

A P R E S E N T A T I O N B Y

media **prima**



INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 30th JUNE 2015
13th AUGUST 2015

SECTION 1

- **OVERVIEW**

SECTION 2

- **PERFORMANCE OVERVIEW**

SECTION 3

- **DIVIDEND**

SECTION 4

- **OUTLOOK**



INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 30th JUNE 2015

13th AUGUST 2015



WE MANAGED TO BUILD THE ONLY
**FULLY-INTEGRATED
MEDIA
HOUSE**

IN MALAYSIA OFFERING

**MEDIA
SERVICES**

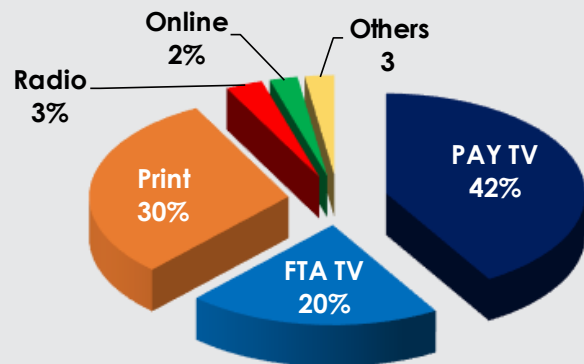


TO AN AUDIENCE OF

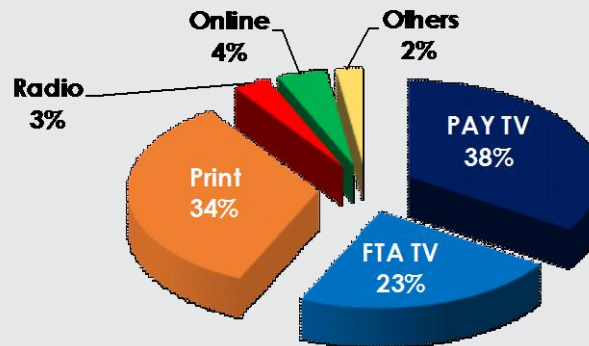
**25 MILLION
PEOPLE**



Industry Adex Malaysia – Non discounted gross revenue



H1 2015



H1 2014

RM MILLION	PAY TV	FTA TV	PRINT	RADIO	ONLINE	OTHERS	TOTAL
H1 2015	2,924	1,411	2,110	229	144	172	6,990
H1 2014	2,532	1,556	2,319	221	286	154	7,068
% Change	15	(9)	(9)	4	(50)	12	(1)

1. Nielsen's Adex numbers for both Pay TV & FTA TV have not taken into consideration the discounting factor. Actual Adex would be lower than Nielsen's reported numbers due to higher actual bonussing / discounting.
2. Pay TV - a cheaper alternative as its rates are lower than that of FTA TV & Print
3. Inclusion of more paid channels will contribute to higher growth for Pay TV



MALAYSIA'S LEADING FULLY-INTEGRATED MEDIA COMPANY

Section 2 : Performance Review

Fact sheet as at 30 June 2015



Issued and
paid-up share
capital

RM1,109.2m

Shareholders
equity

RM1,600.1m

Total assets

RM2,293.5m

Cash

RM360.7m

Group
borrowings

RM306.2m

PDS Ratings
(RAM)

**AA1/P1
(CP/MTN)**

Media Prima Today

Television Broadcasting



Print Media



Outdoor Media



Radio



Content Creation

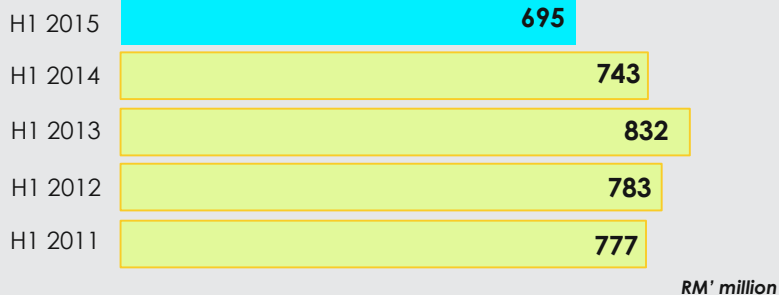


Digital

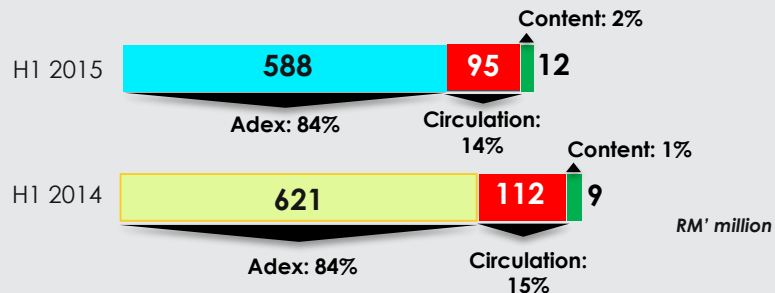


5-year H1 trend

Group net revenue: RM695m (H1 2014: RM743m)

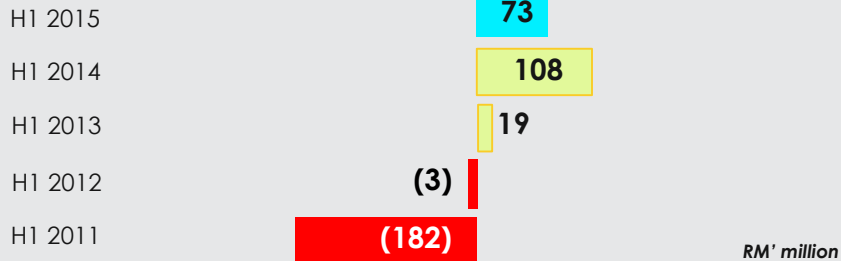


Group net revenue by type

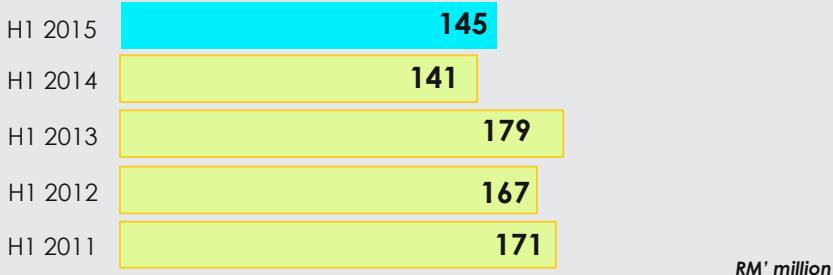


**(Accumulated losses)/
Retained earnings:**

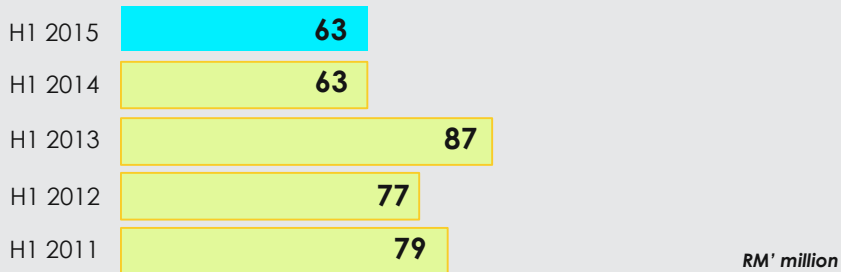
RM73m (H1 2014: RM108m)



Group EBITDA: RM145m (H1 2014: RM141m)



Group PATAMI: RM62m (H1 2014: RM63m)



Consolidated Results H1 2015



	RM '000		%
	H1 2015	H1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	816,626	887,690	(8)
NET REVENUE	695,208	742,684	(6)
ROYALTIES	(1,634)	(1,770)	8
NET REVENUE AFTER ROYALTIES	693,574	740,914	(6)
DIRECT COSTS	(228,541)	(247,082)	8
CONTRIBUTION	465,033	493,832	(6)
OTHER INCOME	14,015	11,684	20
OVERHEADS	(333,714)	(364,526)	8
EBITDA	145,334	140,990	3
FINANCE COSTS	(8,767)	(11,874)	26
DEPRECIATION AND AMORTISATION	(50,608)	(49,936)	(1)
PROFIT BEFORE ASSOCIATE	85,959	79,180	9
SHARE OF ASSOCIATE'S RESULTS	(2,819)	6,175	(146)
PROFIT BEFORE TAX	83,140	85,355	(3)
TAXATION	(21,490)	(21,264)	(1)
PROFIT AFTER TAX	61,650	64,091	(4)
MINORITY INTEREST	1,176	(1,245)	194
PATAMI	62,826	62,846	(0)
EBITDA margin %	21%	19%	
PATAMI margin %	9%	8%	
Effective Tax Rate %	25.0%	26.9%	

MPB Group financial summary H1 2015



Advertising Revenue

H1 2015 net advertising revenue contracted by 5% against H1 2014 due to the sluggish advertising Adspend and lacklustre macro economic sentiment.

Non Advertising Revenue

Circulation revenue by print media was lower by 15% against H1 2014.

EBITDA

Higher EBITDA by 3% against corresponding period, as a result from the cost savings from newsprint and the MSS

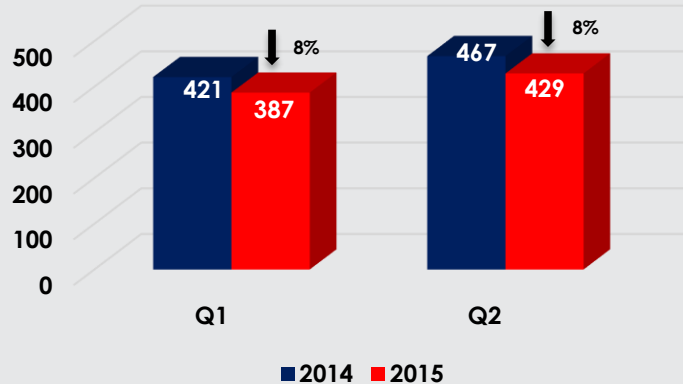
PATAMI

Excluding the share of results from associate, the Group recorded a 9% improvement in PBT against H1 2014. This resulted in a flattish PATAMI and a slight improvement in PATAMI Margin against H1 2014.

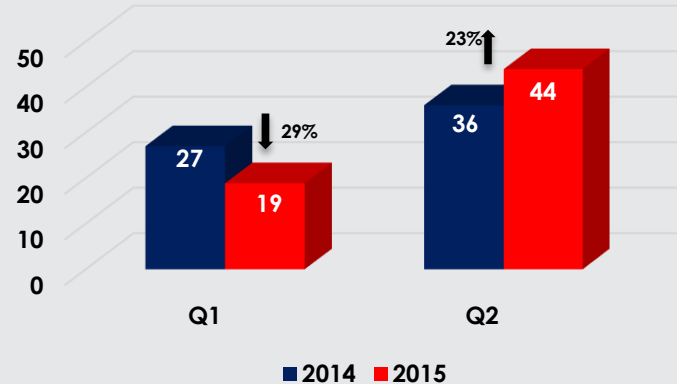


Performance by Quarter

Gross Revenue



PATAMI



- Challenging environment and market sentiment led to the decline in gross revenue by 8% in both Q1 and Q2 y-o-y.
- Against Q1 2015, Q2 2015 gross revenue rose 11% to RM429 million while PATAMI jumped more than 100% to RM44 million due to Q1 2015 seasonally low base effect and business sentiment pick-up in June 2015 for Ramadhan and Raya festivities.

Financial results by media platform



	RM'000							
	TVN	Radio	Outdoor Media	Print Media	Digital Media	Others	Consol Adjustment	Total
Gross Revenue								
H1 2015	363,484	34,702	78,805	326,986	9,417	15,283	(12,051)	816,626
H1 2014	394,949	41,101	79,303	359,531	15,742	12,075	(15,011)	887,690
Growth %	(8)	(16)	(1)	(9)	(40)	27	20	(8)
Net Revenue (after royalties)								
H1 2015	292,892	29,611	72,181	280,021	9,709	15,283	(6,123)	693,574
H1 2014	307,552	35,000	72,512	303,273	14,937	12,076	(4,436)	740,914
Growth %	(5)	(15)	(0)	(8)	(35)	27	38	(6)
EBITDA								
H1 2015	63,866	14,067	22,233	48,282	(238)	(2,583)	(293)	145,334
H1 2014	76,754	19,663	22,427	38,653	(1,779)	(9,504)	(5,224)	140,990
Growth %	(17)	(28)	(1)	25	87	73	94	3
Depreciation & Interest Expenses								
H1 2015	19,040	1,040	4,366	24,552	967	8,563	847	59,375
H1 2014	18,949	1,115	4,347	24,743	774	11,027	855	61,810
Growth %	(0)	7	(0)	1	(25)	22	1	4
PBT / (LBT) Before Associate								
H1 2015	44,826	13,027	17,867	23,730	(1,205)	(11,146)	(1,140)	85,959
H1 2014	57,805	18,548	18,080	13,910	(2,553)	(20,531)	(6,079)	79,180
Growth %	(22)	(30)	(1)	71	53	(46)	81	9




TELEVISION

 SISTEM TELEVISYEN MALAYSIA BERHAD	 CH-9 MEDIA SDN BHD	 NATSEVEN TV SDN BHD	 METROPOLITAN TV SDN BHD
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WITH EACH
CHANNEL
 DEDICATED TO SPECIFIC AUDIENCE
 **TARGET SEGMENTS**

THE 4 CHANNELS COLLECTIVELY HOLD
41% OF TOTAL
MALAYSIAN TELEVISION VIEWERSHIP
 THUS RETAINING

THE GROUP'S ----- **NO.1 POSITION**



Section 2.1 : TV Networks

Segmentation of our TV channels



TARGET AUDIENCE

POSITIONING

ADVERTISERS



Progressive Malay dominance
MASS MARKET



INSPIRASI HIDUPKU -
Family orientated programmes, and cultural proximity content

FMCGs, communications, services & transportation brands



25-45 YRS OLD URBANITES,
kids & mass Chinese



MY FEEL GOOD CHANNEL - Television as an escape

Urban middle to high class image products and lifestyle brands



15-24 YRS OLD URBANITES,
Mass Chinese



WE ARE DIFFERENT -
Tastemaker, energetic and differentiation in content

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



MASS MARKET,
Young semi-urban & rural Malays



DEKAT DI HATI- A mixture of drama, real-life & current affairs

FMCGs, non-traditional brands and government

TV networks results H1 2015



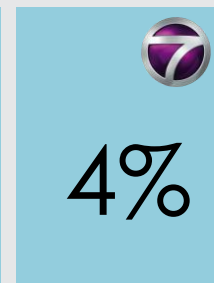
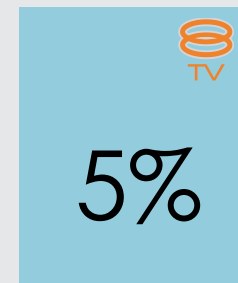
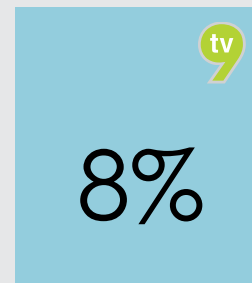
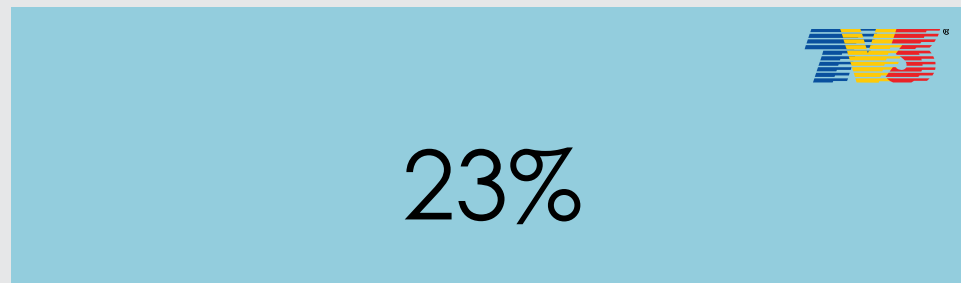
	RM'000		%
	H1 2015	H1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	363,484	394,949	(8)
NET REVENUE	292,892	307,552	(5)
DIRECT COSTS	(102,175)	(95,497)	(7)
CONTRIBUTION	190,717	212,055	(10)
OTHER INCOME	4,055	5,160	(21)
OVERHEADS	(130,906)	(140,461)	7
EBITDA	63,866	76,754	(17)
DEPRECIATION	(19,009)	(18,825)	(1)
FINANCE CHARGES	(31)	(124)	75
PROFIT BEFORE TAX (PBT)	44,826	57,805	(22)
TAXATION	(5,387)	(11,472)	(53)
PROFIT AFTER TAX (PAT)	39,439	46,333	(15)

EBITDA Margin %	18%	19%
PAT Margin %	13%	15%

Revenue contracted by 5% against H1 2014.

- The shift from the traditional media channels to internet and mobile advertising partly contributed to the short fall.
- It was further compounded by market's sentiment post GST as well as weakening ringgit against major currency.

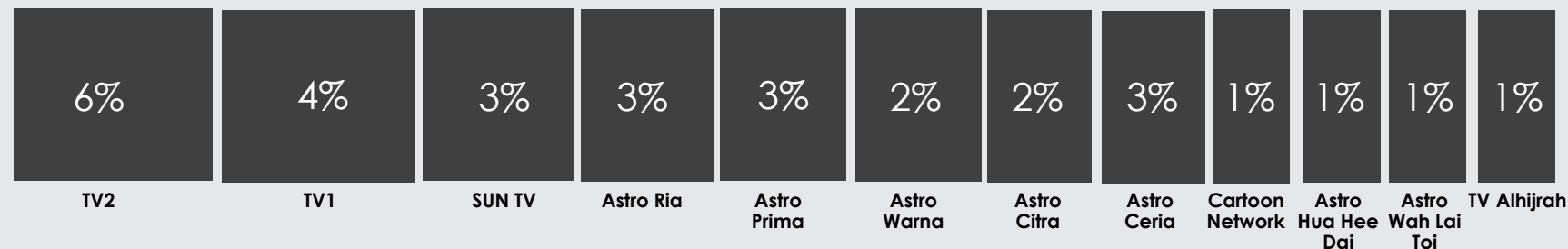
TV audience share: Jan-June 2015 (Free & Pay channels)



LEADING THE COMPETITION
across all stations/channels with the
best & compelling content

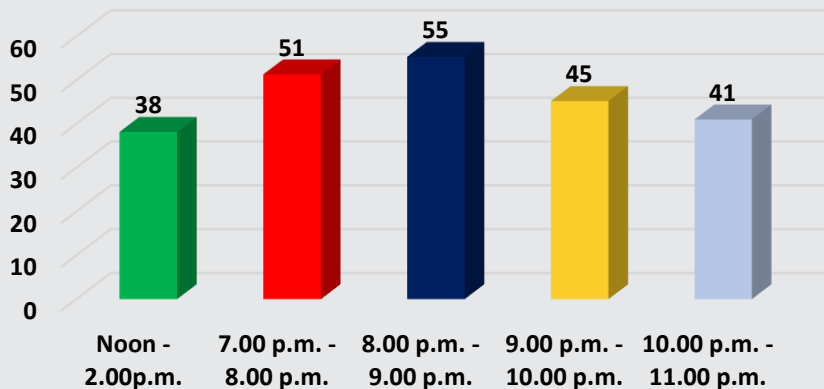
Inevitable fragmentation with the
inclusion of more Pay Channels & the
upcoming Digital Rollout

Source: Nielsen
Audience Measurement
(Total 4+)

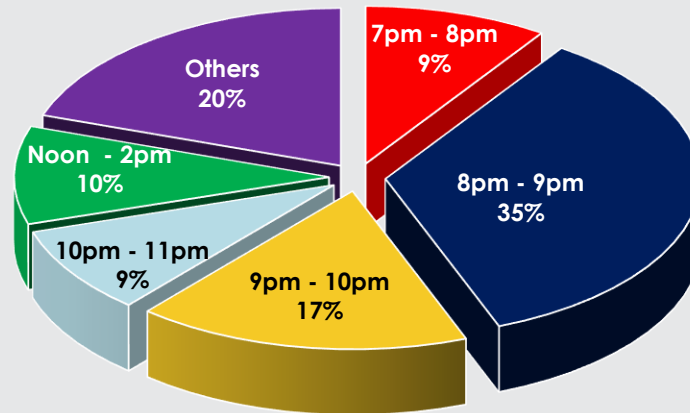


Good prime time ratings – Pathway to higher revenue

Audience Share - All 4+ (%)



TVN Revenue by Prime Time Hour



- Dominant audience share at Prime Time (Noon – 2pm & 7-11 pm)
 - 55% of total audience captured during Super Prime Time (8-9pm)

- Committed to maintain and defend ratings for prime time hours
 - 6 Prime Time hours out of total 24 hours (25%) contribute to 80% of MPB TV Network revenue

REMAIN COMMITTED TO MAINTAIN & DEFEND RATINGS FOR PRIME TIME HOURS



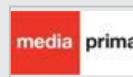
Maintaining programme ratings – Top 20 programmes across all channels Jan-June 2015

No	Programme	Genre	Channel	(r) 000s	TVR	Share
1	ANUGERAH JUARA LAGU (L)	MUSICAL/ENTERTAINMENT	TV3	3,688	17.8	57.3
2	ANUGERAH BINTANG POPULAR BH(L)	MUSICAL/ENTERTAINMENT	TV3	3,154	15.2	52.9
3	SUPER QU PUTEH BINTANG B.B.(L)	REALITY TV	TV3	3,100	14.9	47.8
4	PIALA FA FINAL	SPORTS	TV3	2,994	14.4	45.6
5	QU PUTEH BINTANG BERSAMA B.(L)	REALITY TV	TV3	2,430	11.7	39.8
6	ANUGERAH DRAMA FESTIVAL KL(L)	MUSICAL/ENTERTAINMENT	TV3	2,398	11.6	37.6
7	MENTOR LEGEND	REALITY TV	TV3	2,342	11.3	37.2
8	MENTOR LEGEND AKHIR(L)	REALITY TV	TV3	2,267	10.9	36.0
9	PIALA SUMBANGSIH	SPORTS	TV3	2,194	10.6	35.8
10	TAZKIRAH RAMADAN	RELIGIOUS PROGRAMMES	TV3	2,177	10.5	38.4
11	BULETIN UTAMA	NEWS	TV3	2,073	10.0	35.2
12	AKASIA	DRAMA/SERIES	TV3	2,046	9.9	40.4
13	TELE RAMADAN	MOVIES	TV3	1,937	9.3	35.8
14	KIAS RAMADAN	DOCUMENTARIES/MAGAZINES	TV3	1,910	9.2	32.9
15	C'RAMA	MOVIES	TV3	1,854	8.9	31.3
16	PIALA FA	SPORTS	TV3	1,840	8.9	29.6
17	MAJALAH 3 (LIVE)	DOCUMENTARIES/MAGAZINES	TV3	1,794	8.6	27.9
18	FESTIVAL	MOVIES	TV3	1,776	8.6	32.6
19	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	1,744	8.4	27.2
20	RAYA NI DAH KAHWIN!	DRAMA/SERIES	TV3	1,675	8.1	27.1

MPB channels remain the LEADER in key markets

Top 10 Channels	Total Individuals				Chinese 4+				Malay 15+			
NO	STN	JAN-JUNE 2014	STN	JAN-JUNE 2015	STN	JAN-JUNE 2014	STN	JAN-JUNE 2015	STN	JAN-JUNE 2014	STN	JAN-JUNE 2015
1	TV3	24.7	TV3	24.0	8TV	24.1	8TV	23.4	TV3	33.9	TV3	31.5
2	TV9	7.4	TV9	7.4	NTV7	17.6	NTV7	15.6	TV9	9.5	TV9	9.9
3	TV2	5.5	TV2	5.0	HUA HEE DAI	5.8	HUA HEE DAI	4.8	TV1	7.1	TV2	6.0
4	TV1	5.0	8TV	4.8	AEC	4.8	TV2	3.9	TV2	5.8	TV1	5.8
5	8TV	4.9	NTV7	4.1	WLT	4.7	AEC	3.6	PRIMA	4.7	PRIMA	3.7
6	NTV7	4.5	TV1	3.9	TV2	4.1	CELESTIAL CLASSIC	3.5	RIA	3.8	RIA	3.7
7	PRIMA	3.3	CERIA	3.0	XHE	3.1	WLT	2.9	CERIA	2.7	WARNA	3.4
8	SUN-TV	3.1	RIA	2.7	TVBC	2.8	TV3	2.0	OASIS	2.7	CERIA	2.8
9	RIA	2.8	PRIMA	2.7	TV3	2.2	SHX	1.9	WARNA	2.4	CITRA	2.6
10	CERIA	2.4	SUN-TV	2.5	OTHER-ASTRO	2.2	TVBC	1.8	CITRA	2.2	OASIS	2.3

TV Adex share by station H1 2015



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
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
Growth %	(13)	(4)	(15)	3	(8)	(15)	(11)		(9)
Discount Factor									
- %	58	79	79	82	71	60	60	60	69
- RM'000	(312,910)	(205,558)	(145,388)	(217,234)	(881,090)	(24,876)	(63,948)	(10,994)	(969,914)
Gross Revenue									
- %	52	12	9	11	85	4	9	0	97
- RM'000	222,554	53,588	39,229	48,113	363,484	16,584	42,632	7,330	430,030
Growth %	(10)	(6)	(13)	6	(8)	(15)	(11)	>100	(7)
H1 2014									
Non Discounted Gross Revenue									
- %	40	17	14	17	87	3	8	2	100
- RM'000	615,064	268,928	216,568	256,988	1,357,548	49,042	120,332	28,642	1,555,564
Discount Factor									
- %	60	79	79	82	71	60	60	0	68
- RM'000	(367,375)	(212,035)	(171,399)	(211,789)	(962,598)	(29,425,20)	(72,199)	0	(1,064,222)
Gross Revenue									
- %	54	12	10	10	85	4	10	0	100
- RM'000	247,689	56,893	45,169	45,199	394,950	19,617	48,133	0	462,700

* Based on estimates

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



WE WILL CONTINUE TO OFFER

COMPREHENSIVE ADVERTISING SOLUTIONS

AND

ENHANCE NEWSPAPER SALES

VIA CONTINUOUS CONTENT
IMPROVEMENT TO WIDEN OUR REACH
TO CONSUMERS AND READERS



P R I N T

New STRAITS TIMES

THE NATION'S MOST ESTABLISHED AND INFLUENTIAL ENGLISH LANGUAGE NEWSPAPER

Metro
HARIAN
METRO

THE BAHASA NEWSPAPER WITH THE
LARGEST CIRCULATION AND **READERSHIP**
IN THE COUNTRY

WHICH REACHES OUT TO
A BROAD CROSS SECTION
OF READERS

BH
Berita Harian
**BERITA
HARIAN**



Section 2.2 : Print Media

Segmentation of our papers



TARGET AUDIENCE

POSITIONING

ADVERTISERS

Metro

NEW MALAYS, young age 20-39 years old, dynamic and progressive Malaysian



FROM ALL WALKS OF LIFE, working class to students, housewives, business people and decision makers

BH
Berita Harian



INFLUENTIAL NEWSPAPER addressed to government and corporate sectors, the intelligentsia, young professional and students



NEW STRAITS TIMES

MALAY DAILY - Young people who are looking for entertainment, shopping news and lifestyle features

MALAY DAILY - People who have an open mind and are drawn to new and interesting products and services

ENGLISH DAILY - Authoritative newspaper that is responsible for the well-being and progress of the nation in all fields. "The Newspaper of The Nation"

FMCG products, communications, services, transportation

FMCG products, government, services

Targeting the Malaysian Urban middle to high class; image products and lifestyle

NSTP results H1 2015



	RM'000		%
	H1 2015	H1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	326,986	359,531	(9)
NET REVENUE	280,021	303,273	(8)
DIRECT COSTS	(78,465)	(101,218)	22
CONTRIBUTION	201,556	202,055	(0)
OTHER INCOME	7,038	3,336	>100
OVERHEADS	(160,312)	(166,738)	4
EBITDA	48,282	38,653	25
FINANCE CHARGES	(898)	(1,464)	(39)
DEPRECIATION	(23,654)	(23,279)	(2)
PROFIT BEFORE ASSOCIATES	23,730	13,910	71
SHARE OF ASSOCIATES	(2,819)	6,175	(>100)
PROFIT BEFORE TAX (PBT)	20,911	20,085	4
TAXATION	(5,634)	(3,478)	62
PROFIT AFTER TAX (PAT)	15,277	16,607	(8)
EBITDA Margin %	17%	13%	
PAT Margin %	5%	5%	

Revenue declined by 8% due to lower advertising and circulation revenue. Despite the revenue decline and share of losses from an associate, PAT only reduced by 8% on the back of production cost savings & efficiencies. Savings in direct cost are mainly due to the following:-

- Newsprint cost savings of approx. RM20m for H1 2015
- Continuous management of print order due to reduced circulation
- Improvement in production yield mainly due to improved newsprint efficiency by using 42gsm from 45gsm previously

BH MAINTAINED ITS STATURE AS A PREMIER BAHASA DAILY FOR MALAYSIANS SEEKING LATEST AND COMPREHENSIVE NEWS AND IN-DEPTH OPINIONS.

1,034,000 READERS NATIONWIDE



Harian Metro

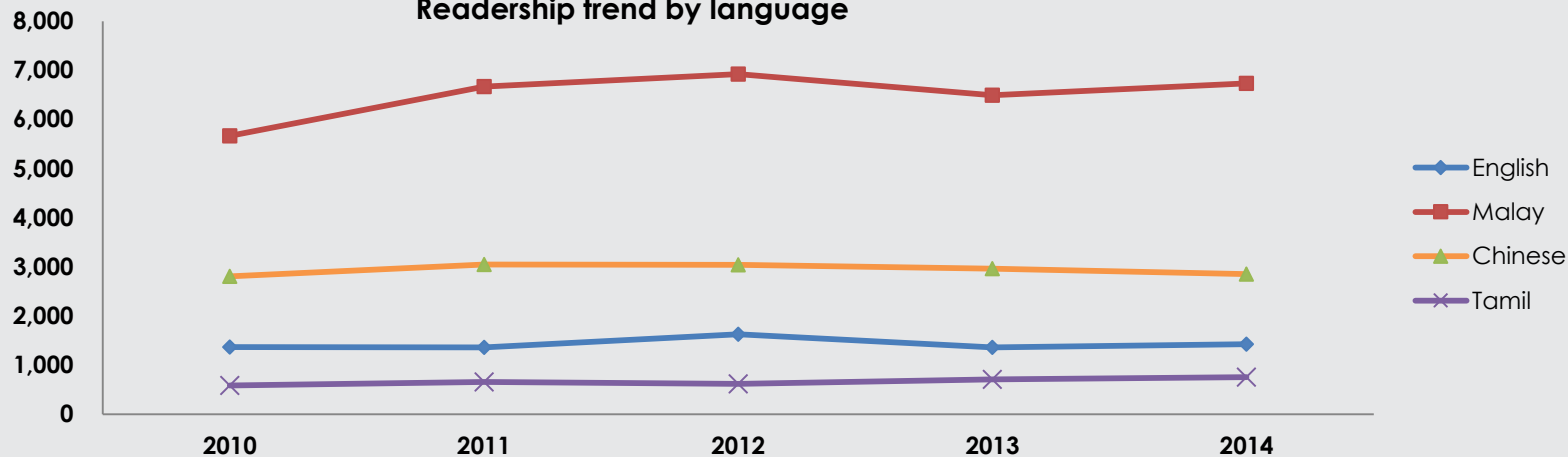


3.8 MILLION READERS DAILY

4.2 MILLION ON ITS WEEKEND EDITION

Readership trends

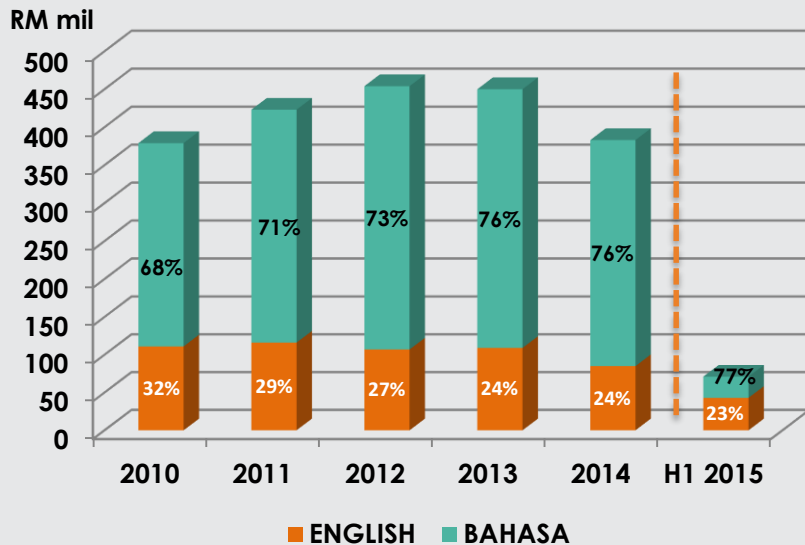
Readership trend by language



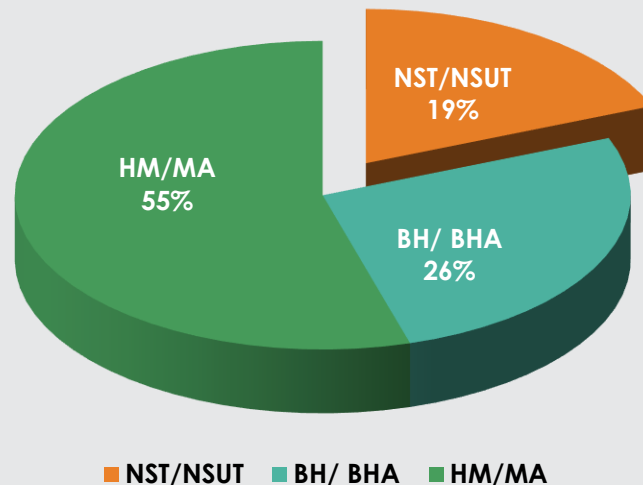
Readers ('000)	Q4 2009	Q4 2010	Q4 2011	Q4 2012	Q4 2013	Q4 2014
<u>ENGLISH</u>						
New Straits Times	236	236	240	236	270	189
New Sunday Times	218	235	234	213	192	145
<u>BAHASA</u>						
Berita Harian	1,160	1,020	1,035	1,048	1,008	983
BH Ahad	1,207	1,132	1,097	1,076	1,016	988
Harian Metro	2,645	3,113	3,722	3,351	3,678	3,826
Metro Ahad	2,687	3,434	4,043	3,682	3,850	4,152

Maintain strong contribution from the Malay market

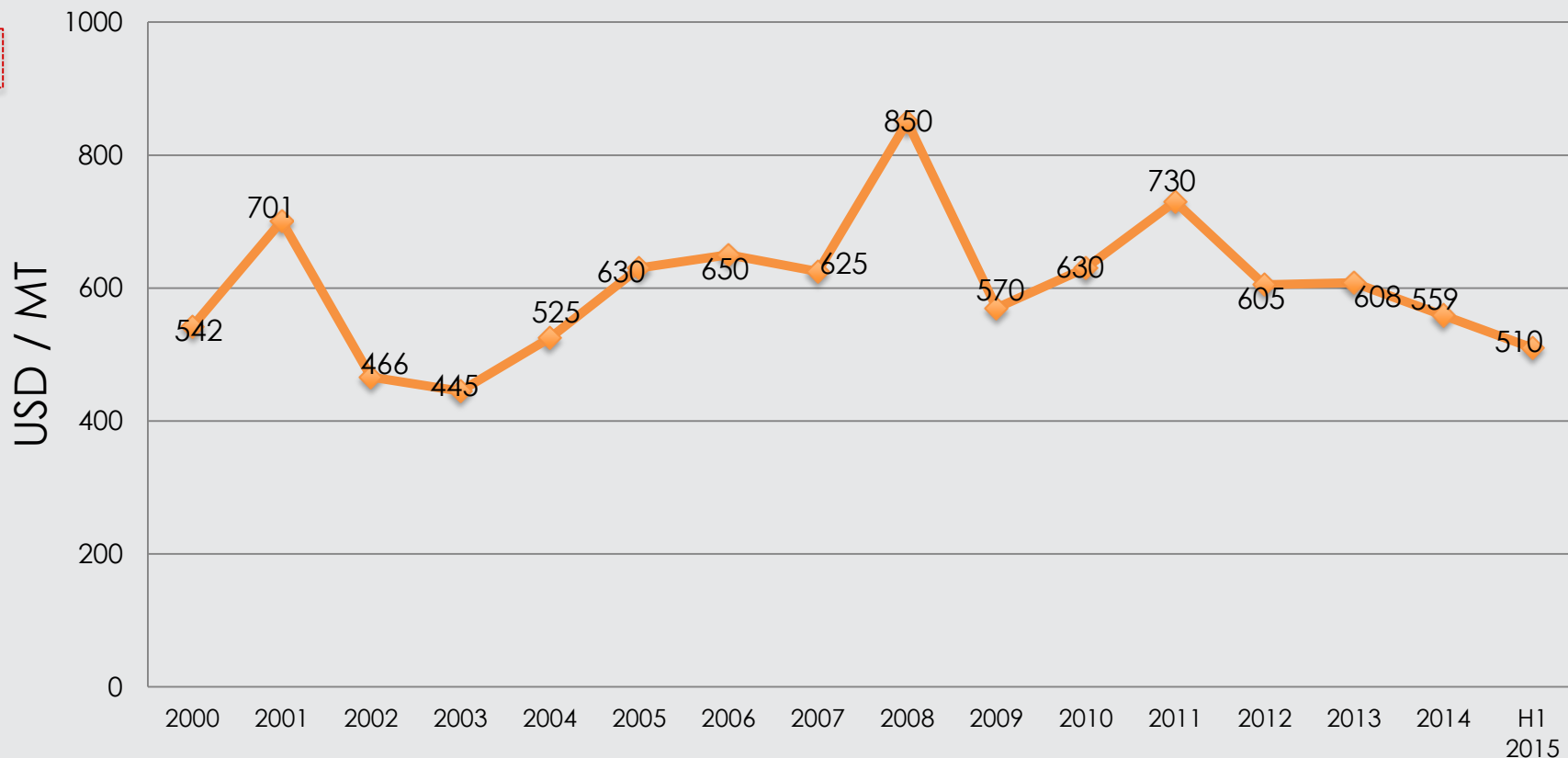
NSTP Advertising Revenue Trend



Revenue Contribution H1 2015



NSTP newsprint price trend



- Newsprint price has stabilized at average of USD530 over the past two years.
- Average newsprint inventory is around 4 months



R A D I O

 MAX - AIRPLAY SDN BHD	 SYNCHRO SOUND STUDIO SDN BHD	 ONE FM RADIO SDN BHD
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TOGETHER WE CAPTURE THE
2ND LARGEST
RADIO LISTENERSHIP IN MALAYSIA



Section 2.3 : Radio Networks

Radio networks results H1 2015

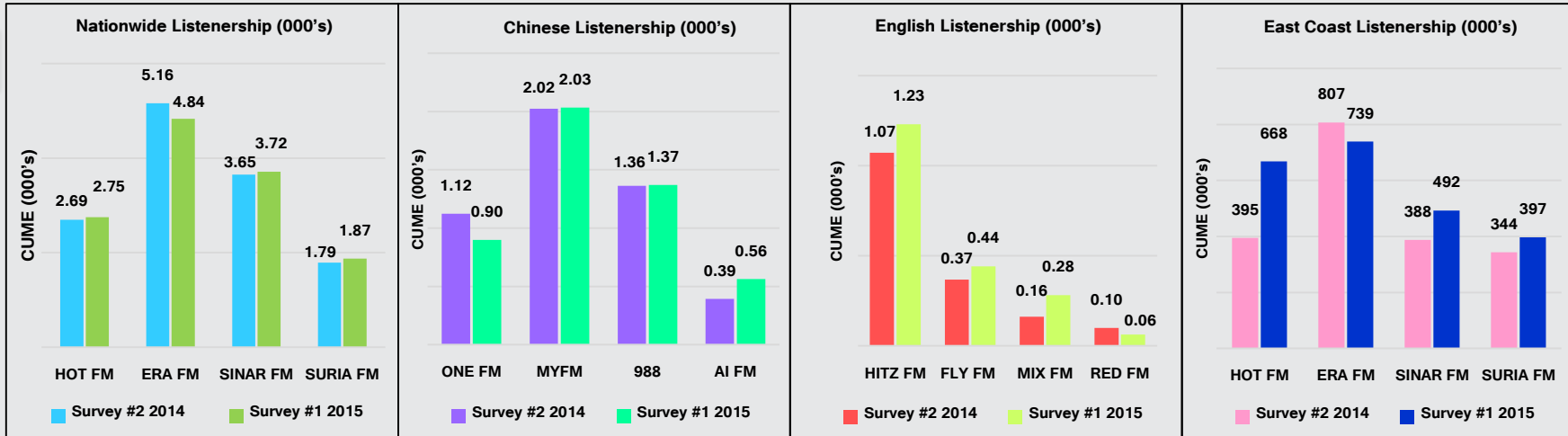


	RM'000		%
	H1 2015	H1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	34,702	41,101	(16)
NET REVENUE	29,611	35,000	(15)
DIRECT COSTS	(59)	(64)	8
CONTRIBUTION	29,552	34,936	(15)
OTHER INCOME	435	386	13
OVERHEADS	(15,920)	(15,659)	(2)
EBITDA	14,067	19,663	(28)
DEPRECIATION	(1,040)	(1,115)	7
PBT	13,027	18,548	(30)
TAXATION	(1,492)	(3,013)	50
PROFIT AFTER TAX (PAT)	11,535	15,535	(26)
EBITDA Margin %	48%	56%	
PAT Margin %	39%	44%	

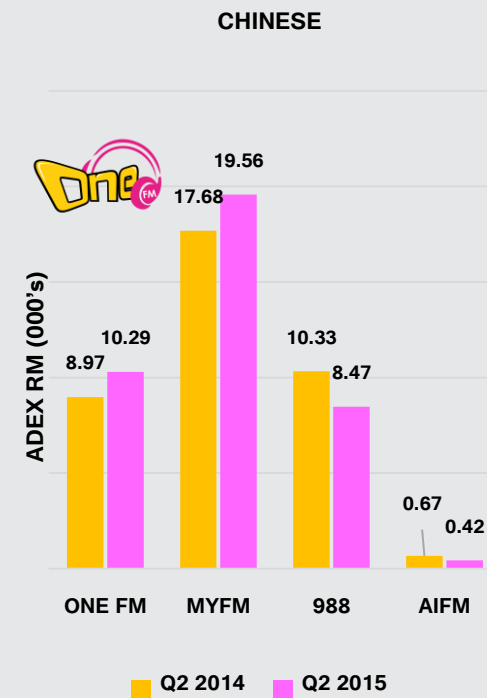
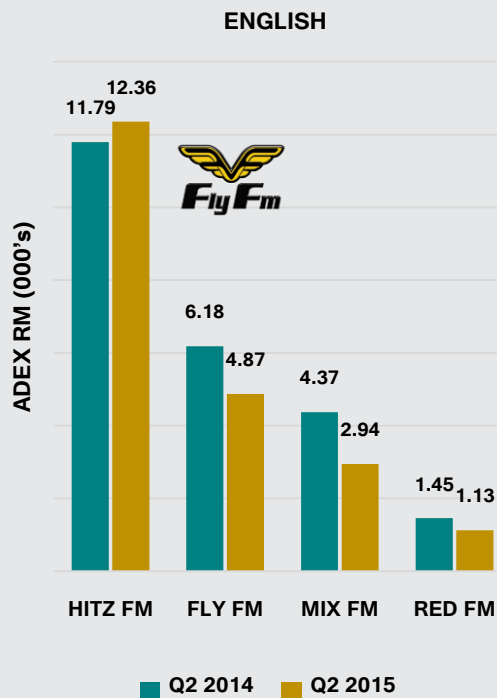
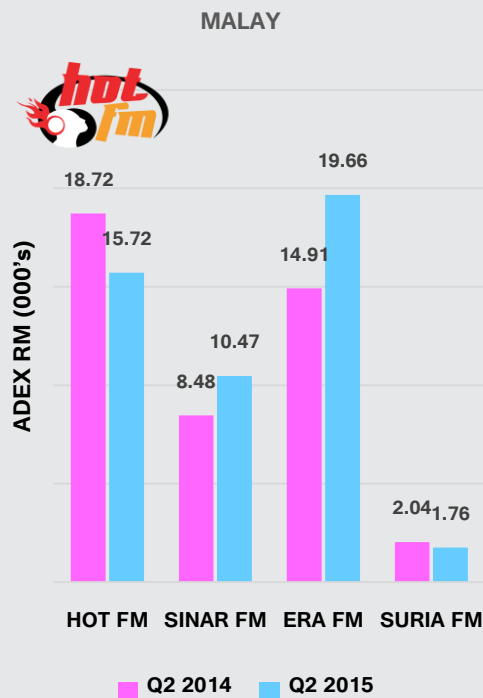
Radio recorded H1 2015 gross revenue of RM34.7 million, showing a decline of 16% against H1 2014 mainly attributed to the following:-

- The subdued financial results due to the weaker market sentiment post GST implementation; and
- The competitive conditions in the radio industry.

Radio performance ratings




Defending our radio adex share - Q2 2015



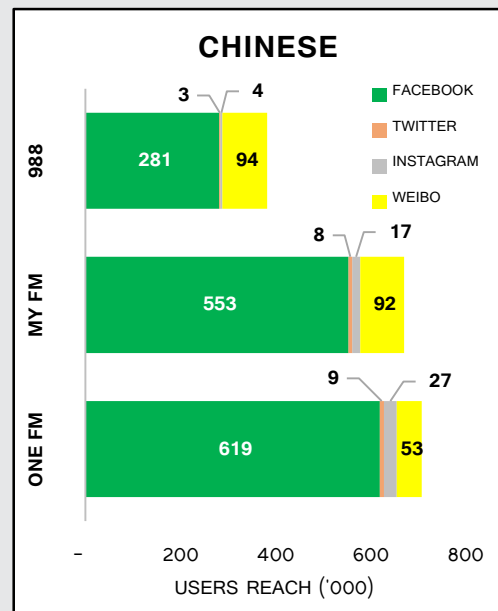
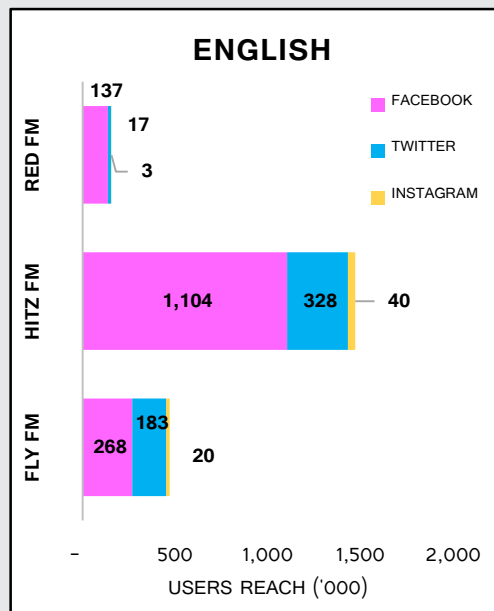
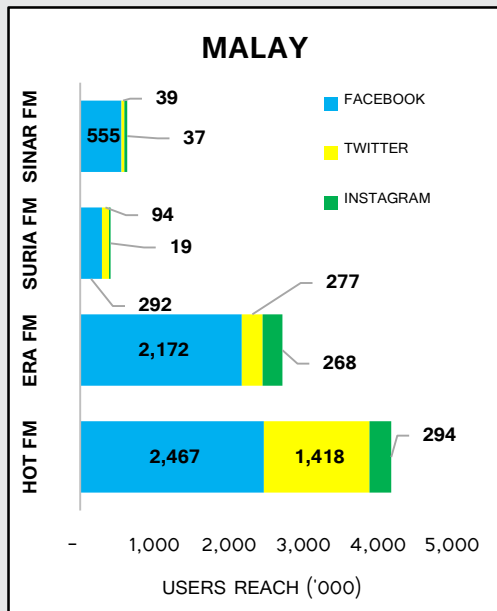
Source: Nielsen Advertising Information Service (AIS)

Radio Networks with the largest online & social media presence in the country

 **3.3** million fans

 **1.6** million followers

 **341,225** followers



LINE (no comparison as we are the only radio stations have the official accounts):

Hot FM: 665,605 | Fly FM: 271,939 | one FM: 349,879

You Tube VIEWERS



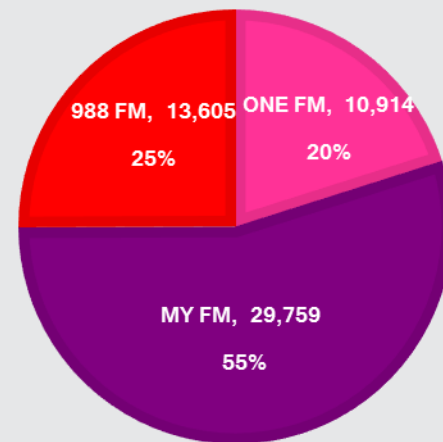
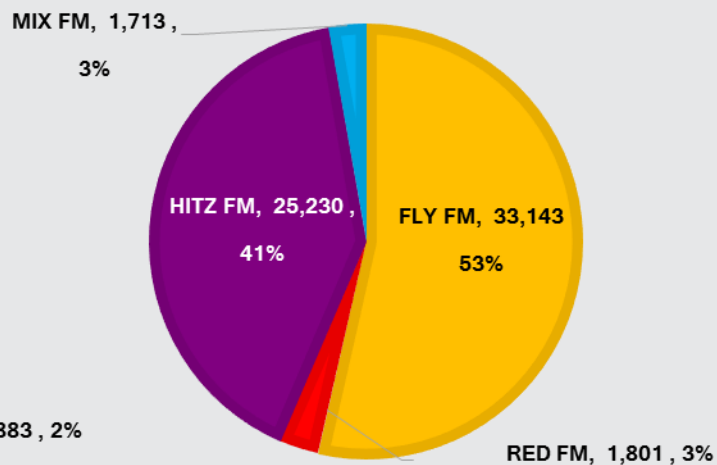
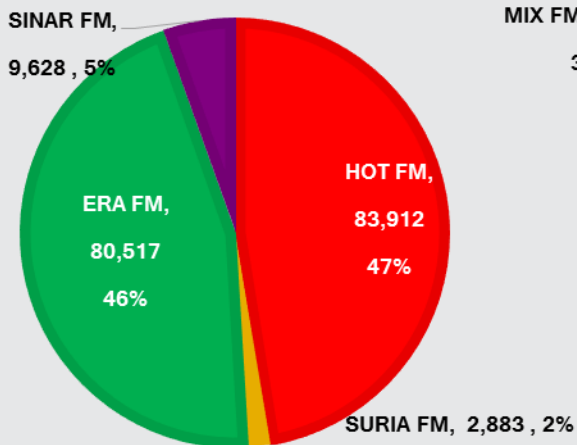
83,912
subscribers



33,143
subscribers



10,914
subscribers





OUT-OF-HOME

BIG TREE BIG TREE OUTDOOR SDN BHD	KURNIA KURNIA OUTDOOR SDN BHD	GOTCHA GOTCHA SDN BHD
TRC THE RIGHT CHANNEL SDN BHD	UPD UPD SDN BHD	

**FUTURISTIC
DIGITAL MEDIA
SERIES**

**INTEGRATED
OOH MEDIA
SOLUTIONS**

TO ALL MARKET SEGMENTS



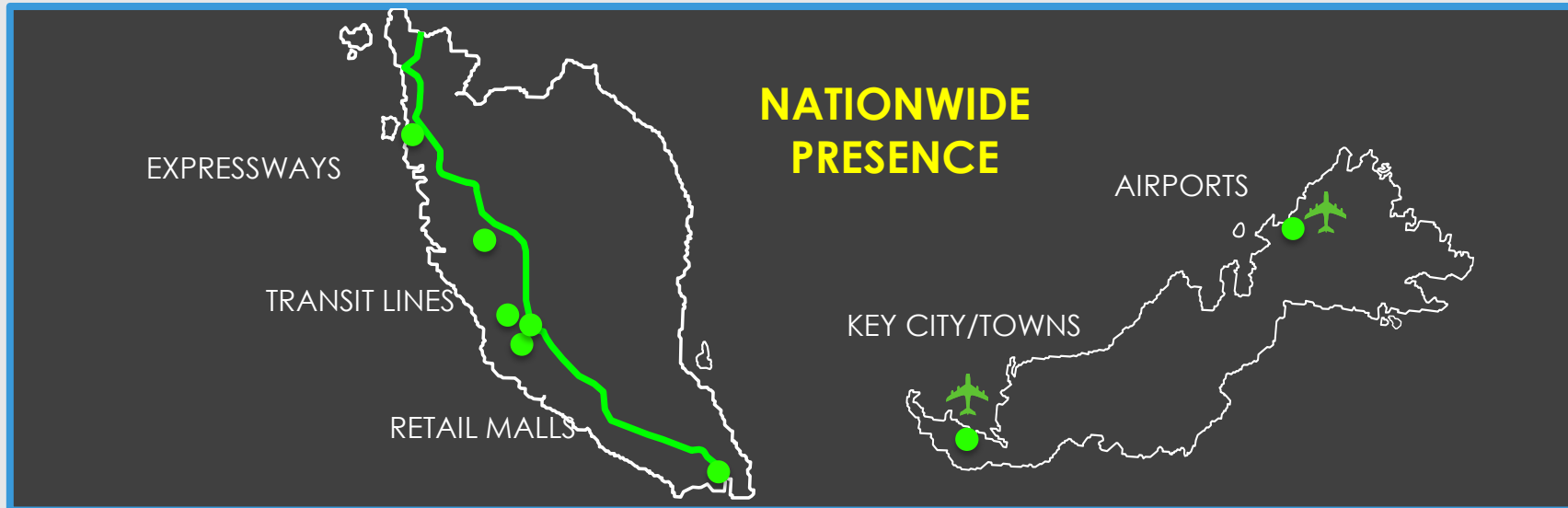
Section 2.4 : Outdoor Media

Out-Of-Home Media results H1 2015

	RM'000		%
	H1 2015	H1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	78,805	79,303	(1)
NET REVENUE	72,181	72,512	(0)
DIRECT COSTS	(42,937)	(42,777)	(0)
CONTRIBUTION	29,244	29,735	(2)
OTHER INCOME	1,036	593	75
OVERHEADS	(8,047)	(7,901)	(2)
EBITDA	22,233	22,427	(1)
DEPRECIATION & AMORTISATION	(4,366)	(4,347)	(0)
PROFIT BEFORE TAX (PBT)	17,867	18,080	(1)
TAXATION	(4,436)	(4,517)	2
PROFIT AFTER TAX (PAT)	13,431	13,563	(1)
EBITDA%	31%	31%	
PAT %	19%	19%	

- Minimal decline of less than 1% in revenue due to advertisers being watchful with their spending apart from being mindful of possible post GST impact.
- EBITDA is lower against H1 2014 by 1% due to slight contraction in net revenue despite ongoing efforts on cost management.

Malaysia's largest Outdoor Company with 44% Market Share



8,000 ADVERTISING
PANELS AT

STRATEGIC LOCATIONS
ACROSS MALAYSIA



Creative & Innovative Out-Of-Home Media Solutions



Cubig @ Sultan Ismail



Digital Media Wall



Walkway Domination at Intermark



Lumi Pillar



The Capsule



3D – Floor & Bench Graphics





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

**KLCC
The Curve
LRT Station
Bukit
Bintang**

Continuous investment in
technology and innovation

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

**INTEGRATED
OOH MEDIA
SOLUTIONS**





Section 2.5 : Digital Media

Media Prima Digital results H1 2015



	RM'000		%
	H1 2015	H1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	9,417	15,742	(40)
NET REVENUE	9,709	14,937	(35)
DIRECT COSTS	(1,327)	(1,881)	29
CONTRIBUTION	8,382	13,056	(36)
OTHER INCOME	35	40	13
OVERHEADS	(8,655)	(14,875)	42
LBITDA	(238)	(1,779)	87
DEPRECIATION	(967)	(774)	(25)
LOSS BEFORE TAX	(1,205)	(2,553)	53
TAXATION	-	-	NA
LOSS AFTER TAX	(1,205)	(2,553)	53
LBITDA Margin %	(2%)	(12%)	
LAT Margin %	(12%)	(17%)	

- Lower revenue by 35% is due to the transfer of several business operations to Television Networks and Print Media made effective in Q2 2015 as part of streamlining the business; and
- LAT improved by 53% due to recharging of digital support costs to other platforms.

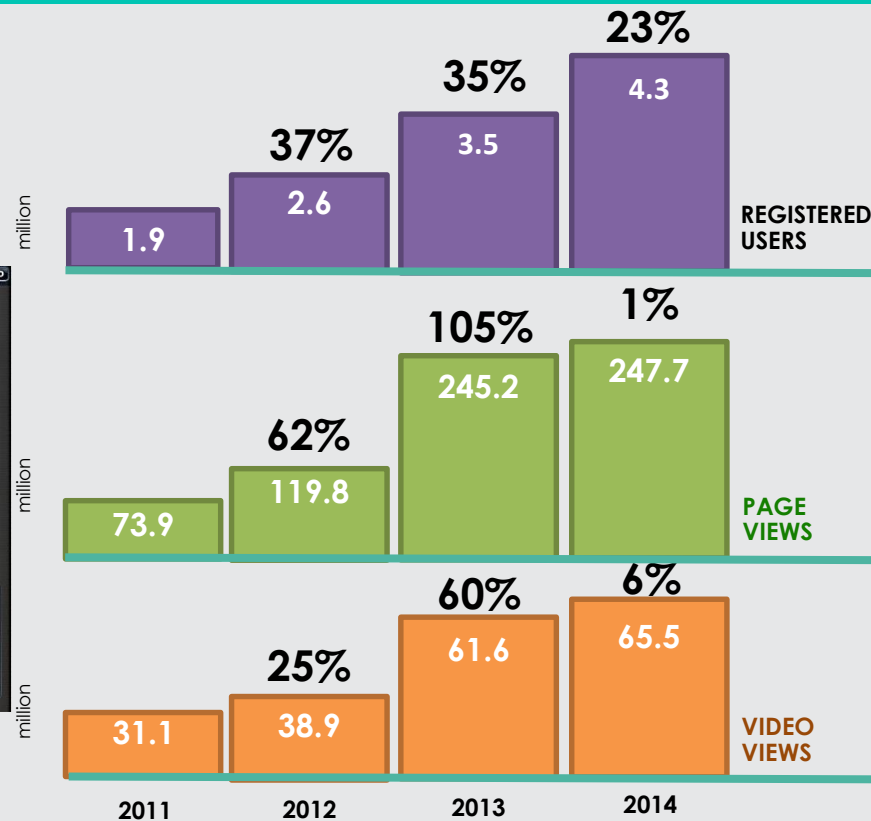
Tonton's growth

Tonton is Malaysia's **No.1**
with **4,814,092** registered
users
(As at 30th June 2015)



The New Tonton: **Improved** speed, layout,
registration, recommendation, and
flexibility

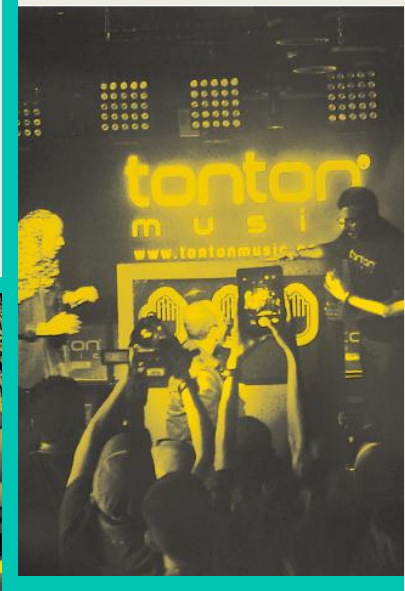
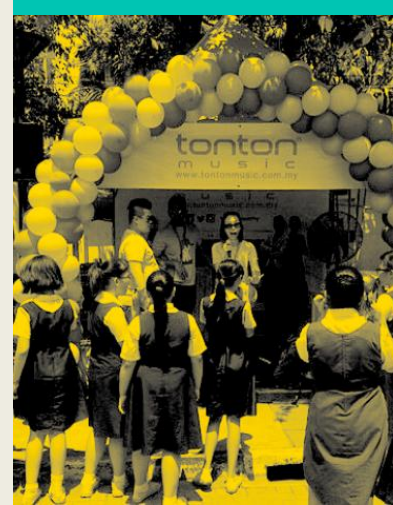
Tonton's Growth Chart from 2011 to 2014



Closer to you through online channels

Constantly striving to be **closer** to our users:

- Enhancing viewer experience by the introduction of original series exclusive for Tonton



THE **NO. 1**
DIGITAL
MEDIA
GROUP IN
MALAYSIA



Top 10 Malaysian Sites

Sites	June 2014		June 2015	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
Maybank Group	1	2,151	1	3,185
Lazada Sites	17	570	2	2,516
MUDAH.MY	3	1,913	3	1,887
Astro Group	4	1,539	4	1,793
CIMB Group	6	1,197	5	1,743
Media Prima Group	2	1,953	6	1,689
Tune Group	7	1,176	7	1,660
The Star Media Group	5	1,243	8	1,420
Malaysiakini Sites	11	751	9	1,249
Malaysia Airlines	12	661	10	964

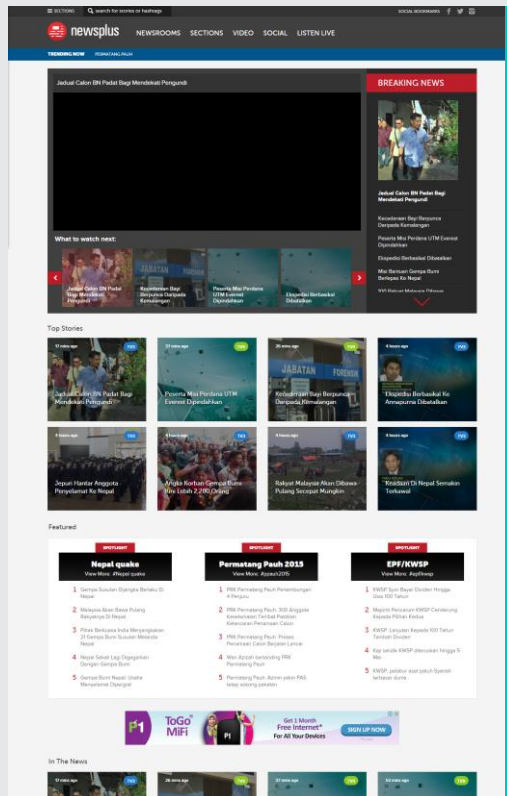
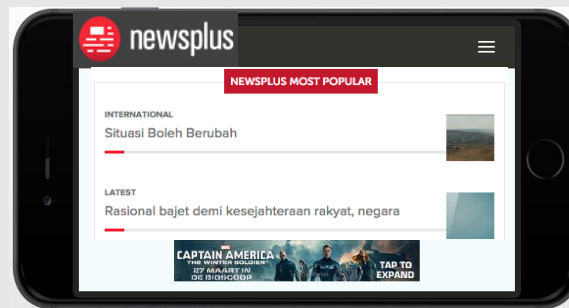
Media Prima Group is ranked #6 in Malaysia

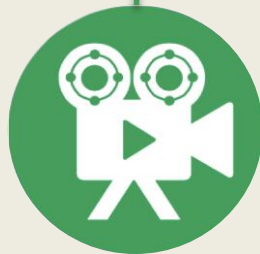
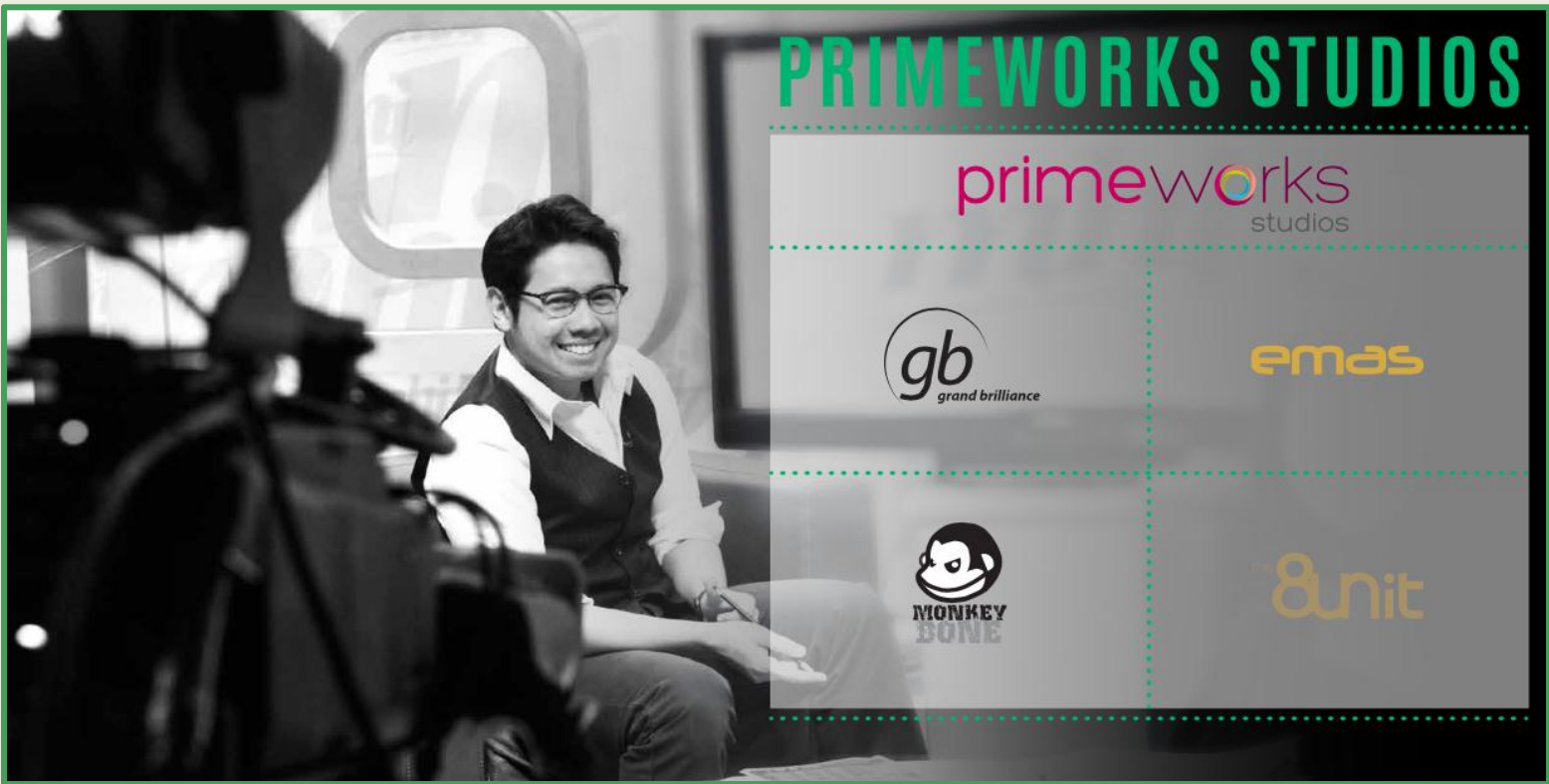
Source: Comscore

*Lazada contains sites from multiple countries, however a large percentage of unique visitors were from their respective Malaysian sites (over 90%).

Top News Aggregator

- Aggregating content from seven newsrooms - 4 TV stations, 3 newspapers
- Leveraging on video content produced by television network's News and Current Affairs team.
- Breaking news from print, and video news for TV news
- Basic Newsplus app for Android devices has been made available





Section 2.6 : Content Creation

Primeworks Studios results H1 2015



	RM'000		%
	H1 2015	H1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	59,295	54,111	10
NET REVENUE	59,295	54,111	10
DIRECT COSTS	(25,545)	(22,813)	(12)
CONTRIBUTION	33,750	31,298	8
OTHER INCOME	139	414	(66)
OVERHEADS	(20,671)	(24,045)	14
EBITDA	13,218	7,667	72
DEPRECIATION	(75)	(89)	16
PBT	13,143	7,578	73
TAXATION	(2,415)	(1,797)	(34)
PAT	10,728	5,781	86
EBITDA Margin %	22%	14%	
PAT Margin %	18%	11%	

- Revenue increased by 10%, mainly contributed by higher sales of content to international customers.
- The increase coupled with savings in overheads, led to a growth in PAT of 86% against H1 2014.

Content and co-productions

IN 2014, PRIMEWORKS STUDIOS EMBARKED ON A WIDE VARIETY OF PRODUCTION PROJECTS IN A BID TO SOLIDIFY ITS 'ASIAN STORIES FOR THE WORLD' CONTENT OFFERING.

Find
The WASABI



BEST IN THE WORLD
SEASON TWO



PRIMEWORKS STUDIOS

PRODUCES MORE THAN

5,000

HOURS

OF COMPELLING CONTENT

ANNUALLY

TO CAPTIVATE

MALAYSIAN AND GLOBAL AUDIENCES

External content and Co-productions



Production services: Asian Champions League Draw



Commissioned content: Aku IP



Commissioned content: Projek Radio



The Voice of China: Production of Malaysian audition



Production Services



Kasih Berbisik: Co-production between PWS & Mediacorp



Commissioned content: Rural Business Challenge 2014 for Kementerian Kemajuan Luar Bandar & Wilayah



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

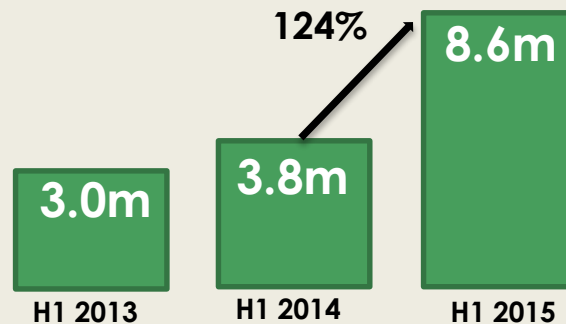


Production Services

Content Provider

- Increasing revenue contribution from content selling
- > 95% contribute to bottom line

Selling content across
all platforms &
beyond boundaries



emas

TM



SingTel
MEDIACORP

ee PLUS STYLE



ABN
XCESS

0TEL
NIPPON TV

Hokkaido Television Broadcasting
HTB

StarHub



Section 2.7 : Corporate and Others

Corporate & Others H1 2015

	RM'000				
	MPB	PWS	Others	Consol Adjustment	Total
Gross Revenue					
2015	-	3,172	12,111	(12,051)	3,232
2014	-	2,604	9,471	(15,011)	(2,936)
Growth %	N/A	(22)	N/A	(20)	(>100)
Net Revenue (after royalties)					
2015	-	3,172	12,111	(6,123)	9,160
2014	-	2,604	9,472	(4,436)	7,640
Growth %	N/A	22	N/A	38	20
EBITDA					
2015	(14,320)	(1,232)	12,969	(293)	(2,876)
2014	(11,632)	2,329	(201)	(5,224)	(14,728)
Growth %	(23)	>100	>100	94	80
Depreciation & Interest Expenses					
2015	8,488	-	75	847	9,410
2014	10,938	-	89	855	11,882
Growth %	22	N/A	(16)	1	21
PBT / (LBT)					
2015	(22,808)	(1,232)	12,894	(1,140)	(12,286)
2014	(22,570)	2,329	(290)	(6,079)	(26,610)
Growth %	(1)	>100	>100	(81)	54



Section 3 : Dividend

First Interim Dividend

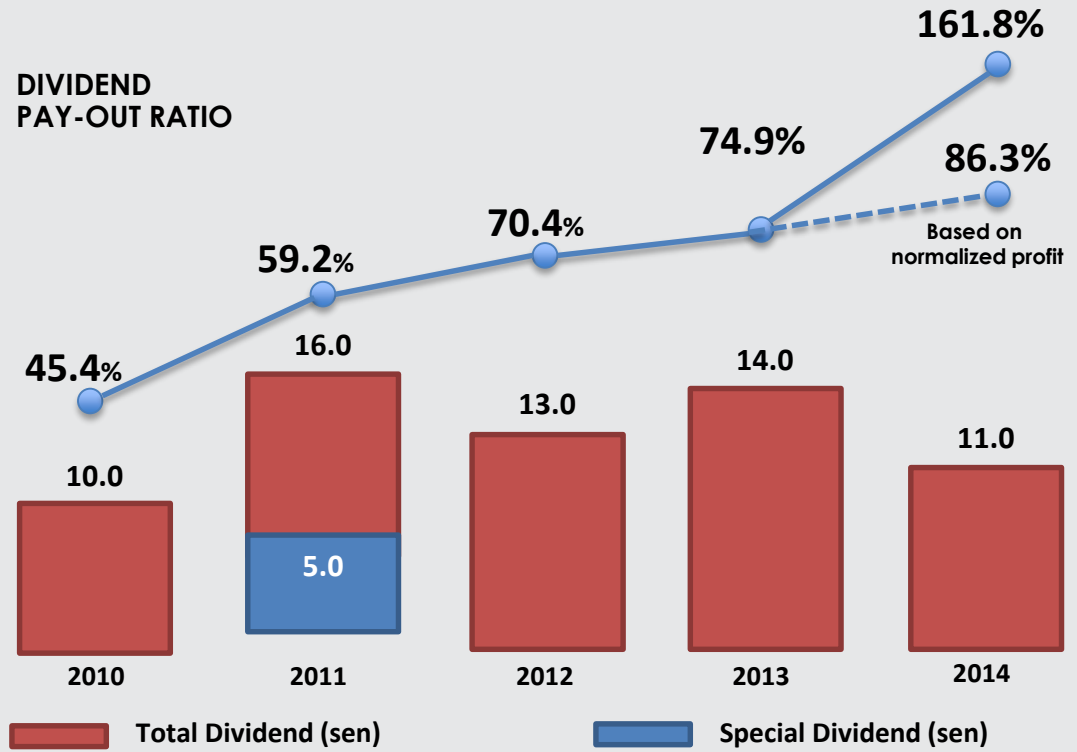


- **The Board of Directors declares a first interim, single tier dividend of 3.0 sen (2014: 3.0 sen) per ordinary share for the financial year ending 31 December 2015 to be paid on 30 September 2015.**

5-year dividend track record



DIVIDEND
PAY-OUT RATIO



FINAL DIVIDEND OF 5.0 SEN

Dividend Policy

- Minimum 60% to the maximum of 80% of PATAMI
- Quarterly payment or minimum twice a year
- FY2014 dividend payout ratio exceeded our dividend policy of 60%-80% of PATAMI.
- However, management is committed to reward shareholders given the strong balance sheet position

Dividend yield **6.3%**



Section 4 : Outlook for 2015 & beyond

Outlook for 2015



- The current business environment is proving to be a challenge for the Group as lacklustre Adex and market uncertainties are set to remain.
- The Group is hopeful that the impact of the Goods and Services Tax (GST) since its implementation on 1 April 2015 will likely fade in H2 2015 as business and consumer spending normalizes.
- The Group seeks to grow its non-traditional revenue while consolidating its market share in core advertising revenue.
- The Group will also continue to expand its multi-platform content production for market beyond MPB TV Network while concurrently enhancing its respective platforms' business strategies.
- Media Prima Digital's new platform migration will now enable the Group to go beyond catch-up TV, ready for new products i.e. e-commerce and mobile offerings.
- The Group will continue its effort in managing the costs and improve operational effectiveness and efficiency.
- In view of the above, Management remains cautiously optimistic for the Group financial performance for 2015.

The way forward


media prima

- 1st and largest integrated media group in ASEAN
- Strong presence across its media platforms
- Offer complete “solution” - COMPREHENSIVE, CUSTOMIZED and INTEGRATED solutions to the clients



TV NETWORKS

- Maintain dominant position in viewership share
- Continue investment in compelling, quality content
- Investment in local content



PRINT MEDIA

- No. 1 in terms of readership in a growing Bahasa market
- Bahasa papers – major & growing contributor to NSTP
- Continuous management of newsprint inventories
- Improving on print quality & productivity



RADIO NETWORKS

- Hot FM – No.2 among all stations & No. 1 across its key demographics
- Continue developing new talent



OUTDOOR MEDIA

- Maintain its industry edge by continuing to invest in innovative products and creative assets
- Upgrading of premium sites, new roll-outs in key market sites and more digital format roll-outs



DIGITAL MEDIA

- No. 1 digital media group
- Content aggregation and consumer revenue while also targeting advertising and e-commerce avenues



CONTENT CREATION

- Expand local Malaysian content production for markets beyond MPB TV Networks
- Expand with opportunities in emerging digital channels and foreign markets through partnerships with other content producers & foreign broadcasters

Single Integrated Platform



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



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



LARGEST reach in terms of TV viewership



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



LARGEST digital media group in Malaysia



Generating content of the highest standard to meet viewers expectation



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

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.