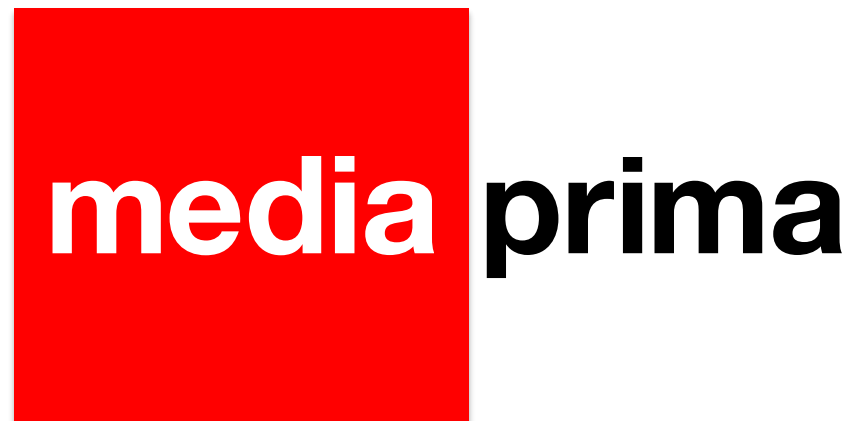


A P R E S E N T A T I O N B Y



INVESTOR BRIEFING

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 30TH SEPTEMBER 2014

6TH N O V E M B E R 2 0 1 4



SECTION 1

- **OVERVIEW**

SECTION 2

- **PERFORMANCE OVERVIEW**

2.1 - MEDIA PRIMA GROUP

2.2 - TV NETWORKS

2.3 - PRINT MEDIA

2.4 – RADIO NETWORK

2.5 – OUT-OF-HOME MEDIA

2.6 – DIGITAL MEDIA

2.7 – CONTENT CREATION

2.8 – CORPORATE & OTHERS

SECTION 3

- **OUTLOOK FOR 2014**



INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL PERIOD ENDED 30th SEPTEMBER 2014

6th N O V E M B E R 2 0 1 4



SECTION 1: Overview

Media Prima, through all our platforms, reaches out to

25 MILLION AUDIENCE

from all ages and walks of life in the country daily

CLIENTS

VIEWERS

LISTENERS

READERS

SHAREHOLDERS

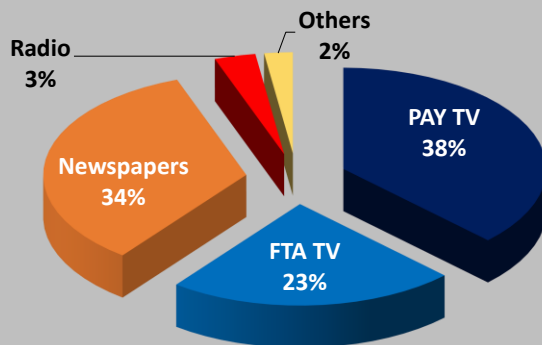
PARTNERS

CREATIVE INDUSTRY

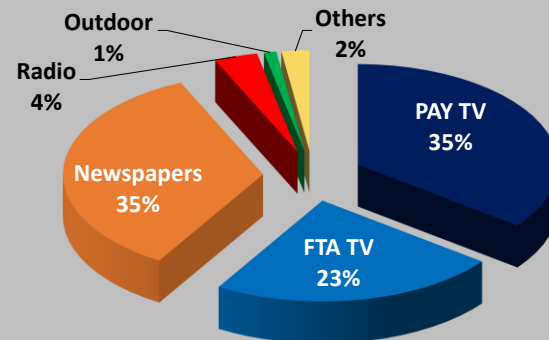
OTHER STAKEHOLDERS

CONSUMERS

Industry Adex Malaysia – Non discounted gross revenue



YTD SEPT 2014



YTD SEPT 2013

RM MILLION	PAY TV	FTA TV	PRINT	RADIO	OUTDOOR	OTHERS	TOTAL
YTD Sep 2014	3,879	2,386	3,530	340	*	235	10,370
YTD Sep 2013	3,394	2,242	3,323	337	96	216	9,608
% Change	14	6	6	1	na	9	8

1. * Nielsen has discontinued tracking Outdoor Adspend
2. 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

SECTION 2: Performance Review

Fact sheet as at 30 September 2014

Issued and paid-up share capital

RM1,106.5m

Shareholders funds

RM1,650.7m

Total assets

RM2,491.4m

Cash

RM554.8m

Group borrowings

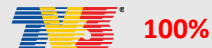
RM454.6m

PDS Ratings (RAM)

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

Media Prima Today

Television Broadcasting



Print Media



NEW STRAITS TIMES



Outdoor Media



Radio



Content Creation



Digital



NEW STRAITS TIMES



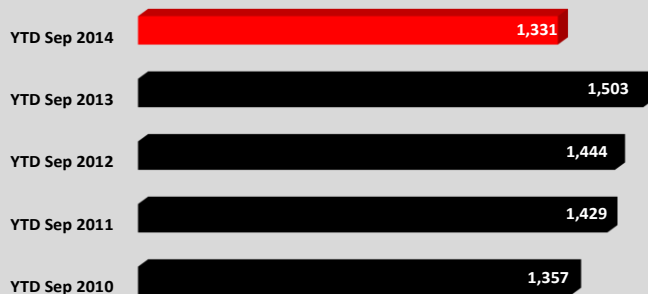
Consolidated Results YTD Sep 2014

SECTION 2.1 Media Prima Group

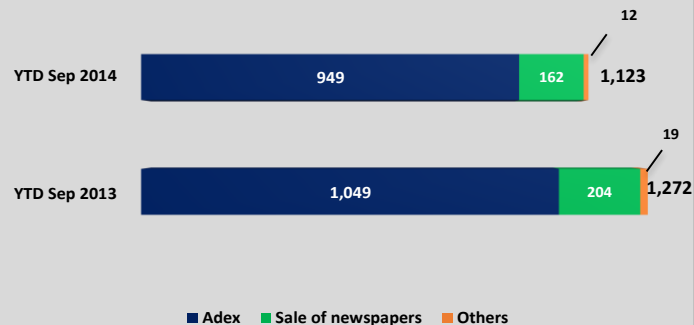
RM '000	YTD Sep 2014	YTD Sep 2013	%
GROSS REVENUE	1,331,497	1,503,491	(11)
NET REVENUE	1,122,282	1,271,387	(12)
ROYALTIES	(2,692)	(2,943)	9
NET REVENUE AFTER ROYALTIES	1,119,590	1,268,444	(12)
DIRECT COSTS	(376,781)	(430,517)	12
CONTRIBUTION	742,809	837,927	(11)
OTHER INCOME	18,314	19,678	(7)
OVERHEADS	(532,935)	(564,553)	6
EBITDA	228,188	293,052	(22)
FINANCE COSTS	(17,405)	(20,045)	13
DEPRECIATION AND AMORTISATION	(74,812)	(74,759)	(0)
PROFIT BEFORE ASSOCIATE	135,971	198,248	(31)
SHARE OF ASSOCIATE'S RESULTS	6,226	5,133	21
PROFIT BEFORE TAX	142,197	203,381	(30)
TAXATION	(35,528)	(50,898)	30
PROFIT AFTER TAX	106,669	152,483	(30)
MINORITY INTEREST	(1,647)	(1,758)	6
PATAMI	105,022	150,725	(30)
EBITDA margin %	20%	23%	
PATAMI margin %	9%	12%	
Effective Tax Rate %	25.0%	25.0%	

MPB Group 5-year performance summary

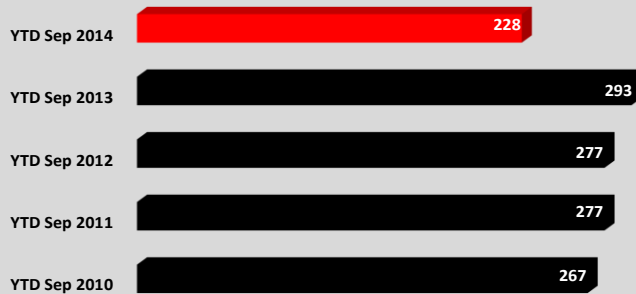
Gross Revenue (RM million)



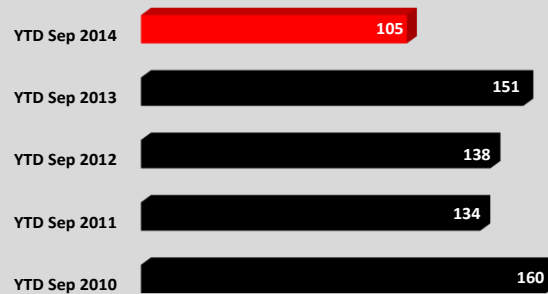
Net Revenue By Type (RM million)



Group EBITDA (RM million)



Group PATAMI (RM million)



MPB Group financial highlights YTD Sep 2014

	YTD Sep 2014 (RM)	YTD Sep 2013 (RM)
GROSS REVENUE	1,331.5mil	1,503.5 mil
DIRECT COST	376.8 mil	430.5mil
OVERHEADS	532.9 mil	564.5 mil
EBITDA	228.2mil	293.1 mil
PBT	142.2 mil	203.4mil
PATAMI	105.0mil	150.7mil

MPB Group financial summary YTD Sep 2014

Advertising Revenue

YTD Sep 2014 ad revenue contracted by 11% against YTD Sep 2013. This was largely contributed by the challenging market environment as well as the absence of one-off campaigns from NTAs, market uncertainties and the MH 370 & MH17 incidents.

Non Advertising Revenue

Circulation revenue by print media contracted by 21% against YTD Sep 2013

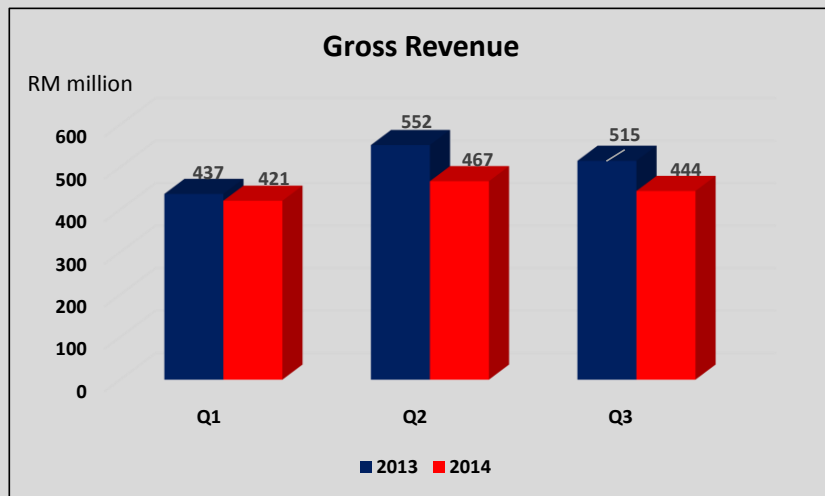
EBITDA

Lower EBITDA by 22% against previous corresponding period mainly due to contraction in revenue and lower other income recorded during the period.

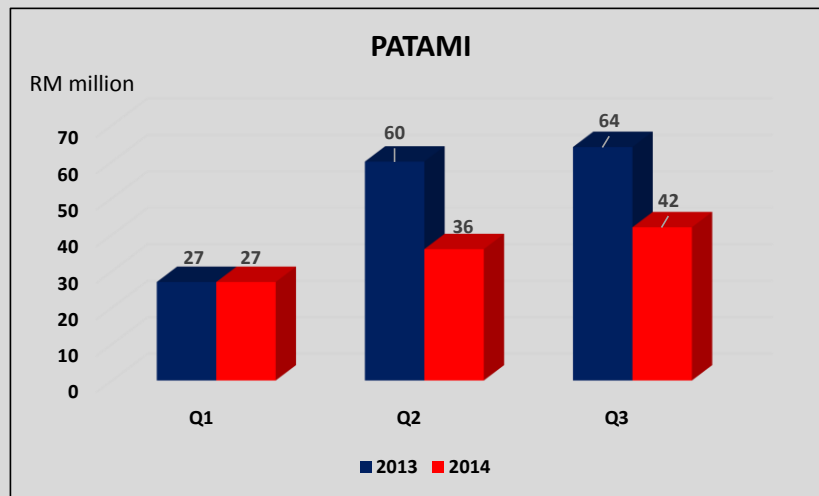
PATAMI

The Group recorded PATAMI of RM105.0 million against YTD Sep 2013 of RM150.7 million, lower by 30% against YTD Sep 2013 as a result of 22% fall in EBITDA

MPB Group performance by Quarter



Q3 2014 gross revenue dropped 5% from Q2 2014 due to weak market sentiment and coupled with MH370 & MH17 incidents.



Q3 2014 PATAMI grew 3% from Q2 2014 due to rigorous cost savings initiative.

Financial results by media platform

	RM'000							
	TVN	Radio	Outdoor Media	Print Media	Digital	Others	Consol Adjustment	Total
Gross Revenue								
YTD Sep 2014	600,599	61,329	121,238	529,497	24,611	18,084	(23,861)	1,331,497
YTD Sep 2013	655,638	62,576	132,534	634,786	23,911	21,847	(27,801)	1,503,491
Growth %	(8)	(2)	(9)	(17)	3	(17)	14	(11)
Net Revenue (after royalties)								
YTD Sep 2014	469,595	52,306	110,856	452,016	23,476	18,084	(6,743)	1,119,590
YTD Sep 2013	521,003	52,732	122,124	543,982	21,531	21,847	(14,775)	1,268,444
Growth %	(10)	(1)	(9)	(17)	9	(17)	(54)	(12)
EBITDA								
YTD Sep 2014	116,474	28,511	35,858	56,403	(2,242)	(14,152)	7,336	228,188
YTD Sep 2013	161,924	31,116	40,327	84,809	(3,114)	(13,363)	(8,647)	293,052
Growth %	(28)	(8)	(11)	(33)	28	(6)	(>100)	(22)
Depreciation & Interest Expenses								
YTD Sep 2014	28,264	1,628	6,606	36,895	1,165	16,393	1,266	92,217
YTD Sep 2013	29,151	1,381	6,827	34,703	1,160	19,343	2,239	94,804
Growth %	3	(18)	3	(6)	(0)	15	43	3
PBT / (LBT) Before Associate Before EI - Continuing Operations								
YTD Sep 2014	88,210	26,883	29,252	19,508	(3,407)	(30,545)	6,070	135,971
YTD Sep 2013	132,773	29,735	33,500	50,106	(4,274)	(32,706)	(10,886)	198,248
Growth %	(34)	(10)	(13)	(61)	20	(7)	(>100)	(31)

SECTION 2.2: TV networks



TV networks results YTD Sep 2014

	RM'000		%
	YTD SEPT 2014	YTD SEPT 2013	CHANGE
	A	B	A - B
GROSS REVENUE	600,599	655,638	(8)
NET REVENUE	469,595	521,003	(10)
DIRECT COSTS	(153,997)	(163,278)	6
CONTRIBUTION	315,598	357,725	(12)
OTHER INCOME	7,091	4,440	60
OVERHEADS	(206,217)	(200,242)	(3)
EBITDA	116,472	161,923	(28)
DEPRECIATION	(28,098)	(28,794)	2
INT & FINANCE CHARGES	(166)	(357)	54
PROFIT BEFORE TAX (PBT)	88,208	132,772	(34)
TAXATION	(15,555)	(30,501)	49
PROFIT AFTER TAX (PAT)	72,653	102,271	(29)
EBITDA Margin %	25%	31%	
PAT Margin %	15%	20%	

TV audience share: Jan – Sep 2014 (Free & Pay channels)

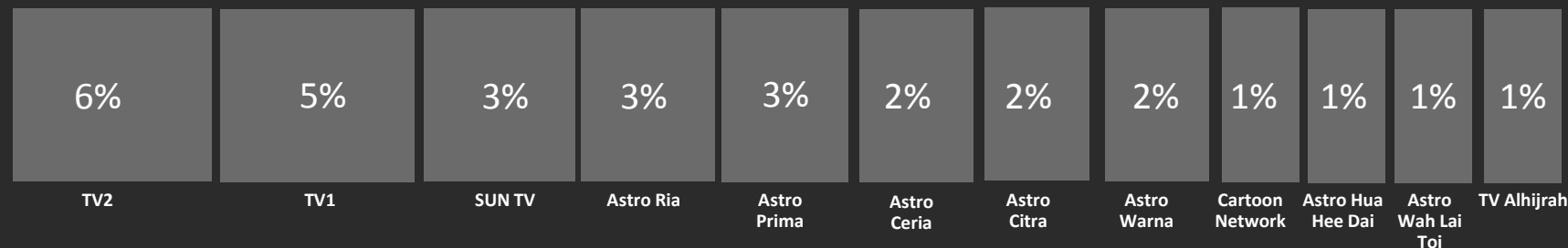


LEADING THE COMPETITION

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+)



MPB channels remain the LEADER in key markets

Top 10 Channels	Total Individuals				Chinese 4+				Malay 15+			
NO	STN	JAN-SEP 2013	STN	JAN-SEP 2014	STN	JAN-SEP 2013	STN	JAN-SEP 2014	STN	JAN-SEP 2013	STN	JAN-SEP 2014
1	TV3	24.3	TV3	24.1	8TV	26.1	8TV	24.6	TV3	33.2	TV3	33.1
2	TV9	7.8	TV9	7.3	NTV7	18.7	NTV7	16.9	TV9	10.1	TV9	9.3
3	TV2	6.3	TV2	5.5	HUA HEE DAI	7.9	HUA HEE DAI	6.0	TV1	7.0	TV1	7.1
4	8TV	5.6	TV1	5.0	AEC	4.3	AEC	4.8	TV2	6.8	TV2	5.9
5	NTV7	5.0	8TV	5.0	TV2	4.2	WLT	4.3	RIA	4.6	PRIMA	4.8
6	TV1	4.8	NTV7	4.5	WLT	4.1	TV2	4.0	PRIMA	4.4	RIA	4.0
7	SUN-TV	3.6	PRIMA	3.4	XHE	3.1	XHE	3.1	WARNA	2.8	OASIS	2.7
8	RIA	3.3	SUN-TV	3.0	TVBC	2.4	OTHER ASTRO	3.0	CERIA	2.7	CERIA	2.7
9	PRIMA	3.0	RIA	3.0	TV3	2.3	TVBC	2.6	CITRA	2.3	WARNA	2.5
10	CERIA	2.4	CERIA	2.4	OTHER-ASTRO	2.0	TV3	2.1	OASIS	2.1	CITRA	2.2

TV Adex share by station: YTD Sep 2014 vs. YTD Sep 2013



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
YTD Sep 2014									
Non Discounted Gross Revenue									
- %	42	18	14	18	92	4	9	0	105
- RM'000	938,628	393,860	317,315	405,913	2,055,716	87,566	193,261	49,359	2,385,902
Growth %	(2)	8	2	14	3	31	11		7
Discount Factor									
- %	60	79	79	82	71	60 *	60 *	0	68
- RM'000	(559,343)	(311,722)	(250,413)	(333,639)	(1,455,117)	(52,540)	(115,957)	0	(1,623,613)
Gross Revenue									
- %	50	11	9	9	79	5	10	0	94
- RM'000	379,285	82,138	66,902	72,274	600,599	35,026	77,304	49,359	762,289
Growth %	(10)	(6)	(12)	(0)	(8)	31	11		1
YTD Sep 2013									
Non Discounted Gross Revenue									
- %	43	16	14	15.90	89	3	8	0	100
- RM'000	958,754	363,470	312,590	354,621	1,989,435	67,032	174,034	0	2,230,501
Discount Factor									
- %	56	76	76	80	67	60 *	60 *	0	66
- RM'000	(538,916)	(276,257)	(236,553)	(282,070)	(1,333,796)	(40,219)	(104,420)	0	(1,478,436)
Gross Revenue									
- %	56	12	10	10	87	4	9	0	100
- RM'000	419,838	87,213	76,037	72,551	655,639	26,813	69,614	0	752,065

*Based on estimates

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

Maintaining programme ratings – Top 20 programmes across all channels

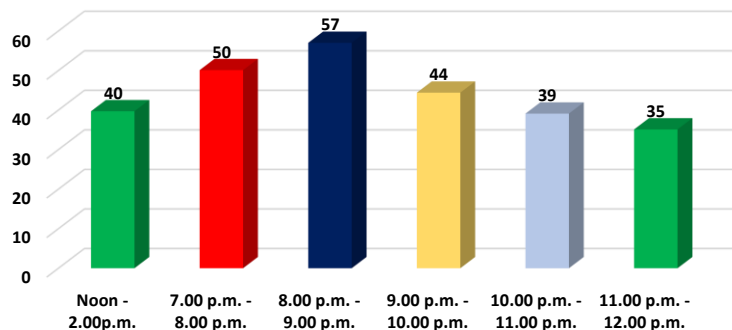
No	Programme	Genre	Channel	(r) 000s	TVR	Share
1	ANUGERAH JUARA LAGU (L)	MUSICAL/ENTERTAINMENT	TV3	3,735	18.2	56.4
2	BINTANG MENCARI BIN.AKHIR(L)	REALITY TV	TV3	2,856	13.9	45.8
3	ANUGERAH BINTANG POPULAR BH(L)	MUSICAL/ENTERTAINMENT	TV3	2,516	12.3	39.2
4	KABHI KHUSHI KABHIE GHAM	MOVIES	TV3	2,286	11.2	43.2
5	ANUGERAH DRAMA FESTIVAL KL(L)	MUSICAL/ENTERTAINMENT	TV3	2,203	10.8	37.3
6	CNY MOVIE SPEC	MOVIES	TV3	2,182	10.7	38.1
7	AKASIA	DRAMA/SERIES	TV3	2,171	10.6	41.3
8	IJAB & QABUL	MOVIES	TV3	2,148	10.5	33.7
9	BULETIN UTAMA	NEWS	TV3	2,145	10.4	35.6
10	LESTARY	DRAMA/SERIES	TV3	2,068	10.1	31.3
11	MIRANDA	DRAMA/SERIES	TV3	2,016	9.8	30.2
12	TELEMOVIE	MOVIES	TV3	1,986	9.6	36.3
13	BINTANG MENCARI BINTANG(L)	REALITY TV	TV3	1,949	9.5	30.5
14	DEMI	MOVIES	TV3	1,937	9.5	30.7
15	SEHANGAT DAKAPAN MAMA	MOVIES	TV3	1,898	9.1	36.3
16	PENGISTIHRAN H.RAYA AIDILADHA	MISCELLANEOUS	TV3	1,887	9.1	27.9
17	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	1,880	9.1	28.7
18	PENGUMUMAN KHAS M.BESAR P.(L)	MISCELLANEOUS	TV3	1,864	9.1	44.1
19	ZEHRA	DRAMA/SERIES	TV3	1,822	8.9	28.5
20	CERITA CINTA KITA	DRAMA/SERIES (0401-)	TV3	1,764	8.5	27.6

Source: Nielsen Audience Measurement

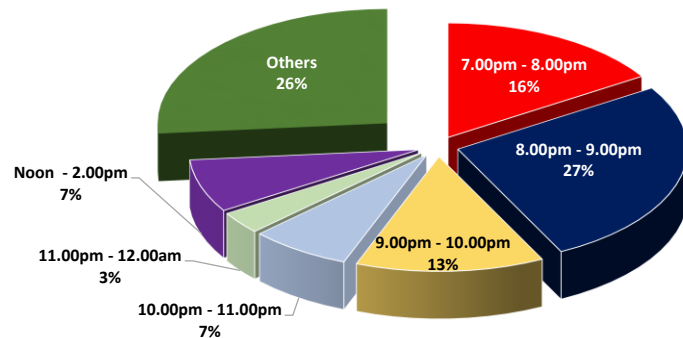
Good prime time ratings - Pathway to higher revenue

On average, 47% of total audience watching Media Prima TV during Prime Time

Audience Share - All 4+ (%)



TVN Revenue by Prime Time Hour



- Dominant audience share at Prime Time (Noon – 2pm & 7-11 pm)
 - 57% of total audience captured during Super Prime Time (8-9pm)

- Prime Time contributes 70% to MPB TVN revenue
 - Super Prime Time contributes 27% to MPB TVN Revenue

REMAIN COMMITTED TO MAINTAIN & DEFEND RATINGS FOR PRIME TIME HOURS

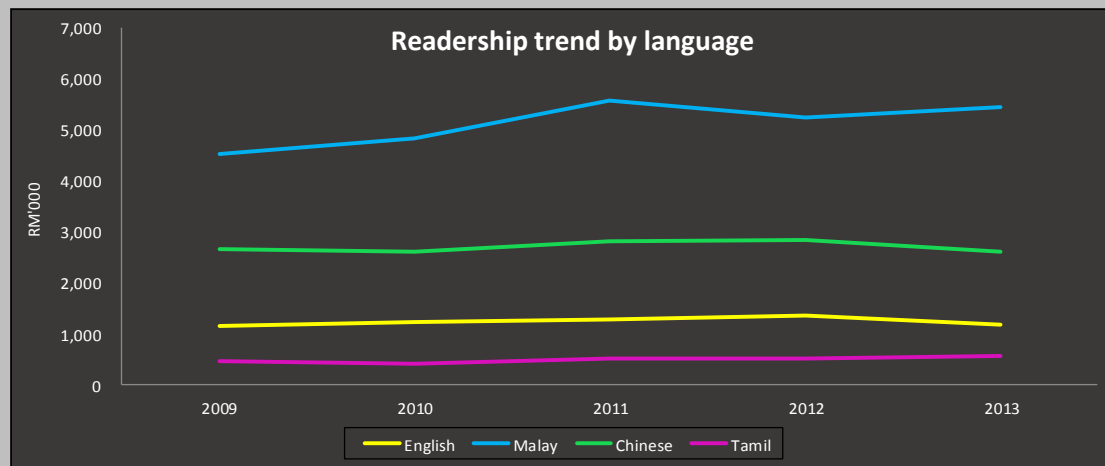
SECTION 2.3: Print media



NSTP results YTD Sep 2014

	RM'000 YTD Sep 2014 A	YTD Sep 2013 B	% CHANGE A - B
GROSS REVENUE	529,497	634,786	(17)
NET REVENUE	452,016	543,982	(17)
DIRECT COSTS	(148,066)	(184,106)	20
CONTRIBUTION	303,950	359,876	(16)
OTHER INCOME	6,361	2,603	>100
OVERHEADS	(253,908)	(277,670)	
EBITDA	56,403	84,809	(33)
FINANCE COSTS	(1,966)	(632)	(>100)
DEPRECIATION	(34,929)	(34,071)	(3)
PROFIT BEFORE ASSOCIATES & EI	19,508	50,106	(61)
SHARE OF ASSOCIATES	6,226	5,133	21
PROFIT BEFORE TAXATION (PBT)	25,734	55,239	(53)
TAXATION	(4,877)	(12,527)	61
PROFIT AFTER TAX (PAT)	20,857	42,712	(51)
EBITDA Margin %	12%	16%	
PAT Margin %	5%	8%	

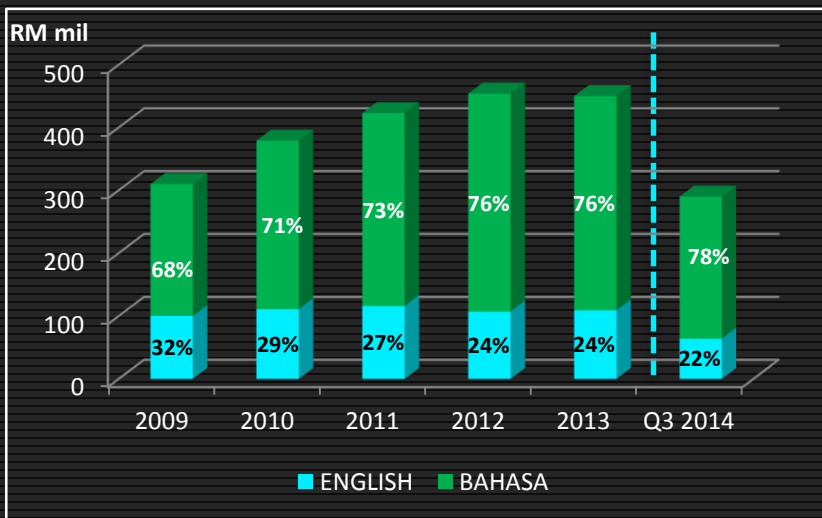
Readership trends



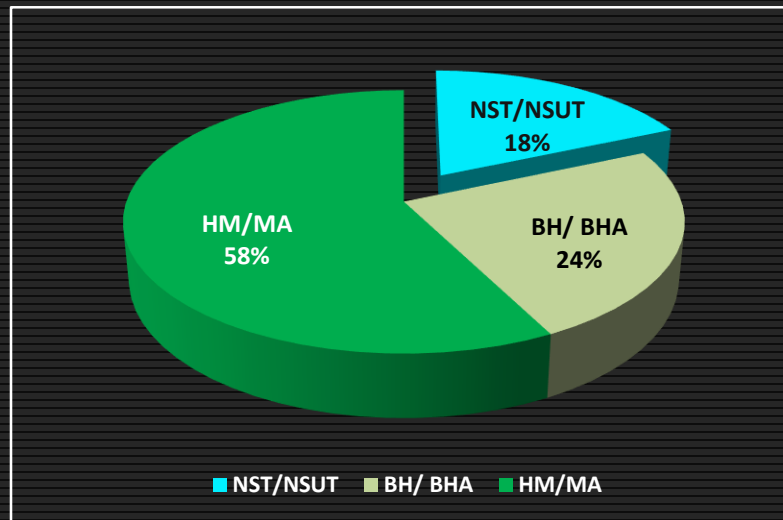
Readers ('000)	Q4 2009	Q4 2010	Q4 2011	Q4 2012	Q4 2013
<u>ENGLISH</u>					
New Straits Times	236	236	240	236	270
New Sunday Times	218	235	234	213	192
<u>BAHASA</u>					
Berita Harian	1,160	1,020	1,035	1,048	1,008
BH Ahad	1,207	1,132	1,097	1,076	1,016
Harian Metro	2,645	3,113	3,722	3,351	3,678
Metro Ahad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

Strong contribution from the Malay market

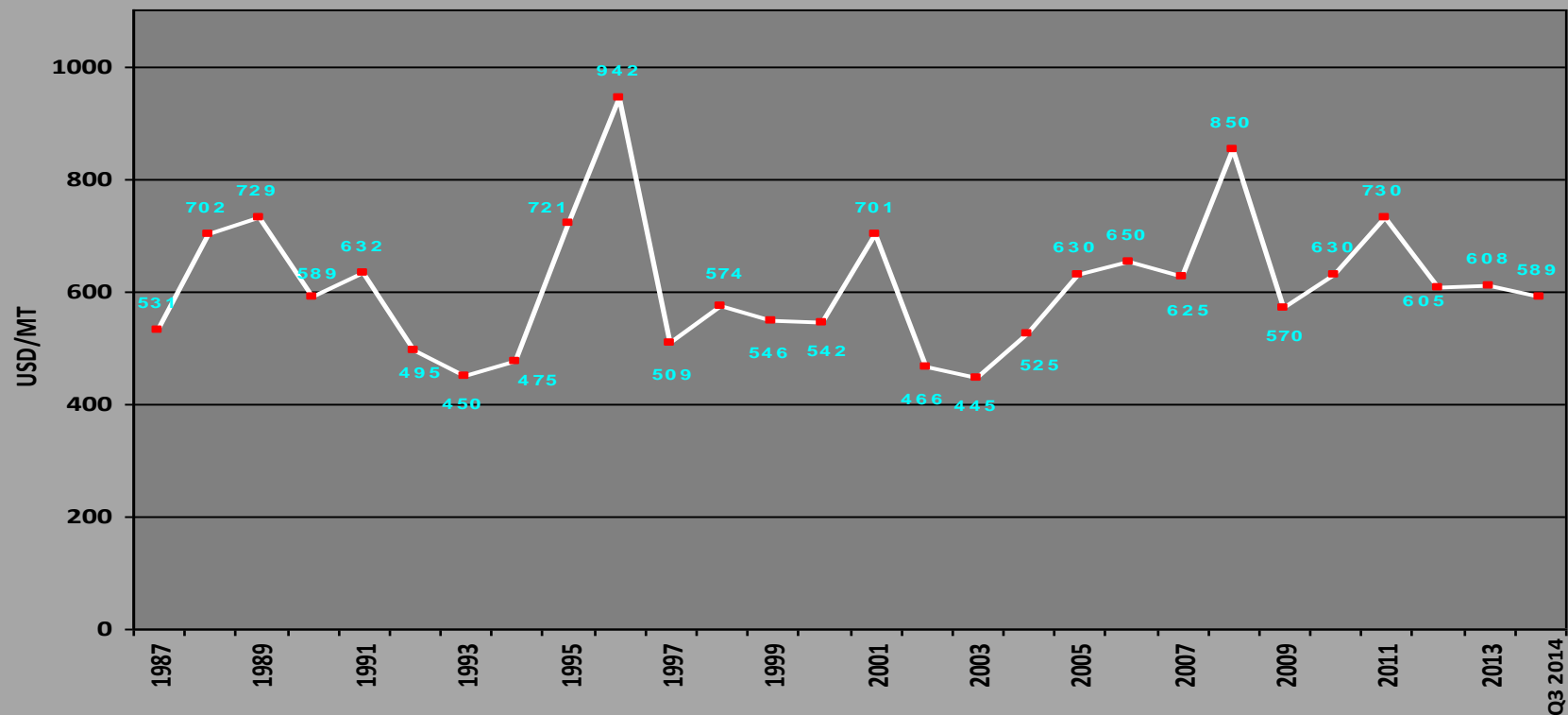
NSTP Advertising Revenue Trend



Revenue Contribution YTD Sep 2014



NSTP newsprint price trend



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

SECTION 2.4: Radio networks



Radio networks results YTD Sep 2014

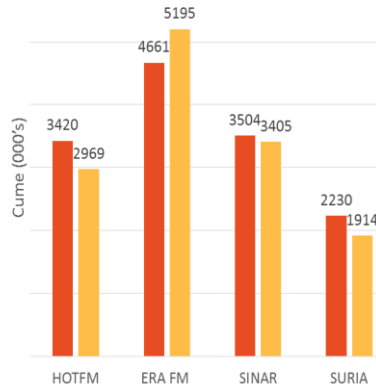
	RM'000		%
	YTD SEPT 2014	YTD SEPT 2013	CHANGE
	A	B	A - B
GROSS REVENUE	61,329	62,576	(2)
NET REVENUE	52,306	52,732	(1)
DIRECT COSTS	(66)	(147)	55
CONTRIBUTION	52,240	52,585	(1)
OTHER INCOME	875	1,083	(19)
OVERHEADS	(24,604)	(22,552)	(9)
EBITDA	28,511	31,116	(8)
DEPRECIATION	(1,628)	(1,381)	(18)
PROFIT BEFORE TAX (PBT)	26,883	29,735	(10)
TAXATION	(4,521)	(4,480)	(1)
PROFIT AFTER TAX (PAT)	22,362	25,255	(11)
EBITDA Margin %	55%	59%	
PAT Margin %	43%	48%	

Radio performance ratings



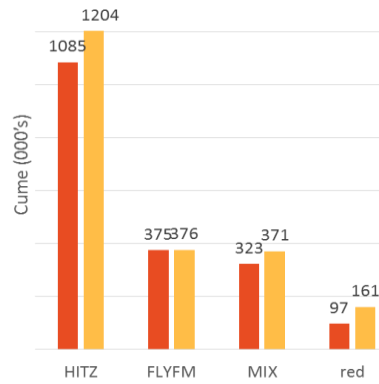
NATIONWIDE LISTENERSHIP(000's)

■ Survey #2 2013 ■ Survey #1 2014



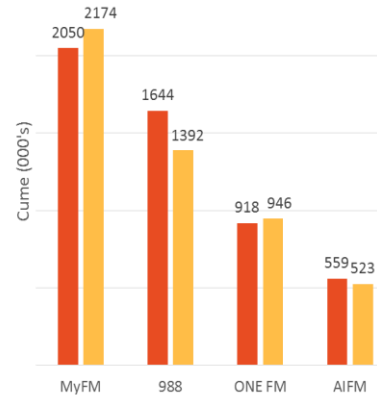
ENGLISH STATION LISTENERSHIP(000's)

■ Survey #2 2013 ■ Survey #1 2014



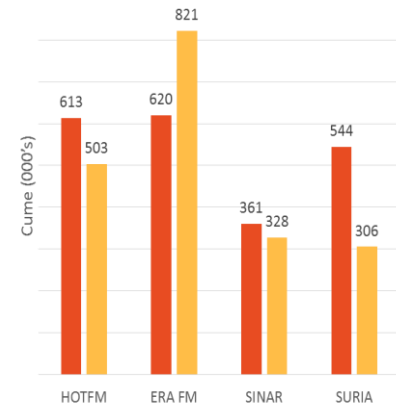
CHINESE STATION LISTENERSHIP(000's)

■ Survey #2 2013 ■ Survey #1 2014



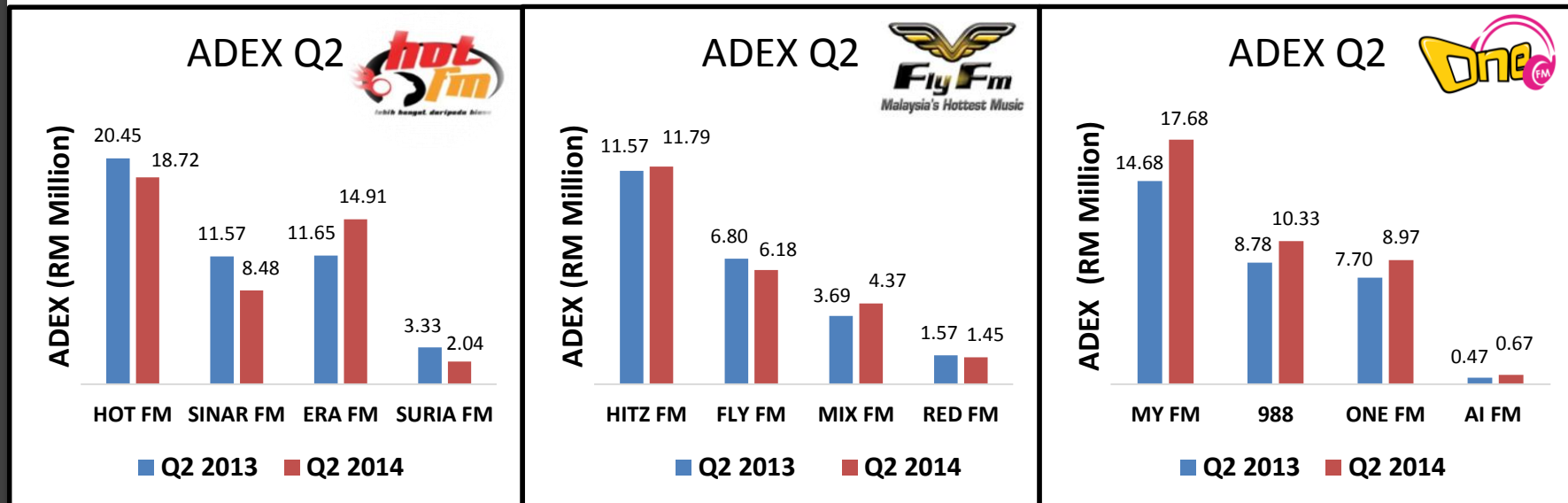
EAST COAST LISTENERSHIP (000's)

■ Survey #2 2013 ■ Survey #1 2014



Source: Nielsen Radio Audience Measurement

Defending our radio adex share



Source: Nielsen Advertising Information Service (AIS)

Largest online & social media presence in the country

3.1million
FANS



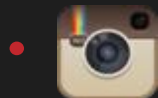
1.4million
FOLLOWERS



12,931
SUBSCRIBERS



116,255
FOLLOWERS



Hot FM:
528,488

Fly FM:
208,327

One FM:
255,061



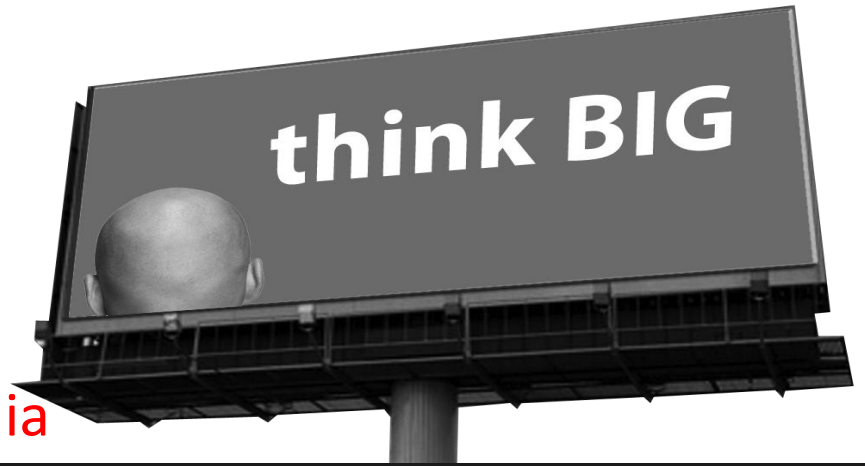
(no comparison as we are the only radio stations that have the official accounts)

	Facebook	Twitter	Instagram	YouTube
1. Hot FM	2,262,872	1,253,457	91,983	61,152
2. Era FM	1,597,497	224,396	81,694	45,142
3. Suria FM	295,239	82,006	8,964	1,794
4. Sinar FM	439,459	31,456	12,834	5,410

	Facebook	Twitter	Instagram	Weibo	YouTube
1. One FM	562,163	7,875	11,164	28,179	8,255
2. My FM	459,317	7,577	11,493	39,067	23,513
3. 988	222,862	3,001	2,024	37,330	11,607

	Facebook	Twitter	Instagram	YouTube
1. Hitz FM	1,047,088	246,833	26,853	19,933
2. Fly FM	226,097	135,763	13,108	29,866
3. Red FM	118,969	15,301	1,853	1,423

Source: Nielsen Audience Measurement (Total 4+)

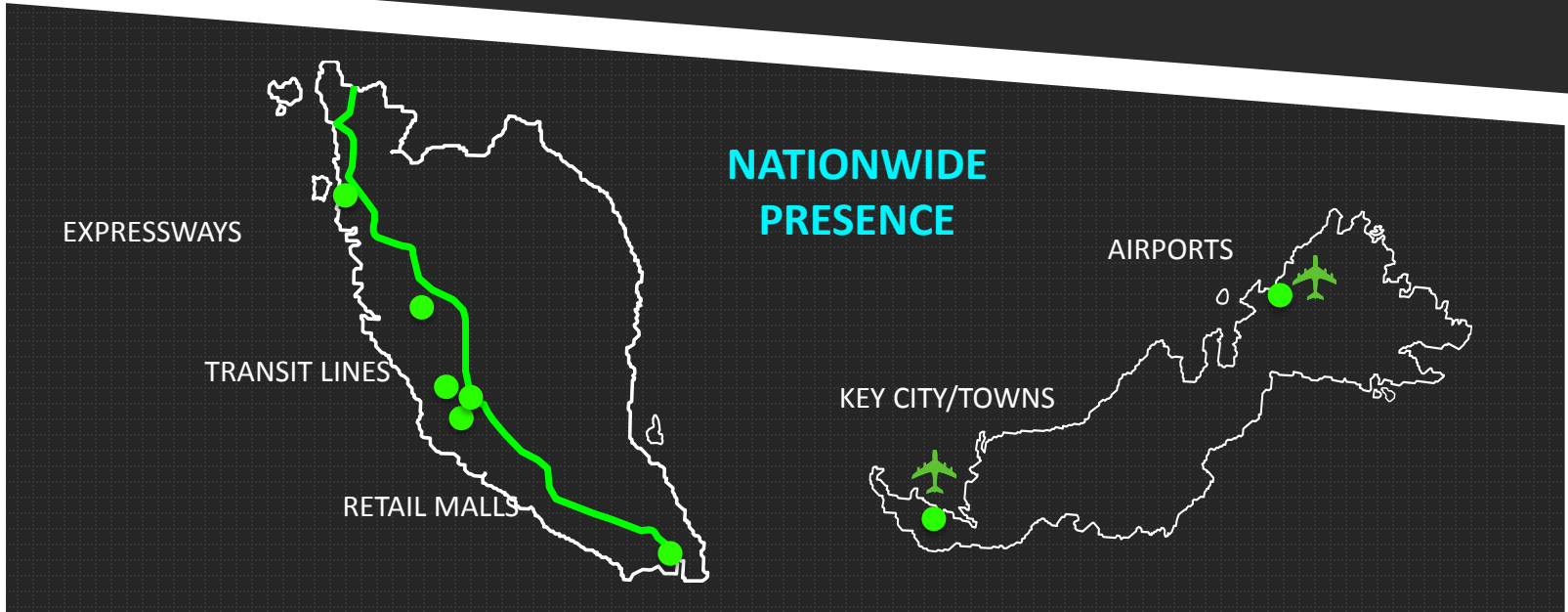


SECTION 2.5: **Out-of-Home (OOH) media**



Out-of-Home media results YTD Sep 2014

	RM'000		%
	YTD SEP 2014	YTD SEP 2013	CHANGE
	A	B	A - B
GROSS REVENUE	121,238	132,534	(9)
NET REVENUE	110,856	122,124	(9)
DIRECT COSTS	(63,828)	(71,206)	10
CONTRIBUTION	47,028	50,918	(8)
OTHER INCOME	1,053	1,400	(25)
OVERHEADS	(12,223)	(11,991)	(2)
EBITDA	35,858	40,327	(11)
DEPRECIATION & AMORTISATION	(6,606)	(6,827)	3
PROFIT BEFORE TAX (PBT)	29,252	33,500	(13)
TAXATION	(7,306)	(8,445)	13
PROFIT AFTER TAX (PAT)	21,946	25,055	(12)
EBITDA Margin %	32%	33%	
PAT Margin %	20%	21%	



**MALAYSIA'S LARGEST
OUTDOOR COMPANY**

44% market share with
more than
8,000 SITES

The outdoor coverage

Cubig series –
Along bukit bintang



Mall digital media



Transit digital media



LED trimmed
lightbox



Trilite series



Out of home - DIGITAL



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

- *KLCC
- *The Curve
- *LRT Station
- *Bukit Bintang



**Mechanics driven by MEDIA
PRIMA DIGITAL**



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

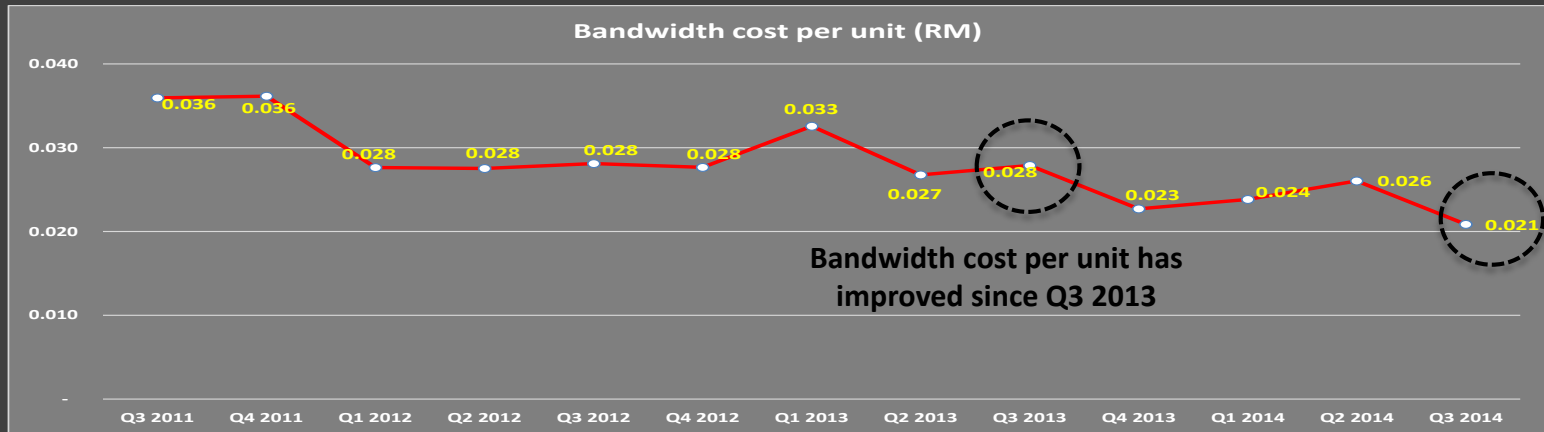
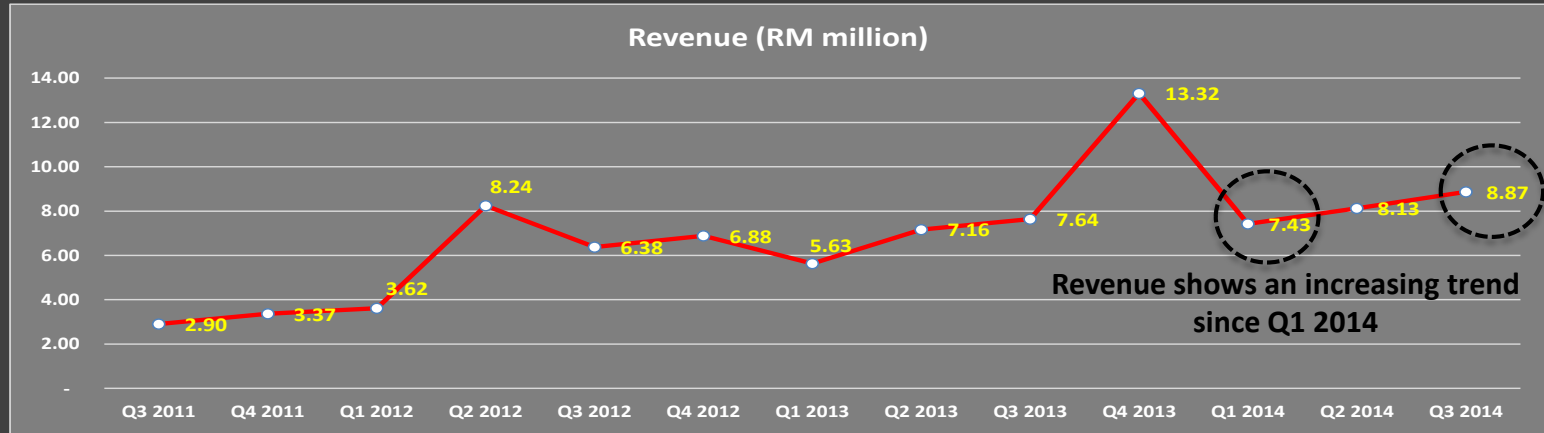
SECTION 2.6: Digital media



Media Prima Digital results YTD Sep 2014

	RM'000		%
	YTD Sep 2014	YTD Sep 2013	CHANGE
	A	B	A - B
GROSS REVENUE	24,611	23,911	3
NET REVENUE	23,476	21,531	9
DIRECT COSTS	(3,066)	(2,474)	(24)
CONTRIBUTION	20,410	19,057	7
OTHER INCOME	56	26	100
OVERHEADS	(22,708)	(22,197)	(2)
LBITDA	(2,242)	(3,114)	28
DEPRECIATION	(1,165)	(1,160)	(0)
LOSS BEFORE TAX	(3,407)	(4,274)	20
TAXATION	-	-	NA
LOSS AFTER TAX	(3,407)	(4,274)	20
LBITDA Margin %	(10%)	(14%)	
LAT Margin %	(15%)	(20%)	

Revenue growth vs Bandwidth cost per unit growth



THE NO. 1 DIGITAL MEDIA GROUP IN MALAYSIA

Top 10 Malaysian Sites

Sites	Sep 2013		Sep 2014	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
Maybank Group	3	2,173	1	2,897
MUDAH.MY	1	2,331	2	2,049
Media Prima Group	2	2,185	3	1,805
CIMB Group	7	1,190	4	1,621
Tune Group	5	1,316	5	1,618
Lazada Sites*	20	402	6	1,563
Astro Group	8	1,057	7	1,422
The Star Media Group	6	1,248	8	1,317
Groupon*	13	684	9	1,301
Maxis Group	4	1,484	10	1,067

Source: Comscore

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

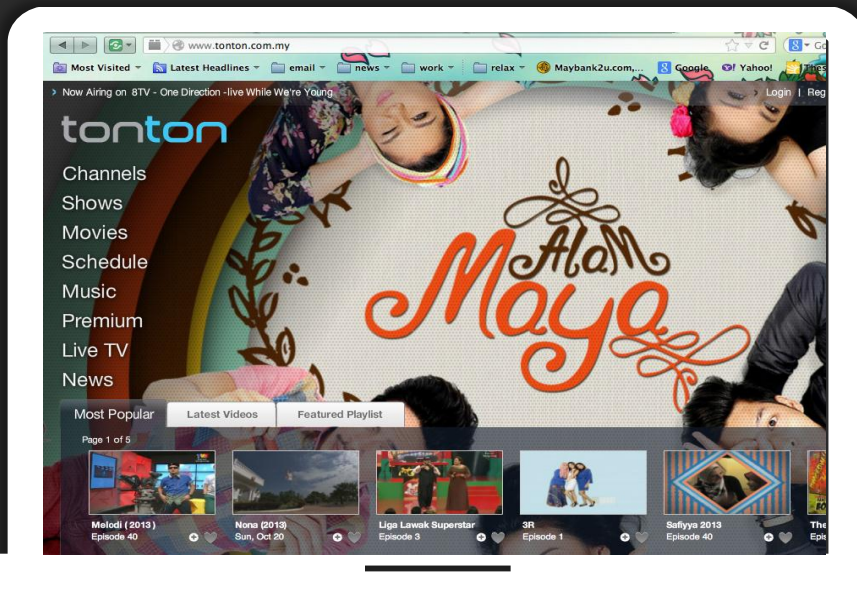
Media Prima Group is ranked #3 & Media Prima Digital continues to be the #1 Digital Media Group in Malaysia

Digital milestone

4,083,991 registered users (As at 30th Sep 2014)

tonton®
www.tonton.com.my

SECOND SCREEN
EXPERIENCE
INTRODUCTION



TONTON
FIRST
ORIGINAL
WEB SERIES

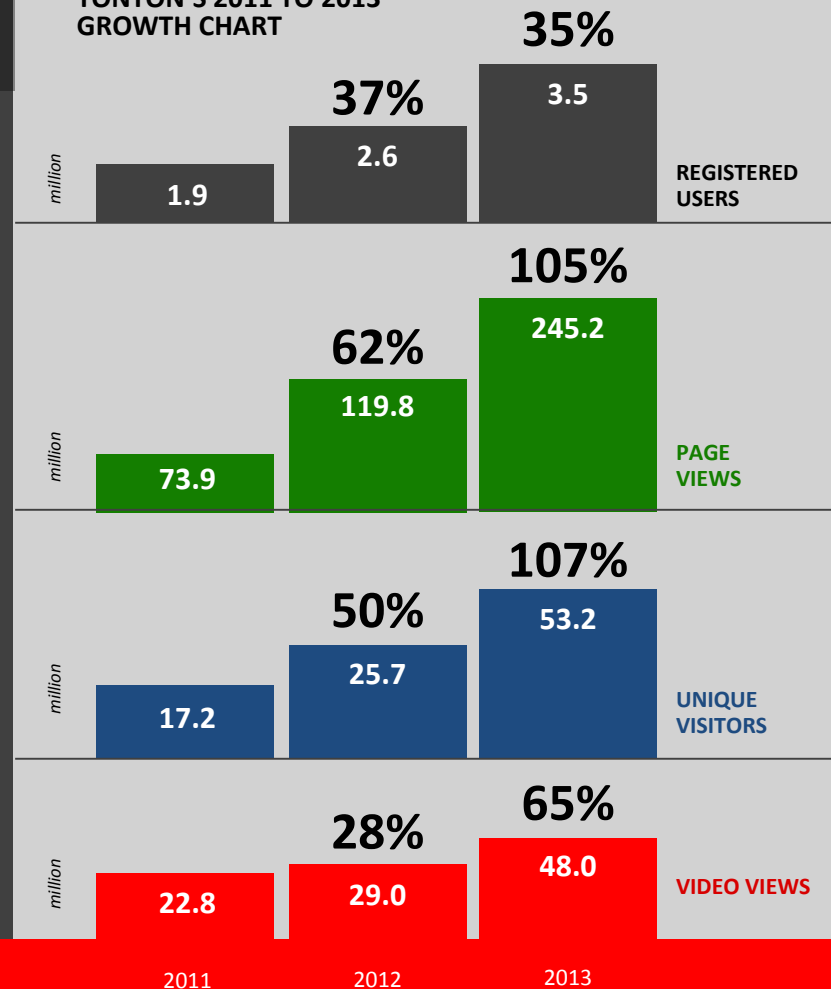
TONTON PREMIUM

48 HOURS BEFORE TV



Source:: Omniture Site Catalyst

TONTON'S 2011 TO 2013 GROWTH CHART



TONTON 4th Anniversary

TONTON 4th Anniversary & celebrating 4 million registered users



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HAPPY BIRTHDAY AUGUST BABIES!

Redeem
"Single Regular Scoop Ice Cream"
from Baskin-Robbins!
T&C Apply
Click Here!

YOU ARE CONNECTED TO US IN A VERY SPECIAL WAY
AND WE WANT TO THANK YOU FOR BEING A LOYAL FRIEND.

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premium

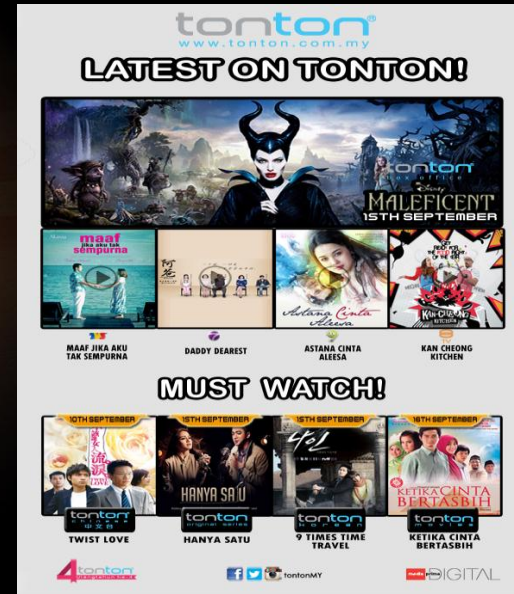
Cinta Jannah
Ku Cinta Kau Seorang
Nora Aina
Teduhan Kasih

Hayati drama terhebat ini
sepanjang bulan Ogos
di www.tonton.com.my

*Pakej RM10 untuk 5 drama. Tertakluk pada terma & syarat

Klik di sini

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LATEST ON TONTON!

MALEFICENT
15TH SEPTEMBER

MAAF JIKA AKU TAK SEMPURNA
DADDY DEAREST
ASTANA CINTA ALESSA
KAN CHEONG KITCHEN

MUST WATCH!

10TH SEPTEMBER
twist LOVE

10TH SEPTEMBER
HANYA SAU
HANYA SATU

10TH SEPTEMBER
9 TIMES TIME TRAVEL

10TH SEPTEMBER
KETIKA CINTA BERTASBIH
KETIKA CINTA BERTASBIH

f t i tontonMY DIGITAL



4 tonton
4th anniversary

4 GREAT YEARS!
4 MILLION REGISTERED USERS!

THANK YOU!

#TONTON4MILLION

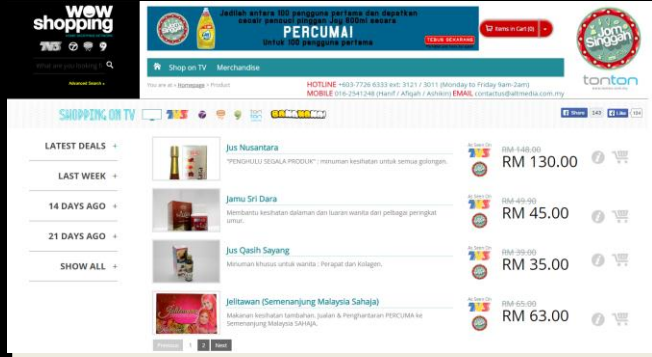
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Tonton Music



New products

www.wowshopping.com.my



- Launched 1st May 2014
- Over 7,000 unique visitors
- Over 1,600 transactions
- Over 52,000 page views

New Payment Options

- Purchase online with cash payment options at physical stores.
- 60 % of Malaysians prefer cash payment.



New Products



SECTION 2.7: Content creation

Primeworks Studios results YTD Sep 2014

	RM'000		%
	YTD SEP 2014	YTD SEP 2013	CHANGE
	A	B	A - B
GROSS REVENUE	86,738	99,073	
NET REVENUE	86,738	99,073	(12)
DIRECT COSTS	(40,223)	(47,024)	14
CONTRIBUTION	46,515	52,049	(11)
OTHER INCOME	670	873	(23)
OVERHEADS	(34,132)	(41,991)	19
EBITDA	13,053	10,931	19
DEPRECIATION	(127)	(250)	49
PROFIT BEFORE TAX (PBT)	12,926	10,681	21
TAXATION	(3,142)	(1,174)	(>100)
PROFIT AFTER TAX (PAT)	9,784	9,507	3
EBITDA Margin %	15%	11%	
PAT Margin %	11%	10%	

External content and Co-productions

Asian . Stories . For The World



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



The Voice of China :
Production of Malaysian
audition



Kasih Berbisik :
Co-production between PWS
& Mediacorp



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



Majalah 3 :
Commissioning of
episodes



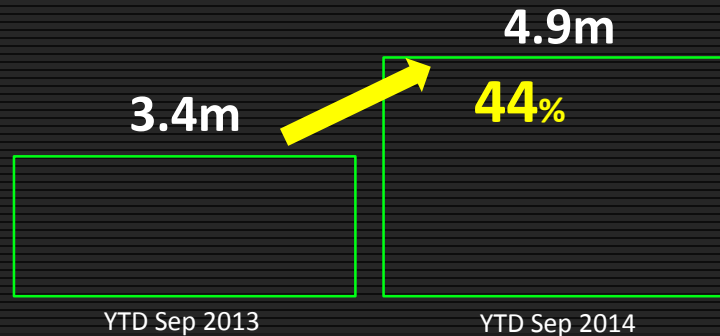
Production Services :

- World IFMA championship
- Sasuke Malaysia
- Stand up!
- MTV World Stage 2014



Selling content across
all platforms & beyond
boundaries

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



SECTION 2.8: Corporate & Others

Corporate & Others YTD Sep 2014

	RM'000				
	MPB	PWS	Others	Consol Adjustment	Total
Gross Revenue					
YTD Sep 2014	-	4,872	13,212	(23,861)	(5,777)
YTD Sep 2013	-	12,021	9,826	(27,801)	(5,954)
Growth %	N/A	59	34	(14)	3
Net Revenue (after royalties)					
YTD Sep 2014	-	4,872	13,212	(6,743)	11,341
YTD Sep 2013	-	12,021	9,826	(14,775)	7,072
Growth %	N/A	(59)	34	54	60
EBITDA					
YTD Sep 2014	(16,935)	(1,885)	4,668	7,336	(6,816)
YTD Sep 2013	(13,999)	938	(302)	(8,647)	(22,010)
Growth %	(21)	>100	>100	>100	69
Depreciation & Interest Expenses					
YTD Sep 2014	16,266	-	127	1,266	17,659
YTD Sep 2013	19,083	-	260	2,239	21,582
Growth %	15	N/A	(51)	43	18
PBT / (LBT) Before Associate Before EI					
YTD Sep 2014	(33,201)	(1,885)	4,541	6,070	(24,475)
YTD Sep 2013	(33,082)	938	(562)	(10,886)	(43,592)
Growth %	(0)	>100	>100	>100	44

SECTION 3: Outlook for 2014

Outlook for 2014

- The Group is focusing on providing the best local and international content while aiming at new market penetration and new revenue stream.
- Due to the challenging business and market conditions, the Group will continue to focus on the execution of its key strategy on advertising growth in the remaining period of the financial year.
- The Group will continue to manage and improve its costs by monitoring its key cost drivers, coupled with an implementation of Group-wide cost saving initiatives.
- The Group will also continue to expand its content production for market beyond MPB TV Network while at the same time enhancing its respective platforms' business strategies.

Media Convergence the way forward

Out Of Home Digital Screens News Feed



- Live news from Print & TV News portals into Outdoor digital screens
- Content spin-off – Platform agnostic content as a unique selling proposition



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



NEW STRAITS TIMES



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

BIG TREE

GOTCHA

TRC UPD

KURNIA OUTDOOR

LARGEST reach in terms of TV viewership



emas PLUS e STYLE

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



LARGEST digital media group in Malaysia



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MUSIC

SERAJA

Generating content of the highest standard to meet viewers expectation



COMPETITIVE ADVANTAGE:

WIDEST MULTIMEDIA DISTRIBUTION OFFERING ON A SINGLE INTEGRATED PLATFORM

THANK YOU

For more information, visit
www.mediaprima.com.my

or

www.mediaprima.com.my/investorcenter/feedbackcomments
for inquiries, suggestions & comments

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