

Financial & Business Review For the 1st Half 2013

28th August 2013

The logo for Media Prima, featuring a red square with the word "media" in white lowercase letters, followed by the word "prima" in black lowercase letters.

media prima

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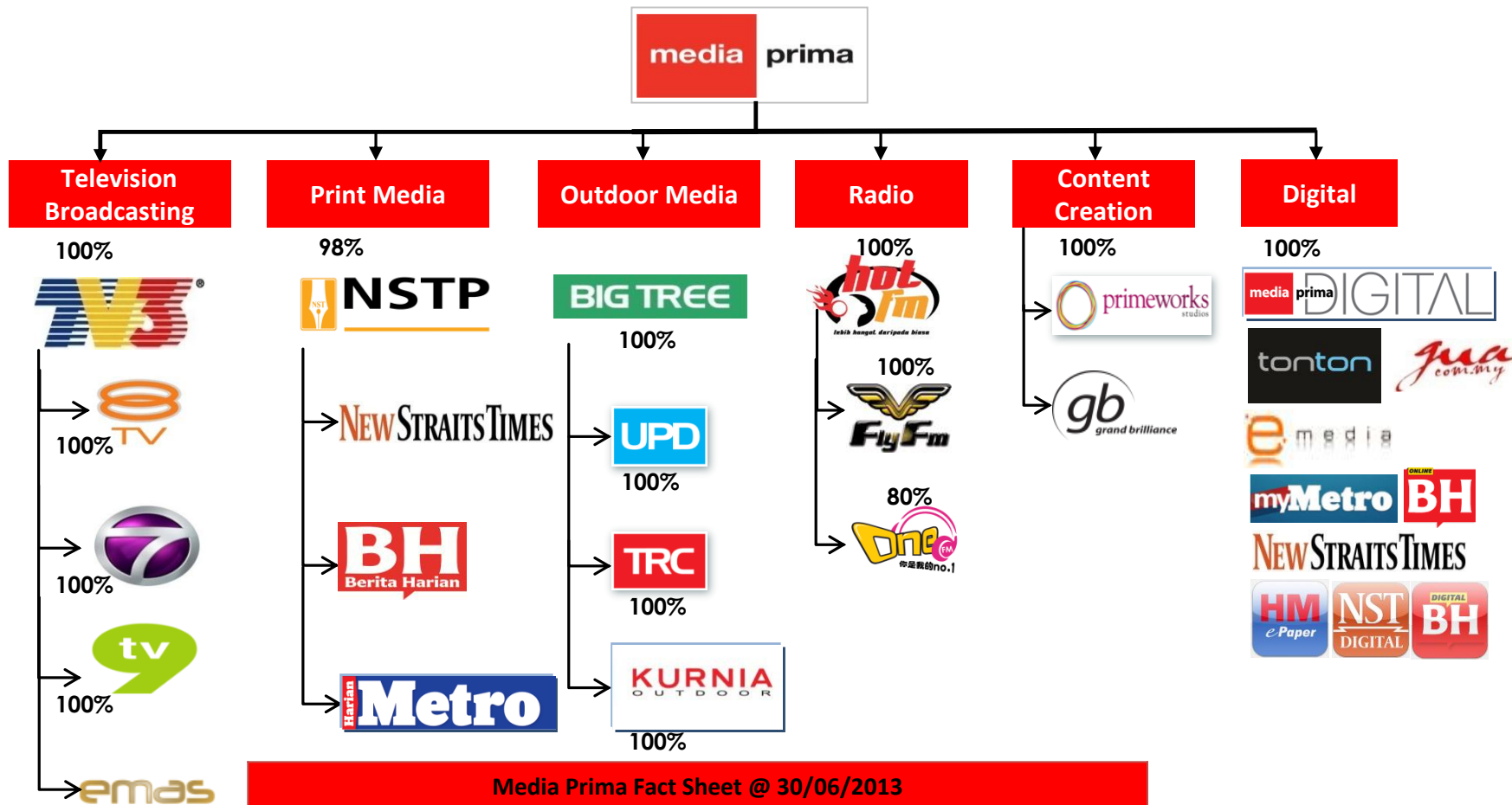
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Section 1: OVERVIEW

Media Prima, through all our platforms, reaches out to **24 million** audiences from all ages and walks of life in the country daily.

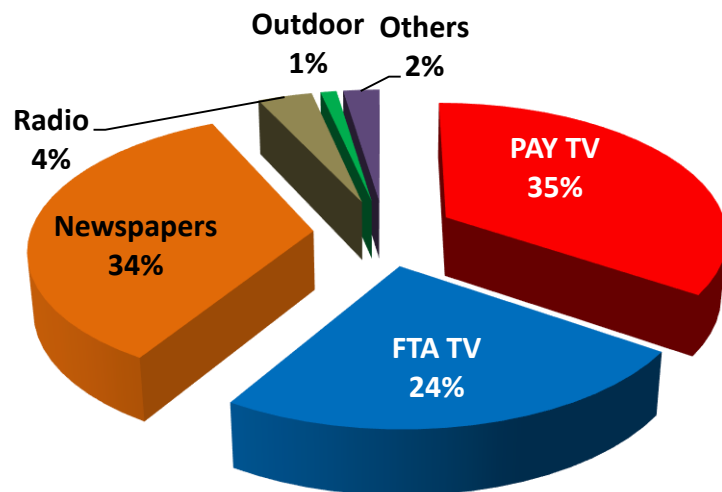


MEDIA PRIMA BERHAD TODAY

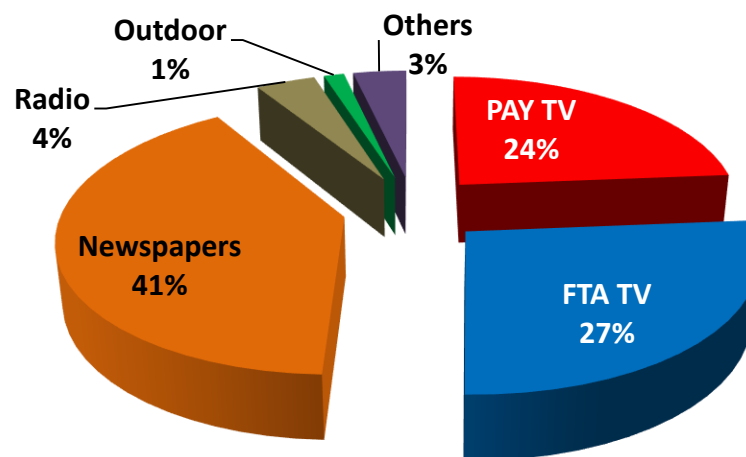


| Media Prima Fact Sheet @ 30/06/2013 | |
|-------------------------------------|----------------------|
| Issued and paid-up share capital | RM1,095.3m |
| Shareholders funds | RM1,585.0m |
| Total assets | RM2,440.4m |
| Cash | RM522.4m |
| Group borrowings | RM471.9m |
| PDS Ratings (RAM) | AAAbg (MTN), P1 (CP) |

INDUSTRY ADEX (MALAYSIA) – NON DISCOUNTED GROSS REVENUE



1H 2013



1H 2012

Source : AC Nielsen

| RM MILLION | PAY TV | FTA TV | NEWSPAPERS | RADIO | OUTDOOR | OTHERS | TOTAL |
|------------|--------|--------|------------|-------|---------|--------|-------|
| 1H 2013 | 2,083 | 1,464 | 2,070 | 217 | 64 | 144 | 6,042 |
| 1H 2012 | 1,212 | 1,367 | 2,071 | 205 | 70 | 184 | 5,109 |
| % Change | 72 | 7 | 0 | 6 | (9) | (28) | 15 |

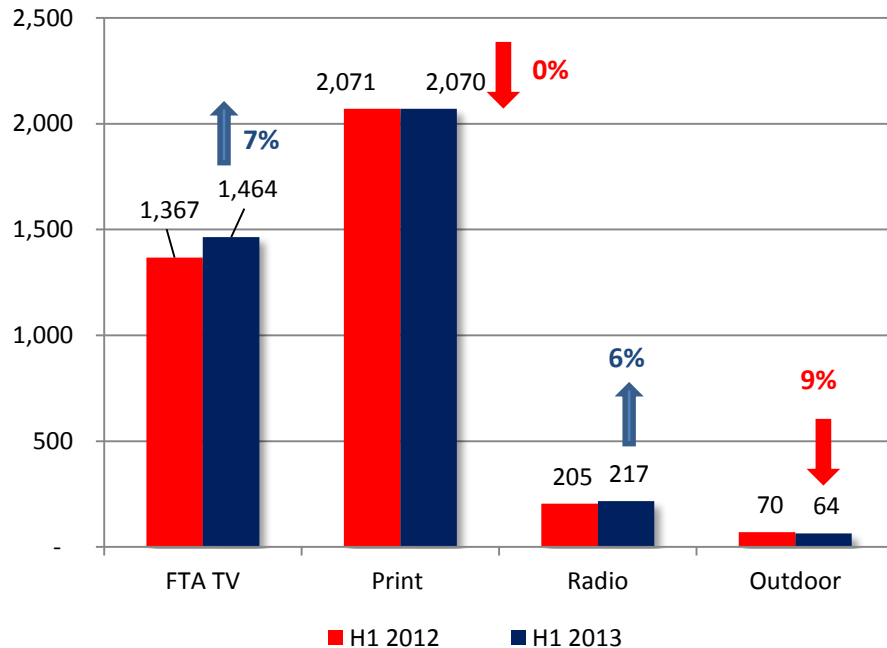
* Nielsen has discontinued tracking Digital ad spend since July 2012.

1. 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 and Print
3. Inclusion of more paid channels will contribute to higher growth for Pay TV

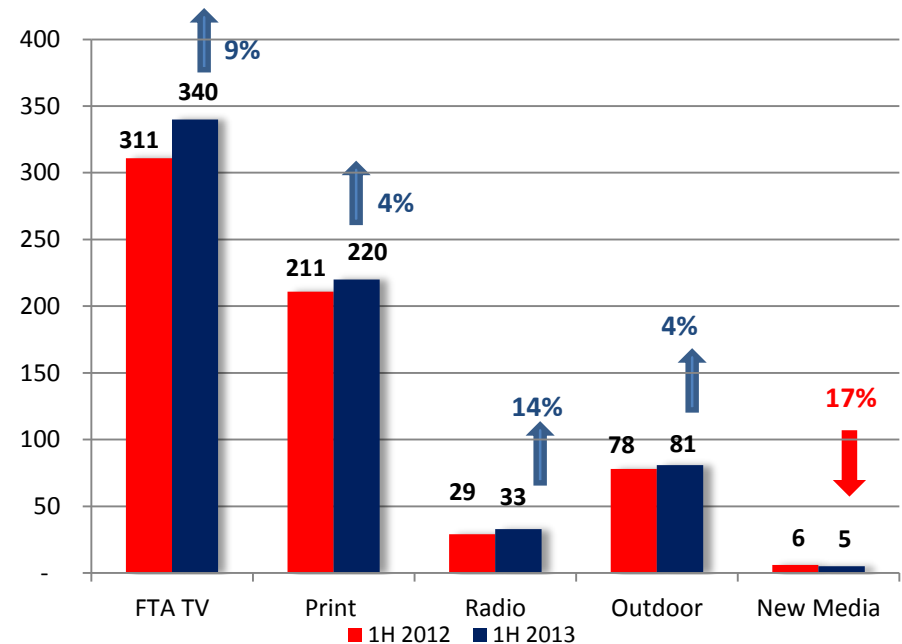
ADEX REVENUE PERFORMANCE

ADEX PERFORMANCE 1H 2013 vs. 1H 2012

Industry Adex



Media Prima's Net Revenue Adex By Platform

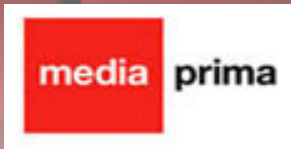


* Media Prima's Print consists of advertising revenue only. Nielsen has discontinued tracking Digital Adspend since July 2012.

- 1 Half 2013 sees our FTA, Print , Radio and Outdoor outperformed the market
- No official measurement for New Media

Section 2.1

PERFORMANCE REVIEW – MEDIA PRIMA GROUP



CONSOLIDATED FINANCIAL RESULTS 1H 2013

| RM'000 | RM '000 | | % Change A - B |
|--------------------------------|----------------|----------------|-------------------|
| | 1H 2013 A | 1H 2012 B | |
| GROSS REVENUE | 988,440 | 927,920 | 7 |
| NET REVENUE | 832,110 | 782,907 | 6 |
| ROYALTIES | (1,845) | (1,665) | (11) |
| DIRECT COSTS | (294,778) | (276,984) | (6) |
| CONTRIBUTION | 535,487 | 504,258 | 6 |
| OTHER INCOME | 12,587 | 8,520 | 48 |
| OVERHEADS | (368,875) | (345,438) | (7) |
| EBITDA | 179,199 | 167,340 | 7 |
| INT & FINANCE CHARGES | (14,193) | (14,732) | 4 |
| DEPRECIATION & AMORTISATION | (49,949) | (50,353) | 1 |
| PROFIT BEFORE ASSOCIATE | 115,057 | 102,255 | 13 |
| SHARE OF ASSOCIATE'S RESULTS | 2,832 | 3,624 | 22 |
| PROFIT BEFORE TAX | 117,889 | 105,879 | 11 |
| TAXATION | (29,485) | (27,099) | (9) |
| PROFIT AFTER TAX | 88,404 | 78,780 | 12 |
| MINORITY INTEREST | (1,194) | (1,253) | (100) |
| PATAMI | 87,210 | 77,527 | 12 |
| EBITDA margin % | 22% | 21% | |
| PATAMI margin % | 10% | 10% | |
| Effective Tax Rate % | 25 | 25 | |

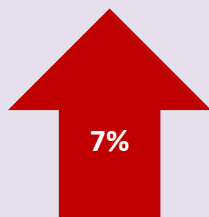
MEDIA PRIMA GROUP FINANCIAL RESULTS BY MEDIA GROUP For 1st Half 2013 vs 1st Half 2012

| | TVN RM'000 | Radio RM'000 | Outdoor Media RM'000 | Print Media RM'000 | Digital RM'000 | Others # RM'000 | Consol Adjustment RM'000 | Total Actual RM'000 |
|---|---------------|-----------------|----------------------------|--------------------------|-------------------|--------------------|--------------------------------|---------------------------|
| Gross Revenue | | | | | | | | |
| 2013 | 423,789 | 39,261 | 88,517 | 428,096 | 15,310 | 13,934 | (20,467) | 988,440 |
| 2012 | 384,852 | 34,374 | 83,543 | 411,766 | 14,757 | 13,081 | (14,453) | 927,920 |
| Growth % | 10 | 14 | 6 | 4 | 4 | 7 | (42) | 7 |
| Net Revenue (after royalties) | | | | | | | | |
| 2013 | 335,781 | 32,991 | 81,498 | 363,000 | 13,690 | 13,934 | (10,629) | 830,265 |
| 2012 | 307,117 | 28,578 | 77,719 | 348,540 | 13,012 | 13,081 | (6,805) | 781,242 |
| Growth % | 9 | 15 | 5 | 4 | 5 | 7 | 56 | 6 |
| EBITDA | | | | | | | | |
| 2013 | 96,392 | 18,909 | 26,290 | 56,137 | (1,791) | (9,696) | (7,042) | 179,199 |
| 2012 | 80,750 | 14,318 | 23,414 | 61,963 | 1,814 | (12,005) | (2,914) | 167,340 |
| Growth % | 19 | 32 | 12 | (9) | >100 | 19 | (142) | 7 |
| Depreciation & Interest Expenses | | | | | | | | |
| 2013 | 19,588 | 909 | 4,452 | 23,300 | 766 | 13,632 | 1,495 | 64,142 |
| 2012 | 20,704 | 832 | 3,965 | 23,288 | 932 | 13,465 | 1,899 | 65,085 |
| Growth % | 5 | (9) | (12) | (0) | 18 | (1) | 21 | 1 |
| PBT / (LBT) Before Associate | | | | | | | | |
| 2013 | 76,804 | 18,000 | 21,838 | 32,837 | (2,557) | (23,328) | (8,537) | 115,057 |
| 2012 | 60,046 | 13,486 | 19,449 | 38,675 | 882 | (25,470) | (4,813) | 102,255 |
| Growth % | 28 | 33 | 12 | (15) | >100 | (8) | (77) | 13 |

#Others - Inclusive of Media Prima Berhad, Grand Brilliance, Alternate Records and Primeworks Studios

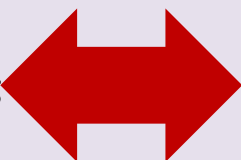
SUMMARY OF FINANCIAL HIGHLIGHTS

Advertising
Revenue



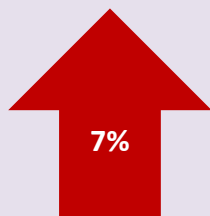
- Ad revenue grew by 7% against 1H 2012 contributed by the Non Traditional Advertisers (NTAs) and new market segments

Non-
Advertising
Revenue



- PWS' TV Production increased by 6% against 1H 2012
- Circulation revenue increased by 1% against 1H 2012 due to the shift in preference for free online content and Malay Daily

EBITDA



- Growth of 7% against 1H 2012 mainly due to marginal increase in direct costs and overheads and higher interest income

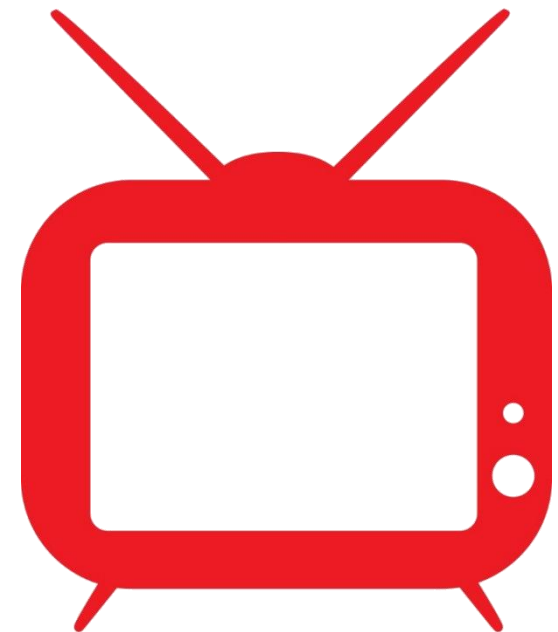
PATAMI



- PATAMI of RM87.2 million against 1H 2012 of RM77.5 million
- With 12% growth against that of 1H 2012

Section 2.2

TV NETWORKS

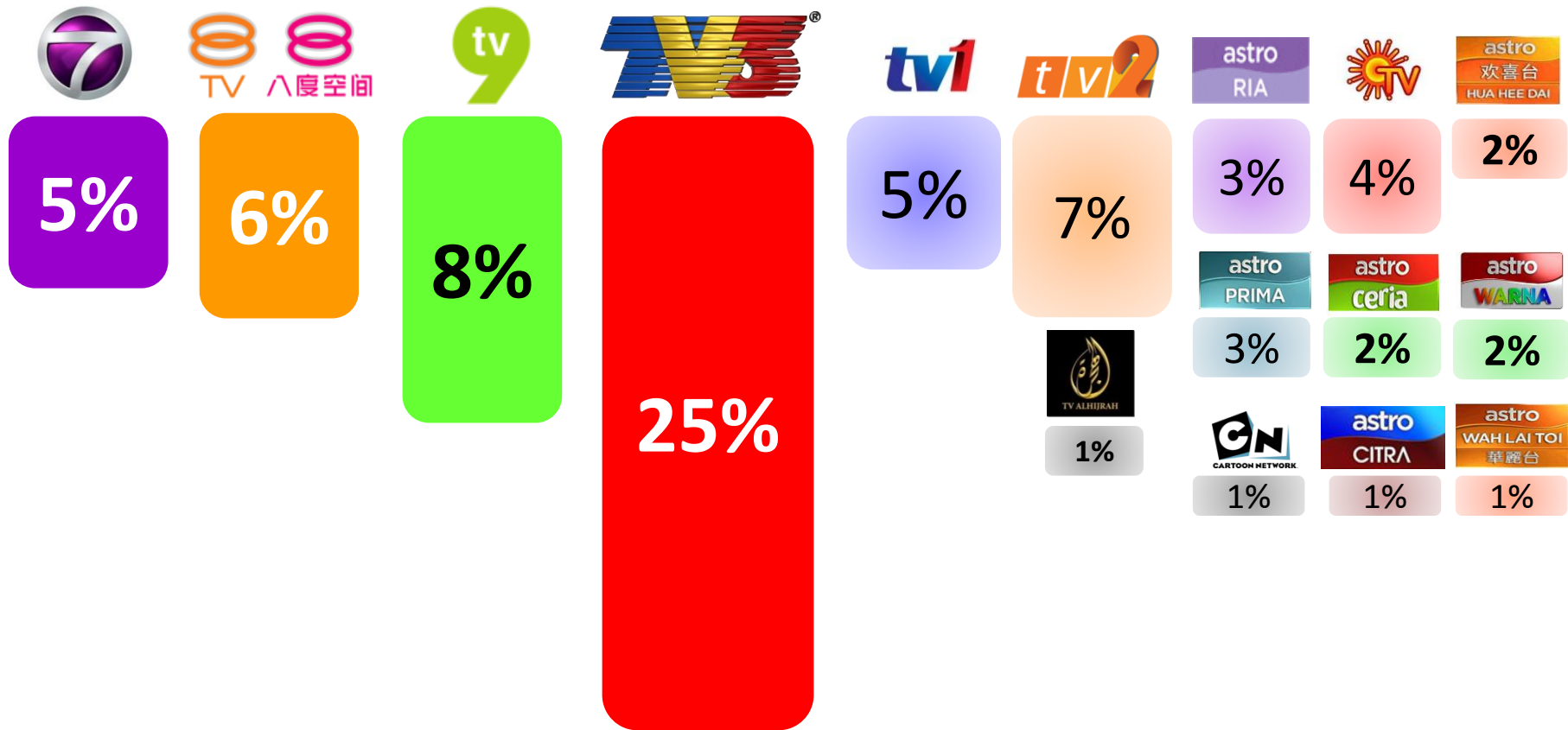


TV NETWORKS RESULTS: 1H 2013 VS. 1H 2012

| | RM '000 | | % Change A - B |
|--------------------------------|----------------|----------------|-------------------|
| | 1H 2013 A | 1H 2012 B | |
| GROSS REVENUE | 423,789 | 384,852 | 10 |
| NET REVENUE | 335,781 | 307,117 | 9 |
| DIRECT COSTS | (109,751) | (107,278) | (2) |
| CONTRIBUTION | 226,030 | 199,839 | 13 |
| CONTRIBUTION % | 67 | 65 | |
| OTHER INCOME | 3,221 | 2,516 | 28 |
| OVERHEADS | (132,859) | (121,605) | (9) |
| EBITDA | 96,392 | 80,750 | 19 |
| EBITDA % | 29 | 26 | |
| DEPRECIATION | (19,323) | (20,217) | 4 |
| INT & FINANCE CHARGES | (265) | (487) | 46 |
| PROFIT BEFORE TAX (PBT) | 76,804 | 60,046 | 28 |
| TAXATION | (15,861) | (15,954) | 1 |
| PROFIT AFTER TAX (PAT) | 60,943 | 44,092 | 38 |
| PAT % | 18 | 14 | |

TV AUDIENCE SHARE : JANUARY-JUNE 2013

Dominant Position Across All Stations/Channels



FREE & PAY CHANNELS INCLUDED

TOP 10 CHANNELS WATCHED

MPB channels remain the LEADER among key markets

| TOTAL 4+ | | | | CHINESE 4+ | | | | MALAY 15+ | | | |
|----------|---------------|--------|---------------|------------|---------------|--------|---------------|-----------|---------------|-------|---------------|
| STN | JAN-JUNE 2013 | STN | JAN-JUNE 2012 | STN | JAN-JUNE 2013 | STN | JAN-JUNE 2012 | STN | JAN-JUNE 2013 | STN | JAN-JUNE 2012 |
| TV3 | 25 | TV3 | 27 | 8TV | 27 | 8TV | 26 | TV3 | 34 | TV3 | 37 |
| TV9 | 8 | TV9 | 8 | ntv7 | 19 | ntv7 | 17 | TV9 | 10 | TV9 | 10 |
| TV2 | 7 | TV2 | 7 | HUAHEE | 8 | HUAHEE | 8 | TV2 | 8 | TV2 | 8 |
| 8TV | 6 | 8TV | 6 | AEC | 4 | WLT | 6 | TV1 | 7 | TV1 | 7 |
| ntv7 | 5 | TV1 | 5 | WLT | 4 | TV2 | 5 | PRIMA | 5 | RIA | 5 |
| TV1 | 5 | ntv7 | 5 | TV2 | 4 | AEC | 4 | RIA | 5 | PRIMA | 3 |
| SUN-TV | 4 | RIA | 4 | XHE | 3 | XHE | 3 | WARNA | 3 | CERIA | 2 |
| PRIMA | 3 | SUN-TV | 4 | TV3 | 2 | SHX | 3.0 | CERIA | 2 | WARNA | 3 |
| RIA | 3 | PRIMA | 2 | TVBC | 2 | TV3 | 3 | CITRA | 2 | ntv7 | 2 |
| CERIA | 2 | CERIA | 2 | OTHR ASTI | 2 | TVBC | 2 | ntv7 | 2 | CITRA | 2 |

FREE & PAY CHANNELS INCLUDED

TV ADEX SHARE BY STATION: 1H 2013 VS. 1H 2012



| RM'000 | TV3 | 8TV | ntv7 | TV9 | TOTAL MPB TVN | TV1 | TV2 | AL HIJRAH | Total |
|--------|-----|-----|------|-----|------------------|-----|-----|--------------|-------|
|--------|-----|-----|------|-----|------------------|-----|-----|--------------|-------|

2013

Non discounted gross revenue

| | | | | | | | | | |
|----------|---------|---------|---------|---------|-----------|--------|---------|---|-----------|
| - % | 42 | 17 | 15 | 15 | 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 |
| Growth % | 5 | 8 | 9 | 29 | 10 | 5 | (16) | 0 | 7 |

Discount factor

| | | | | | | | | | |
|----------|-----------|-----------|-----------|-----------|-----------|----------|----------|---|-----------|
| - % | 56 | 76 | 76 | 81 | 68 | 60 * | 60 * | 0 | 67 |
| - RM'000 | (343,457) | (190,265) | (165,853) | (182,177) | (881,751) | (27,250) | (67,953) | 0 | (976,954) |

Gross Revenue

| | | | | | | | | | |
|----------|---------|--------|--------|--------|---------|--------|--------|---|---------|
| - RM'000 | 267,038 | 60,270 | 52,726 | 43,754 | 423,789 | 18,166 | 45,302 | 0 | 487,257 |
| - % | 55 | 12 | 11 | 9 | 87 | 4 | 9 | 0 | 100 |
| Growth % | 7 | 14 | 9 | 29 | 10 | 5 | (16) | 0 | 7 |

2012

Non discounted gross revenue

| | | | | | | | | | |
|----------|---------|---------|---------|---------|-----------|--------|---------|---|-----------|
| - % | 43 | 17 | 15 | 13 | 87 | 3 | 10 | 0 | 100 |
| - RM'000 | 582,771 | 231,568 | 199,683 | 174,990 | 1,189,012 | 43,191 | 135,018 | 0 | 1,367,222 |

Discount factor

| | | | | | | | | | |
|----------|-----------|-----------|-----------|-----------|-----------|----------|----------|---|-----------|
| - % | 57 | 77 | 76 | 81 | 68 | 60 * | 60 * | 0 | 67 |
| - RM'000 | (333,226) | (178,604) | (151,359) | (140,971) | (804,160) | (25,915) | (81,011) | 0 | (911,086) |

Gross Revenue

| | | | | | | | | | |
|----------|---------|--------|--------|--------|---------|--------|--------|---|---------|
| - RM'000 | 249,544 | 52,964 | 48,324 | 34,020 | 384,852 | 17,277 | 54,007 | 0 | 456,136 |
| - % | 55 | 12 | 11 | 7 | 84 | 4 | 12 | 0 | 100 |

* Based on estimates

Section 2.3 PRINT MEDIA

Harian Metro

BH
Berita Harian

NEW STRAITS TIMES



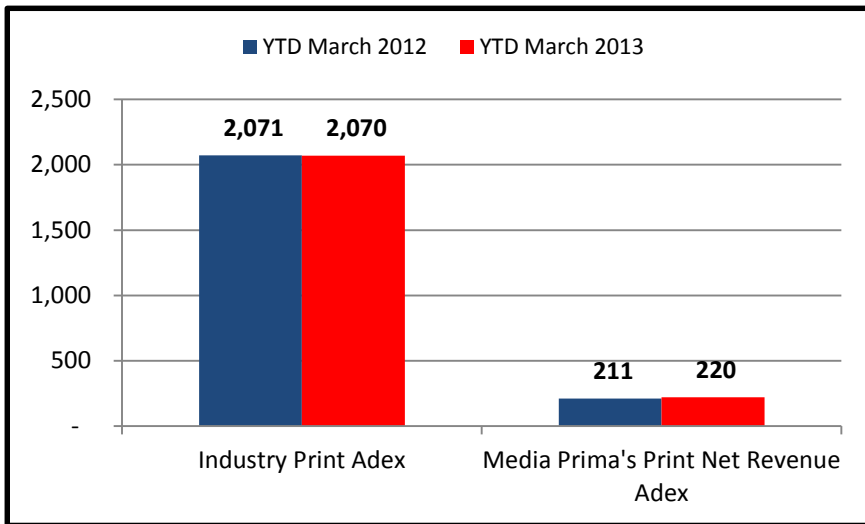
NSTP GROUP CONSOLIDATED RESULTS 1H 2013 vs. 1H 2012

| | RM'000 | | Change % (A - B) |
|--|---------------|---------------|------------------------|
| | 1H 13 A | 1H 2012 B | |
| GROSS REVENUE | 428,096 | 414,638 | 3 |
| NET REVENUE | 363,000 | 351,412 | 3 |
| DIRECT COSTS | (127,233) | (116,852) | (9) |
| CONTRIBUTION | 235,767 | 234,560 | 1 |
| CONTRIBUTION % | 65% | 67% | |
| OTHER INCOME | 1,693 | 1,612 | 5 |
| OVERHEADS | (181,323) | (172,734) | (5) |
| EBITDA | 56,137 | 63,438 | (12) |
| FINANCE COST | (512) | (1,451) | 65 |
| DEPRECIATION | (22,788) | (21,995) | (4) |
| PROFIT BEFORE EI & ASSOCIATES | 32,837 | 39,992 | (18) |
| SHARE OF RESULTS OF ASSOCIATES | 2,832 | 3,624 | (22) |
| PROFIT BEFORE TAX | 35,669 | 43,616 | (18) |
| TAXATION | (8,209) | (10,178) | 19 |
| PROFIT AFTER TAX | 27,460 | 33,438 | (18) |
| EBITDA % | 15% | 18% | |
| PATAMI % | 8% | 10% | |

*YTD June 2012 figures are inclusive of e-Media.

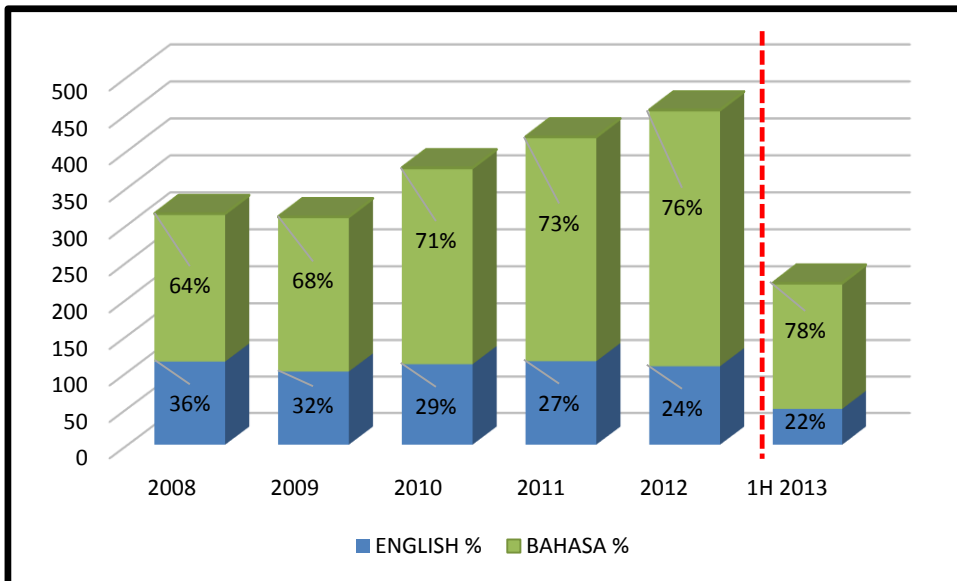
GROWING CONTRIBUTION FROM THE MALAY MARKET

Industry Adex vs. Media Prima's Net Revenue Adex

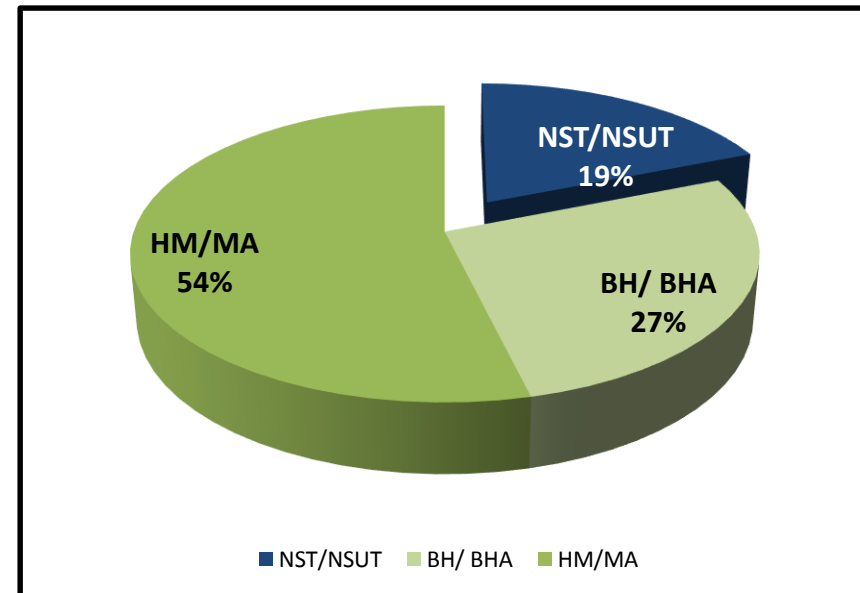


Industry Adex for the 1H 2013 maintain as last year while our print Adex grow by 4%, driven by the growing Bahasa market & our Group's strength in this sector

NSTP Advertising Revenue Trend 1H 2013

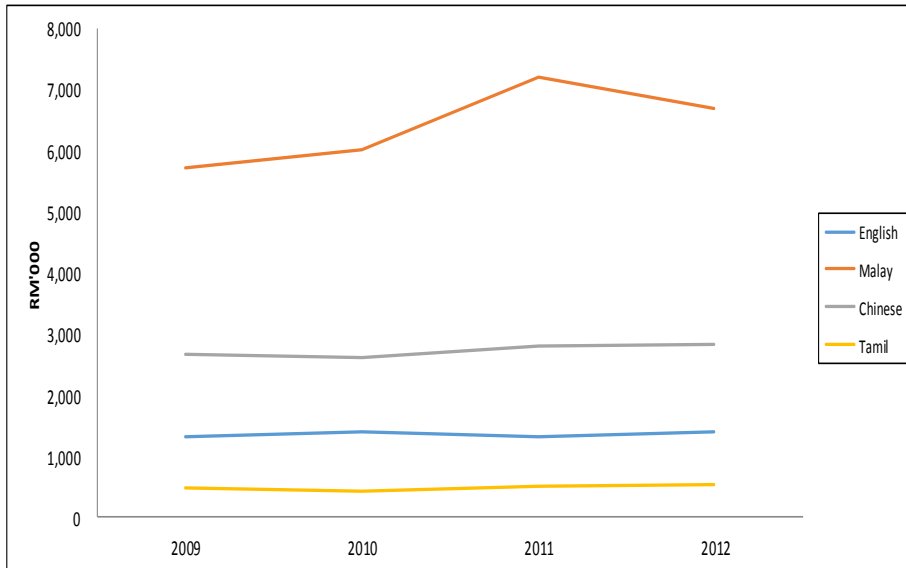


Revenue Contribution 1H 2013

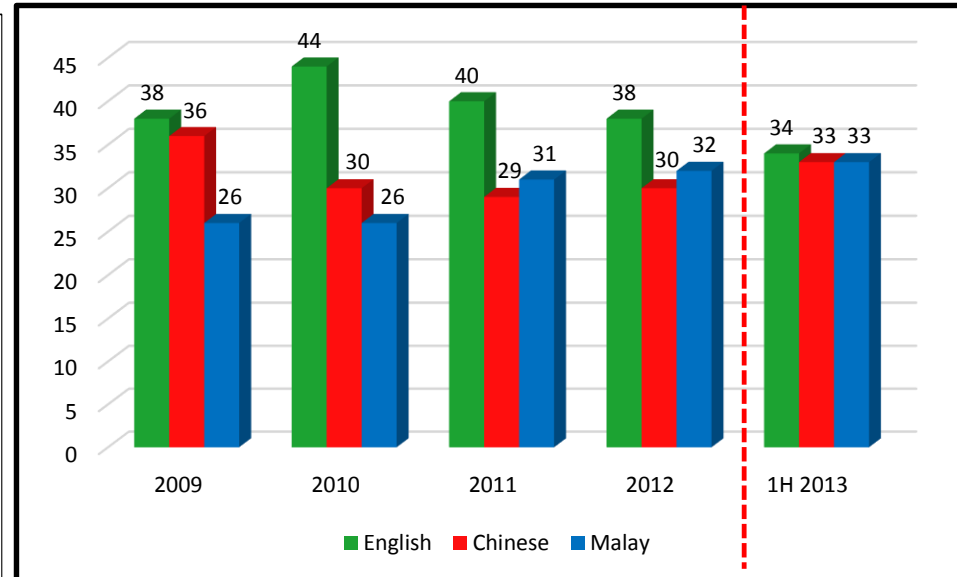


READERSHIP/ ADVERTISING REVENUE TRENDS

Readership Trend By Language



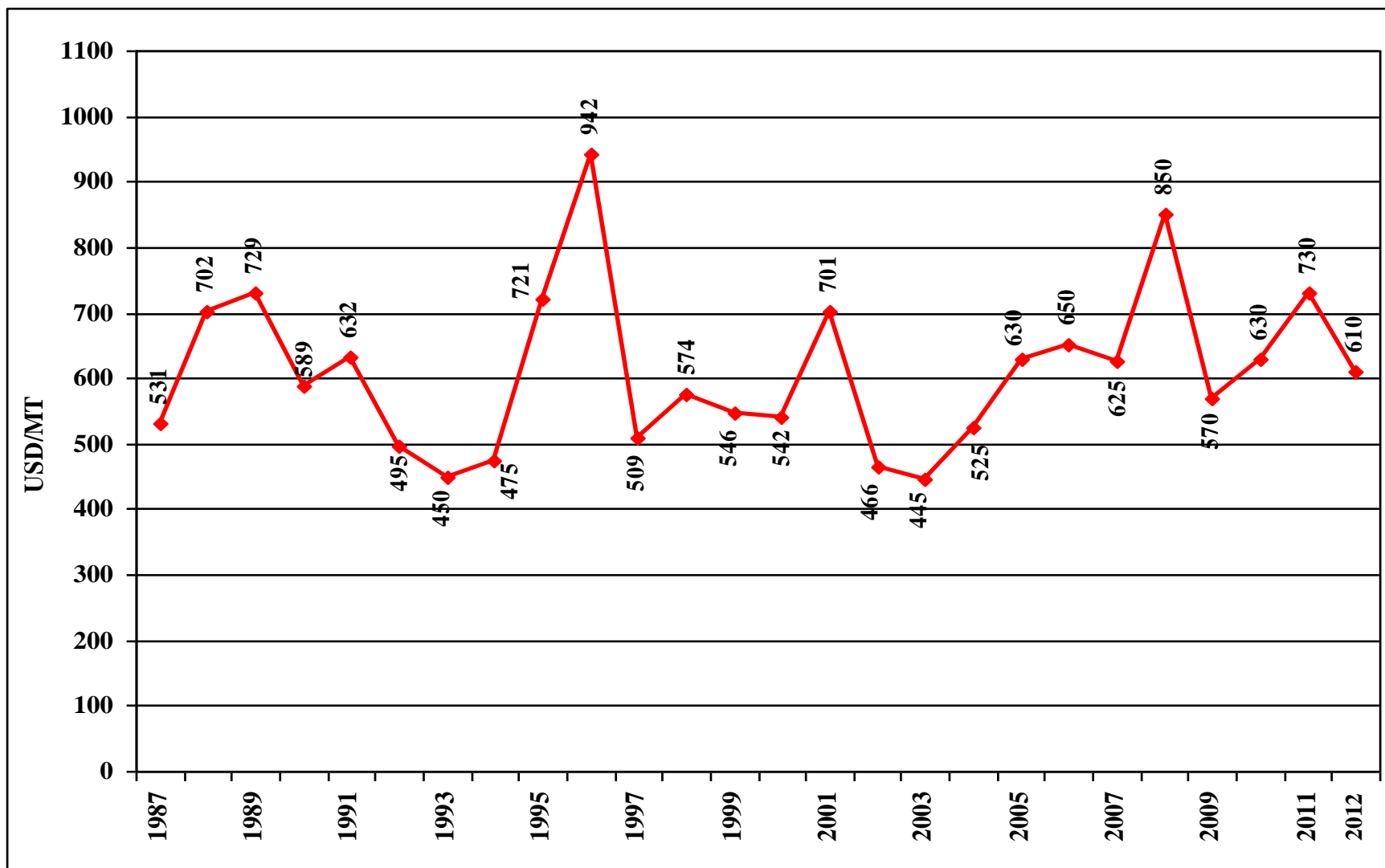
Print Adex Market Share By Language



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

(Source: Nielsen Media Research)

NSTP NEWSPRINT PRICE TREND



Section 2.4

CONTENT CREATION



primeworks
studios





| RM'000 | RM'000 | | Changes % A - B |
|-------------------------------|---------------|---------------|-----------------------|
| | 1H 2013 A | 1H 2012 B | |
| NET REVENUE | 64,752 | 62,134 | 4 |
| DIRECT COSTS | 33,400 | 29,610 | (13) |
| CONTRIBUTION CONTRIBUTION% | 31,352 48% | 32,524 52% | (4) |
| OTHER INCOME | 783 | 651 | 20 |
| OVERHEADS | 24,689 | 22,271 | (11) |
| SHARED COSTS | 2,758 | 2,674 | (3) |
| EBITDA | 4,688 | 8,230 | (43) |
| EBITDA% | 7% | 13% | |
| FINANCE COST | - | 6 | 100 |
| DEPRECIATION | 187 | 250 | 25 |
| PROFIT BEFORE TAX | 4,501 | 7,974 | (44) |
| TAXATION - Corp Tax | 280 | 722 | 61 |
| PROFIT AFTER TAX | 4,221 | 7,252 | (42) |
| PAT % | 7% | 12% | |

1H 2013 NEW PROGRAMMES



HD



HD



1H 2013 RATINGS WINNERS



4 MIL VIEWERS
60 % SHARE



2.1 MIL VIEWERS
34 % SHARE



1.6 MIL VIEWERS
41 % SHARE



2 MIL VIEWERS
40 % SHARE



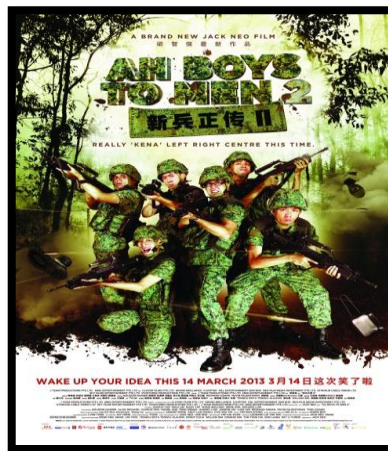
3.6 MIL VIEWERS
55 % SHARE



1.5 MIL VIEWERS
24 % SHARE



ROCK OO!
(28th FEB 2013)



AH BOYS TO MEN Pt. 2
(14th MAR 2013)



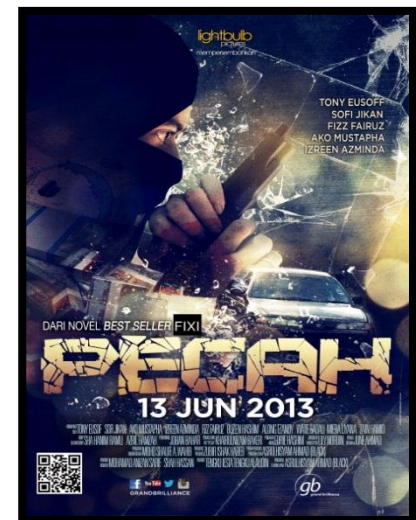
SEMBUNYI
(28th MAR 2013)



BISIKAN SYAITAN
(2nd MAY 2013)



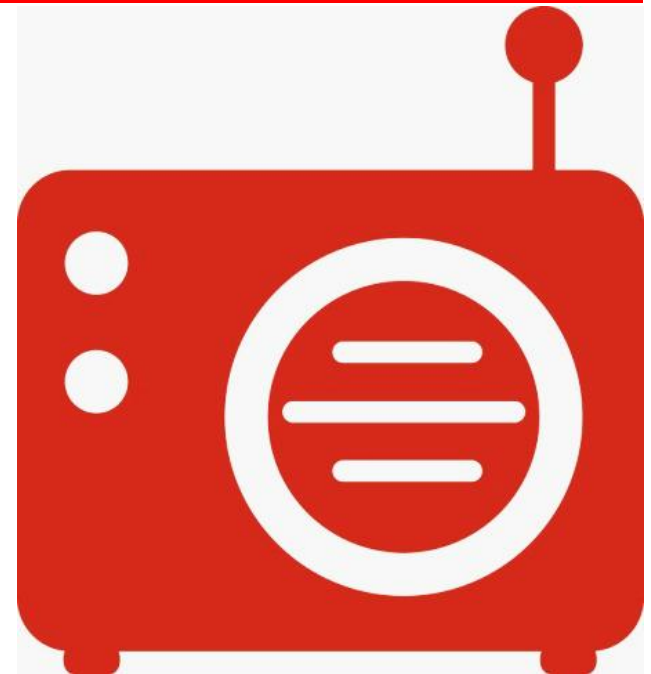
KIL
(30th MAY 2013)



PECAH
(13th JUNE 2013)

Section 2.5

RADIO NETWORKS



RADIO NETWORKS FINANCIAL RESULTS 1H 2013 vs. 1H 2012

| | RM '000 | | Change A - B |
|--------------------------------|---------------|---------------|-----------------|
| | 1H 2013 A | 1H 2012 B | |
| GROSS REVENUE | 39,261 | 34,374 | 14 |
| NET REVENUE | 33,157 | 28,722 | |
| ROYALTIES | (166) | (144) | |
| NET REVENUE | 32,991 | 28,578 | 15 |
| DIRECT COSTS | (101) | (125) | 20 |
| CONTRIBUTION | 32,890 | 28,453 | 16 |
| CONTRIBUTION % | 100 | 100 | |
| OTHER INCOME | 534 | 641 | (17) |
| OVERHEADS | (14,515) | (14,776) | 2 |
| EBITDA | 18,909 | 14,318 | 32 |
| EBITDA % | 57 | 50 | |
| DEPRECIATION | (909) | (832) | (9) |
| PROFIT BEFORE TAX (PBT) | 18,000 | 13,486 | 33 |
| TAXATION | (2,518) | (1,820) | (38) |
| PROFIT AFTER TAX (PAT) | 15,482 | 11,666 | 33 |
| PAT % | 47 | 41 | |

***No listenership survey conducted in first Half 2013**

Section 2.6

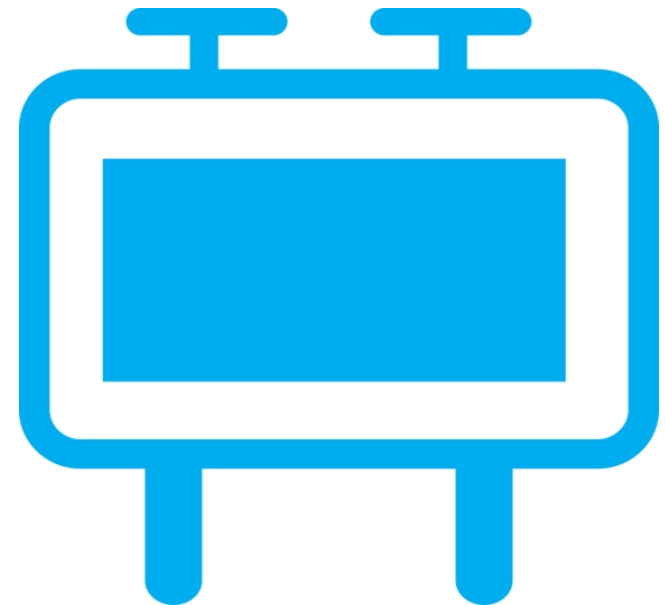
OUTDOOR MEDIA

BIG TREE

KURNIA
OUTDOOR

UPD

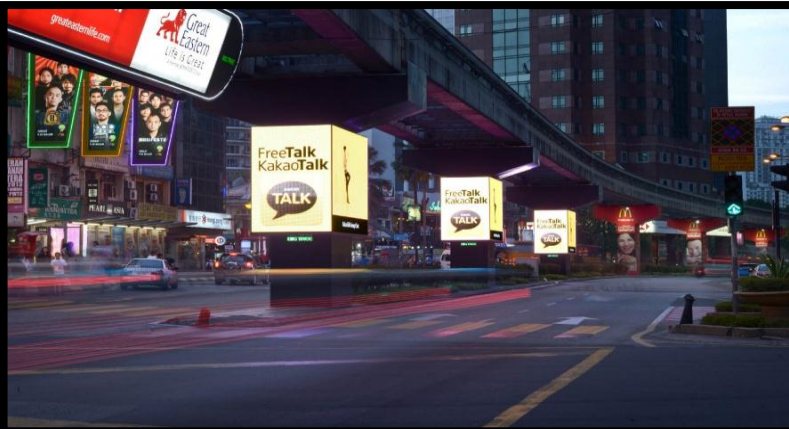
TRC



OUTDOOR DIVISION FINANCIAL RESULTS – 1H 2013

| | RM '000 | | % Changes A - B |
|-----------------------------|---------------|---------------|-----------------------|
| | 1H 2013 A | 1H 2012 B | |
| GROSS REVENUE | 88,517 | 83,543 | 6 |
| NET REVENUE | 81,498 | 77,719 | 5 |
| DIRECT COSTS | (48,017) | (46,202) | (4) |
| CONTRIBUTION | 33,481 | 31,517 | 6 |
| Contribution % | 41% | 41% | |
| OTHER INCOME | 861 | 457 | 88 |
| OVERHEADS | (8,052) | (8,560) | 6 |
| EBITDA | 26,290 | 23,414 | 12 |
| EBITDA% | 32% | 30% | |
| DEPRECIATION & AMORTISATION | (4,452) | (3,965) | (12) |
| PROFIT BEFORE TAX | 21,838 | 19,449 | 12 |
| TAXATION | (5,453) | (4,861) | (12) |
| PROFIT AFTER TAX | 16,385 | 14,588 | 12 |
| PAT % | 20% | 19% | |

The new Digital roll out by Outdoor



- ☐ Higher Traffic for advertisers
- ☐ Simultaneous Advert for more than two advertisers
- ☐ Positioned in strategic place with high traffic



Section 2.7 DIGITAL



| RM'000 | RM '000 | | % Change A - B |
|----------------------------|----------------|---------------|----------------------|
| | 1H 2013 A | 1H 2012 B | |
| GROSS REVENUE | 15,310 | 14,757 | 4 |
| NET REVENUE | 13,690 | 13,012 | 5 |
| DIRECT COSTS | (1,268) | (403) | (>100) |
| CONTRIBUTION | 12,422 | 12,609 | (1) |
| CONTRIBUTION % | 91% | 97% | |
| OTHER INCOME | 21 | 9 | >100 |
| OVERHEADS | (14,234) | (10,804) | (32) |
| EBITDA / (LBITDA) | (1,791) | 1,814 | (>100) |
| EBITDA / (LBITDA) % | (13%) | 14% | |
| DEPRECIATION | (766) | (932) | 18 |
| (LBT) / PAT | (2,557) | 882 | (>100) |
| TAXATION | - | - | na |
| (LBT) / PAT | (2,557) | 882 | (>100) |
| LAT % | (19%) | 7% | |

ONLINE PORTALS : MPB RANKING

Top 10 Malaysian Sites

| Site | JUNE 2012 | | JUNE 2013 | |
|---------------------------|-----------|------------------------------|-----------|------------------------------|
| | Rank | Total Unique Visitors ('000) | Rank | Total Unique Visitors ('000) |
| MUDAH.MY | 2 | 2,666 | 1 | 2,514 |
| Media Prima Group | 1 | 2,735 | 2 | 2,389 |
| Maybank Group | 3 | 1,791 | 3 | 2,054 |
| Star Publications (M) Bhd | 4 | 1,598 | 4 | 1,269 |
| Tune Group | 9 | 1,018 | 5 | 1,130 |
| CIMB Group | 8 | 1,046 | 6 | 1,119 |
| Maxis Group | 5 | 1,266 | 7 | 1,069 |
| Malaysiakini Sites | 13 | 668 | 8 | 1,052 |
| CARI.COM.MY | 7 | 1,082 | 9 | 1,040 |
| Astro Group | 12 | 698 | 10 | 915 |

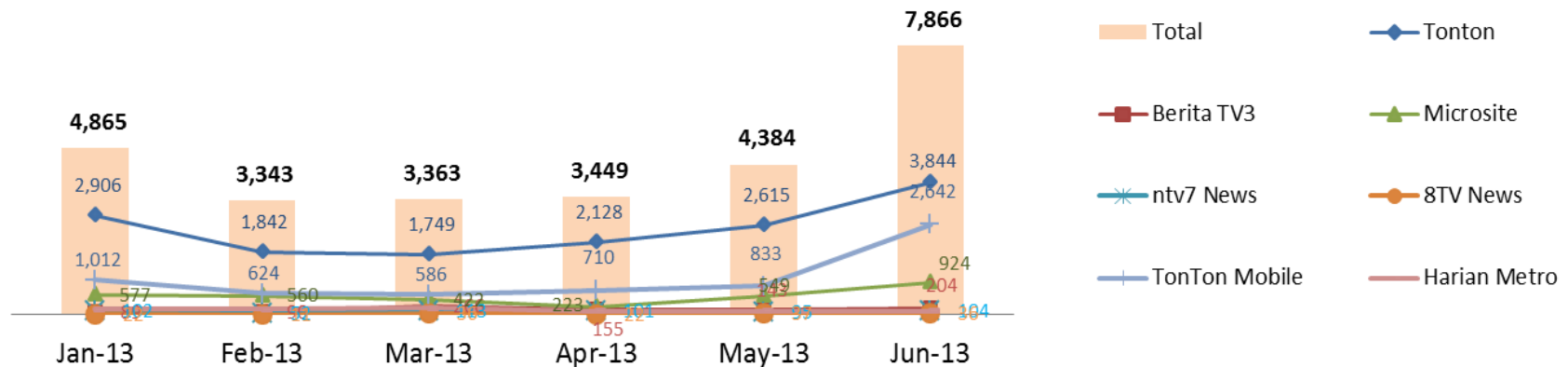
SOURCE: comScore Key Measures

MEDIA PRIMA GROUP IS RANKED #2 IN JUNE 2013

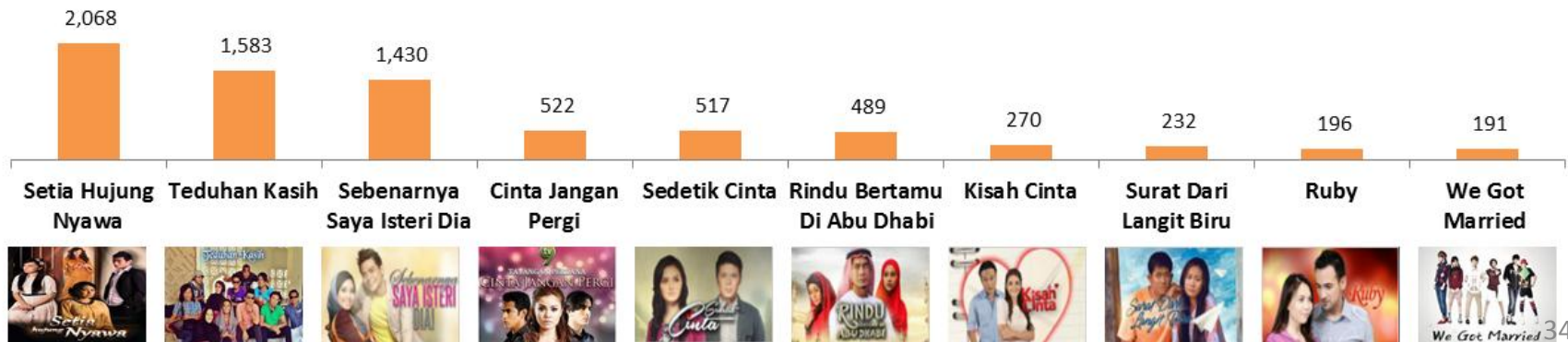
tonton VIDEO VIEWS & POPULAR PROGRAMS

tonton 3,093,699 registered users

Total Video Views by Month('000)



Top 10 Programs on TonTon Jan 2013 - June 2013
(No of Video Views)



DIGITAL PAPER



Digital version of print.
For iPad, Android & Web Browser.
Launched on 1 July 2012

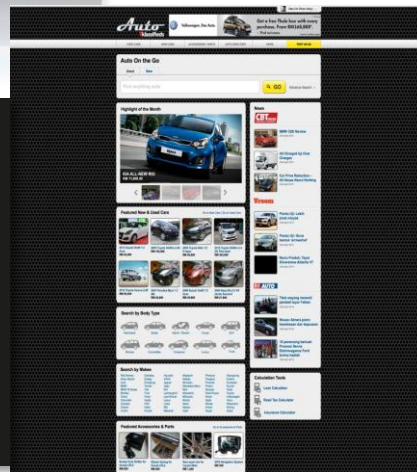
HIGHLIGHTS – NEW PRODUCTS

media prima

tonton[®]
box office



Tonton Klassified



tonton
music



Content Partners:



**Motor
Trader**

Section 2.8

CORPORATE & OTHERS



CORPORATE & OTHER BUSINESSES – 1H 2013 VS. 1H 2012

| | MPB RM'000 | Others RM'000 | Consol Adjustment RM'000 | Total Actual RM'000 |
|---|---------------|------------------|--------------------------------|---------------------------|
| Gross Revenue | | | | |
| 2013 | - | 13,934 | (20,467) | (6,533) |
| 2012 | - | 13,081 | (14,453) | (1,372) |
| <i>Growth %</i> | N/A | 7 | 42 | (376) |
| Net Revenue (after royalties) | | | | |
| 2013 | - | 13,934 | (10,629) | 3,305 |
| 2012 | - | 13,081 | (6,805) | 6,276 |
| <i>Growth %</i> | N/A | 7 | (56) | (47) |
| EBITDA | | | | |
| 2013 | (8,195) | (1,501) | (7,042) | (16,738) |
| 2012 | (12,768) | 763 | (2,914) | (14,919) |
| <i>Growth %</i> | 36 | >100 | (142) | (12) |
| Depreciation & Interest Expenses | | | | |
| 2013 | 13,430 | 202 | 1,495 | 15,127 |
| 2012 | 13,191 | 274 | 1,899 | 15,364 |
| <i>Growth %</i> | (2) | (26) | 21 | 2 |
| PBT / (LBT) Before Associate Before EI | | | | |
| 2013 | (21,625) | (1,703) | (8,537) | (31,865) |
| 2012 | (25,959) | 489 | (4,813) | (30,283) |
| <i>Growth %</i> | 17 | (41) | 77 | (5) |

Section 3

CONCLUSION



- **1st Half 2013 was a challenging period. Continued uncertainty of the global economy and the recently concluded General Election is expected to have an impact on the 2nd Half 2013.**
- **The group recorded modest recovery in the 1st Half of 2013 with growth from NTA (Non Traditional Advertisers) and new market segments**
- **The Group recorded 1st Half 2013 revenue growth of 6%**
 - **- TV networks' gross revenue grew by 10% against YTD 1st Half 2012;**
 - **- NSTP advertising revenue grew by 4% against 1st Half 2012, driven by the growing Bahasa market**
 - **- Radio Networks revenue grew by 14% against 1st Half 2012 mainly due to higher contribution from Hot FM and One FM;**
 - **- Primeworks revenue growth of 4% in 1st Half 2013 contributed through box office takings and revenue from TV & Drama production;**
 - **- Outdoor net revenue registered growth of 6% mainly from the new digital roll out**
- **The group is committed to maintain its industry leadership position and earnings growth through continued investment in quality and relevant content**

THANK YOU

For information

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Inquiries, Suggestions and Comments

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Note:

The 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.