

MEDIA PRIMA BERHAD (532975-A)

(Incorporated in Malaysia)

INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER ENDED 31 MARCH 2013

The Board of Directors of Media Prima Berhad ("MPB" or "Company") is pleased to announce the unaudited consolidated results of Media Prima Berhad Group (the "Group") for the financial year period ended 31 March 2013.

This interim report is prepared in accordance with the basis or preparation in Note A1 and paragraph 9.22 of the Bursa Malaysia Securities Berhad ("BMSB") Listing Requirements, and should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2012.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		31.3.2013	31.3.2012 (Restated)	31.3.2013	31.3.2012 (Restated)
		RM'000	RM'000	RM'000	RM'000
<u>Continuing operations</u>					
Revenue		365,836	335,284	365,836	335,284
Operating expenses	A8	(329,646)	(305,602)	(329,646)	(305,602)
Other operating income	A9	7,110	3,090	7,110	3,090
Profit from operations		43,300	32,772	43,300	32,772
Finance costs		(8,235)	(7,226)	(8,235)	(7,226)
Share of associate		1,577	3,178	1,577	3,178
Profit before tax		36,642	28,724	36,642	28,724
Taxation	B1	(8,862)	(7,322)	(8,862)	(7,322)
Net profit for the period from continuing operations		27,780	21,402	27,780	21,402
<u>Other comprehensive income/(expense):</u>					
Movement in Available-For- Sale reserve		-	(71)	-	(71)
Exchange differences on translation of foreign operations		-	(3)	-	(3)
Total Comprehensive Income for the period		27,780	21,328	27,780	21,328

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		31.3.2013	31.3.2012	31.3.2013	31.3.2012
		RM'000	(Restated) RM'000	RM'000	(Restated) RM'000
Profit attributable to:					
- Owners of the Parent		27,107	20,766	27,107	20,766
- Non-controlling Interest		673	636	673	636
		27,780	21,402	27,780	21,402
Total comprehensive income attributable to:					
- Owners of the Parent		27,107	20,688	27,107	20,688
- Non-controlling Interest		673	640	673	640
		27,780	21,328	27,780	21,328
Earnings per share (in sen)					
- Basic	B11	2.50	1.93	2.50	1.93
- Diluted	B11	2.36	1.82	2.36	1.82

The unaudited Condensed Consolidated Statement of Comprehensive Income should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2012.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	NOTE	AS AT 31.3.2013 RM'000	AS AT 31.12.2012 RM'000
ASSETS			
Non Current Assets			
Property, plant and equipment		753,657	748,977
Investment properties		61,721	62,056
Associates		168,522	163,345
Prepaid expenditure		1,524	1,571
Available-for-sale investments		2,525	2,525
Intangible assets		375,197	375,240
Deferred tax assets		94,595	97,953
		<u>1,457,741</u>	<u>1,451,667</u>
Current Assets			
Financial assets designated at fair value		90	90
Inventories		66,106	84,418
Receivables, deposits and prepayments		344,669	435,352
Tax recoverable		27,996	14,265
Deposits, bank and cash balances		533,300	682,378
		<u>972,161</u>	<u>1,216,503</u>
TOTAL ASSETS		<u>2,429,902</u>	<u>2,668,170</u>
LIABILITIES AND EQUITY			
Non Current Liabilities			
Trade and other payables		287	279
Borrowings	B4	454,305	452,311
Deferred tax liabilities		69,916	70,297
		<u>524,508</u>	<u>522,887</u>
Current Liabilities			
Trade and other payables		261,842	343,823
Borrowings	B4	37,704	230,435
Taxation		3,601	4,295
		<u>303,147</u>	<u>578,553</u>
TOTAL LIABILITIES		<u>827,655</u>	<u>1,101,440</u>
Equity and Reserves			
Share capital		1,083,990	1,079,692
Reserves		498,144	467,598
Equity attributable to equity holders of the Company		1,582,134	1,547,290
Non-controlling interest		20,113	19,440
Total equity		<u>1,602,247</u>	<u>1,566,730</u>
TOTAL LIABILITIES AND EQUITY		<u>2,429,902</u>	<u>2,668,170</u>
Net Assets per share attributable to equity holders of the Company (sen)			
		145.95	143.31

The unaudited Condensed Consolidated Statement of Financial Position should be read in conjunction with the group's audited annual financial statements for the financial year ended 31 December 2012.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE QUARTER ENDED 31 MARCH 2013

	Attributable to Owners of the Company							
	Issued and fully paid ordinary shares of RM1 each		Non – distributable					
	Number of shares '000	Nominal Value RM'000	Share Premium RM'000	Revaluation and other reserves RM'000	Retained earnings RM'000	Total RM'000	Non- controlling interests RM'000	Total equity RM'000
2013:								
At 1 January 2013	1,079,692	1,079,692	385,162	72,744	9,692	1,547,290	19,440	1,566,730
Profit for the period	-	-	-	-	27,107	27,107	673	27,780
Total comprehensive income for the period	-	-	-	-	27,107	27,107	673	27,780
Exercise of Employee Share Option Scheme ("ESOS")	429	429	519	(176)	-	772	-	772
Exercise of warrants	3,869	3,869	3,676	(580)	-	6,965	-	6,965
Cancellation of expired ESOS during the year	-	-	-	(1)	1	-	-	-
Redemption of redeemable preference shares	-	-	-	500	(500)	-	-	-
Total transaction with owners	4,298	4,298	4,195	(257)	(499)	7,737	-	7,737
At 31 March 2013	1,083,990	1,083,990	389,357	72,487	36,300	1,582,134	20,113	1,602,247

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE QUARTER ENDED 31 MARCH 2012

	← Attributable to Owners of the Company →							
	<u>Issued and fully paid ordinary shares of RM1 each</u>		<u>Non – distributable</u>			<u>Total</u> RM'000	<u>Non- controlling interests</u> RM'000	<u>Total equity</u> RM'000
	<u>Number of shares '000</u>	<u>Nominal Value RM'000</u>	<u>Share Premium RM'000</u>	<u>Revaluation and other reserves RM'000</u>	<u>Accumulated losses/ Retained earnings RM'000</u>			
2012:								
At 1 January 2012	1,068,151	1,068,151	372,953	83,144	(80,789)	1,443,459	19,885	1,463,344
Profit for the period (restated)	-	-	-	-	20,766	20,766	636	21,402
Other comprehensive income	-	-	-	(78)	-	(78)	4	(74)
Total comprehensive income for the period	-	-	-	(78)	20,766	20,688	640	21,328
Exercise of Employee Share Option Scheme ("ESOS")	2,640	2,640	3,225	(1,094)	-	4,771	-	4,771
Exercise of warrants	3,568	3,568	3,390	(535)	-	6,423	-	6,423
Cancellation of expired ESOS during the year	-	-	-	(6)	6	-	-	-
Total transaction with owners	6,208	6,208	6,615	(1,635)	6	11,194	-	11,194
At 31 March 2012 (restated)	1,074,359	1,074,359	379,568	81,431	(60,017)	1,475,341	20,525	1,495,866

The unaudited Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2012.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	NOTE	FOR THE PERIOD ENDED 31.3.2013	FOR THE PERIOD ENDED 31.3.2012
		RM'000	RM'000
Cash flow from operating activities			
Receipts from customers		502,663	396,235
Payments to employees and suppliers		(417,542)	(342,649)
Income tax paid		(19,938)	(12,746)
<i>Net cash flow from operating activities</i>		<u>65,183</u>	<u>40,840</u>
Cash flow from investing activities			
Purchase of property, plant & equipment		(27,935)	(18,842)
Interests received		4,206	2,158
Dividends received		-	47
Proceeds from disposal of property, plant and equipment		380	13
Proceeds from disposal of investment		-	129
<i>Net cash outflow arising from investing activities</i>		<u>(23,349)</u>	<u>(16,495)</u>
Cash flow from financing activities			
Proceeds from issuance of shares		7,737	11,194
Repayments of hire purchase		(1,375)	(1,407)
Interests paid		(5,919)	(9,670)
Repayment of term loan		(180,000)	-
Decrease/(Increase) in restricted fixed deposits		26,735	(5,697)
Drawdown of short term borrowings		13,000	24,129
Repayment of short term borrowings		(24,356)	-
Dividends paid		-	(85,416)
<i>Net cash flow from financing activities</i>		<u>(164,178)</u>	<u>(66,867)</u>
Net increase in cash and cash equivalents		(122,344)	(42,522)
Cash and cash equivalents at beginning of period		646,733	424,917
Cash and cash equivalents at end of period	A13	<u>524,389</u>	<u>382,395</u>

The unaudited Condensed Consolidated Statement of Cash Flows should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2012.

MEDIA PRIMA BERHAD (532975-A)
(Incorporated in Malaysia)

**INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER
ENDED 31 MARCH 2013**

NOTES TO THE INTERIM FINANCIAL REPORT

A1. BASIS OF PREPARATION

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

The unaudited interim financial statements should be read in conjunction with the audited annual financial statements of the Group for the financial year ended 31 December 2012, which were prepared in compliance with Malaysian Financial Reporting Standards ("MFRS") and International Financial Reporting Standards. The explanatory notes attached to the interim financial statements provide an explanation of events and transactions that are significant to an understanding of the changes in the financial position and performance of the Group since the financial year ended 31 December 2012. The Group has restated its quarter result ended 31 March 2012 to conform with current year's presentation.

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

During the financial period, the Group has adopted the following applicable new MFRS, the revised MFRS and amendments to MFRS issued by the Malaysian Accounting Standards Board:

MFRS 10	Consolidated financial statements
MFRS 12	Disclosures of interests in other entities
MFRS 13	Fair value measurement
MFRS 119	Employee Benefits
Amendment to MFRS 101	Presentation of items of other comprehensive income
Amendment to MFRS 1	Government Loans
Amendment to MFRS 7	Financial Instruments: Disclosures
The revised MFRS 127	Separate financial statements
The revised MFRS 128	Investments in associates and joint ventures
MFRS 3	Business Combination
Annual Improvements 2009-2011 Cycle	

NOTES TO THE INTERIM FINANCIAL REPORT

A1. BASIS OF PREPARATION (CONT'D)

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

		Effective dates
Amendments to MFRS 132	Financial Instruments: Presentation	1 January 2014
MFRS 9	Financial instruments - classification and measurement of financial assets and financial liabilities	1 January 2015

The impact of the new accounting standards, amendments and improvements to published standards and interpretations on the financial statements of the Group and Company is not expected to be material.

A2. AUDITORS' REPORT ON PRECEDING ANNUAL FINANCIAL STATEMENTS

The auditors' report on the audited annual financial statements for the financial year ended 31 December 2012 was not qualified.

A3. SEASONALITY OR CYCLICALITY FACTORS

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

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

There were no unusual items affecting the assets, liabilities, equity, net income or cash flows of the Group in the first quarter ended 31 March 2013.

A5. MATERIAL CHANGES IN ESTIMATES

There were no material changes in estimates of amounts reported in prior financial years that have a material effect in the current financial quarter as compared to the previous financial quarters or previous financial year.

A6. DIVIDENDS PAID

No dividends have been paid during the first quarter ended 31 March 2013.

A7. SEGMENTAL REPORTING

The Group determines and presents its operating segments based on information reported internally to the Group Managing Director and the Board of Directors. The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segment being made. The segment information for the current period is as follows:

NOTES TO THE INTERIM FINANCIAL REPORT

A7. SEGMENTAL REPORTING

Year ended 31/3/2013	Television Network RM'000	Radio Network RM'000	Outdoor Media RM'000	Print Media RM'000	Others RM'000	Elimination RM'000	Continuing operation RM'000	Subsidiaries Held for Sale RM'000	Consolidated RM'000
Revenues from external Customers	138,041	14,399	37,019	166,645	9,732	-	365,836	-	365,836
Intersegment revenues	1,260	-	1,459	206	1,537	(4,462)	-	-	-
Total Revenue									
Reportable segment Profit/(loss) after tax before non-controlling interest	13,274	6,972	7,638	12,366	(15,221)	2,751	27,780	-	27,780

Year ended 31/3/2012 (Restated)	Television Network RM'000	Radio Network RM'000	Outdoor Media RM'000	Print Media RM'000	Others RM'000	Elimination RM'000	Continuing operation RM'000	Subsidiaries Held for Sale RM'000	Consolidated RM'000
Revenues from external Customers	119,566	13,816	37,392	158,407	6,103	-	335,284	-	335,284
Intersegment revenues	1,260	-	530	156	1,266	(3,212)	-	-	-
Total Revenue									
Reportable segment Profit/(loss) after tax before non-controlling interest	6,223	5,982	7,631	14,217	(15,892)	3,241	21,402		21,402

NOTES TO THE INTERIM FINANCIAL REPORT

A8. OPERATING EXPENSES

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.3.2013	31.3.2012	31.3.2013	31.3.2012
		Restated		Restated
	RM'000	RM'000	RM'000	RM'000
Depreciation and amortisation	24,471	25,119	24,471	25,119
Allowance for and write off of receivables	320	823	320	823
Allowance and write off of inventories	-	-	-	-
Impairment of assets	-	-	-	-
Foreign exchange loss	44	2	44	2
Gain or loss on derivatives	-	-	-	-

A9. OTHER OPERATING INCOME

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.3.2013	31.3.2012	31.3.2013	31.3.2012
	RM'000	RM'000	RM'000	RM'000
Interest income	4,206	2,134	4,206	2,134
Other income	2,844	468	2,844	468
Gain on disposal of quoted or unquoted investments or properties	-	58	-	58
Foreign exchange gain	60	430	60	430
	<u>7,110</u>	<u>3,090</u>	<u>7,110</u>	<u>3,090</u>

A10. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT

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

NOTES TO THE INTERIM FINANCIAL REPORT

A11. CONTINGENT LIABILITIES

As at the date of this report, the following are the additional Group contingent liabilities since the last quarter announcement:

- A claim of RM100 million was brought against a subsidiary company, Sistem Televisyen Malaysia Berhad ("STMB") and 4 others by plaintiff whom alleged he was defamed during a telecast.

Apart from the above, there is no new material litigation against the Group. The contingent liabilities as at 31 March 2013 stands at RM606.7 million. The Directors are not aware of any other proceedings pending against the Company and/or its subsidiaries or of any facts likely to give rise to any proceedings which might materially affect the position or business of the Company and/or its subsidiaries.

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

A12. CAPITAL COMMITMENTS

Capital commitments not provided for in the financial statements as at 31 March 2013 are as follows:

	RM'000
Approved but not contracted:	
- Property, plant & equipment	80,996
Approved and contracted for:	
- Property, plant & equipment	<u>72,695</u>
	<u>153,691</u>

NOTES TO THE INTERIM FINANCIAL REPORT

A13. CASH AND CASH EQUIVALENTS

Details of cash and cash equivalents are as follows:

	As at 31.3.2013 RM'000	As at 31.3.2012 RM'000
Cash and bank balances	122,316	80,167
Deposits with licensed banks	410,984	333,105
	<hr/>	<hr/>
Deposits, cash and bank balances	533,300	413,272
<i>Less:</i>		
Restricted deposits		
Deposits with licensed banks	(7,092)	(27,596)
Bank balances and deposits held in respect of public donations	(1,819)	(3,281)
	<hr/>	<hr/>
Cash and cash equivalents	524,389	382,395

A14. REALISED AND UNREALISED PROFIT

	As at 31.3.2013 RM'000	As at 31.12.2012 RM'000
MPB realised retained earnings	81,912	95,007
Total accumulated losses of its subsidiaries:		
- Realised	(262,816)	(315,930)
- Unrealised	24,640	27,594
	<hr/>	<hr/>
Total share of retained profits from associated companies:		
- Realised	3,803	1,726
- Unrealised	6,005	6,534
	<hr/>	<hr/>
Add: Consolidation adjustments	182,756	194,761
	<hr/>	<hr/>
Total group retained earnings as per consolidated accounts	36,300	9,692

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**B1. TAXATION**

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.3.2013	31.3.2012	31.3.2013	31.3.2012
		Restated		Restated
	RM'000	RM'000	RM'000	RM'000
In respect of the current period:				
Current Malaysian income tax	4,312	3,916	4,312	3,916
Deferred tax	3,350	3,406	3,350	3,406
Under provision of taxation in prior year	1,200	-	1,200	-
	8,862	7,322	8,862	7,322

B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES

As at 31 March 2013, the Group does not have any financial liabilities measured at fair value through profit or loss.

B3. STATUS OF CORPORATE PROPOSALS

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

B4. MATERIAL LITIGATION

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

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**B5. BORROWINGS AND DEBT SECURITIES**

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

	31.3.2013 RM'000	31.12.2012 RM'000
<u>Short Term Borrowings</u>		
Unsecured:		
- Term Loans	7,000	187,000
- Hire purchase	3,120	4,495
- Banker's acceptance	2,584	26,940
- Revolving credit	25,000	12,000
	37,704	230,435
<u>Long Term Borrowings</u>		
Unsecured:		
- Term Loans	-	-
- Hire purchase	3,814	3,814
- 5 years MTN 2012/2017 with a coupon rate of 4.38%, maturing on 28 December 2017	303,384	300,144
Secured:		
- Bond with detachable warrant	147,107	148,353
	454,305	452,311
Total borrowings	492,009	682,746

Debt securities

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

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

	Current Year Quarter 31.3.2013 RM'000	Preceding Quarter 31.12.2012 RM'000
Revenue	365,836	477,727
Profit before tax	36,642	98,377
Profit after tax	27,780	73,285

Overall Q1 2013 results recorded lower compared to the preceding Q4 2012 in line with the general seasonal trends of advertising spending by advertisers. Q1 has always been the lowest quarter in terms of advertising spending as compared to the other quarters.

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

	Financial Year 31.3.2013 RM'000	Preceding Year 31.3.2012 (Restated) RM'000
Revenue	365,836	335,284
Profit before tax	36,642	28,724
Profit after tax	27,780	21,402

In line with Malaysia's adex growth, the Group recorded an increase of 9% and 30% in net revenue and profit after tax respectively which are mainly attributable to the Non Traditional Advertisers spending. The market improved over a weak Q1 2012. However, the positive recovery has yet to reach the Q1 2011 level. The Group's complete media offering and leadership position enables the Group to remain resilient and relevant by being able to offer comprehensive, customised and integrated solutions to the clients.

The performance of the respective platforms for the Q1 2013 as compared to the restated previous corresponding quarter is analysed as follows:

- a) Television Network – Recovered from contractions experienced in 2012. Revenue rose by 15% and in line with the market.
- b) Print Media – Continue to reap the benefits from its strong readership in Malay market, hence, translated to higher advertising revenue of 6%.
- c) Outdoor Media – Recorded 2% revenue growth with increased contributions from production revenue.
- d) Radio Network – Higher sponsorship by the advertisers and campaigns by the government agencies resulted in a higher revenue by 4%.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B8. PROSPECTS FOR 2013

Malaysia's growth in overall media adex market in Q1 2013 has been favourable. The revenue growth of the Group is highly affected by the market's adex growth, particularly the television and print adex, which currently contributes more than 80% of the Group's total revenue.

The Group is committed to maintaining its industry leadership position and earnings growth through continued investment in quality and relevant content on top of leveraging on its media integration to offer complete solution for customised marketing and branding. Concurrently, the Group will continue to exercise prudent financial and risk management whilst leveraging on operating efficiency.

The Group is cognisant of the challenges faced by the industry at large and its respective platforms and will strategise as follows:

- a) Television Network - Continue to invest in compelling quality content and ground events across the nation to sustain its leadership position in viewership and brand loyalty.
- b) Print Media - Optimal management of newsprint inventories, improving on print quality and productivity as well as optimising advertising revenue from the buoyant Malay readership.
- c) Outdoor Media - Maintain its industry edge by investing in higher yield assets and exploring new mediums of display at strategic key locations.
- d) Radio Network - Continue to develop new talent to attract listeners in order to maintain and strengthen its regional listenership evident in the improvement of overall listenership across all radio stations operated by the Group.

Digital media would continue to grow, support and complementing the traditional media. Digital media is also expected to monetise the online portals and online subscription business. The Group expects the business environment for the media industry would remain challenging as there are no major sporting events in 2013. The Group will, however, continue to reinforce its business strategies to enhance revenue and contain costs by leveraging on its complete media platform and to continue to attract the Non Traditional Advertisers.

B9. PROFIT FORECAST/PROFIT GUARANTEE

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

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B10. DIVIDEND

The shareholders had, at the Annual General Meeting of the Company held on 23 April 2013, approved the payment of a final single-tier dividend of 7.0 sen per ordinary share for the financial year ended 31 December 2012 to be paid on 28 June 2013 to Depositors whose name appear in the Record of Depositors at the close of business on 7 June 2013.

B11. EARNINGS PER SHARE

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.3.2013	31.3.2012 (Restated)	31.3.2013	31.3.2012 (Restated)
Profit attributable to ordinary equity holders of the Company (RM'000)	27,107	20,688	27,107	20,688
Weighted average number of ordinary shares in issue ('000)	1,083,254	1,073,297	1,083,254	1,073,297
Basic earnings per share (sen)	2.50	1.93	2.50	1.93
<hr/>				
Weighted average number of ordinary shares in issue ('000)	1,083,254	1,073,297	1,083,254	1,073,297
Adjustments for Warrants ('000)	62,561	59,205	62,561	59,205
Adjustments for ESOS ('000)	2,968	5,275	2,968	5,275
Weighted average number of ordinary shares for purposes of computing diluted earnings per share ('000)	1,148,783	1,137,777	1,148,783	1,137,777
Diluted earnings per share (sen)	2.36	1.82	2.36	1.82

BY ORDER OF THE BOARD

TAN SAY CHOON (MAICSA 7057849)
TASNEEM MOHD DAHALAN (LS 6966)
COMPANY SECRETARIES

Petaling

7 May 2013

The full financial analysis of Media Prima Berhad Group can also be viewed at Media Prima Berhad's website:

http://www.mediaprima.com.my/investorcenter/quarterly_reports.aspx