

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 SEPTEMBER 2015
19th NOVEMBER 2015

SECTION 1

- **OVERVIEW**

SECTION 2

- **PERFORMANCE OVERVIEW**

SECTION 3

- **DIVIDEND**

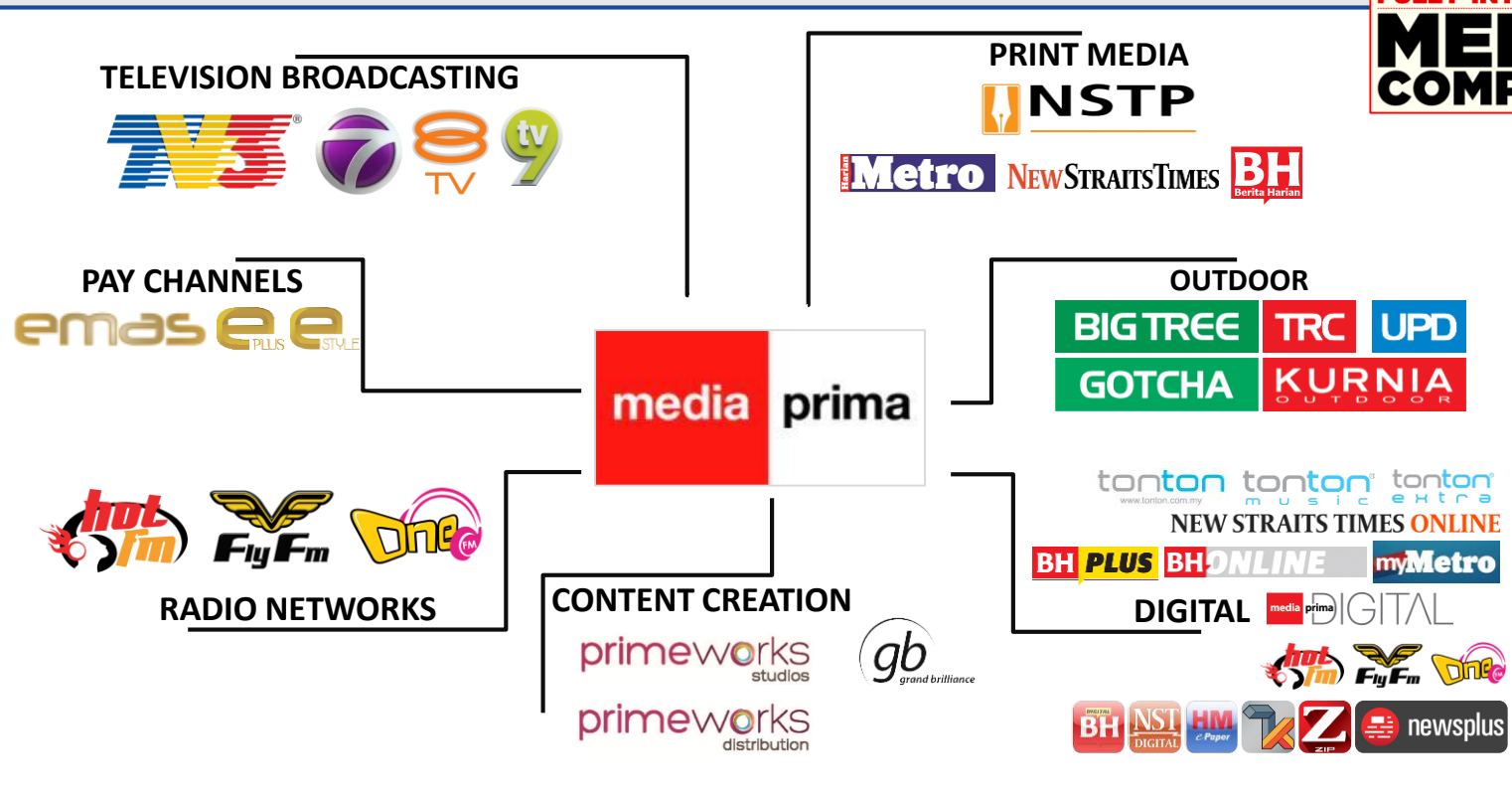
SECTION 4

- **OUTLOOK**

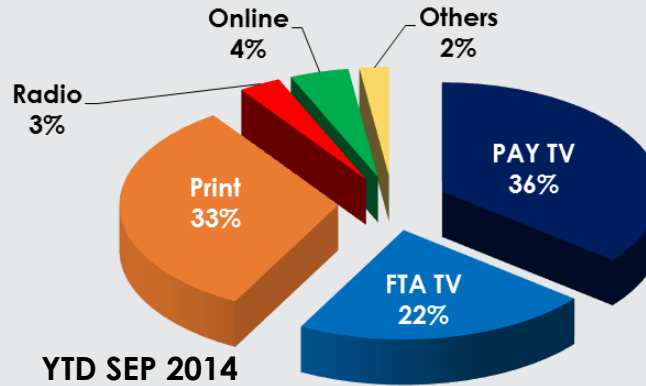
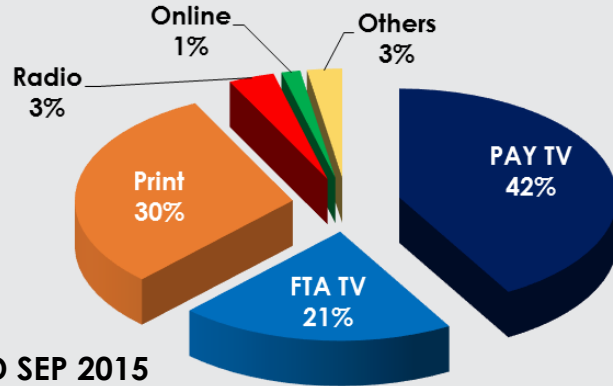


INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 30th SEPTEMBER 2015
19th NOVEMBER 2015



Industry Adex Malaysia – Non discounted gross revenue



RM MILLION	PAY TV	FTA TV	PRINT	RADIO	ONLINE	OTHERS	TOTAL
YTD SEP 2015	4,289	2,108	3,134	352	144*	267	10,294
YTD SEP 2014	3,879	2,386	3,530	340	473	235	10,843
% Change	11	(12)	(11)	4	(>100)	14	(5)

Source: Nielsen Media Research

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
4. * Nielsen's tracking of Online Adex has been stopped since June 2015

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

IN MALAYSIA OFFERING

**MEDIA
SERVICES** 

TO AN AUDIENCE OF

**25 MILLION
PEOPLE**



Section 2 : Performance Review

Fact sheet as at 30 September 2015



Issued and
paid-up share
capital

RM1,109.2m

Shareholders
equity

RM1,611.0m

Total assets

RM2,286.5m

Cash

RM400.7m

Group
borrowings

RM303.4m

PDS Ratings
(RAM)

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

Media Prima Today

Television Broadcasting



Print Media



Outdoor Media



Radio



Content Creation



Digital



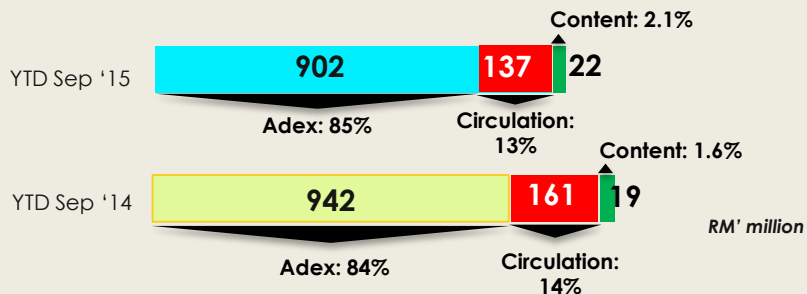
5-Year Performance Summary



Group net revenue: RM1,061m (YTD Sep '14: RM1,122m)

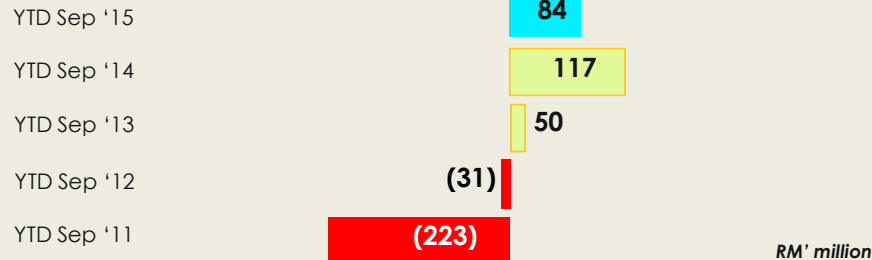


Group net revenue by category

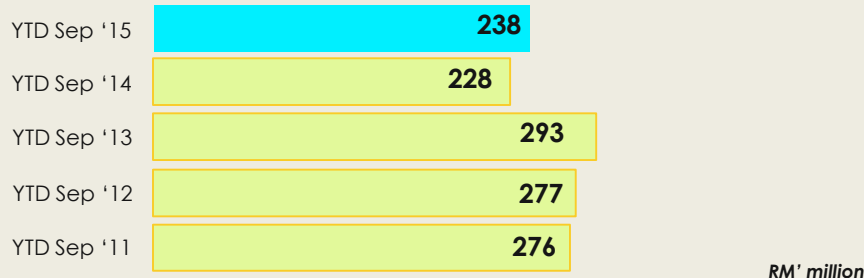


**(Accumulated losses)/
Retained earnings:**

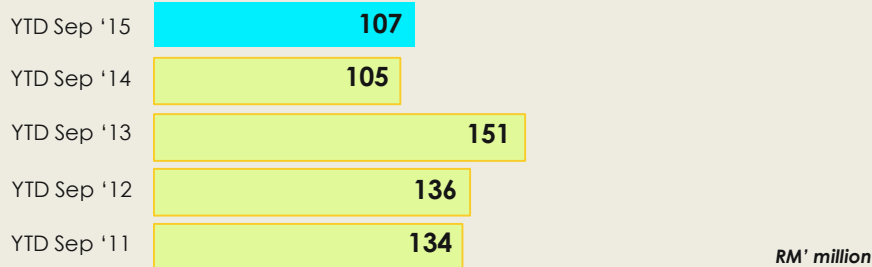
RM84m (YTD Sep '14 : RM117m)



Group EBITDA: RM238m (YTD Sep '14 : RM228m)



Group PATAMI: RM107m (YTD Sep '14 : RM105m)



Group Financial Performance Q3 2015



	RM '000		%
	Q3 2015	Q3 2014	CHANGE
	A	B	A - B
GROSS REVENUE	427,831	443,807	(4)
NET REVENUE	365,368	379,598	(4)
ROYALTIES	(921)	(922)	0
NET REVENUE AFTER ROYALTIES	364,447	378,676	(4)
DIRECT COSTS	(104,877)	(129,699)	19
CONTRIBUTION	259,570	248,977	4
OTHER INCOME	3,314	6,719	(51)
OVERHEADS	(170,021)	(168,498)	(1)
EBITDA	92,863	87,198	6
FINANCE COSTS	(3,388)	(5,531)	39
DEPRECIATION AND AMORTISATION	(26,217)	(24,876)	(5)
PROFIT BEFORE ASSOCIATE	63,258	56,791	11
SHARE OF ASSOCIATE'S RESULTS	(2,095)	51	(>100)
PROFIT BEFORE TAX	61,163	56,842	8
TAXATION	(16,062)	(14,264)	(13)
PROFIT AFTER TAX	45,101	42,578	6
MINORITY INTEREST	(937)	(402)	>100
PATAMI	44,164	42,176	5
EBITDA margin %	25%	23%	
PATAMI margin %	12%	11%	

Group Financial Performance YTD Sep 2015



	RM '000		%
	YTD Sep 2015	YTD Sep 2014	CHANGE
	A	B	A - B
GROSS REVENUE	1,244,457	1,331,497	(7)
NET REVENUE	1,060,576	1,122,282	(5)
ROYALTIES	(2,555)	(2,692)	5
NET REVENUE AFTER ROYALTIES	1,058,021	1,119,590	(5)
DIRECT COSTS	(333,418)	(376,781)	12
CONTRIBUTION	724,603	742,809	(2)
OTHER INCOME	17,329	18,509	(6)
OVERHEADS	(503,736)	(533,130)	6
EBITDA	238,196	228,188	4
FINANCE COSTS	(12,155)	(17,405)	30
DEPRECIATION AND AMORTISATION	(76,825)	(74,812)	(3)
PROFIT BEFORE ASSOCIATE	149,216	135,971	10
SHARE OF ASSOCIATE'S RESULTS	(4,914)	6,226	(179)
PROFIT BEFORE TAX	144,302	142,197	1
TAXATION	(37,552)	(35,528)	(6)
PROFIT AFTER TAX	106,750	106,669	0
MINORITY INTEREST	239	(1,647)	115
PATAMI	106,989	105,022	2
EBITDA margin %	22%	20%	
PATAMI margin %	10%	9%	
Effective Tax Rate %	25.2%	26.1%	

MPB Group financial summary YTD Sep 2015



Traditional Revenue

- YTD Sep 2015 net advertising revenue contracted by 4% against YTD Sep 2014, affected by the soft advertising spending and subdued market sentiment.
- Circulation revenue by print media was lower by 15% against YTD Sep 2014.

Non Traditional Revenue

- Mainly contributed by revenue from content sales.
- Net revenue from content sales recorded a 15% increase to RM22 million for YTD Sep 2015 against RM19 million for YTD Sep 2014.

EBITDA

- Higher EBITDA by 4% against corresponding period, as a result of savings in direct cost and overheads.

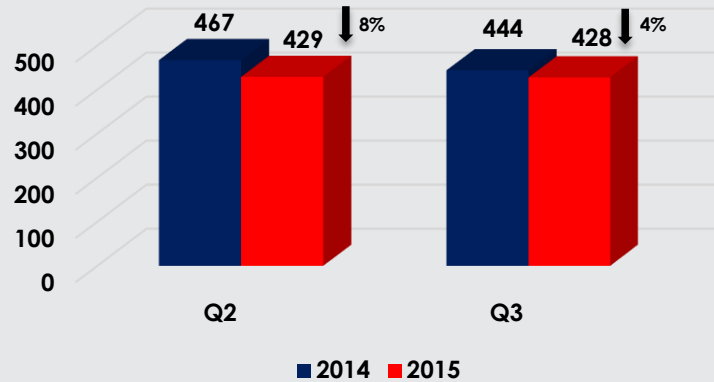
PATAMI

- The Group recorded a 10% improvement in PBT against YTD Sep 2014.
- PATAMI recorded a marginal 2% improvement against the comparative period.

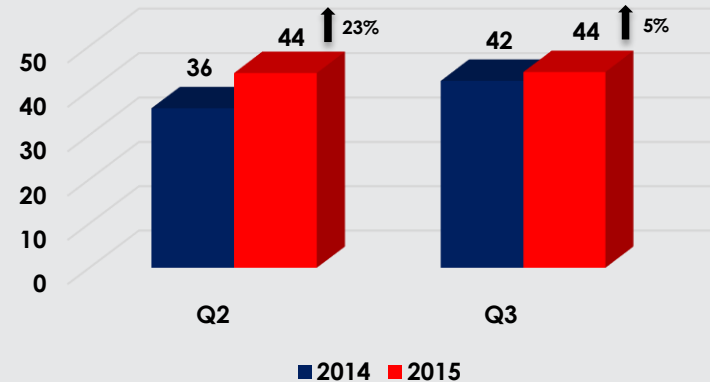


Performance by Quarter

Gross Revenue



PATAMI



- Challenging environment and market sentiment led to the decline in gross revenue in both Q2 and Q3 y-o-y by 8% and 4% respectively.
- Against Q2 2015, Q3 2015 gross revenue showed a marginal 1% decrease to RM428 million while PATAMI was flat at RM44 million.

Financial results by media platform



	RM'000							
	TVN	Radio	Outdoor Media	Print Media	Digital Media	Others	Consol Adjustment	Total
Gross Revenue								
YTD Sep 2015	564,894	55,210	120,711	483,610	19,992	22,838	(22,798)	1,244,457
YTD Sep 2014	600,599	61,329	121,237	529,497	24,611	18,084	(23,860)	1,331,497
Growth %	(6)	(10)	(0)	(9)	(19)	26	4	(7)
Net Revenue (after royalties)								
YTD Sep 2015	456,870	47,210	111,949	414,894	19,770	22,838	(15,510)	1,058,021
YTD Sep 2014	469,595	52,306	110,855	452,016	23,476	18,085	(6,743)	1,119,590
Growth %	(3)	(10)	1	(8)	(16)	26	>100	(5)
EBITDA								
YTD Sep 2015	109,896	25,080	37,544	74,928	1,066	(10,809)	491	238,196
YTD Sep 2014	116,473	28,511	35,857	56,403	(2,242)	(14,250)	7,436	228,188
Growth %	(6)	(12)	5	33	>100	24	93	4
Depreciation & Interest Expenses								
YTD Sep 2015	28,550	1,520	6,623	36,567	2,385	11,910	1,425	88,980
YTD Sep 2014	28,264	1,628	6,606	36,895	1,165	16,393	1,266	92,217
Growth %	(1)	7	(0)	1	(>100)	27	(13)	4
PBT / (LBT) Before Associate								
YTD Sep 2015	81,346	23,560	30,921	38,361	(1,319)	(22,719)	(934)	149,216
YTD Sep 2014	88,209	26,883	29,251	19,508	(3,407)	(30,643)	6,170	135,971
Growth %	(8)	(12)	6	97	61	(26)	(>100)	10



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 escapade

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 YTD Sep 2015



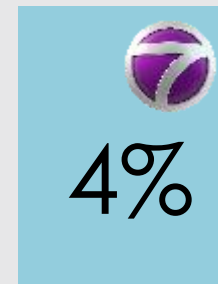
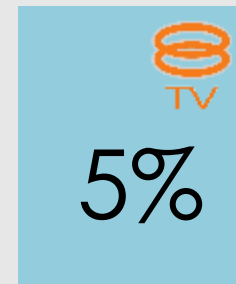
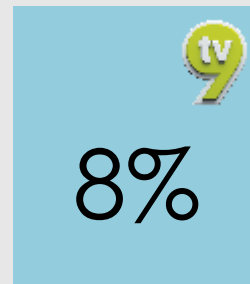
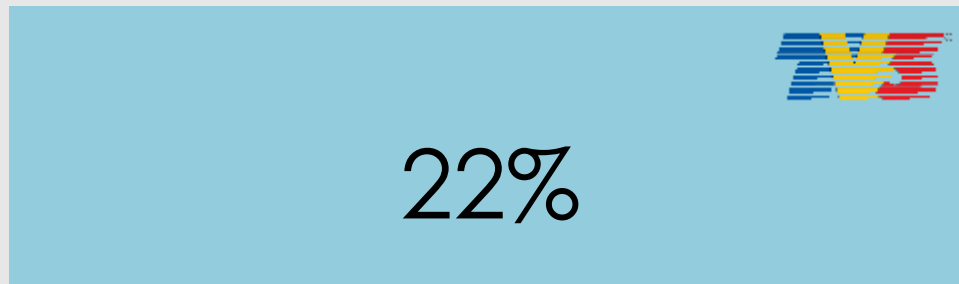
	RM'000		%
	YTD Sep 2015	YTD Sep 2014	CHANGE
	A	B	A - B
GROSS REVENUE	564,894	600,599	(6)
NET REVENUE	456,870	469,595	(3)
DIRECT COSTS	(150,288)	(153,997)	2
CONTRIBUTION	306,582	315,598	(3)
OTHER INCOME	5,391	7,091	(24)
OVERHEADS	(202,077)	(206,216)	2
EBITDA	109,896	116,473	(6)
DEPRECIATION	(28,516)	(28,098)	(1)
FINANCE CHARGES	(34)	(166)	80
PROFIT BEFORE TAX (PBT)	81,346	88,209	(8)
TAXATION	(10,451)	(15,555)	(33)
PROFIT AFTER TAX (PAT)	70,895	72,654	(2)

EBITDA Margin %	19%	19%
PAT Margin %	16%	15%

Revenue and PAT declined by 3% and 2% respectively.

- Soft Adex attributable to external market sentiments continues to underpin performance in the year.
- FTA TV Adex has seen increasing competition from PAY-TV as well as data-centric and cost efficient digital advertising avenues.

Out of more than 200 channels, the 4 Media Prima TV channels captured 38% of total audience share

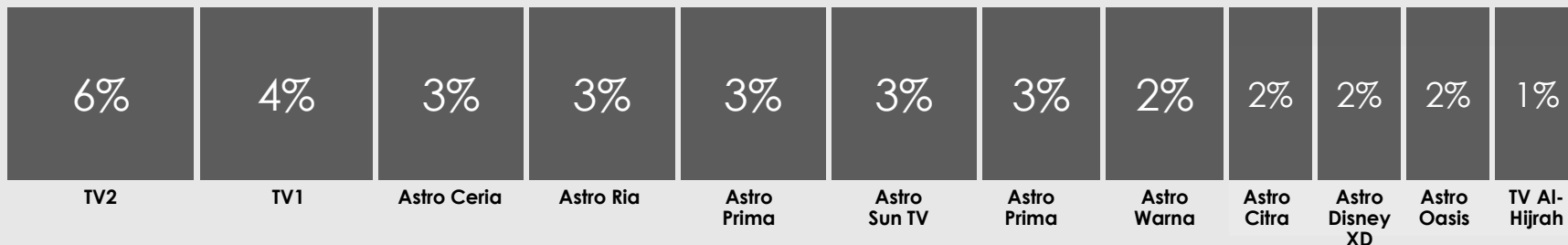


LEADING THE COMPETITION

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

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

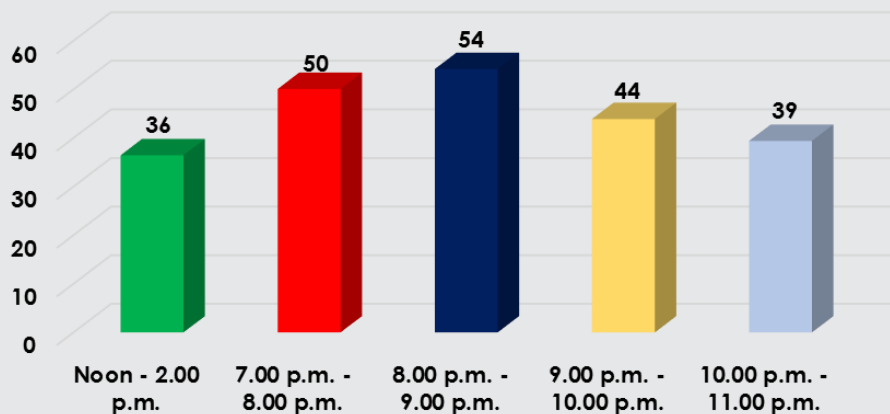
Source: Nielsen Audience Measurement
(Total 4+, YTD September 2015)



Good prime time ratings – Pathway to higher revenue

REMAIN COMMITTED TO MAINTAIN & DEFEND RATINGS FOR PRIME TIME HOURS

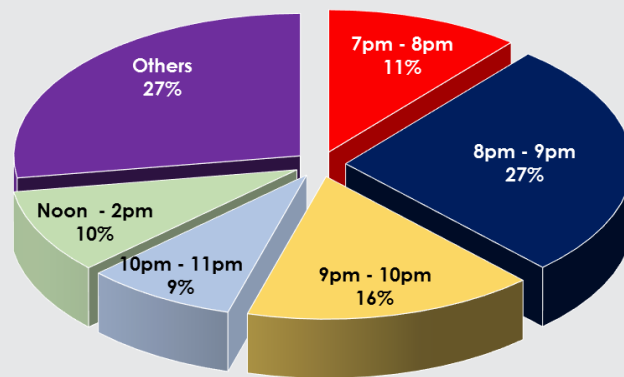
Audience Share - All 4+ (%)



Dominant audience share at Prime Time (Noon – 2pm & 7-11 pm)

- 54% of total audience captured during Super Prime Time (8-9pm)

TVN Revenue by Prime Time Hour



Committed to maintain and defend ratings for prime time hours

- 6 Prime Time hours out of total 24 hours (25%) contribute to 73% of MPB TV Network revenue



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

No	Programme	Genre	Channel	(r) 000s	TVR	Share
1	AKASIA	DRAMA/SERIES	TV3	2,446	11.6	43.2
2	BULETIN UTAMA	NEWS	TV3	2,171	10.3	33.4
3	ZEHRA	DRAMA/SERIES	TV3	1,868	8.9	27.7
4	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	1,837	8.7	27.0
5	MAJALAH 3 (LIVE)	DOCUMENTARIES/MAGAZINES	TV3	1,764	8.4	24.8
6	M BUZZ	MUSICAL/ENTERTAINMENT	TV3	1,759	8.4	26.3
7	DA'I	REALITY TV	TV3	1,758	8.3	25.6
8	LESTARY	DRAMA/SERIES	TV3	1,708	8.1	25.3
9	PIALA M'SIA	SPORTS	TV3	1,596	7.6	24.7
10	TELE AIDILADHA	MOVIES	TV3	1,440	6.8	27.8
11	JURNAL DA'I	DOCUMENTARIES/MAGAZINES	TV3	1,425	6.8	24.0
12	SAMARINDA	DRAMA/SERIES	TV3	1,395	6.6	22.0
13	C'RAMA	MOVIES	TV3	1,391	6.6	20.9
14	CEREKA AHAD	MOVIES	TV3	1,278	6.1	22.2
15	MELODI (LIVE)	MUSICAL/ENTERTAINMENT	TV3	1,213	5.8	29.5
16	BERSAMAMU	DOCUMENTARIES/MAGAZINES	TV3	1,183	5.6	17.3
17	DAHLIA	DRAMA/SERIES (0401-)	TV3	1,146	5.4	22.2
18	MEGA MOVIE	MOVIES	TV3	1,091	5.2	18.3
19	JOM RELAKS!	MOVIES	TV3	1,038	4.9	26.2
20	PIALA MALAYSIA	SPORTS	TV9	1,037	4.9	15.1

MPB channels remain the LEADER in key markets



Top 10 Channels	Total Individuals				Chinese 4+				Malay 15+			
	STN	JAN-SEPT 2014	STN	JAN-SEPT 2015	STN	JAN-SEPT 2014	STN	JAN-SEPT 2015	STN	JAN-SEPT 2014	STN	JAN-SEPT 2015
1	TV3	24.1	TV3	21.9	8TV	24.6	8TV	22.6	TV3	33.1	TV3	30.2
2	TV9	7.3	TV9	7.6	NTV7	16.9	NTV7	14.9	TV9	9.3	TV9	9.7
3	TV2	5.5	TV2	5.7	HUA HEE DAI	6.0	HUA HEE DAI	4.6	TV1	7.1	TV2	6.2
4	TV1	5.0	8TV	4.8	AEC	4.8	AEC	4.1	TV2	5.9	TV1	5.5
5	8TV	5.0	NTV7	4.0	WLT	4.3	TV2	3.7	PRIMA	4.8	RIA	3.9
6	NTV7	4.5	TV1	3.8	TV2	4.0	CELESTIAL CLASSIC	3.4	RIA	4.0	PRIMA	3.8
7	PRIMA	3.4	CERIA	2.8	XHE	3.1	WLT	3.0	OASIS	2.7	WARNA	3.1
8	SUN-TV	3.0	RIA	2.8	OTHER-ASTRO	3.0	TV3	1.9	CERIA	2.7	CERIA	3.1
9	RIA	3.0	SUN-TV	2.7	TVBC	2.6	CCTV4	1.9	WARNA	2.5	CITRA	2.9
10	CERIA	2.4	PRIMA	2.6	TV3	2.1	XHE	1.8	CITRA	2.2	OASIS	2.2

TV Adex share by station YTD Sep 2015



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
YTD Sep 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
Growth %	(13)	(6)	(18)	2	(10)	(30)	(18)		(12)
Discount Factor									
- %	57	79	78	81	70	60	60	60	68
- RM'000	(462,540)	(291,943)	(203,845)	(334,922)	(1,293,250)	(36,662)	(94,526)	(18,766)	(1,443,204)
Gross Revenue									
- %	53	12	9	12	85	4	9	2	100
- RM'000	350,909	78,245	56,971	78,769	564,894	24,441	63,017	12,511	664,863
Growth %	(7)	(5)	(15)	9	(6)	(30)	(18)	(37)	(9)
YTD Sep 2014									
Non Discounted Gross Revenue									
- %	39	17	13	17	86	4	8	2	100
- RM'000	938,628	393,861	317,315	405,913	2,055,717	87,566	193,261	49,359	2,385,903
Discount Factor									
- %	60	79	79	82	71	60	60	60	68
- RM'000	(559,343)	(311,723)	(250,413)	(333,639)	(1,455,118)	(52,539.60)	(115,957)	(29,615)	(1,623,614)
Gross Revenue									
- %	52	11	9	10	82	5	11	3	100
- RM'000	379,285	82,138	66,902	72,274	600,599	35,026	77,304	19,744	732,673

* 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

NEW STRAITS TIMES

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



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 YTD Sep 2015



	RM'000		%
	YTD Sep 2015	YTD Sep 2014	CHANGE
	A	B	A - B
GROSS REVENUE	483,610	529,497	(9)
NET REVENUE	414,894	452,016	(8)
DIRECT COSTS	(109,926)	(148,066)	26
CONTRIBUTION	304,968	303,950	0
OTHER INCOME	5,991	6,361	(6)
OVERHEADS	(236,031)	(253,908)	7
EBITDA	74,928	56,403	33
FINANCE CHARGES	(1,134)	(1,966)	(42)
DEPRECIATION	(35,433)	(34,929)	(1)
PROFIT BEFORE ASSOCIATES	38,361	19,508	97
SHARE OF ASSOCIATES	(4,914)	6,226	(>100)
PROFIT BEFORE TAX (PBT)	33,447	25,734	30
TAXATION	(9,207)	(4,877)	89
PROFIT AFTER TAX (PAT)	24,240	20,857	16
EBITDA Margin %	18%	12%	
PAT Margin %	6%	5%	

Revenue declined by 8% in line with lower advertising and circulation revenue. PAT increased by 16% driven by continuous cost management.

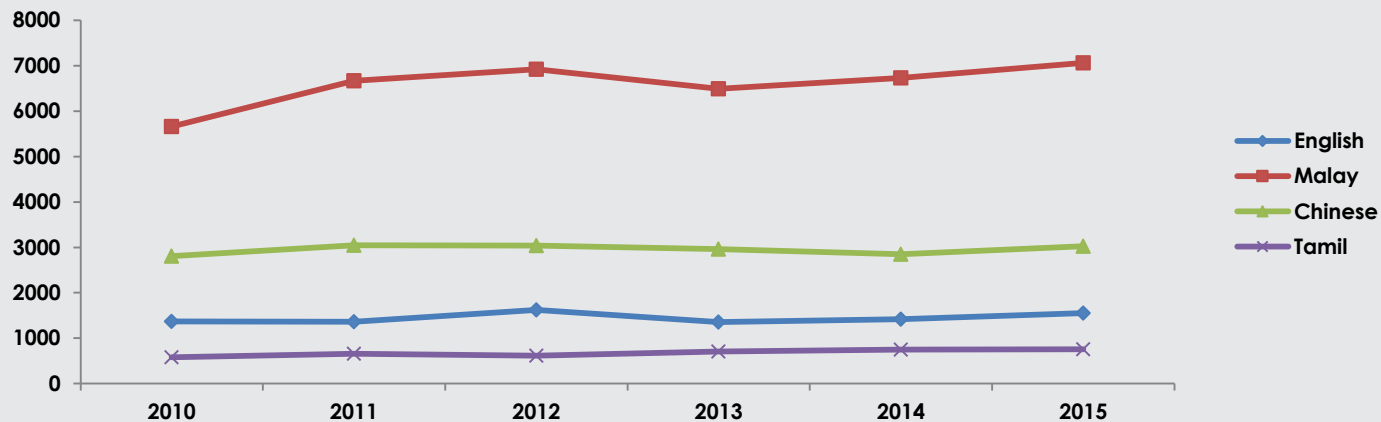
Savings in direct cost are mainly due to the following:-

- Continuous management of print order to reduce unsold copies.
- Improvement in production yield mainly due to improved newsprint efficiency by using 42gsm from 45gsm previously.

Readership trends



Readership trend by language

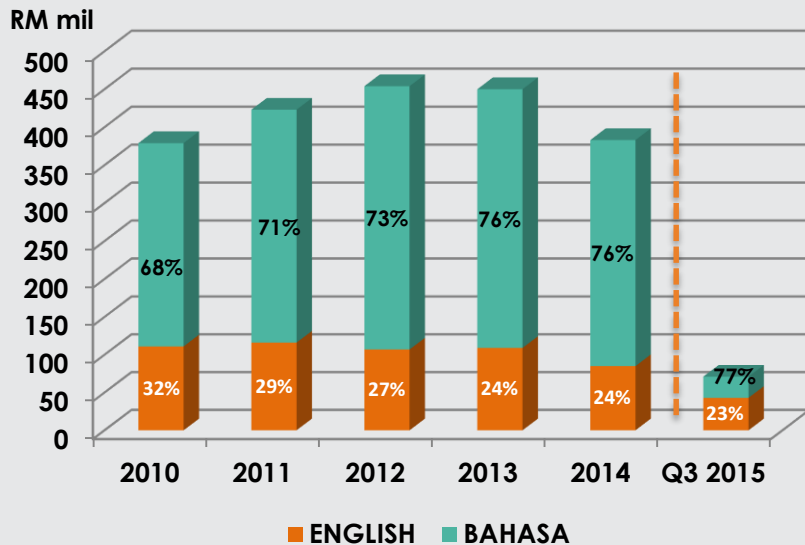


Readers ('000)	Q2 2010	Q2 2011	Q2 2012	Q2 2013	Q2 2014	Q2 2015
ENGLISH						
New Straits Times	241	214	277	288	240	224
New Sunday Times	247	202	270	207	202	179
BAHASA						
Berita Harian	1,090	1,093	1,099	1,168	947	1,225
BH Ahad	1,223	1,233	1,103	1,081	1,034	1,236
Harian Metro	2,831	3,654	3,695	3,447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

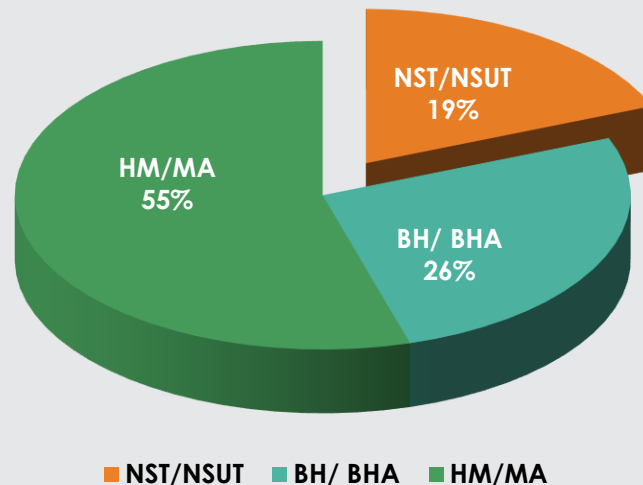
(Source: Nielsen Media Research)

Maintain strong contribution from the Malay market

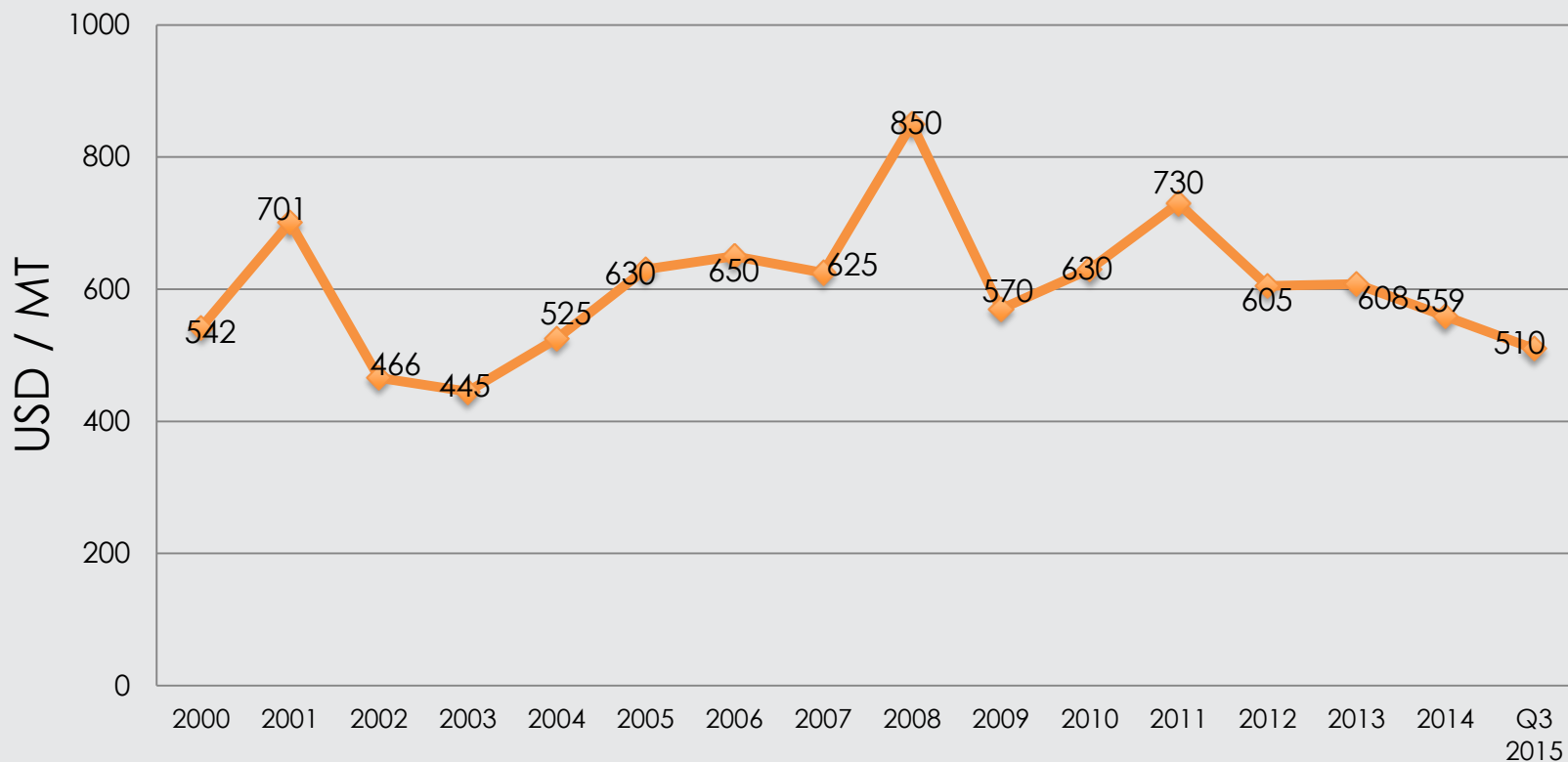
NSTP Advertising Revenue Trend



Revenue Contribution Q3 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
------------------------------	-------------------------------------	-----------------------------

TOGETHER WE CAPTURE THE
2ND LARGEST
RADIO LISTENERSHIP IN MALAYSIA



Section 2.3 : Radio Networks

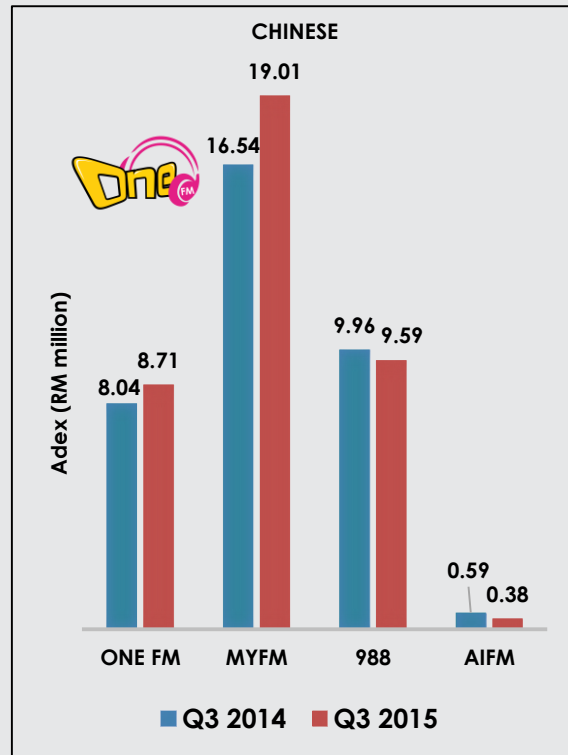
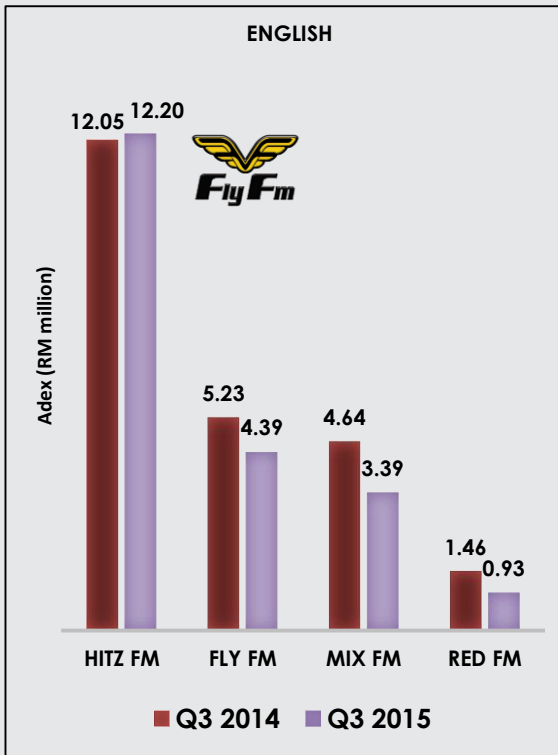
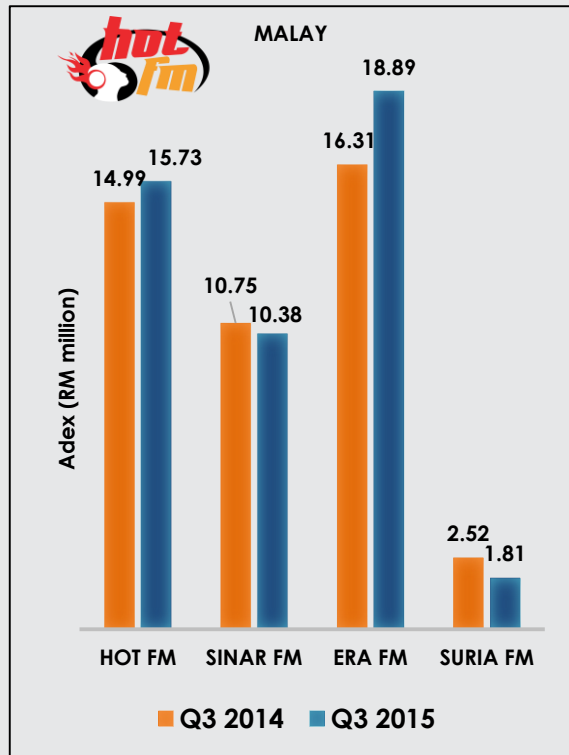
Radio networks results YTD Sep 2015



	RM'000		%
	YTD Sep 2015	YTD Sep 2014	CHANGE
	A	B	A - B
GROSS REVENUE	55,210	61,329	(10)
NET REVENUE	47,210	52,306	(10)
DIRECT COSTS	(80)	(66)	(21)
CONTRIBUTION	47,130	52,240	(10)
OTHER INCOME	644	875	(26)
OVERHEADS	(22,694)	(24,604)	8
EBITDA	25,080	28,511	(12)
DEPRECIATION	(1,520)	(1,628)	7
PBT	23,560	26,883	(12)
TAXATION	(184)	(4,521)	96
PROFIT AFTER TAX (PAT)	23,376	22,362	5
EBITDA Margin %	53%	55%	
PAT Margin %	50%	43%	

An encouraging third quarter performance after a slow 1st half has contributed to a 5% growth in PAT against the corresponding period despite revenue contracting by 10%.

Defending our radio adex share - Q3 2015

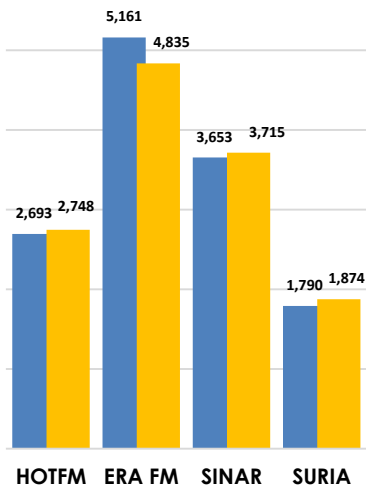


Source: Nielsen Advertising Information Service (AIS)

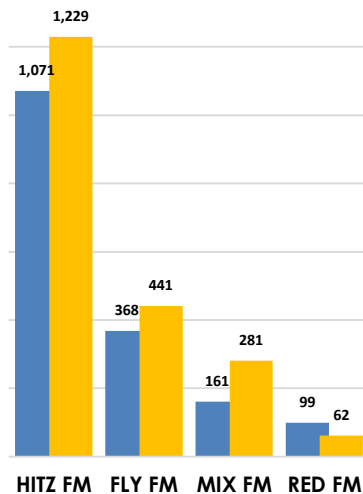
Listenership



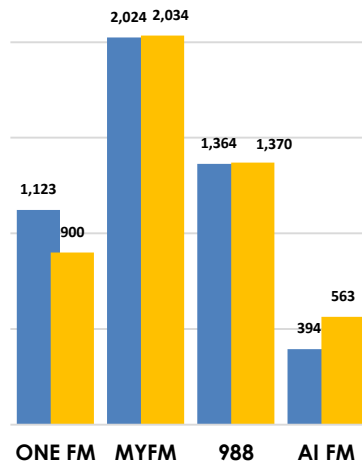
NATIONWIDE LISTENERSHIP
(‘000)



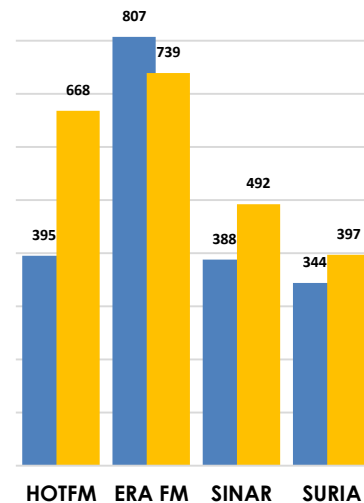
ENGLISH STATION LISTENERSHIP
(‘000)



CHINESE STATION LISTENERSHIP
(‘000)



EAST COAST LISTENERSHIP
(‘000)



Survey #2 2014

Survey #1 2015

Source: Nielsen Radio Audience Measurement

Encouraging digital listenership numbers - Q3 2015

Total online streaming for the month **July 2015 to September 2015**

	Hot FM	Fly Fm	one FM
Total digital Listenership	7,988,916	1,374,087	5,745,867
Unique average /month	2,102,652	587,629	1,543,243



On desktop



iOS



Android

	Desktop			iOS			Android		
STATION	Listeners	Unique Listeners	Listening Hours	Listeners	Unique Listeners	Listening Hours	Listeners	Unique Listeners	Listening Hours
Hot FM	6,782,392	1,511,998	7,583,214	1,200,212	543,443	617,321	69,312	47,211	53,221
one FM	4,014,345	1,001,001	4,612,212	1,702,211	520,121	599,331	29,311	22,121	34,086
Fly Fm	1,012,121	401,199	1,521,492	339,212	168,331	358,001	22,754	18,099	35,115
TOTAL	11,808,858	2,914,198	13,716,918	3,241,635	1,231,895	1,574,653	121,377	87,431	122,422

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



3.46 million fans

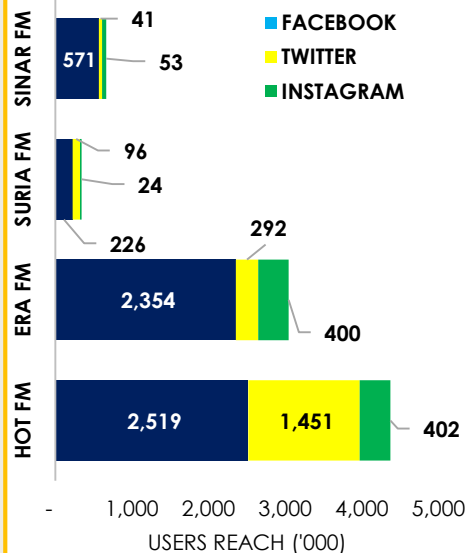


1.66 million followers

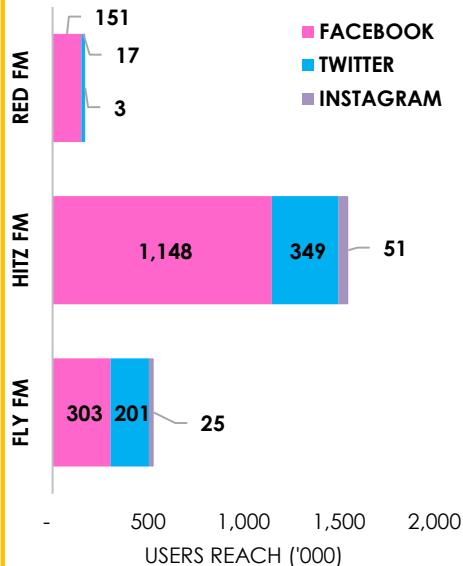


464,064 followers

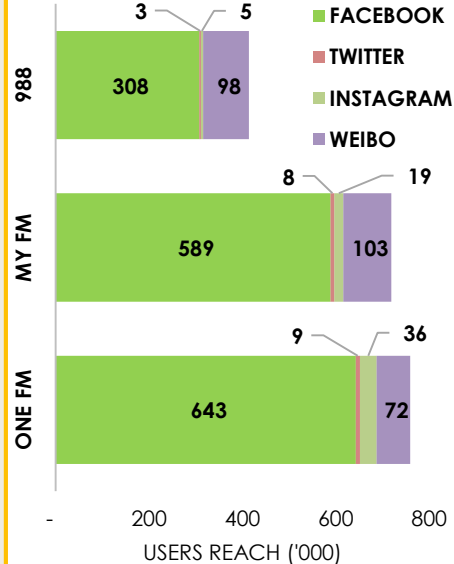
MALAY STATIONS



ENGLISH STATIONS



CHINESE STATIONS



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

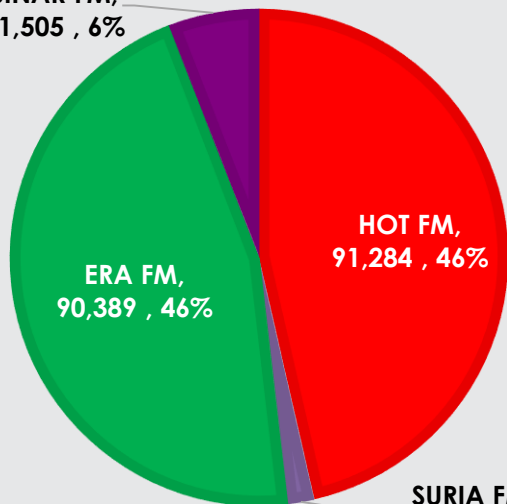
Hot FM: 694,521 | Fly FM: 284,142 | one FM: 364,665

You Tube VIEWERS



91,284
subscribers

SINAR FM,
11,505 , 6%

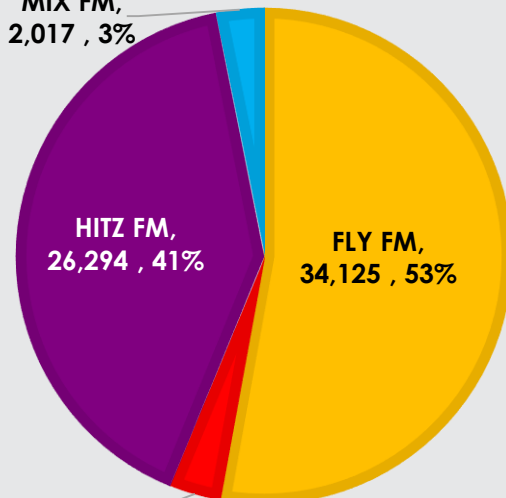


SURIA FM,
3,428 , 2%



34,125
subscribers

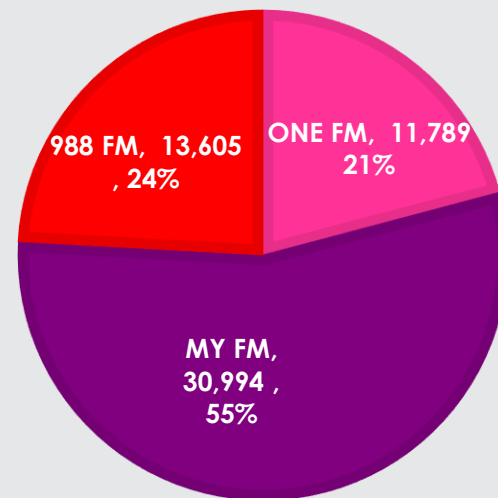
MIX FM,
2,017 , 3%



RED FM,
2,166 , 3%



11,789
subscribers



988 FM, 13,605
, 24%

ONE FM, 11,789
21%

Source: Nielsen Radio Audience Measurement

Acquisition of Ultra FM & Pi Mai FM - Q3 2015



- On 1 October 2015, Synchronsound Studio Sdn Bhd had entered into a conditional share purchase agreement to acquire Copyright Laureate Sdn Bhd ("CLSB") for a total cash consideration of RM20.0 million.
- CLSB is principally engaged in the operation of two radio broadcasting stations, currently known as Ultra FM and Pi Mai FM.
- The acquisition has been completed on 21 October 2015. As a result of the acquisition, CLSB has become a wholly-owned subsidiary under the Group.
- The new radio stations complement the existing media assets of the Group.
- These new radio stations are expected to derive potential synergistic benefits from collaborative sales and marketing strategies between the radio platform and other media platforms within the MPB group as well as enjoy significant cost savings through consolidation of back office and operational costs.



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

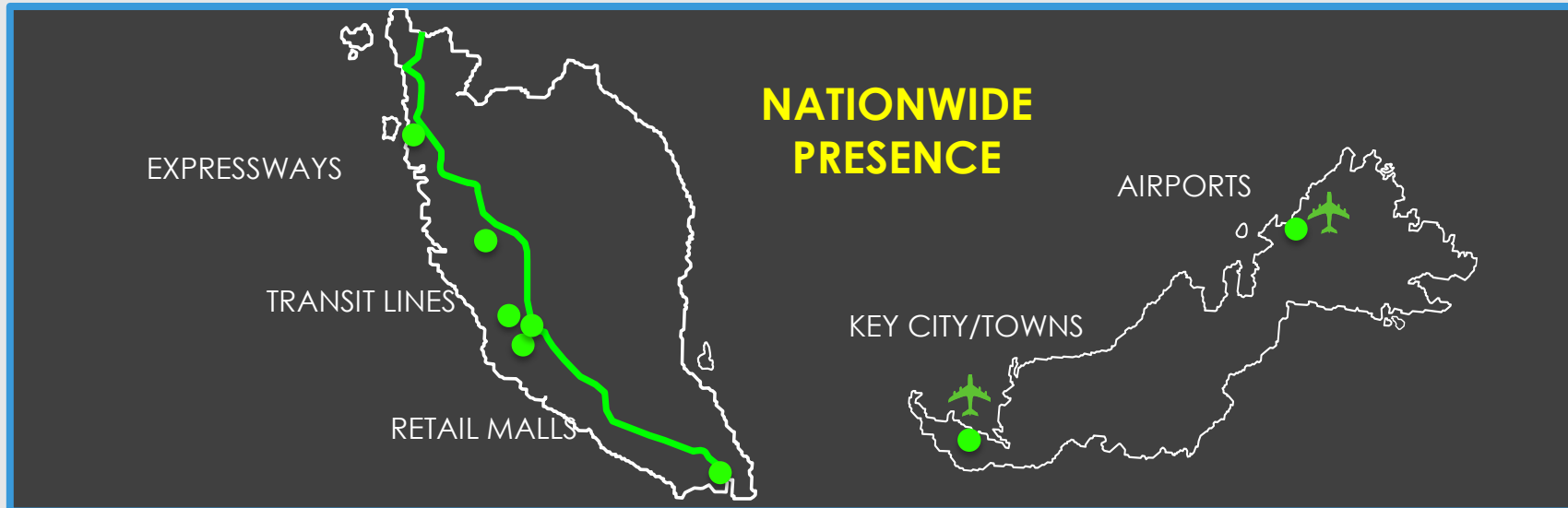
Out-Of-Home Media results YTD Sep 2015



	RM'000		%
	YTD Sep 2015	YTD Sep 2014	CHANGE
	A	B	A - B
GROSS REVENUE	120,711	121,237	(0)
NET REVENUE	111,949	110,855	1
DIRECT COSTS	(64,692)	(63,828)	(1)
CONTRIBUTION	47,257	47,027	0
OTHER INCOME	1,889	961	97
OVERHEADS	(11,602)	(12,131)	4
EBITDA	37,544	35,857	5
DEPRECIATION & AMORTISATION	(6,624)	(6,606)	(0)
PROFIT BEFORE TAX (PBT)	30,920	29,251	6
TAXATION	(7,699)	(7,306)	(5)
PROFIT AFTER TAX (PAT)	23,221	21,945	6
EBITDA%	34%	32%	
PAT %	21%	20%	

- Increase in net revenue by 1% partly contributed by new revenue from Rapid Rail stations and new digital screens at Jalan Imbi.
- Continuous cost management contributed to a 6% increase in PAT against the corresponding period.

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



Out-Of-Home – DIGITAL SOLUTIONS

Expansion and continuous rollout of digital solutions provide an innovative approach towards Out-Of-Home advertising.



**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**





D I G I T A L

 ALT MEDIA SDN. BHD.	 www.gua.com.my	 www.tonton.com.my	 www.serogja.com.my
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NO.1

MALAYSIAN VIDEO PORTAL,
tonton
www.tonton.com.my



Section 2.5 : Digital Media

Media Prima Digital results YTD Sep 2015



	RM'000		%
	YTD Sep 2015	YTD Sep 2014	CHANGE
	A	B	A - B
GROSS REVENUE	19,992	24,611	(19)
NET REVENUE	19,770	23,476	(16)
DIRECT COSTS	(2,056)	(3,066)	33
CONTRIBUTION	17,714	20,410	(13)
OTHER INCOME	59	56	(5)
OVERHEADS	(16,707)	(22,708)	26
LBITDA	1,066	(2,242)	>100
DEPRECIATION	(2,385)	(1,165)	(105)
LOSS BEFORE TAX	(1,319)	(3,407)	61
TAXATION	-	-	NA
LOSS AFTER TAX	(1,319)	(3,407)	61
LBITDA Margin %	5%	(10%)	
LAT Margin %	(7%)	(15%)	

- Lower direct and operating expenses after the business streamlining exercise in the period led to minimization of loss after tax by 61%, against the corresponding period.

Digital Milestone

5,019,499 registered users
(As at 30 September 2015)



Tonton Original Series & Interactive TV Show

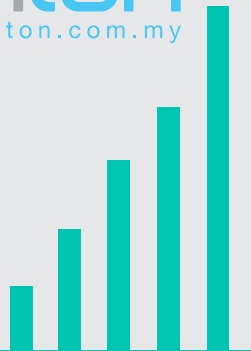
tonton[®]
www.tonton.com.my

Tonton's growth

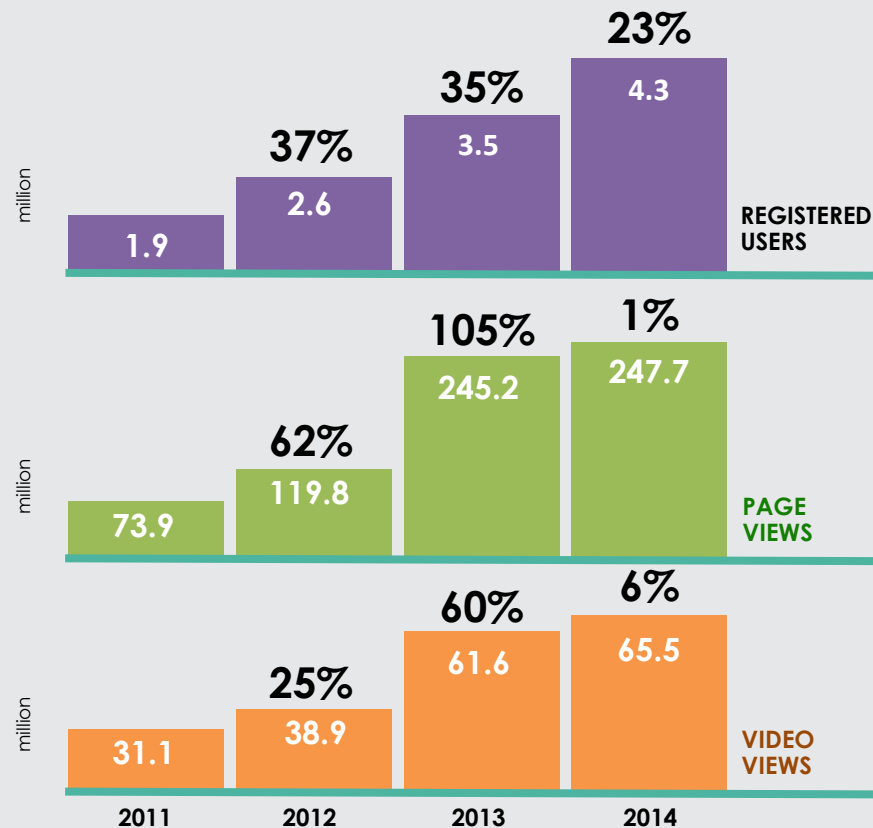
TONTON PREMIERE 7 DAYS BEFORE TV



tonton[®]
www.tonton.com.my



Tonton's 2011 to 2014 Growth Chart



Source: Omniture Site Catalyst

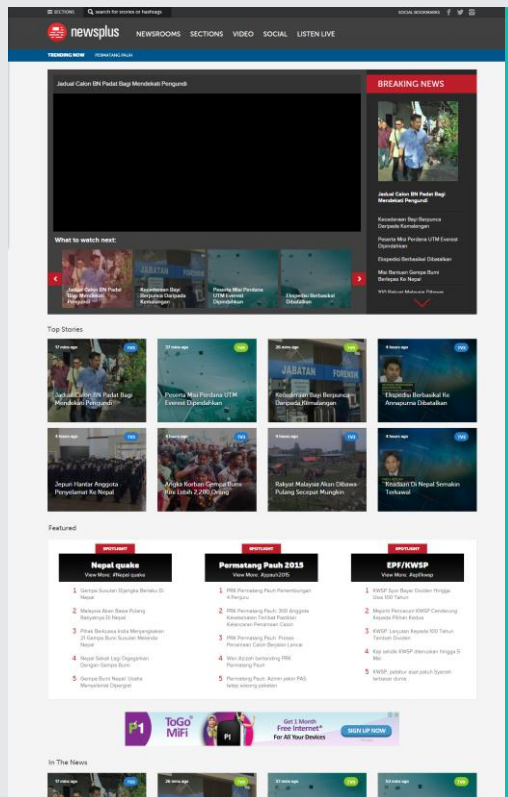
Top 10 Malaysian Sites

Sites	Sep-14		Sep-15	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
Maybank Group	1	2,897	1	3,455
Lazada Sites	6	1,563	2	2,394
CIMB Group	4	1,621	3	1,937
MUDAH.MY	2	2,054	4	1,813
Astro Group	7	1,422	5	1,569
Tune Group	5	1,618	6	1,541
Media Prima Group	3	1,805	7	1,421
Malaysiakini Sites	17	762	8	1,309
The Star Media Group	8	1,317	9	1,244
Malaysia Airlines	11	1,067	10	943

Source: Comscore

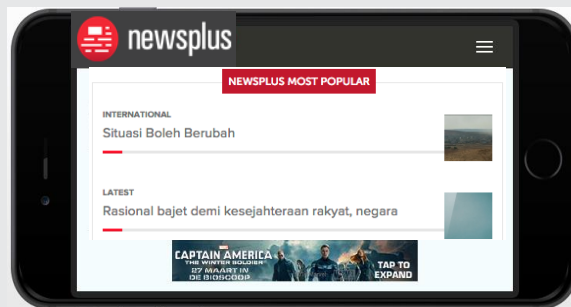
*Lazada contains sites from multiple countries, however a large percentage of unique visitors were from their respective Malaysian sites (over 90%).

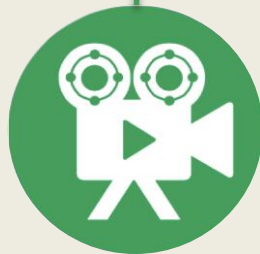
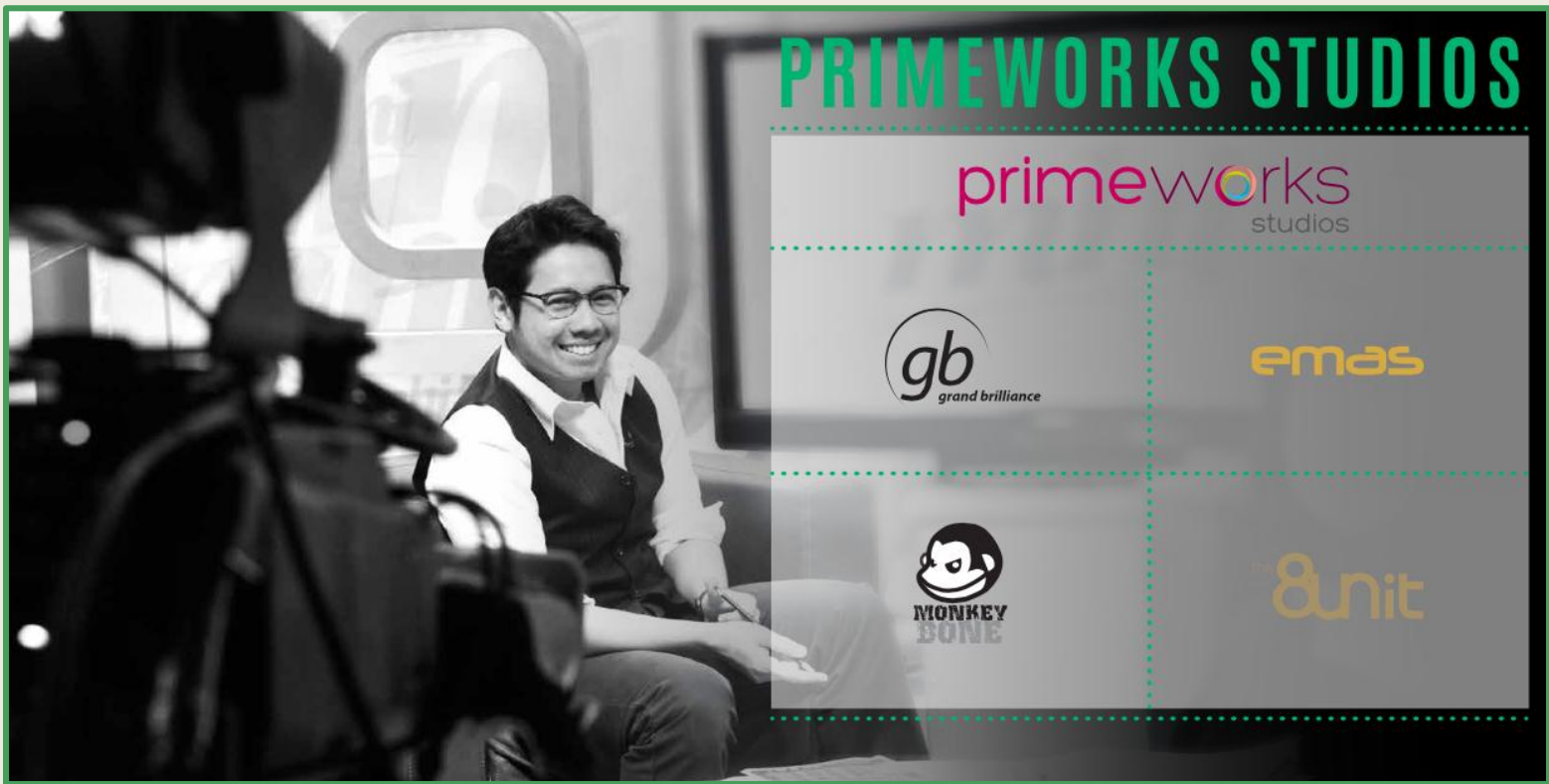
Media Prima Group is the 2nd largest Digital Media Group in Malaysia



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 YTD Sep 2015



	RM'000		%
	YTD Sep 2015	YTD Sep 2014	CHANGE
	A	B	A - B
GROSS REVENUE	86,434	86,738	(0)
NET REVENUE	86,434	86,738	(0)
DIRECT COSTS	(36,608)	(40,223)	9
CONTRIBUTION	49,826	46,515	7
OTHER INCOME	276	670	(59)
OVERHEADS	(31,502)	(34,131)	8
EBITDA	18,600	13,054	42
DEPRECIATION	(103)	(127)	19
PBT	18,497	12,927	43
TAXATION	(3,536)	(3,142)	(13)
PAT	14,961	9,785	53
EBITDA Margin %	22%	15%	
PAT Margin %	17%	11%	

- EBITDA & PAT grew by 42% and 53% from 2014 mainly due to higher content sales from Primeworks Distribution (PWD) and savings in direct costs and overheads.



PRIMEWORKS STUDIOS

PRODUCES MORE THAN

5,000

HOURS

OF COMPELLING CONTENT

ANNUALLY

TO CAPTIVATE

MALAYSIAN AND GLOBAL AUDIENCES

**TV & Film
Production**

**Content Sales
(Local &
International)**

**Content
Development**

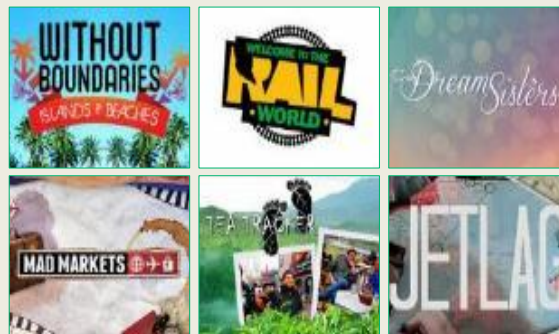
**Artiste &
Talent
Management**

Produces/co-produces
6- 8 feature films annually

Asian Tase



Modern Urban Asia



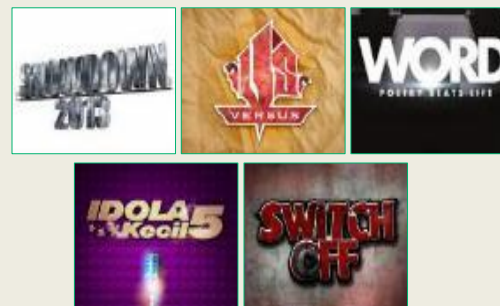
Islamic Asia



Asian Culture & Beliefs



Format Programming



Asian Films & Drama



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 with
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



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



Find the Wasabi:
Co-production with
TBS Japan



Production Services

Q3 2015 operational highlights – TV Production

New programmes



Ratings winners



1.9 million viewers,
27.5% share (highest rating)



1.7 million viewers,
26.3% share



1.9 million viewers,
27.5% share

Co-production



Best In The World
Japan

Content Commission



Mad Markets Ishikawa



Section 2.7 : Corporate and Others

Corporate & Others YTD Sep 2015

	RM'000				
	MPB	PWS	Others	Consol Adjustment	Total
Gross Revenue					
YTD Sep 2015	-	4,743	18,095	(22,798)	40
YTD Sep 2014	-	4,872	13,212	(23,860)	(5,776)
Growth %	N/A	3	37	(4)	(>100)
Net Revenue (after royalties)					
YTD Sep 2015	-	4,743	18,095	(15,510)	7,328
YTD Sep 2014	-	4,872	13,212	(6,743)	11,341
Growth %	N/A	(3)	37	(>100)	(35)
EBITDA					
YTD Sep 2015	(24,969)	(2,800)	16,960	491	(10,318)
YTD Sep 2014	(16,936)	2,843	(157)	7,436	(6,814)
Growth %	(47)	(>100)	>100	93	(51)
Depreciation & Interest Expenses					
YTD Sep 2015	11,807	-	103	1,425	13,335
YTD Sep 2014	16,266	-	127	1,266	17,659
Growth %	27	N/A	(19)	(13)	24
PBT / (LBT)					
YTD Sep 2015	(36,776)	(2,800)	16,857	(934)	(23,653)
YTD Sep 2014	(33,202)	2,843	(284)	6,170	(24,473)
Growth %	(11)	(>100)	>100	(>100)	3



Section 3 : Dividend

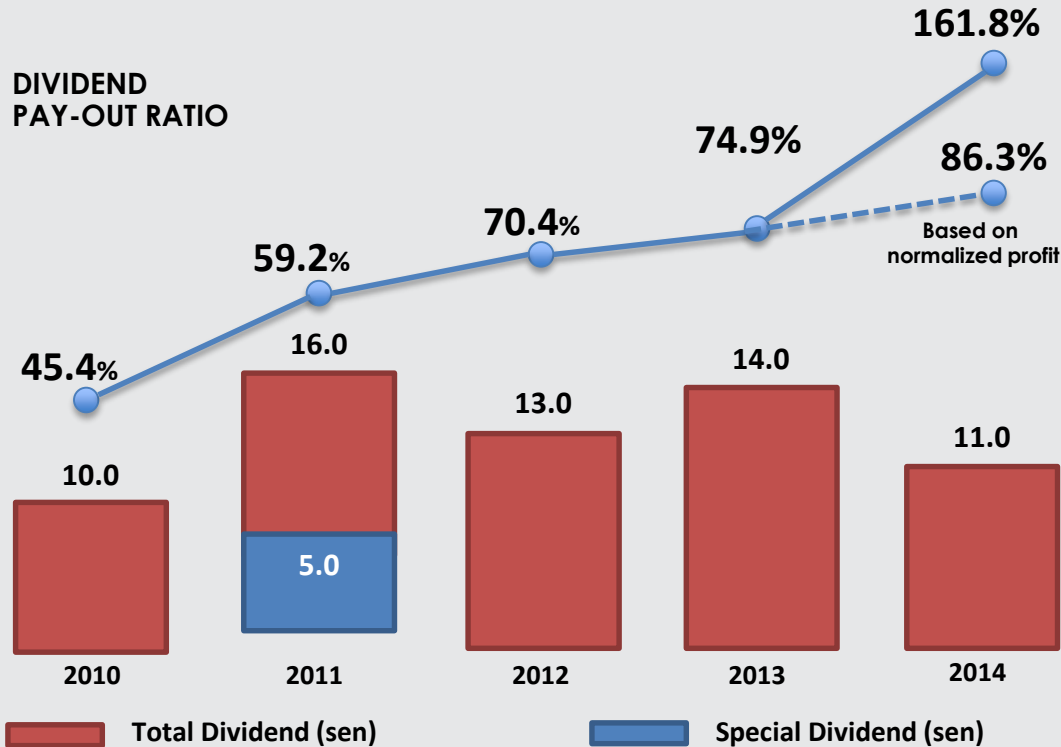
Dividend paid in respect of the FYE 31 Dec 2015



- The Board of Directors declares a second interim, single tier dividend of 2.0 sen per ordinary share for the FYE December 2015 to be paid on 30 December 2015.
- A first interim, single tier dividend of 3.0 sen per ordinary share for the financial year ending 31 December 2015 was paid on 30 September 2015.
- The total dividends declared for the current financial period ended 30 September 2015 is 5.0 sen.

5-year dividend track record

DIVIDEND PAY-OUT RATIO



FINAL DIVIDEND OF 5.0 SEN FOR FY 2014

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 resilient financial performance & strong balance sheet position.

Dividend yield

6.3%



Section 4 : Outlook for 2015 & beyond

Outlook for 2015









- In view of the challenging business environment and subdued market sentiment, the Group expects the rest of the year to remain challenging.
- The gradual shift in consumer preferences towards digital media is slowly driving a shift in the Adex market despite the existing dominance of traditional media platforms which remains at the Group's core.
- 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



- 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	<ul style="list-style-type: none"> ▪ Maintain dominant position in viewership share ▪ Continue investment in compelling, quality content ▪ Investment in local content
	PRINT MEDIA	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ Hot FM – No.2 among all stations & No. 1 across its key demographics ▪ Continue developing new talent
	OUTDOOR MEDIA	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ The digital media engine for the whole Group ▪ Consolidation of Group’s database through one data management platform ▪ Supports the Group through digital operation, products & services
	CONTENT CREATION	<ul style="list-style-type: none"> ▪ 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

NSTP

NEW STRAITS TIMES

BH
Berita Harian

Metro



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

BIG TREE

GOTCHA

TRC UPD

KURNIA OUTDOOR



LARGEST reach in terms of TV viewership



emas
e PLUS e STYLE



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



2nd LARGEST digital media group in Malaysia

media prima **DIGITAL**



BH ONLINE
NEW STRAITS TIMES ONLINE



Generating content of the highest standard to meet viewers expectation

primeworks studios

primeworks distribution

gb
grand brilliance

COMPETITIVE ADVANTAGE:

WIDEST MULTIMEDIA DISTRIBUTION OFFERING
ON A SINGLE INTEGRATED PLATFORM



THANK YOU

For more information, visit

www.mediaprima.com.my

or

www.mediaprima.com.my/investorcenter/feedbackcomments

for inquiries, suggestions & comments

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.