVERTISERS



**MASS MARKET**  
Progressive Malay  
dominance



Progressive Mass Malays –  
Home of Drama,  
Entertainment, Reality and  
Factual Content

FMCGs, Non Traditional  
Advertisers, Services &  
Government, fashion  
brands (jewelry,  
perfume), sports brands



**CHINESE FAMILY  
& 25 - 45 YRS OLD  
URBANITES,**  
Chinese Mass and  
Urban Professionals



Home Of Feel Good –  
Local Chinese Industry  
builder, Family,  
Professional, Credible,  
Entertainment

Urban middle to high  
class image products  
and lifestyle brands



**CHINESE FAMILY  
& 15 - 24 YRS OLD  
URBANITES,**  
Chinese Mass and  
Urban Youth



We Are Different –  
Trendsetter, Tastemaker,  
Youthful, Energetic and  
differentiation in content

Young urban, sports, energy  
drink, gadget, fashion  
brands. Chinese viewers  
with interest in health &  
wealth



**MASS MARKET,**  
Young Fresh Malays



The home of local  
football with a good  
balance of youth  
inspired drama series  
and variety shows

FMCGs, non-  
traditional brands,  
sports brands, and  
Government



	RM'000		%
	Q1 2016 A	Q1 2015 B	CHANGE A - B
<b>GROSS REVENUE</b>	<b>170,160</b>	<b>169,809</b>	0
NET REVENUE	137,649	137,023	0
DIRECT COSTS	(62,173)	(66,032)	6
<b>CONTRIBUTION</b>	<b>75,476</b>	<b>70,991</b>	6
OTHER INCOME	1,923	1,686	14
OVERHEADS	(60,770)	(52,334)	(16)
<b>EBITDA</b>	<b>16,629</b>	<b>20,343</b>	(18)
DEPRECIATION	(9,597)	(9,529)	(1)
FINANCE CHARGES	(1,097)	(1,105)	1
<b>PROFIT BEFORE TAX (PBT)</b>	<b>5,935</b>	<b>9,709</b>	(39)
TAXATION	-	(2,716)	100
<b>PROFIT AFTER TAX (PAT)</b>	<b>5,935</b>	<b>6,993</b>	(15)
<b>EBITDA Margin %</b>	<b>12%</b>	<b>15%</b>	
<b>PAT Margin %</b>	<b>4%</b>	<b>5%</b>	



21.1%



7.1%



5.1%



3.7%

## LEADING THE COMPETITION

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

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

Source: Nielsen Audience Measurement  
(Total 4+, Q1-2016)

5.0%

TV2

3.6%

Astro Ceria

3.3%

Astro Ria

2.9%

Astro Sun TV

2.7%

Astro Disney XD

2.7%

TV1

2.6%

Astro Citra

2.6%

Astro Prima

1.9%

Astro Warna

1.7%

Astro Maya HD

1.3%

Other Astro

0.7%

TV Al-Hijrah



	TV3	ntv7	8TV	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
<b>Q1 2016</b>									
<b>Non Discounted Gross Revenue</b>									
- %	38	15	19	18	<b>89</b>	<b>2</b>	<b>6</b>	<b>2</b>	100
- RM'000	248,200	99,025	121,843	118,680	<b>587,748</b>	13,423	41,971	14,071	<b>657,213</b>
Growth %	(2)	1	(10)	(2)	<b>(3)</b>	<b>(38)</b>	<b>(15)</b>	<b>59</b>	<b>(5)</b>
<b>Discount Factor</b>									
- %	59	79	77	83	<b>71</b>	60	60	60	70
- RM'000	(146,709)	(78,480)	(93,909)	(98,490)	<b>(417,588)</b>	(8,054)	(25,182.60)	(8,443)	(459,267)
<b>Gross Revenue</b>									
- %	51	10	14	10	<b>86</b>	3	8	3	97
- RM'000	101,491	20,545	27,934	20,190	<b>170,160</b>	5,369	16,788	5,628	<b>197,945</b>
Growth %	(0)	2	2	(0)	<b>0</b>	<b>(38)</b>	<b>(15)</b>	<b>&gt;100</b>	<b>(0)</b>
<b>Q1 2015</b>									
<b>Non Discounted Gross Revenue</b>									
- %	37	14	20	18	<b>88</b>	3	7	1	100
- RM'000	252,850	98,223	136,137	121,293	<b>608,503</b>	21,648	49,650	8,856	<b>688,657</b>
<b>Discount Factor</b>									
- %	60	79	80	83	<b>72</b>	60	60	0	70
- RM'000	(150,950)	(78,054)	(108,641)	(101,049)	<b>(438,694)</b>	(12,989)	(29,790)	0	(481,473)
<b>Gross Revenue</b>									
- %	51	10	14	10	<b>86</b>	4	10	0	100
- RM'000	101,900	20,169	27,496	20,244	<b>169,809</b>	8,659	19,860	0	<b>198,328</b>

\* Based on estimates

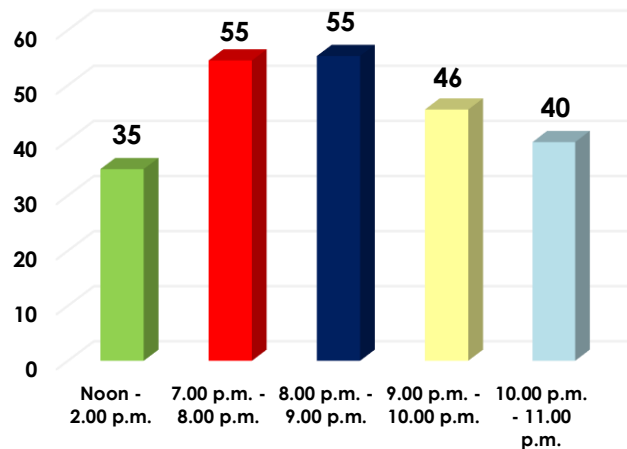
Note: Non discounted gross revenue numbers are based on Adex data from Nielsen Media Research



Dominant audience share at Prime Time

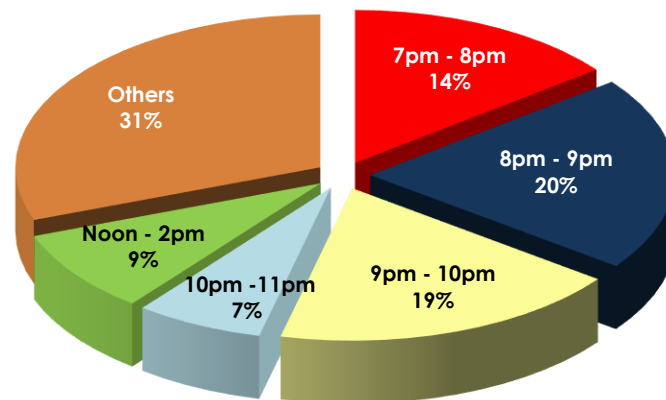
55% of total audience captured between 8 - 9pm

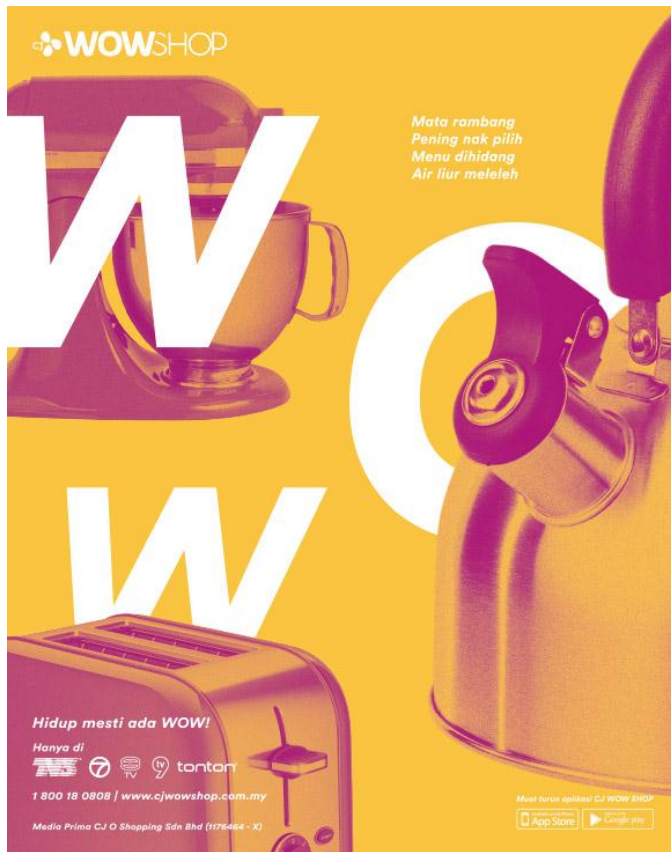
**Audience Share - All 4+ (%)**



6 prime time hours contribute to 69% of Media Prima's TV Networks' net revenue

**TVN Revenue by Prime Time Hour**

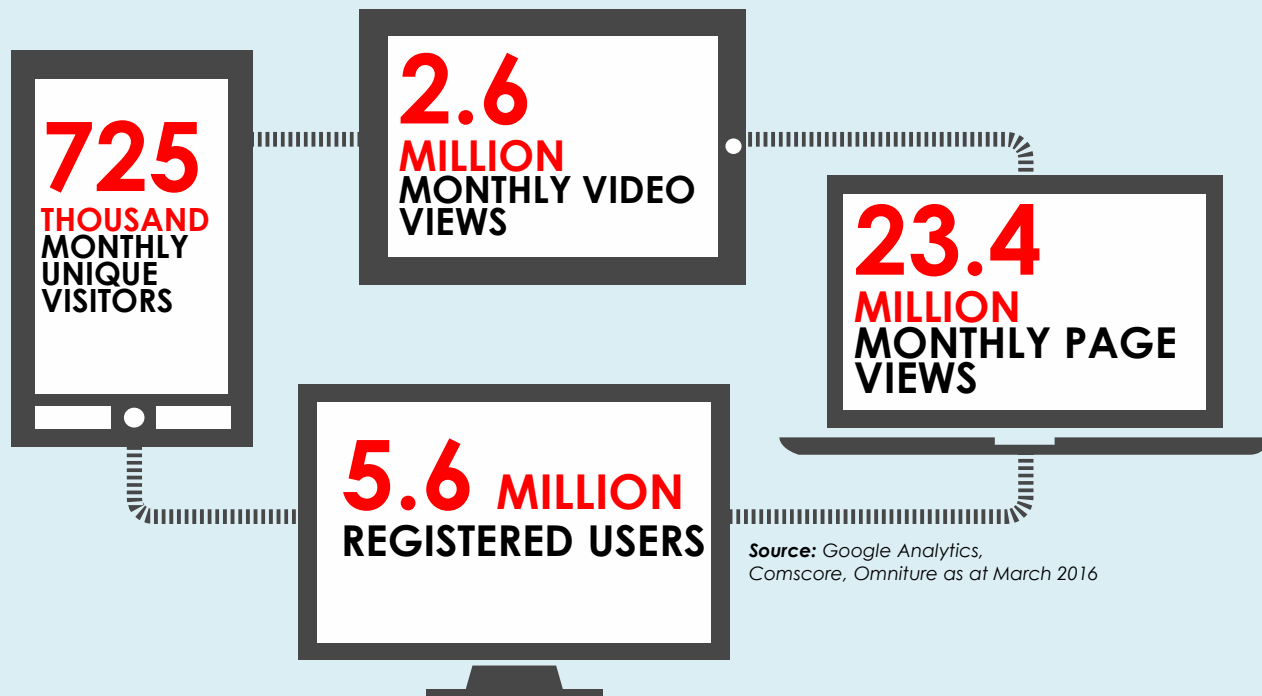


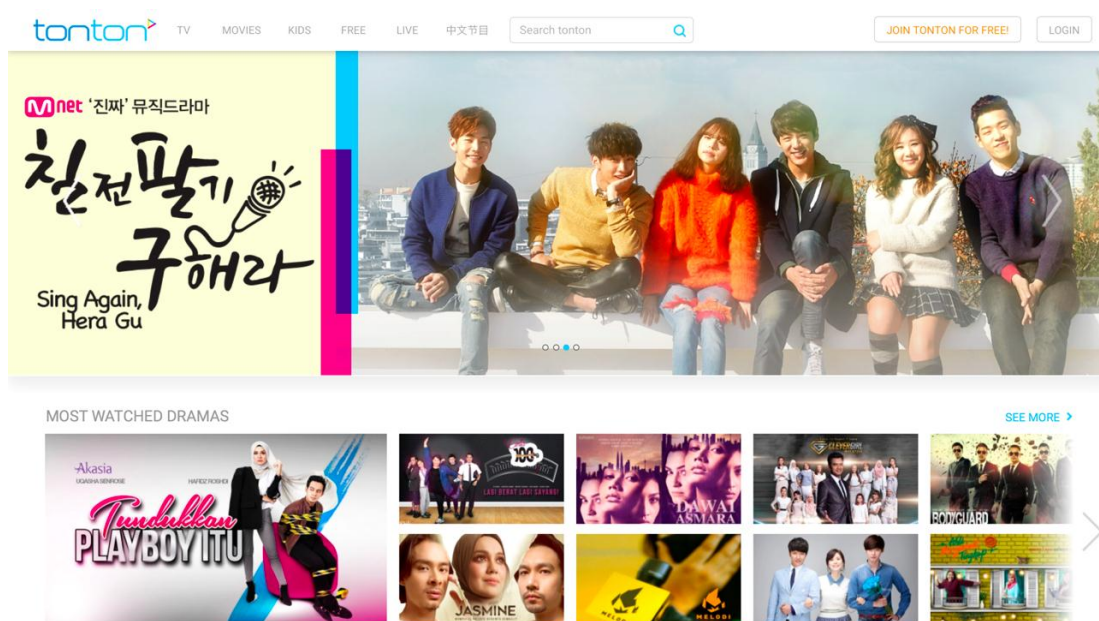


- Launched on 1 April 2016
- New non traditional revenue stream – Home Shopping business - B2C
- 16 hours of broadcast on non prime time slots on existing TV channels
- Various range of products i.e. home & living, beauty, fashion and digital
- Exceeded First Day Sales Target
- Broke CJ O's global record with the fastest first sales order within 25 mins of airing.
- Revenue goal of more than RM150m in 2017
- Expect break-even in 24 months



Offering a variety of content including drama, movies, original series, local sports content and live TV.





- Catch up of all shows + a library of over 20,000 hours of mainly local content
- From as low as RM3/ month
- Binge watch all exclusives, dramas & more before TV
- LIVE TV + Radio + Premium Channels
- Live Events + tonton LIVE exclusives
- Access to mobile apps



# STUDIO8

Made up of **content creators** who constantly dream up new ideas, **create** new shows and **stories**, and **engage** the **urban audience** in a way like no other.



Collaborative hub for producers and creators to create and inspire the youth, a place where stories and brand mix.



LAUNCHPAD

Platform to showcase and launch new talents like never before, dedicated to all things art and performance



QUICKIE

The voice of the young, consistently looking for new talents, create new shows, capsules and branded content



it takes  
**commitment**



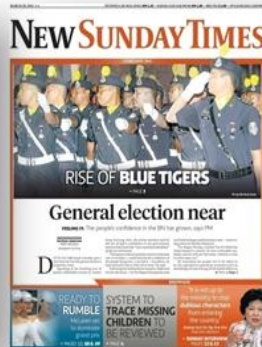
## Section 2.2



**NEW STRAITS TIMES**







## NEW STRAITS TIMES

A SHARPER READ

Average Household Income:  
Above RM6,100  
Largest group of readers:  
20 – 39 years old

The paper which inspires you  
through insight and intelligence;  
targeted to the premium market.

## Harian Metro

MELANGKAUI SENSASI  
*Beyond sensation*

Average Household Income :  
RM3,500  
Largest group of readers :  
20 – 29 years old

Our stories evoke emotions in  
people “A feel good”  
newspaper for the young mass  
Malays.



SATU UNTUK SEMUA  
*One for All*

Average Household Income:  
RM4,400  
Largest group of readers:  
Below 40 years old

The paper which enriches &  
stimulates the mind; targeted  
to the discerning millennial  
Malay newspaper readers.

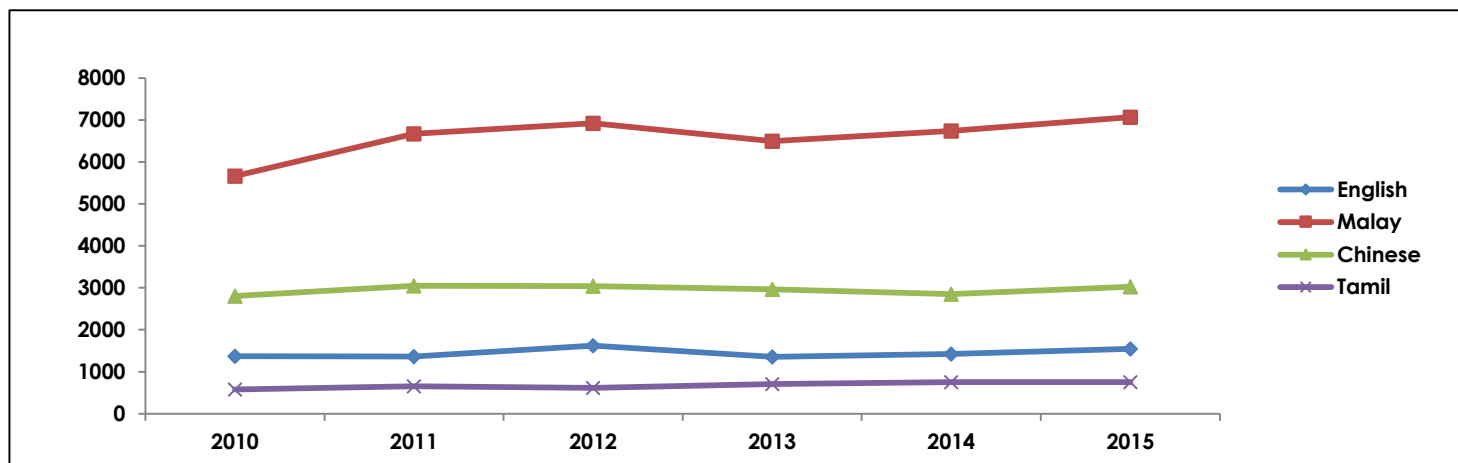


	RM'000		%
	Q1 2016	Q1 2015	CHANGE
	A	B	A - B
<b>GROSS REVENUE</b>	<b>128,713</b>	<b>156,954</b>	(18)
NET REVENUE	110,173	133,626	(18)
DIRECT COSTS	(26,541)	(40,902)	35
<b>CONTRIBUTION</b>	<b>83,632</b>	<b>92,724</b>	(10)
OTHER INCOME	2,429	2,779	(13)
OVERHEADS	(75,398)	(77,335)	3
<b>EBITDA</b>	<b>10,663</b>	<b>18,168</b>	(41)
FINANCE CHARGES	(209)	(463)	55
DEPRECIATION	(11,759)	(11,744)	(0)
<b>PBT/ (LBT) BEFORE ASSOCIATES</b>	<b>(1,305)</b>	<b>5,961</b>	>100
SHARE OF ASSOCIATES	574	(2,073)	>100
<b>PBT/ (LBT)</b>	<b>(731)</b>	<b>3,888</b>	(>100)
TAXATION	(200)	(1,431)	86
<b>PAT/ (LAT)</b>	<b>(931)</b>	<b>2,457</b>	(>100)
<b>EBITDA Margin %</b>	<b>10%</b>	<b>14%</b>	
<b>PAT Margin %</b>	<b>(1%)</b>	<b>2%</b>	

- Revenue declined by 18% against Q1 2015 due to lower advertising and newspaper sales
- Continued cost management to optimise profit growth. Savings in direct cost are mainly due to the following:-
  - ✓ Continuous management of print order to reduce unsold copies.
  - ✓ Improvement in production yield mainly due to improved newsprint efficiency by using 42gsm from 45gsm previously.

Committed to sustain the print business by **diversifying revenue streams** while **enhancing brand** and **content** & also maintaining **operational efficiency**.









Readers ('000)	Q2 2010	Q2 2011	Q2 2012	Q2 2013	Q2 2014	Q2 2015
<b>ENGLISH</b>						
New Straits Times	241	214	277	288	240	224
New Sunday Times	247	202	270	207	202	179
<b>BAHASA</b>						
Berita Harian	1,090	1,093	1,099	1,168	947	1,225
BH Ahad	1,223	1,233	1,103	1,081	1,034	1,236
Harian Metro	2,831	3,654	3,695	3,447	3,812	3,679
Metro Ahad	3,046	3,872	4,061	3,624	4,152	4,008

(Source: Nielsen Consumer and Media View report, July 2014- June 2015)

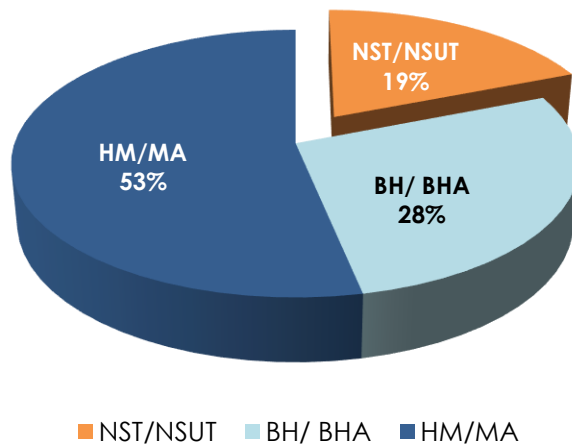


	 Likes	 Followers	 Followers	 Subscribers
<b>NEW STRAITS TIMES</b>	377,249	309,000	16,600	3,030
<b>BH</b> Berita Harian	3,605,956	985,000	136,000	7,220
<b>Harian Metro</b>	3,188,116	560,000	76,700	70,960

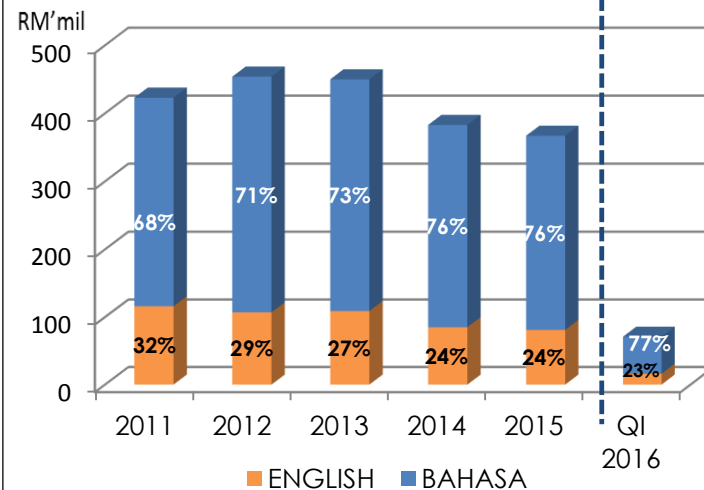
Source: AC Nielsen, Socialbakers.com and comScore

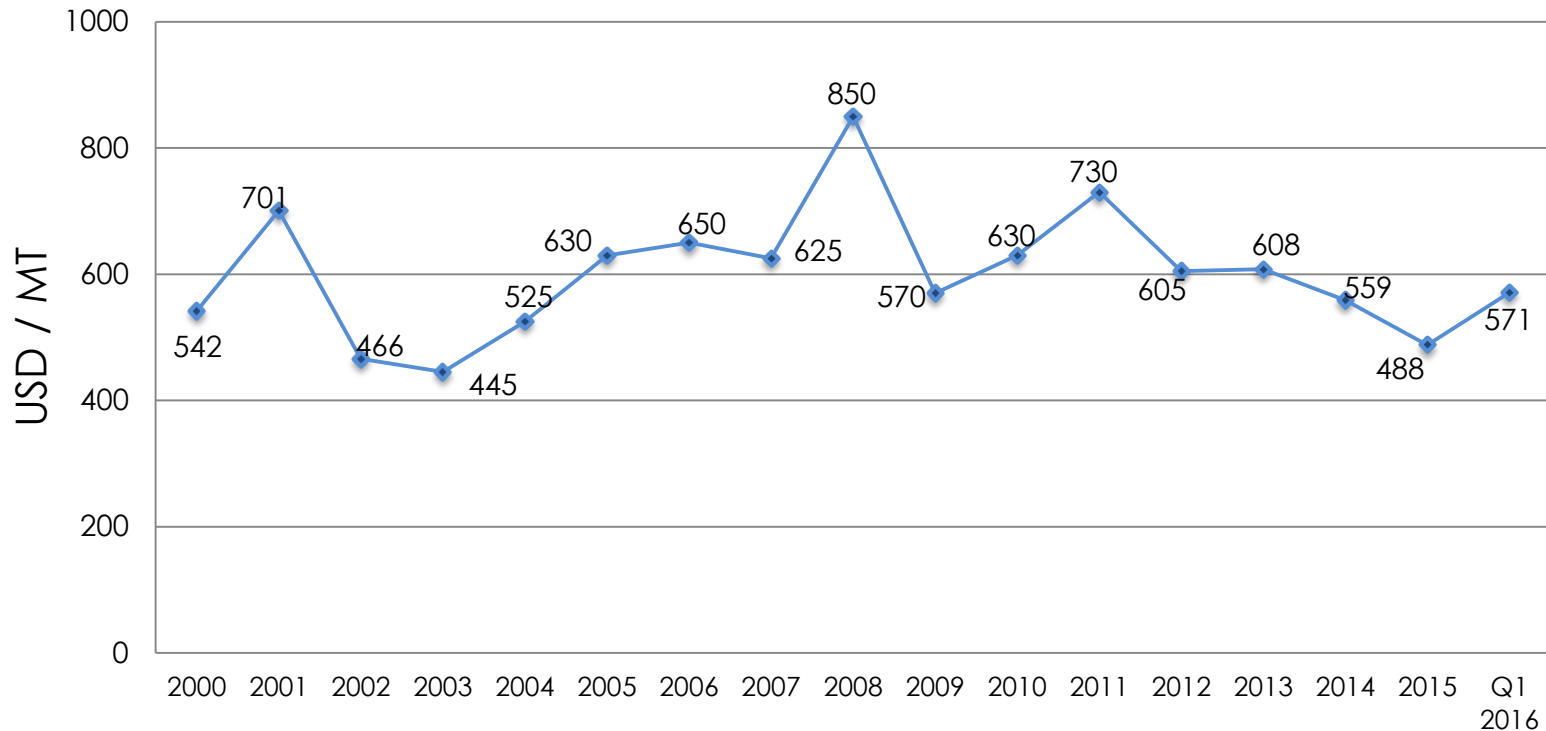
Information as at 8 Apr 2016

Revenue Contribution Q1 2016



NSTP Advertising Revenue Trend Q1 2016





- Newsprint price has stabilized at average of USD520/MT over the past two years.
- Average newsprint inventory is around 3 months



it takes  
**simplicity**

TOGETHER WE COMMAND  
THE ATTENTION OF  
**6.2mil**  
SOCIAL MEDIA  
FOLLOWERS, THE HIGHEST IN  
**MALAYSIA**

## Section 2.3

Radio

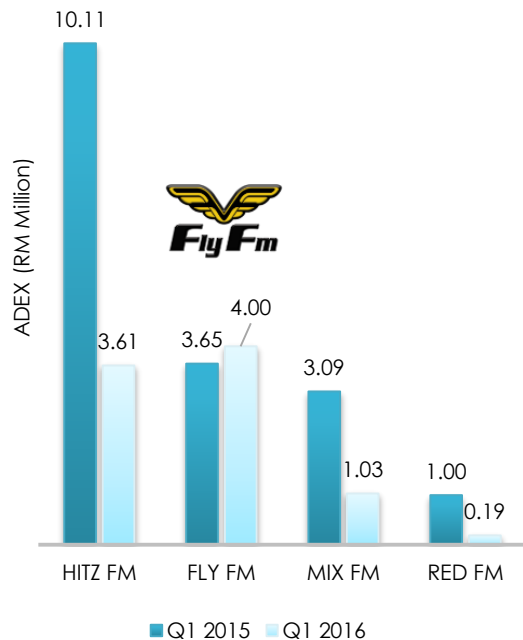




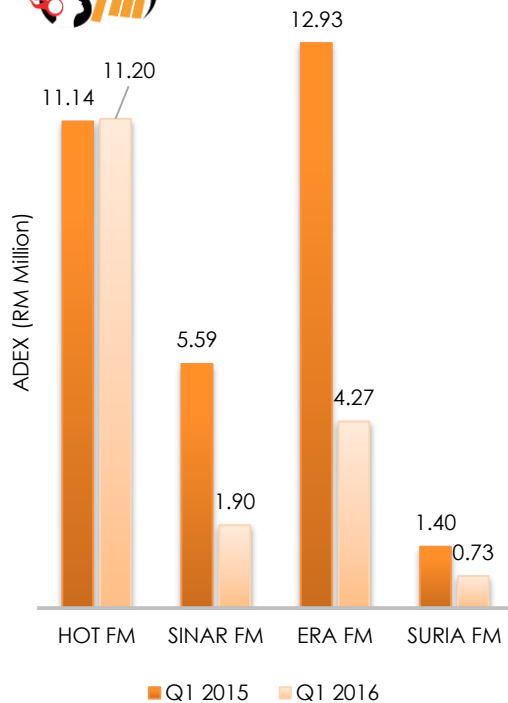
	RM'000		%
	Q1 2016 A	Q1 2015 B	CHANGE A - B
<b>GROSS REVENUE</b>	<b>17,522</b>	<b>15,174</b>	15
NET REVENUE	14,638	12,905	13
DIRECT COSTS	(1,205)	(1,260)	4
<b>CONTRIBUTION</b>	<b>13,433</b>	<b>11,645</b>	15
OTHER INCOME	471	125	>100
OVERHEADS	(8,535)	(8,670)	2
<b>EBITDA</b>	<b>5,369</b>	<b>3,100</b>	73
FINANCE CHARGES	(297)	-	NA
DEPRECIATION	(377)	(524)	28
<b>PBT</b>	<b>4,695</b>	<b>2,576</b>	82
TAXATION	(1,026)	(255)	(>100)
<b>PROFIT AFTER TAX (PAT)</b>	<b>3,669</b>	<b>2,321</b>	58
<b>EBITDA Margin %</b>	<b>37%</b>	<b>24%</b>	
<b>PAT Margin %</b>	<b>25%</b>	<b>18%</b>	



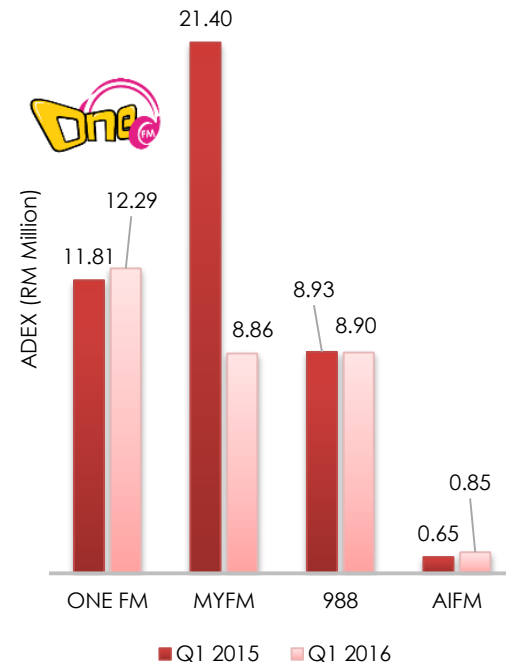
## ENGLISH



## MALAY

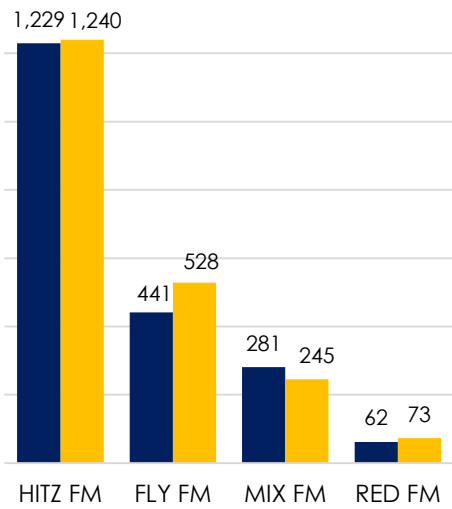


## CHINESE

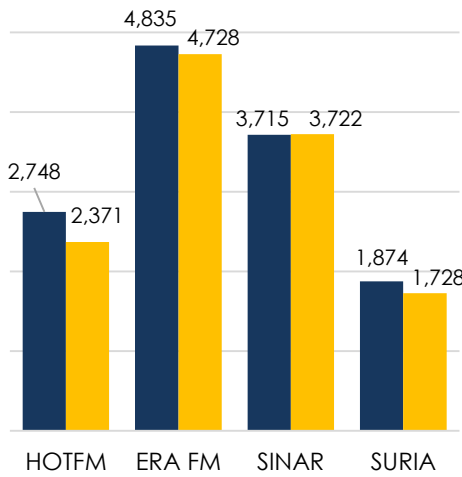




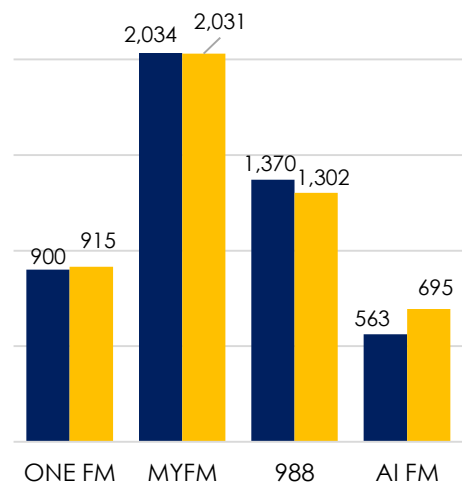
ENGLISH STATION LISTENERSHIP ('000)



NATIONWIDE LISTENERSHIP ('000)



CHINESE STATION LISTENERSHIP ('000)



Survey #1 2015      Survey #2 2015

Source: Nielsen Radio Audience Measurement



2015

1 Oct  
2015

- Entered into SPA to acquire Copyright Laureate Sdn Bhd for a total cash consideration of RM20.0m

21 Oct  
2015

- Completion of acquisition.
- CLSB has become a wholly-owned subsidiary under the Group

2016

1 March  
2016

Launched

**koolfm**  
 temanmu • muzikmu

### 1. Reach Expansion

### 2. Complement Group's existing media assets

### 3. Synergies between radio and also other media platforms within the group

 Lucrative 25  
to 44 Malay  
Market

 80s, 90s, 2000s  
and current

**koolfm**  
 temanmu • muzikmu

 Young Adult  
Family  
PMEBS

 Motivational  
Inspirational



Station	Facebook	Twitter	Instagram
<b>Hot FM</b>	<b>2,789,012</b>	<b>1,513,416</b>	<b>738k</b>
Era FM	2,900,833	327,141	935k
Suria FM	544,857	101,423	32.8k
Sinar FM	722,011	45,046	144k
Kool FM	<b>10,589</b>	<b>2,862</b>	<b>27k</b>
Fly FM	<b>591,613</b>	<b>220,461</b>	<b>33.5k</b>
Hitz FM	1,257,785	374,654	83.2k
Mix FM	307,388	12,966	10.3k



4.12million  
FANS



1.75million  
FOLLOWERS



862.2k  
FOLLOWERS

Station	Facebook	Twitter	Instagram	Weibo
<b>One FM</b>	<b>732,124</b>	<b>8,719</b>	<b>63.7k</b>	<b>90,980</b>
My FM	736,675	8,166	31.1k	123,388
988	359,196	3,361	8.0k	100,115



YOUTUBE VIEWER							
Channel	Subscribers	Channel	Subscribers	Channel	Subscribers	Channel	Subscribers
<b>Fly Fm</b>	<b>35,763</b>	<b>Hot FM</b>	<b>113,517</b>	<b>one FM</b>	<b>13,373</b>	<b>Kool FM</b>	<b>356</b>
Hitz FM	28,479	Era FM	113,367	My FM	34,998	Sinar FM	18,532
Mix FM	2,202	Suria FM	4,668	988	14,966		



163.0k  
SUBSCRIBERS

**FUTURISTIC**  
DIGITAL MEDIA SERIES  
TO ALL MARKET SEGMENT

it takes

**versatility**

INTEGRATED  
**OOH**  
SOLUTIONS  
TO ALL MARKET SEGMENTS

## Section 2.4 Out-of-home



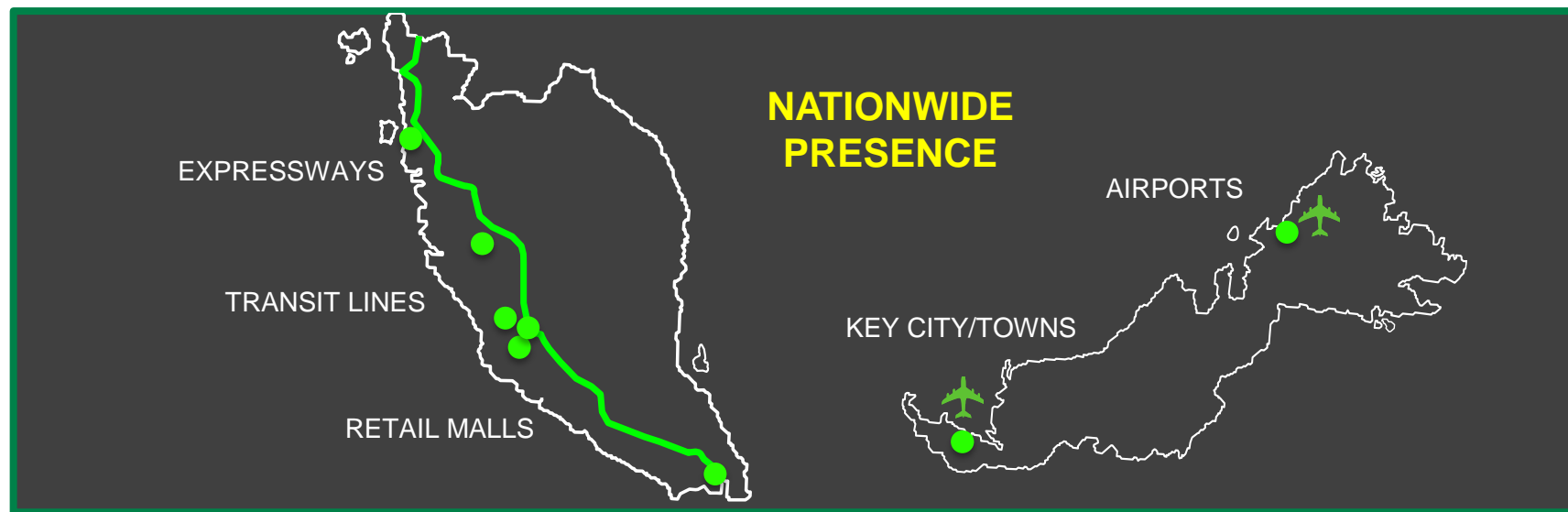
**BIG TREE**

**KURNIA**  
OUTDOOR

**GOTCHA**

**TRC**

**UPD**



**8,000** ADVERTISING PANELS  
AT STRATEGIC LOCATIONS  
ACROSS MALAYSIA



	RM'000		%
	Q1 2016	Q1 2015	CHANGE
	A	B	A - B
<b>GROSS REVENUE</b>	<b>39,212</b>	<b>39,774</b>	(1)
NET REVENUE	36,600	36,524	0
DIRECT COSTS	(20,920)	(22,478)	7
<b>CONTRIBUTION</b>	<b>15,680</b>	<b>14,046</b>	12
OTHER INCOME	514	422	22
OVERHEADS	(4,235)	(4,253)	0
<b>EBITDA</b>	<b>11,959</b>	<b>10,215</b>	17
DEPRECIATION & AMORTISATION	(2,356)	(2,155)	(9)
<b>PROFIT BEFORE TAX</b>	<b>9,603</b>	<b>8,060</b>	19
TAXATION	(2,306)	(2,014)	(14)
<b>PROFIT AFTER TAX (PAT)</b>	<b>7,297</b>	<b>6,046</b>	21
<b>EBITDA%</b>	<b>33%</b>	<b>28%</b>	
<b>PAT %</b>	<b>20%</b>	<b>17%</b>	

**Cosmic Digital Tower @ NU Sentral**



**Cubig @ Imbi**



**NU Sentral**



**Lumi Pillar 2 @ Jalan Bangsar**



**Lumi Pillar 2 @ Sultan Ismail**



**Station Naming Rights**



Dynamic engagement with  
the audience via digital  
screens at

**8,000**  
**ADVERTISING PANELS AT**  
**STRATEGIC**  
**LOCATIONS**  
**ACROSS MALAYSIA**

- Bukit Bintang
- KLCC
- The Curve
- LRT Stations
- Sultan Ismail
- Bangsar
- Imbi
- Jalan Bangsar
- Kuching International Airport
- Kota Kinabalu Int'l Airport
- NU Sentral

Continue to **invest** and **convert strategic sites** to digital boards to **enhance** digital inventory networks.



PRIMEWORKS STUDIOS  
PRODUCES  
MORE THAN  
**5,000**  
HOURS  
OF COMPELLING  
CONTENT  
ANNUALLY

it takes

**flexibility**

**MALAYSIA'S  
TOP 10  
MOST WATCHED  
TELEVISION  
PROGRAMMES  
ARE PRODUCED BY  
PRIMEWORKS STUDIOS**

## Section 2.5

Content



primeworks  
studios

primeworks  
distribution



the &unit





	RM'000		%
	Q1 2016 A	Q1 2015 B	CHANGE A- B
<b>GROSS REVENUE</b>	26,482	27,966	(5)
NET REVENUE	26,482	27,966	(5)
DIRECT COSTS	(10,892)	(11,717)	7
<b>CONTRIBUTION</b>	<b>15,590</b>	<b>16,249</b>	(4)
OTHER INCOME	96	73	32
OVERHEADS	(11,739)	(11,167)	(5)
<b>EBITDA</b>	<b>3,947</b>	<b>5,155</b>	(23)
DEPRECIATION	(22)	(36)	39
<b>PBT</b>	<b>3,925</b>	<b>5,119</b>	(23)
TAXATION	(724)	(1,081)	33
<b>PAT</b>	<b>3,201</b>	<b>4,038</b>	(21)
<b>EBITDA Margin %</b>	<b>15%</b>	<b>18%</b>	
<b>PAT Margin %</b>	<b>12%</b>	<b>14%</b>	

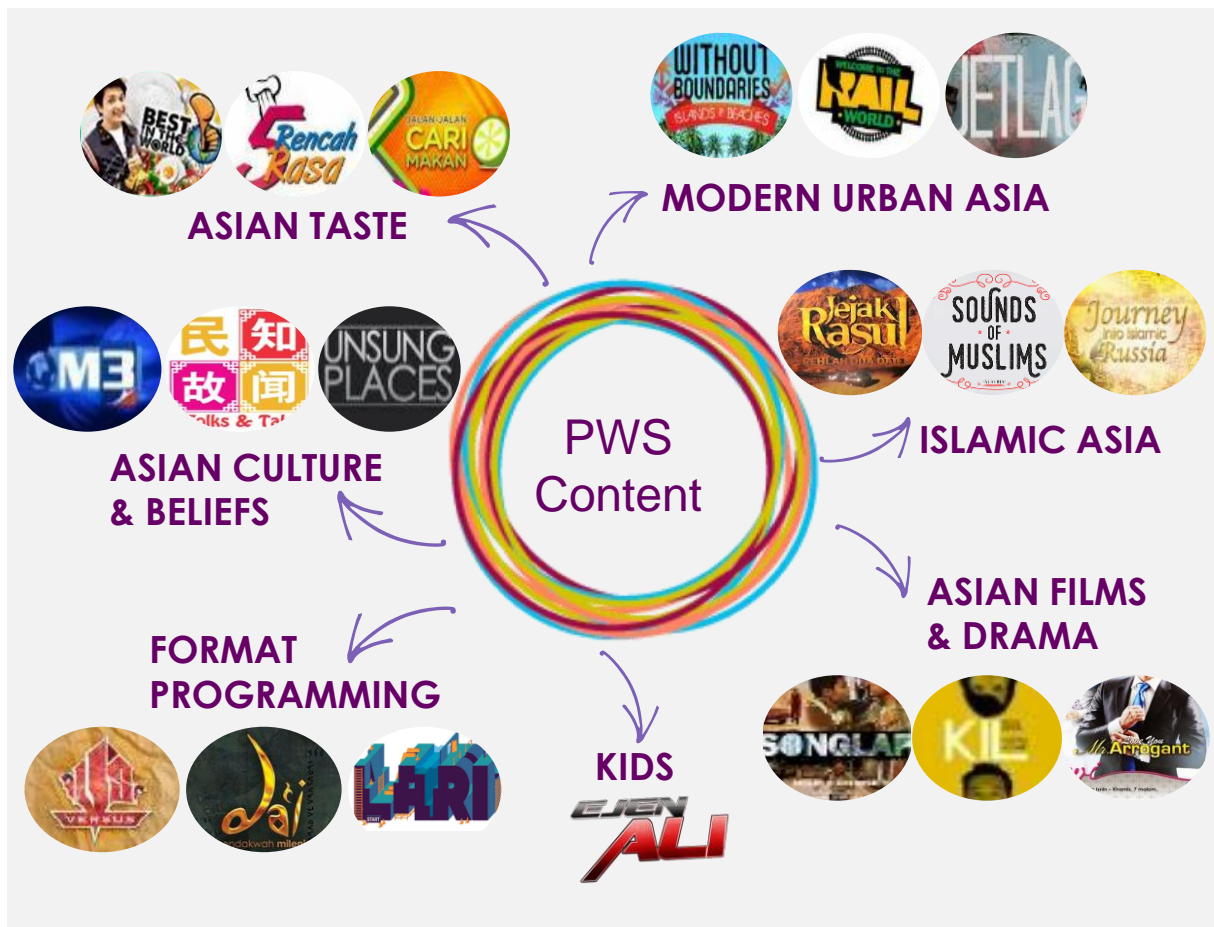
- External sales contracted by 25% in comparison to the corresponding quarter due to seasonal factors



**primeworks**  
studios

Primeworks Studios produces more than 5,000 hours of compelling content annually

Malaysia's top 10 most watched television programmes are produced by Primeworks Studios



## Co-production



Welcome to the Railworld Japan:  
Co-pro with Nippon TV



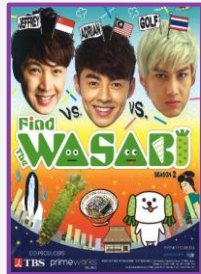
Best In The World Japan: Co-pro with Nippon TV, Axon & Sumitomo Corp



フジテレビ  
フジテレビジョン  
FUJI TELEVISION NETWORK, INC.



Bread, Sweat & Tears:  
Co-pro with Fuji TV aired in Japan on 22 June 2014



Find the Wasabi:  
Co-pro with TBS Japan



Kasih Berbisik:  
Co-pro with Mediacorp

## Commissioned Content & Production Services



Mad Markets Ishikawa



MTV World Stage:  
production services



The Voice of China:  
Production of Malaysian audition



Ulama Nusantara:  
Commissioned by Khazanah Nasional

## Original Format for International Distribution



Co-developed with Fremantle for international distribution

- Animation aggregation activity – Sale of animation series Cingkus Blues, Mourinho & Soccer Bugs to Indonesia, Sri Lanka, MENA & Malaysia Airlines.
- New markets: Age of Glory sold to China
- PWS, distributor of BoBoiBoy The Movie



### Co-ownership

Primeworks Studios & WAU Animation

Official debut on 8 April 2016

As at 27 April 2016 (total of 3 episodes): 3.6m Viewers



it takes  
innovation

Section 2.6

Digital Media



media prima

DIGITAL



	RM'000		%
	Q1 2016 A	Q1 2015 B	CHANGE A - B
<b>GROSS REVENUE</b>	<b>8,596</b>	<b>6,080</b>	41
NET REVENUE	8,596	5,970	44
DIRECT COSTS	(205)	(832)	75
<b>CONTRIBUTION</b>	<b>8,391</b>	<b>5,138</b>	63
OTHER INCOME	139	17	>100
OVERHEADS	(7,035)	(5,673)	(24)
<b>EBITDA/ LBITDA</b>	<b>1,495</b>	<b>(518)</b>	>100
DEPRECIATION & AMORTISATION	(989)	(474)	(>100)
<b>PBT/ LBT</b>	<b>506</b>	<b>(992)</b>	>100
TAXATION	-		NA
<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>506</b>	<b>(992)</b>	>100
<b>EBITDA/ LBITDA Margin %</b>	<b>17%</b>	<b>(9%)</b>	
<b>PAT/ LAT Margin %</b>	<b>6%</b>	<b>(17%)</b>	

- Streamlining of business operations since Q2 2015 saw revenue increase by 41%.
- Recorded a RM0.5m PAT in Q1 2016
- Post streamlining exercise, MPD is the incubator for new projects and once set up they will be passed to the respective platforms.
- The streamlining exercise involves transferring catch up and advertising revenue back to TVN and Print. In return, MPD charges shared cost for its services.





- Media Prima Labs champion development of Mobile Application & Games within digital industry
- Leverage & develop product base on the Group's unique IPs



### Ejen Ali: MATA Training Academy

**130,000 downloads in 6 weeks**

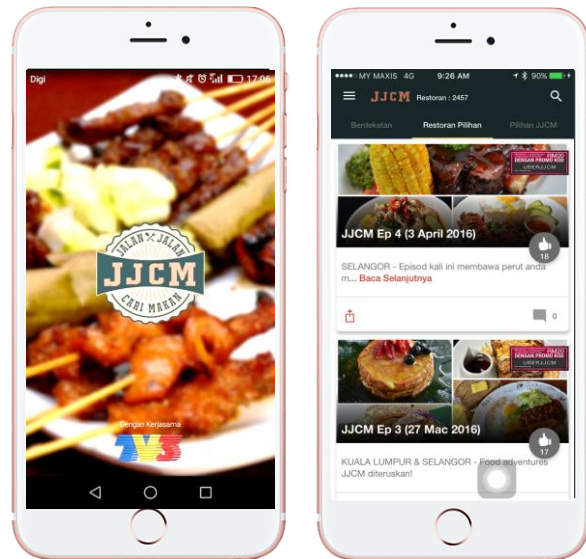
- #2 Malaysia - Best Game Arcade Android
- #7 Malaysia - Best Games Overall Android
- #41 Malaysia - Overall Android



### Jalan Jalan Cari Makan

**35,000 downloads in 4 weeks**

- #1 Malaysia - Food and Drink iOS
- #4 Malaysia - Lifestyle Android
- #30 Malaysia - Overall iOS





## Section 2.7 : Corporate & Others

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	Corporate	RM'000 Consol Adjustment	Total
<b>Gross Revenue</b>			
Q1 2016	19,493	(50,625)	(31,132)
Q1 2015	-	(28,393)	(28,393)
Growth %	NA	(78)	(10)
<b>Net Revenue (after royalties)</b>			
Q1 2016	19,493	(50,271)	(30,778)
Q1 2015	-	(25,372)	(25,372)
Growth %	NA	(98)	(21)
<b>LBITDA</b>			
Q1 2016	(3,140)	3,010	(130)
Q1 2015	(4,624)	6,577	1,953
Growth %	(32)	(54.23)	(>100)
<b>Depreciation &amp; Interest Expenses</b>			
Q1 2016	3,319	(808)	2,511
Q1 2015	5,241	(732)	4,509
Growth %	37	(10)	44
<b>LBT</b>			
Q1 2016	(6,459)	3,819	(2,640)
Q1 2015	(9,865)	7,309	(2,556)
Growth %	35	(48)	(3)
<b>LAT</b>			
Q1 2016	(6,457)	4,020	(2,437)
Q1 2015	(9,027)	7,514	(1,513)
Growth %	28	(46)	(61)



## Section 3 : Dividend

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- At the Annual General Meeting of the Company held on 21 April 2016 the shareholders had 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).



## Section 4: Outlook for 2016 & Way forward

---



- Outlook for 2016 remains challenging as market sentiment remain cautious in view of the current economic condition and the 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.



- Changes in the media industry also present the Group with new opportunities



- The industry anticipates single digit growth in Adex this year, as businesses struggle to optimise their advertising and promotion budgets. We remain hopeful by major sporting events happening this year, including the UEFA Euro Championships and the Olympics.



- 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.

**media prima**

- 1<sup>st</sup> and largest integrated media group in ASEAN
- Strong presence across its media platforms
- Offer complete "solution" - COMPREHENSIVE, CUSTOMIZED and INTEGRATED solutions to the clients



## TV 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 FTA television Adex remains challenging.



## PRINT MEDIA

- Traditional print business remains challenging with the contraction in Adex and circulation
- 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.



## 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.



## OUT-OF-HOME 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.



## DIGITAL MEDIA

- The segment will leverage on the Group's unique intellectual properties to provide a platform to digital and mobile products and services.



## 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.



**LARGEST reach in terms of newspaper circulation and readership in Peninsular Malaysia**

**NSTP**

**NEW STRAITS TIMES**

**BH**  
Berita Harian

**Metro**



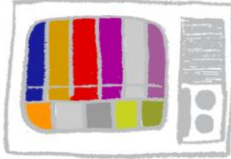
**LARGEST share of advertising revenue & number of billboards in the outdoor media industry**

**BIG TREE**

**GOTCHA**

**TRC UPD**

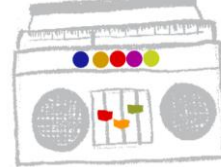
**KURNIA OUTDOOR**



**LARGEST reach in terms of TV viewership**



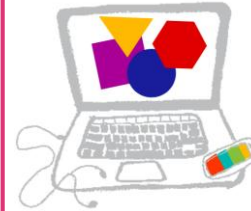
**WOWSHOP**



**2nd LARGEST reach in terms of combined radio channel listeners' numbers**



**koolfm**  
te man nu · muziku



**2nd LARGEST digital media group in Malaysia**

**DIGITAL LABS**

**tonton music**  
**STUDIO8**

**BH PLUS**

**BH ONLINE**

**NEW STRAITS TIMES ONLINE**

**newsplus myMetro**

**NST DIGITAL BH HM Z**



**Generating content of the highest standard to meet viewers expectation**

**primeworks studios**

**primeworks distribution**

**gb**  
grand brilliance

**COMPETITIVE ADVANTAGE:**  
WIDEST MULTIMEDIA DISTRIBUTION OFFERING  
ON A SINGLE INTEGRATED PLATFORM

# THANK YOU

For more information, visit  
[www.mediaprima.com.my](http://www.mediaprima.com.my)

or

[www.mediaprima.com.my/investorcenter/feedbackcomments](http://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.