

A PRESENTATION BY

 media prima

Everyone
Counts

INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 31st JUNE 2016
11TH AUGUST 2016

SECTION 1

GROUP OVERVIEW

SECTION 2

FINANCIAL REVIEW

SECTION 3

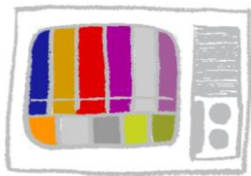
DIVIDEND ANNOUNCEMENT

SECTION 4

OUTLOOK FOR 2016 & WAY FORWARD



Section 1 : Group Overview



TELEVISION



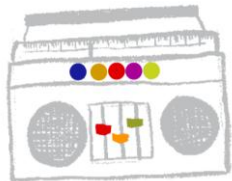
OUT-OF-HOME



NEWSPAPER



CONTENT



RADIO



DIGITAL MEDIA



MALAYSIA'S
LEADING
FULLY-
INTEGRATED
MEDIA
COMPANY

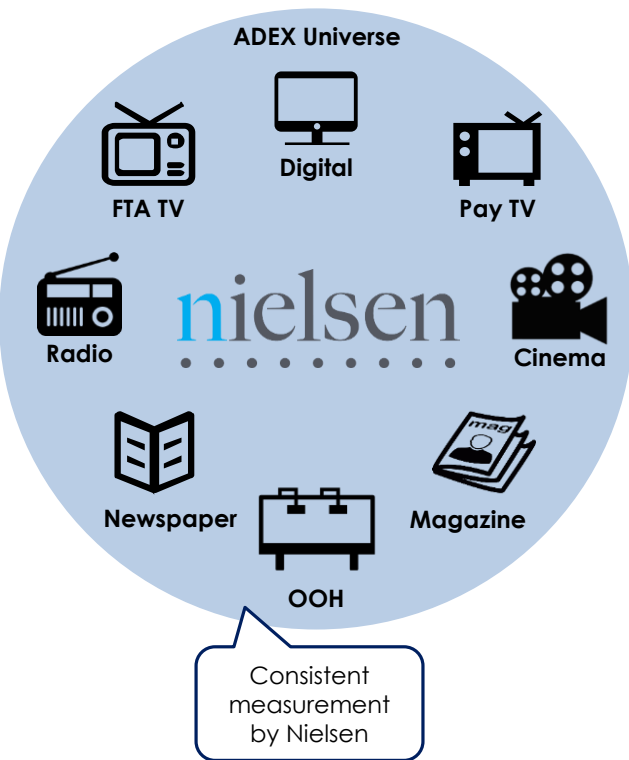


Fact sheet as at 30 June 2016

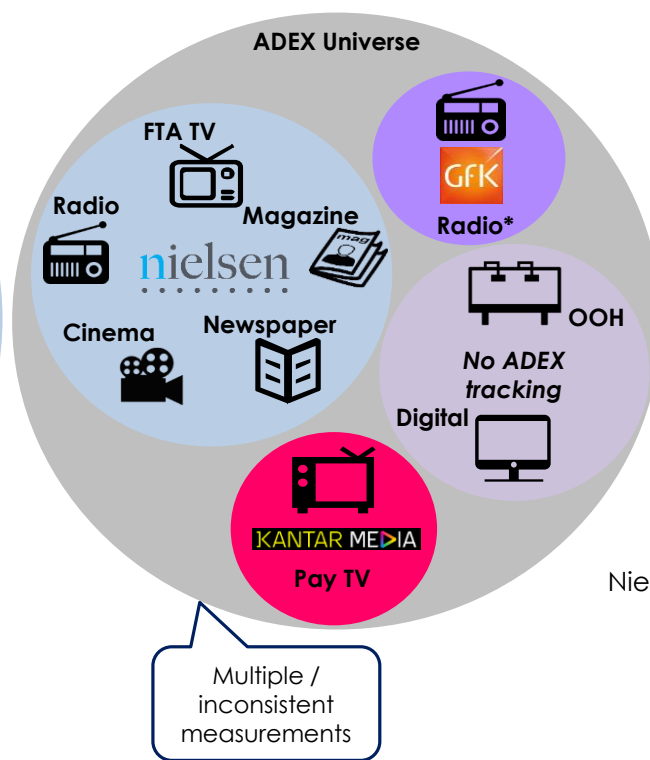
Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings	PDS Ratings (RAM)
RM1,109.2m	RM1,642.4m	RM2,302.5m	RM406.9m	RM300.0m	AA1/P1 (CP/MTN)



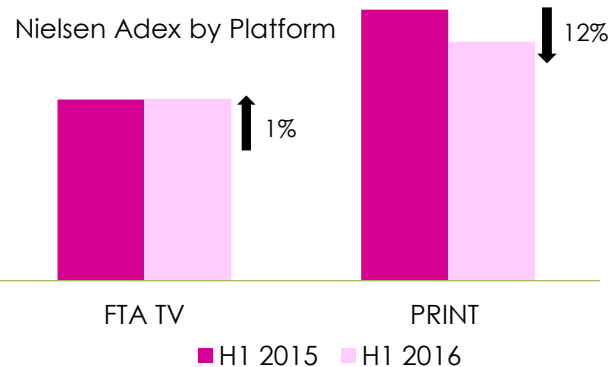
Prior years...



Current...



- 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 Astro's Radio since Feb 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



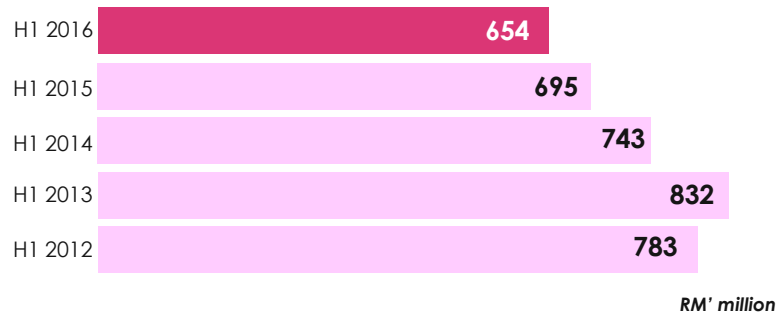
*Currently for Listenership and potential moving forward to track ADEX



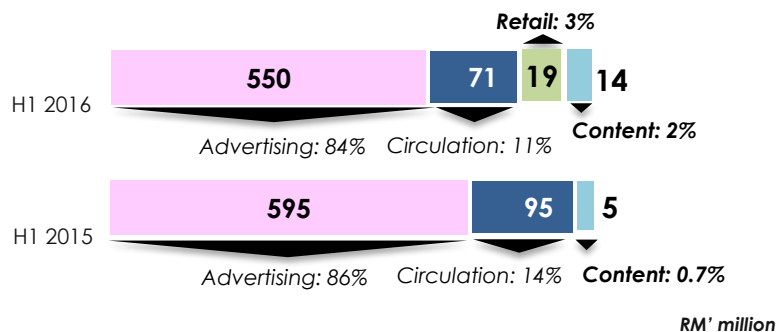
Section 2 : Financial Review



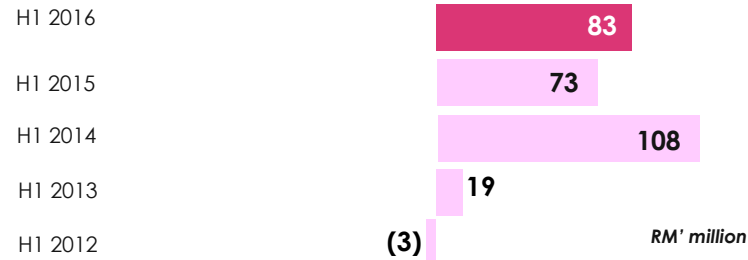
Group net revenue: RM654m (H1 2015: RM695m)



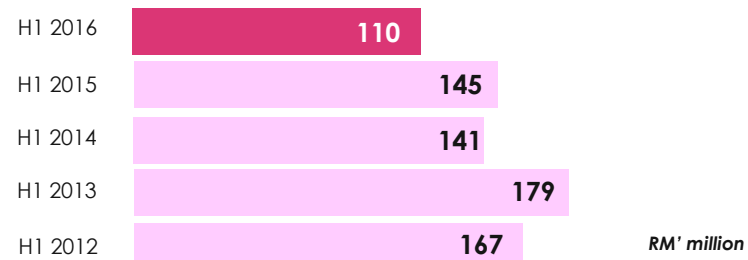
Group net revenue by category



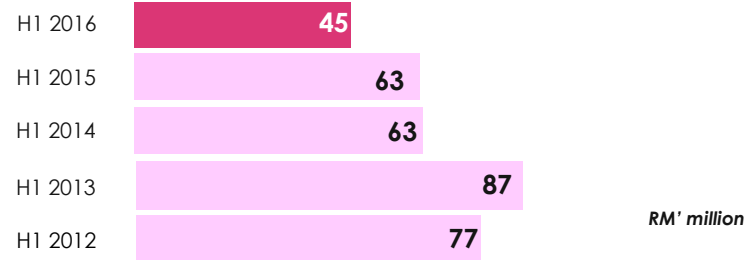
(Accumulated losses)/ Retained earnings: RM83m (H1 2015 : RM73m)

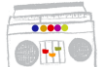


Group EBITDA: RM110m (H1 2015: RM145m)



Group PATAMI: RM45m (H1 2015: RM63m)





	H1 2016 (RM)	H1 2015 (RM)	Change	
Net Revenue	653.6m	695.2m	(6%)	<ul style="list-style-type: none"> Decline in newspaper sales & Ad revenue from TV and Print reflecting the vulnerable consumer and advertising spending as well as changes in media consumption habits. Net ad revenue contracted by 8% y-o-y, affected by the soft Adex and subdued market sentiment. Circulation revenue was lower by 25% y-o-y in tandem with declining global circulation trend. Home shopping business slightly mitigated the decline in the traditional revenue segment. Profitability trends correlate with the fall in top-line as PBT and PAT reduced by 38% and 33% respectively against H1 2015.
Direct Cost	211.2m	228.5m	+8%	
Overheads	343.2m	333.7m	(3%)	
EBITDA	110.5m	145.3m	(24%)	
PBT	51.1m	83.1m	(38%)	
PATAMI	45.2m	62.8m	(28%)	

	H1 2016 (RM'000)	H1 2015 (RM'000)	Change (%)
Gross revenue	769,672	816,626	(6)
Net revenue	653,614	695,208	(6)
Royalties	(1,560)	(1,634)	5
Net revenue after royalties	652,054	693,574	(6)
Direct costs	(211,179)	(228,541)	8
Contribution	440,875	465,033	(5)
Other income	12,809	14,015	(9)
Overheads	(343,203)	(333,714)	(3)
EBITDA	110,481	145,334	(24)
Finance costs	(6,580)	(8,767)	25
Depreciation & amortisation	(53,126)	(50,608)	(5)
Profit before associate	50,775	85,959	(41)
Share of associate's results	358	(2,819)	>100
PBT	51,133	83,140	(38)
Taxation	(9,520)	(21,490)	56
PAT	41,613	61,650	(33)
Minority interest	3,550	1,176	>100
PATAMI	45,163	62,826	(28)
EBITDA margin	17%	21%	
PAT margin	7%	9%	



RM '000		TVN	PWS	Radio	OOH Media	Print Media	Digital Media	Others	Consol Adjustment	Total
Gross revenue	H1 2016	372,228	55,419	39,397	82,627	267,579	16,940	104,986	(169,504)	769,672
	H1 2015	363,483	59,505	34,702	78,803	326,986	9,417	71,000	(127,270)	816,626
	Growth %	2	(7)	14	5	(18)	80	48	(33)	(6)
Net revenue (after royalties)	H1 2016	305,038	55,419	33,313	75,047	230,829	16,940	104,986	(169,518)	652,054
	H1 2015	295,517	59,505	29,611	72,181	280,021	9,228	71,000	(123,489)	693,574
	Growth %	3	(7)	13	4	(18)	84	48	(37)	(6)
EBITDA	H1 2016	40,178	6,115	13,796	23,423	24,672	2,282	58,817	(58,802)	110,481
	H1 2015	59,827	13,248	9,732	22,233	48,282	(1,493)	63,611	(70,106)	145,334
	Growth %	(33)	(54)	42	5	(49)	>100	(8)	16	(24)
Depreciation & Interest expenses	H1 2016	21,887	42	1,539	4,731	24,423	2,002	6,533	(1,451)	59,706
	H1 2015	21,221	75	1,040	4,363	24,552	967	8,488	(1,331)	59,375
	Growth %	(3)	44	(48)	(8)	1	(>100)	23	(9)	(1)
PBT/ (LBT) before associate	H1 2016	18,291	6,073	12,257	18,692	249	280	52,284	(57,350)	50,775
	H1 2015	38,606	13,173	8,692	17,870	23,730	(2,460)	55,123	(68,775)	85,959
	Growth %	(53)	(54)	41	5	(99)	>100	5	17	(41)
PAT / (LAT)	H1 2016	14,763	4,996	11,324	14,362	547	280	52,286	(56,945)	41,613
	H1 2015	33,219	10,758	7,200	13,434	15,277	(2,460)	52,583	(68,361)	61,650
	Growth %	(56)	(54)	57	7	(96)	>100	(1)	17	(33)



		Corporate & Others	Consol Adjustment	Total
Gross Revenue	H1 2016	104,986	(169,504)	(64,518)
	H1 2015	71,000	(127,270)	(56,270)
	Growth %	48	(33)	(15)
Net Revenue (after royalties)	H1 2016	104,986	(169,518)	(64,532)
	H1 2015	71,000	(123,489)	(52,489)
	Growth %	48	(37)	(23)
EBITDA	H1 2016	58,817	(58,802)	15
	H1 2015	63,611	(70,106)	(6,495)
	Growth %	(8)	16	>100
Depreciation & Interest expenses	H1 2016	6,533	(1,451)	5,082
	H1 2015	8,488	(1,331)	7,157
	Growth %	23	(9)	29
LBT	H1 2016	52,284	(57,350)	(5,066)
	H1 2015	55,123	(68,775)	(13,652)
	Growth %	5	17	63
LAT	H1 2016	52,286	(56,945)	(4,659)
	H1 2015	52,583	(68,361)	(15,778)
	Growth %	(1)	17	70



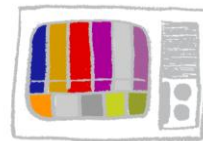
it takes

integrity

WITH EACH CHANNEL
DEDICATED TO SPECIFIC
AUDIENCE
TARGET
SEGMENTS

THE 4 CHANNELS
COLLECTIVELY HOLD
37%
MALAYSIA
TELEVISION
VIEWERSHIP

Television





TARGET AUDIENCE

ADVERTISERS POSITIONING



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



	H1 2016 (RM'000)	H1 2015 (RM'000)	Change (%)
Gross revenue	372,228	363,483	2
Net revenue	305,038	295,517	3
Direct costs	(134,597)	(130,925)	(3)
Contribution	170,441	164,592	4
Other income	3,682	4,055	(9)
Overheads	(133,945)	(108,820)	(23)
EBITDA	40,178	59,827	(33)
Depreciation	(19,693)	(19,009)	(4)
Finance charges	(2,194)	(2,212)	1
PBT	18,291	38,606	(53)
Taxation	(3,528)	(5,387)	35
PAT	14,763	33,219	(56)
EBITDA margin	13%	20%	
PAT margin	5%	11%	

- Revenue grew by 3% contributed by new retail revenue from home shopping business of about RM18.6m.
- One-time implementation and start-up costs from home shopping resulted in PAT of RM14.8 million.



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
H1 2016									
Non Discounted Gross Revenue									
- %	40	17	14	18	88	2	7	3	100
- RM'000	567,785	238,064	192,204	254,238	1,252,291	32,314	92,949	42,447	1,420,001
Growth %	6	(8)	4	(4)	1	(22)	(13)	132	1
Discount Factor									
- %	60	86	74	83	72	60 *	60 *	60 *	70
- RM'000	(341,794)	(203,712)	(142,952)	(211,608)	(900,066)	(19,388)	(55,769.40)	(25,468)	(1,000,692)
Gross Revenue									
- %	54	8	12	10	84	3	9	4	96
- RM'000	225,991	34,352	49,252	42,630	352,225	12,925	37,175	16,979	419,304
Growth %	2	(36)	26	(11)	(3)	(22)	(13)	>100	(1)
H1 2015									
Non Discounted Gross Revenue									
- %	38	18	13	19	88	3	8	1	100
- RM'000	535,464	259,146	184,617	265,347	1,244,574	41,460	106,580	18,324	1,410,938
Discount Factor									
- %	58	79	79	82	71	60 *	60 *	0 *	69
- RM'000	(312,910)	(205,558)	(145,388)	(217,235)	(881,091)	(24,876)	(63,948)	0	(969,915)
Gross Revenue									
- %	53	13	9	11	86	4	10	0	100
- RM'000	222,554	53,588	39,229	48,112	363,483	16,584	42,632	0	422,699

* Based on estimates

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



21.4%



6.1%



5.2%



3.4%

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+, Jan-June 2016)

4.7%

TV2

4.3%

Astro Ceria

3.1%

Astro Ria

3.0%

Astro
Disney XD

2.9%

TV1

2.9%

Astro
Prima

2.9%

Astro
Sun TV

2.4%

Astro
Citra

1.9%

Astro
Maya
HD

1.8%

Astro
Warna

1.6%

Other
Astro

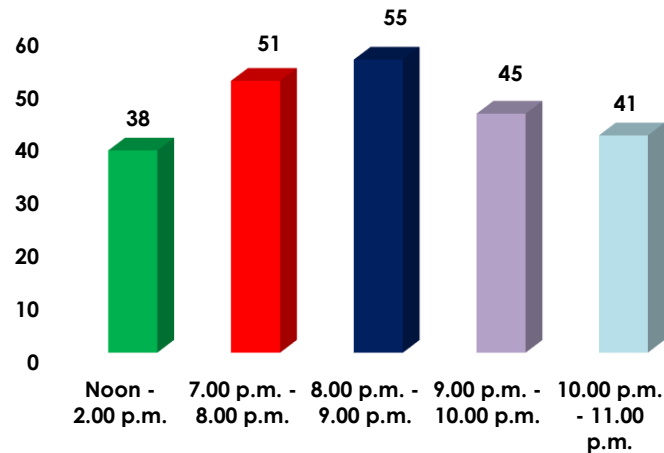
0.8%

TV Al-
Hijrah

Dominant audience share at Prime Time

55% of total audience captured between 8 - 9pm

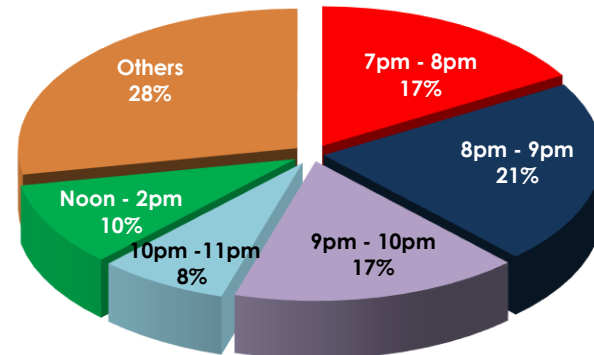
Audience Share - All 4+ (%)



6 prime time hours contribute to 73% of Media

Prima's TV Networks' net revenue

TVN Revenue by Prime Time Hour



Platform of Choice for Brands during Ramadhan & Syawal

- Partner brands i.e. F&N, Nivea, Nescafe, POS Malaysia, Top, Bank Rakyat & Samsung
- Provide partner brands with unparalleled nationwide reach through MPTN's multi-platform channels (TV3 & TV9), Tonton portal, social media channels.
- Extends via print & radio media, and on-ground events including Bazar Syukur Selalu & Jom Masjid.
- Exclusive product packaging & charity drive which aims to encourage Malaysians to play a part in caring for the larger community.

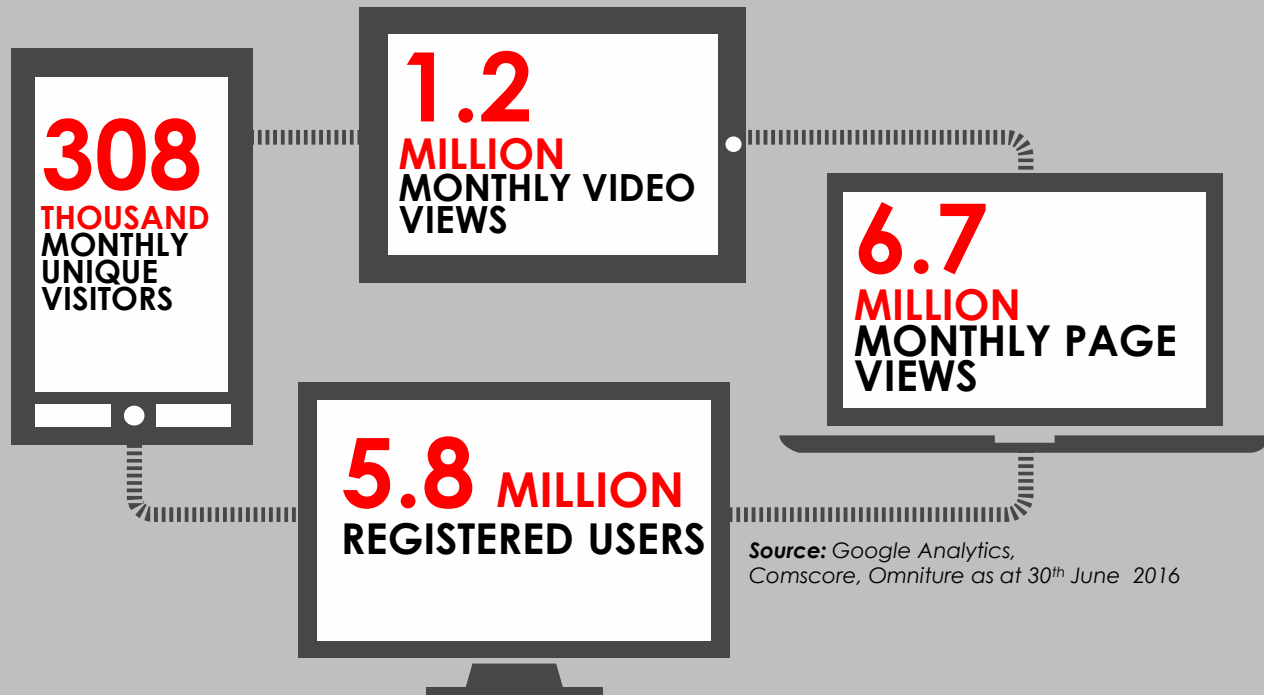


MORE THAN 8.9 MILLION ENGAGEMENT





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



Source: Google Analytics, Comscore, Omniture as at 30th June 2016





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

Tonton VIP benefits:

- Over 20,000 hours of content, 80% local
- Exclusive LIVE events in HD
- Binge watching – before it even hits TV



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.

Studio 8 is seeing a moderate growth in subscribers and views.

Date Joined: 16 February 2016

Average subscribers per month: 259

Average views per month: 38,458



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



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

Aired across all 4 channels & also accessible via the website (www.cjwowshop.com.my) & mobile app.



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

Time slots:



6am - 7am



6am - 1pm



6am - 9am



10am - 12pm, 12:30pm - 4pm

Key performance metrics (April – June 2016):

78.3k
customers

93.4k
products sold

RM18.6m
revenue

Sales by Platform:

TV
86%

Internet
8%

Mobile
6%

Top 3 best selling items:





it takes

commitment

**HARIAN
METRO**
THE BAHASA
NEWSPAPER WITH THE
**HIGHEST
READERSHIP**
IN THE COUNTRY



NEW STRAITS TIMES

Harian Metro

BH
Berita Harian



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.










	H1 2016 (RM'000)	H1 2015 (RM'000)	Change (%)
Gross revenue	267,579	326,986	(18)
Net revenue	230,829	280,021	(18)
Direct costs	(58,453)	(78,465)	26
Contribution	172,376	201,556	(14)
Other income	6,296	7,038	(11)
Overheads	(154,000)	(160,312)	4
EBITDA	24,672	48,282	(49)
Finance charges	(315)	(898)	65
Depreciation	(24,108)	(23,654)	(2)
Profit before associates	249	23,730	(99)
Share of associates	358	(2,819)	>100
PBT	607	20,911	(97)
Taxation	(60)	(5,634)	99
PAT	547	15,277	(96)
EBITDA margin	11%	17%	
PAT margin	0%	5%	

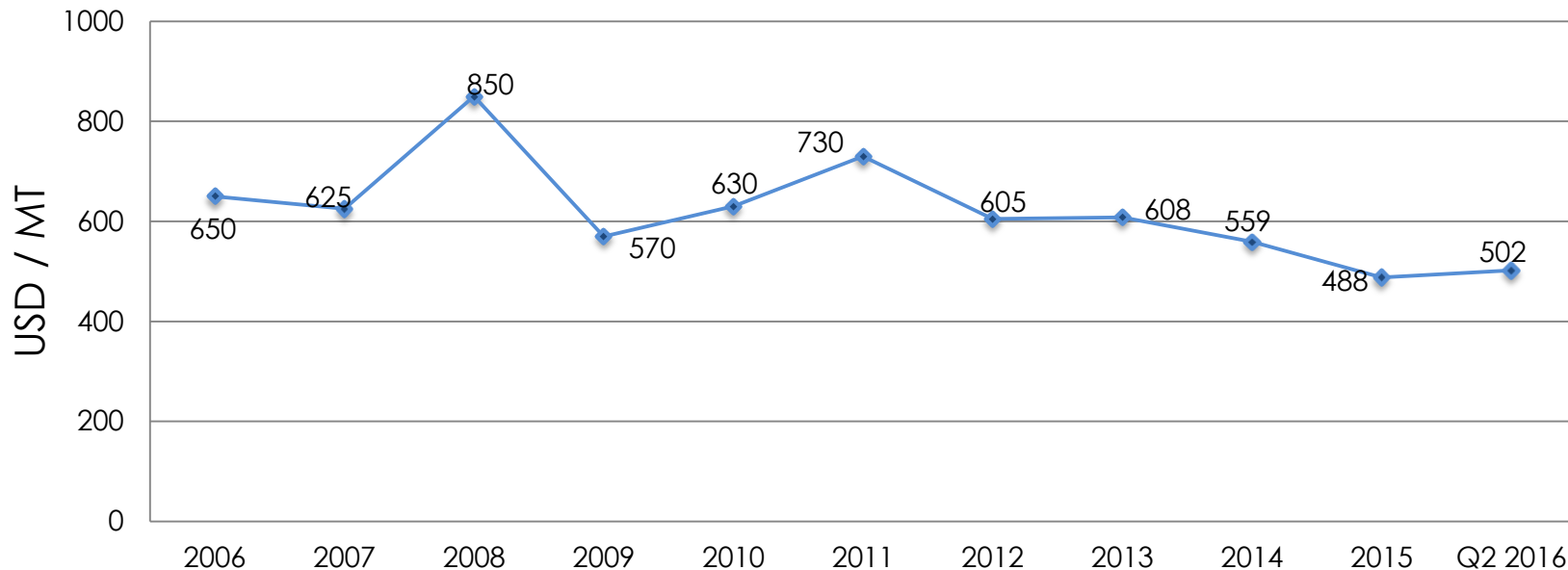
- Revenue declined by RM49.2 million compared to H12015, attributed to industry wide challenges in advertising revenue and newspaper sales.
- This impacted the PAT to close at RM0.5 million for the current period.
- Continued cost management to optimise profit growth. Savings in direct cost are mainly 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.



NEWSPAPER		CIRCULATION (Jul – Dec 2015)	READERSHIP (Jan - Dec 2015)
	NEW STRAITS TIMES	62,113	216,000
	NEW SUNDAY TIMES	64,850	192,000
	BERITA HARIAN	106,754	1,241,000
	BERITA HARIAN AHAD	109,811	1,265,000
	HARIAN METRO	179,231	3,327,000
	METRO AHAD	207,119	3,757,000

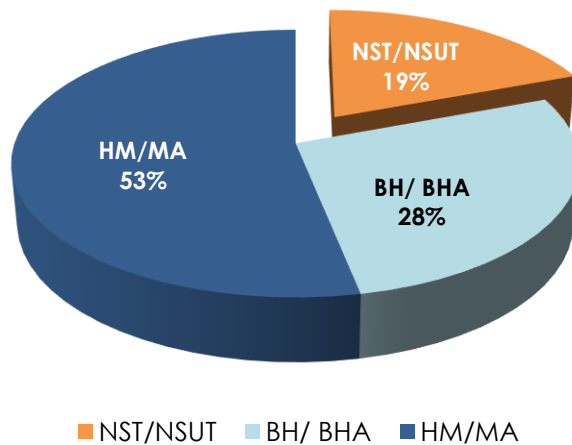
Source:
 Circulation – Audit Bureau of Circulations
 Readership – Nielsen Media Research

	 Likes	 Followers	 Followers	 Subscribers
	401,877	331,000	17,500	3,290
	3,800,154	1,020,000	173,000	8,954
	3,371,697	599,00	88,700	74,260

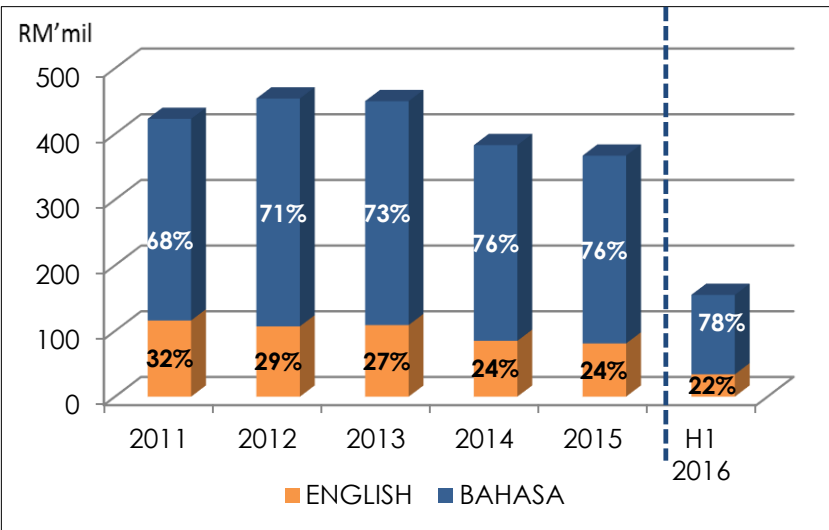


- Newsprint price has stabilized at average of USD520/MT over the past two years.
- Average newsprint inventory is around 3 months

Revenue Contribution H1 2016



NSTP Advertising Revenue Trend H1 2016



Mobile applications & digital products availability and launch dates:



Mobile Apps.



10-Oct, 2015
No. of
downloads:
47,535



10-Oct,
2015
No. of
downloads:
22,568



10-Oct,
2015
No. of
downloads:
16,662

E-Magazine



1-Mar, 2015



16-Jul, 2015



21-Mar, 2016



8-May, 2016



1-Jun, 2016

Premium Content



1-Mar, 2015

Education Portal & App.



19-May, 2016

NSTP recorded more than 100% increase in digital media revenue in H1 2016, y-o-y.

"The Perfect Solution Beyond The Classroom"

What makes **FullAMark** special?

- Online learning platform to provide students a better learning experience
- Accessible via smartphones, tablets, laptop & desktop
- Comprehensive educational content based on newest syllabus & examination format
- Similar standard of questions to real examination papers, DIDIK, MINDA and SKOR
- Live interaction with experienced e-Tutors & fellow peers



BH DIDIK
BH MINDA
BH SKOR

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E-TUTORS AVAILABLE:
Weekdays: 5pm - 10pm
Weekend: 10am - 10pm

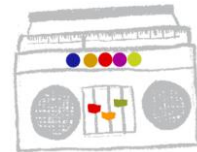
UPSR	PT3	SPM
<p>UPSR</p> <p>Bahasa Melayu, Mathematics, Science, English</p> <p>Subscription package</p>	<p>PT3</p> <p>Bahasa Melayu, Mathematics, Science, English</p> <p>Subscription package</p>	<p>SPM</p> <p>Bahasa Melayu, Mathematics, Sejarah, English</p> <p>Subscription package</p>
<p>3 Months RM50</p> <p>6 Months RM90</p> <p>12 Months RM170</p>	<p>3 Months RM70</p> <p>6 Months RM130</p> <p>12 Months RM250</p>	<p>3 Months RM90</p> <p>6 Months RM170</p> <p>12 Months RM330</p>



it takes
simplicity

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

Radio



koolfm
temanmu • muzikmu



TARGET
AUDIENCE

BRAND
ESSENCE



15 - 34
Urban Market



Fun
Real
Engaging
Youthful
Unexpected



15 - 34
Malay Market



Fun
Real
Friendly
Creative
Youthful
Engaging



15 - 34
Chinese Market



Fun
Cheeky
Creative
Youthful
Engaging
Energetic



Lucrative 25 to 44
Malay Market



Real
Friendly
Uplifting
Engaging
Nostalgic



Radio⁺

MPRN has repositioned our trade identity with “Radio Plus”

Radio Plus is an enhancement of our extension via three key pillars: Radio Plus Talent, Radio Plus Activation and Radio Plus Digital.

Radio⁺ Talent

Leverages on **Talents** who are big on radio and digital to produce strong brand campaigns for clients, both ATL and BTL



Radio⁺ Activation

An avenue for clients to utilize MPRN's activation team and expertise together with our talents for:

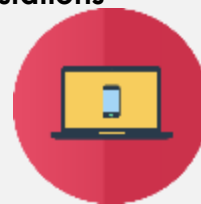
- **Launches**
- **Sales driven campaign**
- **Creative on ground engagements**



Radio⁺ Digital

Upgraded our foray into digital video content via more **Digital Branded Video Content development** for clients, will include:

- **Brand integrations**
- **Digital Lifestyle Video Content for the stations**



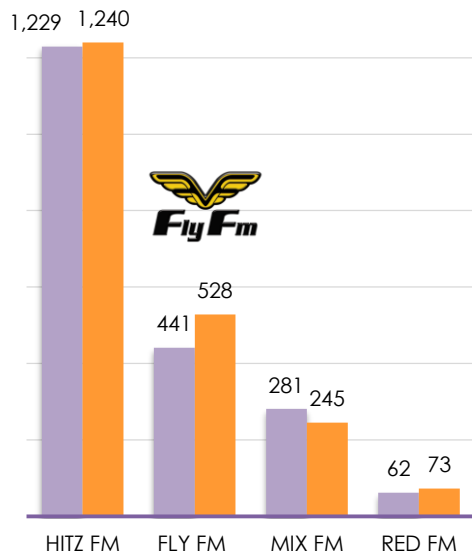


	H1 2016 (RM'000)	H1 2015 (RM'000)	Change (%)
Gross revenue	39,397	34,702	14
Net revenue	33,313	29,611	13
Direct costs	(1,211)	(2,684)	55
Contribution	32,102	26,927	19
Other income	968	597	62
Overheads	(19,274)	(17,792)	(8)
EBITDA	13,796	9,732	42
Finance charges	(462)	-	NA
Depreciation	(1,077)	(1,040)	(4)
PBT	12,257	8,692	41
Taxation	(933)	(1,492)	37
PAT	11,324	7,200	57
EBITDA margin	41%	33%	
PAT margin	34%	24%	

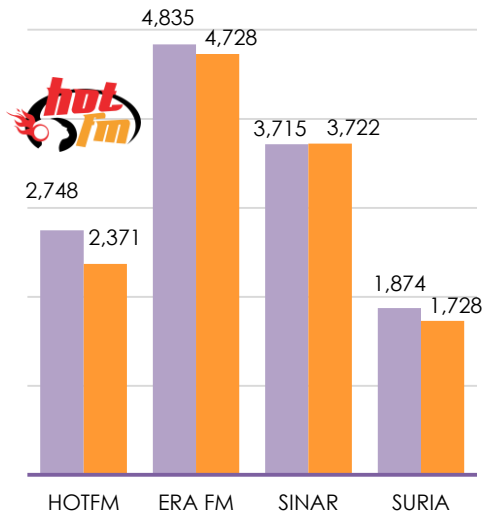
- H12016 revenue increased by 13% against H12015.
- This subsequently pushed PAT to close 57% higher compared to H1 2015.



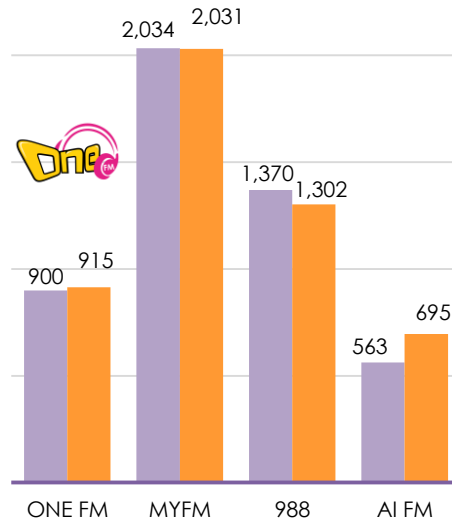
ENGLISH STATION LISTENERSHIP ('000)



NATIONWIDE LISTENERSHIP ('000)



CHINESE STATION LISTENERSHIP ('000)





Station	Facebook	Twitter	Instagram
Hot FM	2,947,693	1,539,069	924k
Era FM	3,100,296	342,602	1.2m
Suria FM	581,624	105,351	44.6k
Sinar FM	839,603	48,330	203k
Kool FM	53,325	4,580	55.9k
Fly FM	737,381	232,230	38.6k
Hitz FM	1,317,044	410,350	88.9k
Mix FM	316,037	13,169	13.2k

Station	Facebook	Twitter	Instagram	Weibo
One FM	799,867	8,900	78.9k	97,672
My FM	801,370	8,290	50.6k	130,441
988	382,584	3,444	12.7k	101,007



4.54million
FANS



1.78million
FOLLOWERS



1.10million
FOLLOWERS



YOUTUBE VIEWER							
Channel	Subscribers	Channel	Subscribers	Channel	Subscribers	Channel	Subscribers
Fly Fm	36,648	Hot FM	131,680	one FM	13,927	Kool FM	1,300
Hitz FM	31,613	Era FM	122,941	My FM	35,937	Sinar FM	25,415
Mix FM	2,326	Suria FM	5,314	988	15,274		

183.6k
SUBSCRIBERS



Kool FM expands to Kuala Terengganu
on 93.6FM

*Frequency expansion to provide an alternative
choice to local music lovers*



Hot FM delivers high quality digital
content for followers, hits the right notes
on YouTube

*Received **YouTube's Silver Award** for amassing
128,000 followers on the popular video streaming
portal*



FUTURISTIC
DIGITAL MEDIA SERIES
TO ALL MARKET SEGMENT

it takes

versatility

INTEGRATED
OOH
SOLUTIONS
TO ALL MARKET SEGMENTS

Out-of-home



BIG TREE

KURNIA
OUTDOOR

GOTCHA

TRC

UPD



	H1 2016 (RM'000)	H1 2015 (RM'000)	Change (%)
Gross revenue	82,627	78,803	5
Net revenue	75,047	72,181	4
Direct costs	(43,931)	(42,933)	(2)
Contribution	31,116	29,248	6
Other income	1,505	1,035	45
Overheads	(9,198)	(8,050)	(14)
EBITDA	23,423	22,233	5
Depreciation & amortisation	(4,731)	(4,363)	(8)
PBT	18,692	17,870	5
Taxation	(4,330)	(4,436)	2
PAT	14,362	13,434	7
EBITDA margin	31%	31%	
PAT margin	19%	19%	

Encouraging performance recorded as H1 2016 revenue and PAT increased by 4% and 7% respectively against H1 2015.

OOH Media continues to **invest** and **convert strategic sites** to digital boards to **enhance** digital inventory networks.

BIG TREE

**NATIONWIDE
PRESENCE**

EXPRESSWAYS

TRANSIT LINES

RETAIL MALLS

AIRPORTS

KEY CITY/TOWNS

8,000 ADVERTISING PANELS
AT STRATEGIC LOCATIONS
ACROSS MALAYSIA

Cosmic Digital Tower @ NU Sentral



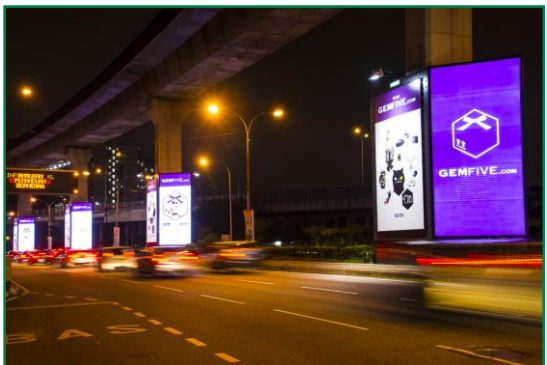
Cubig @ Imbi



NU Sentral



Lumi Pillar 2 @ Jalan Bangsar



Cubig @ Jalan Bangsar



Station Naming Rights





Targets premium shopping centres in Klang Valley: KLCC & The Curve



Targets frequent fliers and international travellers from East Malaysia

Big D'gital is the collective assimilation of dynamic digital solutions under Big Tree.



Aims to provide a one-stop digital solution and push the boundaries of standard digital media.

Offers a strong reach towards the mass public on the main LRT transit lines: KJ & Ampang Line



Premiere outdoor digital solution at affluent neighbourhoods in Klang Valley: Bangsar & Bukit Bintang



INTEGRATED OOH MEDIA SOLUTIONS

**DYNAMIC
ENGAGEMENT
& INFORMATION** with
the audience via
digital screens at

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

Continuous investment in technology and innovation

TV – PRINT – DIGITAL – RADIO Shout out to
promote activities & interaction with **DIGITAL**.



it takes
innovation

Digital Media 

media prima DIGITAL



	H1 2016 (RM'000)	H1 2015 (RM'000)	Change (%)
Gross revenue	16,940	9,417	80
Net revenue	16,940	9,228	84
Direct costs	(595)	(1,327)	55
Contribution	16,345	7,901	>100
Other income	200	443	(55)
Overheads	(14,263)	(9,837)	(45)
EBITDA	2,282	(1,493)	>100
Depreciation	(2,002)	(967)	(>100)
PBT	280	(2,460)	>100
Taxation	-	-	NA
PAT	280	(2,460)	>100
EBITDA margin	13%	(16%)	
PAT margin	2%	(27%)	

- Recorded a RM0.3m PAT for H12016 compared to the loss position in H12015 after the streamlining of group digital support services under the platform.
- 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



Jalan Jalan Cari Makan

Launched: 12-Mar 2016

No. of downloads: 72,854



Ejen Ali: MATA Training Academy

Launched: 27-Mar 2016

No. of downloads: 320,713



Showdown: Unlimited Dance

Launched: 23-May 2016

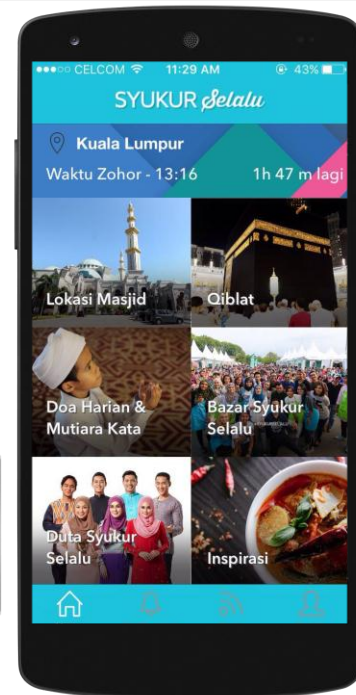
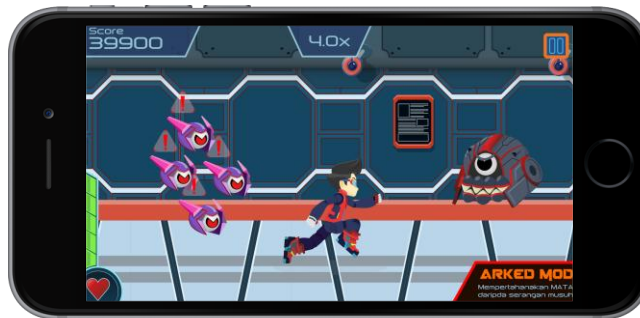
No. of downloads: 2,135



Syukur Selalu

Launched: 9-June 2016

No. of downloads: 15,202



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**

Content



primeworks
studios

primeworks
distribution



the &unit



	H1 2016 (RM'000)	H1 2015 (RM'000)	Change (%)
Gross revenue	55,419	59,505	(7)
Net revenue	55,419	59,505	(7)
Direct costs	(24,035)	(25,601)	6
Contribution	31,384	33,904	(7)
Other income	168	139	21
Overheads	(25,437)	(20,795)	(22)
EBITDA	6,115	13,248	(54)
Depreciation	(42)	(75)	44
PBT	6,073	13,173	(54)
Taxation	(1,077)	(2,415)	55
PAT	4,996	10,758	(54)
EBITDA margin	11%	22%	
PAT margin	9%	18%	

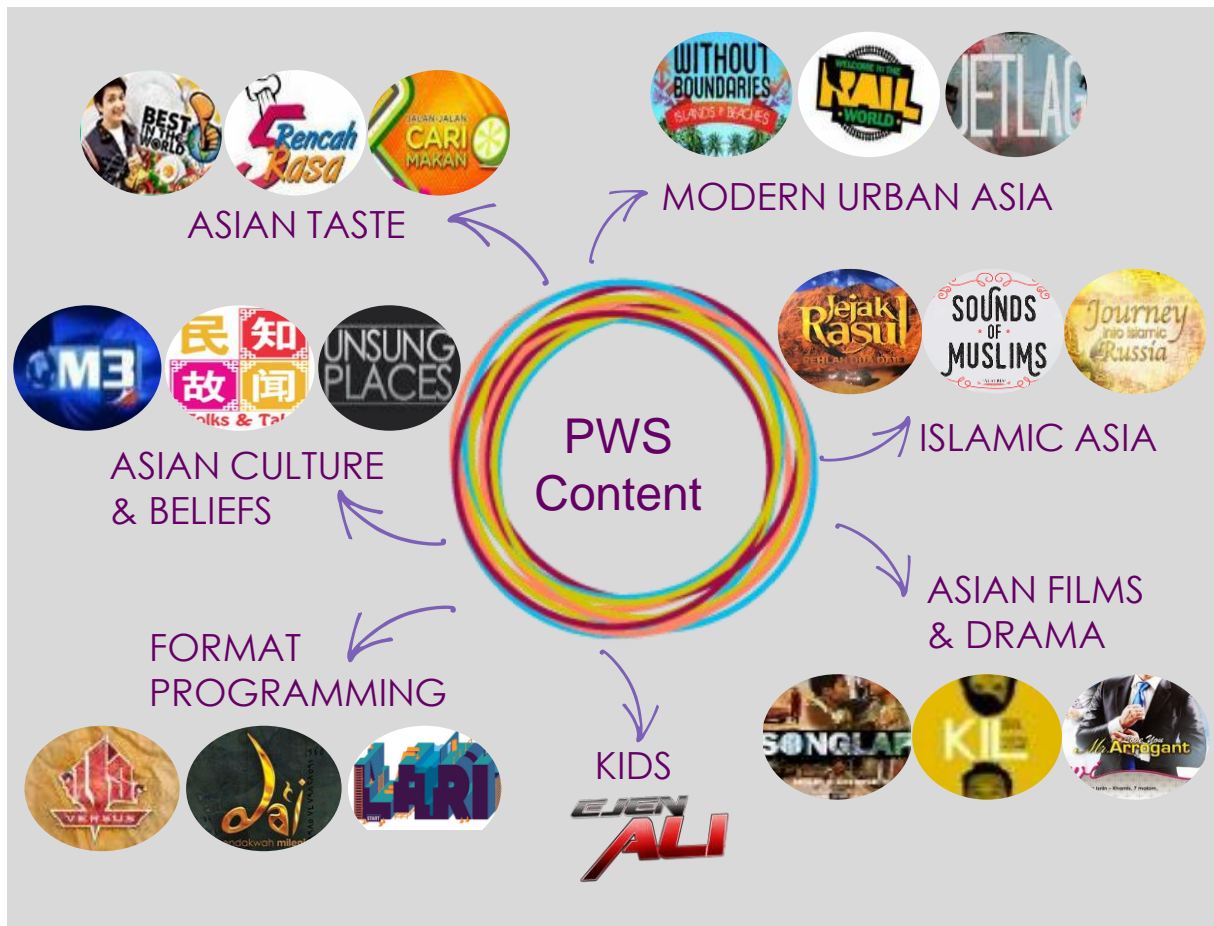
- Revenue decreased by 7% due to lower external and intersegment sales.
- As a result of lower revenue, PAT declined by 54% compared to H12015.
- Intersegment sales of content dropped to RM46.2m from RM49.1m for H1 2015.
- Total revenue from external sales of content dropped to RM9.2m from RM10.4m for H1 2015.

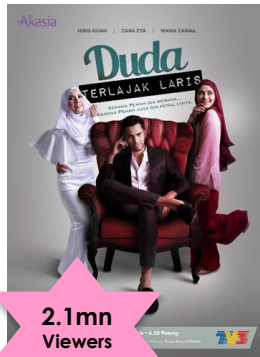


primeworks
studios

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



Anugerah Bintang
Popular BH3.0mn
ViewersAkasia:
Duda Terlajak Laris2.1mn
ViewersAkasia:
Seindah Takdir Cinta2.1mn
ViewersSamarinda:
Lambaian Ramadan2.2mn
ViewersLestary:
Mak Cun 21.9mn
ViewersDahlia:
Mr. Boss Miss Stalker1.5mn
ViewersSamarinda:
Demi Cinta Ain1.3mn
Viewers

Qari Jr.

1.3mn
Viewers

Ejen Ali

738k
Viewers1.5mn
Viewers1.8mn
Viewers

MSL, FA CUP, & MALAYSIA CUP in Q2 2016



Super Best Piala FA (TV3)

Average **2.3mn** Viewers

Super Best Piala FA (TV9)

Average **989k** Viewers



**LIGA SUPER
MALAYSIA**

Liga Super Malaysia 2016 (TV3)

Average **1.4mn** Viewers

Liga Super Malaysia 2016 (TV9)

Average **1.0mn** Viewers



**AFC
CUP**

AFC Cup 2016 (TV9)

Average **1.1mn** Viewers

Co-production



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



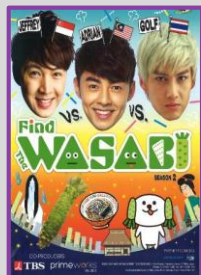
Best In The World Japan:
Co-pro with Nippon TV,
Axon & Sumitomo Corp



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

PWS' unique business proposition of being a content distributor reflected in its recent success distributing box office hits notably BoBoiBoy The Movie & Ada Apa Dengan Cinta 2.



Distributor for
BoBoiBoy The Movie

Release date: **3 March 2016**

Gross Box Office:
RM15.9M



Distributor for
Ada Apa Dengan Cinta 2
in Malaysia and Brunei

Release date:
28 April 2016

Gross Box Office: **RM4.7M**

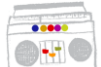
Co-ownership of IP with WAU Animation: **Ejen Ali**
Official debut on: **8 April 2016**

Average viewership of more than **950K viewers***/episode

Weekly reach of more than **2.0M viewers***

* Source: Nielsen TV Audience Measurement (Total 4+, Jan - June 2016)





Dividend announcement

The Board of Directors declares a first interim dividend of 2.0 sen (2015: 3.0 sen) per ordinary share for the financial year ending 31 December 2016 to be paid on 30 September 2016 to Depositors whose name appear in the Record of Depositors at the close of business on 9 September 2016.



Prospects for 2016

- Challenges from factors such as customer fragmentation, technological advancements, shift in advertisement to digital media and increased competition from global media players.
- Further aggravated by the soft market sentiment, the Group will continue to defend its core traditional Adex business.
- The Group has started to launch new business initiatives to complement the existing business segment in view of the challenging outlook facing the media industry in general and the Group.



TV NETWORK

- Strengthen traditional Adex-reliant FTA segment with more creative solutions
- Diversify revenue, in the form of home shopping, Video On Demand (VOD) and Multi-Channel Network (MCN).



PRINT MEDIA

- Continuously review areas for improvement and undertaking cost management initiatives to improve effectiveness and efficiency.
- Evolution into the digital landscape like *FullAMark* education portal presents opportunity to substitute the challenging environment of the traditional newspaper segment.



RADIO NETWORK

- Continue to compete for listenership & reach out to audience, clients and agencies in the digital & social media space
- Kool FM - opportunity to grow its media sales and venture into the mature Malay segment in which MPRN was not present before.



OUT-OF-HOME MEDIA

- Continue growing its digital OOH solutions at key and premium sites whilst exploring new business opportunities.
- Recently secured advertising concession for the LRT Extension Line and other upcoming infrastructure projects provides new revenue potential.



DIGITAL MEDIA

- Continue to leverage on the Group's intellectual properties to provide a unique platform for digital and mobile products & services following the overwhelming response for its *Jalan Jalan Cari Makan (JJCM)* mobile app and *Ejen Ali* game.



CONTENT CREATION

- Developed another unique business proposition of being a content distributor reflected in its recent success distributing box office hits notably *BoBoiBoy The Movie* and *Ada Apa Dengan Cinta 2*. Also looking at opportunities to expand its presence in the content industry by tapping into the needs of digital media and streaming services for content production.



Television Networks

media prima

Digital presence
by platform



Radio Networks

Digital



Print Media





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



NEW STRAITS TIMES



Metro



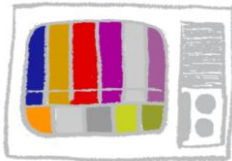
LARGEST share of advertising revenue & number of billboards in the outdoor media industry

BIG TREE

GOTCHA

TRC UPD

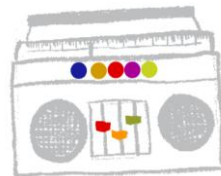
KURNIA OUTDOOR



LARGEST reach in terms of TV viewership



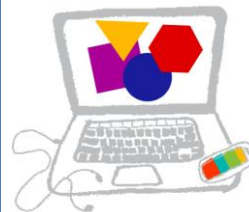
WOWSHOP



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



koolfm
temanmu • muzikmu



3rd LARGEST digital media group in Malaysia

DIGITAL LABS

tonton tonton extra

STUDIO8 **HATCH** **LAUNCHPAD** **ONCE**

BH PLUS **myMetro**

BH ONLINE

NEW STRAITS TIMES ONLINE

NST Digital **BH** **HM** **Z** **X** **BYD**

W **W** **W** **W** **W** **W**

Full A Mark
.com.my



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

or

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

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