

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



INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL YEAR ENDED 31 MARCH 2014

8 M A Y 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 - CONTENT CREATION

2.5 – RADIO NETWORKS

2.6 – OUTDOOR MEDIA

2.7 – DIGITAL MEDIA

2.8 – CORPORATE & OTHERS

SECTION 3

- **OUTLOOK & CONCLUSION**



INVESTOR PRESENTATION

FINANCIAL & BUSINESS REVIEW FOR THE FINANCIAL YEAR ENDED 31 MARCH 2014

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

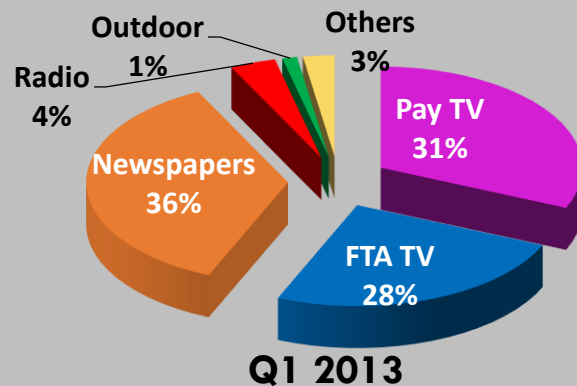
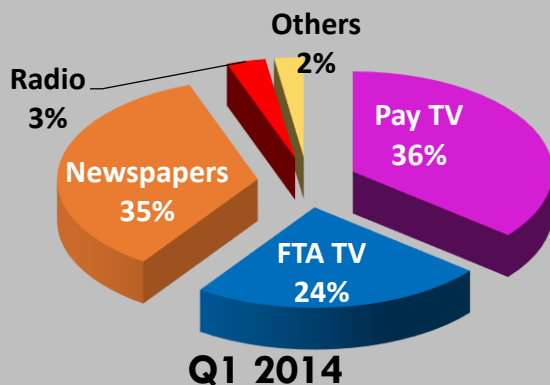
PARTNERS

CREATIVE INDUSTRY

OTHER STAKEHOLDERS

CONSUMERS

Industry Adex Malaysia – Non discounted gross revenue



RM MILLION	PAY TV	FTA TV	PRINT	RADIO	OUTDOOR	OTHERS	TOTAL
Q1 2014	1,103	730	1,070	97	*	73	3,073
Q1 2013	852	674	980	99	32	68	2,705
% Change	30	8	9	(2)	na	7	14

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 31 March 2014

Issued and paid-up share capital

RM1,104.1m

Shareholders funds

RM1,656.7m

Total assets

RM2,535.0m

Cash

RM579.4m

Group borrowings

RM507.0m

PDS Ratings (RAM)

**AA2/P1
(CP/MTN)**

Media Prima Today

Television Broadcasting



Print Media



Outdoor Media



Radio



Content Creation



Digital



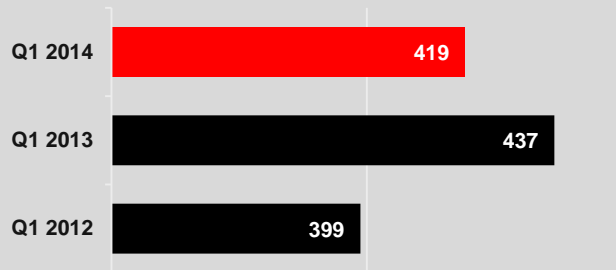
Consolidated Results Q1 2014

SECTION 2.1 Media Prima Group

RM '000	Q1 2014	Q1 2013	%
GROSS REVENUE	419,296	436,749	(4)
NET REVENUE	351,030	365,836	(4)
ROYALTIES	(840)	(771)	(9)
NET REVENUE AFTER ROYALTIES	350,190	365,065	(4)
DIRECT COSTS	(119,065)	(134,227)	11
CONTRIBUTION	231,125	230,838	0
OTHER INCOME	6,786	7,050	(4)
OVERHEADS	(173,314)	(170,117)	(2)
EBITDA	64,597	67,771	(5)
FINANCE COSTS	(5,828)	(8,235)	29
DEPRECIATION AND AMORTISATION	(25,036)	(24,471)	(2)
PROFIT BEFORE ASSOCIATE	33,733	35,065	(4)
SHARE OF ASSOCIATE'S RESULTS	2,634	1,577	67
PROFIT BEFORE TAX	36,367	36,642	(1)
TAXATION	(8,805)	(8,862)	1
PROFIT AFTER TAX	27,562	27,780	(1)
MINORITY INTEREST	(546)	(673)	19
PATAMI	27,016	27,107	(0)
EBITDA margin %	18%	19%	
PATAMI margin %	8%	7%	
Effective Tax Rate %	24.2%	24.2%	

3-year Q1 highlights

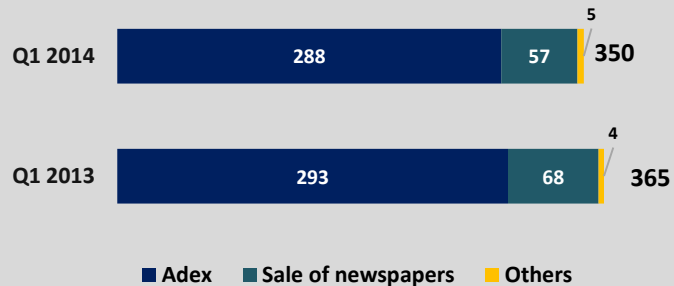
Gross Revenue (RM million)



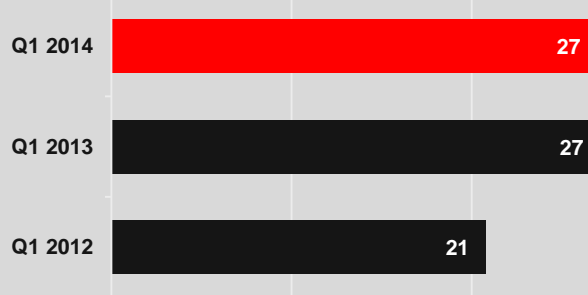
Group EBITDA (RM million)



Net Revenue By Type (RM million)



Group PATAMI (RM million)



Financial highlights Q1 2014

	Q1 2014 (RM)	Q1 2013 (RM)	
GROSS REVENUE	419.3 mil	436.7 mil	(4%)
DIRECT COST	119.1 mil	134.2mil	+11%
OVERHEADS	173.3 mil	170.1 mil	+2%
EBITDA	64.6 mil	67.8 mil	(5%)
PBT	36.4 mil	36.6 mil	(1%)
PATAMI	27.0 mil	27.1 mil	0%

Financial summary Q1 2014

Advertising Revenue

YTD March 2014 ad revenue contracted by 2% against YTD March 2013 due to lesser contribution from the non-traditional advertisers (NTAs)

Non Advertising Revenue

Circulation revenue by print media contracted by 17% against YTD March 2013

EBITDA

Savings from content costs in the absence of ground events as well as savings from newsprint cost has cushioned the increase in overheads resulting in EBITDA adverse variance of 5% against YTD March 2013

PATAMI

The Group recorded PATAMI of RM27.0 million against YTD March 2013 of RM27.1 million, reflecting a flat growth against YTD March 2013 as a result of 5% fall in EBITDA and 2% increase in depreciation costs

The Group was able to sustain PATAMI and margin of 8% as a result of continuous effort to review and improve the business processes to further enhance efficiency and productivity

Financial results by media platform Q1 2014

	RM'000							
	TVN	Radio	Outdoor Media	Print Media	Digital Media	Others #	Consol Adjustment	Total
Gross Revenue								
2014	187,168	18,330	39,130	169,228	7,428	4,376	(6,364)	419,296
2013	176,275	17,051	42,008	197,243	5,642	5,863	(7,333)	436,749
Growth %	6	8	(7)	(14)	32	(25)	13	(4)
Net Revenue (after royalties)								
2014	146,798	15,738	35,816	141,704	7,325	4,376	(1,567)	350,190
2013	137,343	14,327	38,478	166,851	5,404	5,863	(3,201)	365,065
Growth %	7	10	(7)	(15)	36	(25)	(51)	(4)
EBITDA								
2014	37,518	9,013	10,379	14,255	(518)	(4,278)	(1,772)	64,597
2013	24,814	7,424	12,234	25,844	(2,363)	(4,700)	4,518	67,771
Growth %	51	21	(15)	(45)	78	9	(>100)	(5)
Depreciation & Interest Expenses								
2014	9,474	608	2,184	12,210	392	5,558	438	30,864
2013	9,566	450	2,211	11,459	376	7,898	746	32,706
Growth %	1	(35)	1	(7)	(4)	30	41	6
PBT / (LBT) Before Associate Before EI - Continuing Operations								
2014	28,044	8,405	8,195	2,045	(910)	(9,836)	(2,210)	33,733
2013	15,248	6,974	10,023	14,385	(2,739)	(12,598)	3,772	35,065
Growth %	84	21	(18)	(86)	67	(22)	(>100)	(4)

SECTION 2.2: TV networks



TV networks results Q1 2014

	RM'000		%
	Q1 2014	Q1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	187,168	176,275	6
NET REVENUE (AFTER ROYALTIES)	146,798	137,343	7
DIRECT COSTS	(44,140)	(52,015)	15
CONTRIBUTION	102,658	85,328	20
OTHER INCOME	2,218	1,861	19
OVERHEADS	(67,358)	(62,375)	(8)
EBITDA	37,518	24,814	51
DEPRECIATION	(9,404)	(9,420)	0
FINANCE CHARGES	(70)	(146)	52
PROFIT BEFORE TAX (PBT)	28,044	15,248	84
TAXATION	(5,107)	(1,975)	(>100)
PROFIT AFTER TAX (PAT)	22,937	13,273	73
EBITDA margin %	20%	14%	
PAT margin %	16%	10%	

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

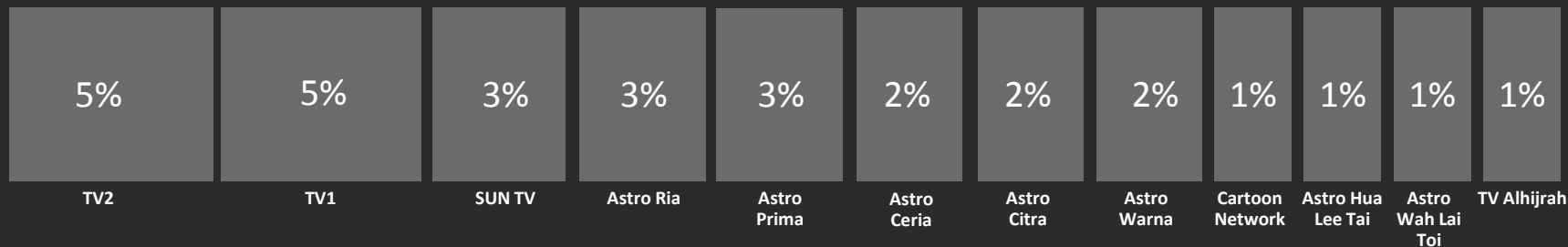


LEADING THE COMPETITION

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-MAR 2014	STN	JAN-MAR 2014	STN	JAN-MAR 2014	STN	JAN-MAR 2014	STN	JAN-MAR 2014	STN	JAN-MAR 2014
1	TV3	24.8	TV3	25.0	8TV	24.2	8TV	25.6	TV3	33.9	TV3	34.2
2	TV9	7.2	TV9	8.5	NTV7	17.7	NTV7	20.1	TV9	9.1	TV9	11.0
3	TV2	5.4	TV2	7.0	HUA HEE DAI	5.5	HUA HEE DAI	8.3	TV1	7.3	TV2	7.5
4	TV1	5.2	8TV	5.6	WLT	4.8	AEC	4.6	TV2	5.7	TV1	6.8
5	8TV	4.9	NTV7	5.3	AEC	4.6	WLT	4.5	RIA	4.1	PRIMA	4.8
6	NTV7	4.5	TV1	4.7	TV2	4.1	TV2	4.2	PRIMA	3.9	RIA	4.1
7	RIA	3.0	SUN-TV	3.6	TVBC	2.9	XHE	2.7	WARNA	3.0	CERIA	2.7
8	SUN-TV	3.0	PRIMA	3.2	XHE	2.9	TV3	2.3	OASIS	2.7	WARNA	2.7
9	PRIMA	2.7	RIA	3.0	CCTV4	2.5	TVBC	2.2	CERIA	2.3	CITRA	2.2
10	WARNA	2.2	CERIA	2.4	TV3	2.2	CCTV4	1.7	CITRA	2.2	NTV7	2.0

Source: Nielsen Audience Measurement

TV adex share by station Q1 2014 vs. Q1 2013

	TV3	8TV	ntv7	TV9	TOTAL MPB TVN	TV1	TV2	AL HIJRAH	Total
Q1 2014									
Non Discounted									
Gross Revenue									
- %	42	20	16	18	96	3	8	0	107
- RM'000	280,250	134,741	108,780	120,107	643,878	19,588	54,751	12,105	730,322
Growth %	3	11	5	21	8	(18)	(1)		8
Discount Factor									
- %	59	78	78	84	71	60 *	60 *	0	69
- RM'000	(165,779)	(104,922)	(85,120)	(100,889)	(456,710)	(11,753)	(32,851)	0	(501,313)
Gross Revenue									
- %	55	14	11	9	90	4	11	0	104
- RM'000	114,471	29,819	23,660	19,218	187,168	7,835	21,900	12,105	216,904
Growth %	5	9	(0)	19	6	(18)	(1)		4
Q1 2013									
Non Discounted									
Gross Revenue									
- %	40	18	15	14.74	88	4	8	0	100
- RM'000	270,784	121,032	103,607	99,376	594,799	23,766	55,457	0	674,022
Discount Factor									
- %	60	77	77	84	70	60 *	60 *	0	69
- RM'000	(161,793)	(93,583)	(79,895)	(83,253)	(418,524)	(14,260)	(33,274)	0	(466,058)
Gross Revenue									
- %	52	13	11	8	85	5	11	0	100
- RM'000	108,991	27,449	23,712	16,123	176,275	9,506	22,183	0	207,964

**Based on estimates*



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

Maintaining programme ratings is key

	Program	Genre	Channel	(r) 000s	TVR	Share
1	ANUGERAH JUARA LAGU (L)	MUSICAL/ENTERTAINMENT	TV3	3,735	18.2	56.4
2	BULETIN UTAMA	NEWS	TV3	2,227	10.9	36.8
3	ANUGERAH DRAMA FESTIVAL KL(L)	MUSICAL/ENTERTAINMENT	TV3	2,203	10.8	37.3
4	CNY MOVIE SPEC	MOVIES	TV3	2,182	10.7	38.1
5	IJAB & QABUL	MOVIES	TV3	2,148	10.5	33.7
6	AKASIA	DRAMA/SERIES (0401-)	TV3	2,075	10.1	41.1
7	MIRANDA	DRAMA/SERIES (0401-)	TV3	2,061	10.1	30.5
8	ZEHRA	DRAMA/SERIES (0401-)	TV3	2,061	10.1	32.0
9	LESTARY	DRAMA/SERIES (0401-)	TV3	2,022	9.9	30.8
10	DEMI	MOVIES	TV3	1,937	9.5	30.7
11	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	1,883	9.2	28.4
12	MEGA MOVIE	MOVIES	TV3	1,825	8.9	30.6
13	MAJALAH 3 (LIVE)	DOCUMENTARIES/MAGAZINES	TV3	1,775	8.7	27.0
14	BERITA TERKINI 2330	NEWS	TV3	1,736	8.5	34.5
15	BERITA TERKINI 2300	NEWS	TV3	1,732	8.5	29.7
16	RACUN IBU	MOVIES	TV3	1,725	8.4	28.9
17	SEKALI SAYANG	MOVIES	TV3	1,641	8.0	25.7
18	THE LEGEND OF FIAL THE RETURN	MOVIES	TV3	1,612	7.9	27.1
19	FESTIVAL	MOVIES	TV3	1,597	7.8	30.4
20	YEAR END MOV.SPEC	MOVIES	TV3	1,590	7.8	24.3

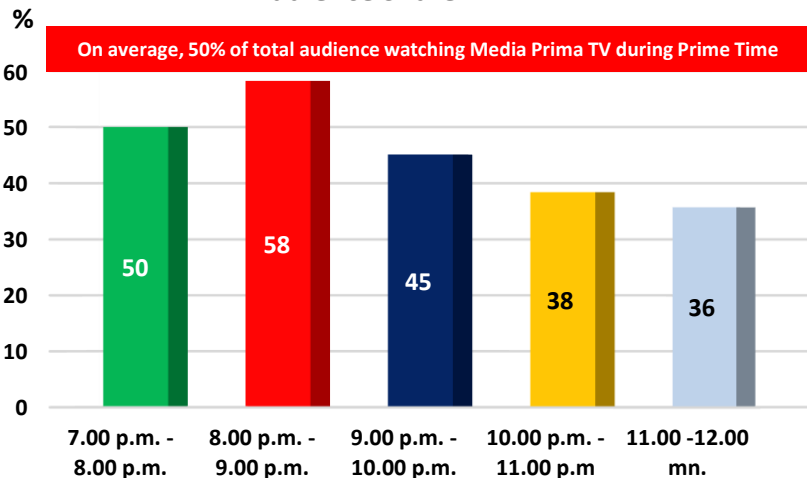
Source: Nielsen Audience Measurement

Segmentation of our TV channels

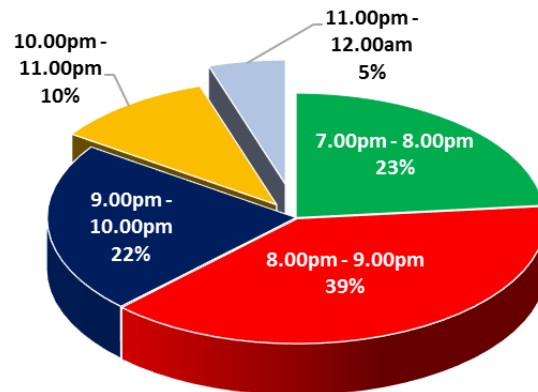
	 Progressive Malay dominance MASS MARKET 	 25-45 YRS OLD URBANITES, kids & mass Chinese 	 15-24 YRS OLD URBANITES, Mass Chinese 	 MASS MARKET, Young semi-urban & rural Malays 
TARGET AUDIENCE				
POSITIONING	INSPIRASI HIDUPKU - Family orientated programmes, and cultural proximity content	MY FEEL GOOD 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+



TVN Revenue by Prime Time Hour



- Dominant audience share at Prime Time (7-10 pm)
 - 58% of total audience captured during Super Prime Time (8-9pm)

- Prime Time contributes 84% to MPB TVN revenue
 - Super Prime Time contributes 39% to MPB TVN Revenue

REMAIN COMMITTED TO MAINTAIN & DEFEND RATINGS FOR PRIME TIME HOURS

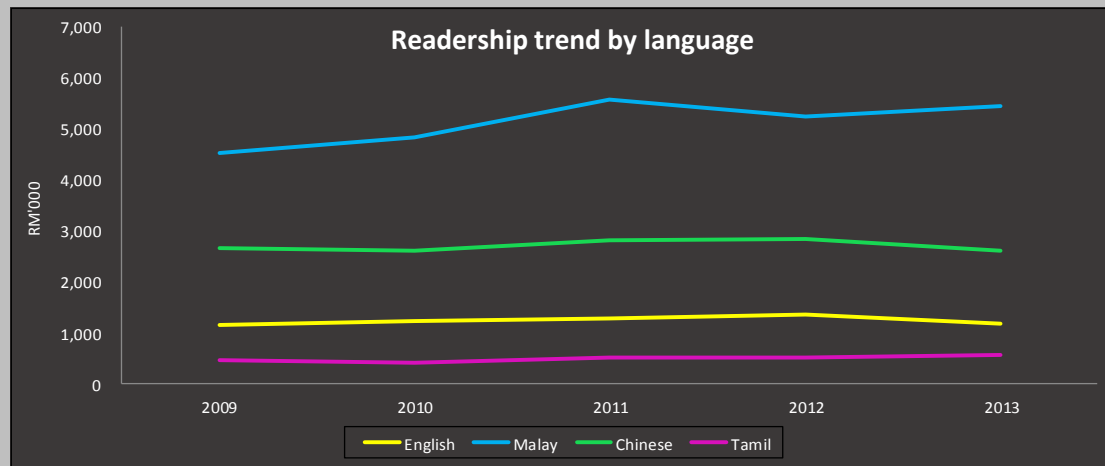
SECTION 2.3: Print media



NSTP results Q1 2014

	RM'000		%
	Q1 2014	Q1 2013	CHANGE
	A	B	A - B)
GROSS REVENUE	169,228	197,243	(14)
NET REVENUE	141,704	166,851	(15)
DIRECT COSTS	(50,777)	(56,244)	10
CONTRIBUTION	90,927	110,607	(18)
OTHER INCOME	1,777	978	82
OVERHEADS	(78,449)	(85,741)	9
EBITDA	14,255	25,844	(45)
FINANCE COST	(560)	(322)	(74)
DEPRECIATION	(11,650)	(11,137)	(5)
PROFIT BEFORE EI & ASSOCIATES	2,045	14,385	(86)
SHARE OF RESULTS OF ASSOCIATES	2,634	1,577	67
PROFIT BEFORE TAX	4,679	15,962	(71)
TAXATION	(511)	(3,596)	86
PROFIT AFTER TAX	4,168	12,366	(66)
EBITDA margin %	10%	15%	
PATAMI margin %	3%	7%	

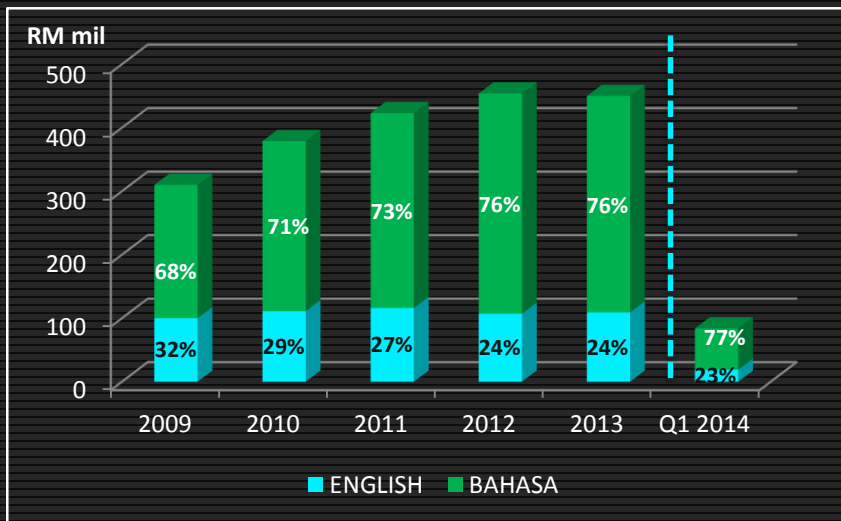
Readership trends



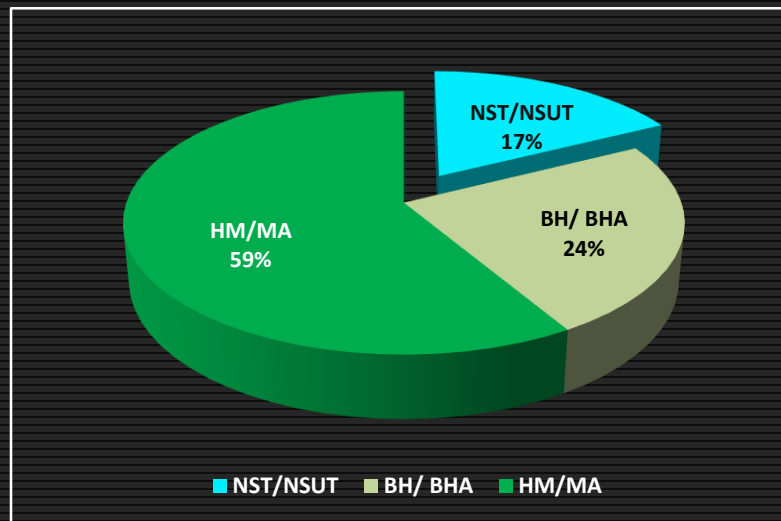
Readers ('000)	Q4 2009	Q4 2010	Q4 2011	Q4 2012	Q4 2013
ENGLISH					
New Straits Times	236	236	240	236	270
New Sunday Times	218	235	234	213	192
BAHASA					
Berita Harian	1,160	1,020	1,035	1,048	1,008
BH Ahad	1,207	1,132	1,097	1,076	1,016
Harian Metro	2,645	3,113	3,722	3,351	3,678
Metro Ahad	2,687	3,434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

Strong contribution from the Malay market

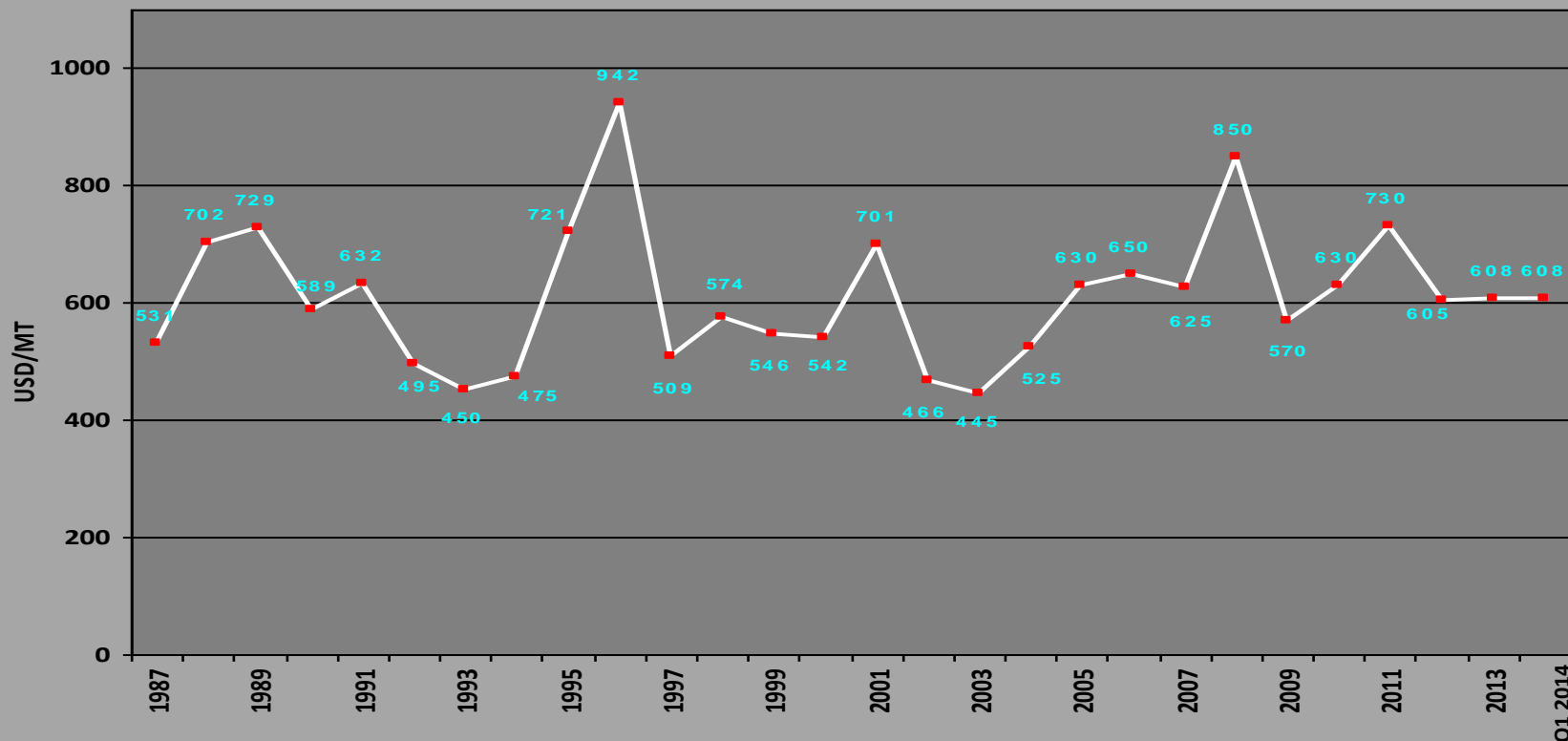
NSTP Advertising Revenue Trend



Revenue Contribution Q1 2014



NSTP newsprint price trend



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

Segmentation of our papers

TARGET AUDIENCE

Metro

NEW MALAYS, young age 20-39 years old, dynamic and progressive Malaysian



BH
Berita Harian

FROM ALL WALKS OF LIFE, working class to students, housewives, business people and decision makers



NEW STRAITS TIMES

INFLUENTIAL NEWSPAPER addressed to government and corporate sectors, the intelligentsia, young professional and students



POSITIONING

MALAY DAILY - Young people who are looking for entertainment, shopping news and lifestyle features

MALAY DAILY - People who have an open mind and are drawn to new and interesting products and services

ENGLISH DAILY - Authoritative newspaper that is responsible for the well-being and progress of the nation in all fields. "The Newspaper of The Nation"

ADVERTISERS

FMCG products, communications, services, transportation

FMCG products, government, services

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



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

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

+ REPORTS BY ADIB POVERA & TASNIM LOKMAN ON PAGES 4 & 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 RACE 8

**STATES
STARING AT
A 5-MONTH
DRY SPELL**

SPORT RACE 3

PELLEGRINI REFUSES TO CONCEDE DEFEAT

Chance for a new Malaysia

In the past few years, the U.S. has improved its competitive position in the computer market. The computer industry has been able to produce a wide range of products, from small desktop computers to large mainframe computers, and has been able to compete effectively in the global market. This has been achieved through a combination of factors, including the development of new technologies, the expansion of the domestic market, and the export of U.S. products to other countries.

One of the key factors in the U.S. success in the computer market has been the development of new technologies. The U.S. has been a leader in the development of microprocessors, which are the brains of most computers. This has allowed the U.S. to produce smaller, faster, and more powerful computers than its competitors. Additionally, the U.S. has been a leader in the development of software, which is the programs that run on computers. This has allowed the U.S. to produce a wide range of software products, from operating systems to business applications.

Another key factor in the U.S. success in the computer market has been the expansion of the domestic market. The U.S. has a large and growing population, which has created a large and growing demand for computers. This has allowed the U.S. to produce a wide range of products to meet this demand, from small desktop computers to large mainframe computers. Additionally, the U.S. has been able to export its products to other countries, which has further expanded its market.

Finally, the U.S. has been able to compete effectively in the global market. This has been achieved through a combination of factors, including the development of new technologies, the expansion of the domestic market, and the export of U.S. products to other countries. The U.S. has been able to produce a wide range of products that are competitive in the global market, and has been able to export these products to other countries. This has allowed the U.S. to maintain its position as a leader in the computer market.

Unfair to criticise government

THESE two basic types of wood are the most common in carpentry. In carpentry, the wood is used in a variety of ways, from structural framing to decorative trim. The wood is also used in a variety of ways, from structural framing to decorative trim.



SEARCH FOR MH370

Despite its enormous size, the U.S. Navy's P-8 Poseidon aircraft can search for the missing Malaysia Airlines flight. The plane is capable of detecting and tracking the wreckage of a large jet in the water, says a Navy spokesman. The aircraft is also capable of detecting and tracking the wreckage of a large jet in the water, says a Navy spokesman. The aircraft is also capable of detecting and tracking the wreckage of a large jet in the water, says a Navy spokesman.

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Government

David Dine, Co-Editor-in-Chief

4. Repetition: In our previous work, we've talked about the importance of practice and repetition. In this case, we're talking about the importance of repeating the same information over and over again. This is a key principle of learning, and it's one that we should all embrace.



WIE DER MEISTENSTEN VON UNS, auch ich habe mich in den letzten Jahren mit der Frage beschäftigt, was es bedeutet, ein Mensch zu sein. Und ich bin dabei, dass wir alle, egal ob wir es wissen oder nicht, auf dem Weg sind, das zu entdecken. Und ich bin dabei, dass wir alle, egal ob wir es wissen oder nicht, auf dem Weg sind, das zu entdecken.



for w

ARE YOU
TOO, FRU-
STRATED
WITH THE
SLOWLY-CHANGING
NATURAL WORLD
OF THE GARDEN?
THE ANSWER
IS YES. THE
GARDEN IS A
LIVING, BREATHING
ORGANISM, AND
IT IS ALWAYS
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ORGANISM, AND
IT IS ALWAYS
CHANGING.

Good

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water re-

the company's new products. The company's new products are designed to be used in a variety of applications, including as a replacement for existing products. The company's new products are designed to be used in a variety of applications, including as a replacement for existing products.

source

THE *Journal* has been selected as one of the most important sources of information for the business community by the American Business Press Association.

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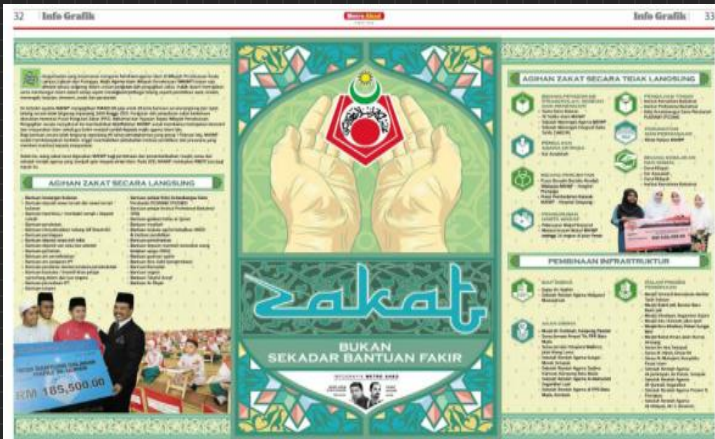
and a number of the most important and interesting of the world's great cities. The book is written in a simple, clear, and readable style, and is suitable for use in schools and colleges. It is a valuable addition to the literature of the subject, and is highly recommended.



BH AHAD
A NEW
LOOK

Daily pullouts
now combined into

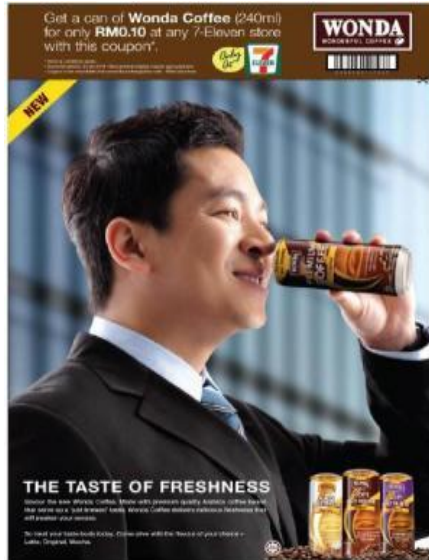




Selling creative solutions – 5D

5-DAYS AD CAMPAIGN

TASTE



SIGHT



TOUCH



SOUND



SMELL

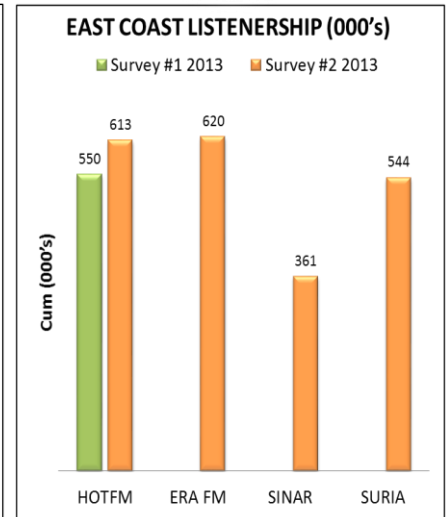
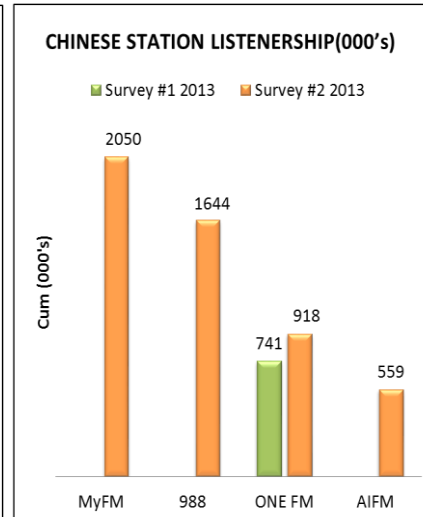
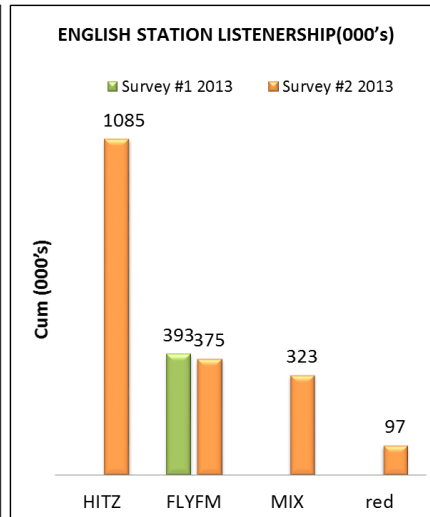
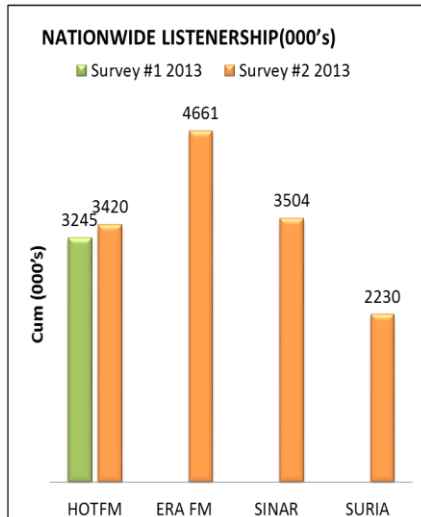
SECTION 2.4: Radio networks



Radio networks results Q1 2014

	RM'000		%
	Q1 2014	Q1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	18,330	17,051	8
NET REVENUE	15,738	14,327	10
DIRECT COSTS	(35)	(49)	30
CONTRIBUTION	15,703	14,278	10
OTHER INCOME	162	137	18
OVERHEADS	(6,852)	(6,991)	2
EBITDA	9,013	7,424	21
DEPRECIATION	(608)	(450)	(35)
PROFIT BEFORE TAX (PBT)	8,405	6,974	21
TAXATION	(1,275)	-	100
PROFIT AFTER TAX (PAT)	7,130	6,974	2
EBITDA margin %	57%	52%	
PAT margin %	45%	48%	

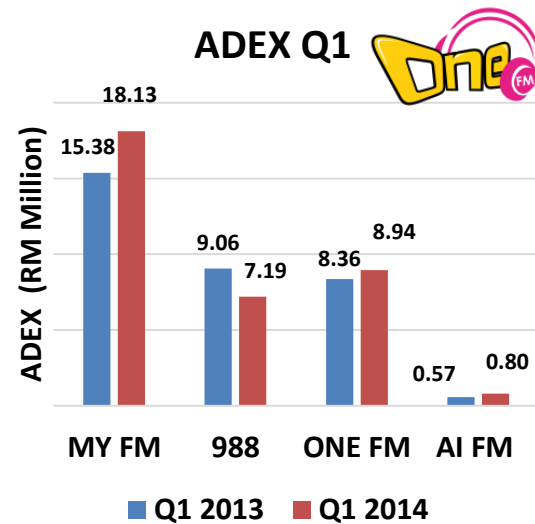
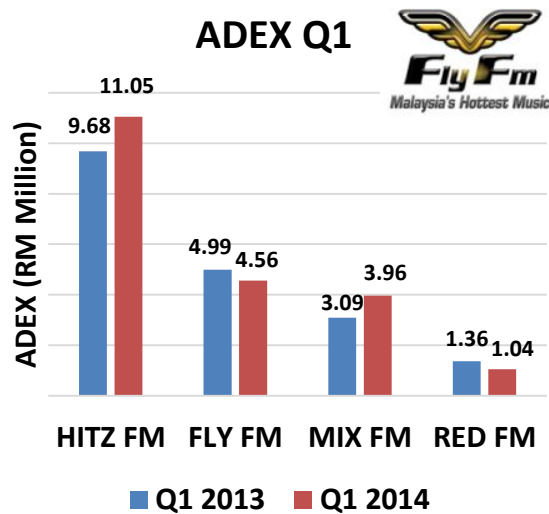
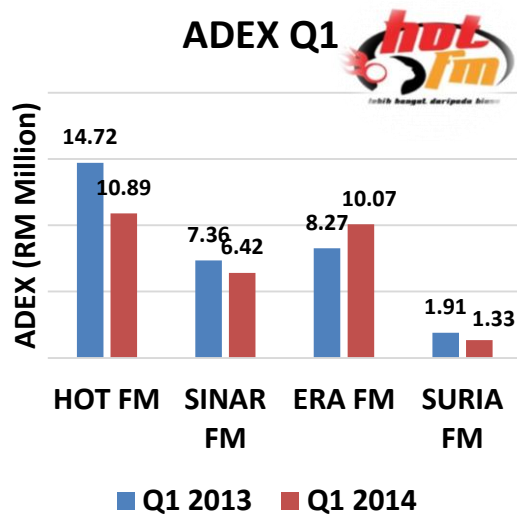
Radio performance ratings



Source: Nielsen Radio Audience Measurement

**RAM Wave 1 2013 was a closed survey. Hence, the results remain P&C and sponsors can only view the results of their radio stations, not competitors.

Defending our radio adex share



Source: Nielsen Advertising Information Service (AIS)

Largest online & social media presence in the country

2.7million
FANS



1.3million
FOLLOWERS



81,825
FOLLOWERS



Hot FM:
448,645

Fly FM:
171,408

One FM:
209,692



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

	FACEBOOK	TWITTER	INSTAGRAM
1. Hot FM	1,988,661	1,170,931	62,532
2. Era FM	1,178,029	208,834	54,577
3. Suria FM	271,510	75,309	5,864
4. Sinar FM	274,844	27,913	8,933

	Facebook	Twitter	Instagram	Weibo
1. One FM	484,313	7,181	8,768	13,410
2. My FM	418,808	7,175	8,367	15,779
3. 988	183,339	2,749	1,135	14,658

	FACEBOOK	TWITTER	INSTAGRAM
1. Hitz FM	912,559	224,032	18,262
2. Fly FM	196,255	110,310	10,525
3. Red FM	76,741	14,432	1,348

Source: Nielsen Audience Measurement (Total 4+)

Regional radio: **INVESTING FOR GROWTH**

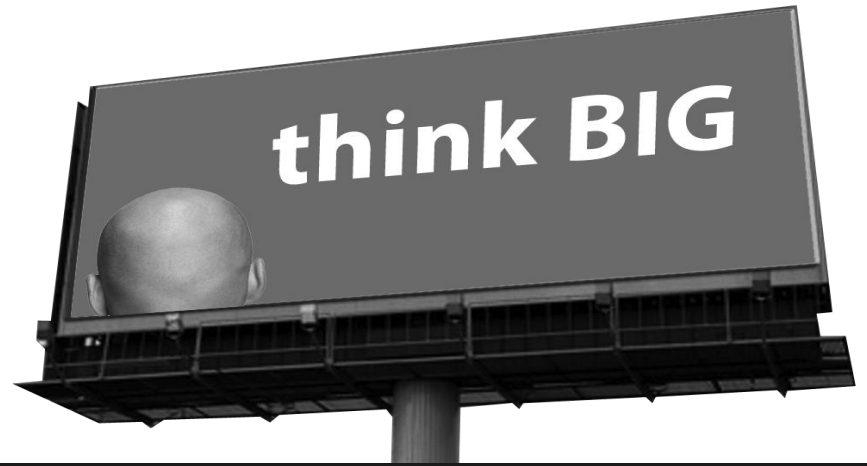


CLOSE TO 70% RADIO REACH

- 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

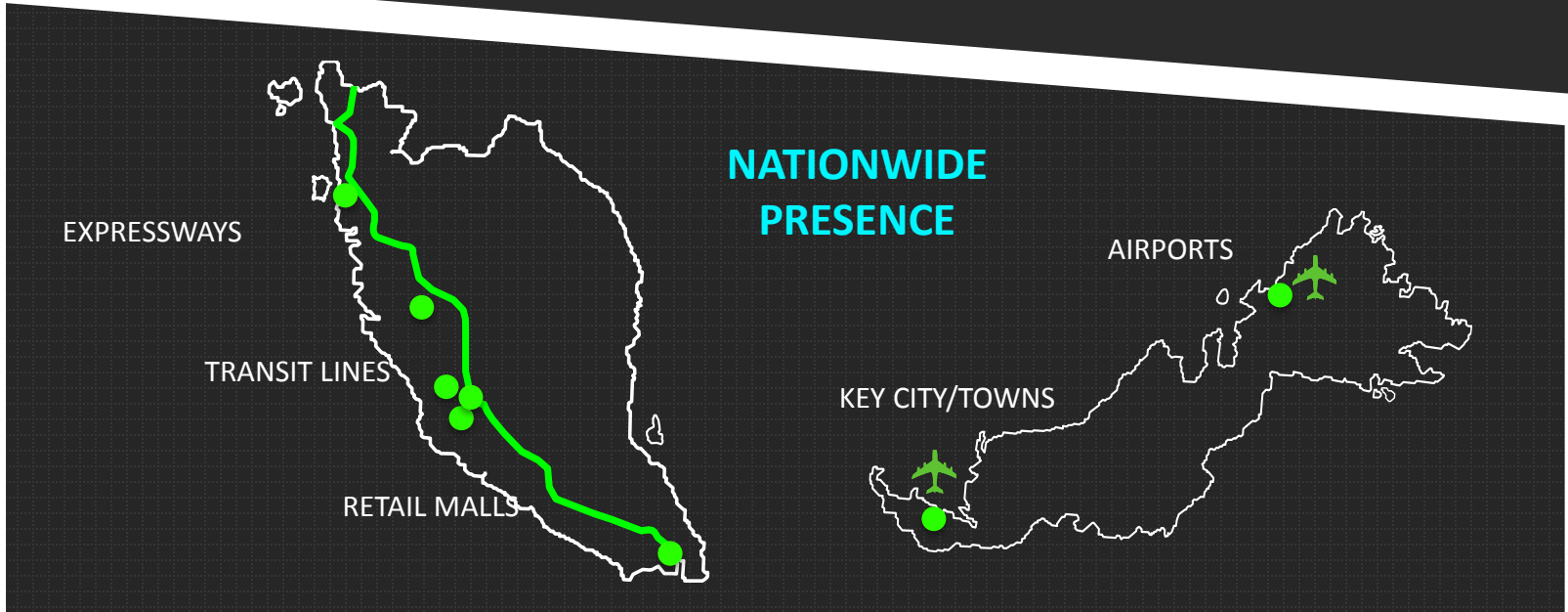
Source: Nielsen Radio Audience Measurement

SECTION 2.5: Outdoor media



Outdoor media results Q1 2014

	RM'000		%
	Q1 2014 A	Q1 2013 B	CHANGE A - B
GROSS REVENUE	39,130	42,008	(7)
NET REVENUE	35,816	38,478	(7)
DIRECT COSTS	(21,753)	(22,730)	4
CONTRIBUTION	14,063	15,748	(11)
OTHER INCOME	307	459	(33)
OVERHEADS	(3,991)	(3,973)	(0)
EBITDA	10,379	12,234	(15)
DEPRECIATION & AMORTISATION	(2,184)	(2,211)	1
PROFIT BEFORE TAX (PBT)	8,195	10,023	(18)
TAXATION	(2,049)	(2,499)	18
PROFIT AFTER TAX (PAT)	6,146	7,524	(18)
EBITDA%	29%	32%	
PAT %	17%	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

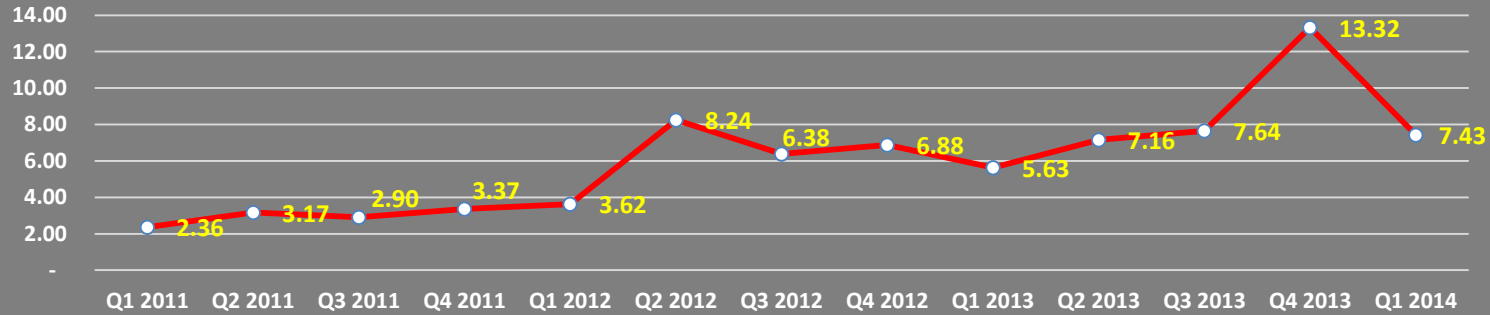


Media Prima Digital results Q1 2014

	RM'000		%
	Q1 2014	Q1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	7,428	5,642	32
NET REVENUE	7,325	5,404	36
DIRECT COSTS	(880)	(583)	(51)
CONTRIBUTION	6,445	4,821	34
OTHER INCOME	18	0	100
OVERHEADS	(6,981)	(7,184)	3
LBITDA	(518)	(2,363)	78
DEPRECIATION	(392)	(376)	(4)
LOSS BEFORE TAX	(910)	(2,739)	67
TAXATION	-	-	NA
LOSS AFTER TAX (LAT)	(910)	(2,739)	67
LBITDA %	(7%)	(44%)	
LAT %	(12%)	(51%)	

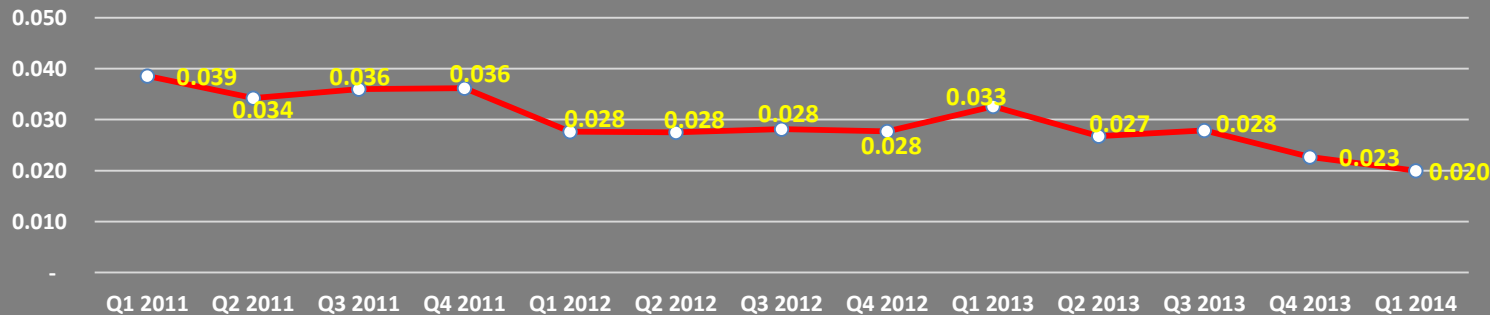
Revenue growth vs Bandwidth cost per unit growth

Revenue (RM million)



Q1 revenue demonstrates an increasing trend whilst bandwidth cost per unit has improved since Q1 2013

Bandwidth cost per unit (RM)



THE NO. 1 DIGITAL MEDIA GROUP IN MALAYSIA

Top 10 Malaysian Sites

Sites	Mar 2013		Mar 2014	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
Media Prima Group	2	2,418	1	2,725
Maybank Group	3	2,088	2	2,296
MUDAH.MY	1	2,978	3	2,093
Astro Group	18	469	4	1,874
The Star Media Group	5	1,524	5	1,789
Malaysiakini Sites	4	1,563	6	1,500
CIMB Group	8	1,103	7	1,263
Maxis Group	6	1,244	8	1,198
Tune Group	9	1,095	9	1,107
THEMALAYSIANINSIDER.COM.MY	12	814	10	1,083

Source:: Comscore

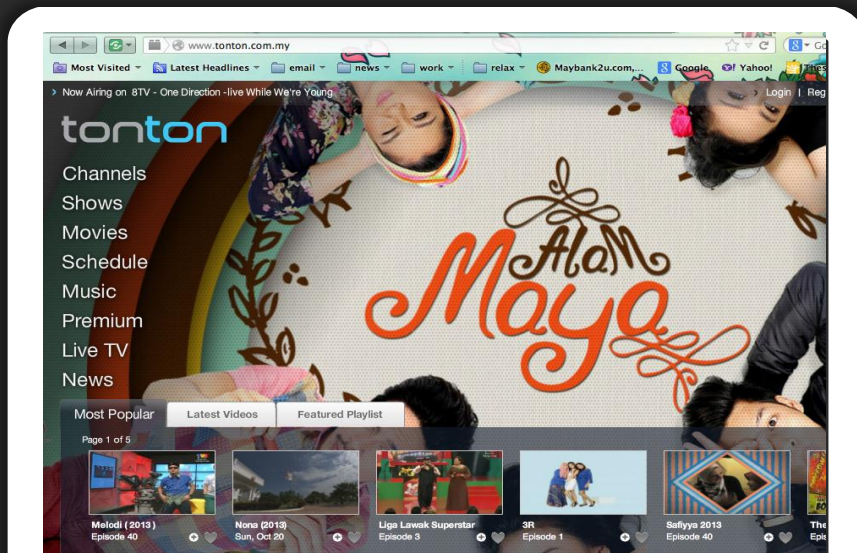
Media Prima Group is ranked #1 & Media Prima Digital continues to be the #1 Digital Media Group in Malaysia

Digital milestone

3,687,058 registered users (As at 31st March 2014)

tonton®
www.tonton.com.my

SECOND SCREEN
EXPERIENCE
INTRODUCTION



TONTON
FIRST
ORIGINAL
WEB SERIES

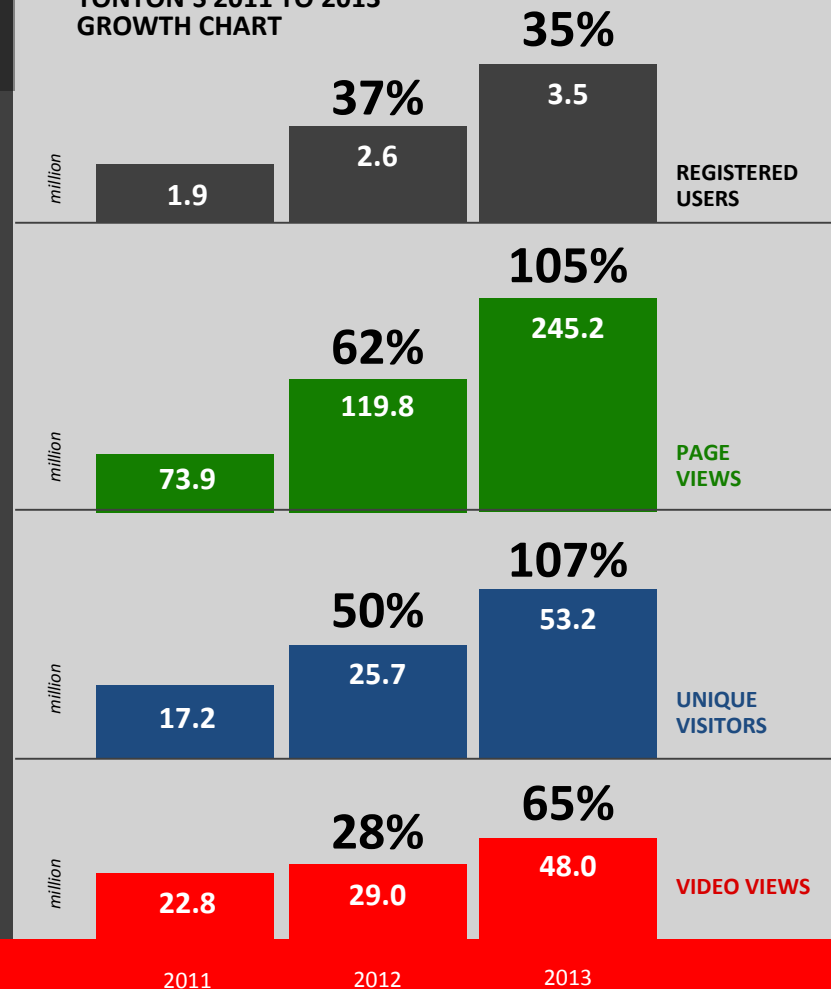
TONTON PREMIUM

48 HOURS BEFORE TV



Source:: Omniture Site Catalyst

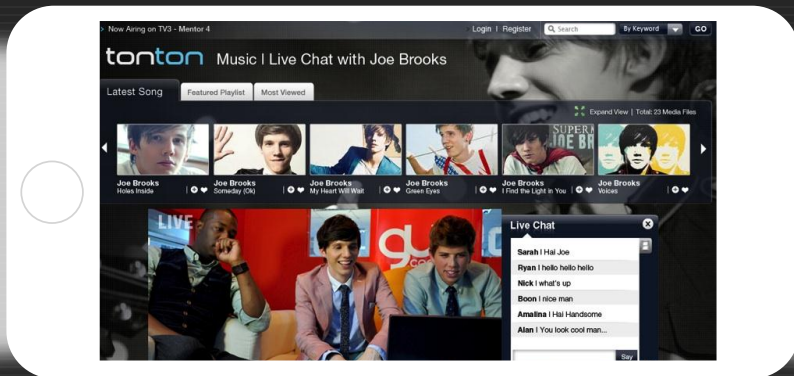
TONTON'S 2011 TO 2013 GROWTH CHART



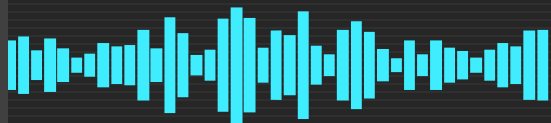
THE FIRST

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

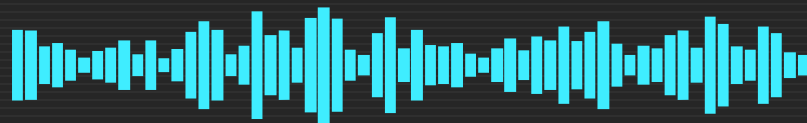
- MUSIC PORTAL TO HAVE A FULLY INTEGRATED DIGITAL MUSIC SERVICE



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.

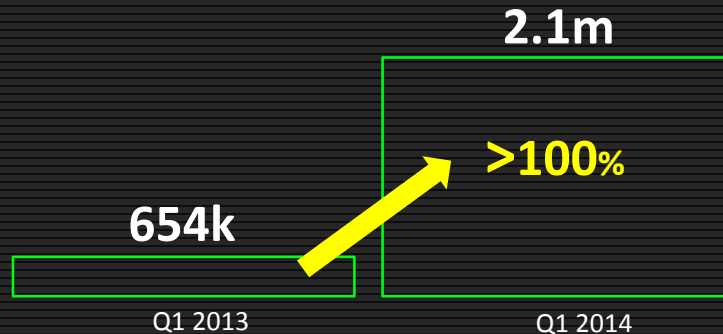
SECTION 2.7: Content creation

Primeworks Studios results Q1 2014

	RM'000		%
	Q1 2014	Q1 2013	CHANGE
	A	B	A - B
GROSS REVENUE	21,972	28,399	(23)
NET REVENUE	21,972	28,399	(23)
DIRECT COSTS	(6,673)	(11,951)	44
CONTRIBUTION	15,299	16,448	(7)
OTHER INCOME	1,548	467	>100
OVERHEADS	(11,600)	(12,880)	10
EBITDA	5,247	4,035	30
DEPRECIATION	(44)	(120)	63
PROFIT BEFORE TAX (PBT)	5,203	3,915	33
TAXATION	(989)	-	(100)
PROFIT AFTER TAX (PAT)	4,214	3,915	8
EBITDA %	24%	14%	
PAT %	19%	14%	

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 Q1 2014

	RM'000				
	MPB	PWS	Others	Consol Adjustment	Total
Gross Revenue					
2014	-	2,014	2,362	(6,364)	(1,988)
2013	-	4,814	1,049	(7,333)	(1,470)
Growth %	N/A	58	>100	(13)	(35)
Net Revenue (after royalties)					
2014	-	2,014	2,362	(1,567)	2,809
2013	-	4,814	1,049	(3,201)	2,662
Growth %	N/A	(58)	>100	51	6
EBITDA					
2014	(5,961)	(108)	1,791	(1,772)	(6,050)
2013	(5,321)	621	-	4,518	(182)
Growth %	(12)	>100	>100	>100	(3,224)
Depreciation & Interest Expenses					
2014	5,514	-	44	438	5,996
2013	7,775	-	123	746	8,644
Growth %	29	N/A	(64)	41	31
PBT / (LBT) Before Associate Before EI					
2014	(11,475)	(108)	1,747	(2,210)	(12,046)
2013	(13,096)	621	(123)	3,772	(8,826)
Growth %	12	>100	>100	>100	(36)

SECTION 3: Outlook & Conclusion

Outlook & Conclusion

- The Group's complete media offering and leadership position enables the Group to remain resilient and relevant by being able to offer comprehensive, customized and integrated solutions to the clients.
- The Group is committed to maintain its industry leadership position and earnings growth through the continued investment in quality and relevant content as well as digital media while sustaining the traditional platforms.
- The Group is cautiously optimistic on advertising growth in 2014 supported by major sporting events like the World Cup, the Asian Games, the Commonwealth Games and Visit Malaysia Year.



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

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

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.