

A PRESENTATION BY

 media prima

Everyone
Counts

INVESTOR PRESENTATION

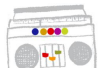
FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 30th SEPTEMBER 2016
29th November 2016



SECTION 1



GROUP OVERVIEW



SECTION 2

FINANCIAL & BUSINESS REVIEW



SECTION 3

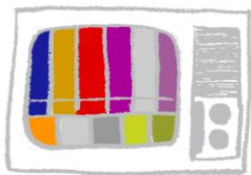
DIVIDEND



SECTION 4

OUTLOOK FOR 2016 & WAY FORWARD





TELEVISION



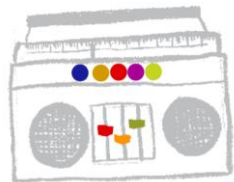
OUT-OF-HOME



NEWSPAPER



CONTENT



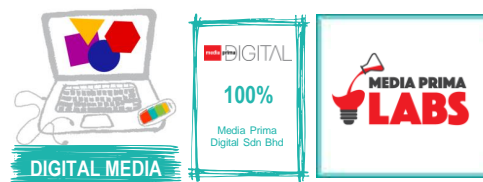
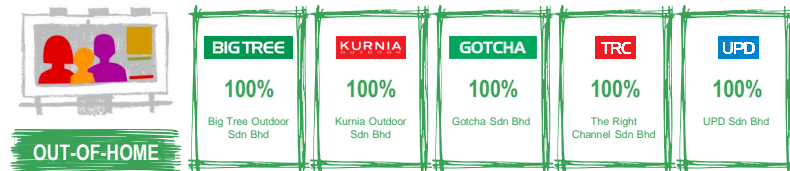
RADIO



DIGITAL MEDIA



Malaysia's
Leading
**FULLY-
INTEGRATED**
Media
Company



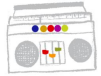
COMPANY BRAND

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings	PDS Ratings (RAM)
RM1,109.2m	RM1,506.9m	RM2,226.6m	RM434.0m	RM303.3m	AA1/P1 (CP/MTN)



SECTION 1

GROUP OVERVIEW



SECTION 2

FINANCIAL & BUSINESS REVIEW



SECTION 3

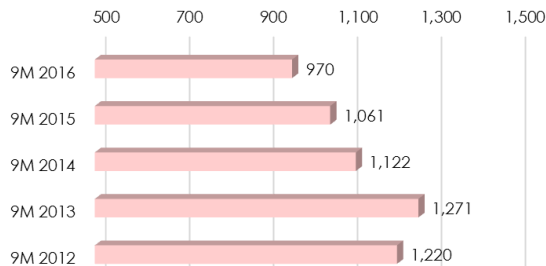
DIVIDEND



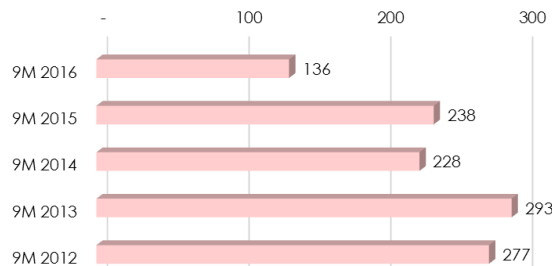
SECTION 4

OUTLOOK FOR 2016 & WAY FORWARD

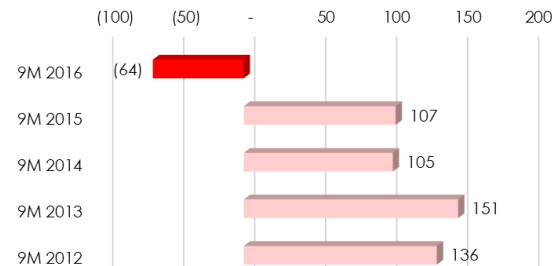
Group Net Revenue (RM m)



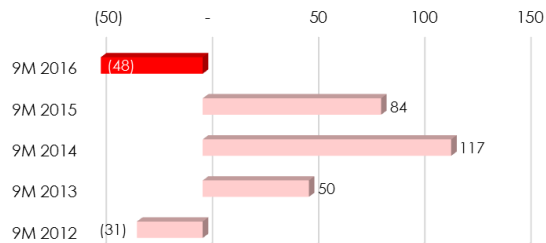
Group EBITDA (RM m)



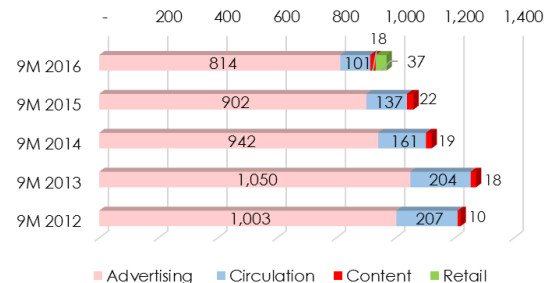
Group PATAMI (RM m)



(Accumulated Losses)/ Retained Earnings (RM m)



Group Net Revenue by Category



- New Initiatives undertaken by the Group include the launch of CJ Wow Shop, revamp of tonton and the launch of Kool FM.
- New digital initiatives undertaken earlier during the year i.e. the interactive learning portal FullAMark, e-magazines as well as popular mobile applications capitalising on Media Prima's Intellectual Property.

- Net ad revenue contracted by 9.7% YoY, affected by the soft Adex and subdued market sentiment.
- Circulation revenue was lower by 26% YoY in tandem with declining global circulation trend.
- Retail revenue contributes 4% to the Group's net revenue – Revenue from Home-Shopping of almost RM40m, having been operating for seven months since launched in April 2016



		9M 2016 RM	9M 2015 RM	Change
1	Net Revenue	970.4m	1,060.6m	(9%)
2	PBT	43.5m	144.3m	(70%)
3	One-off Restructuring Expenses (Printing Manufacturing Operations)	(104.6m)	-	NA
4	Start-up costs of New Initiatives currently in period of gestation	(12.7m)	-	NA
5	PAT / (LAT)	(71.6m)	106.7m	(>100%)
6	PAT excluding Restructuring Expenses	32.9m	106.7m	(69%)
7	PAT excluding Restructuring Expenses & Start-up costs of New Initiatives	45.6m	106.7m	(57%)

- The Group recorded net revenue of RM970.4m and registered normalised profit of RM45.6m for 9M2016.
- NSTP implemented the restructuring of its printing manufacturing operations & incurred a one-off restructuring expense of RM104.6m ("Restructuring Expenses"). This involves optimising the Group's printing plant capacity to unlock potential cost savings in line with expansion into digital and new business initiatives.
- Implemented new business initiatives ("New Initiatives") which incurred start-up costs & require higher OPEX (due to the period of gestation) as reflected in Group's lower earnings YoY.
- Including both the one-off Restructuring Expenses & the start-up costs of the New Initiatives, the Group recorded LAT of RM71.6m.
- Excluding both the one-off Restructuring Expenses & the start-up costs of the New Initiatives, Group posted PAT of RM45.6m. These New Initiatives provide potential for medium-to-long term growth & cushioned the impact of declining ADEX & print circulation despite being in period of gestation.



	9M 2016 (RM'000)	9M 2015 (RM'000)	Change (%)
Gross revenue	1,141,451	1,244,457	(8)
Net revenue	970,374	1,060,576	(9)
Royalties	(2,360)	(2,555)	8
Net revenue after royalties	968,014	1,058,021	(9)
Direct costs	(331,251)	(333,418)	1
Contribution	636,763	724,603	(12)
Other income	22,013	17,329	27
Overheads	(522,597)	(503,736)	(4)
EBITDA	136,179	238,196	(43)
Finance costs	(9,913)	(12,155)	18
Depreciation & amortisation	(82,186)	(76,825)	(7)
Profit before associate	44,080	149,216	(70)
Share of associate's results	(581)	(4,914)	88
PBT	43,499	144,302	(70)
Exceptional Items ("EI")	(104,569)	-	NA
PBT (after EI)	(61,070)	144,302	(>100)
Taxation	(10,579)	(37,552)	72
PAT/ (LAT)	(71,649)	106,750	(>100)
Minority interest	7,455	239	>100
PATAMI	(64,194)	106,989	(>100)
PATAMI (excluding EI)	40,375	106,989	(62)
EBITDA margin	14%	22%	
PAT margin	(7%)	10%	

Exceptional Items ("EI") Restructuring exercise of RPPs		9M 2016 RM
1	Allowance & write off of inventories	(1.5m)
2	Impairment of PPE	(76.1m)
3	Provision for termination benefits	(20.0m)
4	Other closure costs	(7.0m)
Total restructuring expenses		(104.6m)

- Performance remains affected by the soft consumer sentiment as 9M2016 revenue decreased 9% YoY.
- In response to the overall challenging operating environment & changes in consumer preference for online content, the Group undertook a restructuring exercise of its Regional Printing Plants and incurred RM104.6m resulting in LAT of RM71.6m.
- This involves optimising the Group's printing plant capacity to unlock potential cost savings in line with expansion into digital and new business initiatives.
- If the one-off restructuring expenses were excluded, Group posted PAT of RM32.9m.
- Home shopping business mitigated the decline in the traditional revenue, contributing almost RM40m in net revenue having been operating for seven months since April 2016.
- Lower EBITDA by 43% against 9M2015, in tandem with lower revenue recorded & start-up costs and higher OPEX from the investments in the New Initiatives made in 2016.



RM'000		TVN	PWS	Radio	OOH Media	Print Media	Digital Media	Others	Consol Adjustment	Total
Net revenue (before royalties)	9M 2016	466,832	82,362	49,243	115,924	327,038	25,223	139,507	(235,755)	970,374
	9M 2015	463,115	86,710	47,447	111,951	414,894	19,770	115,958	(199,269)	1,060,576
	Change (%)	1	(5)	4	4	(21)	28	20	(18)	(9)
EBITDA / (LBITDA)	9M 2016	57,090	8,163	18,924	38,291	12,568	3,418	69,632	(71,907)	136,179
	9M 2015	100,166	18,723	19,007	37,370	74,928	(197)	98,866	(110,667)	238,196
	Change (%)	(43)	(56)	(0)	2	(83)	>100	(30)	35	(43)
Depreciation & Interest expenses	9M 2016	35,415	58	2,037	7,197	36,570	3,113	9,847	(2,138)	92,099
	9M 2015	31,840	103	1,520	6,621	36,567	2,385	11,807	(1,863)	88,980
	Change (%)	(11)	44	(34)	(9)	(0)	(31)	17	(15)	(4)
PBT (before associate)	9M 2016	21,675	8,105	16,887	31,094	(24,002)	305	59,785	(69,768)	44,081
	9M 2015	68,326	18,620	17,487	30,749	38,361	(2,582)	87,059	(108,804)	149,216
	Change (%)	(68)	(56)	(3)	1	(>100)	>100	(31)	36	(70)
Exceptional items (EI)	9M 2016	-	-	-	-	104,569	-	-	-	104,569
	9M 2015	-	-	-	-	-	-	-	-	-
	Change (%)	NA	NA	NA	NA	NA	NA	NA	NA	NA
PBT/ (LBT) after EI	9M 2016	21,675	8,105	16,887	31,094	(129,152)	305	59,785	(69,769)	(61,070)
	9M 2015	68,326	18,620	17,487	30,749	33,447	(2,582)	87,059	(108,804)	144,302
	Change (%)	(68)	(56)	(3)	1	(>100)	>100	(31)	36	(>100)
PAT / (LAT)	9M 2016	10,356	7,705	20,348	23,632	(125,388)	305	60,555	(69,162)	(71,649)
	9M 2015	57,872	15,082	17,303	23,052	24,240	(2,582)	79,965	(108,182)	106,750
	Change (%)	(82)	(49)	18	3	(>100)	>100	(24)	36	(>100)



RM'000		Corporate & Others	Consol Adjustment	Total
Gross Revenue	9M 2016	139,507	(236,967)	(97,460)
	9M 2015	115,958	(202,627)	(86,669)
	Change (%)	20	(17)	(12)
Net Revenue	9M 2016	139,507	(235,755)	(96,248)
	9M 2015	115,958	(199,269)	(83,311)
	Change (%)	20	(18)	(16)
EBITDA/ (LBITDA)	9M 2016	69,632	(71,907)	(2,275)
	9M 2015	98,866	(110,667)	(11,801)
	Change (%)	(30)	35	81
Depreciation & Interest expenses	9M 2016	9,847	(2,138)	7,709
	9M 2015	11,807	(1,863)	9,944
	Change (%)	(17)	(15)	22
PBT/ (LBT)	9M 2016	59,785	(69,768)	(9,983)
	9M 2015	87,059	(108,804)	(21,745)
	Change (%)	(31)	36	54
PAT/ (LAT)	9M 2016	60,555	(69,162)	(8,607)
	9M 2015	79,965	(108,182)	(28,217)
	Change (%)	(24)	36	69



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



	9M 2016 (RM'000)	9M 2015 (RM'000)	Change (%)
Gross revenue	566,686	564,894	0
Net revenue	464,650	460,797	1
Direct costs	(212,137)	(192,263)	(10)
Contribution	252,513	268,534	(6)
Other income	6,881	5,392	28
Overheads	(202,304)	(173,760)	(16)
EBITDA	57,090	100,166	(43)
Depreciation	(32,112)	(28,516)	(13)
Finance charges	(3,303)	(3,324)	1
PBT	21,675	68,326	(68)
Taxation	11,319	10,454	(8)
PAT	10,356	57,872	(82)
EBITDA margin	12%	22%	
PAT margin	2%	13%	

- Gross revenue recorded at RM567 million, at par against 9M2015 supported by new initiatives.
- Shift from the traditional media channels to more quantifiable, data centric and cost effective mediums like internet and mobile advertising remain challenges to the industry
- Marginal growth in revenue by 1% contributed by home shopping sales which offset the lower advertising revenue.
- EBITDA is 43% below 9M2015, mainly due to lower revenue generated as well as higher operating costs following the initiation of the new initiatives in Q2 2016.
- PAT of RM10.4 million was lower compared to RM57.9 million in 9M2015 due to lacklustre Adex coupled with implementation and operating costs from the home shopping business.



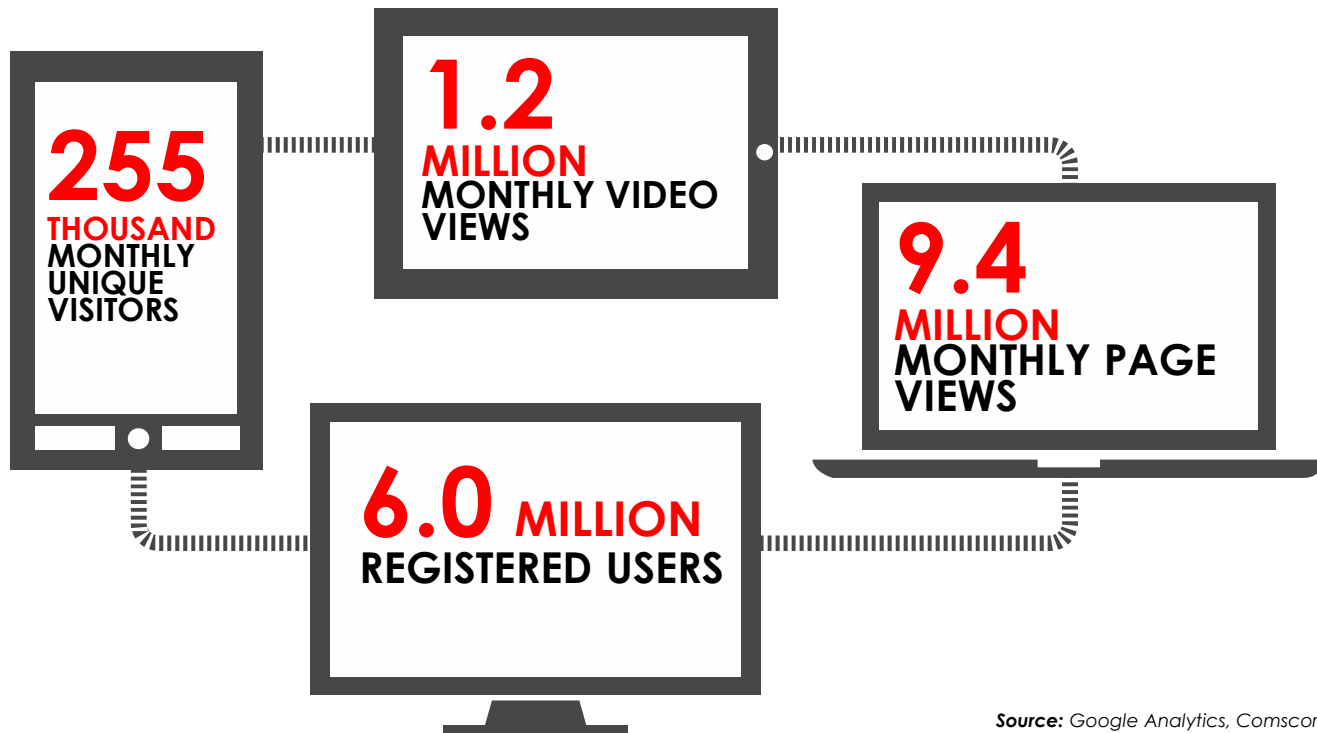
	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
9M 2016									
Non Discounted Gross Revenue									
- %	41	16	12	18	87	3	7	3	100
- RM'000	867,738	346,963	265,904	377,879	1,858,484	54,208	155,189	68,724	2,136,605
Growth %	7	(6)	2	(9)	0	(11)	(1)	120	1
Discount Factor									
- %	61	79	82	83	72	60*	60*	60*	70
- RM'000	(525,371)	(275,104)	(218,906)	(313,595)	(1,332,976)	(32,525)	(93,113)	(41,234)	(1,499,849)
Gross Revenue									
- %	54	11	7	10	83	3	10	4	95
- RM'000	342,367	71,859	46,998	64,284	525,508	21,683	62,075	27,490	636,756
Growth %	(2)	(8)	(18)	(18)	(7)	(11)	(1)	>100	(2)
9M 2015									
Non Discounted Gross Revenue									
- %	39	18	12	20	88	3	7	1	100
- RM'000	813,449	370,188	260,816	413,691	1,858,144	61,103	157,543	31,277	2,108,067
Discount Factor									
- %	57	79	78	81	70	60*	60*	0*	68
- RM'000	(462,540)	(291,943)	(203,845)	(334,922)	(1,293,250)	(36,662)	(94,526)	0	(1,424,438)
Gross Revenue									
- %	54	12	9	12	87	4	10	0	100
- RM'000	350,909	78,245	56,971	78,769	564,894	24,441	63,017	0	652,352

* Based on estimates

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

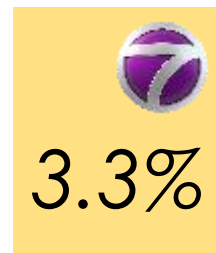
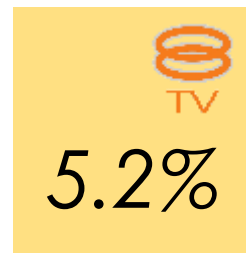
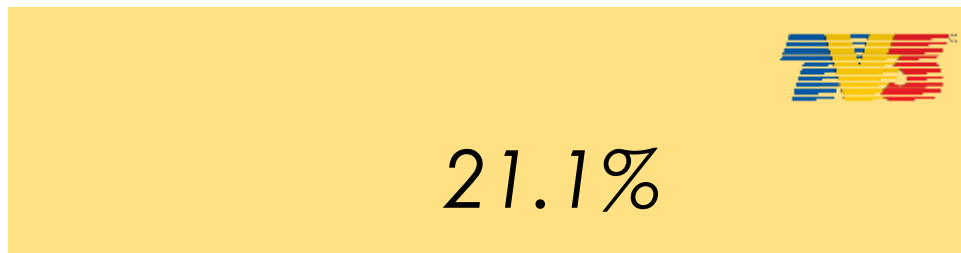


Offering a variety of content including drama, movies, original series, local sports content and live TV.



Source: Google Analytics, Comscore, Omniture as at 30 September 2016



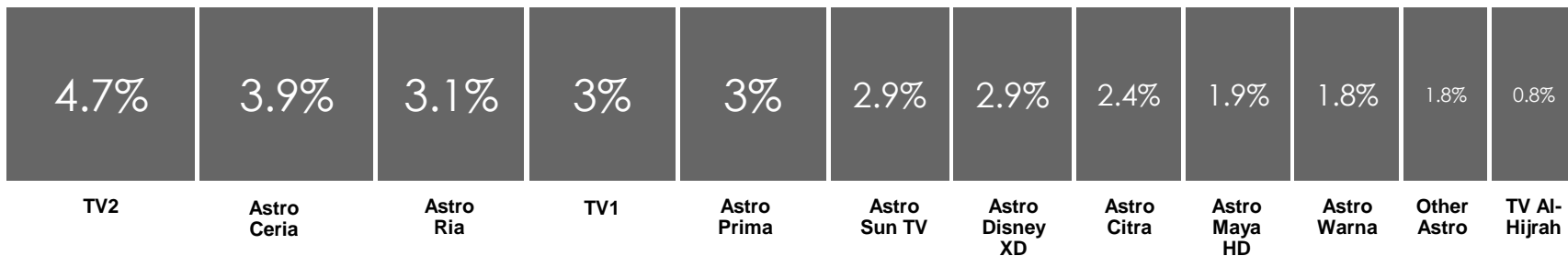


LEADING THE COMPETITION

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

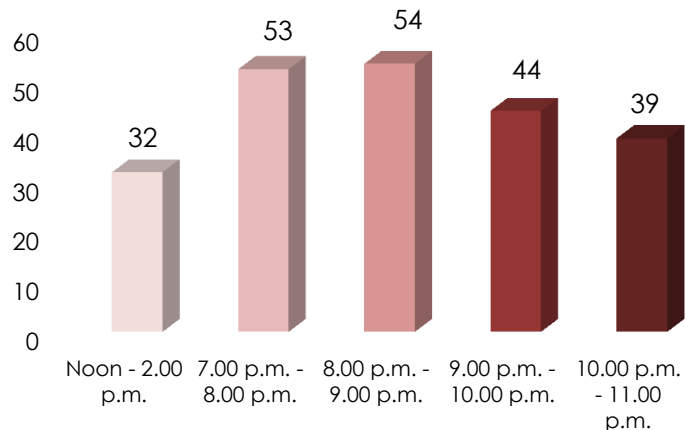
Source: Nielsen TV Audience Measurement (Total 4+, Jan-Sept 2016)



Dominant audience share at Prime Time

54% of total audience captured between 8pm - 9pm

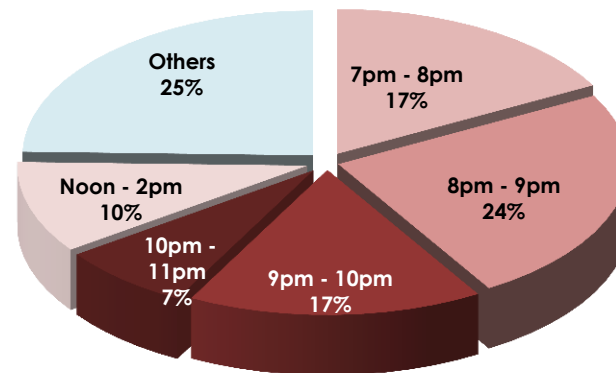
Audience Share - All 4+ (%)



Prime time is key

75% of Media Prima's TV Networks' net revenue comes from Prime Time Hours

TVN Revenue by Prime Time Hour





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

- tonton has breached the 6 million registered user mark!
- ~20,000 new users register on the tonton platform every single week
- More than 50% who download our apps are actively using the service on a monthly basis
- Over 23,000 hours of the very latest local & international entertainment
- Download & watch later (no data required) on our brand new apps on smartphones & tablets (iOS & android)
- Zero data charges when streaming tonton with major telcos through smart partnerships
- Latest dramas up to 6 months ahead of TV



tontonmy

1,690 views

7w

tontonmy Aksi gila apa yang dilakukan @sharifah_amani tu? Saksikannya dalam episod 1 #CrazeStupidStuff, eksklusif di tonton.com.my! #tontonMacamVIP



tontonmy

1,645 views

6w

tontonmy Takut nak bergaya dengan fringe? Jangan risau, #HijabChic episod 23 ada tipnya! Eksklusif bersama @mia.ahm4d di tonton.com.my. #tontonMacamVIP

noniattires Palazo crepe super cantik super flowy murah 😍😍

savangk: miaahmad Cantik snt ni

♥ Add a comment...

...



tontonmy

1,759 views

7w

tontonmy @mia.ahm4d ada tip untuk suai padan rona putih dalam almari fesyen anda. Semuanya dalam episod 21 #HijabChic, eksklusif di tonton.com.my. #tontonMacamVIP

suzii_02 Camne nak buka tonton 😊?? apps tonton dah downlod tapi tak pandai

♥ Add a comment...

...



Tonton in partnership with GSC brought Anugerah Juara Lagu 30 to another level through **exclusive streaming in HD & Dolby Surround @ GSC Cinemas, Pavillion**. Broadcasted LIVE on mobile devices across the country on tonton.



Tebus kod Merdeka
tonton ^{VIP}
secara PERCUMA!

Sah dari 31 Ogos hingga 10 September 2016



#MerdekaMacamVIP – Tonton in partnership with HM giving away **FREE 1-week Tonton VIP memberships** to everyone who purchases a copy of HM on National Day

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



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



6am - 7am



6am - 1pm



6am - 9am



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

Sales by Platform

TV
83%

Internet
9%

Mobile
8%

>190k items
sold

>160k
Customers

Approx.
RM40m Net
sales

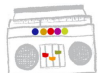
Target
audience:

Time slots:

Key
Performance
metrics Apr -
Sep 2016:

Top 3 best
selling items
in Q3:





1st Home shopping business in Malaysia to offer a **ski vacation package**, K-VIVA Winter Festive Season of 5D4N to the premium Vivaldi Park Ganwon in Korea.

Tonton, Then Shop

Unique collaboration between Tonton & Media Prima's home shopping network

– First 1,000 Tonton VIP subscribers get CJ Wow Shop vouchers worth RM30



ISTIMEWA HARI MALAYSIA
Dari 16 September hingga 30 September 2016

Jadi **tonton** **VIP**
dan **PERCUMA** baucar
CJ WOWSHOP RM 30

 **Daftar sekarang**

Untuk 1,000 tonton VIP pertama.
Tertakluk kepada terma dan syarat.



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: 303

Average views per month: 57,201



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



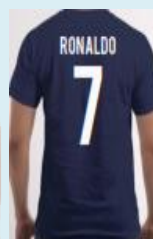
Mamee Monster Biskidz licensing partnership with
Ejen Ali –
In less than a year after airing!



Launch of two fashion product lines on
CJ Wow Shop



Launch of online storefront for #KitaJuara and #DramaSangat





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

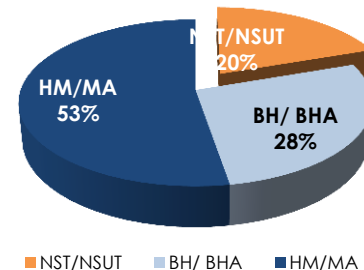
The paper which enriches &
stimulates the mind;
targeted to the discerning
millennial Malay newspaper
readers.



	9M 2016 (RM'000)	9M 2015 (RM'000)	Change (%)
Gross revenue	379,055	483,610	(22)
Net revenue	327,038	414,894	(21)
Direct costs	(87,433)	(109,926)	(20)
Contribution	239,605	304,968	(21)
Other income	11,037	9,168	20
Overheads	(238,074)	(239,208)	1
EBITDA	12,568	74,928	(83)
Finance charges	(512)	(1,134)	55
Depreciation	(36,058)	(35,433)	(2)
PBT	(24,002)	38,361	(>100)
Exceptional Items ("EI")	(104,569)	-	
PBT (after EI)	(128,571)	38,361	(>100)
Share of Associates	(581)	(4,914)	(88)
PBT/(LBT)	(129,152)	33,447	(>100)
Taxation	3,764	(9,207)	>100
PAT/(LAT)	(125,388)	24,240	(>100)
PAT/(LAT) (excluding EI)	(20,819)	24,240	(>100)
EBITDA margin	4%	18%	
PAT margin	(38%)	6%	

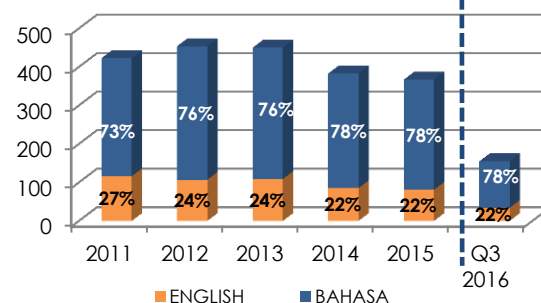
- Lower overall ADEX on the back of soft economy & cautious consumer sentiment. Overall newspaper circulation continued its declining trend.
- Continuous implementation of cost management initiatives resulted in significant cost savings - (i) lower direct costs by 20% YoY and (ii) lower total overheads by 1% YoY.
- Recorded a one-off RM104.6m expense for the restructuring exercise of its regional printing plant operations, resulting to a RM125.4 million loss for 9M2016.
- The exercise involves optimising the Group's printing plant capacity to unlock potential cost savings in line with expansion into digital and new business initiatives.
- Excluding the one-off restructuring expenses, Print recorded a LAT of RM20.8m for 9M2016.

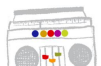
Revenue Contribution Q3 2016



RM'mil

NSTP Advertising Revenue Trend Q3 2016









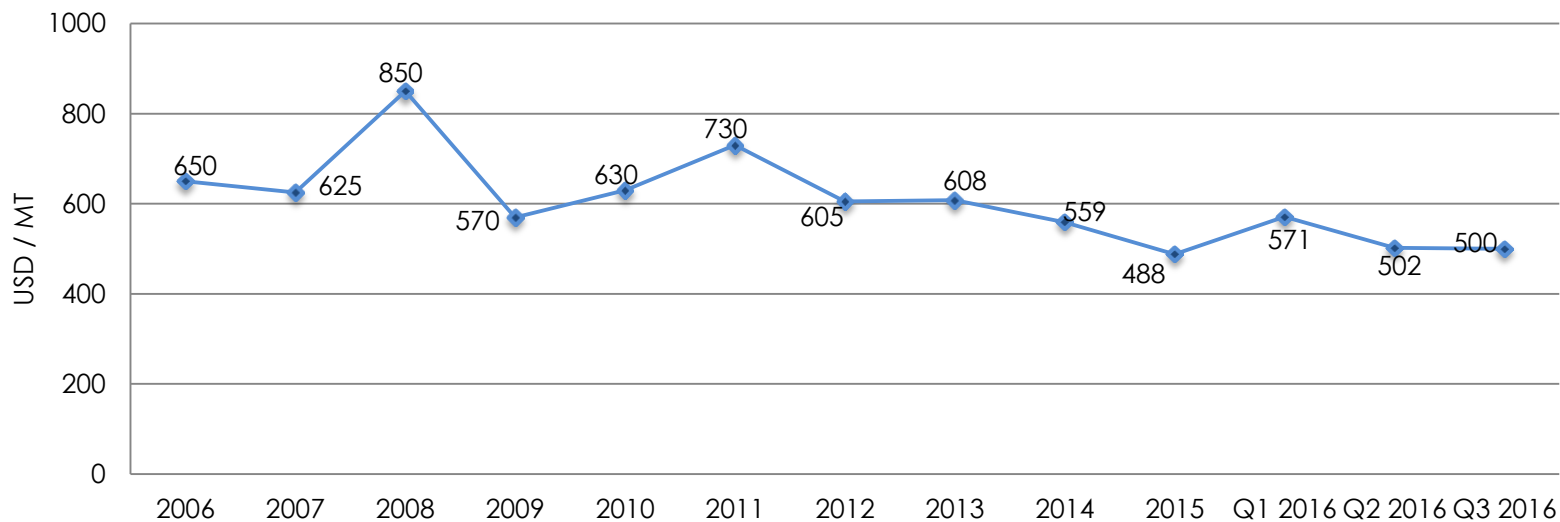
NEWSPAPER		CIRCULATION (Jul – Dec 2015)	READERSHIP (Jul 2015 - June 2016)
NEW STRAITS TIMES	New Straits Times	62,113	182,000
	New Sunday Times	64,850	157,000
BH Berita Harian	Berita Harian	106,754	1,190,000
	Berita Harian Ahad	109,811	1,175,000
Metro	Harian Metro	179,231	3,165,000
	Metro Ahad	207,119	3,451,000

Source:

Circulation – Audit Bureau of Circulations
Readership – Nielsen Media Research

















	 Likes	 Followers	 Followers	 Subscribers
NEW STRAITS TIMES	442,400	384,000	18,300	3,600
BH Berita Harian	4,036,800	1,060,000	213,000	11,300
Metro	3,611,800	640,000	106,000	80,900

Social media numbers as at 30
September 2016



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

Mobile applications & digital products availability and launch dates:

	Mobile Apps.	E-Magazine	Premium Content	Education Portal & App.
				
				
				
				
				
				
	 <p>10-Oct, 2015 No. of downloads: 70,179</p>	 <p>1-Mar, 2015</p>	 <p>1-Mar, 2015</p>	 <p>19-May, 2016</p>
	 <p>10-Oct, 2015 No. of downloads: 30,610</p>	 <p>16-Jul, 2015</p>		
		 <p>21-Mar, 2016</p>		
		 <p>8-May, 2016</p>		
	 <p>10-Oct, 2015 No. of downloads: 24,277</p>	 <p>1-Jun, 2016</p>		

NSTP recorded > 100% increase in digital media revenue in 9M 2016 YoY.



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



>15,000
Total Registered Users

Conversion Rate 14.3%

>2,000
Subscriptions

>30,000
Apps downloads

Fullamark A&P campaign on TV, Website, Radio, Print, Social Media

Print Ads



Social Media

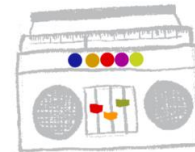


TV Bug & Commercial

Digital



Radio



TARGET
AUDIENCE



15 - 34
Urban Market



15 - 34
Malay Market



15 - 34
Chinese Market



Lucrative 25 to 44
Malay Market



BRAND
ESSENCE

Fun
Real
Engaging
Youthful
Unexpected

Fun
Real
Friendly
Creative
Youthful
Engaging

Fun
Cheeky
Creative
Youthful
Engaging
Energetic

Real
Friendly
Uplifting
Engaging
Nostalgic



Radio⁺

MPRN has repositioned our trade identity with "Radio Plus"

An enhancement of MPRN's extension via three key pillars: *Radio Plus Talent*, *Radio Plus Activation* & *Radio Plus Digital*.

Radio⁺ Talent

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



Radio⁺ Activation

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

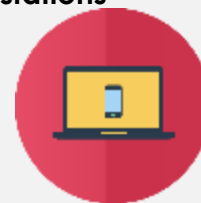
- **Launches**
- **Sales driven campaign**
- **Creative on ground engagements**



Radio⁺ Digital

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

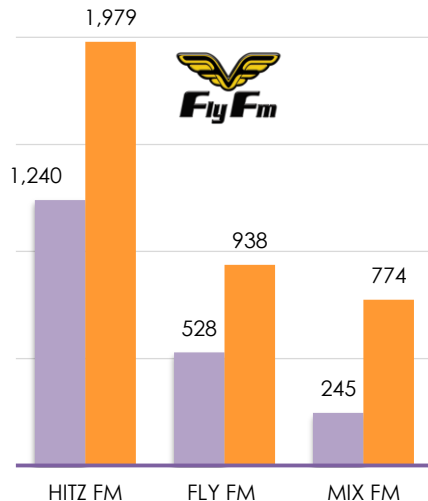
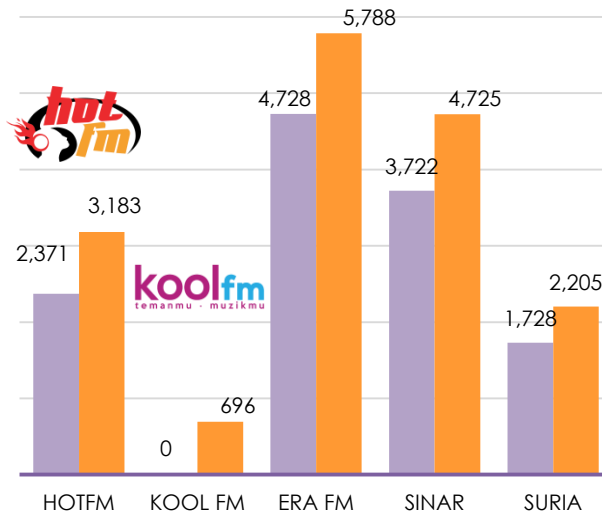
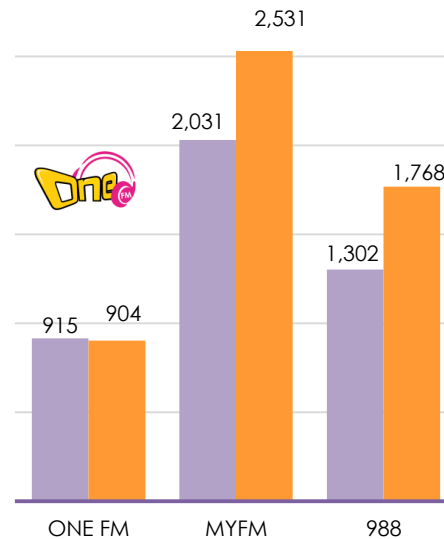
- **Brand integrations**
- **Digital Lifestyle Video Content for the stations**





	9M 2016 (RM'000)	9M 2015 (RM'000)	Change (%)
Gross revenue	58,386	55,210	6
Net revenue	49,065	47,210	4
Direct costs	(1,216)	(4,007)	70
Contribution	47,849	43,203	11
Other income	1,544	1,126	37
Overheads	(30,469)	(25,322)	(20)
EBITDA	18,924	19,007	(0.4)
Finance charges	(593)	-	NA
Depreciation	(1,444)	(1,520)	5
PBT	16,887	17,487	(3)
Taxation	3,461	(184)	>100
PAT	20,348	17,303	18
EBITDA margin	39%	40%	
PAT margin	41%	37%	

- Net revenue growth of 6% above 9M2015 due to higher revenue growth in One FM and new stream of revenue contributed by Kool FM.
- Lower operating expenses incurred during the period improved the PAT to post an 18% increase against 9M 2015.
- Will continue to offer its integrated radio solutions and further capitalise on the increased listenership of MPRN's radio stations

ENGLISH STATION LISTENERSHIP
(^{'000})MALAY STATION LISTENERSHIP
(^{'000})CHINESE STATION LISTENERSHIP
(^{'000})

Survey #2 2015 Survey #2 2016

*Sources: Survey 2, 2015 : Nielsen Radio Audience Measurement
Survey 2, 2016 : GFK Radio Audience Measurement

Increasing number of followers on social media sites reaching over 7.7 million people.
1st radio network in Malaysia to use Whatsapp application for direct communication with listeners in real time!



4.45million
FANS



1.78million
FOLLOWERS



1.0million
FOLLOWERS







196.1k
SUBSCRIBERS



Station	Facebook	Twitter	Instagram	Youtube	
Hot FM	3,165,025	1,563,311	1,000,000	141,683	
Era FM	3,216,818	352,554	1,400,000	137,493	
Suria FM	585,225	107,886	53,100	5,571	
Sinar FM	907,027	50,319	243,000	29,801	
Kool FM	92,769	5,488	71,800	2,940	
Station	Facebook	Twitter	Instagram	Youtube	
Fly FM	775,250	247,255	41,900	37,270	
Hitz FM	1,333,448	458,354	92,300	32,299	
Mix FM	320,780	13,382	12,100	2,417	
Station	Facebook	Twitter	Instagram	Weibo	Youtube
One FM	832,073	9,010	85.7k	109,132	14,222
My FM	842,880	8,359	70.5k	141,695	36,689
988	396,514	3,509	14.7k	100,663	15,671



Source: Individual social media platform as at 30 September 2016



Average Listenership Per Month	483,923
Average Unique Per Month	208,714
 Unique Mobile	88,323
 Unique Web	120,391
Listening Hours	699,776
Downloads (Q3'16)	6,936
Total Downloads	231,936

Average Listenership Per Month	2,789,121
Average Unique Per Month	813,571
 Unique Mobile	613,222
 Unique Web	200,349
Listening Hours	2,503,021
Downloads (Q3'16)	17,414
Total Downloads	636,414

Average Listenership Per Month	2,001,293
Average Unique Per Month	648,394
 Unique Mobile	287,392
 Unique Web	361,002
Listening Hours	2,503,021
Downloads (Q3'16)	17,414
Total Downloads	414,414

Average Listenership Per Month	434,583
Average Unique Per Month	423,215
 Unique Mobile	212,223
 Unique Web	210,992
Listening Hours	490,001
Downloads (Q3'16)	10,655
Total Downloads	42,219

Source: Triton Digital Canada Inc.

KOOLFM now has 5 frequencies with recent expansion to Kota Bharu & Alor Setar through 88.6FM & 107.3 FM

MPRN ranked the 3rd Radio Broadcaster of the Year 2016 in Marketing + Advertising magazine September issue



koolfm
temanmu • muzikmu

Facebook: koolfm
Instagram: koolfmmy
Twitter: @koolfmmy
YouTube: Kool FM

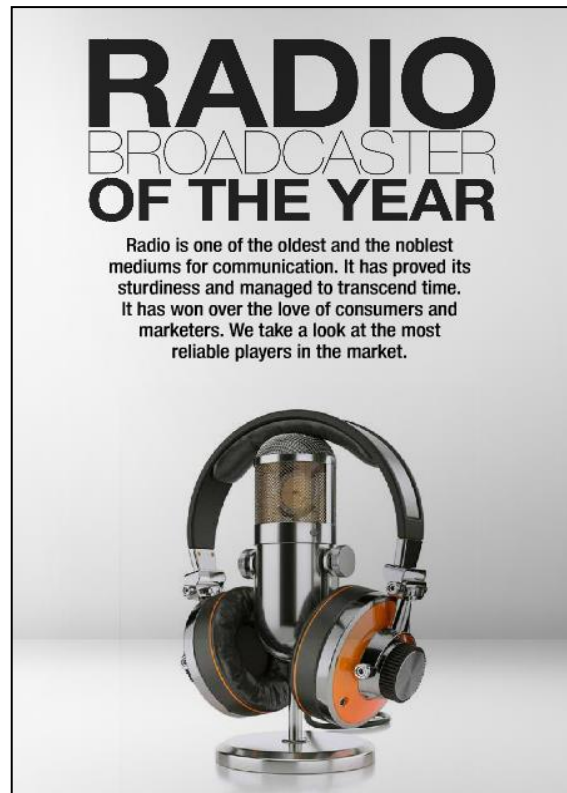
Dengarkan frekuensi baharu Kool FM di

KOTA BHARU	88.6 FM
ALOR SETAR	107.3 FM

LEMBAH KLANG 101.3 FM PULAU PINANG 90.2 FM KUALA TERENGGANU 93.6 FM


Pagi Hari Di Kool FM (PHD)
Isnin - Jumaat
6.00 Pagi - 10.00 Pagi

Layari www.koolfm.com.my untuk maklumat lanjut



RADIO BROADCASTER OF THE YEAR

Radio is one of the oldest and the noblest mediums for communication. It has proved its sturdiness and managed to transcend time. It has won over the love of consumers and marketers. We take a look at the most reliable players in the market.



FUTURISTIC
DIGITAL MEDIA SERIES
TO ALL MARKET SEGMENT

it takes

versatility

INTEGRATED
OOH
SOLUTIONS
TO ALL MARKET SEGMENTS

Out-of-home



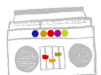
BIG TREE

KURNIA
OUTDOOR

GOTCHA

TRC

UPD



	9M 2016 (RM'000)	9M 2015 (RM'000)	Change (%)
Gross revenue	127,199	120,710	5
Net revenue	115,924	111,951	4
Direct costs	(65,593)	(64,690)	(2)
Contribution	49,971	47,261	6
Other income	2,531	1,442	76
Overheads	(14,211)	(11,333)	(25)
EBITDA	38,291	37,370	2
Depreciation & amortisation	(7,197)	(6,621)	(9)
PBT	31,094	30,749	1
Taxation	(7,462)	(7,697)	3
PAT	23,632	23,052	3
EBITDA margin	33%	33%	
PAT margin	20%	21%	

- Net revenue surged by 4% with new digital assets & Station Naming Rights contributing positively to the growth
- EBITDA & PAT recorded 2% and 3% growth compared to 9M2015
- Outlook for OOH is expected to remain stable with continuous roll-out of digital assets and investment into recently secured concessions:
 - ✓ Light Rapid Transport's Line Extension
 - ✓ Mass Rapid Transport's Exterior Outdoor Advertising Package

BIG TREE**NATIONWIDE
PRESENCE**

EXPRESSWAYS

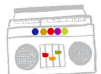
TRANSIT LINES

RETAIL MALLS

AIRPORTS

KEY CITY/TOWNS

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





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.



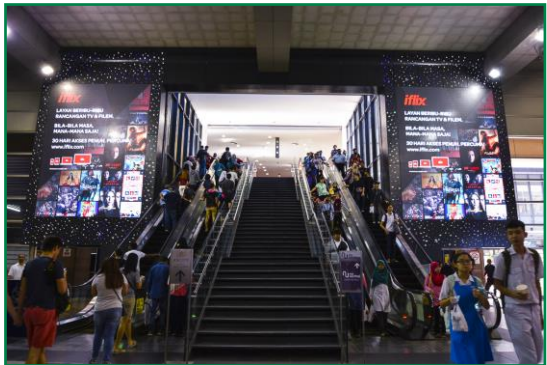
Aims to provide a one-stop digital solution and push the boundaries of standard digital media.

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

Cosmic Digital Tower @ NU Sentral



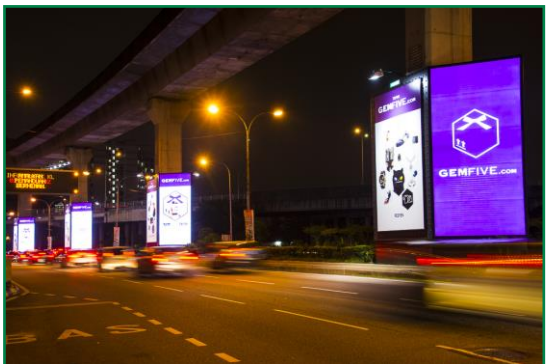
Cubig @ Imbi



NU Sentral



Lumi Pillar 2 @ Jalan Bangsar



Cubig @ Jalan Bangsar



Station Naming Rights





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



	9M 2016 (RM'000)	9M 2015 (RM'000)	Change (%)
Gross revenue	25,223	19,992	26
Net revenue	25,223	19,770	28
Direct costs	(649)	(2,056)	68
Contribution	24,574	17,714	39
Other income	237	59	>100
Overheads	(21,393)	(17,970)	(19)
EBITDA/(LBITDA)	3,418	(197)	>100
Depreciation	(3,113)	(2,385)	(31)
PBT/(LBT)	305	(2,582)	>100
Taxation	-	-	NA
PAT/(LAT)	305	(2,582)	>100
<i>EBITDA margin</i>	<i>14%</i>	<i>(1%)</i>	
<i>PAT margin</i>	<i>1%</i>	<i>(13%)</i>	








- Revenue was higher by 28% against 9M 2015 mainly contributed by Shared Service Revenue of RM24mil.
- Higher revenue coupled with savings in direct costs & other income contributed to improved EBITDA in 9M 2016.
- Higher depreciation & amortisation incurred in relation to assets acquired for Tonton Portal.
- PAT closed at RM0.3mil, >100% higher against 9M2015

Media Prima Labs



- Kicked-off in Nov 2015, a unit initiated under the Group to further extend the Group's *unique intellectual properties* into the expanse of mobile tech innovation and games.
- Relevant to mass audience in the categories of lifestyle, entertainment, education & news.

#1 Malaysia - Food and Drinks iOS
#5 Malaysia - Lifestyle Android

#	Free
1	 Jalan Jalan Cari Makan media prima digital
2	 OpenRice - Dining Guide for Best Restaura... OpenRice.com
3	 Starbucks Malaysia Starbucks Coffee Company
4	 foodpanda - Food Delivery Foodpanda
5	 Nando's Malaysia Nando's Malaysia
6	 Offpeak - Food Discovery, Dining Discount... Off Peak Hub Sdn. Bhd.
7	 McDelivery Malaysia Golden Arches Restaurants Sdn. Bhd.

International Mobile Gaming Awards



Ejen Ali :
Emergency



Nominated for SEA IMGA People's
Choice Awards!



Jalan Jalan Cari Makan
Launched: 12-Mar 2016



Ejen Ali: MATA Training
Academy
Launched: 27-Mar 2016



Showdown: Unlimited Dance
Launched: 23-May 2016



Syukur Selalu
Launched: 9-June 2016



HM Mountain Bike GP
Launched: 18-July 2016



Ejen Ali : Emergency
Launched: 12 September 2016






6 apps have been successfully launched in 2016

Q3 2016 downloads - **344,033**

YTD 2016 downloads - **756,490**



Top 3 most downloaded Apps to date

Apps	iOS	Google Play
 Ejen Ali : MATA Training Academy	14,347	482,344
 Jalan Jalan Cari Makan	42,083	91,902
 Harian Metro Mountain Bike GP	6,836	57,501



2 new Apps launched in Q3 2016:

Harian Metro Mountain Bike GP



- Mountain bike racing mobile game based on Harian Metro's very popular yearly Mountain Bike GP on-ground event.
- Launched - July 2016

Ejen Ali : Emergency



- 2nd game of Ejen Ali: a 50-level 3D action-packed game with in-app purchase integration.
- Launched - September 2016
- Nominated for People's Choice Awards in Southeast Asia International Mobile Gaming Awards (SEA IMGA)

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



	9M 2016 (RM'000)	9M 2015 (RM'000)	Change (%)
Gross revenue	82,362	86,710	(5)
Net revenue	82,362	86,710	(5)
Direct costs	(37,656)	(36,696)	(3)
Contribution	44,706	50,014	(11)
Other income	297	276	8
Overheads	(36,840)	(31,567)	(17)
EBITDA	8,163	18,723	(56)
Depreciation	(58)	(103)	44
PBT	8,105	18,620	(56)
Taxation	(400)	(3,538)	89
PAT	7,705	15,082	(49)
EBITDA margin	10%	22%	
PAT margin	9%	17%	

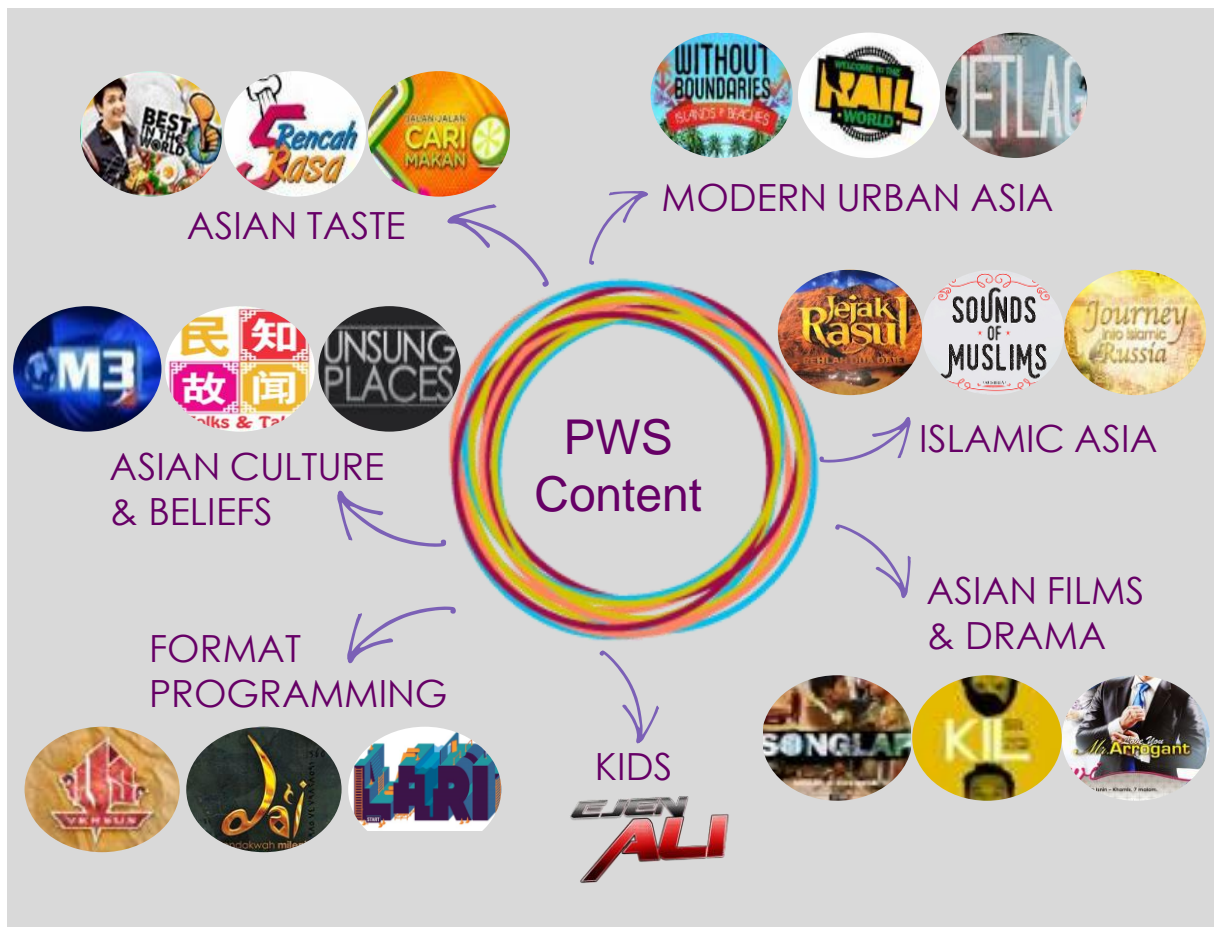
- Revenue decreased by 5% due to lower sales.
- As a result of lower revenue and higher overheads, PAT declined by 49% compared to 9M2015



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



Akasia :
Sayangku Kapten Mukhriz



2.3mn
Viewers

Samarinda:
Patahnya Sebelah Sayap



4.5mn
Viewers

Akasia :
Cinta Masam Manis

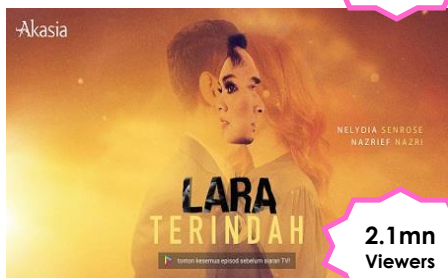


2.1mn
Viewers

Dahlia :
Menantu Ting Tong



1.6mn
Viewers



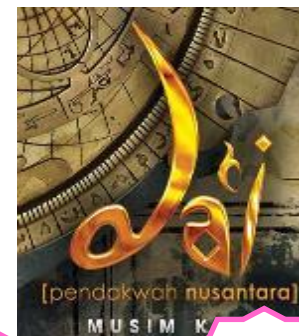
2.1mn
Viewers

Melodi



1.2mn
Viewers

Da'i SS4



1.4mn
Viewers



1.6mn
Viewers



1.5mn
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

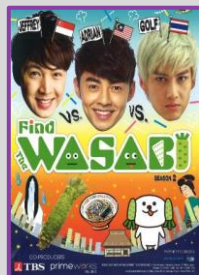


フジテレビ
フジテレビジョン

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

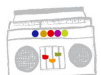


Co-developed with
Fremantle for international
distribution



SECTION 1

GROUP OVERVIEW



SECTION 2

FINANCIAL & BUSINESS REVIEW



SECTION 3

DIVIDEND



SECTION 4

OUTLOOK FOR 2016 & WAY FORWARD



Dividend

- The Board of Directors declares a second interim, single tier dividend of 2.0 sen (2015: 2.0 sen) per ordinary share for the financial year ending 31 December 2016 to be paid on 30 December 2016 to Depositors whose name appear in the Record of Depositors at the close of business on 16 December 2016.
- The total dividends declared for the current financial period ended 30 September 2016 is 4.0 sen (2015: 5.0 sen).



SECTION 1

GROUP OVERVIEW



SECTION 2

FINANCIAL & BUSINESS REVIEW



SECTION 3

DIVIDEND



SECTION 4

OUTLOOK FOR 2016 & WAY FORWARD

- Challenges from factors such as customer fragmentation, technological advancements, shift in advertisement to digital media and increased competition from global media players.
- The Group is continuously improving its cost structure whilst remaining committed in delivering quality content and offering integrated media solutions on its multiple platforms.
- The Group is also slowly growing its new media initiatives as part of its long term strategy to shift into digital in line with industry trends.



TV NETWORK

- FTA segment remains challenging as Adex spending is expected to remain soft until the end of the year despite being the strongest period for Adex utilisation.
- CJ WOW SHOP home shopping & Tonton VOD are showing progress whilst still in gestation period.



PRINT MEDIA

- Newspaper sales & print advertising continues to be aggravated by consumers shift to digital.
- Recent printing plant restructuring exercise was part of platform's plan in continuously reviewing its operational and cost structure towards a more digital-oriented business model.



RADIO NETWORK

- Continuously offering "integrated radio solutions" built upon the encouraging listenership survey results
- Digital & social media engagement will be the key for MPRN to sustain its listenership and reach.



OUT-OF-HOME MEDIA

- Revenue and profitability expected to remain stable
- Continuous roll-out of digital assets and investment into recently secured concessions shall be able to support its long-term competitiveness.



DIGITAL MEDIA

- Continue to support all digital initiatives within the Group.
- Demand for mobile applications & games presents an opportunity for Media Prima Labs to leverage & develop product based on the Group's unique intellectual properties.



CONTENT CREATION

Seeking to grow external revenue through advertiser content as well as tapping into international markets through original content programming for video-on-demand services.



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



NEW STRAITS TIMES



Metro



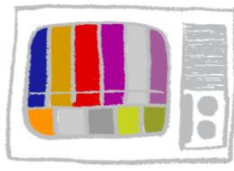
LARGEST share of advertising revenue & number of billboards in the outdoor media industry

BIG TREE

GOTCHA

TRC UPD

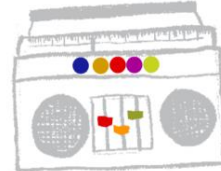
KURNIA OUTDOOR



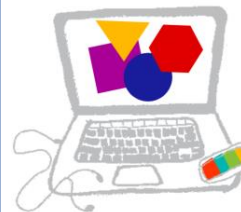
LARGEST reach in terms of TV viewership



WOWSHOP



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



3rd LARGEST digital media group in Malaysia



Generating content of the highest standard to meet viewers expectation

primeworks studios

primeworks distribution



COMPETITIVE ADVANTAGE:

WIDEST MULTIMEDIA DISTRIBUTION OFFERING
ON A SINGLE INTEGRATED MEDIUM



Television Networks



Radio Networks

Digital



Print Media



THANK YOU

For more information, visit
www.mediaprima.com.my

or

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

Note: This presentation may contain forward-looking statements which are based on MPB's current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified by forward-looking words like "would", "intend", "hope", "will", "may", "should", "expect", "anticipate", "believe", "estimate", "predict", "continue", or similar words. Forward-looking statements involve risks and uncertainties which could cause actual outcomes and results to differ materially from MPB's expectations, forecasts and assumptions. We caution that these forward-looking statements are not statements of historical facts and are subject to risks and uncertainties not in the control of MPB, including, without limitation, economic, competitive, governmental, regulatory, technological and other factors that may affect MPB's operations. Unless otherwise required by law, MPB disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Although we believe the expectations reflected in forward-looking statements are reasonable we cannot guarantee future results, levels of activity, performance or achievements.