

## MEDIA PRIMA BERHAD (532975-A)

(Incorporated in Malaysia)

### INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER ENDED 31 MARCH 2015

The Board of Directors of Media Prima Berhad ("MPB" or "Company") is pleased to announce the unaudited consolidated results of Media Prima Berhad Group (the "Group") for the financial period ended 31 March 2015.

This interim report is prepared in accordance with the basis of preparation in Note A1 and paragraph 9.22 of the Bursa Malaysia Securities Berhad ("BMSB") Listing Requirements, and should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2014.

#### UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

		INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	NOTE	31.03.2015	31.03.2014	31.03.2015	31.03.2014
		RM'000	RM'000	RM'000	RM'000
Revenue		<b>329,389</b>	351,030	<b>329,389</b>	351,030
Operating expenses	A8	<b>(302,309)</b>	(318,255)	<b>(302,309)</b>	(318,255)
Other operating income	A9	<b>6,126</b>	6,786	<b>6,126</b>	6,786
Profit from operations		<b>33,206</b>	39,561	<b>33,206</b>	39,561
Finance costs		<b>(5,328)</b>	(5,828)	<b>(5,328)</b>	(5,828)
Share of results of an associate		<b>(2,073)</b>	2,634	<b>(2,073)</b>	2,634
Profit before tax		<b>25,805</b>	36,367	<b>25,805</b>	36,367
Taxation	B1	<b>(6,454)</b>	(8,805)	<b>(6,454)</b>	(8,805)
Net profit and total comprehensive income for the financial period		<b>19,351</b>	27,562	<b>19,351</b>	27,562
<b>Profit and comprehensive income attributable to:</b>					
- Owners of the Company		<b>18,883</b>	27,016	<b>18,883</b>	27,016
- Non-controlling Interest		<b>468</b>	546	<b>468</b>	546
		<b>19,351</b>	27,562	<b>19,351</b>	27,562
<b>Earnings per share (in sen)</b>					
- Basic	B11	<b>1.70</b>	2.45	<b>1.70</b>	2.45
- Diluted	B11	<b>1.70</b>	2.40	<b>1.70</b>	2.40

The unaudited Condensed Consolidated Statement of Comprehensive Income should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2014.

# UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	NOTE	AS AT 31.03.2015 RM'000	AS AT 31.12.2014 RM'000
<b>ASSETS</b>			
<b>Non-Current Assets</b>			
Property, plant and equipment		731,945	740,514
Investment properties		50,349	50,743
Associates		161,656	163,729
Prepaid expenditure		933	1,004
Available-for-sale financial assets		2,325	2,325
Intangible assets		386,379	388,004
Deferred tax assets		86,604	88,039
		<u>1,420,191</u>	<u>1,434,358</u>
<b>Current Assets</b>			
Financial assets at fair value through profit or loss		90	90
Inventories		79,051	74,313
Trade and other receivables		342,021	342,279
Tax recoverable		71,231	59,579
Deposits, cash and bank balances		403,501	564,990
		<u>895,894</u>	<u>1,041,251</u>
Non-current assets held for sale		<u>2,699</u>	<u>2,699</u>
<b>TOTAL ASSETS</b>		<u><b>2,318,784</b></u>	<u><b>2,478,308</b></u>
<b>LIABILITIES AND EQUITY</b>			
<b>Non-Current Liabilities</b>			
Borrowings	B5	303,348	300,108
Deferred tax liabilities		68,873	69,094
		<u>372,221</u>	<u>369,202</u>
<b>Current Liabilities</b>			
Trade and other payables		311,731	342,918
Borrowings	B5	2,118	152,984
		<u>313,849</u>	<u>495,902</u>
<b>TOTAL LIABILITIES</b>		<u><b>686,070</b></u>	<u><b>865,104</b></u>
<b>Equity and Reserves</b>			
Share capital		1,109,192	1,109,107
Reserves		502,427	483,470
Equity attributable to owners of the Company		<u>1,611,619</u>	<u>1,592,577</u>
Non-controlling interest		21,095	20,627
Total equity		<u>1,632,714</u>	<u>1,613,204</u>
<b>TOTAL LIABILITIES AND EQUITY</b>		<u><b>2,318,784</b></u>	<u><b>2,478,308</b></u>
<b>Net Assets per share attributable to equity holders of the Company (sen)</b>			
		<b>145.30</b>	<b>143.59</b>

The unaudited Condensed Consolidated Statement of Financial Position should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2014.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE PERIOD ENDED 31 MARCH 2015

	Attributable to Owners of the Company						
	Issued and fully paid						
	ordinary shares						
	<u>of RM1 each</u>	<u>Non – distributable</u>	<u>Distributable</u>				
	Nominal value RM'000	Share premium RM'000	Other reserves RM'000	Retained earnings RM'000	Total RM'000	Non- controlling interests RM'000	Total equity RM'000
2015:							
At 1 January 2015	1,109,107	415,449	4,584	63,437	1,592,577	20,627	1,613,204
Profit for the period	-	-	-	18,883	18,883	468	19,351
Total profit and comprehensive income for the period	-	-	-	18,883	18,883	468	19,351
Exercise of Employee Share Option Scheme ("ESOS")	85	80	(6)	-	159	-	159
Cancellation of expired ESOS during the period	-	-	(3)	3	-	-	-
Total transaction with owners	85	80	(9)	3	159	-	159
At 31 March 2015	1,109,192	415,529	4,575	82,323	1,611,619	21,095	1,632,714

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 MARCH 2014**

	Attributable to Owners of the Company						
	Issued and fully paid ordinary shares of RM1 each			Non – distributable	Distributable		
	Nominal Value RM'000	Share Premium RM'000	Other reserves RM'000	Retained earnings RM'000	Total RM'000	Non- controlling interests RM'000	Total equity RM'000
2014:							
At 1 January 2014	1,100,529	407,037	15,703	133,160	1,656,429	19,900	1,676,329
Profit for the period	-	-	-	27,016	27,016	546	27,562
Total profit and comprehensive income for the period	-	-	-	27,016	27,016	546	27,562
Exercise of Employee Share Option Scheme ("ESOS")	326	395	(133)	-	588	-	588
Exercise of warrants	3,218	3,057	(483)	-	5,792	-	5,792
Cancellation of expired ESOS during the period	-	-	(19)	19	-	-	-
Third interim dividends paid for financial period ended 31 December 2013	-	-	-	(33,120)	(33,120)	-	(33,120)
Total transaction with owners	3,544	3,452	(635)	(33,101)	(26,740)	-	(26,740)
At 31 March 2014	1,104,073	410,489	15,068	127,075	1,656,705	20,446	1,677,151

The unaudited Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2014.

# UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	FOR THE YEAR ENDED NOTE 31.03.2015	FOR THE YEAR ENDED 31.03.2014
	RM'000	RM'000
<b>Cash flows from operating activities</b>		
Receipts from customers	376,528	425,546
Payments to employees and suppliers	(360,690)	(401,657)
Income tax paid	(12,462)	(17,379)
<i>Net cash flows from operating activities</i>	<u>3,376</u>	<u>6,510</u>
<b>Cash flows from investing activities</b>		
Purchase of property, plant and equipment	(15,768)	(24,008)
Interest received	3,690	3,765
Proceeds from disposal of property, plant and equipment	11	-
<i>Net cash flows used in investing activities</i>	<u>(12,067)</u>	<u>(20,243)</u>
<b>Cash flows from financing activities</b>		
Proceeds from issuance of shares	159	6,379
Repayments of hire purchase	(577)	(700)
Interest paid	(3,779)	(4,332)
Decrease/(Increase) in restricted bank balances	4,541	(62,636)
Drawdown of short term borrowings	1,400	31,000
Repayment of short term borrowings	-	(24,468)
Repayment of redeemable fixed rate bonds	(150,000)	-
Dividends paid to shareholders of the Company	-	(33,120)
<i>Net cash flows used in financing activities</i>	<u>(148,256)</u>	<u>(87,877)</u>
<b>Net movement in cash and cash equivalents</b>	<b>(156,947)</b>	<b>(101,610)</b>
<b>Cash and cash equivalents at beginning of the financial period</b>	<b>551,452</b>	<b>608,894</b>
<b>Cash and cash equivalents at end of the financial period</b>	<b>A13 <u>394,505</u></b>	<b><u>507,284</u></b>

The unaudited Condensed Consolidated Statement of Cash Flows should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2014.

# **MEDIA PRIMA BERHAD (532975-A)**

(Incorporated in Malaysia)

## **INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER ENDED 31 MARCH 2015**

### **NOTES TO THE INTERIM FINANCIAL REPORT**

#### **A1. BASIS OF PREPARATION**

The unaudited interim financial statements have been prepared in accordance with MFRS 134: Interim Financial Reporting and paragraph 9.22 of the Listing Requirements of Bursa Malaysia Securities Berhad.

The unaudited interim financial statements should be read in conjunction with the audited annual financial statements of the Group for the financial year ended 31 December 2014, which were prepared in compliance with Malaysian Financial Reporting Standards ("MFRS"), International Financial Reporting Standards and the requirements of the Companies Act, 1965 in Malaysia. The explanatory notes attached to the interim financial statements provide an explanation of events and transactions that are significant to an understanding of the changes in the financial position and performance of the Group since the financial year ended 31 December 2014.

The unaudited interim financial statements have been prepared under the historical cost convention, as modified by the revaluation of available-for-sale financial assets, and financial assets and financial liabilities (including derivative instruments, if any) at fair value through profit and loss.

The adoption of the following applicable new MFRS, the revised MFRS and amendments to MFRS that came into effect on 1 January 2015 did not have any significant impact on the Group upon the initial application.

Description		Effective for annual periods beginning on or after
Amendments to MFRSs	Annual Improvements to MFRSs 2010-2012 Cycle	1 July 2014
Amendments to MFRSs	Annual Improvements to MFRSs 2011-2013 Cycle	1 July 2014
Amendments to MFRS 119	Employee Benefits - Defined Benefit Plans: Employee Contributions	1 July 2014

## **NOTES TO THE INTERIM FINANCIAL REPORT**

The Group will be adopting the following MFRSs when they become effective in the respective financial periods.

Description		Effective for annual periods beginning on or after
Amendments to MFRS 11	Joint Arrangements	1 January 2016
	- Accounting for Acquisitions of Interest in Joint Operations	
Amendments to MFRS 10	Consolidated Financial Statements	1 January 2016
	- Sale or Contribution of Assets between an Investor and its Associate or Joint Venture	
Amendments to MFRS 10	Consolidated Financial Statements	1 January 2016
	- Investment Entities: Applying the Consolidation Exception	
Amendments to MFRS 12	Disclosure of Interests in Other Entities	1 January 2016
	- Investment Entities: Applying the Consolidation Exception	
Amendments to MFRS 101	Presentation of Financial Statements	1 January 2016
	- Disclosure Initiative	
Amendments to MFRS 116	Property, Plant and Equipment	1 January 2016
	- Clarification of Acceptable Methods on Depreciation and Amortisation	
Amendments to MFRS 127	Separate Financial Statements	1 January 2016
	- Equity Method in Separate Financial Statements	
Amendments to MFRS 128	Investment in Associates	1 January 2016
	- Sale or Contribution of Assets between an Investor and its Associate or Joint Venture	
Amendments to MFRS 128	Investment in Associates	1 January 2016
	- Investment Entities: Applying the Consolidation Exception	
Amendments to MFRS 138	Intangible Assets	1 January 2016
	- Clarification of Acceptable Methods on Depreciation and Amortisation	
Amendments to MFRSs	Annual Improvements to MFRSs 2012-2014 Cycle	1 January 2016
MFRS 15	Revenue from Contracts with Customers	1 January 2017
MFRS 9	Financial Instruments	1 January 2018

The effects of the above standards and amendments to published standards are currently being assessed by the Directors.

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A2. AUDITORS' REPORT ON PRECEDING ANNUAL FINANCIAL STATEMENTS**

The auditors' report on the audited annual financial statements for the financial year ended 31 December 2014 was not qualified.

### **A3. SEASONALITY OR CYCLICALITY FACTORS**

The operations of our major business segments are generally affected by the major festive seasons.

### **A4. UNUSUAL ITEMS AFFECTING ASSETS, LIABILITIES, EQUITY, NET INCOME OR CASH FLOWS**

There were no unusual items affecting the assets, liabilities, equity, net income or cash flows of the Group in the fourth quarter and financial period ended 31 March 2015.

### **A5. MATERIAL CHANGES IN ESTIMATES**

There were no material changes in estimates of amounts reported in prior financial years that have a material effect in the first quarter and financial period ended 31 March 2015.



## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A6. SEGMENTAL REPORTING**

The Group determines and presents its operating segments based on information reported internally to the Group Managing Director and the Board of Directors.

The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segment being made. The segment information for the current financial period is as follows:

<b>Period ended 31 March 2015</b>	<b>Television Network RM'000</b>	<b>Radio Network RM'000</b>	<b>Outdoor Media RM'000</b>	<b>Print Media RM'000</b>	<b>Digital Media RM'000</b>	<b>Content Creation RM'000</b>	<b>Corporate and Others RM'000</b>	<b>Elimination RM'000</b>	<b>Consolidated RM'000</b>
Revenues from external customers	136,446	12,970	36,254	131,987	5,970	5,553	209	-	329,389
Intersegment revenues	1,260	-	272	1,639	-	1,609	-	(4,780)	-
Total Revenue	137,706	12,970	36,526	133,626	5,970	7,162	209	(4,780)	329,389
Reportable segment Profit/(loss) after tax before non-controlling interest	10,047	4,518	6,043	2,457	(364)	1,661	(9,898)	4,887	19,351

  

<b>Period ended 31 March 2014</b>	<b>Television Network RM'000</b>	<b>Radio Network RM'000</b>	<b>Outdoor Media RM'000</b>	<b>Print Media RM'000</b>	<b>Digital Media RM'000</b>	<b>Content Creation RM'000</b>	<b>Corporate and Others RM'000</b>	<b>Elimination RM'000</b>	<b>Consolidated RM'000</b>
Revenues from external customers	148,612	15,817	34,800	140,267	7,325	4,209	-	-	351,030
Intersegment revenues	186	-	1,016	1,437	-	166	-	(2,805)	-
Total Revenue	148,798	15,817	35,816	141,704	7,325	4,375	-	(2,805)	351,030
Reportable segment Profit/(loss) after tax before non-controlling interest	22,937	7,130	6,146	4,168	(910)	1,217	(11,601)	(1,525)	27,562

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A7. DIVIDENDS PAID**

	<b>31.03.2015</b>	<b>31.03.2014</b>
	<b>RM'000</b>	<b>RM'000</b>
<u>In respect of the financial year ended 31 December 2013</u>		
Third interim, single tier dividend of 3.0 sen per ordinary share on 1,103,994,194 ordinary shares paid on 28 March 2014	-	33,120
	<u>-</u>	<u>33,120</u>

### **A8. OPERATING EXPENSES**

Included within operating expenses for the period under review are the following expenses:

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.03.2015</b>	<b>31.03.2014</b>	<b>31.03.2015</b>	<b>31.03.2014</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
Depreciation and amortisation	25,211	25,036	25,211	25,036
Impairment and write off of receivables	671	822	671	822
Foreign exchange loss	550	22	550	22

### **A9. OTHER OPERATING INCOME**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.03.2015</b>	<b>31.03.2014</b>	<b>31.03.2015</b>	<b>31.03.2014</b>
	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>	<b>RM'000</b>
Interest income	3,690	3,765	3,690	3,765
Other income	2,407	2,950	2,407	2,950
Foreign exchange gain	29	71	29	71
	<u>6,126</u>	<u>6,786</u>	<u>6,126</u>	<u>6,786</u>

### **A10. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT**

The Group's property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses.

## **NOTES TO THE INTERIM FINANCIAL REPORT**

### **A11. CONTINGENT LIABILITIES**

The Group is a defendant in 35 (As at 31.12.2014: 35) legal suits with contingent liabilities amounting to approximately RM15.3 million (As at 31.12.2014: RM15.3 million). Of the 35 legal suits, 33 suits are for alleged defamation and 2 are for alleged breaches of contracts.

As at the date of this report, there was no successful, unsuccessful or new material litigations against the Group since the date of the last annual statement of financial position.

The Directors are not aware of any other proceedings pending against the Group and/or its subsidiaries or of any facts likely to give rise to any proceedings which might materially affect the position or business of the Group and/or its subsidiaries.

It is noted that despite the amount claimed, the current trend of awards for defamation is significantly lower. Hence, the likelihood of the amount claimed crystallising into the sum as claimed is unlikely. In addition, for the defamation suits against the Group, the Group continues to have in place insurance coverage against damages awarded against it. Based on the above and after taking appropriate legal advice, no provision has been made in the financial statements of the Group as at the date of this report as the Directors are of the opinion that most of the claims have no sustainable merit. The Directors do not therefore expect the outcome of the legal suits against the Group to have a material impact on the financial position of the Group.

### **A12. CAPITAL COMMITMENTS**

Capital commitments not provided for in the financial statements as at 31 March 2015 are as follows:

	<b>RM'000</b>
Approved but not contracted:	
- Property, plant and equipment	<b>92,521</b>
- Programmes and film rights	<b>156,275</b>
Approved and contracted for:	
- Property, plant and equipment	<b>49,191</b>
	<b><u>297,987</u></b>

## **ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**

### **A13. CASH AND CASH EQUIVALENTS**

Details of cash and cash equivalents are as follows:

	As at 31.03.2015 RM'000	As at 31.03.2014 RM'000
Cash and bank balances	131,600	151,777
Deposits with licensed banks	271,901	427,639
<b>Deposits, cash and bank balances</b>	<b>403,501</b>	<b>579,416</b>
<i>Less: Restricted deposits</i>		
Deposits with licensed banks	(8,996)	(72,132)
<b>Cash and cash equivalents</b>	<b>394,505</b>	<b>507,284</b>

### **A14. REALISED AND UNREALISED PROFIT**

	As at 31.03.2015 RM'000	As at 31.12.2014 RM'000
MPB realised retained earnings	95,263	104,295
Total accumulated losses of its subsidiaries:		
- Realised	(273,178)	(299,031)
- Unrealised	16,959	19,037
	(256,219)	(279,994)
Total share of retained profits from associated companies:		
- Realised	13,240	9,107
- Unrealised	2,054	2,054
	15,294	11,161
Total Group's accumulated losses (before consolidation adjustments)	(145,662)	(164,538)
Add: Consolidation adjustments	227,985	227,975
Total Group retained earnings as per consolidated accounts	82,323	63,437

### **B1. TAXATION**

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.03.2015 RM'000	31.03.2014 RM'000	31.03.2015 RM'000	31.03.2014 RM'000
In respect of the current period:				
Current Malaysian income tax	6,674	8,517	6,674	8,517
Deferred tax (assets)/liabilities	(220)	288	(220)	288
	6,454	8,805	6,454	8,805

## **ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**

### **B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES**

As at 31 March 2015, the Group does not have any financial liabilities measured at fair value through profit or loss.

### **B3. STATUS OF CORPORATE PROPOSALS**

There were no corporate proposals as at the date of this report.

### **B4. MATERIAL LITIGATION**

Apart from the material litigation disclosed under Note A11, there was no other material litigation in the period under review since the last announcement.

### **B5. BORROWINGS AND DEBT SECURITIES**

The Group's borrowings as at the end of the financial period are as follows:

	<b>31.03.2015</b>	<b>31.12.2014</b>
	<b>RM'000</b>	<b>RM'000</b>
<b><u>Current Borrowings</u></b>		
Unsecured:		
- Hire purchase	<b>718</b>	1,295
- Banker's acceptance	<b>1,400</b>	-
Secured:		
- Redeemable Fixed Rate Bonds	-	151,689
	<b>2,118</b>	152,984
<b><u>Non-current Borrowings</u></b>		
Unsecured:		
- 5 years MTN 2012/2017 with a coupon rate of 4.38%, maturing on 28 December 2017	<b>303,348</b>	300,108
Total borrowings	<b>305,466</b>	453,092

The Group's borrowings are denominated in Ringgit Malaysia.

#### **Debt securities**

The Group issued 4.95% Redeemable Fixed Rate Bonds at a total nominal value of RM150 million with 50 million detachable warrants on 23 March 2010. The bonds mature five years from the issue date at their nominal value of RM150 million. The value of the liability component (RM141.9 million) and the warrant component (RM1.8 million), net of transaction costs of RM1.5 million, were determined at issuance of the bond. The fair value of the liability component included in long-term borrowings was calculated using a market interest rate for an equivalent non-convertible bond. The liability component is subsequently stated at amortised cost until extinguished on maturity of the bond. The residual amount, representing the value of the warrant component, is included in shareholders' equity in warrant reserves.

The bonds have been fully settled on 23 March 2015 via internally generated funds.

**ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS****B6. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER VS. PRECEDING QUARTER**

	<b>Quarter ended 31.03.2015 RM'000</b>	Quarter ended 31.12.2014 RM'000
Revenue	<b>329,389</b>	384,699
Profit Before Tax (PBT)	<b>25,805</b>	(40,756)
Profit After Tax (PAT)	<b>19,351</b>	(30,047)

Group revenue in Q1 2015 decreased by 14% against the corresponding quarter of Q4 2014. However, PAT has increased by more than 100% against the corresponding quarter mainly attributed to the Mutual Separation Scheme (MSS) expenses amounting to RM79.8 million that was incurred in Q4 2014. The exercise is expected to generate annual savings of RM38 million for the Group moving forward.

**B7. REVIEW OF PERFORMANCE FOR CURRENT YEAR TO DATE VS. PREVIOUS YEAR TO DATE**

	<b>Period ended 31.03.2015 RM'000</b>	Period ended 31.03.2014 RM'000
Revenue	<b>329,389</b>	351,030
Profit Before Tax (PBT)	<b>25,805</b>	36,367
Profit After Tax (PAT)	<b>19,351</b>	27,562

The Group recorded a fall in revenue and PAT against previous corresponding period by 6% and 30% respectively due to the continuous market uncertainties and consumers were adopting a more cautious approach closer to the Goods and Services Tax (GST) implementation.

The performance of the respective platforms for the period ended 31 March 2015 as compared to previous financial period is analysed as follows:

- a) Television Network – Revenue for the period was lower by 7%. Profit after tax has also declined by 56%, in tandem with lower revenue recorded during the period.
- b) Print Media – Print revenue declined by 6% due to lower newspaper sales revenue.
- c) Outdoor Media – Revenue increased by 2% against previous comparative period. However, profit after tax decreased by 2% due to provision for authority fees in the period.
- d) Radio Network – Lower revenue by 18% subsequently profit after tax decreased by 37% against corresponding period.
- e) Digital Media – Advertising revenue has decreased by 18% but recorded a lower loss by 60% against corresponding period. There is a deferment of migration service projects resulted in lower costs incurred and minimisation of losses in the period.
- f) Content Creation – Revenue is recorded higher at RM7.2 million as compared to corresponding period of RM4.4 million. Profit after tax increased by 36% against Q1 2014 on the back of increased revenue.

## **ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**

### **B8. PROSPECTS FOR 2015**

The Group continue to expect 2015 to be a very challenging year given the recent implementation of Goods and Services Tax (GST) in April 2015 and other uncertainties surrounding the market which is expected to affect business and consumer sentiments. Adex would remain flat in 2015 as consumers slowly adjusting to the new tax system and consumer sentiment gradually normalises. In view of these challenges, the Group seeks to grow its non-traditional revenue while consolidating its market share in core advertising revenue. At the same time, the Group continues to seek optimum manpower size, increase staff productivity through training, while managing costs effectively.

The Group will also continue to expand its multi-platform content to market beyond MPB TV Network while concurrently enhancing its respective platforms' business strategies as follows:

- a) Television Network – Continue to focus on high quality content and market positioning by introducing new programmes in order to maintain leading viewership positions especially during primetime.
- b) Print Media – Outlook for Print Media will continue to be challenging due to gradual consumers shift in media consumption preferences. Revised cover prices of its three newspapers are part of the efforts to compensate the increase in overall production cost while ensuring better value-for-money for readers. In addition, the launch of new digital offerings such as BH Plus and Zip are in line with advertisers and consumers shift from traditional print to digital.
- c) Outdoor Media – Investment in technology and creativity to offer more digital rollouts at prime sites while securing renewal of existing key concessions and seeking new concession opportunities.
- d) Radio Network – Engage listeners in the digital space through various online and social media outlets in order to maintain and strengthen its listenership in the face of digital music consumption trends at the same time leveraging on multi-platform and integrated marketing solutions for clients.
- e) Digital Media – Digital media's strategy revolves around the subscriber base of its online portal Tonton, and the potential reach of the Group. Digital is looking to tap into the Group's entire digital assets by collaborating with fellow platforms while also targeting advertising and e-commerce avenues.
- f) Content Creation – Delivery of high quality production and commercially viable content to increase external revenue domestically and regionally. While continuing to be an in-house production house for MPB TVN, it seeks to expand with opportunities in emerging digital channels and foreign markets through partnerships with other content producers and foreign broadcasts.

### **B9. PROFIT FORECAST/PROFIT GUARANTEE**

The Group has not issued any Group profit forecast/profit guarantee during the current financial period.

**ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS****B10. DIVIDEND**

The shareholders had at the Annual General Meeting of the Company held on 23 April 2015 approved the payment of a single tier dividend of 5.0 sen per ordinary share for the financial year ended 31 December 2014 to be paid on 26 June 2015 to Depositors whose name appear in the Record of Depositors at the close of business on 3 June 2015.

**B11. EARNINGS PER SHARE**

The Group's earnings per share are calculated as follows:

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>31.03.2015</b>	<b>31.03.2014</b>	<b>31.03.2015</b>	<b>31.03.2014</b>
Profit attributable to owners of the Company (RM'000)	<b>18,883</b>	27,016	<b>18,883</b>	27,016
Weighted average number of ordinary shares in issue ('000)	<b>1,109,192</b>	1,103,700	<b>1,109,192</b>	1,103,700
<b>Basic earnings per share (sen)</b>	<b>1.70</b>	2.45	<b>1.70</b>	2.45
Weighted average number of ordinary shares in issue ('000)	<b>1,109,192</b>	1,103,700	<b>1,109,192</b>	1,103,700
Adjustments for Warrants ('000)	-	19,149	-	19,149
Adjustments for ESOS ('000)	-	1,870	-	1,870
Weighted average number of ordinary shares for purposes of computing diluted earnings per share ('000)	<b>1,109,192</b>	1,124,719	<b>1,109,192</b>	1,124,719
<b>Diluted earnings per share (sen)</b>	<b>1.70</b>	2.40	<b>1.70</b>	2.40

**BY ORDER OF THE BOARD**

**TAN SAY CHOON (MAICSA 7057849)**  
**COMPANY SECRETARY**

**Kuala Lumpur**

14 May 2015

*The full financial analysis of Media Prima Berhad Group can also be viewed at Media Prima Berhad's website:*  
[http://www.mediaprima.com.my/investorcenter/quarterly\\_reports.aspx](http://www.mediaprima.com.my/investorcenter/quarterly_reports.aspx)