

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 31st MARCH 2015
14th MAY 2015

SECTION 1

- **OVERVIEW**

SECTION 2

- **PERFORMANCE OVERVIEW**

SECTION 3

- **DIVIDEND**

SECTION 4

- **OUTLOOK**



INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 31st MARCH 2015

14th MAY 2015



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

IN MALAYSIA OFFERING

**MEDIA
SERVICES**

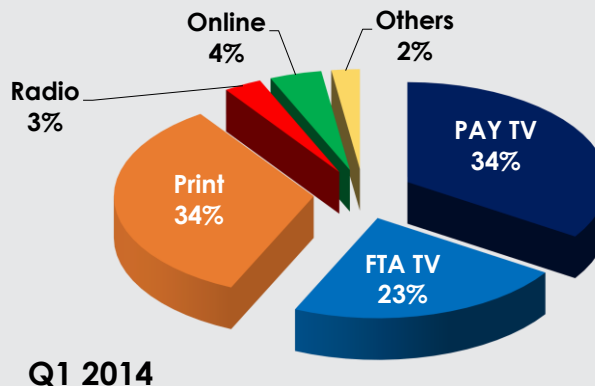
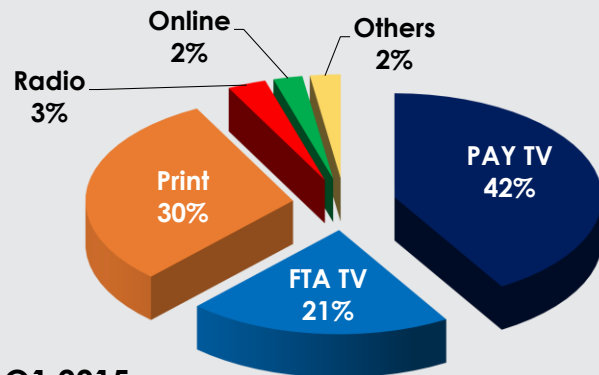


TO AN AUDIENCE OF

**25 MILLION
PEOPLE**



Industry Adex Malaysia – Non discounted gross revenue



RM MILLION	PAY TV	FTA TV	PRINT	RADIO	ONLINE	OTHERS	TOTAL
Q1 2015	1,384	689	1,015	101	76	79	3,344
Q1 2014	1,103	730	1,086	100	136	74	3,229
% Change	25	(6)	(7)	1	(44)	7	4

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



MALAYSIA'S LEADING FULLY-INTEGRATED MEDIA COMPANY

Section 2 : Performance Review

Fact sheet as at 31 March 2015



Issued and
paid-up share
capital

RM1,109.2m

Shareholders
equity

RM1,611.6m

Total assets

RM2,318.8m

Cash

RM403.5m

Group
borrowings

RM305.5m

PDS Ratings
(RAM)

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

Media Prima Today

Television Broadcasting



100%



100%



100%



100%



Print Media



98%

NEW STRAITS TIMES



Metro

Outdoor Media



100%



100%



100%



100%



100%

Radio



100%



100%



80%

Content Creation



100%



Digital



100%



NEW STRAITS TIMES

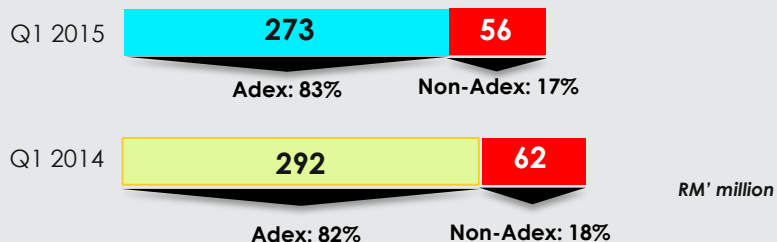


5-year Q1 trend

Group net revenue: RM329m (Q1 2014: RM351m)

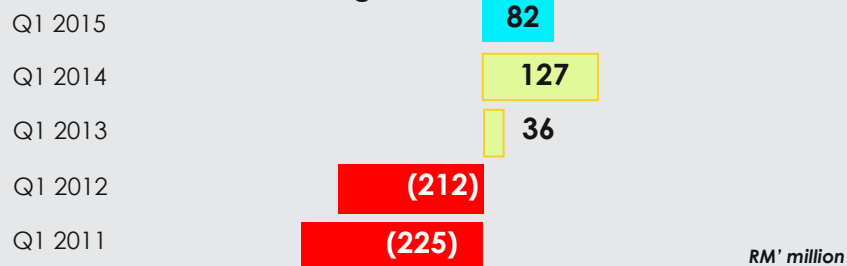


Group net revenue by type

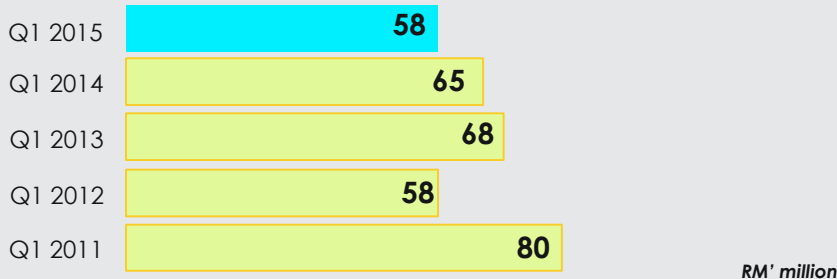


(Accumulated losses)/ Retained earnings:

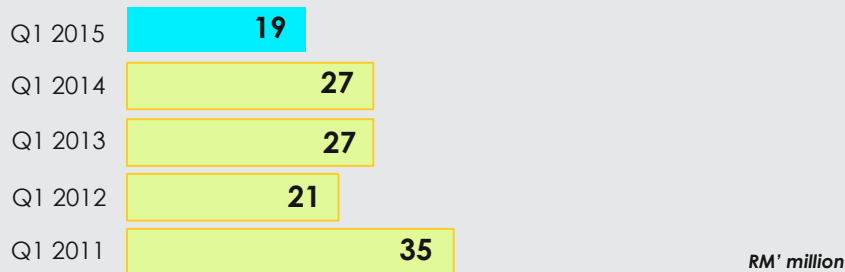
RM82m (Q1 2014: RM127m)



Group EBITDA: RM58m (Q1 2014: RM65m)



Group PATAMI: RM19m (Q1 2014: RM27m)



Consolidated Results Q1 2015



	RM '000		%
	Q1 2015	Q1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	387,364	420,747	(8)
NET REVENUE	329,389	354,104	(7)
ROYALTIES	(747)	(840)	11
NET REVENUE AFTER ROYALTIES	328,642	353,264	(7)
DIRECT COSTS	(118,556)	(120,813)	2
CONTRIBUTION	210,086	232,451	(10)
OTHER INCOME	6,126	5,375	14
OVERHEADS	(157,795)	(173,229)	9
EBITDA	58,417	64,597	(10)
FINANCE COSTS	(5,328)	(5,828)	9
DEPRECIATION AND AMORTISATION	(25,211)	(25,036)	(1)
PROFIT BEFORE ASSOCIATE	27,878	33,733	(17)
SHARE OF ASSOCIATE'S RESULTS	(2,073)	2,634	(179)
PROFIT BEFORE TAX	25,805	36,367	(29)
TAXATION	(6,454)	(8,805)	27
PROFIT AFTER TAX	19,351	27,562	(30)
MINORITY INTEREST	(468)	(546)	14
PATAMI	18,883	27,016	(30)
EBITDA margin %	18%	18%	
PATAMI margin %	6%	8%	
Effective Tax Rate %	25.0%	24.2%	

MPB Group financial summary Q1 2015



Advertising Revenue

Q1 2015 net advertising revenue contracted by 7% against Q1 2014 due to the continuous market uncertainties and consumers adopting a more cautious approach closer to the Goods and Services Tax (GST) implementation.

Non Advertising Revenue

Circulation revenue by print media was lower by 11% against Q1 2014.

EBITDA

Lower EBITDA by 10% against corresponding period, mainly attributed to lower revenue recorded during the period.

PATAMI

The Group recorded PATAMI of RM18.9 million against Q1 2014 of RM27.0 million, lower by 30% against Q1 2014 as a result of 10% fall in EBITDA.



Financial results by media platform



	RM'000							
	TVN	Radio	Outdoor Media	Print Media	Digital Media	Others	Consol Adjustment	Total
Gross Revenue								
2015	169,810	15,174	39,776	156,954	6,080	7,371	(7,801)	387,364
2014	187,168	18,330	39,130	169,228	7,428	7,603	(8,140)	420,747
Growth %	(9)	(17)	2	(7)	(18)	(3)	4	(8)
Net Revenue (after royalties)								
2015	135,763	12,905	36,526	133,626	5,970	7,371	(3,519)	328,642
2014	146,798	15,738	35,816	141,704	7,325	7,603	(1,720)	353,264
Growth %	(8)	(18)	2	(6)	(18)	(3)	105	(7)
EBITDA								
2015	22,313	5,297	10,214	18,168	110	(3,033)	5,348	58,417
2014	36,160	9,013	10,379	14,255	(518)	(3,053)	(1,639)	64,597
Growth %	(38)	(41)	(2)	27	>100	1	(>100)	(10)
Depreciation & Interest Expenses								
2015	9,549	524	2,156	12,207	474	5,276	353	30,539
2014	9,474	608	2,184	12,210	392	5,558	438	30,864
Growth %	(1)	14	1	0	(21)	5	19	1
PBT / (LBT) Before Associate								
2015	12,764	4,773	8,058	5,961	(364)	(8,309)	4,995	27,878
2014	26,686	8,405	8,195	2,045	(910)	(8,611)	(2,077)	33,733
Growth %	(52)	(43)	(2)	>100	60	(4)	(>100)	(17)



Section 2.1 : TV Networks



TELEVISION



SISTEM TELEVISYEN
MALAYSIA BERHAD



CH-9 MEDIA
SDN BHD




NATSEVEN TV
SDN BHD



METROPOLITAN TV
SDN BHD

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

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

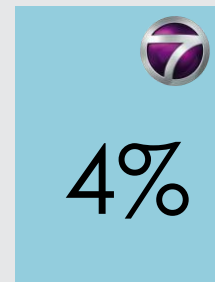
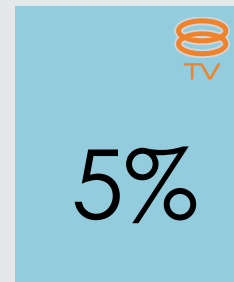
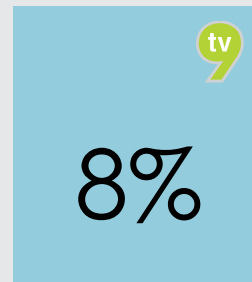
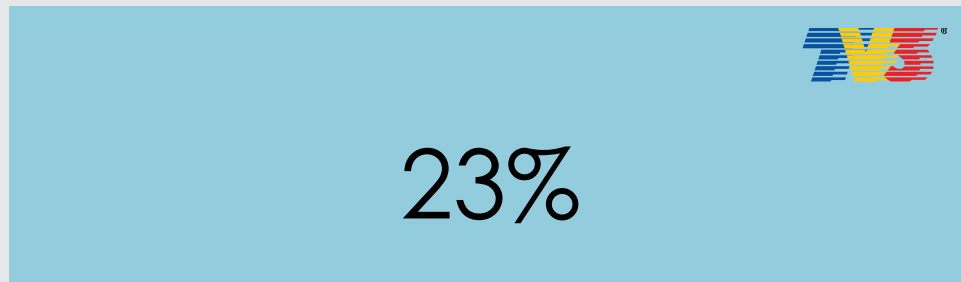
FMCGs, non-traditional brands and government

TV networks results Q1 2015



	RM'000		%
	Q1 2015	Q1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	169,810	187,168	(9)
NET REVENUE	135,763	146,798	(8)
DIRECT COSTS	(51,140)	(44,140)	(16)
CONTRIBUTION	84,623	102,658	(18)
OTHER INCOME	1,686	2,218	(24)
OVERHEADS	(63,996)	(68,716)	7
EBITDA	22,313	36,160	(38)
DEPRECIATION	(9,529)	(9,404)	(1)
FINANCE CHARGES	(20)	(70)	71
PROFIT BEFORE TAX (PBT)	12,764	26,686	(52)
TAXATION	(2,717)	(5,107)	(47)
PROFIT AFTER TAX (PAT)	10,047	21,579	(53)
EBITDA Margin %	13%	19%	
PAT Margin %	7%	15%	

TV audience share: Q1 2015 (Free & Pay channels)

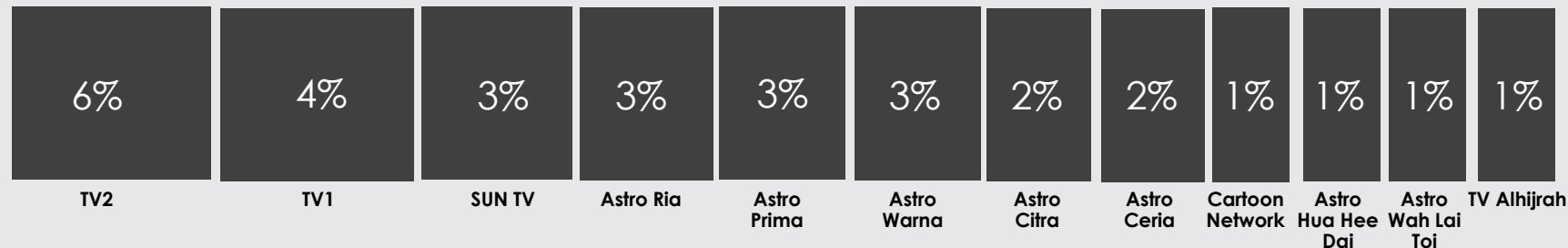


LEADING THE COMPETITION

across all stations/channels with the best & compelling content

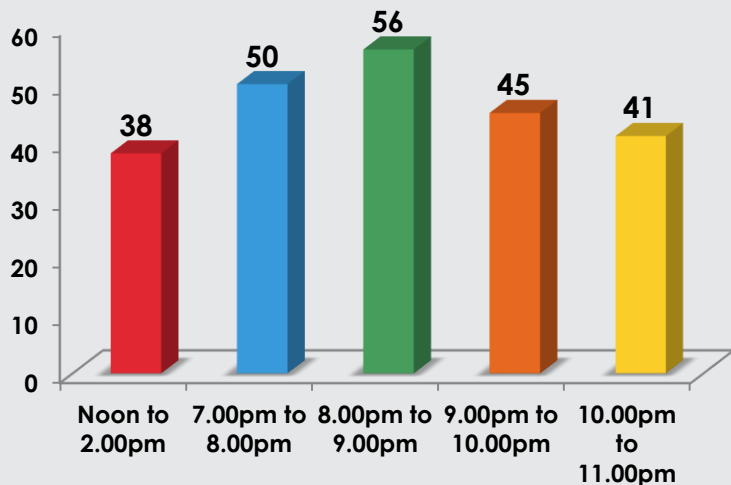
Inevitable fragmentation with the inclusion of more Pay Channels & the upcoming Digital Rollout

Source: Nielsen
Audience Measurement
(Total 4+)

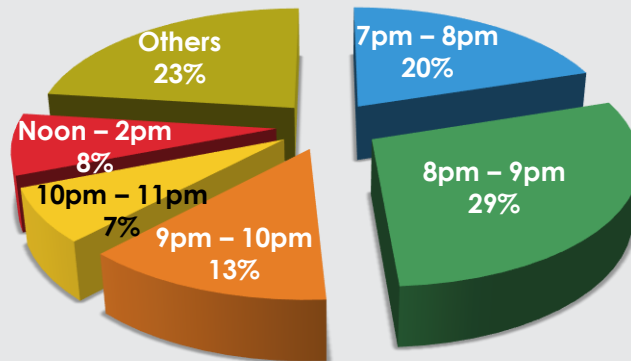


Good prime time ratings – Pathway to higher revenue

Audience Share – All 4+ (%)



TVN Revenue by Prime Time Hour



- Dominant audience share at Prime Time (Noon – 2pm & 7-11 pm)
 - 56% of total audience captured during Super Prime Time (8-9pm)

- Committed to maintain and defend ratings for prime time hours
 - 6 Prime Time hours out of total 24 hours (25%) contribute to 77% of MPB TV Network revenue

REMAIN COMMITTED TO MAINTAIN & DEFEND RATINGS FOR PRIME TIME HOURS



Maintaining programme ratings – Top 20 programmes across all channels Q1 2015

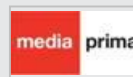
No	Programme	Genre	Channel	(r) 000s	TVR	Share
1	ANUGERAH JUARA LAGU (L)	MUSICAL/ENTERTAINMENT	TV3	3,688	17.8	57.3
2	ANUGERAH DRAMA FESTIVAL KL(L)	MUSICAL/ENTERTAINMENT	TV3	2,398	11.6	37.6
3	MENTOR LEGEND	REALITY TV	TV3	2,342	11.3	37.2
4	MENTOR LEGEND AKHIR(L)	REALITY TV	TV3	2,267	10.9	36.0
5	PIALA SUMBANGSIH	SPORTS	TV3	2,194	10.6	35.8
6	BULETIN UTAMA	NEWS	TV3	2,024	9.8	34.9
7	C'RAMA	MOVIES	TV3	2,004	9.7	34.7
8	YE KE?!	TALK SHOWS	TV3	1,928	9.3	31.5
9	MAJALAH 3 (LIVE)	DOCUMENTARIES/MAGAZINES	TV3	1,886	9.1	29.7
10	AKASIA	DRAMA/SERIES	TV3	1,847	8.9	37.4
11	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	1,813	8.7	28.5
12	FESTIVAL	MOVIES	TV3	1,776	8.6	32.6
13	ZEHRA	DRAMA/SERIES	TV3	1,705	8.2	27.8
14	MH370 MISTERI GELORA LAUTAN H.	DOCUMENTARIES/MAGAZINES	TV3	1,631	7.9	24.8
15	SAMARINDA	DRAMA/SERIES	TV3	1,623	7.8	27.1
16	LESTARY	DRAMA/SERIES	TV3	1,605	7.7	25.3
17	LIGA SUPER	SPORTS	TV3	1,598	7.7	27.2
18	DRAMA EKSKLUSIF	DRAMA/SERIES	TV3	1,514	7.3	25.5
19	DAHLIA	DRAMA/SERIES	TV3	1,454	7.0	32.0
20	BERSAMAMU	DOCUMENTARIES/MAGAZINES	TV3	1,436	6.9	22.2

MPB channels remain the LEADER in key markets



Top 10 Channels	Total Individuals				Chinese 4+				Malay 15+			
NO	STN	Q1 2014	STN	Q1 2015	STN	Q1 2014	STN	Q1 2015	STN	Q1 2014	STN	Q1 2015
1	TV3	24.8	TV3	22.5	8TV	24.2	8TV	24.3	TV3	33.9	TV3	30.8
2	TV9	7.2	TV9	7.7	NTV7	17.7	NTV7	15.9	TV9	9.1	TV9	9.8
3	TV2	5.4	TV2	5.5	HUA HEE DAI	5.5	HUA HEE DAI	4.9	TV1	7.3	TV2	6.0
4	TV1	5.2	8TV	5.0	WLT	4.8	TV2	3.8	TV2	5.7	TV1	6.0
5	8TV	4.9	NTV7	4.3	AEC	4.6	AEC	3.3	RIA	4.1	WARNA	4.2
6	NTV7	4.5	TV1	4.2	TV2	4.1	CELESTIAL CLASSIC	3.1	PRIMA	3.9	PRIMA	3.8
7	SUN-TV	3.0	WARNA	3.0	TVBC	2.9	WLT	3.0	WARNA	3.0	RIA	3.7
8	RIA	3.0	SUN-TV	2.9	XHE	2.9	TV3	2.0	OASIS	2.7	CITRA	2.7
9	PRIMA	2.7	PRIMA	2.7	CCTV4	2.5	TVBC	1.9	CERIA	2.3	OASIS	2.5
10	WARNA	2.2	RIA	2.6	TV3	2.2	QUAN JIA HD	1.8	CITRA	2.2	CERIA	2.4

TV Adex share by station Q1 2015



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
Q1 2015									
Non Discounted Gross Revenue									
- %	37	20	14	18	88	3	7	1	100
- RM'000	252,852	136,139	98,221	121,381	608,593	21,648	49,650	8,856	688,747
Growth %	(10)	1	(10)	1	(5)	11	(9)		(6)
Discount Factor									
- %	60	80	79	83	72	60	60	0	70
- RM'000	(150,952)	(108,643)	(78,052)	(101,136)	(438,783)	(12,989)	(29,790.07)	0	(481,562)
Gross Revenue									
- %	49	13	10	10	82	4	9	0	95
- RM'000	101,900	27,496	20,169	20,245	169,810	8,659	19,860	8,856	207,185
Growth %	(11)	(8)	(15)	5	(9)	11	(9)		(4)
Q1 2014									
Non Discounted Gross Revenue									
- %	38	18.45	15	16	88	3	7	2	100
- RM'000	280,250	134,752	108,783	120,108	643,892	19,588	54,751	12,105	730,336
Discount Factor									
- %	59	78	78	84	71	60	60	0	69
- RM'000	(165,779)	(104,933)	(85,123)	(100,890)	(456,725)	(11,753)	(32,851)	0	(501,328)
Gross Revenue									
- %	53	14	11	9	86	4	10	0	100
- RM'000	114,471	29,818	23,660	19,218	187,168	7,835.10	21,901	12,105	216,903

* Based on estimates

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



Section 2.2 : Print Media



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**

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 Q1 2015



	RM'000		%
	Q1 2015	Q1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	156,954	169,228	(7)
NET REVENUE	133,626	141,704	(6)
DIRECT COSTS	(40,902)	(50,777)	19
CONTRIBUTION	92,724	90,927	2
OTHER INCOME	2,779	1,777	56
OVERHEADS	(77,335)	(78,449)	1
EBITDA	18,168	14,255	27
FINANCE CHARGES	(463)	(560)	(17)
DEPRECIATION	(11,744)	(11,650)	(1)
PROFIT BEFORE ASSOCIATES	5,961	2,045	191
SHARE OF ASSOCIATES	(2,073)	2,634	(>100)
PROFIT BEFORE TAX (PBT)	3,888	4,679	(17)
TAXATION	(1,431)	(511)	(>100)
PROFIT AFTER TAX (PAT)	2,457	4,168	(41)
EBITDA Margin %	14%	10%	
PAT Margin %	2%	3%	



TUESDAY, APRIL 15, 2014 • PENINSULAR MALAYSIA RM3.20 • SARAWAK AND SABAH RM3.40 • BRUNEI RM3.40 • PAPERBACK RM2.00 (RM2.50)

NEW STRAITS TIMES

ESTABLISHED 1845



THE decision has been made to deploy the Autonomous Underwater Vehicle Bluefin-21 'as soon as possible'. This was after no new confirmed acoustic signals were detected in the search area for MH370 since last Tuesday. Right now, Bluefin-21 is the best bet search crews have of locating the airliner.

» Air accident board of inquiry to be set up soon

» ICAO rules state black box belongs to Malaysia

EXCLUSIVE

» Washington refutes allegations of a cover-up in MH370's disappearance



» REPORTS BY ADIB POVERA & TASHIR LOKMAN ON PAGES 4 & 5

Look out for these icons for a more exciting and interactive experience
NST digital edition

» PRIME PAGE 3
'FRIENDSHIP BRIDGE' TO GO UNDER THE SEA?

» PRIME PAGE 7
PKR WAITS FOR PAS TO EXPLAIN HUDUD BILL

» PRIME PAGE 8
STATES STARING AT A 5-MONTH DRY SPELL

» SPORT PAGE 34
PELLEGRINI REFUSES TO CONCEDE DEFEAT

FORM 10.0-3.33 (1.851.53)
www.straitstimes.com.my

240,000 READERS DAILY &
202,000 READERS

EVERY SUNDAY

LETTERS

Chance for a new Malaysia

Share and care for water resource

Good moral values the way to go

Unfair to criticise government

SEARCH FOR MH370

FLIGHT RECORDER DO NOT OPEN

THE CLOUD OF MYSTERY MAY SOON CLEAR

Until then, be mindful about what you share.

NEW STRAITS TIMES A Sharper Read

YOU CAN'T ALWAYS TRUST AN INSIDER

Get the insight for a clearer picture.

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WE DON'T WRITE TO GET MORE LIKES

Get the insight for a clearer picture.

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

**1,034,000 READERS
NATIONWIDE**



Harian Metro

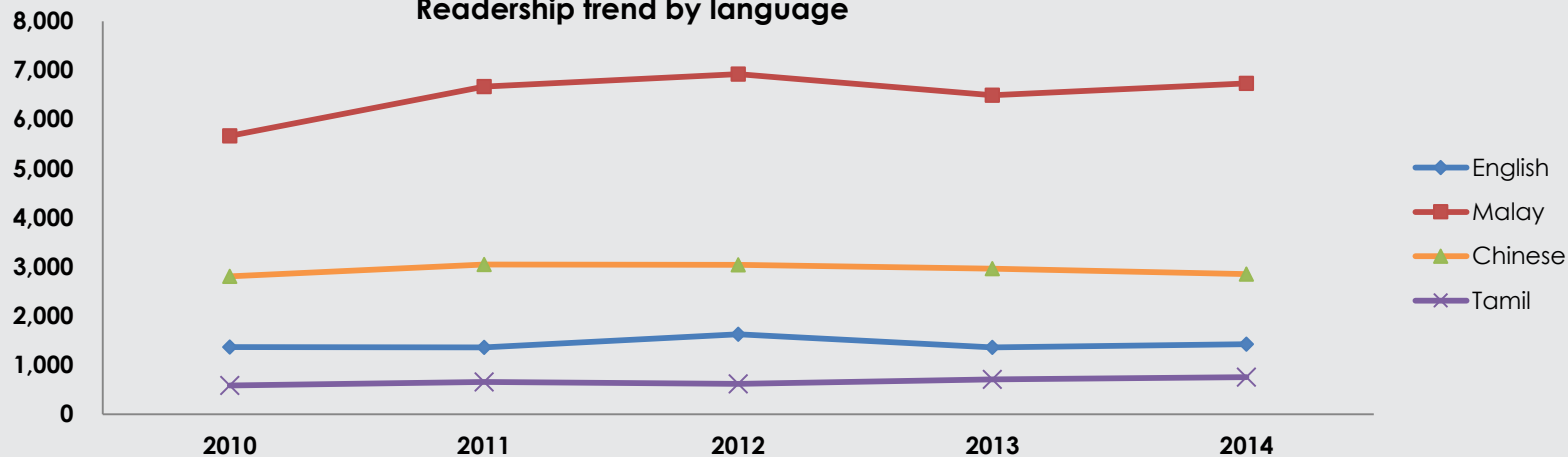


3.8 MILLION READERS DAILY

4.2 MILLION ON ITS WEEKEND EDITION

Readership trends

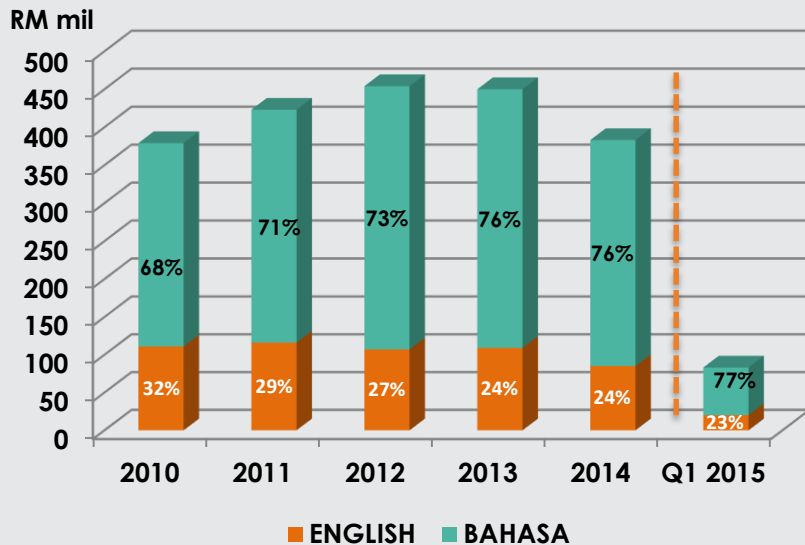
Readership trend by language



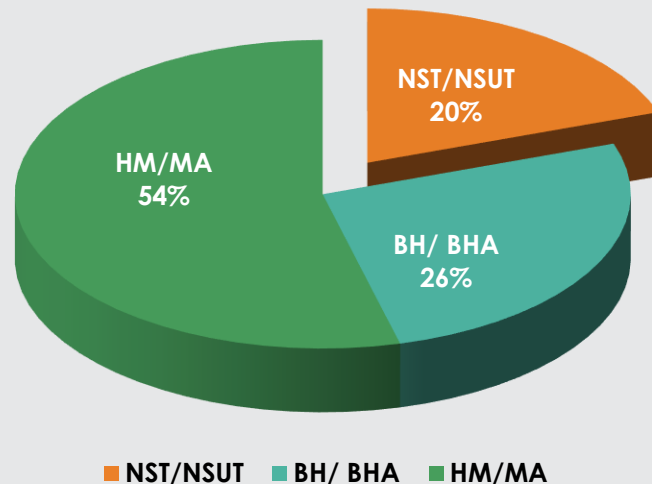
Readers ('000)	Q4 2009	Q4 2010	Q4 2011	Q4 2012	Q4 2013	Q4 2014
<u>ENGLISH</u>						
New Straits Times	236	236	240	236	270	189
New Sunday Times	218	235	234	213	192	145
<u>BAHASA</u>						
Berita Harian	1,160	1,020	1,035	1,048	1,008	983
BH Ahad	1,207	1,132	1,097	1,076	1,016	988
Harian Metro	2,645	3,113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

Maintain strong contribution from the Malay market

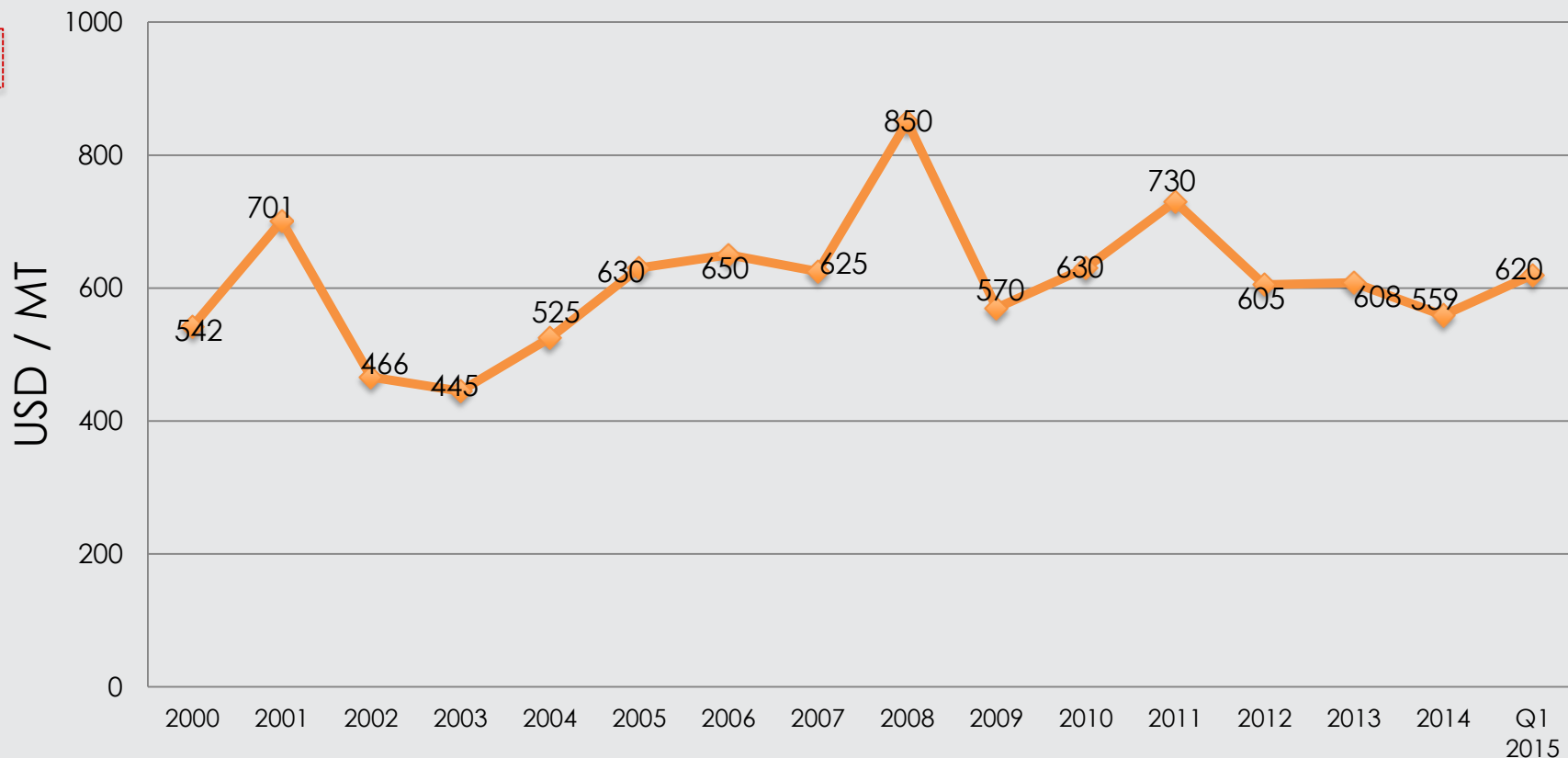
NSTP Advertising Revenue Trend



Revenue Contribution Q1 2015



NSTP newsprint price trend



- Newsprint price has stabilized at around USD610 over the past two years.
- Average newsprint inventory is around 3 months



Section 2.3 : Radio Networks



R A D I O

 MAX - AIRPLAY SDN BHD	 SYNCHROSOUND STUDIO SDN BHD	 ONE FM RADIO SDN BHD
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TOGETHER WE CAPTURE THE

2ND LARGEST

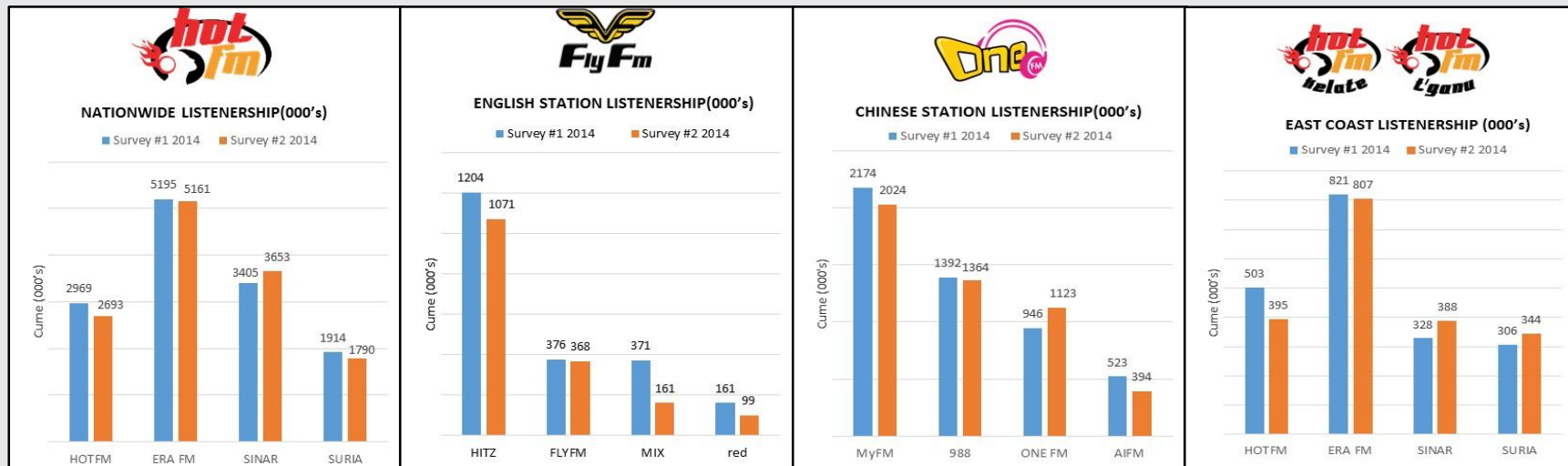
RADIO LISTENERSHIP IN MALAYSIA

Radio networks results Q1 2015



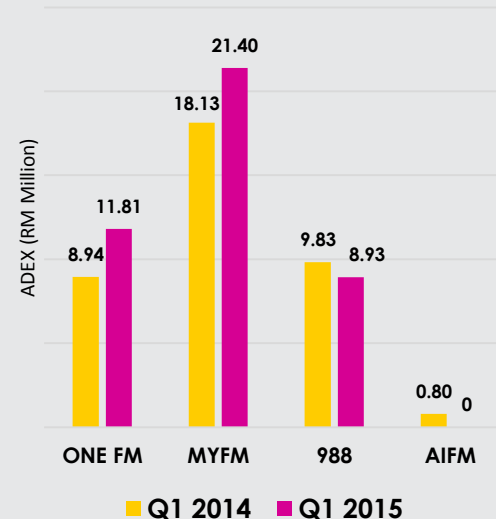
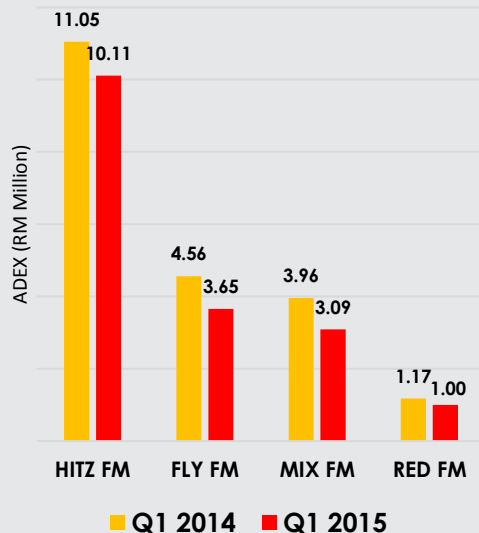
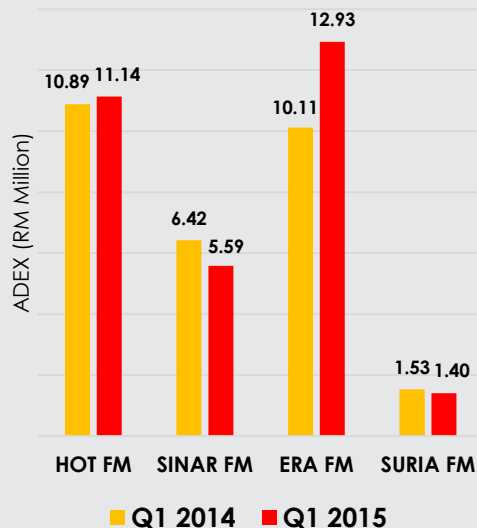
	RM'000		%
	Q1 2015	Q1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	15,174	18,330	(17)
NET REVENUE	12,905	15,738	(18)
DIRECT COSTS	-	(35)	100
CONTRIBUTION	12,905	15,703	(18)
OTHER INCOME	125	162	(23)
OVERHEADS	(7,733)	(6,852)	(13)
EBITDA	5,297	9,013	(41)
DEPRECIATION	(524)	(608)	14
PBT	4,773	8,405	(43)
TAXATION	(255)	(1,275)	80
PROFIT AFTER TAX (PAT)	4,518	7,130	(37)
EBITDA Margin %	41%	57%	
PAT Margin %	35%	45%	

Radio performance ratings



Source: Nielsen Radio Audience Measurement

Defending our radio adex share - Q1 2015



Source: Nielsen Advertising Information Service (AIS)

Largest online & social media presence in the country

3.2million
FANS



1.5million
FOLLOWERS



119,236
SUBSCRIBERS



250,864
FOLLOWERS



Fly FM:
254,330

Hot FM:
622,427



One FM:
326,413

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

Source: Nielsen Audience Measurement (Total 4+)

MEDIA PRIMA RADIO NETWORKS
BROADCASTS TO ALMOST

4 MILLION



LISTENERS

EACH WEEK VIA ITS

3 POPULAR



YOUTH-ORIENTED

RADIO STATIONS



Largest online & social media presence in the country

HOT FM

IS THE NO. 2 RADIO STATION FOR THE

BELOW 25 DEMOGRAPHIC
**REACHING OUT
TO THE MASS**

MALAY AUDIENCE

	Facebook	Twitter	Instagram	YouTube
1. Hot FM	2,335,500	1,366,156	195,514	76,826
2. Era FM	1,961,969	261,784	185,688	66,585
3. Suria FM	337,758	90,537	14,184	2,570
4. Sinar FM	539,219	37,407	25,895	7,583

	Facebook	Twitter	Instagram	Weibo	YouTube
1. One FM	596,315	8,324	18,107	38,997	10,092
2. My FM	514,855	7,839	14,900	74,649	27,229
3. 988	249,384	3,131	3,476	73,836	13,433

	Facebook	Twitter	Instagram	YouTube
1. Hitz FM	1,076,831	269,321	31,721	23,772
2. Fly FM	224,558	160,203	16,353	32,318
3. Red FM	123,238	15,634	2,296	1,713

FLY IS THE NO. 2
FM ENGLISH
RADIO STATION
IN MALAYSIA
TARGETING
THE URBAN DEMOGRAPHIC



Section 2.4 : Outdoor Media



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

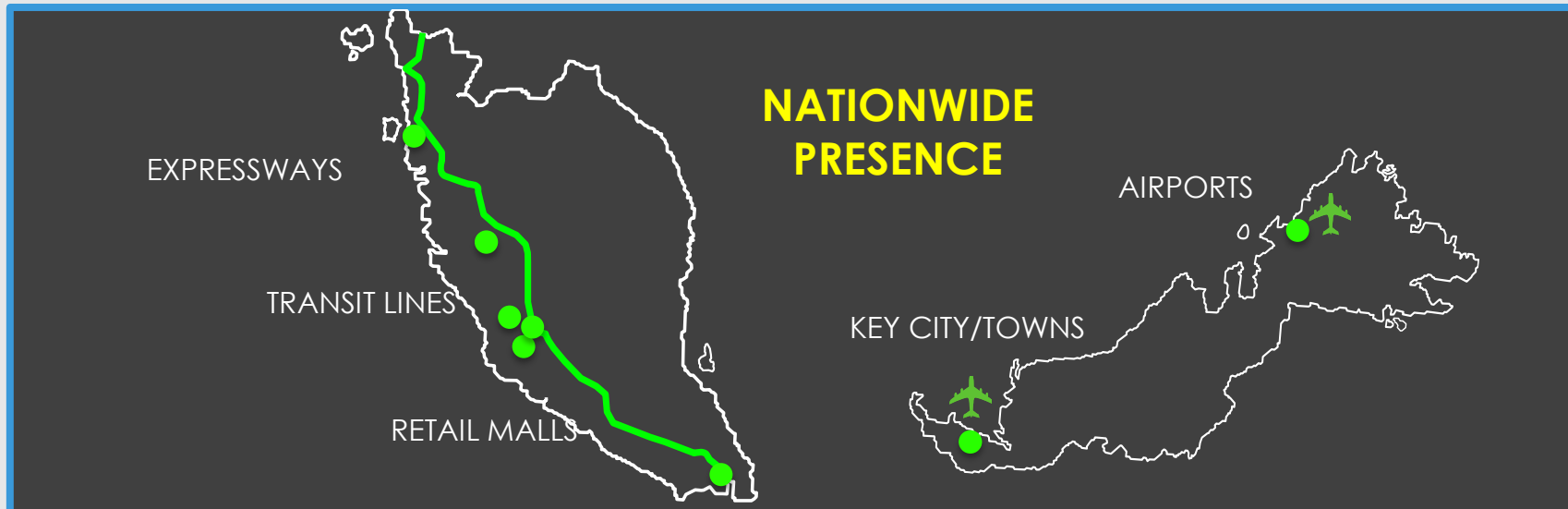
TO ALL MARKET SEGMENTS

Out-Of-Home Media results Q1 2015



	RM'000		%
	Q1 2015	Q1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	39,776	39,130	2
NET REVENUE	36,526	35,816	2
DIRECT COSTS	(22,482)	(21,753)	(3)
CONTRIBUTION	14,044	14,063	(0)
OTHER INCOME	423	307	38
OVERHEADS	(4,253)	(3,991)	(7)
EBITDA	10,214	10,379	(2)
DEPRECIATION & AMORTISATION	(2,156)	(2,184)	1
PROFIT BEFORE TAX (PBT)	8,058	8,195	(2)
TAXATION	(2,015)	(2,049)	2
PROFIT AFTER TAX (PAT)	6,043	6,146	(2)
EBITDA%	28%	29%	
PAT %	17%	17%	

Malaysia's largest Outdoor Company with 44% Market Share



8,000 ADVERTISING
PANELS AT

STRATEGIC LOCATIONS
ACROSS MALAYSIA



Creative & Innovative Out-Of-Home Media Solutions



Cubig @ Sultan Ismail



Digital Media Wall



Walkway Domination at Intermark



Lumi Pillar



The Capsule



3D – Floor & Bench Graphics





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

**KLCC
The Curve
LRT Station
Bukit
Bintang**

Continuous investment in
technology and innovation

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

**INTEGRATED
OOH MEDIA
SOLUTIONS**





Section 2.5 : Digital Media



D I G I T A L

 DIGITAL ALT MEDIA SDN. BHD	 gua www.gua.com.my	 tonton www.tonton.com.my	 SEROJA www.seroja.com.my
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NO.1

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

Media Prima Digital results Q1 2015



	RM'000		%
	Q1 2015	Q1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	6,080	7,428	(18)
NET REVENUE	5,970	7,325	(18)
DIRECT COSTS	(832)	(880)	5
CONTRIBUTION	5,138	6,445	(20)
OTHER INCOME	17	18	6
OVERHEADS	(5,045)	(6,981)	28
LBITDA	110	(518)	>100
DEPRECIATION	(474)	(392)	(21)
LOSS BEFORE TAX	(364)	(910)	60
TAXATION	-	-	NA
LOSS AFTER TAX	(364)	(910)	60
LBITDA Margin %	2%	(7%)	
LAT Margin %	(6%)	(12%)	

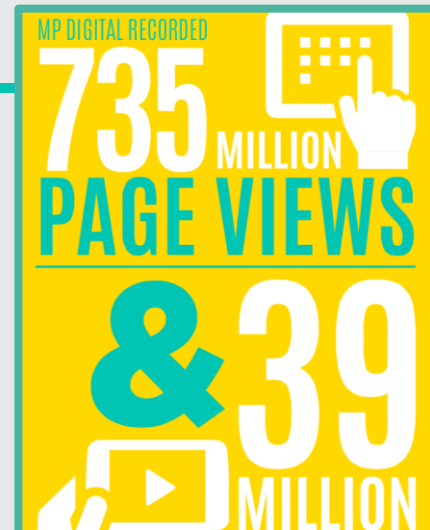


Tonton is Malaysia's **No.1** with **4,543,616** registered users
(As at 31st March 2015)

Ranked **No.1** in Top 20 Web Properties Visited from Mobile Devices in Malaysia with 1.9million unique visitors in September 2014

Tonton won **BEST** media solution – mobile category in the Spark Awards

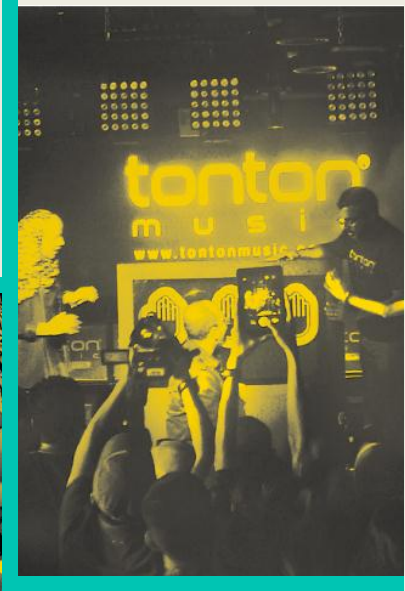
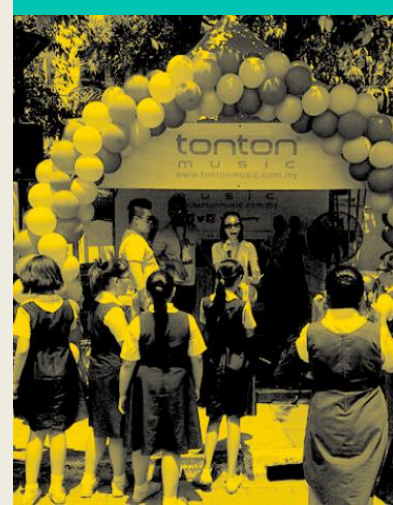
Source: Comscore Mobile Metrix Report



Closer to you through online channels

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

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



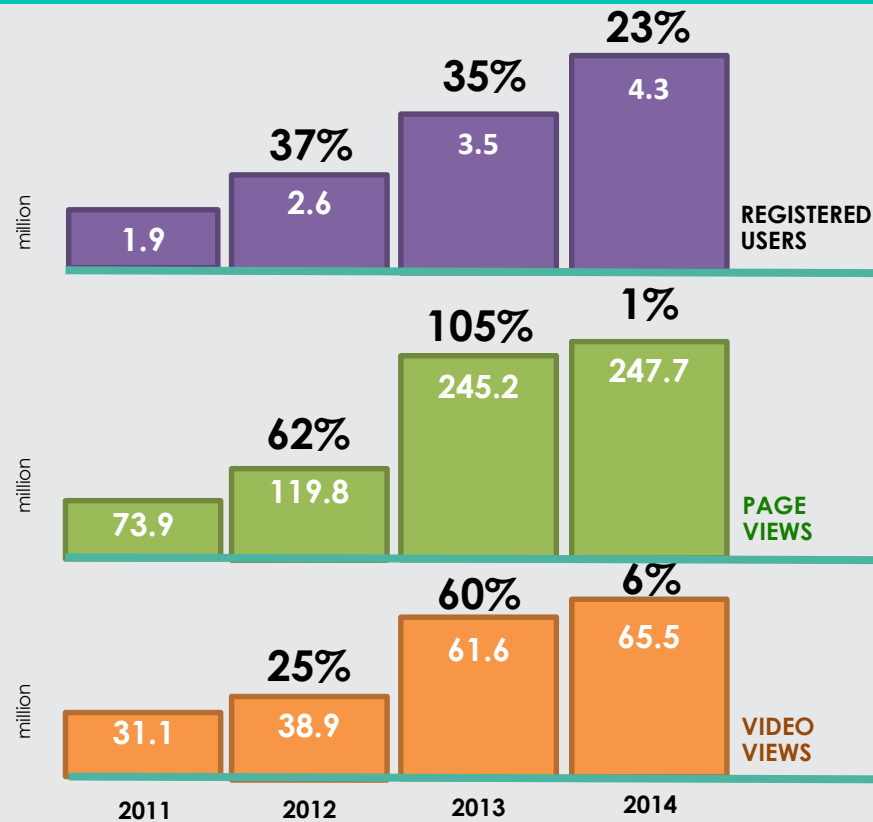
THE **NO. 1**
DIGITAL
MEDIA
GROUP IN
MALAYSIA

TONTON PREMIUM

48 HOURS BEFORE TV



Tonton's Growth Chart from 2011 to 2014



Source: Omniture Site Catalyst

THE NO. 1 DIGITAL MEDIA GROUP IN MALAYSIA

Top 10 Malaysian Sites

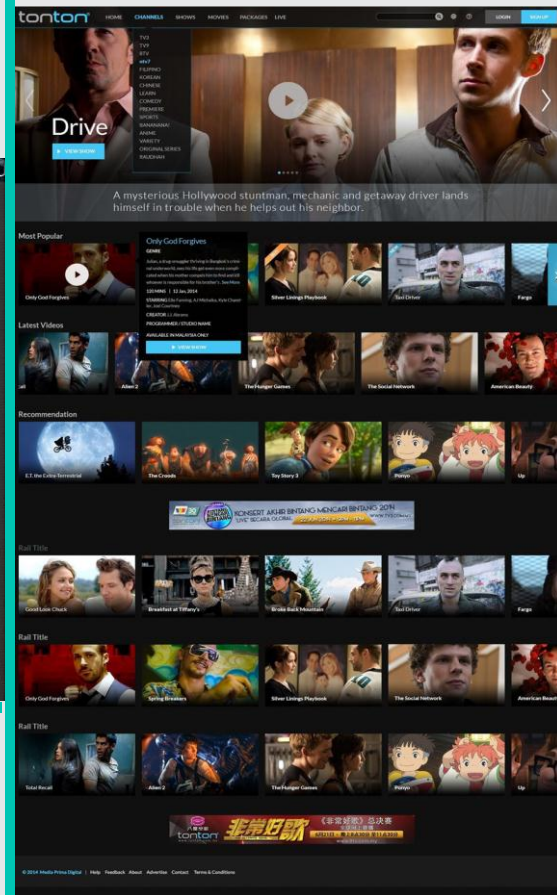
Sites	March 2014		March 2015	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
Maybank Group	2	2,296	1	3,280
Lazada Sites	20	609	2	2,321
MUDAH.MY	3	2,093	3	1,987
Tune Group	9	1,107	4	1,834
CIMB Group	7	1,263	5	1,724
Media Prima Group	1	2,725	6	1,723
The Star Media Group	5	1,789	7	1,710
Astro Group	4	1,874	8	1,639
Malaysiakini Sites	6	1,500	9	1,315
Malaysia Airlines	16	704	10	1,311

Media Prima Group is ranked #6 & Media Prima Digital continues to be the #1 Digital Media Group in Malaysia

Source: Comscore

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

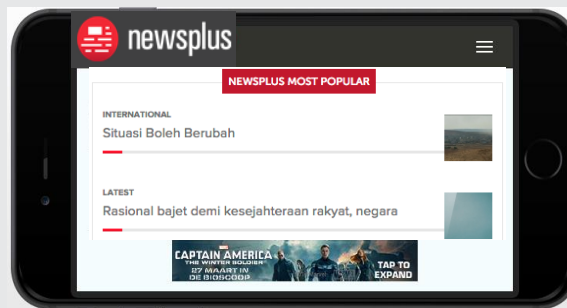
The new Tonton



Improved speed, layout, registration, recommendation, and flexibility

Top News Aggregator

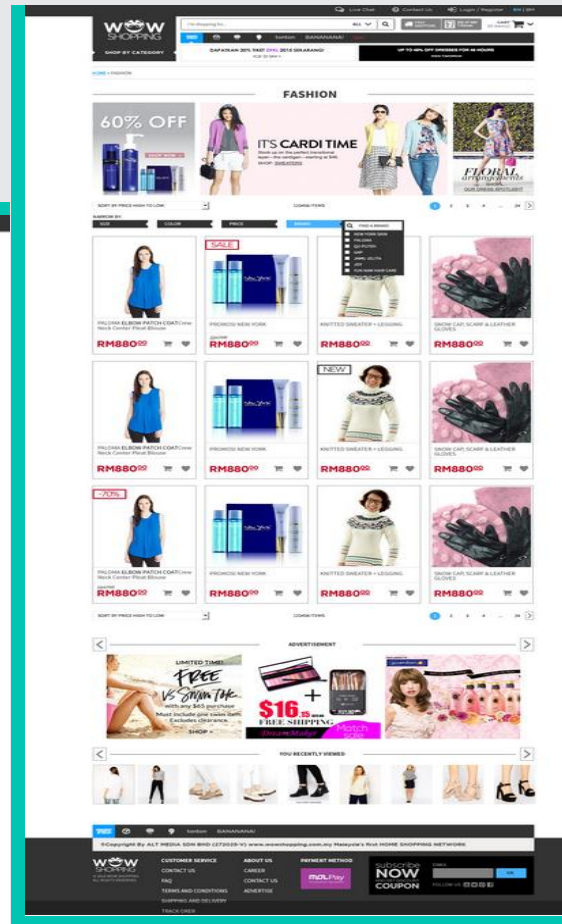
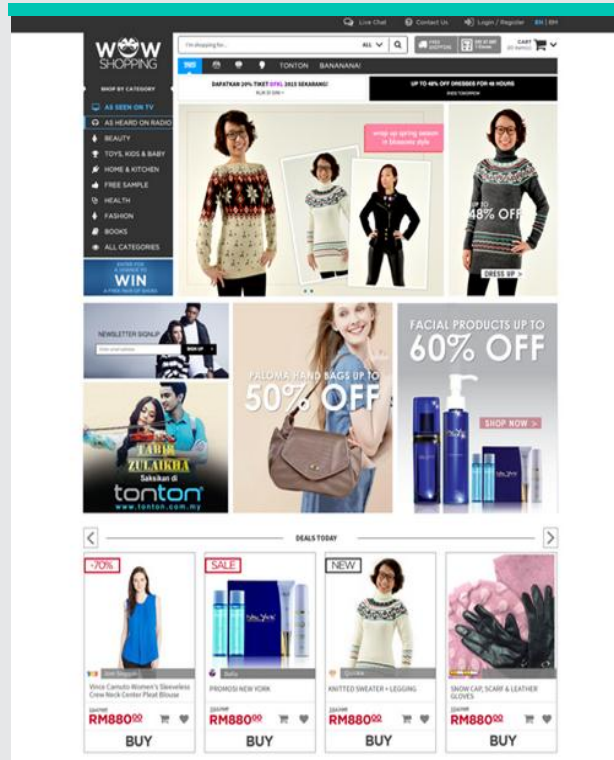
- Aggregating content from seven newsrooms - 4 TV stations, 3 newspapers
- Leveraging on video content produced by television network's News and Current Affairs team.
- Breaking news from print, and video news for TV news
- Basic Newsplus app for Android devices has been made available



WOW SHOPPING

- An e-commerce platform
- A digital mall that will house merchants both from within and outside off MPB
- Leverage on MPB Group's collective reach to drive customers
- Collaboration with major players

Will be soft launched in June 2015





Section 2.6 : Content Creation



Primeworks Studios results Q1 2015



	RM'000		%
	Q1 2015	Q1 2014	CHANGE
	A	B	A - B
GROSS REVENUE	27,757	25,200	10
NET REVENUE	27,757	25,200	10
DIRECT COSTS	(11,683)	(8,543)	(37)
CONTRIBUTION	16,074	16,657	(4)
OTHER INCOME	73	190	(62)
OVERHEADS	(11,119)	(11,600)	4
EBITDA	5,028	5,247	(4)
DEPRECIATION	(36)	(44)	18
PBT	4,992	5,203	(4)
TAXATION	(1,081)	(989)	(9)
PAT	3,911	4,214	(7)
EBITDA Margin %	18%	21%	
PAT Margin %	14%	17%	

Content and co-productions

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

Find
The WASABI



BEST IN THE WORLD
SEASON TWO



PRIMEWORKS STUDIOS

PRODUCES MORE THAN

5,000

HOURS

OF COMPELLING CONTENT

ANNUALLY

TO CAPTIVATE

MALAYSIAN AND GLOBAL AUDIENCES

External content and Co-productions



Production services: Asian Champions League Draw



Commissioned content: Aku IP



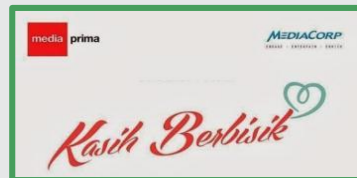
Commissioned content: Projek Radio



The Voice of China: Production of Malaysian audition



Production Services



Kasih Berbisik: Co-production between PWS & Mediacorp



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



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

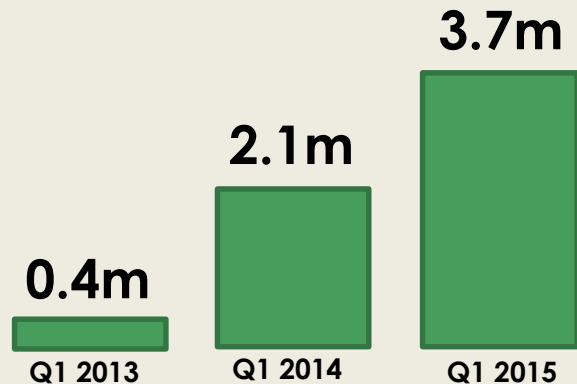


Production Services

Content Provider

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

Selling content across
all platforms &
beyond boundaries



emas

TM



SingTel

ee PLUS STYLE

ABN
XCESS0TEL
NIPPON TVHTB
Hokkaido Television Broadcasting

MEDIACORP

StarHub



Section 2.7 : Corporate and Others

Corporate & Others Q1 2015

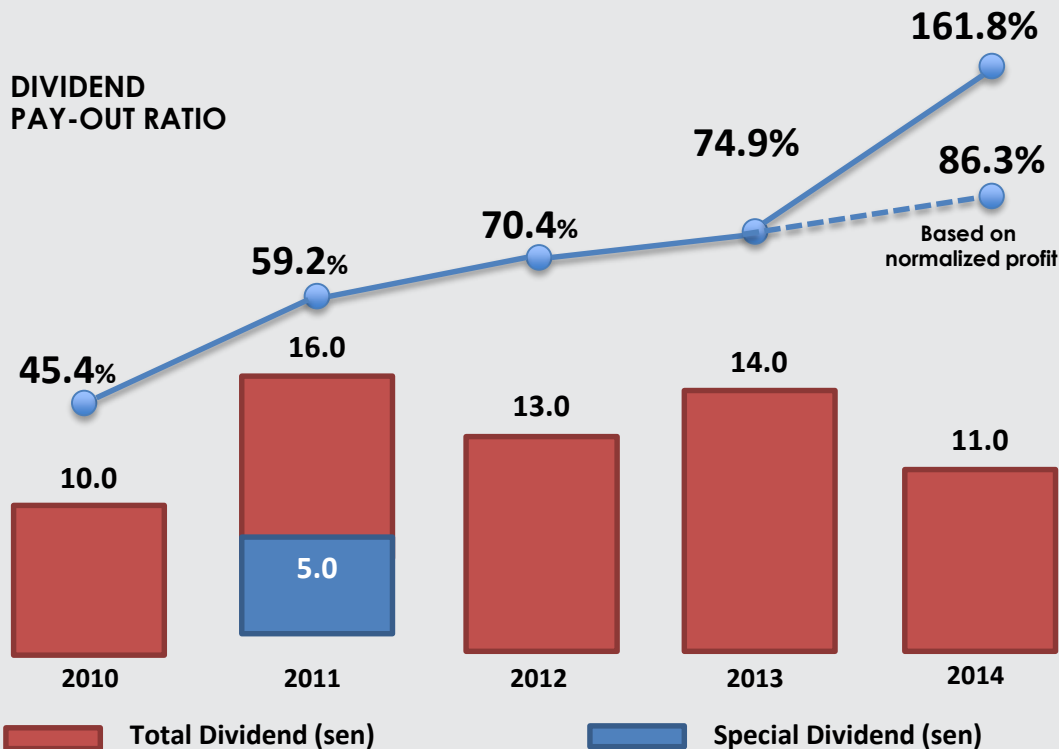
	RM'000				
	MPB	PWS	Others	Consol Adjustment	Total
GROSS REVENUE					
2015	-	7,162	209	(7,801)	(430)
2014	-	7,603	-	(8,140)	(537)
Growth %	N/A	6	N/A	(4)	20
NET REVENUE (AFTER ROYALTIES)					
2015	-	7,162	209	(3,519)	3,852
2014	-	7,603	-	(1,720)	5,883
Growth %	N/A	(6)	N/A	>100	(35)
EBITDA					
2015	(5,548)	2,363	152	5,348	2,315
2014	(5,962)	2,984	(75)	(1,639)	(4,692)
Growth %	7	21	>100	>100	>100
DEPRECIATION & INTEREST EXPENSES					
2015	5,241	10	25	353	5,629
2014	5,514	11	33	438	5,996
Growth %	5	(9)	(24)	19	6
PBT / (LBT)					
2015	(10,789)	2,353	127	4,995	(3,314)
2014	(11,476)	2,973	(108)	(2,077)	(10,688)
Growth %	6	21	>100	>100	69



Section 3 : Dividend

5-year dividend track record

DIVIDEND PAY-OUT RATIO



Dividend yield

6.3%

FINAL DIVIDEND OF 5.0 SEN

Dividend Policy

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



Section 4 : Outlook for 2015 & beyond

Outlook for 2015



- The Group continues 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.
- The Group expects Adex to remain flat in 2015 as consumers slowly adjust 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 will continue to seek optimum manpower size, increase staff productivity through training, while managing cost effectively.
- 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 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"> ▪ No. 1 digital media group ▪ Content aggregation and consumer revenue while also targeting advertising and e-commerce avenues
	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



<p>LARGEST reach in terms of newspaper circulation and readership in Peninsular Malaysia</p>	<p>LARGEST share of advertising revenue & number of billboards in the outdoor media industry</p>	<p>LARGEST reach in terms of TV viewership</p>	<p>#2nd LARGEST reach in terms of combined radio channel listeners' numbers</p>	<p>LARGEST digital media group in Malaysia</p>	<p>Generating content of the highest standard to meet viewers expectation</p>
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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.