

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 YEAR ENDED 31st December 2015
26th February 2016

SECTION 1

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SECTION 2

- **FINANCIAL REVIEW**

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- **CORPORATE GOVERNANCE & CORPORATE RESPONSIBILITY**

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INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL YEAR ENDED 31st December 2015
26th February 2016



VISION

A content powerhouse
offering multiple
media platforms.

MISSION

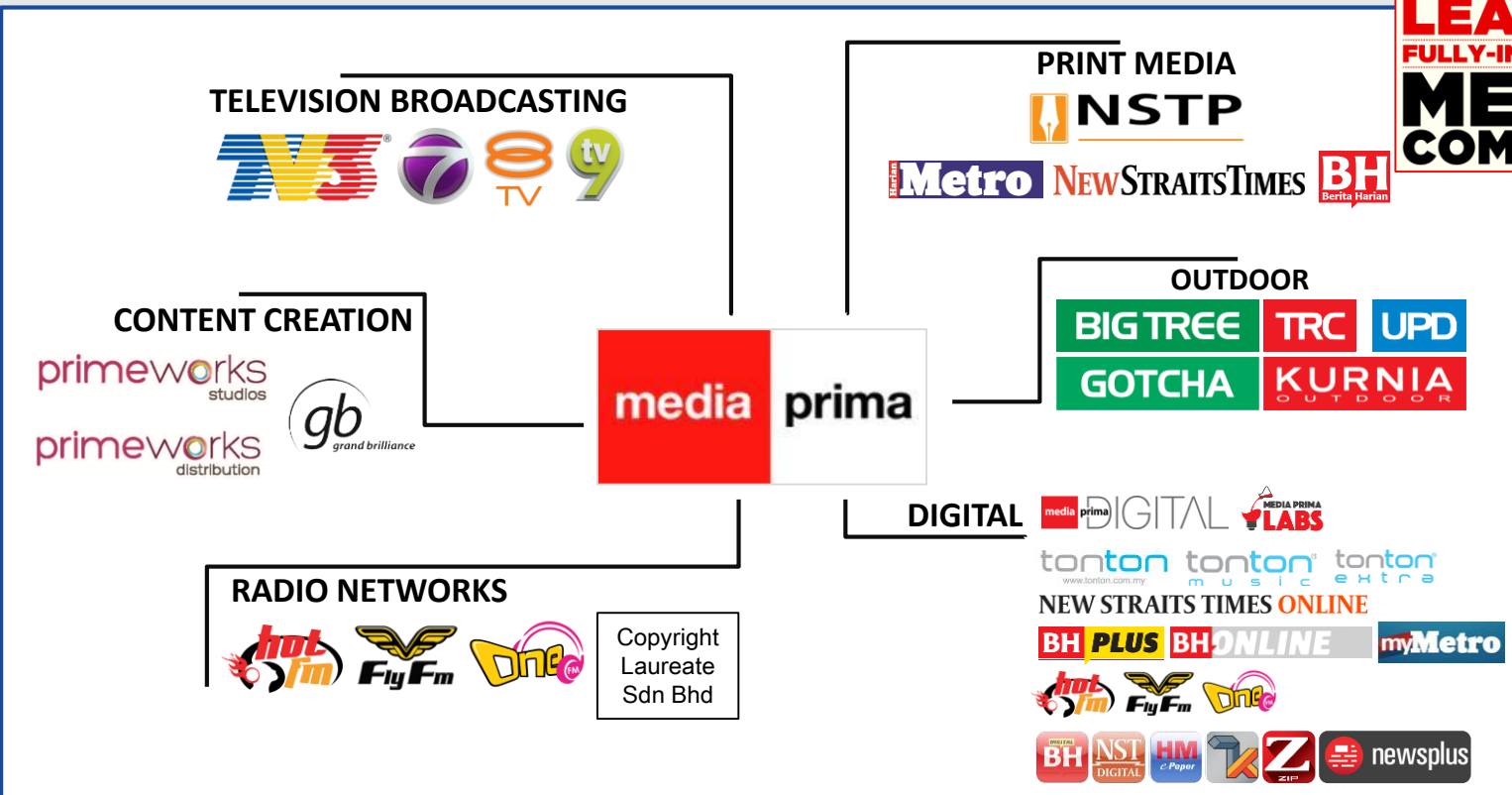
To produce "best-in-class"
content, products and services.
Content that is accessible via
multi-platforms and is unique,
relevant and contemporary.

Section 1: Group Overview

Media Prima Today~ Fully- integrated Media



**MALAYSIA'S
LEADING
FULLY-INTEGRATED
MEDIA
COMPANY**



Fact sheet as at 31 December 2015



Issued and
paid-up share
capital

RM1,109.2m

Shareholders
equity

RM1,620.7m

Total assets

RM2,330.1m

Cash

RM420.7m

Group
borrowings

RM300.1m

PDS Ratings
(RAM)

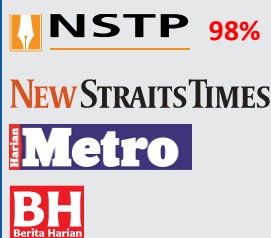
**AA1/P1
(CP/MTN)**

Media Prima Today

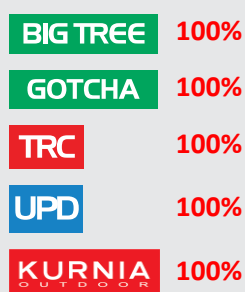
Television Broadcasting



Print Media



Outdoor Media



Radio



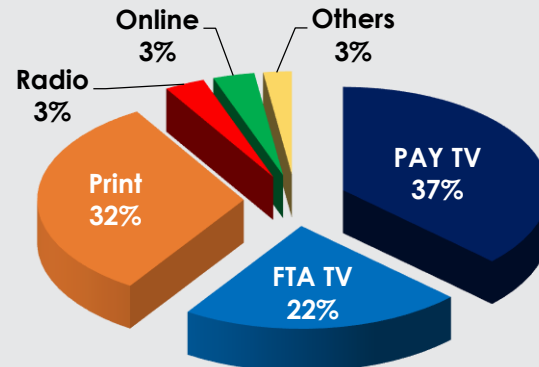
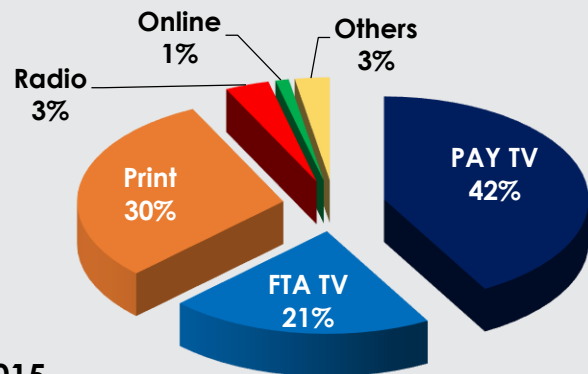
Content Creation



Digital



Industry Adex Malaysia – Non discounted gross revenue



RM MILLION	PAY TV	FTA TV	PRINT	RADIO	ONLINE	OTHERS	TOTAL
FY 2015	5,770	2,859	4,153	478	144*	375	13,779
FY 2014	5,385	3,210	4,651	461	473	323	14,503
% Change	7	(11)	(11)	4	na	(24)	(5)

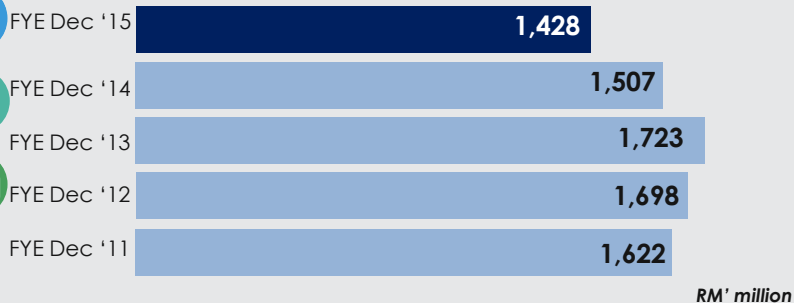
Source: Nielsen Media Research

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

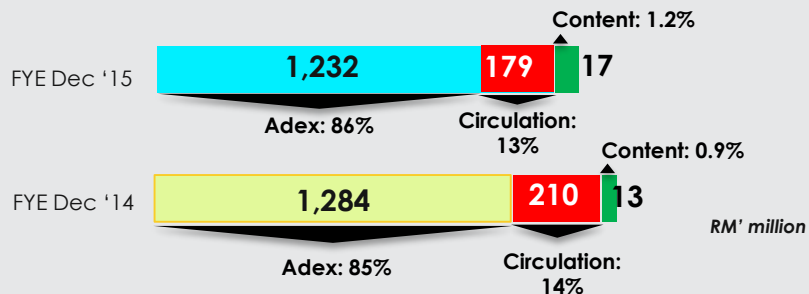
5-Year Performance Summary



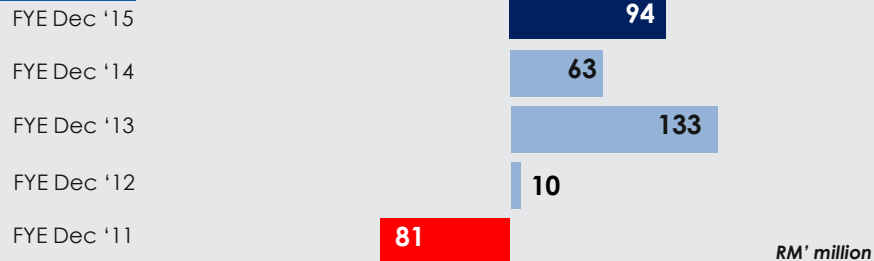
Group net revenue: RM1,428m (FYE Dec '14: RM1,507m)



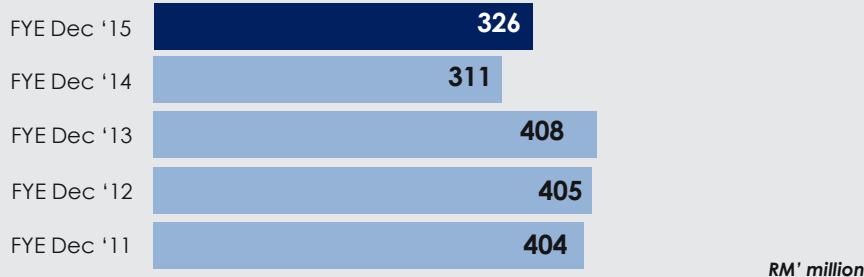
Group net revenue by category



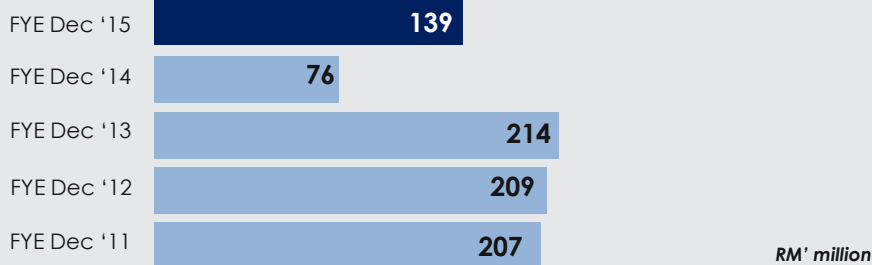
(Accumulated losses)/ Retained earnings: RM94m (FYE Dec '14 : RM63m)



Group EBITDA: RM326m (FYE Dec '14 : RM311m)



Group PATAMI: RM139m (FYE Dec '14 : RM76m)



Section 2 : Financial Review

Group Financial Performance FY2015



	RM '000		%
	FYE Dec 2015	FYE Dec 2014	CHANGE
	A	B	A - B
GROSS REVENUE	1,682,084	1,778,757	(5)
NET REVENUE	1,427,693	1,506,981	(5)
ROYALTIES	(1,741)	(3,615)	52
NET REVENUE AFTER ROYALTIES	1,425,952	1,503,366	(5)
DIRECT COSTS	(432,518)	(491,878)	12
CONTRIBUTION	993,434	1,011,488	(2)
OTHER INCOME	31,335	35,438	(12)
OVERHEADS	(699,018)	(736,140)	5
EBITDA	325,751	310,786	5
FINANCE COSTS	(15,300)	(22,901)	33
DEPRECIATION & AMORTISATION	(103,138)	(100,385)	(3)
PROFIT BEFORE ASSOCIATE	207,313	187,500	11
SHARE OF ASSOCIATE'S RESULTS	(7,245)	(6,283)	15
PROFIT BEFORE TAX	200,068	181,217	10
EXCEPTIONAL ITEMS ("EI")	-	(79,776)	NA
PROFIT BEFORE TAX (AFTER EI)	200,068	101,441	97
TAXATION	(61,360)	(24,819)	(>100)
PROFIT AFTER TAX	138,708	76,622	81
MINORITY INTEREST	9	(1,094)	>100
PATAMI	138,717	75,528	84
PATAMI EXCL. EI	138,717	141,563	(2)
EBITDA margin %	23%	21%	
PATAMI margin %	10%	5%	

1. **Gross revenue decreased by 5%.** Challenging business environment and subdued market sentiment had profound effect on the Group.

a) Traditional Revenue

✓ FY2015 **net advertising revenue contracted by 4%** against FY2014, affected by the soft advertising spending and subdued market sentiment.

✓ FY2015 **circulation revenue by print media was lower by 15%** against FY2014, in tandem with declining global circulation trend.

b) Non Traditional Revenue

✓ Mainly contributed by revenue from content sales. **Net revenue from content sales recorded a 23% increase** to RM16 million for FY2015 against RM13 million for FY2014.

2. Efforts in managing costs and improved operational efficiency is visible by the **5% growth in EBITDA**.

3. **PATAMI improved by 84%** due to Exceptional Items (MSS) recognised in 2014.

Financial results by media platform

	TVN	PWS	Radio	Out-Of-Home Media	RM'000 Print Media	Digital Media	Others	Consol Adjustment	Total
Gross Revenue									
FY 2015	773,328	110,637	78,613	168,842	642,558	27,890	173,556	(293,340)	1,682,084
FY 2014	812,285	125,741	83,110	165,524	693,556	34,481	141,653	(277,593)	1,778,757
Growth %	(5)	(12)	(5)	2	(7)	(19)	23	(6)	(5)
Net Revenue (after royalties)									
FY 2015	629,162	110,637	67,432	157,590	551,629	27,091	173,556	(291,145)	1,425,952
FY 2014	645,451	125,741	70,712	152,145	592,467	32,568	141,653	(257,371)	1,503,366
Growth %	(3)	(12)	(5)	4	(7)	(17)	23	13.12	(5)
EBITDA									
FY 2015	134,452	19,265	26,971	57,553	103,775	394	149,173	(165,832)	325,751
FY 2014	161,248	18,125	29,920	56,009	76,019	(5,121)	120,130	(145,544)	310,786
Growth %	(17)	6	(10)	3	37	>100	(24)	(14)	5
Depreciation & Interest Expenses									
FY 2015	43,108	125	1,923	9,016	49,751	1,786	15,125	(2,396)	118,438
FY 2014	42,216	167	2,134	8,912	49,058	1,564	21,885	(2,650)	123,286
Growth %	(2)	25	10	(1)	(1)	(14)	31	10	4
PBT / (LBT) Before Associate									
FY 2015	91,344	19,140	25,048	48,536	54,024	(1,392)*	134,048	(163,436)	207,313
FY 2014	119,032	17,958	27,786	47,097	26,961	(6,685)	98,245	(142,894)	187,500
Growth %	(23)	7	(10)	3	>100	(79)	36	14	11

Note:-

*PBT Before Associate for Digital Media is after EI of RM1.479m – reversal of impairment on investment property



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
22 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 FY 2015



	RM'000		%
	FY 2015	FY 2014	CHANGE
	A	B	A - B
GROSS REVENUE	773,328	812,285	(5)
NET REVENUE	629,162	645,451	(3)
DIRECT COSTS	(253,801)	(266,436)	5
CONTRIBUTION	375,361	379,015	(1)
OTHER INCOME	6,918	11,971	(42)
OVERHEADS	(247,827)	(229,738)	(8)
EBITDA	134,452	161,248	(17)
DEPRECIATION	(38,674)	(37,618)	(3)
FINANCE CHARGES	(4,434)	(4,598)	4
PROFIT BEFORE TAX (PBT)	91,344	119,032	(23)
EXCEPTIONAL ITEM ("EI")	-	(29,218)	NA
PROFIT BEFORE TAX (AFTER EI)	91,344	89,814	2
TAXATION	(18,475)	(20,486)	10
PROFIT AFTER TAX (PAT)	72,869	69,328	5
EBITDA Margin %	21%	25%	
PAT Margin %	12%	11%	

- Lower Adex in the current year especially in the FTA TV segment attributed to the decline in revenue by 3% against 2014.
- Despite the fall in revenue, PAT increased by 4% mainly contributed by savings in programme costs.

Media Prima TVN captured 37.3% of total audience share



21.2%



7.3%



4.7%



4%



LEADING THE COMPETITION

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

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

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

5.5%

TV2

3.5%

TV1

3.2%

Astro
Ceria

3.1%

Astro
Ria

2.6%

Astro
SunTV

2.6%

Astro
Prima

2.3%

Astro
Citra

2.1%

Astro
Warna

1.9%

Other
Astro

1.7%

Astro
Disney
XD

1.6%

Astro
Maya
HD

1.0%

TV Al-
Hijrah

MPB channels remain the LEADER in key markets



Top 10 Channels	Total Individuals				Chinese 4+				Malay 15+			
	STN	2014	STN	2015	STN	2014	STN	2015	STN	2014	STN	2015
1	TV3	23.2	TV3	21.2	8TV	24.7	8TV	22.9	TV3	31.9	TV3	29.1
2	TV9	7.7	TV9	7.3	NTV7	16.4	NTV7	14.6	TV9	9.9	TV9	9.4
3	TV2	5.4	TV2	5.5	HUA HEE DAI	5.8	HUA HEE DAI	4.3	TV1	6.8	TV2	6.0
4	8TV	5.1	8TV	4.7	AEC	4.6	AEC	4.1	TV2	5.9	TV1	5.1
5	TV1	4.8	NTV7	4.0	WLT	4.1	TV2	3.5	PRIMA	4.7	RIA	4.5
6	NTV7	4.4	TV1	3.5	TV2	4.0	CELESTIAL CLASSIC	3.4	RIA	4.1	PRIMA	3.7
7	PRIMA	3.3	CERIA	3.2	OTHER-ASTRO	3.1	WLT	3.2	WARNA	2.7	CERIA	3.5
8	RIA	3.0	RIA	3.1	XHE	3.0	TV3	1.9	CERIA	2.6	CITRA	3.1
9	SUN-TV	3.0	SUN-TV	2.6	TVBC	2.4	CCTV4	1.9	OASIS	2.6	WARNA	3.0
10	CERIA	2.4	PRIMA	2.6	TV3	2.1	TVBC	1.7	CITRA	2.3	MAYA HD	2.3

TV Adex share by station FY 2015



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
FY 2015									
Non Discounted Gross Revenue									
- %	39	17	12	20	89	3	7	2	100
- RM'000	1,119,762	494,800	354,678	562,449	2,531,689	77,333	206,203	43,336	2,858,561
Growth %	(12)	(5)	(17)	3	(9)	(32)	(19)		(11)
Discount Factor									
- %	56	79	79	81	69	60	60	0	67
- RM'000	(631,335)	(391,286)	(279,168)	(456,572)	(1,758,361)	(46,400)	(123,721.74)	0	(1,928,483)
Gross Revenue									
- %	53	11	8	11	83	3	8	0	94
- RM'000	488,427	103,514	75,510	105,877	773,328	30,933	82,481	43,336	930,078
Growth %	(5)	(6)	(15)	7	(5)	(32)	(19)		(9)
FY 2014									
Non Discounted Gross Revenue									
- %	40	16.24	13	17	86	4	8	2	100
- RM'000	1,275,980	521,356	428,294	548,451	2,774,081	113,171	255,634	66,931	3,209,817
Discount Factor									
- %	60	79	79	82	71	60	60	0	68
- RM'000	(760,490)	(411,571)	(339,622)	(449,409)	(1,961,092)	(67,903)	(153,380)	0	(2,182,375)
Gross Revenue									
- %	50	11	9	10	79	4	10	0	93
- RM'000	515,490	109,785	88,672	99,042	812,989	45,268	102,254	66,931	1,027,442

* Based on estimates

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

Broadcasting live local football for 3 consecutive seasons

Liga Super, Piala F.A & Piala Malaysia matches on TV3 & TV9 & Tonton

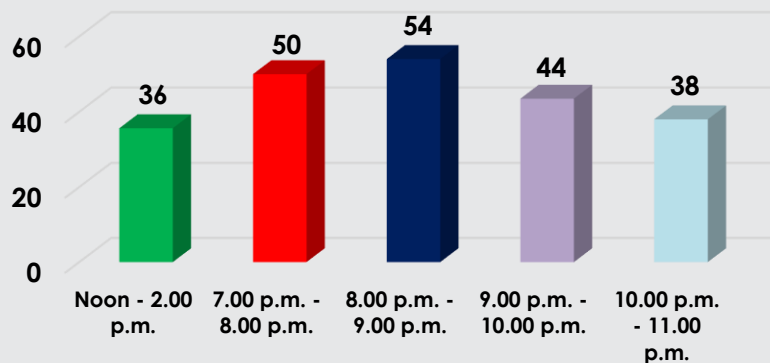


Committed to maintain & defend ratings for prime time

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

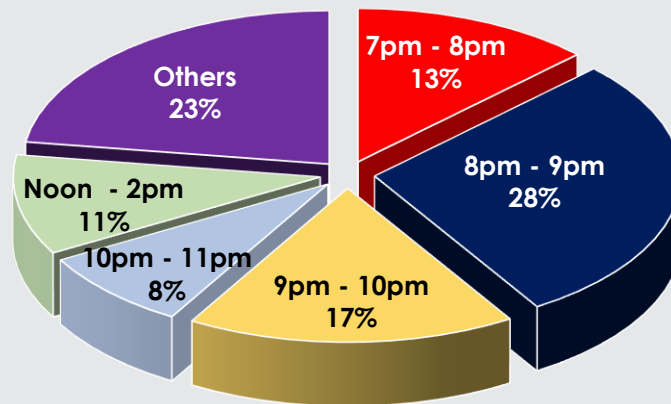
54% of total audience captured between 8-9pm

Audience Share - All 4+ (%)



6 prime time hours contribute to approximately 77% of Media Prima's TV Networks' net revenue

TVN Net Revenue by Prime Time Hour





Expanding the Media Prima portfolio to include the retailing/home shopping business

- Joint venture between Sistem Televisyen Malaysia Berhad and CJ O Shopping Co., Ltd (CJ O)
- **Diversification** of revenue stream - A business-to-consumer (B2C) venture which is complimentary to TV and is expected to provide the Group an opportunity to gain **lucrative consumer revenue**
- Excellent **opportunity** to optimize the **combined strengths of STMB & CJ O** – STMB with vast experience in commercial TV broadcasting in Malaysia & CJ O with years of international business expertise in the home shopping business
- Reaching out to a bigger/wider audience, **leveraging on the Group's integrated media platform, talent, reach & brand recognition.**
- **Optimise revenue** via non-prime time slots on existing TV channels before establishing a dedicated channel



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

THE BAHASA NEWSPAPER WITH THE

Metro HARIAN METRO

LARGEST CIRCULATION AND READERSHIP

IN THE COUNTRY

WHICH REACHES OUT TO
A BROAD CROSS SECTION
OF READERS

BH BERITA HARIAN



Section 2.2 : Print Media

Segmentation of our papers



TARGET AUDIENCE

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



POSITIONING

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"

ADVERTISERS

FMCG products, communications, services, transportation

FMCG products, government, services

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

NSTP results FY 2015

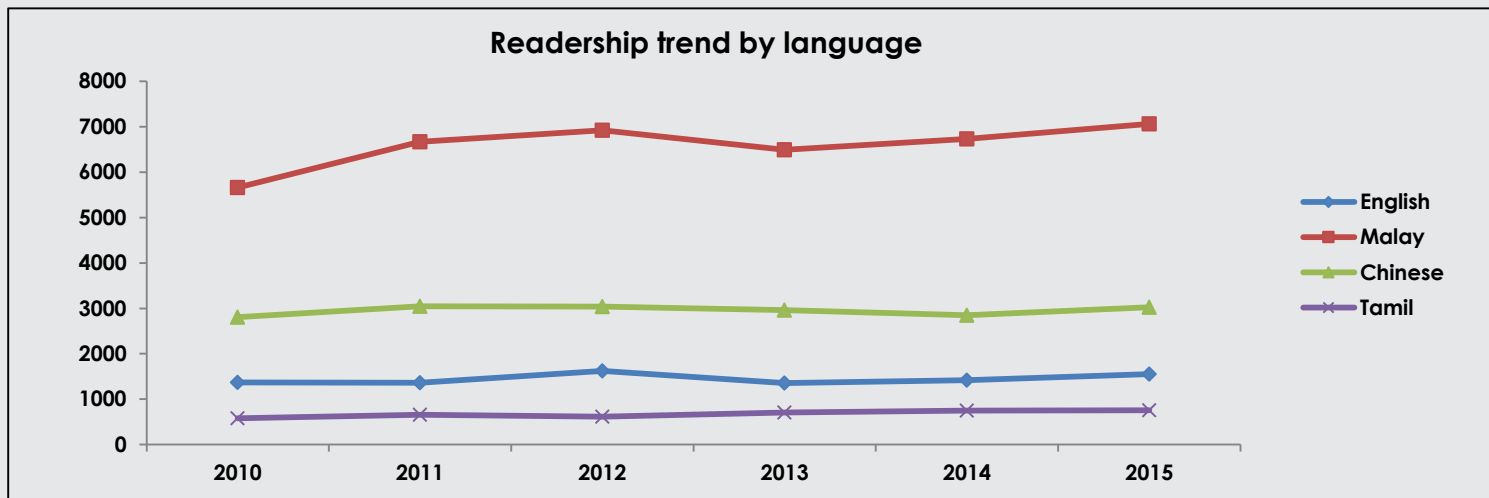


	RM'000		%
	FY 2015	FY 2014	CHANGE
	A	B	A - B
GROSS REVENUE	642,558	693,556	(7)
NET REVENUE	551,629	592,467	(7)
DIRECT COSTS	(136,800)	(186,134)	27
CONTRIBUTION	414,829	406,333	2
OTHER INCOME	18,147	15,594	16
OVERHEADS	(329,201)	(345,908)	5
EBITDA	103,775	76,019	37
FINANCE CHARGES	(1,130)	(2,150)	(47)
DEPRECIATION	(48,621)	(46,908)	(4)
PBT BEFORE EI	54,024	26,961	>100
EXCEPTIONAL ITEM (EI)	-	(39,285)	NA
PROFIT BEFORE ASSOCIATES	54,024	(12,324)	>100
SHARE OF ASSOCIATES	(7,245)	(6,283)	15
PROFIT BEFORE TAX (PBT)	46,779	(18,607)	>100
TAXATION	(18,663)	1,612	(>100)
PROFIT AFTER TAX (PAT)	28,116	(16,995)	>100
EBITDA Margin %	19%	13%	
PAT Margin %	5%	(3%)	

- FY2015 revenue reduced by 7% as advertising revenue fell by 3% and circulation revenue fell by 15% in tandem with downward global circulation trend.
- Continued cost management to optimise profit growth. Savings in direct cost are mainly due to the following:-
 - ✓ Continuous management of print order to reduce unsold copies.
 - ✓ Improvement in production yield mainly due to improved newsprint efficiency by using 42gsm from 45gsm previously.
- PAT grew by >100% as the platform incurred significant MSS costs in the preceding year.

Sustaining the print business by
diversifying revenue streams
 while **enhancing brand** and
content & also maintaining
operational efficiency.

Readership trends










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)

Growing total reach - Strong online and social media presence



	Readership (Highest last 10 years)	Readership (June 2015)	Online Web	Social Media			Total Reach
	nielsen	nielsen					
	339k (Yr 2006)	224k	305k	363k	290k	2.8k	1.185m
	1.271m (Yr 2007)	1.225m	1.200m	3.334m	993k	4.6k	6.757m
	3.722m (Yr 2011)	3.679m	1.430m	2.931m	510k	65.4k	8.615m

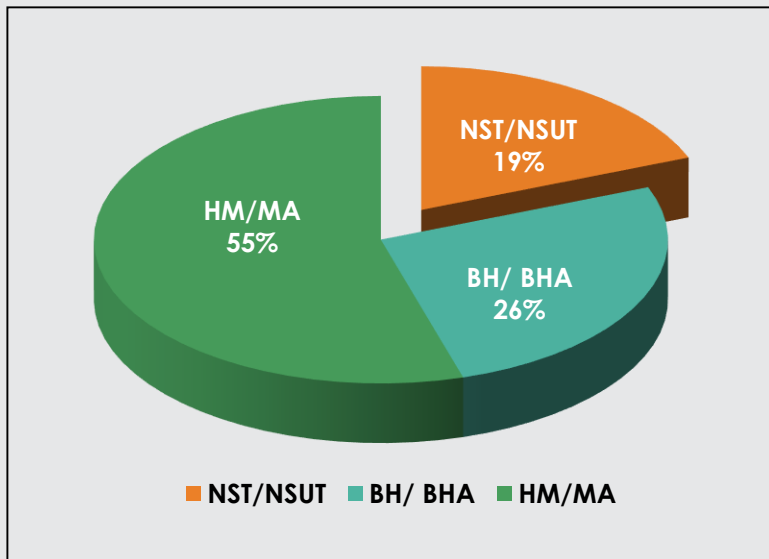
Source: AC Nielsen, Socialbakers.com & comScore

Total Reach: 16.557m

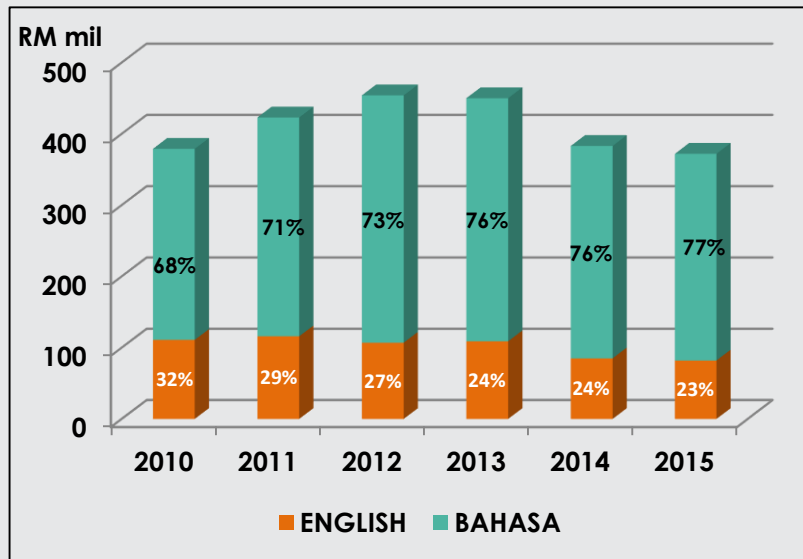
Maintain strong contribution from the Malay market



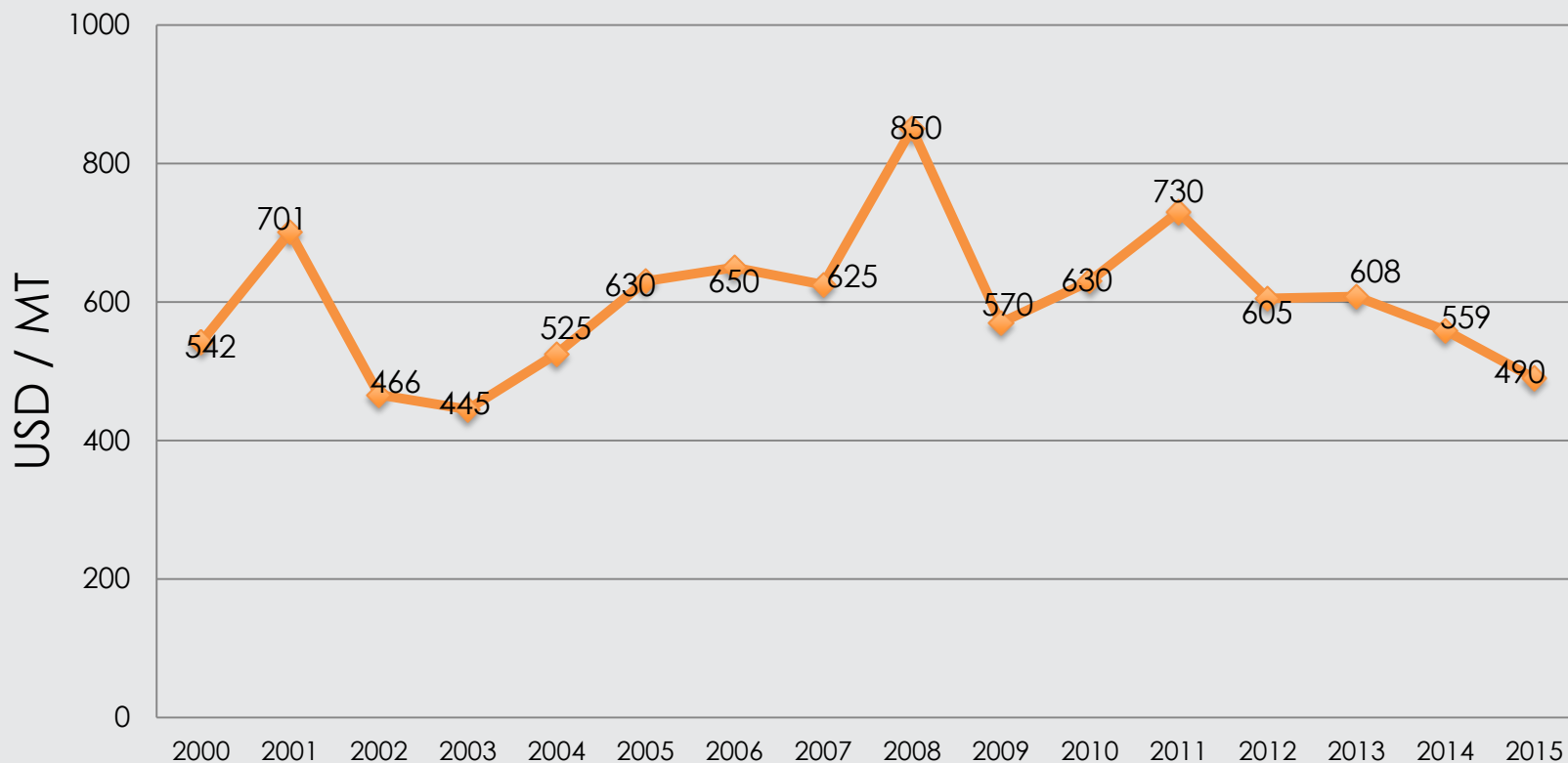
Revenue Contribution 2015



NSTP Advertising Revenue Trend



NSTP newsprint price trend



- Newsprint price has stabilized at average of USD520/MT over the past two years.
- Average newsprint inventory is around 4 months



RADIO

hot fm
MAX - AIRPLAY
SDN BHD

Fly Fm
SYNCHRO SOUND STUDIO
SDN BHD

One fm
ONE FM RADIO
SDN BHD

TOGETHER WE CAPTURE THE
2ND LARGEST
RADIO LISTENERSHIP IN MALAYSIA



Section 2.3 : Radio Networks

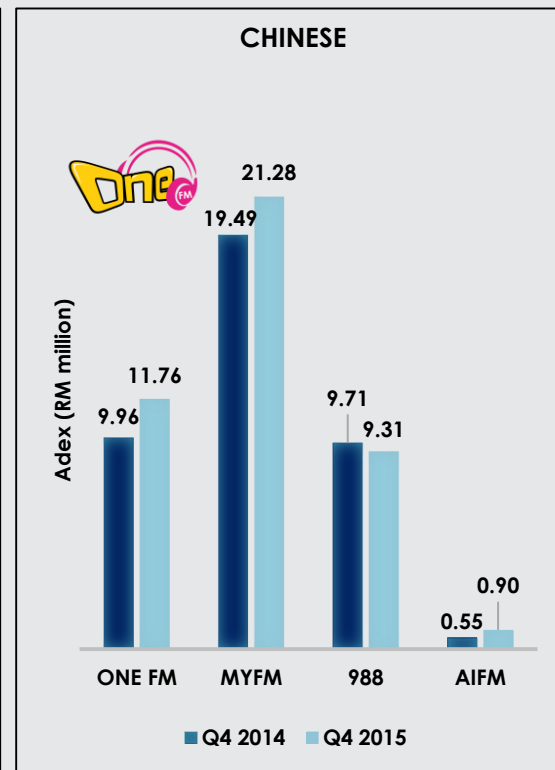
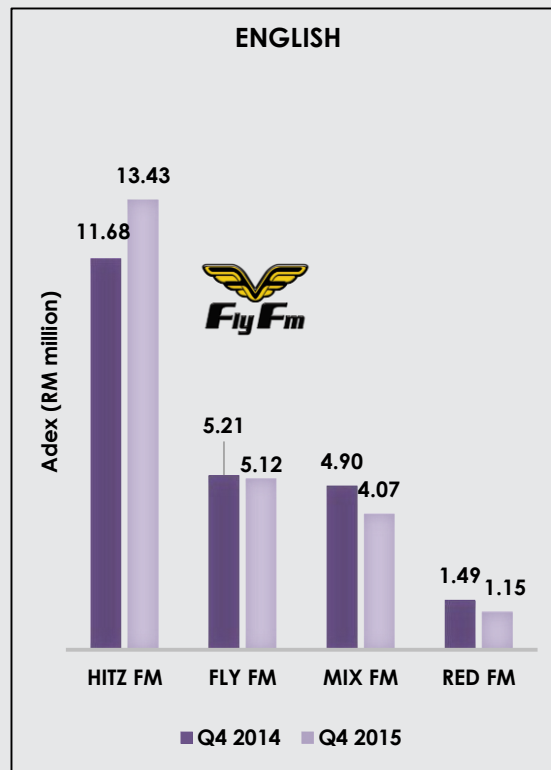
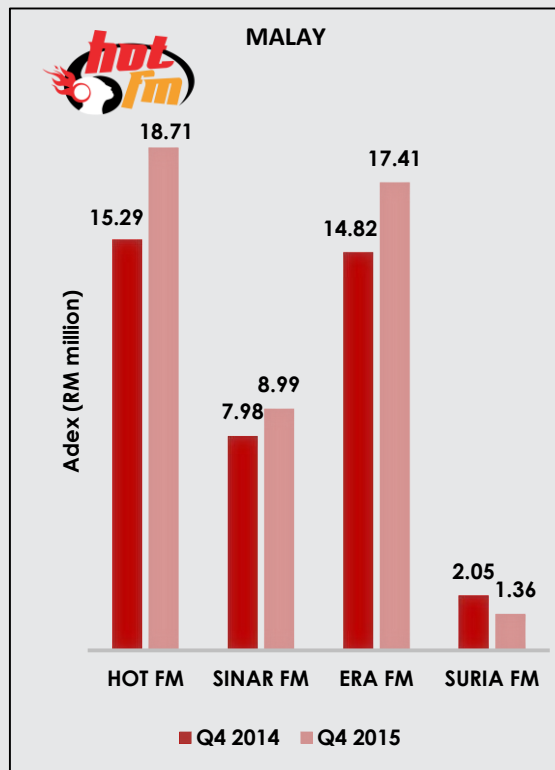
Radio networks results FY 2015



	RM'000		%
	FY 2015	FY 2014	CHANGE
	A	B	A - B
GROSS REVENUE	78,613	83,110	(5)
NET REVENUE	67,432	70,712	(5)
DIRECT COSTS	(5,408)	(5,322)	(2)
CONTRIBUTION	62,024	65,390	(5)
OTHER INCOME	2,030	1,273	59
OVERHEADS	(37,083)	(36,743)	(1)
EBITDA	26,971	29,920	(10)
DEPRECIATION	(1,923)	(2,134)	10
PBT	25,048	27,786	(10)
EXCEPTIONAL ITEM ("EI")	-	(1,156)	NA
PROFIT BEFORE TAX (PBT)	25,048	26,630	(6)
TAXATION	(6,744)	(4,854)	(39)
PROFIT AFTER TAX (PAT)	18,304	21,776	(16)
EBITDA Margin %	40%	42%	
PAT Margin %	27%	31%	

- FY2015 revenue and PAT declined by 5% and 16% respectively against the preceding year as the share of Adex between stations remains highly competitive.

Defending our Radio Adex share - Q4 2015

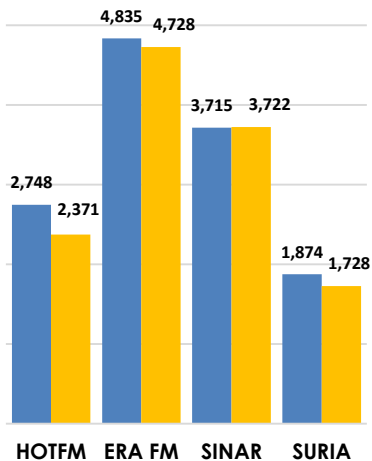


Source: Nielsen Advertising Information Service (AIS)

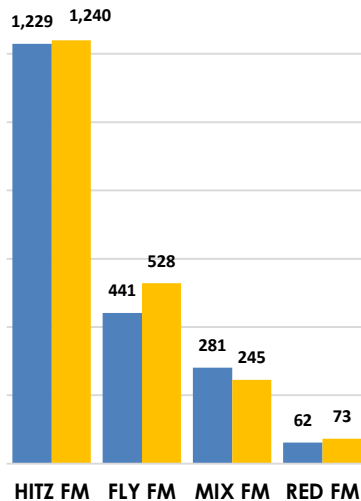
Radio performance ratings



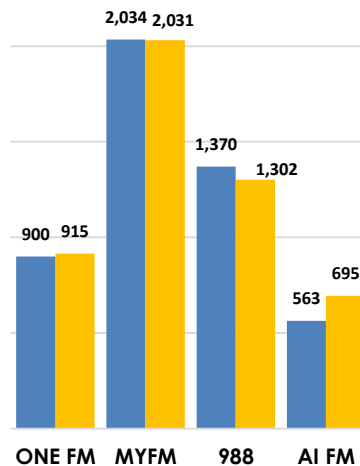
NATIONWIDE LISTENERSHIP
(‘000)



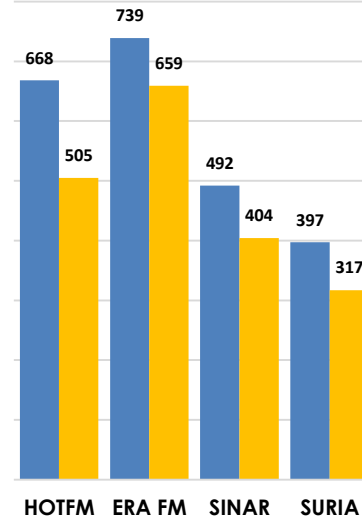
ENGLISH STATION LISTENERSHIP
(‘000)



CHINESE STATION LISTENERSHIP
(‘000)



EAST COAST LISTENERSHIP
(‘000)



Survey #1 2015 Survey #2 2015

Source: Nielsen Radio Audience Measurement

The radio network with the largest online & social media presence in the country



3.8million
FANS



649.4k
FOLLOWERS



1.7million
FOLLOWERS



1.4million
FANS



147,464
SUBSCRIBERS



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

Station	Facebook	Twitter	Instagram	YouTube
Hot FM	2,643,088	1,478,835	568k	99,718
Era FM	2,574,205	307,607	672k	102,616
Suria FM	491,414	98,775	24.1k	3,828
Sinar FM	644,699	43,070	94.8k	13,724

Station	Facebook	Twitter	Instagram	Weibo	YouTube
One FM	687,056	8,621	51.2k	83,380	12,833
My FM	642,550	8,072	23.8k	116,051	32,413
988	337,705	3,313	7.8k	99,368	14,148

Station	Facebook	Twitter	Instagram	YouTube
Hitz FM	1,197,730	363,498	71.9k	27,030
Fly FM	447,580	211,747	30.2k	34,913
Red FM	158,809	17,436	3.9k	2,347
Mix FM	293,040	12,758	8.8k	2,097

Source: Individual social media platform
As at 31 Dec 2015

Connecting with a new generation of listeners

Encouraging digital listenership numbers

Online & Mobile Listenership for the months Oct-Dec 2015





2,679,332
listeners







464,321
listeners



1,945,321
listeners

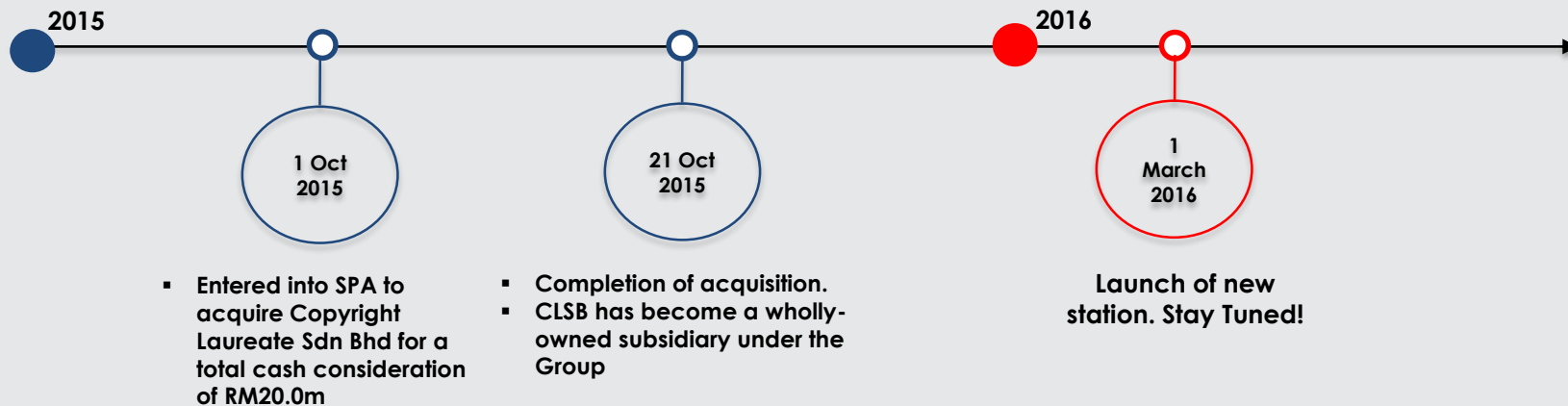
Average Listenership Per Month	:	2,679,332
Average Unique Per Month	:	704,239
Unique Mobile 	:	513,863
Unique Web 	:	190,376
Listening Hours	:	2,832,369

Average Listenership Per Month	:	464,321
Average Unique Per Month	:	198,320
Unique Mobile 	:	63,112
Unique Web 	:	135,208
Listening Hours	:	636,291

Average Listenership Per Month	:	1,945,321
Average Unique Per Month	:	529,546
Unique Mobile 	:	190,993
Unique Web 	:	338,553
Listening Hours	:	1,989,293

Source: Triton Digital Canada Inc.

Our acquisition of Ultra FM & Pi Mai FM



Reach Expansion

- Enable expansion of our radio offerings to a wider segment of listeners, media buyers and advertisers

Complement existing media assets of the Group

- Existing stations will continue to compete for listenership & revenue in their respective demographic markets whilst adapting to digital music trends.

Potential synergies

- Potential benefits from collaborative sales & marketing strategies between radio platform & other media platforms within the group.
- Enjoy significant cost savings through consolidation of back office & 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

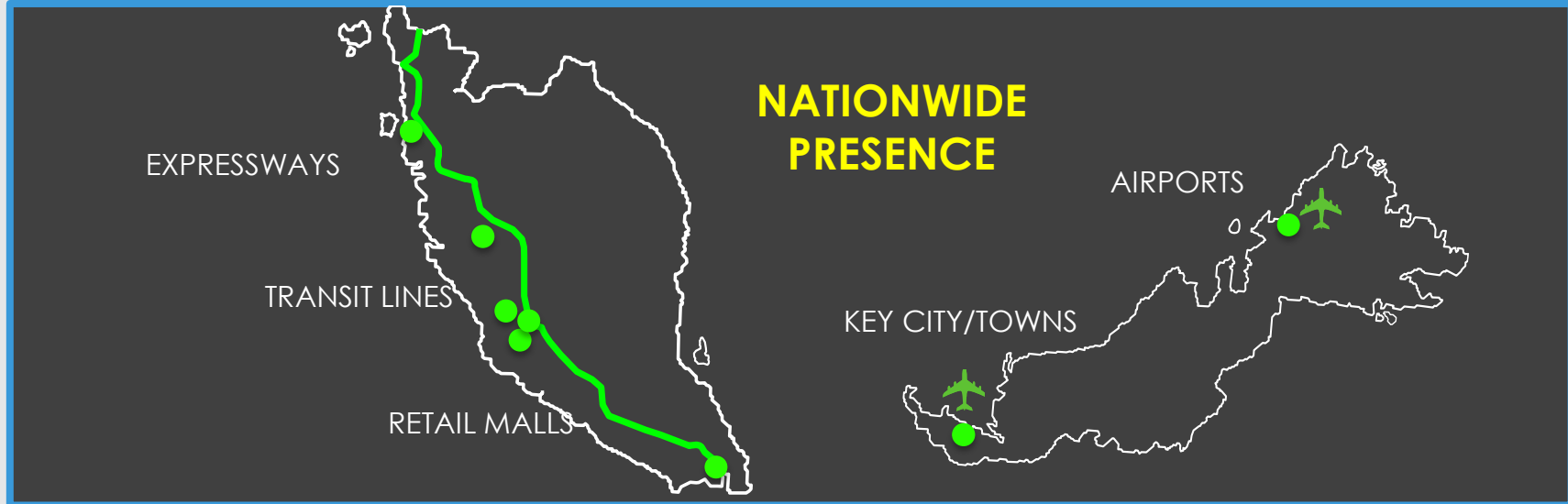
Out-Of-Home Media results FY 2015



	RM'000		%
	FY 2015	FY 2014	CHANGE
	A	B	A - B
GROSS REVENUE	168,842	165,524	2
NET REVENUE	157,590	152,145	4
DIRECT COSTS	(84,974)	(83,310)	(2)
CONTRIBUTION	72,616	68,835	5
OTHER INCOME	2,595	1,635	59
OVERHEADS	(17,658)	(14,461)	(22)
EBITDA	57,553	56,009	3
DEPRECIATION & AMORTISATION	(9,017)	(8,912)	(1)
PROFIT BEFORE TAX BEFORE EI	48,536	47,097	3
EXCEPTIONAL ITEM (EI)	-	(462)	NA
PROFIT BEFORE TAX (PBT)	48,536	46,635	4
TAXATION	(11,971)	(11,942)	(0)
PROFIT AFTER TAX (PAT)	36,565	34,693	5
EBITDA%	37%	37%	
PAT %	23%	23%	

- 4% revenue growth was driven by new digital rollouts at key locations throughout the year.
- PAT increased by 5% partly due to 4% revenue growth as compared to preceding year.

Malaysia's largest OOH Media Company with 44% Market Share



8,000 ADVERTISING
PANELS AT

STRATEGIC LOCATIONS
ACROSS MALAYSIA

Focused on providing best-in-class OOH solutions through creativity, technology & product innovation



Cosmic Digital Tower @ NU Sentral



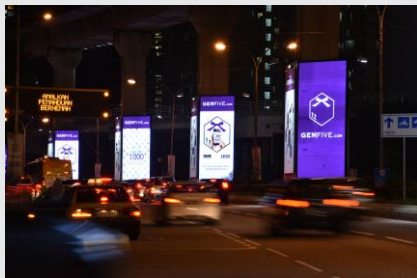
Cubig @ Imbi



NU Sentral



NU Sentral



Lumi @ Jalan Bangsar



Lumi Pillar 2 @ Sultan Ismail



Station Naming Rights



Cubig @ Jalan Bangsar



Lumi @ Jalan Bangsar



Station Naming Rights



Station Naming Rights



NU Sentral

Growing its digital solutions at key and premium sites

Dynamic engagement with the audience via digital screens at

- Bukit Bintang
- KLCC
- The Curve
- LRT Stations
- Sultan Ismail
- Bangsar
- Imbi
- Jalan Bangsar
- Kuching Int'l Airport
- Kota Kinabalu Int'l Airport
- NU Sentral

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



Continue to invest and convert strategic sites to digital boards to enhance digital inventory networks.





Section 2.5: Digital Media

Media Prima Digital results FY 2015



	RM'000		%
	FY 2015	FY 2014	CHANGE
	A	B	A - B
GROSS REVENUE	27,890	34,481	(19)
NET REVENUE	27,091	32,568	(17)
DIRECT COSTS	(2,093)	(4,588)	54
CONTRIBUTION	24,998	27,980	(11)
OTHER INCOME	81	51	(59)
OVERHEADS	(24,685)	(33,152)	26
EBITDA	394	(5,121)	>100
DEPRECIATION & AMORTISATION	(3,265)	(1,564)	(>100)
LBT BEFORE EI	(2,872)	(6,685)	57
EXCEPTIONAL ITEM (EI)	1,479	(562)	>100
LBT AFTER EI	(1,392)	(7,247)	81
TAXATION	10,800	-	NA
PROFIT/ (LOSS) AFTER TAX	9,408	(7,247)	>100
EBITDA/ LBITDA Margin %	1%	(16%)	
PAT/ LAT Margin %	35%	(22%)	

Notes:-

- EI for PBT/(LBT) FY2015 consists of reversal of impairment on investment property
- EI for PAT(LAT) FY2015 consists of reversal of impairment on investment property & deferred tax asset recognition

- Streamlining of business operations during the current year saw revenue decline by 17%.
- Profit increased significantly due to the reversal of impairment on assets as well as the recognition of deferred tax assets.
- Post streamlining exercise, MPD will be the incubator for new projects and once set up it will be passed to the respective platforms.
- The streamlining exercise involves transferring catch up and advertising revenue back to TVN and Print. In return, MPD charges shared cost for its services.

Top 10 Malaysian Sites

Sites	Dec-14		Dec-15	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
Lazada Sites *	2	2,698	1	4,378
Maybank Group	1	3,063	2	3,432
CIMB Group	7	1,701	3	2,041
MUDAH.MY	3	1,974	4	1,758
Astro Group	6	1,722	5	1,624
Tune Group	5	1,735	6	1,558
Media Prima Group	4	1,895	7	1,302
The Star Media Group	8	1,660	8	1,205
11STREET.MY	-	-	9	1,082
Public Bank Group	13	863	10	1,006

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

Digital Milestone – As at 31 Dec 2015

Tonton Original Series & Interactive TV Show

900
THOUSAND
MONTHLY
UNIQUE
VISITORS

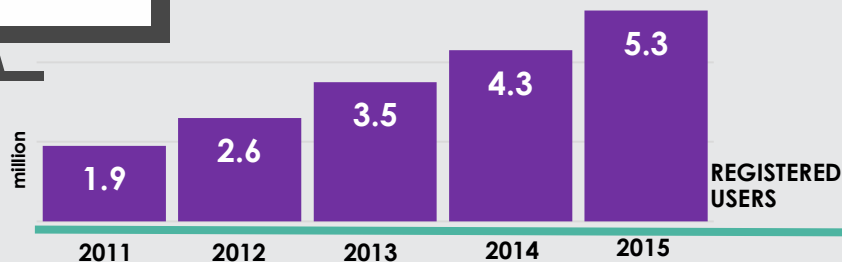
3.2
MILLION
MONTHLY VIDEO
VIEWS

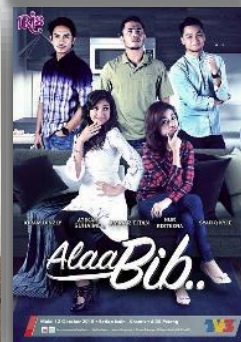
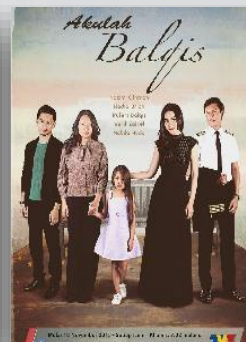
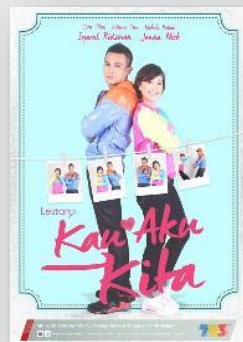
Source: Google Analytics, Comscore, Omniture
as at December 2015

16.7
MILLION
MONTHLY PAGE
VIEWS

5.3 MILLION
REGISTERED USERS

Tonton's Growth Chart





Developing mobile products



- Established Media Prima Labs (MPLabs) to champion the development of Mobile Application & Games within the digital industry
- Leverage and develop product base on the Group's unique intellectual properties - such as *Jalan-Jalan Cari Makan*, *Joran*, *Harian Metro Mountain Bike Grand Prix*, *Ejen Ali*.
- Aims to develop 15 apps by end of 2016.
- Several currently in development include *Jalan Jalan Cari Makan*, *Ejen Ali*, *Showdown*, *Joran* and *Berita Harian Mountain Bike*.
- Focus on establishing and strengthening MPLabs' foothold domestically in the near to medium term.

Media Prima Digital supports the Group through digital operation, production & data services.

Also provide a platform to innovate and incubate new digital products & services.

Extending the Ejen Ali IP to the mobile game industry



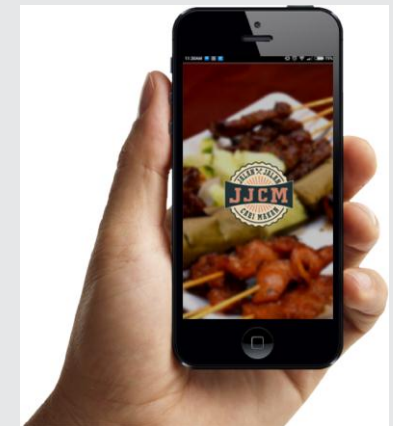
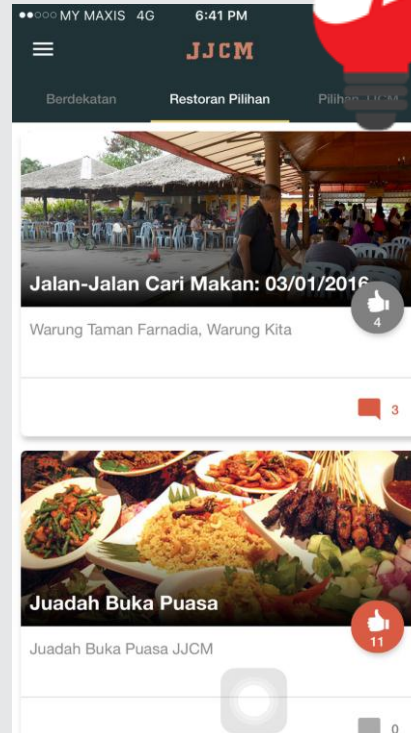
- Media Prima Labs' 1st attempt at extending one of its intellectual properties (IP) to the mobile game industry.
- Media Prima Digital together with Primeworks Studios, Wau Animation & Multimedia Development Corp organised the Ejen Ali Game Jam hackathon for industry experts to compete with each other to develop a mobile phone game for the TV series Ejen Ali.
- Commitment to going further into the digital world
- Part of Media Prima's initiative to invest in the mobile technology and gaming industry



Taking TV3's "Jalan-Jalan Cari Makan" (JJCM) to the digital sphere



- TV3's *Jalan-Jalan Cari Makan (JJCM)* – A programme with a strong 15-year history & counting and is an integral reference point for food enthusiasts.
- An extension of the show - Taking JJCM to the digital sphere with a JJCM mobile app.
- Further engagement of loyal viewers via offering of exclusive promotional deals.
- Advertising & promotional plans leverage on the Group's clout as the country's leading integrated media group.
- Participation in Karnival Jom Heboh, one of the most highly anticipated TV3 events among the masses
- Plans for awareness campaigns on the digital front including ad buys on Google, YouTube and Facebook, as well as engaging popular celebrities and lifestyle bloggers



**Capturing a younger set of audience who are more tech savvy.
Expanding & diversifying its followers demographics.**



Section 2.6: Content Creation

Primeworks Studios results FY 2015



	RM'000		%
	FY 2015	FY 2014	CHANGE
	A	B	A - B
GROSS REVENUE	110,637	125,741	(12)
NET REVENUE	110,637	125,741	(12)
DIRECT COSTS	(49,222)	(59,420)	17
CONTRIBUTION	61,415	66,321	(7)
OTHER INCOME	368	830	(56)
OVERHEADS	(42,518)	(49,026)	13
EBITDA	19,265	18,125	6
DEPRECIATION	(125)	(167)	25
PBT BEFORE EI	19,140	17,958	7
EXCEPTIONAL ITEM (EI)	-	(7,058)	NA
PBT AFTER EI	19,140	10,900	76
TAXATION	(5,136)	1,740	(>100)
PAT	14,004	12,640	11
EBITDA Margin %	17%	14%	
PAT Margin %	13%	10%	

- Lower external sales of content affected performance for FY2015 as total revenue from external sales of content dropped by 32% to RM13.4m from RM19.7m for FY2014.
- Lower direct cost and overheads also cushioned the impact of lower revenue and led to a 11% growth in PAT.

ASIAN TASTE



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



Production Services



Production of Malaysian audition
The Voice of China



Co-production with Fuji TV
Bread, Sweat & Tears:



Co-production with
Mediacorp:
Kasih Berbisik



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



Commissioned content:
Mad Markets Ishikawa



Co-production with Nippon TV
Welcome to the Railworld Japan



Co-production with TBS
Japan
Find the Wasabi

Content highlights

Co-productions / External Content

- Continuous co-production with international partners like FujiTV, NipponTV and Hokuriku Asahi Broadcasting as a platform for knowledge sharing.
- *Best In the World Japan* – A second co-production with Nippon TV
- *Mad Market Ishikawa* – A commissioned content with Hokuriku Asahi Broadcasting
- *Spice Routes*, 8th & final season - Commissioned for the 3rd time to produce



Content Sales / Distribution

- Animation aggregation activity – Sale of animation series Cingkus Blues, Mourinho & Soccer Bugs to Indonesia, Sri Lanka, MENA & Malaysia Airlines.
- New markets: Age of Glory sold to China
- Distribution and media planning services for the animated feature film Boboiboy- Sfera Kuasa

Animation

- Ejen Ali - 1st co-owned local animation IP
- Presold to Indonesia, Sri Lanka & Middle East.
- Target telecast date in Q2 2016.





Section 2.7: Corporate and Others

Corporate & Others FY 2015



	RM'000			
	MPB	Others	Consol Adjustment	Total
Gross Revenue				
FY 2015	173,178	378	(293,340)	(119,784)
FY 2014	141,640	13	(277,593)	(135,940)
Growth %	22	>100	(6)	12
Net Revenue (after royalties)				
FY 2015	173,178	378	(291,145)	(117,589)
FY 2014	141,640	13	(257,371)	(115,718)
Growth %	22	>100	(13)	(2)
EBITDA				
FY 2015	144,002	5,171	(165,832)	(16,659)
FY 2014	120,431	(301)	(145,544)	(25,414)
Growth %	20	>100	(14)	34
Depreciation & Interest Expenses				
FY 2015	15,125	-	(2,396)	12,729
FY 2014	21,813	72	(2,650)	19,235
Growth %	30.66	NA	10	34
PBT / (LBT)				
FY 2015	128,877	5,171	(163,435)	(29,387)
FY 2014	98,618	(373)	(142,894)	(44,649)
Growth %	31	>100	(14)	34



Section 3 : Corporate Governance & Corporate Responsibility

Awards/ accolades

- Media Prima won Best Corporate Governance, Media Company, Asia, 2015, by Ethical Boardroom UK.
- Commonwealth Businesswomen Network bestowed its Commonwealth Media of the Year Award 2015 to Media Prima for its women empowerment initiatives.
- Media Prima's Human Resources' grand win at the Human Resource Excellence Awards 2015 (Total of 11 awards).



Everyone Counts – Corporate Responsibility Initiatives



Humanitarian

- Allocation of airtime and space to generate awareness of hardships faced by victims of disasters
- Dedicated funds for special purposes i.e. *Media Prima-NSTP Humanitarian Fund, Tabung Bencana NSTP-Media Prima*

Environmental

- Internal efforts to reduce carbon emission and other spoilages i.e. 5S successfully conducted in 2015 with positive results
- Materials management i.e. 100% recycled paper for all printed materials
- Waste management
- Environmental conservation efforts i.e. campaigns like “Let’s Cycle” on TV

Social

- Best practices in the workplace i.e. competitive remuneration & benefits, diversity of workforce, skills development
- Engagement with local communities around places of business i.e. 4 printing plants
- Media Prima Radio Networks received Bronze, Silver & Gold Awards at the Summit Creative Awards 2015, for Public Service Announcements.



Environmental campaign – One of many socially responsible activities Media Prima conducts to engage listeners and upkeep Mother Earth



Materials & waste management initiatives at printing plants



Travelling Beruang – A charity travelogue aimed at raising funds for Malaysian children fighting cancer. A year-long campaign conducted in collaboration with the National Cancer Council Malaysia (MAKNA)



Media Prima's aid to flood victims



Section 4 : Dividend

Proposed Dividend for FYE2015

- Proposed final single tier dividend of 5.0 sen for FYE 31 December 2015 (subject to shareholders' approval at the forthcoming AGM)
- The proforma calculation for dividend payout and yield for the purpose of illustration:

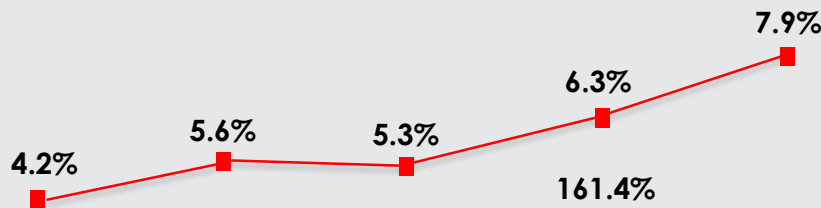
		RM '000
2015 Dividend payout:		
1. First interim	3 sen	33,281
2. Second interim	2 sen	22,184
<i>Share capital as at entitlement date (1,109,199,286)</i>		
3. Proposed final dividend	5 sen	55,460
Total	10 sen	110,925
PATAMI		138,717
Dividend yield	7.9%	
Dividend payout ratio (as a % of PATAMI)	80.0%	
Dividend payout policy (as a % of PATAMI)	60% to 80%	

- FYE 2015 dividend payout ratio reached the ceiling of our dividend policy of 60%-80% of PATAMI.
- This reaffirms management's commitment to reward shareholders despite the current economic condition.

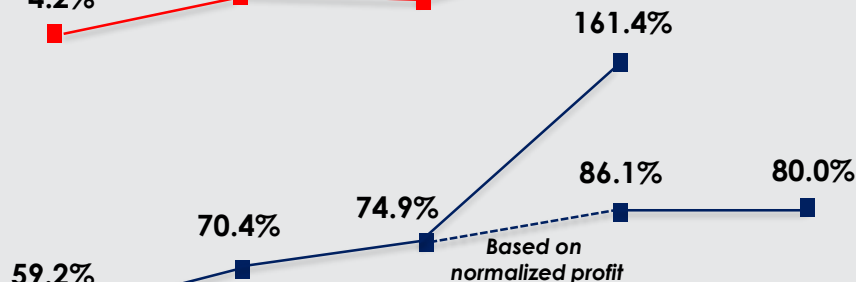
5-year dividend track record



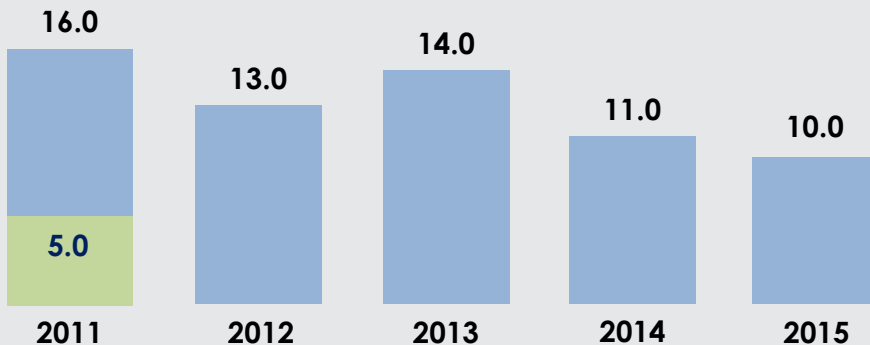
DIVIDEND
YIELD



DIVIDEND
PAY-OUT
RATIO



TOTAL
DIVIDEND
(SEN)



Special Dividend (sen)

FINAL DIVIDEND OF 10.0 SEN FOR FYE 31 DEC 2015

Dividend Policy

- Minimum 60% to the maximum of 80% of PATAMI
- Quarterly payment or minimum twice a year
- However, management is committed to reward shareholders given the resilient financial performance & strong balance sheet position.



Section 5: Outlook for 2016

Outlook for 2016









- MPB Group has generally been affected by the challenging market and economic sentiment on the domestic and global fronts. However, FYE 2015 performance was resilient due to continuous efforts in managing costs and improve operational effectiveness and efficiency.
- The Group expects 2016 to be a challenging year as the global economic environment continues to remain uncertain. Malaysia is not insulated, with the 2016 national GDP being forecasted lower.
- At industry level, consumer fragmentation, technological advancements, shift in advertisement to the digital media and increased competition from new entrants and global media players will continue to pose challenges to the Group.
- Changes in the media industry also presents the Group with new opportunities to explore for all of its business platforms.
- The Group will continue to grow its non-traditional revenue while consolidating its market share in core advertising revenue. The recently announced home shopping joint venture will be a new non-traditional revenue stream for the platform.
- 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 2016.

Prospects & 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	<ul style="list-style-type: none"> ▪ Maintain dominant position in viewership share ▪ Continue investment in programming and content ▪ Recent home shopping joint venture will be a new non-traditional revenue stream for the platform
	PRINT MEDIA	<ul style="list-style-type: none"> ▪ No. 1 in terms of readership in a growing Bahasa market ▪ Sustain print business by diversifying revenue streams ▪ Enhancing brand and content ▪ Maintain operational efficiency
	RADIO NETWORKS	<ul style="list-style-type: none"> ▪ Completed acquisition of new radio station enable expansion of offerings ▪ Continue developing new talent ▪ Adapt to digital musical trends
	OUT-OF-HOME MEDIA	<ul style="list-style-type: none"> ▪ Maintain its industry edge by continuing to invest in innovative products and creative assets ▪ Continue growing its digital OOH solutions at key and premium sites ▪ Expected completion of rapid transit lines in 2016 offers new concession opportunities
	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, production & data services ▪ Provide platform to innovate and incubate new products & services
	CONTENT CREATION	<ul style="list-style-type: none"> ▪ Develop hit content for internal and external markets ▪ Expand with opportunities in emerging digital channels and foreign markets through partnerships with other content producers & foreign broadcasters ▪ Monetisation of IP and maximisation of revenue via all possible platforms

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

TV3

7

8 TV

tv9



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

hot fm
Radio tempai derapada biasa

Fly Fm
Malaysia's Hottest Music

One
中国蓝歌台



2nd LARGEST digital media group in Malaysia

media prima DIGITAL

MEDIA PRIMA LABS

tonton music

tonton extra

BH PLUS

BH ONLINE

NEW STRAITS TIMES ONLINE

newsplus

myMetro

NST DIGITAL

BH

HM

Z



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.