

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



INVESTOR PRESENTATION

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

1 4 ^{t h} A U G U S T 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 – OUTDOOR MEDIA

2.6 – DIGITAL MEDIA

2.7 – CONTENT CREATION

2.8 – CORPORATE & OTHERS

SECTION 3

- **OUTLOOK & CONCLUSION**



INVESTOR PRESENTATION

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

1 4 ^{t h} A U G U S T 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

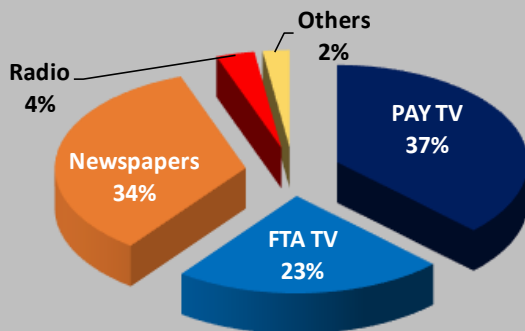
PARTNERS

CREATIVE INDUSTRY

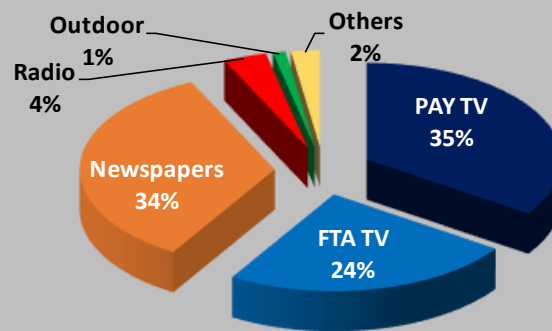
OTHER STAKEHOLDERS

CONSUMERS

Industry Adex Malaysia – Non discounted gross revenue



H1 2014



H1 2013

RM MILLION	PAY TV	FTA TV	PRINT	RADIO	OUTDOOR	OTHERS	TOTAL
H1 2014	2,532	1,556	2,319	221	*	154	6,782
H1 2013	2,083	1,464	2,070	217	64	144	6,042
% Change	22	6	12	2	na	7	12

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 June 2014

Issued and paid-up share capital

RM1,105.7m

Shareholders funds

RM1,640.2m

Total assets

RM2,506.7m

Cash

RM538.3m

Group borrowings

RM478.6m

PDS Ratings (RAM)

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

Media Prima Today

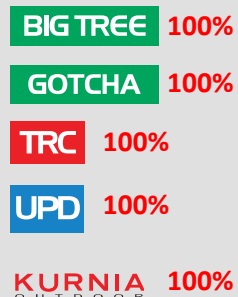
Television Broadcasting



Print Media



Outdoor Media



Radio



Content Creation



Digital



Consolidated Results H1 2014

SECTION 2.1 Media Prima Group

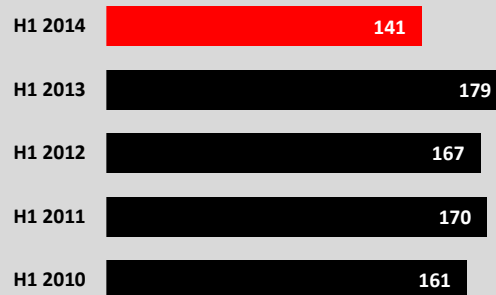
RM '000	H1 2014	H1 2013	%
GROSS REVENUE	887,690	988,440	(10)
NET REVENUE	742,684	832,110	(11)
ROYALTIES	(1,770)	(1,845)	4
NET REVENUE AFTER ROYALTIES	740,914	830,265	(11)
DIRECT COSTS	(247,082)	(294,778)	16
CONTRIBUTION	493,832	535,487	(8)
OTHER INCOME	11,683	12,628	(7)
OVERHEADS	(364,525)	(368,916)	1
EBITDA	140,990	179,199	(21)
FINANCE COSTS	(11,874)	(14,193)	16
DEPRECIATION AND AMORTISATION	(49,936)	(49,949)	0
PROFIT BEFORE ASSOCIATE	79,180	115,057	(31)
SHARE OF ASSOCIATE'S RESULTS	6,175	2,832	>100
PROFIT BEFORE TAX	85,355	117,889	(28)
TAXATION	(21,264)	(29,485)	28
PROFIT AFTER TAX	64,091	88,404	(28)
MINORITY INTEREST	(1,245)	(1,194)	(4)
PATAMI	62,846	87,210	(28)
EBITDA margin %	19%	22%	
PATAMI margin %	8%	10%	
Effective Tax Rate %	24.9%	25.0%	

5-year H1 highlights

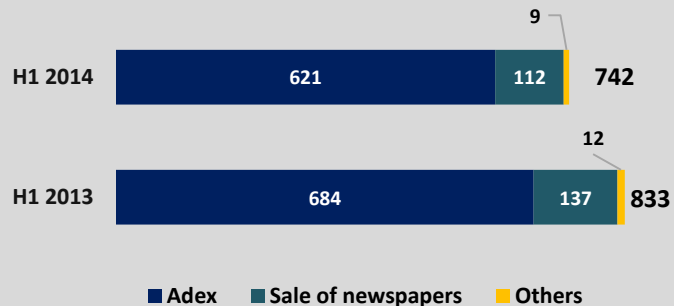
Gross Revenue (RM million)



Group EBITDA (RM million)



Net Revenue By Type (RM million)



Group PATAMI (RM million)



Financial highlights H1 2014

	H1 2014 (RM)	H1 2013 (RM)
GROSS REVENUE	887.7 mil	988.4 mil
DIRECT COST	247.1 mil	294.8 mil
OVERHEADS	364.5 mil	368.9 mil
EBITDA	141.0 mil	179.2 mil
PBT	85.4 mil	117.9 mil
PATAMI	62.8 mil	87.2 mil

Financial summary H1 2014

Advertising Revenue

YTD June 2014 ad revenue contracted by 9% against YTD June 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 incident.

Non Advertising Revenue

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

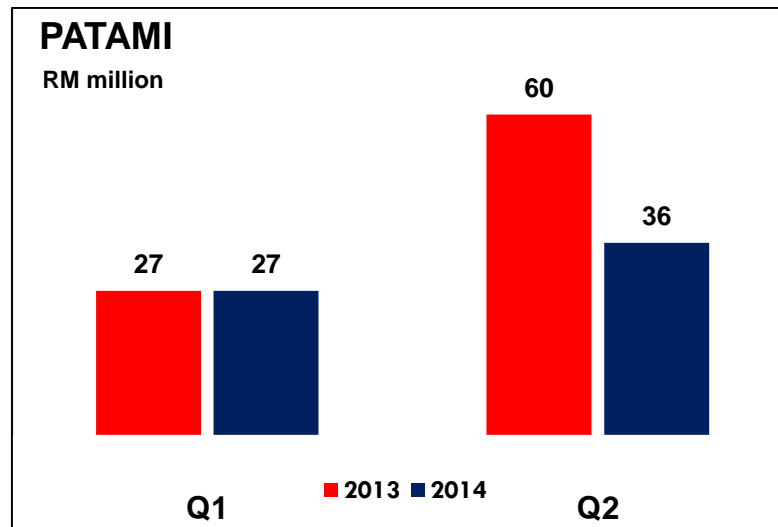
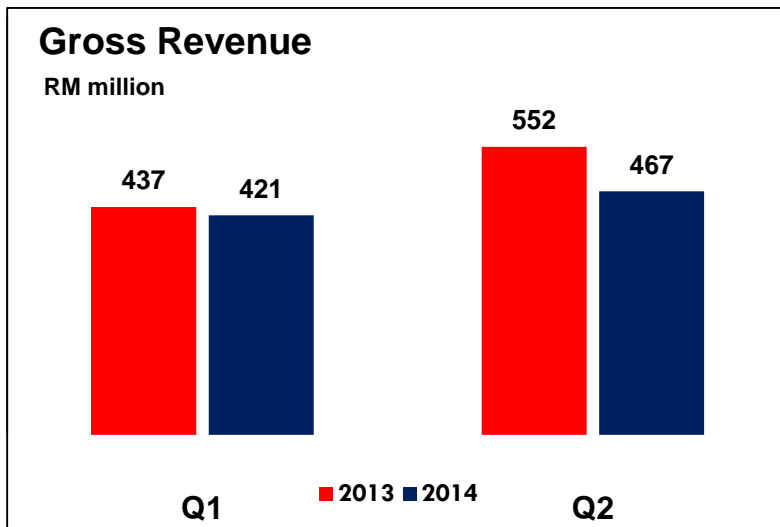
EBITDA

Lower EBITDA by 21% against corresponding period mainly due to lower revenue and other income recorded during the period.

PATAMI

The Group recorded PATAMI of RM62.8 million against YTD June 2013 of RM87.2 million, lower by 28% against YTD June 2013 as a result of 21% fall in EBITDA

Performance by Quarter



- Overall Q2 2014 results recorded higher results compared to the preceding Q1 2014 in line with the general seasonal trends of advertising spending.
- Q2 2014 gross revenue dropped by 15% against Q1 2014 mainly due to the challenging market environment as well as the absence of one-off campaigns from Non Traditional Advertisers (“NTAs”) in the current quarter as compared to Q2 2013.
- The revenue is further affected by the MH370 incident as advertisers are more cautious over advertisements placed during the period.
- Q2 2014 PATAMI closed at RM36 million, 40% lower against Q2 2013.

Financial results by media platform H1 2014

	RM'000							
	TVN	Radio	Outdoor Media	Print Media	Digital Media	Others	Consol Adjustment	Total
Gross Revenue								
2014	394,949	41,101	79,303	359,531	15,742	12,075	(15,011)	887,690
2013	423,789	39,261	88,517	428,096	15,310	14,142	(20,675)	988,440
Growth %	(7)	5	(10)	(16)	3	(15)	27	(10)
Net Revenue (after royalties)								
2014	307,552	35,000	72,512	303,273	14,937	12,075	(4,435)	740,914
2013	335,781	32,991	81,498	363,000	13,690	14,142	(10,837)	830,265
Growth %	(8)	6	(11)	(16)	9	(15)	(59)	(11)
EBITDA								
2014	76,758	19,663	22,427	38,653	(1,779)	(9,437)	(5,295)	140,990
2013	96,392	18,909	26,290	56,137	(1,791)	(9,879)	(6,859)	179,199
Growth %	(20)	4	(15)	(31)	1	4	23	(21)
Depreciation & Interest Expenses								
2014	18,949	1,115	4,347	24,743	774	11,027	855	61,810
2013	19,588	909	4,452	23,300	766	13,632	1,495	64,142
Growth %	3	(23)	2	(6)	(1)	19	43	4
PBT / (LBT) Before Associate Before EI - Continuing Operations								
2014	57,809	18,548	18,080	13,910	(2,553)	(20,464)	(6,150)	79,180
2013	76,804	18,000	21,838	32,837	(2,557)	(23,511)	(8,354)	115,057
Growth %	(25)	3	(17)	(58)	0	(13)	26	(31)

SECTION 2.2: TV networks



TV networks results H1 2014

	RM'000		%
	H1 2014	H1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	394,949	423,789	(7)
NET REVENUE	307,552	335,781	(8)
DIRECT COSTS	(95,497)	(109,751)	13
CONTRIBUTION	212,055	226,030	(6)
OTHER INCOME	5,160	3,221	60
OVERHEADS	(121,938)	(110,242)	(11)
EBITDA	95,277	119,009	(20)
DEPRECIATION	(18,825)	(19,323)	3
INT & FINANCE CHARGES	(124)	(265)	53
PROFIT BEFORE TAX (PBT)	76,328	99,421	(23)
TAXATION	(10,072)	(15,580)	(35)
PROFIT AFTER TAX (PAT)	66,256	83,841	(21)
EBITDA Margin %	31%	35%	
PAT Margin %	22%	25%	

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

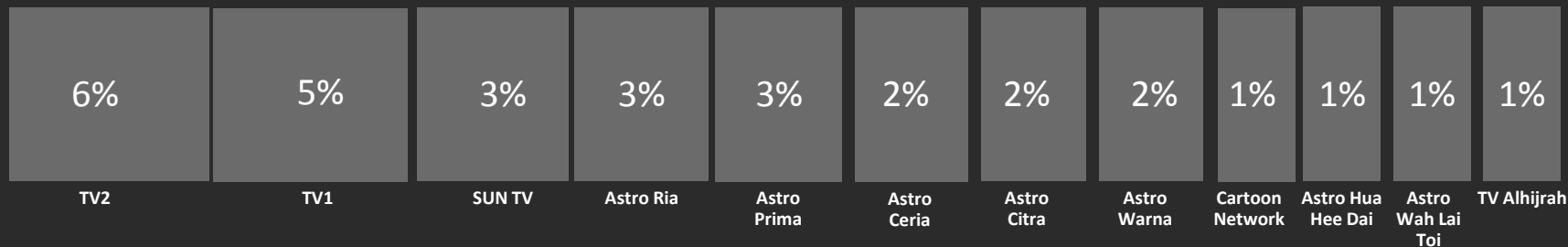


LEADING THE COMPETITION

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+			
	STN	JAN-JUNE 2013	STN	JAN-JUNE 2014	STN	JAN-JUNE 2013	STN	JAN-JUNE 2014	STN	JAN-JUNE 2013	STN	JAN-JUNE 2014
1	TV3	24.8	TV3	24.5	8TV	26.6	8TV	23.9	TV3	33.8	TV3	33.6
2	TV9	8.1	TV9	7.3	NTV7	19.2	NTV7	17.5	TV9	10.4	TV9	9.3
3	TV2	6.9	TV2	5.5	HUA HEE DAI	8.3	HUA HEE DAI	5.8	TV2	7.4	TV1	7.2
4	8TV	5.8	TV1	5.1	TV2	4.4	AEC	4.8	TV1	7.0	TV2	5.9
5	NTV7	5.1	8TV	4.9	AEC	4.3	WLT	4.7	RIA	4.6	PRIMA	4.7
6	TV1	4.8	NTV7	4.5	WLT	4.2	TV2	4.1	PRIMA	4.5	RIA	3.8
7	SUN-TV	3.5	PRIMA	3.3	XHE	2.9	XHE	3.1	WARNA	2.6	OASIS	2.7
8	RIA	3.3	SUN-TV	3.0	TV3	2.4	TVBC	2.8	CERIA	2.4	CERIA	2.7
9	PRIMA	3.0	RIA	2.8	TVBC	2.2	TV3	2.2	CITRA	2.2	WARNA	2.4
10	CERIA	2.2	CERIA	2.4	OTHER-ASTRO	1.8	OTHER-ASTRO	2.2	NTV7	2.0	CITRA	2.2

Source: Nielsen Audience Measurement

TV adex share by station: H1 2014 vs. H1 2013



	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HURAH	Total
1H 2014									
Non Discounted Gross Revenue									
- %	40	17	14	17	87	3	8	2	100
- RM'000	615,064	268,928	216,568	256,988	1,357,548	49,042	120,332	28,642	1,555,564
Growth %	1	7	(1)	14	4	8	6		6
Discount Factor									
- %	60	79	79	82	71	60 *	60 *	0	68
- RM'000	(367,375)	(212,035)	(171,399)	(211,789)	(962,598)	(29,425)	(72,199)	0	(1,064,222)
Gross Revenue									
- %	54	12	10	10	81	4	10	0	95
- RM'000	247,689	56,893	45,169	45,199	394,950	19,617	48,133	11,457	462,700
Growth %	(7)	(6)	(14)	3	(7)	8	6	>100	(5)
1H 2013									
Non Discounted Gross Revenue									
- %	42	17	15	15.43	89	3	8	0	100
- RM'000	610,495	250,535	218,579	225,931	1,305,540	45,416	113,255	0	1,464,211
Discount Factor									
- %	56	76	76	81	68	60 *	60 *	0	67
- RM'000	(343,457)	(190,265)	(165,853)	(182,177)	(881,752)	(27,250)	(67,953)	0	(976,955)
Gross Revenue									
- %	55	12	11	9	87	4	9	0	100
- RM'000	267,038	60,270	52,726	43,754	423,788	18,166	45,302	0	487,256

**Based on estimates*






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

Maintaining programme ratings is key

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 (0427-)	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	BULETIN UTAMA	NEWS	TV3	2,174	10.6	36.0
8	IJAB & QABUL	MOVIES	TV3	2,148	10.5	33.7
9	AKASIA	DRAMA/SERIES (0401-)	TV3	2,140	10.4	41.4
10	LESTARY	DRAMA/SERIES (0401-)	TV3	2,087	10.2	31.6
11	MIRANDA	DRAMA/SERIES (0401-)	TV3	2,016	9.8	30.2
12	BINTANG MENCARI BINTANG(L)	REALITY TV (0427-)	TV3	1,949	9.5	30.5
13	DEMI	MOVIES	TV3	1,937	9.5	30.7
14	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	1,879	9.2	28.5
15	PENGUMUMAN KHAS M.BESAR P.(L)	MISCELLANEOUS	TV3	1,864	9.1	44.1
16	ZEHRRA	DRAMA/SERIES (0401-)	TV3	1,830	8.9	28.5
17	GENG KAMPUNG PISANG 2	DRAMA/SERIES (0401-)	TV3	1,779	8.7	31.7
18	ANAK AKU BUKAN MILIK AKU	MOVIES	TV3	1,761	8.6	27.2
19	BWF LI-NING THOMAS & UBER C.(L)	SPORTS	TV1	1,741	8.5	28.9
20	LUTH MAHFUZ	MOVIES	TV3	1,741	8.5	31.7

Source: Nielsen Audience Measurement

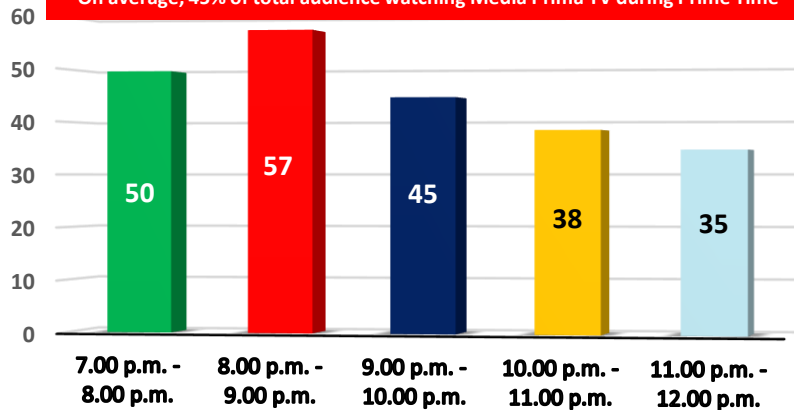
Segmentation of our TV channels

	 Progressive Malay dominance MASS MARKET 	 25-45 YRS OLD URBANITES, kids & mass Chinese 	 15-24 YRS OLD URBANITES, Mass Chinese 	 MASS MARKET, Young semi-urban & rural Malays 
TARGET AUDIENCE				
POSITIONING	INSPIRASI HIDUPKU - Family orientated programmes, and cultural proximity content	MY FEEL GOOD CHANNEL – Television as an escapade	WE ARE DIFFERENT – Tastemaker, energetic and differentiation in content	DEKAT DI HATI - A mixture of drama, real-life & current affairs
ADVERTISERS	FMCGs, communications, services & transportation brands	Urban middle to high class image products and lifestyle brands	Young urban, sports, energy drink, fashion brands. Chinese viewers with interest in health & wealth	FMCGs, non-traditional brands and government

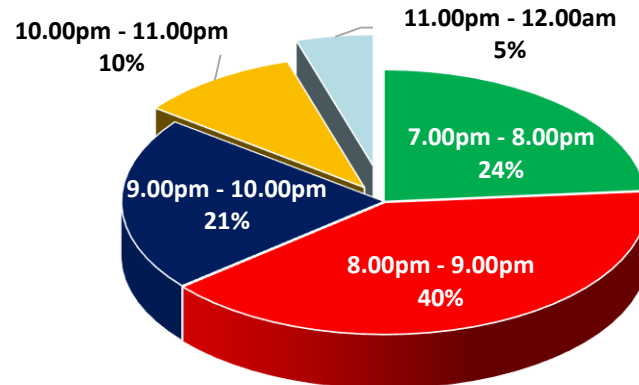
Good prime time ratings - Pathway to higher revenue

Audience Share - All 4+

On average, 45% of total audience watching Media Prima TV during Prime Time



TVN Revenue by Prime Time Hour



- Dominant audience share at Prime Time (7-10 pm)
 - 57% of total audience captured during Super Prime Time (8-9pm)

- Prime Time contributes 85% to MPB TVN revenue
 - Super Prime Time contributes 40% to MPB TVN Revenue

REMAIN COMMITTED TO MAINTAIN & DEFEND RATINGS FOR PRIME TIME HOURS

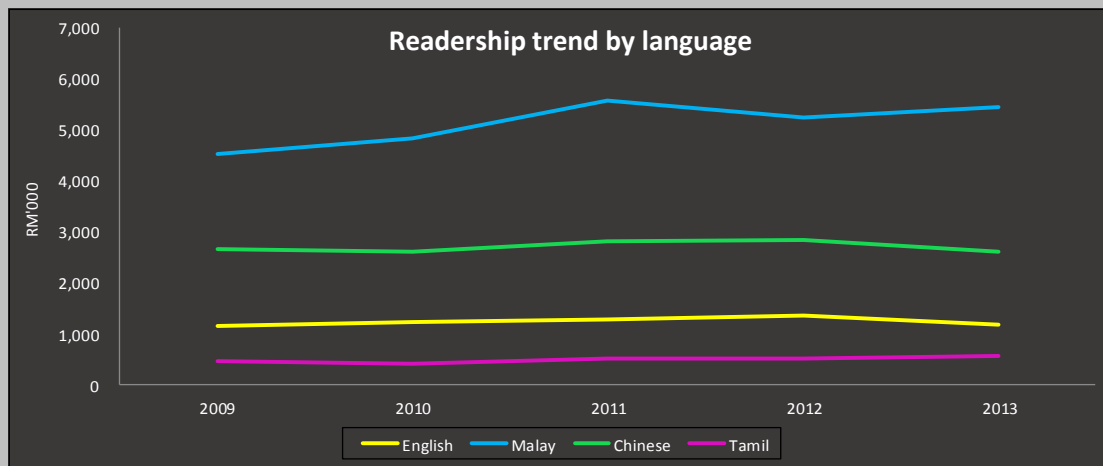
SECTION 2.3: Print media



NSTP results H1 2014

	RM'000		%
	H1 2014	H1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	359,531	428,096	(16)
NET REVENUE	303,273	363,000	(16)
DIRECT COSTS	(101,218)	(127,233)	20
CONTRIBUTION	202,055	235,767	(14)
OTHER INCOME	3,336	1,693	97
OVERHEADS	(166,738)	(181,323)	8
EBITDA	38,653	56,137	(31)
FINANCE CHARGES	(1,464)	(512)	(>100)
DEPRECIATION	(23,279)	(22,788)	(2)
PROFIT BEFORE ASSOCIATES	13,910	32,837	(58)
SHARE OF ASSOCIATES	6,175	2,832	>100
PROFIT BEFORE TAX (PBT)	20,085	35,669	(44)
TAXATION	(3,478)	(8,209)	58
PROFIT AFTER TAX (PAT)	16,607	27,460	(40)
EBITDA Margin %	13%	15%	
PAT Margin %	5%	8%	

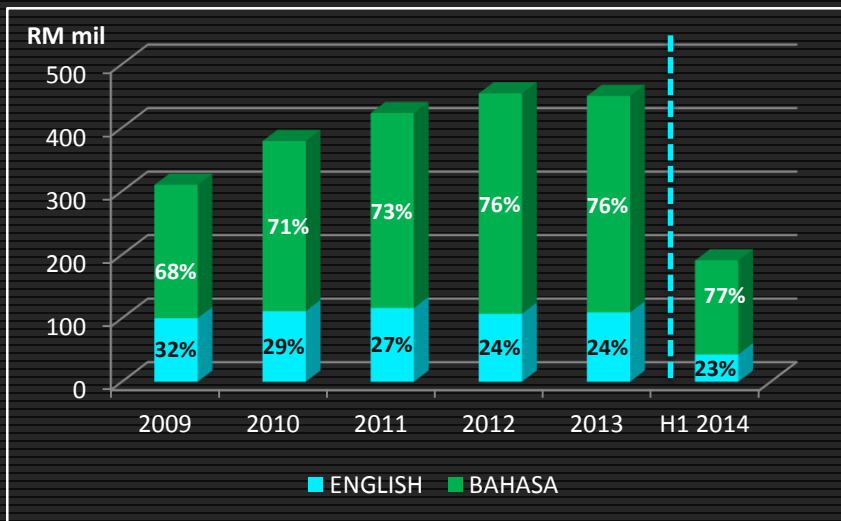
Readership trends



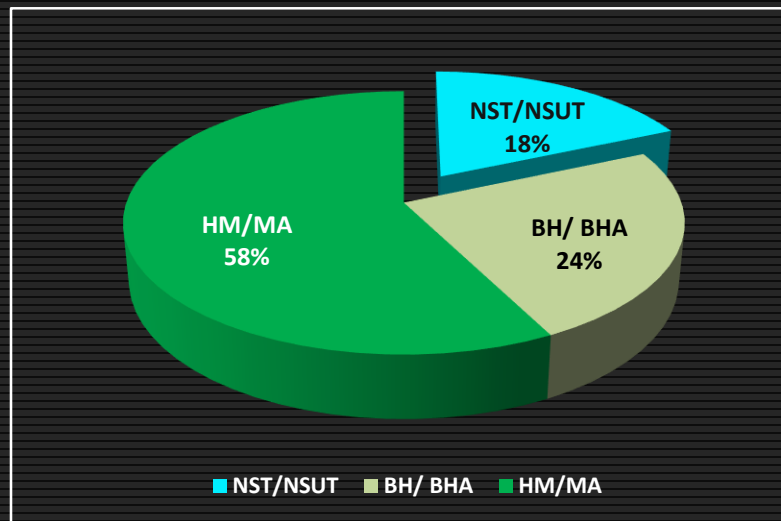
Readers ('000)	Q4 2009	Q4 2010	Q4 2011	Q4 2012	Q4 2013
ENGLISH					
New Straits Times	236	236	240	236	270
New Sunday Times	218	235	234	213	192
BAHASA					
Berita Harian	1,160	1,020	1,035	1,048	1,008
BH Ahad	1,207	1,132	1,097	1,076	1,016
Harian Metro	2,645	3,113	3,722	3,351	3,678
Metro Ahad	2,687	3,434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

Strong contribution from the Malay market

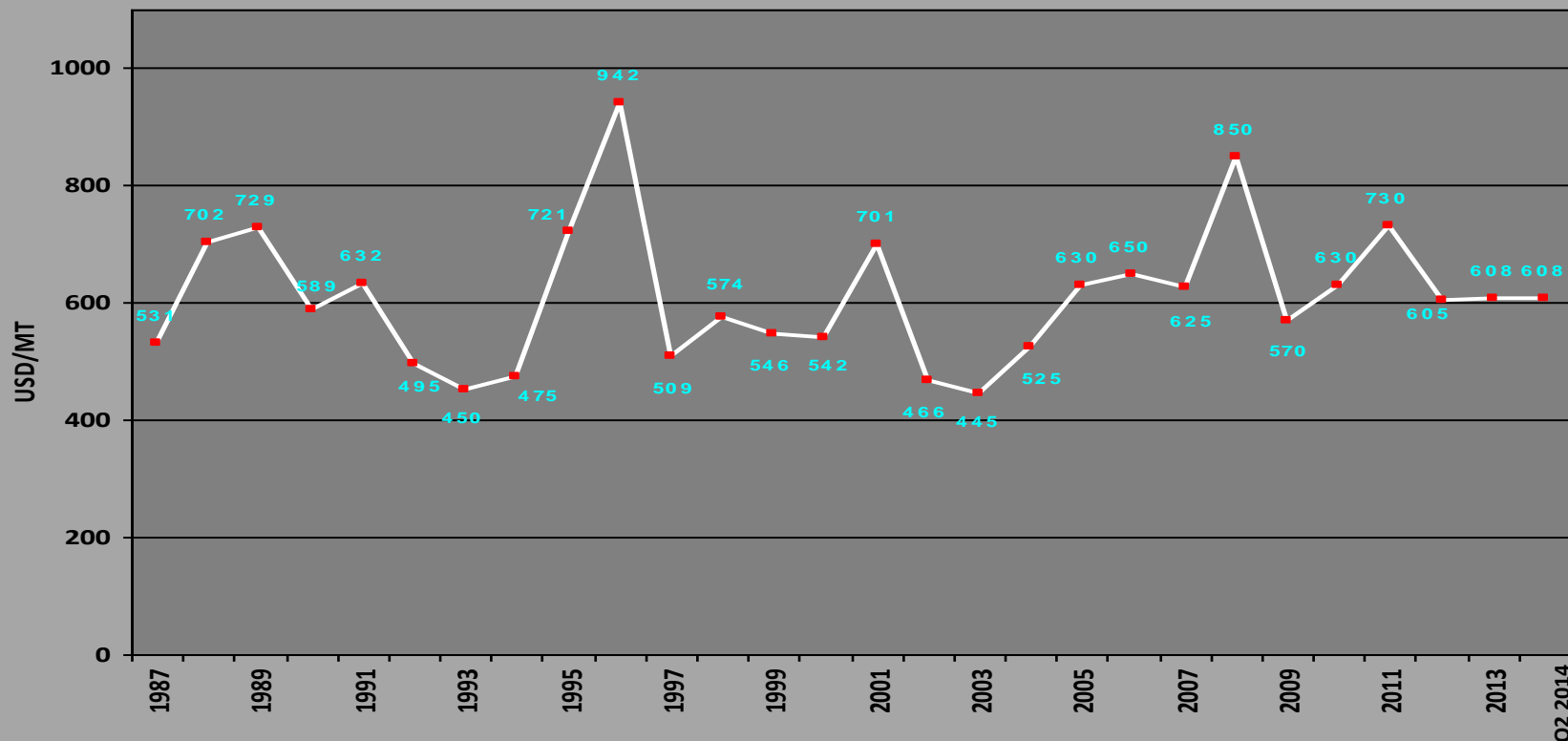
NSTP Advertising Revenue Trend



Revenue Contribution H1 2014



NSTP newsprint price trend



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

NEW STRAITS TIMES

A SHARPER READ

TUESDAY, APRIL 16, 2014 • PENINSULAR MALAYSIA RM 3.20 • KAHAM AND SARAWAK RM 3.40 • BRUNEI RM 3.40 • PHILIPPINES RM 3.00

NEW STRAITS TIMES

ESTABLISHED 1945



Into the deep, BLUEFIN-21

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 ANIL POVERA & TASHIRI LOKMAN ON PAGE 1 & 5

Look out for these icons  for a more exciting and interactive experience

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

PELEGRINI REFUSES TO CONCEDE DEFEAT

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WED, 16 APR 2014

LETTERS

Chance for a new Malaysia

I have been reading the news about the search for MH370 and the possibility of a new Malaysia. It is a time of great uncertainty and change. The search for the missing plane is a task that requires the best of our technology and our people. We must not lose sight of the human element in this tragedy. The families of the passengers are our priority. We must provide them with the support and information they need. The search for the plane is a task that requires the best of our technology and our people. We must not lose sight of the human element in this tragedy. The families of the passengers are our priority. We must provide them with the support and information they need.

Unfair to criticise government

The government has been criticised for its handling of the MH370 search. It is unfair to criticise the government for its actions. The search for the missing plane is a task that requires the best of our technology and our people. We must not lose sight of the human element in this tragedy. The families of the passengers are our priority. We must provide them with the support and information they need.

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Share and care for water resource

Water is a precious resource that we all share. It is essential for life and for the environment. We must take care of our water resources. We must not pollute our water. We must not waste our water. We must share our water. We must care for our water. Water is a precious resource that we all share. It is essential for life and for the environment. We must take care of our water resources. We must not pollute our water. We must not waste our water. We must share our water. We must care for our water.

Good moral values the way to go

Good moral values are the foundation of a good society. They are the values that guide our actions and our decisions. We must teach our children good moral values. We must live by good moral values. Good moral values are the foundation of a good society. They are the values that guide our actions and our decisions. We must teach our children good moral values. We must live by good moral values.

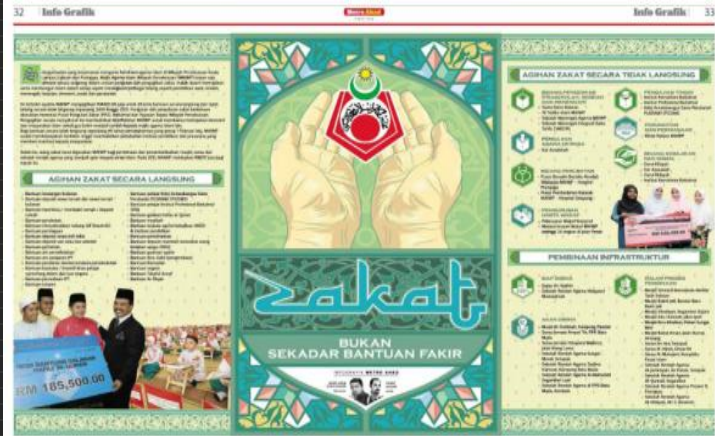


BH AHAD
A NEW
LOOK



Daily pullouts
now combined into

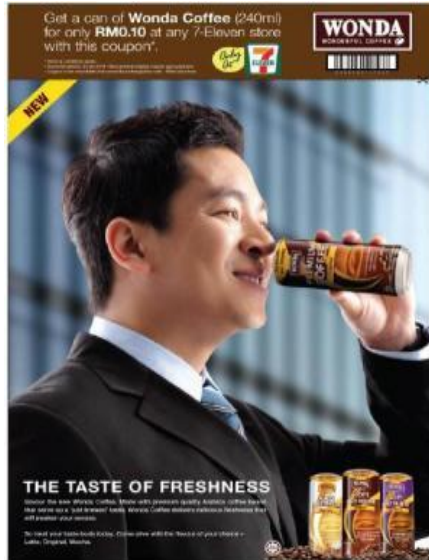




Selling creative solutions – 5D

5-DAYS AD CAMPAIGN

TASTE



SIGHT



TOUCH



SOUND



SMELL

SECTION 2.4: Radio networks



Radio networks results H1 2014

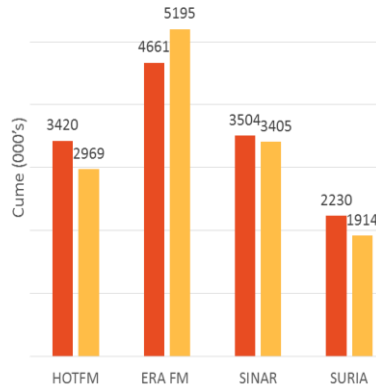
	RM'000		%
	YTD JUNE 2014	YTD JUNE 2013	CHANGE
	A	B	A - B
GROSS REVENUE	41,101	39,261	5
NET REVENUE	35,000	32,991	6
DIRECT COSTS	(64)	(101)	37
CONTRIBUTION	34,936	32,890	6
OTHER INCOME	386	495	(22)
OVERHEADS	(15,659)	(14,476)	(8)
EBITDA	19,663	18,909	4
DEPRECIATION	(1,115)	(909)	(23)
PROFIT BEFORE TAX (PBT)	18,548	18,000	3
TAXATION	(3,013)	(2,518)	(20)
PROFIT AFTER TAX (PAT)	15,535	15,482	0.3
EBITDA Margin %	56%	57%	
PAT Margin %	44%	47%	

Radio performance ratings



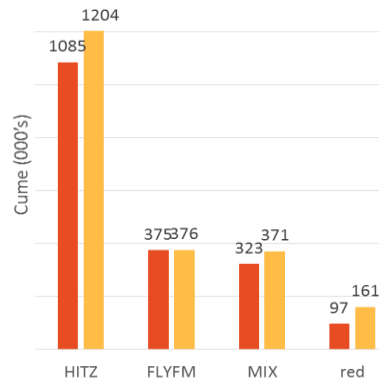
NATIONWIDE LISTENERSHIP(000's)

■ Survey #2 2013 ■ Survey #1 2014



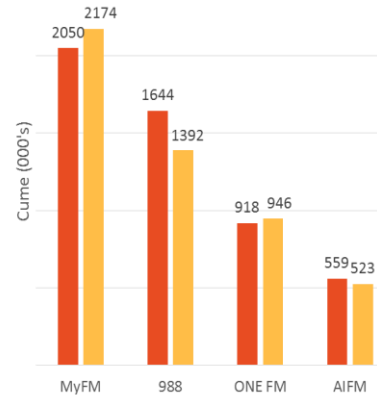
ENGLISH STATION LISTENERSHIP(000's)

■ Survey #2 2013 ■ Survey #1 2014



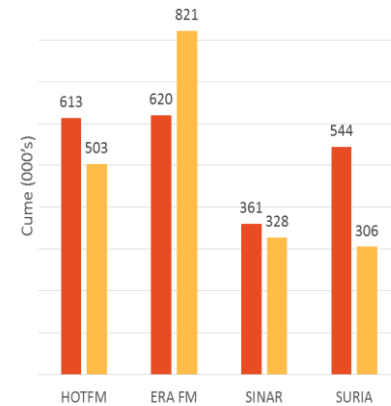
CHINESE STATION LISTENERSHIP(000's)

■ Survey #2 2013 ■ Survey #1 2014



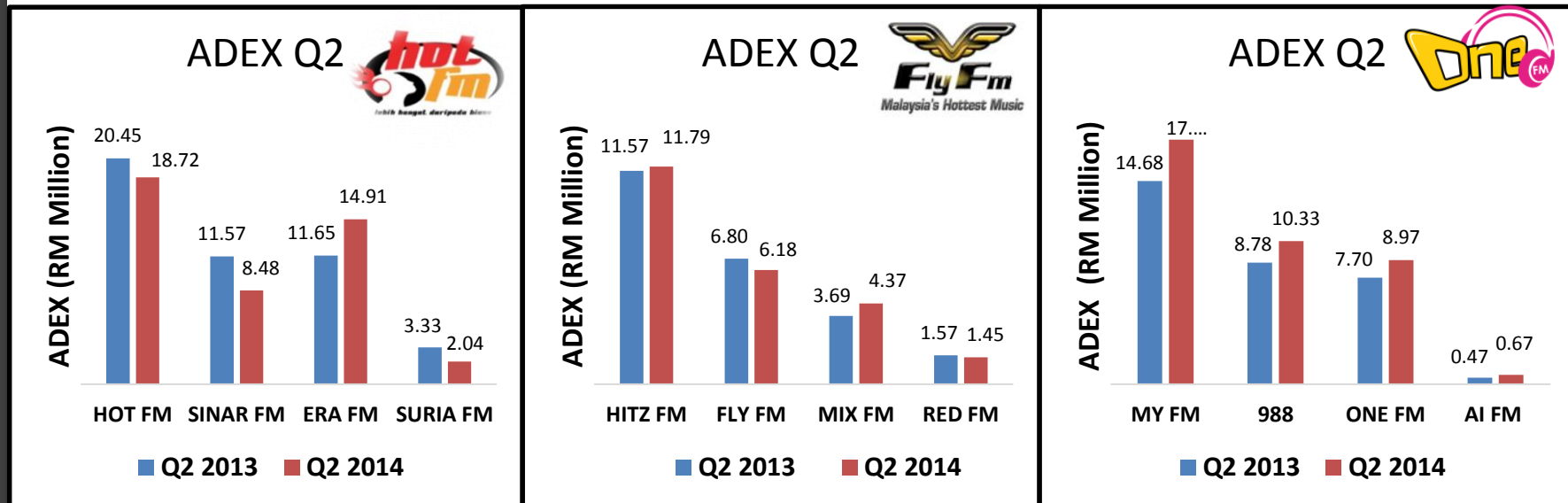
EAST COAST LISTENERSHIP (000's)

■ 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

2.86million
FANS



1.35million
FOLLOWERS



96,413
FOLLOWERS



Hot FM:
495,383

Fly FM:
193,217

One FM:
234,067



	FACEBOOK	TWITTER	INSTAGRAM
1. Hot FM	2,126,333	1,219,816	73,957
2. Era FM	1,374,528	216,037	65,184
3. Suria FM	287,631	78,742	7,172
4. Sinar FM	324,126	29,910	10,934

	Facebook	Twitter	Instagram	Weibo
1. One FM	521,750	7,577	10,341	19,111
2. My FM	441,513	7,414	10,000	22,176
3. 988	206,858	2,874	1,393	20,703

	FACEBOOK	TWITTER	INSTAGRAM
1. Hitz FM	997,118	233,715	23,599
2. Fly FM	212,101	121,373	12,196
3. Red FM	106,740	14,967	1,533

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

Source: Nielsen Audience Measurement (Total 4+)

Regional radio: **INVESTING FOR GROWTH**



CLOSE TO 70% RADIO REACH

- Hot FM Kelate & Hot FM T'ganu were launched in January 2012 to build new regional revenue
- Untapped Adex in the East Coast
- Can be catalyst for regionalization of stations

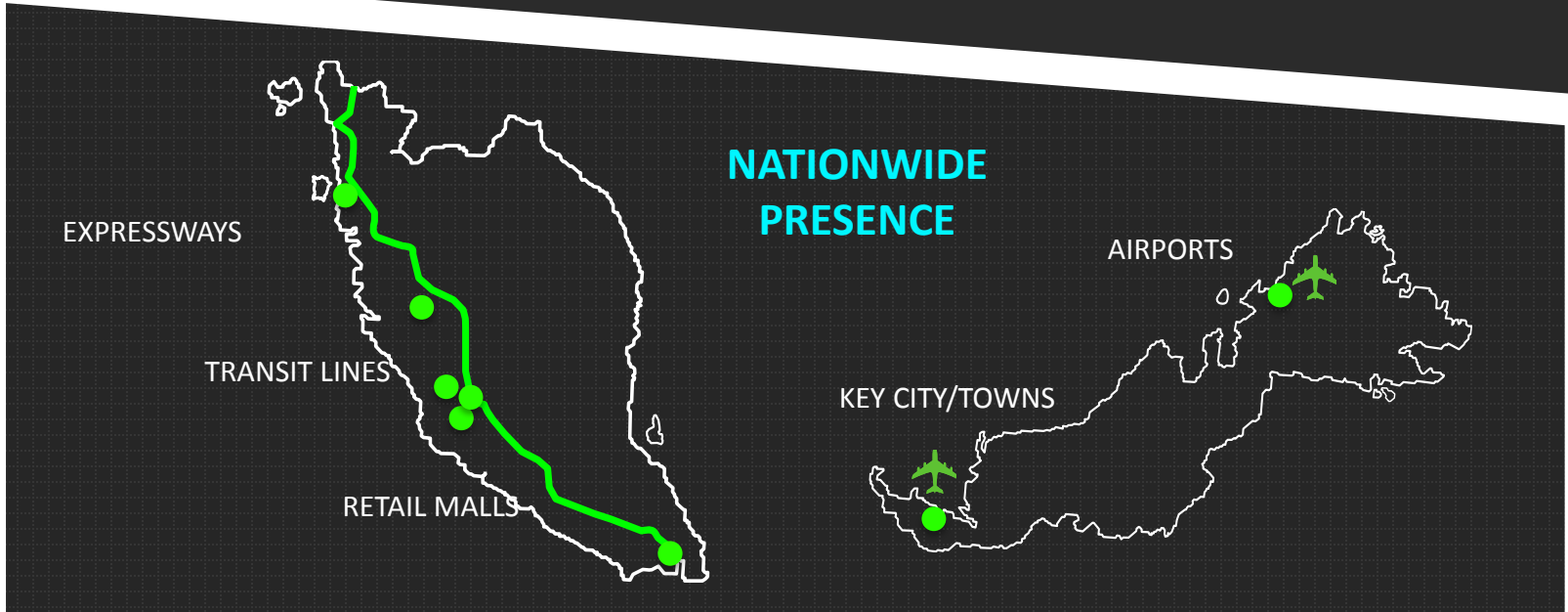
Source: Nielsen Radio Audience Measurement

SECTION 2.5: Outdoor media



Outdoor media results H1 2014

	RM'000		%
	H1 2014	H1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	79,303	88,517	(10)
NET REVENUE	72,512	81,498	(11)
DIRECT COSTS	(42,777)	(48,016)	11
CONTRIBUTION	29,735	33,482	(11)
OTHER INCOME	593	861	(31)
OVERHEADS	(7,901)	(8,053)	2
EBITDA	22,427	26,290	(15)
DEPRECIATION & AMORTISATION	(4,347)	(4,452)	2
PROFIT BEFORE TAX (PBT)	18,080	21,838	(17)
TAXATION	(4,517)	(5,453)	17
PROFIT AFTER TAX (PAT)	13,563	16,385	(17)
EBITDA Margin %	31%	32%	
PAT Margin %	19%	20%	



**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**.

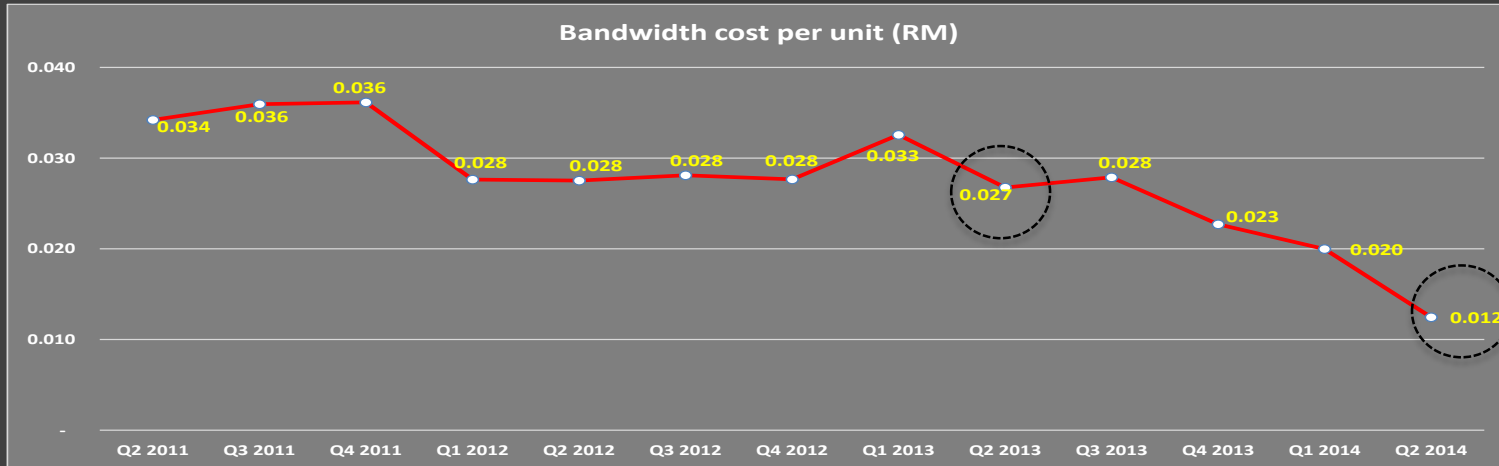
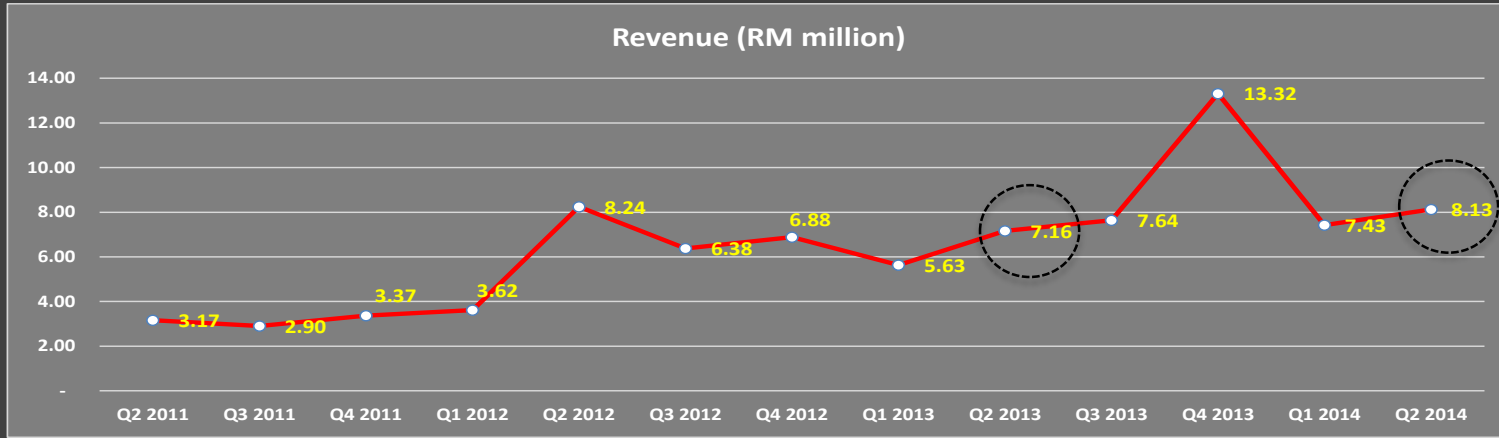
SECTION 2.6: Digital media



Media Prima Digital results H1 2014

	RM'000		%
	H1 2014	H1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	15,742	15,310	3
NET REVENUE	14,937	13,690	9
DIRECT COSTS	(1,881)	(1,268)	(48)
CONTRIBUTION	13,056	12,422	5
OTHER INCOME	40	21	100
OVERHEADS	(14,875)	(14,234)	(5)
LBITDA	(1,779)	(1,791)	1
DEPRECIATION	(774)	(766)	(1)
LOSS BEFORE TAX	(2,553)	(2,557)	0
TAXATION	-	-	NA
LOSS AFTER TAX	(2,553)	(2,557)	0
LBITDA Margin %	(12%)	(13%)	
LAT Margin %	(17%)	(19%)	

Revenue growth vs Bandwidth cost per unit growth



Q2 revenue demonstrates an increasing trend whilst bandwidth cost per unit has improved since Q2 2013

THE NO. 1 DIGITAL MEDIA GROUP IN MALAYSIA

Top 10 Malaysian Sites

Sites	Jun-13		Jun-14	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
Maybank Group	3	2,054	1	2,151
Media Prima Group	2	2,389	2	1,953
MUDAH.MY	1	2,514	3	1,913
Astro Group	10	915	4	1,539
The Star Media Group	4	1,269	5	1,243
CIMB Group	6	1,119	6	1,197
Tune Group	5	1,130	7	1,176
Maxis Group	7	1,069	8	1,054
CARI.COM.MY	9	1,040	9	868
Utusan Group	11	878	10	840

Source:: Comscore

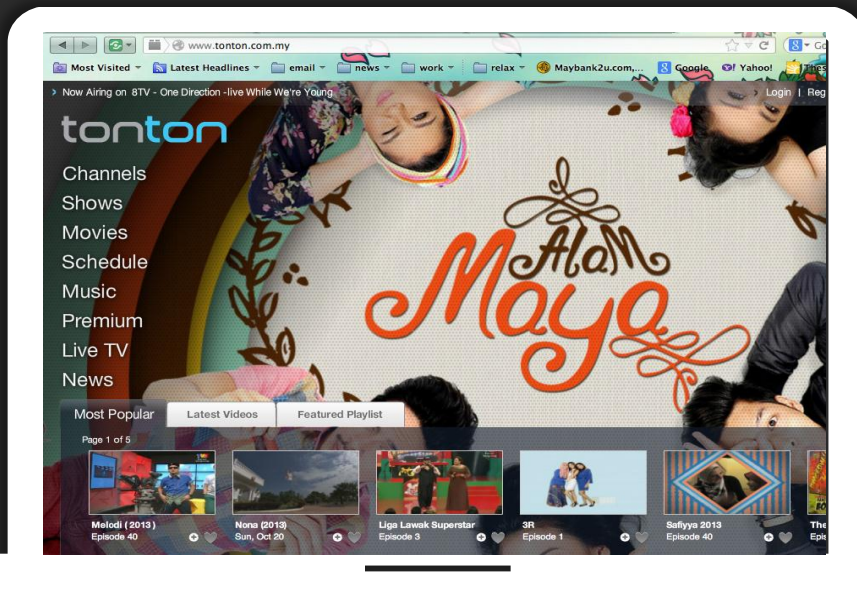
Media Prima Group is ranked #2 & Media Prima Digital continues to be the #1 Digital Media Group in Malaysia

Digital milestone

3,879,384 registered users (As at 30th June 2014)

tonton®
www.tonton.com.my

SECOND SCREEN
EXPERIENCE
INTRODUCTION



TONTON
FIRST
ORIGINAL
WEB SERIES

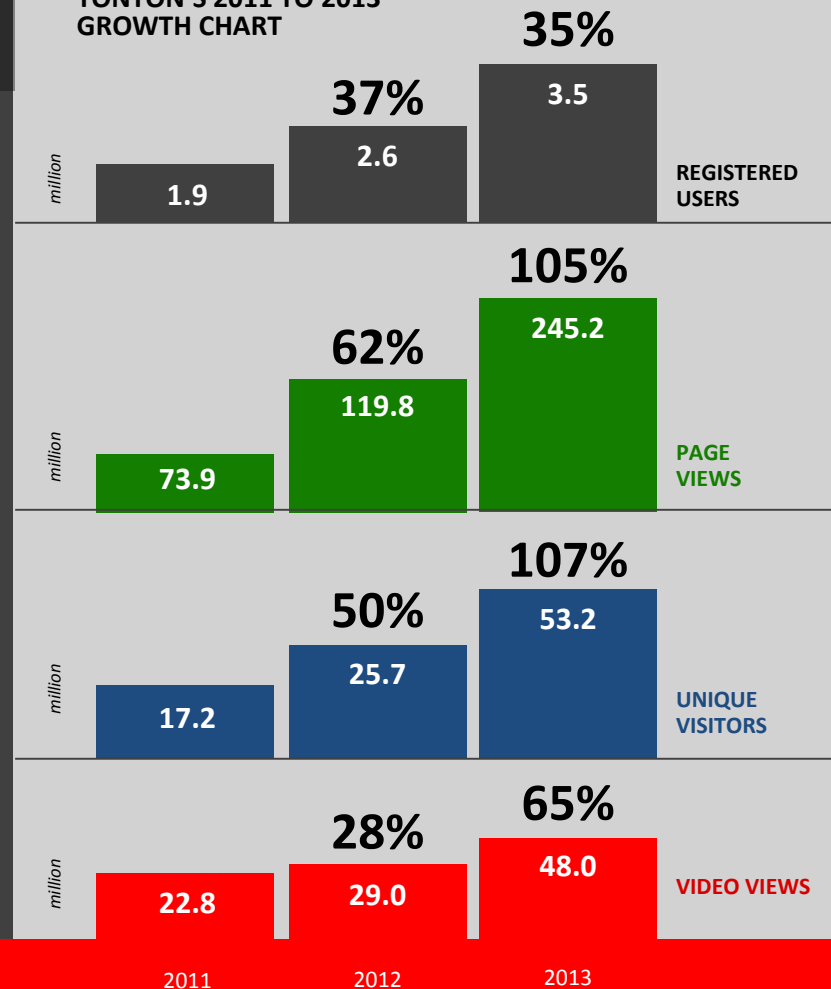
TONTON PREMIUM

48 HOURS BEFORE TV

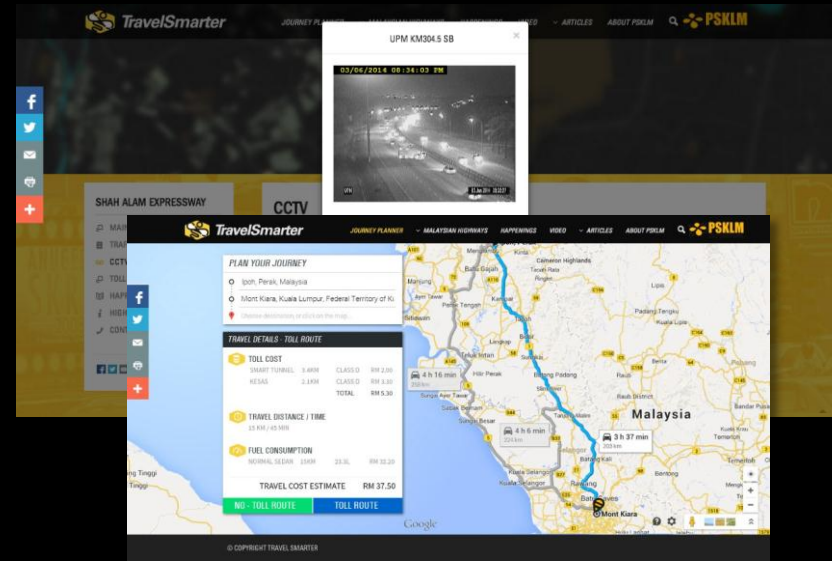
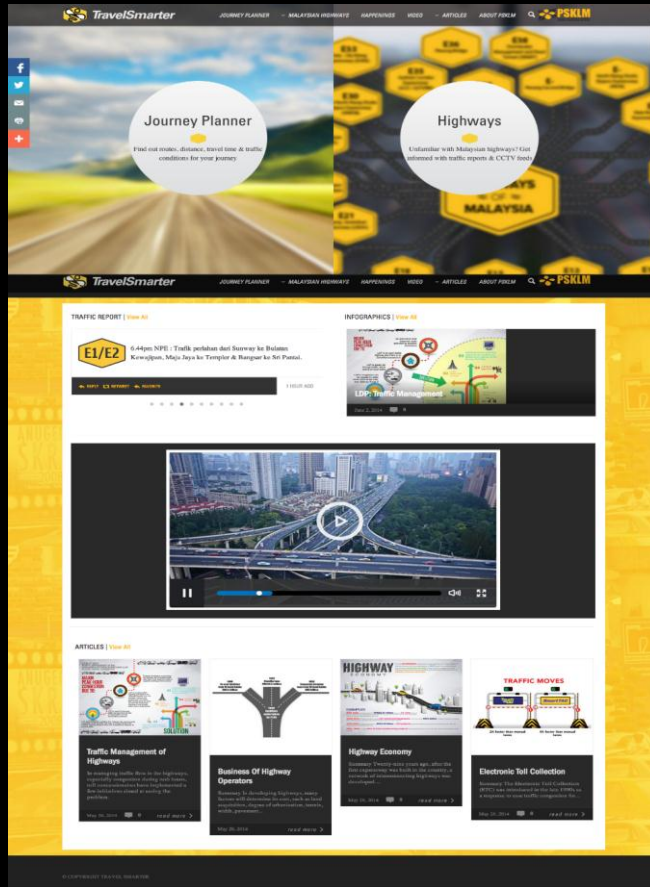


Source:: Omniture Site Catalyst

TONTON'S 2011 TO 2013 GROWTH CHART



New Products: Travelsmarter



- To engage public through digital platform about PSKLM/LLM.
- Contains interactive maps, highway information, CCTV, informative video, social media and text/image content

New Products: Rihuh Di Brazil

#gillabola Share your football-mad moments on Instagram with #gillabola

BRAZIL 2014 UPDATE | **MEET THE KAK** | **CARNEVAL** | **TV PROGRAM** | **FOOTBALL MANAGER**

HOME | **PICTURES** | **COUNTRIES** | **FIXTURES & RESULTS** | **STANDINGS**

Lethal Suarez gives Uruguay 2-1 win over England

INTERACTIVES

LATEST NEWS

Shockwaves of Spain's World Cup exit reach North America

FIXTURES & RESULTS

STANDINGS

LEADERS

- Part of MPB World Cup's campaign – Rihuh Di Brazil
- Fully Sponsored by Celcom
- Contains Latest update on the tournament & fantasy football

Rihuh Di Brazil | **FOOTBALL MANAGER**

HOME | **STATISTICS** | **STANDINGS** | **FIXTURES** | **PRIZES** | **RANKS/MEDALS** | **HOW TO PLAY**

TEAM MANAGEMENT

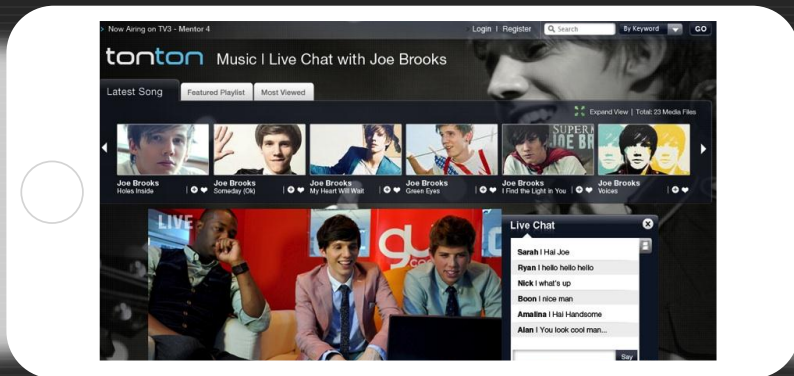
INSTRUCTIONS

TIPS

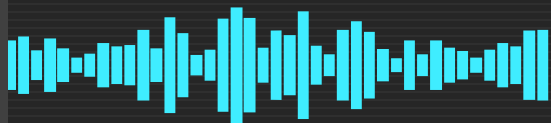
THE FIRST

- MUSIC PORTAL IN THE COUNTRY TO OFFER A FREE MOBILE STREAMING SERVICE.

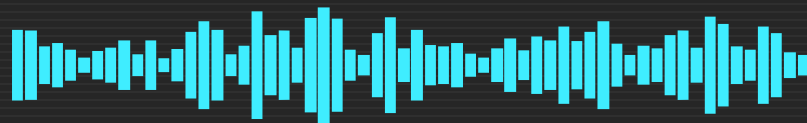
- MUSIC PORTAL TO HAVE A FULLY INTEGRATED DIGITAL MUSIC SERVICE



OPPORTUNITY TO EXPAND ADVERTISING AVENUES



tonton[®]
music



EXCLUSIVE ACCESS

Access to celebrity/personality

Access to popular program
HotFM am crew, AJL, Muzik
Muzik & more

MUSICAL EVENT

Relevant content to local market

Relationship with local music label

MULTI PLATFORM REACH

Access to Malaysia's leading TV, Radio & Print brand – AJL, ABPBH

ACCESS TO LOCAL & INDIE CONTENT

Experience in producing iconic music events.

SECTION 2.7: Content creation

Primeworks Studios results H1 2014

	RM'000		%
	H1 2014	H1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	54,111	67,010	(19)
NET REVENUE	54,111	67,010	(19)
DIRECT COSTS	(22,813)	(35,100)	35
CONTRIBUTION	31,298	31,910	(2)
OTHER INCOME	414	967	(57)
OVERHEADS	(24,046)	(27,909)	14
EBITDA	7,666	4,968	54
DEPRECIATION	(88)	(195)	55
PBT	7,578	4,773	59
TAXATION	(1,797)	(280)	(>100)
PAT	5,781	4,493	29
EBITDA Margin %	14%	7%	
PAT Margin %	11%	7%	

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



Production Services :

- World IFMA championship
- Sasuke Malaysia
- Stand up!

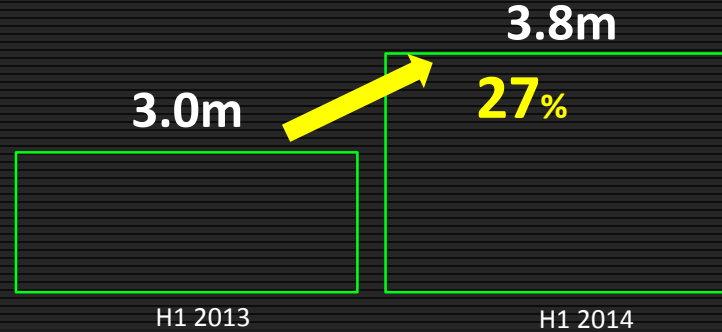


Majalah 3 : Commissioning of episodes



Selling content across
all platforms & beyond
boundaries

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



PAY TV OPERATOR



TELCO

SECTION 2.8: Corporate & Others

Corporate & Others H1 2014

	RM'000				
	MPB	PWS	Others	Consol Adjustment	Total
Gross Revenue					
2014	-	2,604	9,471	(15,011)	(2,936)
2013	-	10,536	3,606	(20,675)	(6,533)
Growth %	N/A	75	>100	(27)	55
Net Revenue (after royalties)					
2014	-	2,604	9,471	(4,435)	7,640
2013	-	10,536	3,606	(10,837)	3,305
Growth %	N/A	(75)	>100	59	131
EBITDA					
2014	(11,631)	(913)	3,107	(5,295)	(14,732)
2013	(8,195)	(1,538)	(146)	(6,859)	(16,738)
Growth %	(42)	41	>100	23	12
Depreciation & Interest Expenses					
2014	10,938	-	89	855	11,882
2013	13,430	-	202	1,495	15,127
Growth %	19	N/A	(56)	43	21
PBT / (LBT) Before Associate Before EI					
2014	(22,569)	(913)	3,018	(6,150)	(26,614)
2013	(21,625)	(1,538)	(348)	(8,354)	(31,865)
Growth %	(4)	41	>100	(26)	16

SECTION 3: Outlook & Conclusion

Outlook & Conclusion

- The Group is hopeful on advertising growth in 2014 supported by major sporting events like the Asian Games, the Commonwealth Games and Visit Malaysia Year.
- The road for 2014 however will remain challenging as a result of weaker business and consumer sentiments.
- 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

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
e PLUS e STYLE

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



LARGEST digital media group in Malaysia



tonton
www.tonton.com.my

tonton
music



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

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.