



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

**INTERIM FINANCIAL REPORT FOR THE SECOND QUARTER
ENDED 30 JUNE 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 period ended 30 June 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	
		30.06.2013	30.06.2012 (Restated)	30.06.2013	30.06.2012 (Restated)
		RM'000	RM'000	RM'000	RM'000
<u>Continuing operations</u>					
Revenue		466,274	447,623	832,110	782,907
Operating expenses	A8	(385,842)	(368,838)	(715,488)	(674,440)
Other operating income	A9	5,518	5,430	12,628	8,520
Profit from operations		85,950	84,215	129,250	116,987
Finance costs		(5,958)	(7,506)	(14,193)	(14,732)
Share of associate		1,255	446	2,832	3,624
Profit before tax		81,247	77,155	117,889	105,879
Taxation	B1	(20,623)	(19,777)	(29,485)	(27,099)
Net profit for the period from continuing operations		60,624	57,378	88,404	78,780
<u>Other comprehensive income/(expense):</u>					
Movement in Available-For- Sale reserve		-	-	-	(71)
Exchange differences on translation of foreign operations		-	41	-	38
Total Comprehensive Income for the period		60,624	57,419	88,404	78,747

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		30.06.2013	30.06.2012 (Restated)	30.06.2013	30.06.2012 (Restated)
		RM'000	RM'000	RM'000	RM'000
Profit attributable to:					
- Owners of the Parent		60,103	56,761	87,210	77,527
- Non-controlling Interest		521	617	1,194	1,253
		60,624	57,378	88,404	78,780
Total comprehensive income attributable to:					
- Owners of the Parent		60,103	56,802	87,210	77,490
- Non-controlling Interest		521	617	1,194	1,257
		60,624	57,419	88,404	78,747
Earnings per share (in sen)					
- Basic	B11	5.52	5.28	8.00	7.20
- Diluted	B11	5.24	4.98	7.61	6.80

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 30.06.2013 RM'000	AS AT 31.12.2012 RM'000
ASSETS			
Non Current Assets			
Property, plant and equipment		761,065	748,977
Investment properties		61,571	62,056
Associates		169,777	163,345
Prepaid expenditure		1,453	1,571
Available-for-sale investments		2,525	2,525
Intangible assets		371,303	375,240
Deferred tax assets		89,984	97,953
		<u>1,457,678</u>	<u>1,451,667</u>
Current Assets			
Financial assets designated at fair value		90	90
Inventories		49,496	84,418
Receivables, deposits and prepayments		384,751	435,352
Tax recoverable		25,967	14,265
Deposits, bank and cash balances		522,409	682,378
		<u>982,713</u>	<u>1,216,503</u>
TOTAL ASSETS		<u>2,440,391</u>	<u>2,668,170</u>
LIABILITIES AND EQUITY			
Non Current Liabilities			
Trade and other payables		291	279
Borrowings	B4	453,370	452,311
Deferred tax liabilities		69,677	70,297
		<u>523,338</u>	<u>522,887</u>
Current Liabilities			
Trade and other payables		292,908	343,823
Borrowings	B4	18,538	230,435
Taxation		976	4,295
		<u>312,422</u>	<u>578,553</u>
TOTAL LIABILITIES		<u>835,760</u>	<u>1,101,440</u>
Equity and Reserves			
Share capital		1,094,467	1,079,692
Reserves		490,126	467,598
Equity attributable to equity holders of the Company		1,584,593	1,547,290
Non-controlling interest		20,038	19,440
Total equity		<u>1,604,631</u>	<u>1,566,730</u>
TOTAL LIABILITIES AND EQUITY		<u>2,440,391</u>	<u>2,668,170</u>
Net Assets per share attributable to equity holders of the Company (sen)			
		144.78	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 30 JUNE 2013

	← Attributable to Owners of the Company →							
	<u>Issued and fully paid ordinary shares of RM1 each</u>		<u>Non – distributable</u>		Retained earnings RM'000	Total RM'000	Non- controlling interests RM'000	Total equity RM'000
	Number of shares '000	Nominal Value RM'000	Share Premium RM'000	Revaluation and other reserves 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	-	-	-	-	87,210	87,210	1,194	88,404
Total comprehensive income for the period	-	-	-	-	87,210	87,210	1,194	88,404
Exercise of Employee Share Option Scheme ("ESOS")	5,216	5,216	6,409	(2,177)	-	9,448	-	9,448
Exercise of warrants	9,559	9,559	9,082	(1,434)	-	17,207	-	17,207
Cancellation of expired ESOS during the year	-	-	-	(4)	4	-	-	-
Redemption of redeemable preference shares	-	-	-	500	(500)	-	-	-
Final dividend 2012	-	-	-	-	(76,562)	(76,562)	(596)	(77,158)
Total transaction with owners	14,775	14,775	15,491	(3,115)	(77,058)	(49,907)	(596)	(50,503)
At 30 June 2013	1,094,467	1,094,467	400,653	69,629	19,844	1,584,593	20,038	1,604,631

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE QUARTER ENDED 30 JUNE 2012

	← Attributable to Owners of the Company →							
	<u>Issued and fully paid ordinary shares of RM1 each</u>		<u>Non – distributable</u>					
	Number of shares '000	Nominal Value RM'000	Share Premium RM'000	Revaluation and other reserves RM'000	Accumulated losses/ Retained earnings RM'000	Total RM'000	Non- controlling interests RM'000	Total equity RM'000
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)	-	-	-	-	77,527	77,527	1,253	78,780
Other comprehensive income	-	-	-	(37)	-	(37)	4	(33)
Total comprehensive income for the period	-	-	-	(37)	77,527	77,490	1,257	78,747
Exercise of Employee Share Option Scheme ("ESOS")	3,766	3,766	4,609	(1,564)	-	6,811	-	6,811
Exercise of warrants	6,641	6,641	6,308	(996)	-	11,953	-	11,953
Cancellation of expired ESOS during the year	-	-	-	(41)	41	-	-	-
Effects of changes in stakes in a subsidiary	-	-	-	-	(245)	(245)	(2,023)	(2,268)
Total transaction with owners	10,407	10,407	10,917	(2,601)	(204)	18,519	(2,023)	16,496
At 30 June 2012 (restated)	1,078,558	1,078,558	383,870	80,506	(3,466)	1,539,468	19,119	1,558,587

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 30.06.2013	FOR THE PERIOD ENDED 30.06.2012
		RM'000	RM'000
Cash flow from operating activities			
Receipts from customers		952,142	827,562
Payments to employees and suppliers		(748,886)	(688,609)
Income tax paid		(36,790)	(27,009)
<i>Net cash flow from operating activities</i>		<u>166,466</u>	<u>111,944</u>
Cash flow from investing activities			
Purchase of property, plant & equipment		(59,776)	(36,678)
Acquisition of subsidiaries, net of cash acquired*		-	(2,269)
Interests received		7,980	4,675
Dividends received		-	3,661
Proceeds from disposal of property, plant and equipment		383	836
Proceeds from disposal of investment		-	3,384
<i>Net cash flow used in investing activities</i>		<u>(51,413)</u>	<u>(26,391)</u>
Cash flow from financing activities			
Proceeds from issuance of shares		26,655	18,764
Repayments of hire purchase		(2,776)	(2,725)
Interests paid		(12,622)	(12,826)
Repayment of term loan		(187,000)	(7,000)
Decrease/(Increase) in restricted fixed deposits		26,099	(10,239)
Drawdown of short term borrowings		17,235	38,307
Repayment of short term borrowings		(39,356)	-
Dividends paid		(77,158)	(85,416)
<i>Net cash flow used in financing activities</i>		<u>(248,923)</u>	<u>(61,135)</u>
Net increase in cash and cash equivalents		(133,870)	24,418
Cash and cash equivalents at beginning of period		646,733	424,917
Cash and cash equivalents at end of period	A13	<u>512,863</u>	<u>449,335</u>
* Acquisition of subsidiaries, net of cash acquired consists of:			
Purchase consideration settled in cash		-	2,269
Less: Cash and cash equivalents of subsidiaries acquired		-	-
		<u>-</u>	<u>2,269</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 SECOND QUARTER
ENDED 30 JUNE 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 30 June 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 3	Business Combination
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 1	Government Loans
Amendment to MFRS 7	Financial Instruments: Disclosures
Amendment to MFRS 101	Presentation of items of other comprehensive income
The revised MFRS 127	Separate financial statements
The revised MFRS 128	Investments in associates and joint ventures
Annual Improvements to IC Interpretations and MFRSs 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 second quarter and financial period ended 30 June 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 second quarter and financial period ended 30 June 2013.

A6. DIVIDENDS PAID

On 28 June 2013, the Company paid a final single tier dividend for the financial year ended 31 December 2012 of 7.0 sen per share on 1,093,738,488 ordinary shares amounting to RM76.6 million to shareholders registered on the Company's Register of Members at the close of business on 7 June 2013.

NOTES TO THE INTERIM FINANCIAL REPORT

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:

Period ended 30 June 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	337,461	33,157	78,551	361,753	21,188	-	832,110	-	832,110
Intersegment revenues	2,625	-	2,947	1,247	6,435	(13,254)	-	-	-
Total Revenue									
Reportable segment Profit/(loss) after tax before non-controlling interest	60,943	15,482	16,385	27,460	(35,913)	4,047	88,404	-	88,404

Period ended 30 June 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	308,638	28,722	76,044	347,402	22,101	-	782,907	-	782,907
Intersegment revenues	2,625	-	1,675	1,138	3,993	(9,431)	-	-	-
Total Revenue									
Reportable segment Profit/(loss) after tax before non-controlling interest	44,092	11,666	14,587	32,345	(24,340)	430	78,780	-	78,780

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	
	30.06.2013	30.06.2012 Restated	30.06.2013	30.06.2012 Restated
	RM'000	RM'000	RM'000	RM'000
Depreciation and amortisation	25,478	25,234	49,949	50,353
Allowance for and write off of receivables	990	804	1,310	1,627
Allowance and write off of inventories	-	-	-	-
Impairment of assets	-	-	-	-
Foreign exchange loss/(gain)	(39)	2	5	4
Gain or loss on derivatives	-	-	-	-

A9. OTHER OPERATING INCOME

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.06.2013	30.06.2012	30.06.2013	30.06.2012
	RM'000	RM'000	RM'000	RM'000
Interest income	3,774	2,627	7,980	4,761
Other income	1,290	2,545	4,134	3,013
Gain on disposal of quoted or unquoted investments or properties	-	46	-	104
Foreign exchange gain	454	212	514	642
	5,518	5,430	12,628	8,520

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 RM2 million was brought against a subsidiary company, Sistem Televisyen Malaysia Berhad ("STMB") by plaintiff whom alleged he was defamed during a telecast.
- A claim of RM1 million was brought against another subsidiary company, News Straits Times Press (M) Berhad by plaintiff whom alleged he was defamed over an article published in one of the Group's newspaper.

Apart from the above, there is no new material litigation against the Group. The contingent liabilities as at 30 June 2013 stands at RM527.2 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 30 June 2013 are as follows:

	RM'000
Approved but not contracted:	
- Property, plant & equipment	73,249
Approved and contracted for:	
- Property, plant & equipment	<u>61,846</u>
	<u>135,095</u>

NOTES TO THE INTERIM FINANCIAL REPORT

A13. CASH AND CASH EQUIVALENTS

Details of cash and cash equivalents are as follows:

	As at 30.06.2013 RM'000	As at 30.06.2012 RM'000
Cash and bank balances	121,934	147,939
Deposits with licensed banks	400,475	336,815
	<hr/>	<hr/>
Deposits, cash and bank balances	522,409	484,754
<i>Less:</i>		
Restricted deposits		
Deposits with licensed banks	(7,647)	(33,990)
Bank balances and deposits held in respect of public donations	(1,899)	(1,429)
	<hr/>	<hr/>
Cash and cash equivalents	512,863	449,335

A14. REALISED AND UNREALISED PROFIT

	As at 30.06.2013 RM'000	As at 31.12.2012 RM'000
MPB realised retained earnings	49,447	95,007
Total accumulated losses of its subsidiaries:		
- Realised	(236,916)	(315,930)
- Unrealised	20,352	27,594
	<hr/>	<hr/>
Total share of retained profits from associated companies:		
- Realised	5,035	1,726
- Unrealised	6,005	6,534
	<hr/>	<hr/>
Add: Consolidation adjustments	175,921	194,761
	<hr/>	<hr/>
Total group retained earnings as per consolidated accounts	19,844	9,692

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.06.2013	30.06.2012	30.06.2013	30.06.2012
		Restated		Restated
	RM'000	RM'000	RM'000	RM'000
In respect of the current period:				
Current Malaysian income tax	16,624	13,075	20,936	16,991
Deferred tax	3,999	6,702	7,349	10,108
Under provision of taxation in prior year	-	-	1,200	-
	20,623	19,777	29,485	27,099

B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES

As at 30 June 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:

	30.06.2013	31.12.2012
	RM'000	RM'000
<u>Short Term Borrowings</u>		
Unsecured:		
- Term Loans	-	187,000
- Hire purchase	1,719	4,495
- Banker's acceptance	6,819	26,940
- Revolving credit	10,000	12,000
	18,538	230,435
<u>Long Term Borrowings</u>		
Unsecured:		
- Hire purchase	3,814	3,814
- 5 years MTN 2012/2017 with a coupon rate of 4.38%, maturing on 28 December 2017	300,108	300,144
Secured:		
- Bond with detachable warrant	149,448	148,353
	453,370	452,311
Total borrowings	471,908	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 30.06.2013 RM'000	Preceding Quarter 31.03.2013 RM'000
Revenue	466,274	365,836
Profit before tax	81,247	36,642
Profit after tax	60,624	27,780

Q2 2013 has bounced from Q1 2013, driven mainly as a result of seasonal impact. Relatively, Q1 has always been the lowest quarter. The Group revenue increased by 27% which subsequently led to growth in profit after tax by more than 100%.

Performance of the respective business platforms for Q2 2013 against the preceding quarter is as follows:

- a) Television Network – Recovered from contractions experienced in Q1 2013. Advertisement revenue rose by 44% due to Non Traditional advertisement revenue and one-off campaigns. Coupled with effective cost management, profit after tax increased by more than 100% from preceding quarter.
- b) Print Media – Both revenue and profit after tax has improved by 18% and 22% respectively.
- c) Outdoor Media – Both revenue and profit after tax has improved by 12% and 15% respectively.
- d) Radio Network – Strong financial growth across all 3 stations. Profit after tax grew by 22% corresponds with the rise in revenue by 30% from preceding quarter.

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

	Financial Year 30.06.2013 RM'000	Preceding Year 30.06.2012 (Restated) RM'000
Revenue	832,110	782,907
Profit before tax	117,889	105,879
Profit after tax	88,404	78,780

In line with positive Malaysia's adex growth in the first half of the year, the Group recorded an increase of 6% and 12% in revenue and profit after tax respectively which are mainly attributable to the Non Traditional Advertisers spending. 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.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B7. REVIEW OF PERFORMANCE FOR CURRENT YEAR TO DATE VS. PREVIOUS YEAR TO DATE (CONT'D)

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

- a) Television Network – Recovered from contractions experienced in first half of 2012. Revenue rose by 9% and subsequently result in 38% higher profit after tax.
- b) Print Media – Although there was a shifting trend of adex from print to TV, Print Media continue to reap the benefits from its strong readership in Malay market, hence, translated to higher advertising and circulation revenue of 4% and 2% respectively. However, due to investment in new market to sustain readership, profit after tax contracted by 15% against last year.
- c) Outdoor Media – Recorded 5% revenue growth with increased contributions from production revenue. Accordingly, it translated to 12% increase in profit after tax.
- d) Radio Network – Higher sponsorship by the advertisers and government related adspend resulted in a higher revenue and profit after tax by 15% and 33% respectively.

B8. PROSPECTS FOR 2013

Malaysia's growth in overall media adex market in the first half of 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 sustain 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.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B8. PROSPECTS FOR 2013 (CONT'D)

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 in new market (major city/ town in East Malaysia), 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 technology/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 expected to continue monetising its online portals and online subscription business. The Group will also continue to expand its content production for market beyond TV broadcasting and the Group platform.

The Group expects the business environment for the media industry for the second half of 2013 to remain challenging as there are no major adex friendly events other than the normal annual festivals. 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 as well as upholding strong corporate governance.

B9. PROFIT FORECAST/PROFIT GUARANTEE

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

B10. DIVIDEND

The Board of Directors declares an interim single tier dividend of 3.0 sen (2012: 3.0 sen) per ordinary share for the financial year ending 31 December 2013, to be paid on 30 September 2013 to shareholders whose names appear in the Record of Depositors at the close of business on 13 September 2013.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS**B11. EARNINGS PER SHARE**

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.06.2013	30.06.2012 (Restated)	30.06.2013	30.06.2012 (Restated)
Profit attributable to ordinary equity holders of the Company (RM'000)	60,103	56,761	87,210	77,527
Weighted average number of ordinary shares in issue ('000)	1,089,796	1,076,034	1,089,796	1,076,034
Basic earnings per share (sen)	5.52	5.28	8.00	7.20
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Weighted average number of ordinary shares in issue ('000)	1,089,796	1,076,034	1,089,796	1,076,034
Adjustments for Warrants ('000)	53,168	59,848	53,168	59,848
Adjustments for ESOS ('000)	3,135	4,404	3,135	4,404
Weighted average number of ordinary shares for purposes of computing diluted earnings per share ('000)	1,146,099	1,140,286	1,146,099	1,140,286
Diluted earnings per share (sen)	5.24	4.98	7.61	6.80

BY ORDER OF THE BOARD

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

Petaling

28 August 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