

A PRESENTATION BY

 media prima

Everyone  
Counts

INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 31<sup>st</sup> DECEMBER 2016  
23<sup>rd</sup> FEBRUARY 2017



## SECTION 1



## GROUP OVERVIEW



## SECTION 2

### FINANCIAL & BUSINESS REVIEW



## SECTION 3

### DIVIDEND



## SECTION 4

### OUTLOOK FOR 2016 & WAY FORWARD



Fact sheet as at 31 December 2016

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings	PDS Ratings (RAM)
RM1,109.2m	RM1,461.6m	RM2,130.7m	RM379.7m	RM300.1m	AA1/P1 (CP/MTN)



## SECTION 1

### GROUP OVERVIEW



## SECTION 2

### FINANCIAL & BUSINESS REVIEW



## SECTION 3

### DIVIDEND



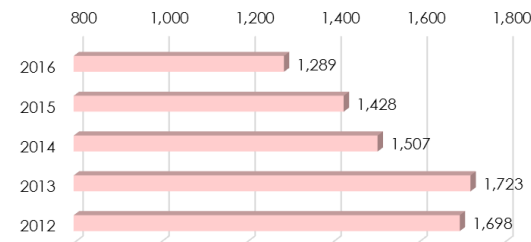
## SECTION 4

### OUTLOOK FOR 2016 & WAY FORWARD

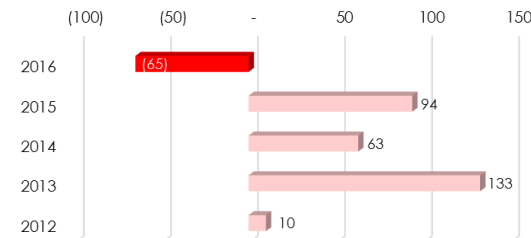




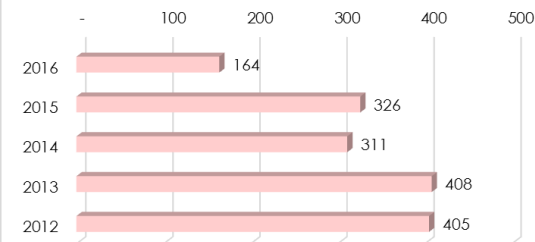
Group Net Revenue - RM 1,289m  
(2015: RM1,428m)



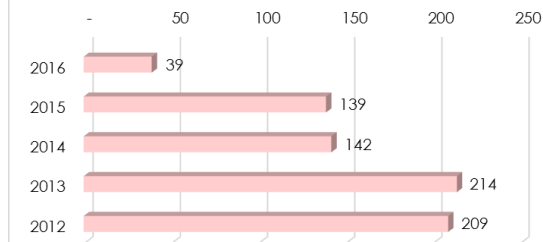
(Accumulated Losses)/ Retained Earnings  
- (RM65m) (2015: RM94m)



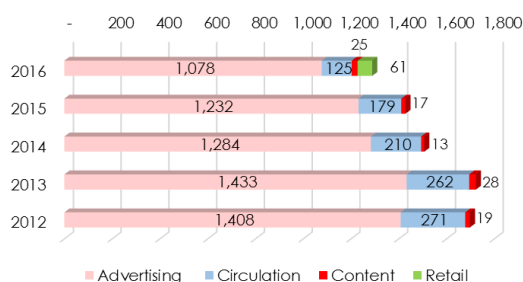
Group EBITDA - RM 164m  
(2015: RM 326m)



Group PATAMI excluding EI - RM 39m  
(2015: RM139m)



Group Net Revenue by Category



- Growth in content and new consumer revenue by 47% and >100% YoY respectively
- Retail revenue contributes close to 5% to the Group's net revenue – Revenue from Home-Shopping of almost RM61m, having been operating for nine months since launched in April 2016
- Net ad revenue contracted by 12.5% YoY, affected by the soft Adex and subdued market sentiment.
- Circulation revenue was lower by 30.2% YoY in tandem with declining global circulation trend

- 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.



		2016 RM	2015 RM	Change
1	Net Revenue	1,289.0m	1,427.7m	(10%)
2	PBT	32.0m	200.1m	(84%)
3	Exceptional Items	(97.9m)	-	-
4	Start-up costs of New Initiatives currently in period of gestation	(43.4m)	-	-
5	PAT / (LAT)	(69.8m)	138.7m	(>100%)
6	PAT excluding Exceptional Items	28.1m	138.7m	(80%)
7	Normalised PAT (Excluding Exceptional Items & Start-up costs of New Initiatives)	71.5m	138.7m	(48%)

- The Group recorded **net revenue of RM1,289.0m** and registered **normalised profit of RM71.5m** for 2016.
- NSTP implemented the restructuring of its printing manufacturing operations & incurred a one-off restructuring expense of RM97.9m ("Restructuring Expenses"). This involved 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 RM69.8m.
- Excluding both the one-off Restructuring Expenses & the start-up costs of the New Initiatives, Group posted PAT of RM71.5m. 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.



	2016 (RM'000)	2015 (RM'000)	Change (%)
Gross revenue	1,512,061	1,682,084	(10)
Net revenue	1,289,008	1,427,693	(10)
Royalties	(3,221)	(1,741)	(85)
Net revenue after royalties	1,285,787	1,425,952	(10)
Direct costs	(438,550)	(432,518)	(1)
Contribution	847,237	993,434	(15)
Other income	35,428	31,335	13
Overheads	(719,033)	(699,018)	(3)
<b>EBITDA</b>	<b>163,632</b>	<b>325,751</b>	<b>(50)</b>
Finance costs	(13,325)	(15,300)	13
Depreciation & amortisation	(108,215)	(103,138)	(5)
Profit before associate	42,092	207,313	(80)
Share of associate's results	(10,089)	(7,245)	(39)
<b>PBT</b>	<b>32,003</b>	<b>200,068</b>	<b>(84)</b>
Exceptional Items ("EI")	(97,912)	-	NA
PBT (after EI)	(65,909)	200,068	(>100)
Taxation	(3,874)	(61,360)	94
PAT/ (LAT)	(69,783)	138,708	(>100)
Minority interest	10,585	9	>100
<b>PATAMI/ (LATAMI)</b>	<b>(59,198)</b>	<b>138,717</b>	<b>(&gt;100)</b>
<b>PATAMI (excluding EI)</b>	<b>38,714</b>	<b>138,717</b>	<b>(72)</b>
EBITDA margin	13%	23%	
PAT margin	-5%	10%	

Exceptional items	Details	RM
Restructuring exercise of RPPs	<ul style="list-style-type: none"> <li>Impairment of PPE</li> <li>Retrenchment costs</li> <li>Provision for obsolete inventory</li> <li>Other closure costs</li> </ul>	76.5m 18.6m 1.5m 1.3m
Total Exceptional items		97.9m

- Revenue declined by 10% compared FY2015 attributed to lower advertising and newspaper sales as traditional media faced ongoing challenges with the shift to digital media.
- Lower EBITDA by 50% against 2015, in tandem with lower revenue recorded and higher OPEX from new initiatives
- Group LATAMI closed at RM59.2m, resulted from the RM97.9m one-off exceptional item expenses undertaken by the Print platform to consolidate its regional printing plant operations.
- If the one-off restructuring expenses were excluded, the Group posted a PATAMI of RM38.7 million.
- Home shopping business mitigated the decline in the traditional revenue, contributing almost RM61m in net revenue having been operating for nine months since April 2016.



RM'000		TVN	PWS	Radio	OOH Media	Print Media <sup>1</sup>	Digital <sup>2</sup> Media	Others	Consol Adjustment	Total
<b>Net revenue (after royalties)</b>	2016	628,823	115,275	68,073	158,743	415,490	32,460	239,091	(372,168)	1,285,787
	2015	629,162	111,110	67,432	157,590	541,403	27,091	173,178	(281,014)	1,425,952
	Growth %	(0)	4	1	1	(23)	20	38	(32)	(10)
<b>EBITDA / (LBITDA)</b>	2016	70,075	11,477	25,660	59,055	7,102	4,787	144,091	(158,615)	163,632
	2015	134,452	19,362	26,971	57,553	103,538	394	149,076	(165,595)	325,751
	Growth %	(48)	(41)	(5)	3	(93)	>100	(3)	4	(50)
<b>Depreciation &amp; Interest expenses</b>	2016	48,526	74	2,190	9,660	46,140	4,456	13,203	(2,709)	121,540
	2015	43,108	125	1,923	9,017	49,514	1,786	15,126	(2,161)	118,438
	Growth %	(13)	41	(14)	(7)	7	(>100)	13	25	(3)
<b>PBT/ (LBT) before associate</b>	2016	21,549	11,403	23,470	49,395	(39,038)	331	130,888	(155,905)	42,092
	2015	91,344	19,237	25,048	48,536	54,024	(1,392)	133,950	(163,434)	207,313
	Growth %	(76)	(41)	(6)	2	(>100)	>100	(2)	5	(80)
<b>Exceptional items (EI)</b>	2016	-	-	-	-	97,912	-	-	-	97,912
	2015	-	-	-	-	-	-	-	-	-
	Growth %	NA	NA	NA	NA	NA	NA	NA	NA	NA
<b>PBT/ (LBT) after EI</b>	2016	21,549	11,403	23,470	49,395	(147,039)	331	130,888	(155,906)	(65,909)
	2015	91,344	19,237	25,048	48,536	46,779	(1,392)	133,950	(163,434)	200,068
	Growth %	(76)	(41)	(6)	2	(>100)	>100	(2)	5	(>100)
<b>PAT / (LAT)</b>	2016	5,180	10,414	25,666	37,051	(124,219)	331	130,890	(155,096)	(69,783)
	2015	72,869	14,101	18,304	36,565	28,116	9,408	123,436	(164,091)	138,708
	Growth %	(93)	(26)	40	1	(>100)	(96)	6	5	(>100)

Notes:

1. Exceptional Items are non-recurring relating to the closure of Printing Plants in Ajil, Terengganu and Senai, Johor.
2. The much lower PAT in 2016 is due to recognition of deferred tax assets in 2015.



**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



	2016 (RM'000)	2015 (RM'000)	Change (%)
Gross revenue	764,646	773,328	(1)
Net revenue	628,823	629,162	(0)
Direct costs	(292,208)	(253,801)	(15)
Contribution	336,615	375,361	(10)
Other income	9,750	7,271	34
Overheads	(276,290)	(248,180)	(11)
EBITDA	70,075	134,452	(48)
Depreciation	(44,126)	(38,674)	(14)
Finance charges	(4,400)	(4,434)	1
PBT	21,549	91,344	(76)
Taxation	(16,369)	(18,475)	11
PAT	5,180	72,869	(93)
EBITDA margin	11%	21%	
PAT margin	1%	12%	

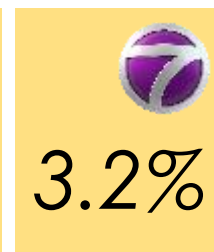
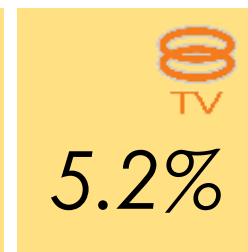
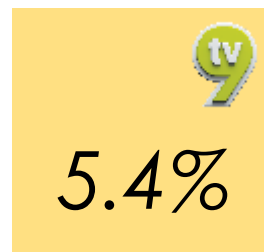
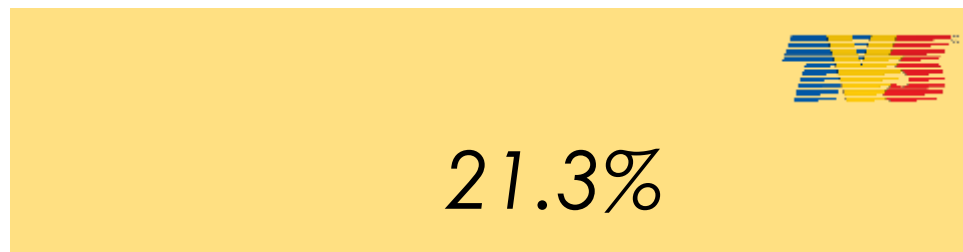
- Revenue remained flat compared to prior year as the decline in FTA television advertising revenue was off-set by new revenue streams significantly contributed by CJ WOW SHOP's home shopping revenue.
- CJ WOW SHOP, one of the New Initiatives launched in Q2 2016, continued its good momentum in Q42016 and recorded RM61 million net sales for FY2016 (since its launch in April 2016).
- FY2016 EBITDA is 48% below FY 2015, mainly due to lower revenue generated as well as higher operating costs following the initiation of new business initiatives in Q2 2016.
- FY2016 PAT of RM5.2 million is a 93% reduction YoY due to lacklustre FTA TV Adex whilst operating costs of new business initiatives also contributed to lower earnings for the year.



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
<b>2016</b>									
<b>Non Discounted Gross Revenue</b>									
- %	41	16	12	18	<b>87</b>	<b>2</b>	<b>7</b>	<b>3</b>	100
- RM'000	1,195,798	465,172	357,269	520,995	<b>2,539,234</b>	68,189	205,804	94,477	<b>2,907,704</b>
Growth %	7	(6)	1	(7)	<b>0</b>	<b>(12)</b>	<b>(0)</b>	<b>&gt;100</b>	<b>2</b>
<b>Discount Factor</b>									
- %	62	80	83	83	<b>73</b>	60*	60*	60*	71
- RM'000	(738,982)	(372,409)	(295,942)	(434,380)	<b>(1,841,713)</b>	(40,913)	(123,482)	(56,686)	<b>(2,062,795)</b>
<b>Gross Revenue</b>									
- %	54	11	7	10	<b>83</b>	3	9	4	94
- RM'000	456,816	92,763	61,327	86,615	<b>697,521</b>	27,276	82,322	37,791	<b>844,910</b>
Growth %	(6)	(10)	(19)	(18)	<b>(10)</b>	<b>(12)</b>	<b>(0)</b>	<b>&gt;100</b>	<b>(9)</b>
<b>2015</b>									
<b>Non Discounted Gross Revenue</b>									
- %	39	17	12	20	<b>89</b>	3	7	2	100
- RM'000	1,119,762	494,800	354,678	562,449	<b>2,531,689</b>	77,333	206,203	43,336	<b>2,858,561</b>
<b>Discount Factor</b>									
- %	56	79	79	81	<b>69</b>	60*	60*	0*	67
- RM'000	(631,335)	(391,286)	(279,168)	(456,572)	<b>(1,758,361)</b>	(46,400)	(123,722)	0	<b>(1,928,483)</b>
<b>Gross Revenue</b>									
- %	53	11	8	11	<b>83</b>	3	9	0	95
- RM'000	488,427	103,514	75,510	105,877	<b>773,328</b>	30,933	82,481	43,336	<b>930,078</b>

\* Based on estimates

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

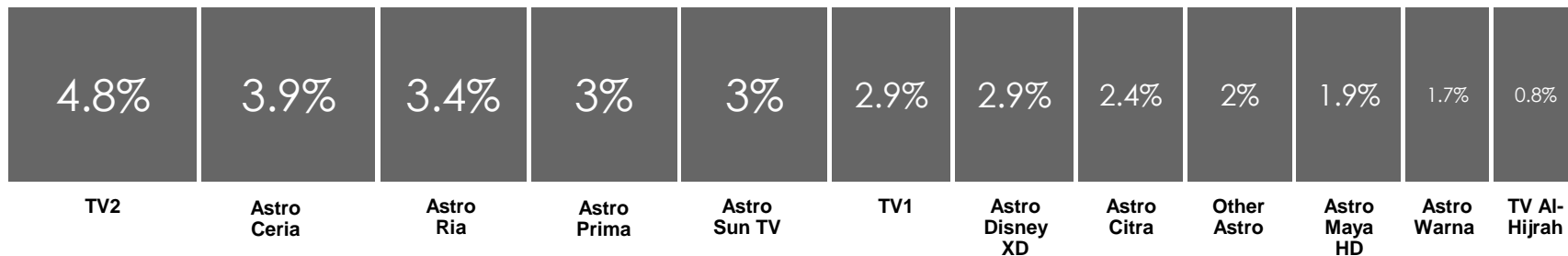


## LEADING THE COMPETITION

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-Dec 2016)

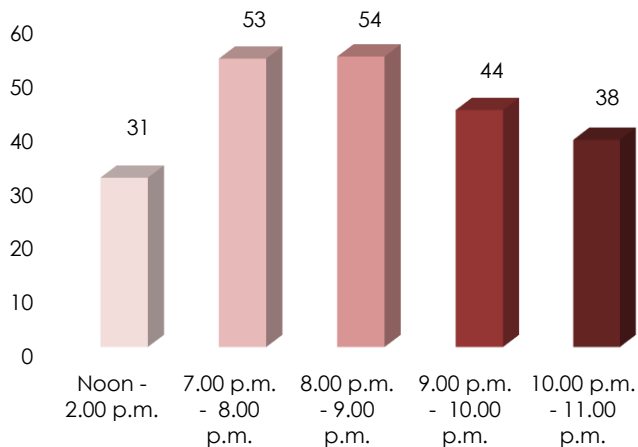




### Dominant audience share at Prime Time

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

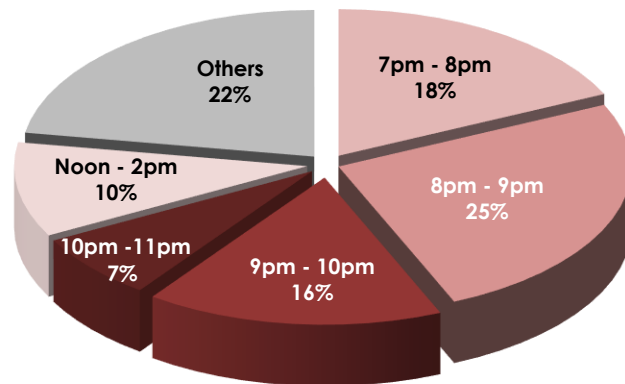
#### Audience Share - All 4+ (%)



### Prime time is key

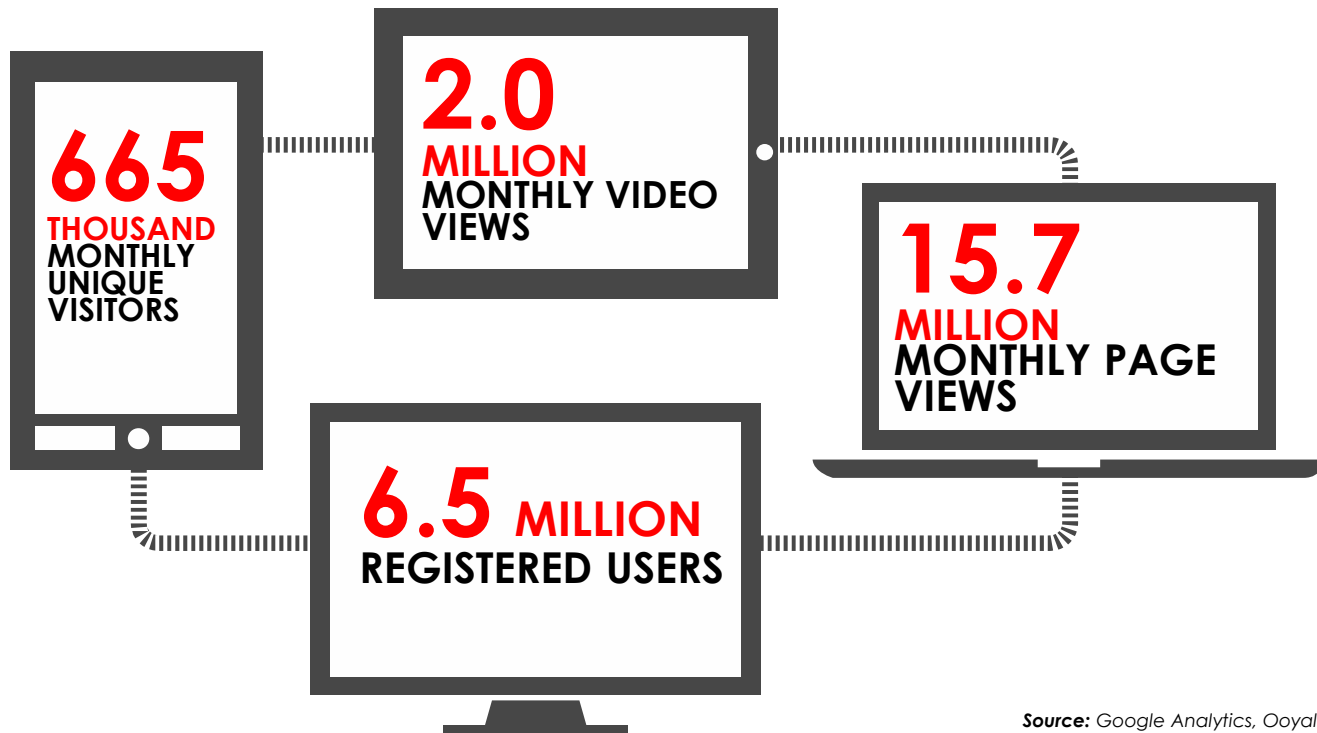
76% of Media Prima's TV Networks' net revenue comes from Prime Time Hours

#### TVN Revenue by Prime Time Hour





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



Source: Google Analytics, Ooyala, Giga as at 31 December 2016



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

tonton Original/Syndicated Content /LiveStreaming (SVOD)

Jan 2017



ESL One Genting Dota 2  
Championship



Mia Ahmad  
Wedding  
Majlis Pernikahan  
& Reception



Anugerah Juara  
Lagu 31



The Legend of  
Qing Yun



Rhythm of Home



Chic-King

Feb 2017



Indonesian  
Content Package-  
Movie, Concert,  
Drama



General and I



Red Bull Media  
Package



Award  
Winning  
Local  
Movies



Royal Romance



The Good Wife



Tomorrow  
With You

March 2017



Inverleigh Sports  
Package



i-Pet  
tonton exclusive &  
original content



TVB Drama  
Package



The Princess Wei  
Young



Hwarang



Bangladesh Movie  
Package



## COMBINED VIDEO VIEWS ON tonton ONLINE & MOBILE

RANK	PROGRAMMES	VIDEO VIEWS
1	7 Hari Mencintaiku	254,845
2	Razia Sultan	193,636
3	Meh, Sandar Pada Aku	91,355
4	Patahnya Sebelah Sayap	89,260
5	Cinta Masam Manis	67,604
6	Ejen Ali	58,120
7	Hantu Punya Boss	39,816
8	Nahu Rindu	33,013
9	Mr. Donat Karamel	30,285
10	Cinta Roller Coaster	24,080

\* SOURCE: OOOYALA



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

>319k items sold

>250k Customers

~RM61.4m Net sales

### Breakdown of sales by Platform

TV  
87%

Internet  
6%

Mobile  
7%

Target audience:





Key Performance metrics Apr – Dec 2016:

Top 3 best selling items in Q4:





- Launch of new Mandarin offerings
- Live shows
- Increased time slots

Channel / Item				
Existing Slot (Starting 1 Apr 2016)	6.00am – 7.00am (Mon – Sun)	6.00am – 1.00pm (Mon – Sun)	6.00am – 9.00am (Mon – Sun)	10.00am – 12.00pm 12.30pm – 4.00pm (Mon – Sun)
New Midnight & Early Morning Slots (Starting 24 Oct 2016)	5.00am – 6.00am (Mon – Sun)	1.30am – 2.30am (Tue – Fri)  1.00am-2.00am (Sun – Mon)	n/a	12.30am – 1.30am (Mon – Thu, Sat – Sun)  1.00am – 2.00am (Fri)
Live Show (Starting 1 Nov 2016)	n/a	n/a	n/a	10.00am – 11.00am (Wed-Fri)

# EJEN ALI TESCO

Ejen Ali partnered with TESCO for JOM SEKOLAH JOM JIMAT, a year end Back To School campaign complete with ground activation at 15 selected Tesco branches.

Mari menguji kemahiran anda di Akademi M.A.T.A Ejen Ali  
10am - 9pm  
2 Dis Jumaat • Sg. Petani Selatan  
3 Dis Sabtu • Jelutong & Setia Alam  
4 Dis Ahad • Ipoh Garden & Puchong



# EJEN ALI MAMEE



Encouraging sales create strong interest from client to renew Licensing partnership in 2017



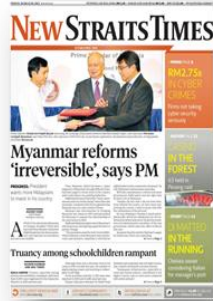
Product development phase for Ejen Ali Activity Books and Comic Magazine

# EJEN ALI BOOKS

COMING SOON







## 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*

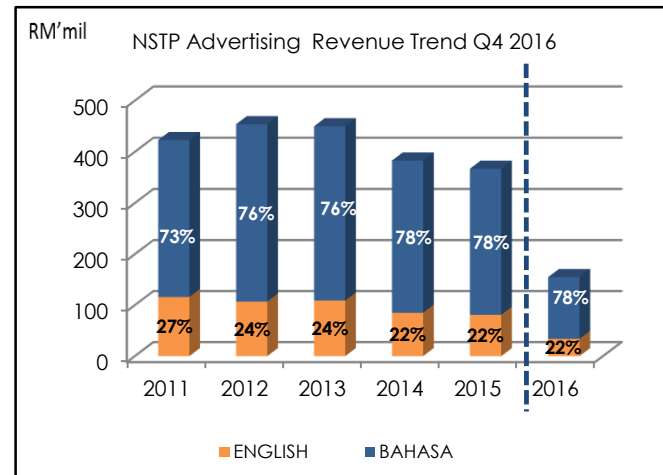
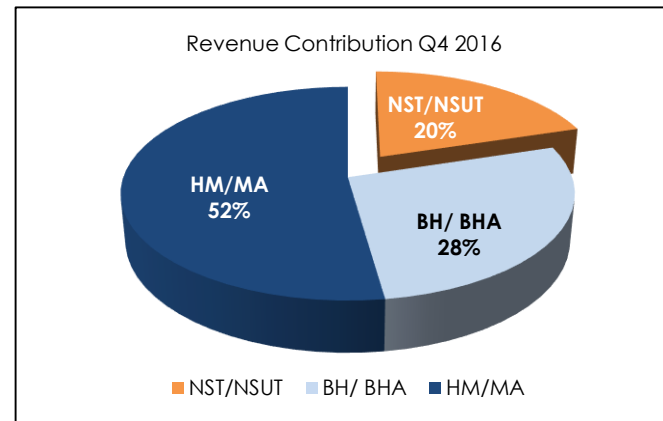
Average Household Income:  
RM4,400  
Largest group of readers:  
Below 40 years old

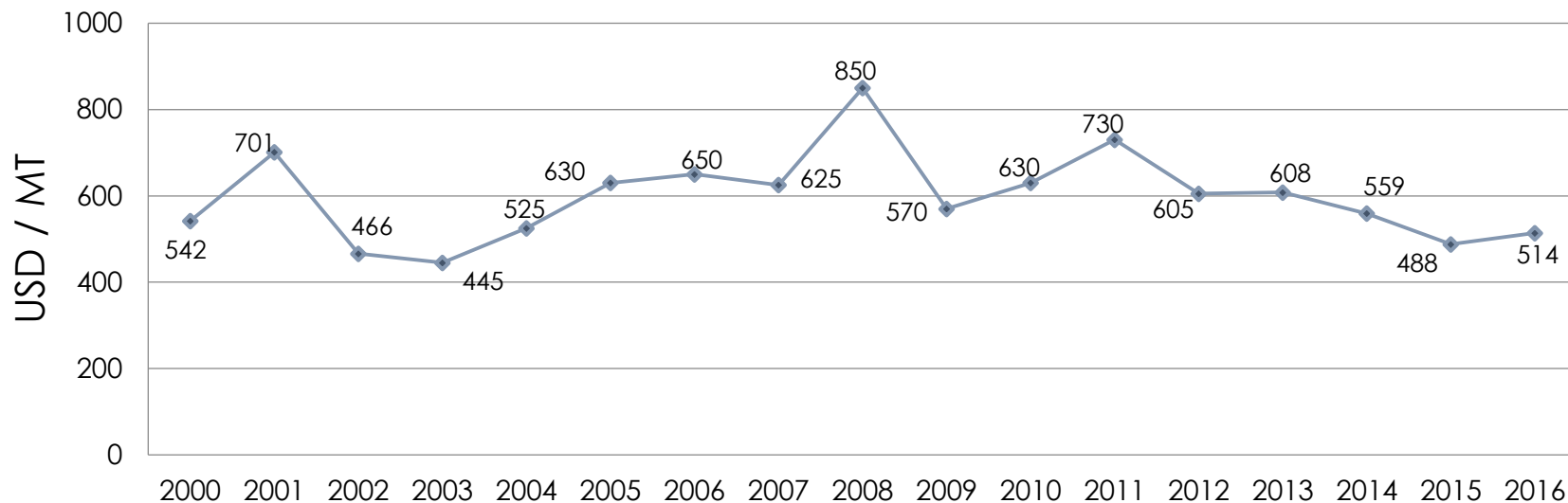
The paper which enriches &  
stimulates the mind;  
targeted to the discerning  
millennial Malay newspaper  
readers.



	2016 (RM'000)	2015 (RM'000)	Change (%)
Gross revenue	481,306	642,558	(25)
Net revenue	415,490	541,403	(23)
Direct costs	(111,173)	(136,800)	19
Contribution	304,317	404,603	(25)
Other income	19,803	18,147	9
Overheads	(317,018)	(319,212)	1
EBITDA	7,102	103,538	(93)
Finance charges	(686)	(1,130)	39
Depreciation	(45,454)	(48,384)	6
PBT	(39,038)	54,024	(>100)
Share of Associates	(10,089)	(7,245)	(39)
PBT/ (LBT)	(49,127)	46,779	(>100)
Exceptional Items ("EI")	(97,912)	-	NA
PBT/(LBT) after EI	(147,039)	46,779	(>100)
Taxation	22,820	(18,663)	>100
PAT/(LAT)	(124,219)	28,116	(>100)
PAT/(LAT) (excluding EI)	(26,307)	28,116	(>100)
EBITDA margin	2%	19%	
PAT margin	(30%)	5%	

- Challenging operating environment affected the print segment as revenue declined 23% YoY.
- Continuous implementation of cost management initiatives resulted in significant cost savings:- lower direct costs by 19% and lower total overheads by 1%, YoY.
- Total LAT for the year was recorded at RM124.2 million.
- Without the one-off RPP restructuring expenses, the platform recorded a lower loss of RM26.3 million for FY2016.





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



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

**Source:**

Circulation – Audit Bureau of Circulations  
Readership – Nielsen Media Research



**8.60million**  
FANS



**2.24million**  
FOLLOWERS



**390k**  
FOLLOWERS



**104k**  
SUBSCRIBERS

Newspaper	Facebook	Twitter	Instagram	Youtube
<b>NEW STRAITS TIMES</b>	473,724	453,142	19,342	4,187
<b>BH</b> Berita Harian	4,274,540	1,101,579	248,953	14,823
<b>Metro</b>	3,854,060	683,294	122,474	84,888

Mobile applications & digital products availability and launch dates:

### Mobile Apps.



10-Oct, 2015



10-Oct, 2015



10-Oct, 2015

### 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



14-Sep, 2016

**NSTP recorded 85% increase in digital media revenue in 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



>16,000  
Total Registered Users

Conversion Rate 15.3%

>2,400  
Subscriptions

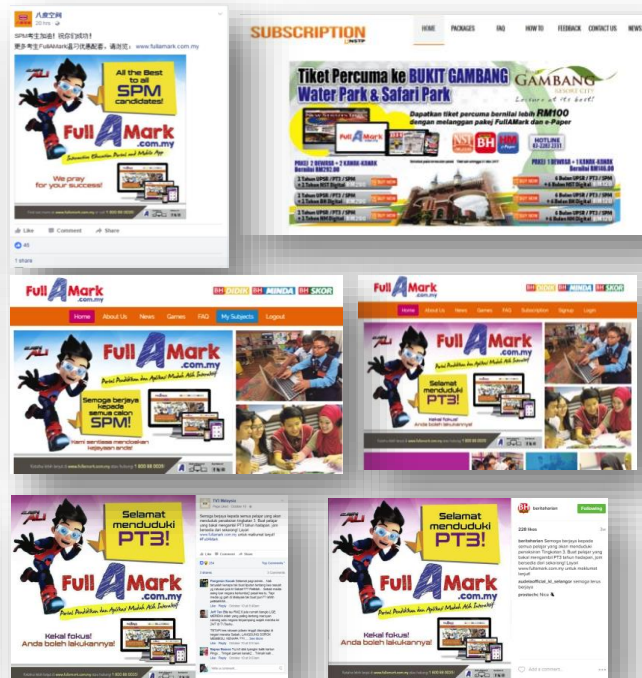
>39,000  
Apps downloads

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

### Print Ads



### Digital – Portal Banner & Social Media



### TV Bug & Commercial





# Radio



TARGET  
AUDIENCE



15 - 34  
Urban Market



15 - 34  
Malay Market



15 - 34  
Chinese Market

**koolfm**  
temanmu • muzikmu

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<sup>+</sup>

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<sup>+</sup> Talent

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



## Radio<sup>+</sup> Activation

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

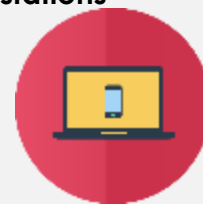
- **Launches**
- **Sales driven campaign**
- **Creative on ground engagements**



## Radio<sup>+</sup> 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**







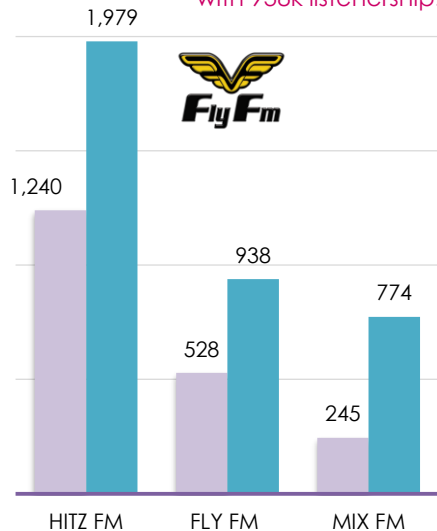
	2016 (RM'000)	2015 (RM'000)	Change (%)
Gross revenue	80,449	78,613	2
Net revenue	68,073	67,432	1
Direct costs	(1,221)	(5,408)	77
Contribution	66,852	62,024	8
Other income	2,064	2,030	2
Overheads	(43,256)	(37,083)	(17)
EBITDA	25,660	26,971	(5)
Finance charges	(682)	-	NA
Depreciation	(1,508)	(1,923)	22
PBT	23,470	25,048	(6)
Taxation	2,196	(6,744)	>100
PAT	25,666	18,304	40
EBITDA margin	38%	40%	
PAT margin	38%	27%	

- Revenue for 2016 grew by 1% against prior year, mainly due to higher revenue growth in One FM and new stream of revenue contributed by Kool FM.
- Lower operating expenses incurred in the year improved the PAT to post a 40% increase against FY2015.

### ENGLISH STATION LISTENERSHIP ( '000)

**Fly FM**

No. 2 English Radio  
Listenership in the country  
with 938k listenership.



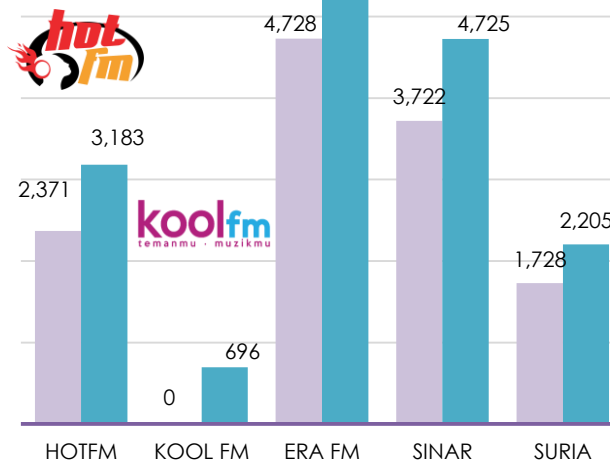
### MALAY STATION LISTENERSHIP ( '000)

**Hot FM**

No. 1 Malay Station in  
Time Spent Listening,  
10 hours and 46  
minutes.

**Kool FM**

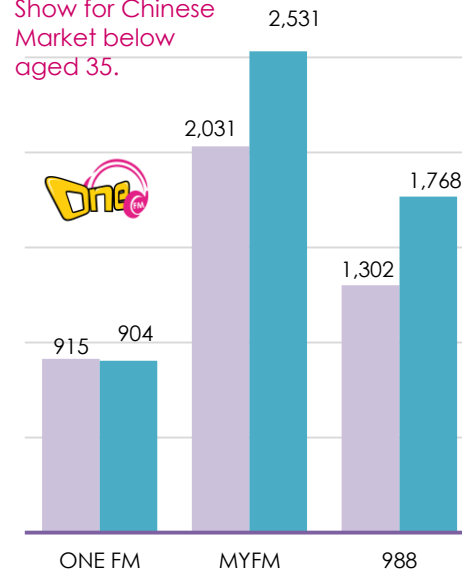
No. 2 Malay  
Language Station  
for aged 18-24  
years old.



### CHINESE STATION LISTENERSHIP ( '000)

**One FM**

No. 2 Breakfast  
Show for Chinese  
Market below  
aged 35.



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.  
1<sup>st</sup> radio network in Malaysia to use Whatsapp application for direct communication with listeners in real time!



**4.83million**  
**FANS**



**1.85million**  
**FOLLOWERS**



**1.3million**  
**FOLLOWERS**



**212.2k**  
**SUBSCRIBERS**

Station	Facebook	Twitter	Instagram	Youtube
<b>Hot FM</b>	<b>3.1m</b>	<b>1.58m</b>	<b>1.1m</b>	<b>156k</b>

Era FM	3.3m	369k	1.4m	156k
Suria FM	590k	111k	58.7k	6.1k
Sinar FM	995k	53.1k	313k	37k

<b>Kool FM</b>	<b>103k</b>	<b>6.4k</b>	<b>84k</b>	<b>4.2k</b>
----------------	-------------	-------------	------------	-------------

Station	Facebook	Twitter	Instagram	Youtube
<b>Fly FM</b>	<b>786k</b>	<b>260k</b>	<b>43.2k</b>	<b>37k</b>



Hitz FM	1.3m	517k	96.4k	32k
Mix FM	323k	13.6k	12.5k	2.5k



Station	Facebook	Twitter	Instagram	Weibo	Youtube
<b>One FM</b>	<b>845k</b>	<b>9k</b>	<b>88.9k</b>	<b>112k</b>	<b>15k</b>



My FM	877k	8.4k	89.1k	148k	38k
988	413k	3.5k	15.9k	100k	16k



Source: Individual social media platform as at 31 Dec 2016



Average Listenership Per Month	454,554
Average Unique Per Month	187,213
 Unique Mobile	86,992
 Unique Web	100,221
Listening Hours	606,066
Downloads (Q4'16)	4,667

Average Listenership Per Month	2,621,923
Average Unique Per Month	789,664
 Unique Mobile	601,332
 Unique Web	188,332
Listening Hours	3,002,112
Downloads (Q4'16)	17,820

Average Listenership Per Month	1,873,312
Average Unique Per Month	479,552
 Unique Mobile	201,221
 Unique Web	278,331
Listening Hours	2,132,921
Downloads (Q4'16)	15,212

Average Listenership Per Month	412,112
Average Unique Per Month	377,433
 Unique Mobile	190,112
 Unique Web	187,321
Listening Hours	456,223
Downloads (Q4'16)	12,331

**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**



	2016 (RM'000)	2015 (RM'000)	Change (%)
Gross revenue	173,556	168,840	3
Net revenue	158,743	157,590	1
Direct costs	(81,716)	(84,971)	4
Contribution	77,027	72,619	6
Other income	3,527	2,594	36
Overheads	(21,499)	(17,660)	(22)
EBITDA	59,055	57,553	3
Depreciation & amortisation	(9,660)	(9,017)	(7)
PBT	49,395	48,536	2
Taxation	(12,344)	(11,971)	(3)
PAT	37,051	36,565	1
<i>EBITDA margin</i>	<i>37%</i>	<i>37%</i>	
<i>PAT margin</i>	<i>23%</i>	<i>23%</i>	

- Net revenue and PAT both increased by 1% YoY.
- Bank on growth opportunities from the expansion into rapid transit advertising concessions secured in 2016.
- Digital assets at key premium sites should remain a strong contributor to the platform

**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



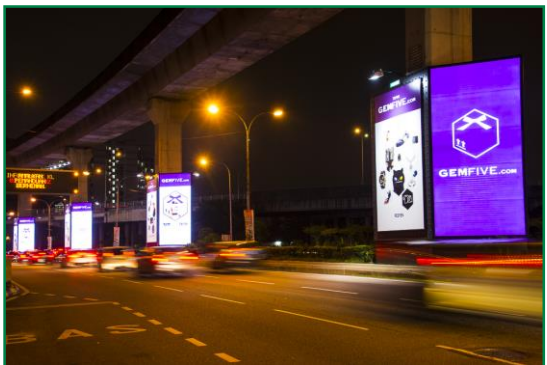
Cubig @ Imbi



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.



Digital Media 

media prima

DIGITAL

it takes  
innovation



	2016 (RM'000)	2015 (RM'000)	Change (%)
Gross revenue	32,460	27,890	16
Net revenue	32,460	27,091	20
Direct costs	(1,157)	(2,093)	45
Contribution	31,303	24,998	25
Other income	275	81	>100
Overheads	(26,791)	(24,685)	(9)
EBITDA	4,787	394	>100
Depreciation & Amortisation	(4,456)	(1,786)	(>100)
PBT/(LBT)	331	(1,392)	>100
Taxation	-	10,800	NA
PAT/(LAT)	331	9,408	(96)
EBITDA margin	15%	1%	
PAT margin	1%	35%	

- Revenue higher by 20% against FY2015, supported by Shared Service Revenue.
- Higher revenue coupled with savings from direct costs and other income contributed an improved EBITDA during the year.
- Operationally, Media Prima Digital fared better against the LBT recorded last financial year.
- PAT for 2016 was considerably lower for MPD, as deferred tax assets were recognised in FY 2015.
- Higher depreciation & amortisation incurred in relation to assets acquired for Tonton Portal and development of Apps & Games.





13 apps have been successfully launched in 2016

Q4 2016 downloads - **595,466**

YTD 2016 downloads - **1,310,225**

Top 3 most downloaded Apps to date

Apps	iOS	Google Play
 <p>Ejen Ali : MATA Training Academy</p>	18,304	599,358
 <p>Ejen Ali: Emergency</p>	14,708	288,681
 <p>Jalan Jalan Cari Makan</p>	46,651	133,967

International Mobile Gaming Awards



Ejen Ali : Emergency



Nominated for  
SEA IMGA People's  
Choice Awards!

1st Partnership on Game Dev Conference

5th-9th Nov, Intercontinental Hotel, KL



Level Up KL is an initiative under MDEC to drive the growth of games industry in Malaysia and South-East Asia.

1. **South-East Asia Game Hackathon** Hosted by Media Prima Labs - 100 Hackers from SEA countries

2. Side talk for our Clients & Agencies titled **"Mobile Game Commercialisation"**

3. **Connecting** with the Game Dev community!

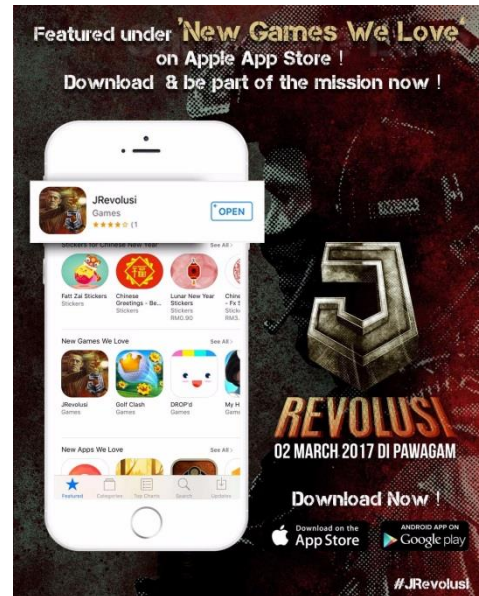


Released **Malaysia's Very First 'First Person Shooter' Game** based on movie  
Features Eye-Catching Graphics and Cool Game Interface



Featured under "New Games We Love" on Apple App Store!

- ✓ Launched on 17 January 2017
- ✓ Action packed auto shooting game inspired by the movie J Revolusi
- ✓ Available on Apple Store and Google Play Store



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





	2016 (RM'000)	2015 (RM'000)	Change (%)
Gross revenue	115,275	111,110	4
Net revenue	115,275	111,110	4
Direct costs	(55,260)	(49,310)	(12)
Contribution	60,015	61,800	(3)
Other income	510	368	39
Overheads	(49,048)	(42,806)	(15)
EBITDA	11,477	19,362	(41)
Depreciation	(74)	(125)	41
PBT	11,403	19,237	(41)
Taxation	(989)	(5,136)	81
PAT	10,414	14,101	(26)
EBITDA margin	10%	17%	
PAT margin	9%	13%	

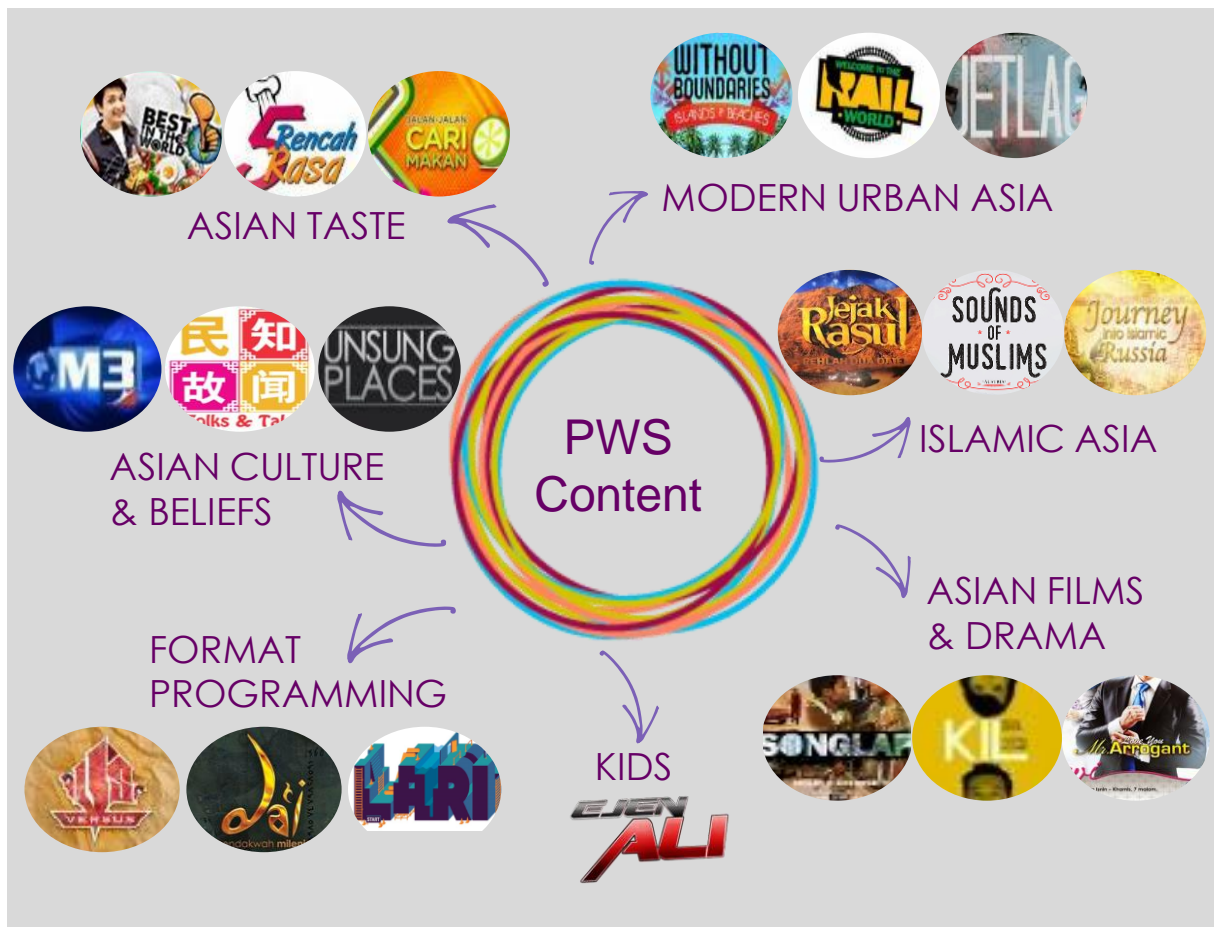
- The platform saw a 4% YoY increase in revenue however higher operating costs led to a 26% decrease in profitability.



primeworks  
studios

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

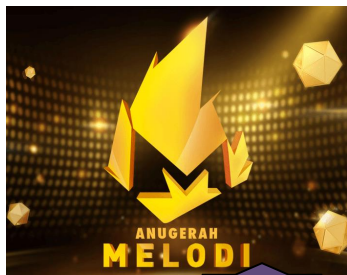
Malaysia's top 10 most watched television programmes are produced by Primeworks Studios



## New Programmes



1.30mn  
viewers



1.90mn  
viewers

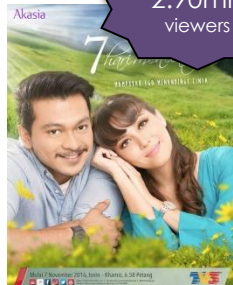


0.84mn  
viewers



0.46mn  
viewers

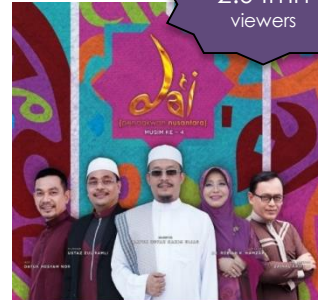
## Ratings Winners



2.90mn  
viewers



2.60mn  
viewers



2.04mn  
viewers

Akasia: 7 Hari Mencintaiku

Pentas Akhir : Da'i



1.72mn  
viewers



2.06mn  
viewers



1.88mn  
viewers



1.50mn  
viewers



1.79mn  
viewers



1.46mn  
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



Badminton Sensei:  
Co-pro with Fuji TV



JKK Japan:  
Co-pro with Fuji TV

## Original Format for International Distribution



Co-developed  
with Fremantle  
for international  
distribution

## Strategic Tie-Up

- Media Prima-CICC - Strategic collaboration through 8TV with China Intercontinental Communication Centre (CICC) to explore new content offerings, cross-culture collaborations, extending our capabilities in bringing high quality content from China to our Malaysian audience.
- Kicked off with a nationwide primetime broadcast of a 9 episode documentary titled 'Usilk' on 8TV, a factual entertainment series of stories of the culture, economy, and folklores of countries along the Silk Road.
- CICC & 8TV to carry out various knowledge-sharing and skills-transfer programmes to facilitate talent development in the media industry for both countries.

## Commissioned Content &amp; Production Services



Ulama Nusantara:  
Commissioned by Khazanah  
Nasional, also telecast on  
Metro TV Indonesia



China High speed railway on  
M3:  
Commissioned by China  
Railway Engineering



3-episode special on Okayama  
tourism  
Commissioned by Okayama  
Broadcasting



## SECTION 1

GROUP OVERVIEW



## SECTION 2

FINANCIAL & BUSINESS REVIEW



## SECTION 3

DIVIDEND



## SECTION 4

OUTLOOK FOR 2016 & WAY FORWARD



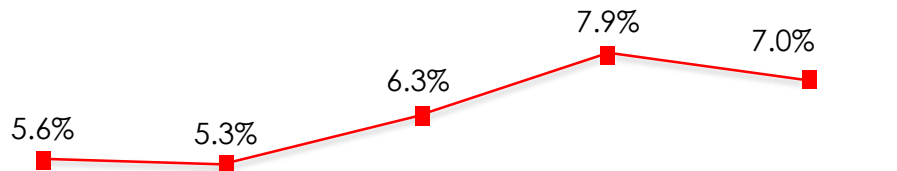
- Proposed final single tier dividend of 4.0 sen for FYE 30 December 2016 (subject to shareholders' approval at the forthcoming AGM)
- The proforma calculation for dividend payout and yield for the purpose of illustration:

		RM '000
<b>2016 Dividend payout:</b>		
1. First interim	2 sen	22,184
2. Second interim	2 sen	22,184
Share capital as at entitlement date (1,109,199,286)		
3. Proposed final dividend	4 sen	44,368
<b>Total dividend for FY2016</b>	<b>8 sen</b>	<b>88,736</b>
PATAMI/(LATAMI)		(59,198)
Dividend yield	7.0%	
Dividend payout ratio (as a % of PATAMI)	>100. 0%	
Dividend payout policy (as a % of PATAMI)	60% to 80%	

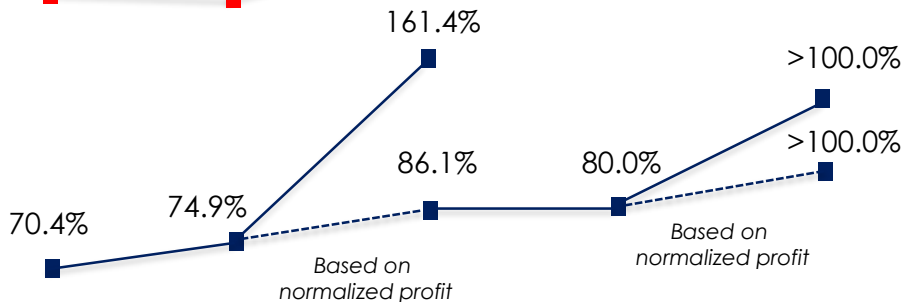




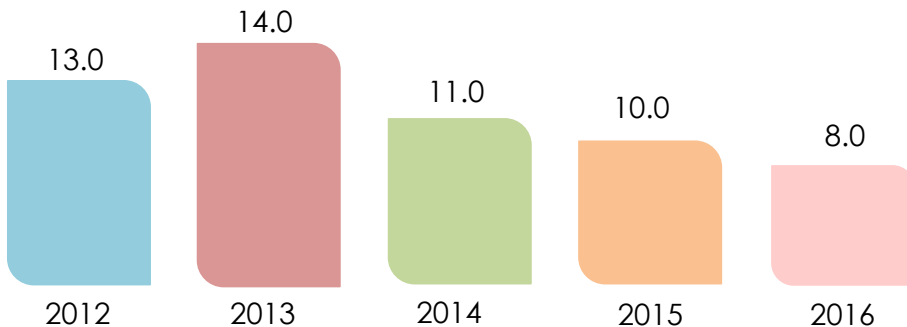
DIVIDEND  
YIELD



DIVIDEND  
PAY-OUT  
RATIO



TOTAL  
DIVIDEND  
(SEN)



FINAL DIVIDEND OF 8.0  
SEN  
FOR FYE 31 DEC 2016

Dividend Policy

- Minimum 60% to the maximum of 80% of PATAMI
- Quarterly payment or minimum twice a year





## SECTION 1

### GROUP OVERVIEW



## SECTION 2

### FINANCIAL & BUSINESS REVIEW



## SECTION 3

### DIVIDEND



## SECTION 4

### OUTLOOK FOR 2016 & WAY FORWARD

- The Group will continue to face a challenging period moving in 2017 due to prolonged weak Adex sentiment, customer fragmentation, technological advancement and shift in advertisement to digital media.
- Furthermore, new business initiatives implemented by the Group in 2016 to diversify its revenue portfolio is expected to remain in gestation for 2017.



## TV NETWORK

- Continuous investment in linear TV offerings whilst improving the digital content experience on tonton
- Expanding consumer business through CJ WOW SHOP home shopping.



## PRINT MEDIA

- Continuous cost management and operational efficiency is crucial with the lower advertising and newspaper sales outlook affecting the industry.
- Diversification into digital is certain to compliment the traditional business.



## RADIO NETWORK

- Strengthen content quality across multiple platforms to enable growth in the traditional and digital radio landscape.
- Radio Plus serves to offer clients with integrated solutions and innovative ideas.



## OUT-OF-HOME MEDIA

- Growth opportunities from the expansion into rapid transit advertising concessions secured in 2016.
- Digital assets at key premium sites should remain a strong contributor to the platform.



## DIGITAL MEDIA

- Continue to support all the digital initiatives within the Group in terms of developing digital products and services as well as upselling the Group's digital marketing.



## CONTENT CREATION

- Develop and own hit intellectual properties to grow external revenue and distribution business to reduce dependency on Media Prima Television Networks.
- Exploring into international market through various co-productions and expanding animation investment would be the way forward in 2017.



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



**NEW STRAITS TIMES**



**Metro**



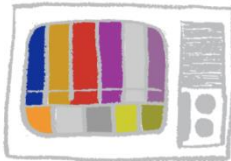
**LARGEST** share of advertising revenue & number of billboards in the outdoor media industry

**BIG TREE**

**GOTCHA**

**TRC UPD**

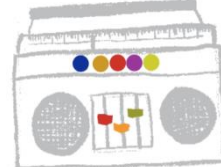
**KURNIA OUTDOOR**



**LARGEST** reach in terms of TV viewership



**WOWSHOP**



**2<sup>nd</sup> LARGEST** reach in terms of combined radio channel listeners' numbers



**3<sup>rd</sup> 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



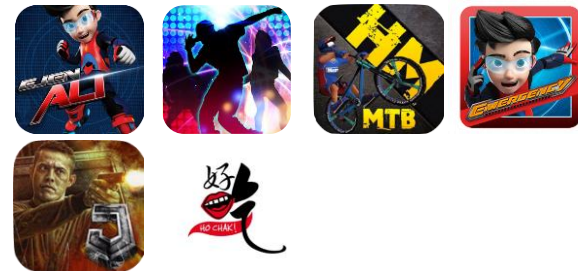
Television Networks

media prima

Digital presence  
by platform

Radio Networks

Digital



Print Media



# 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.