

MEDIA PRIMA BERHAD

FINANCIAL & BUSINESS REVIEW FOR THE
12-MONTH PERIOD ENDED 31 DECEMBER 2013

20 FEBRUARY 2014
INVESTOR BRIEFING

TABLE OF CONTENTS

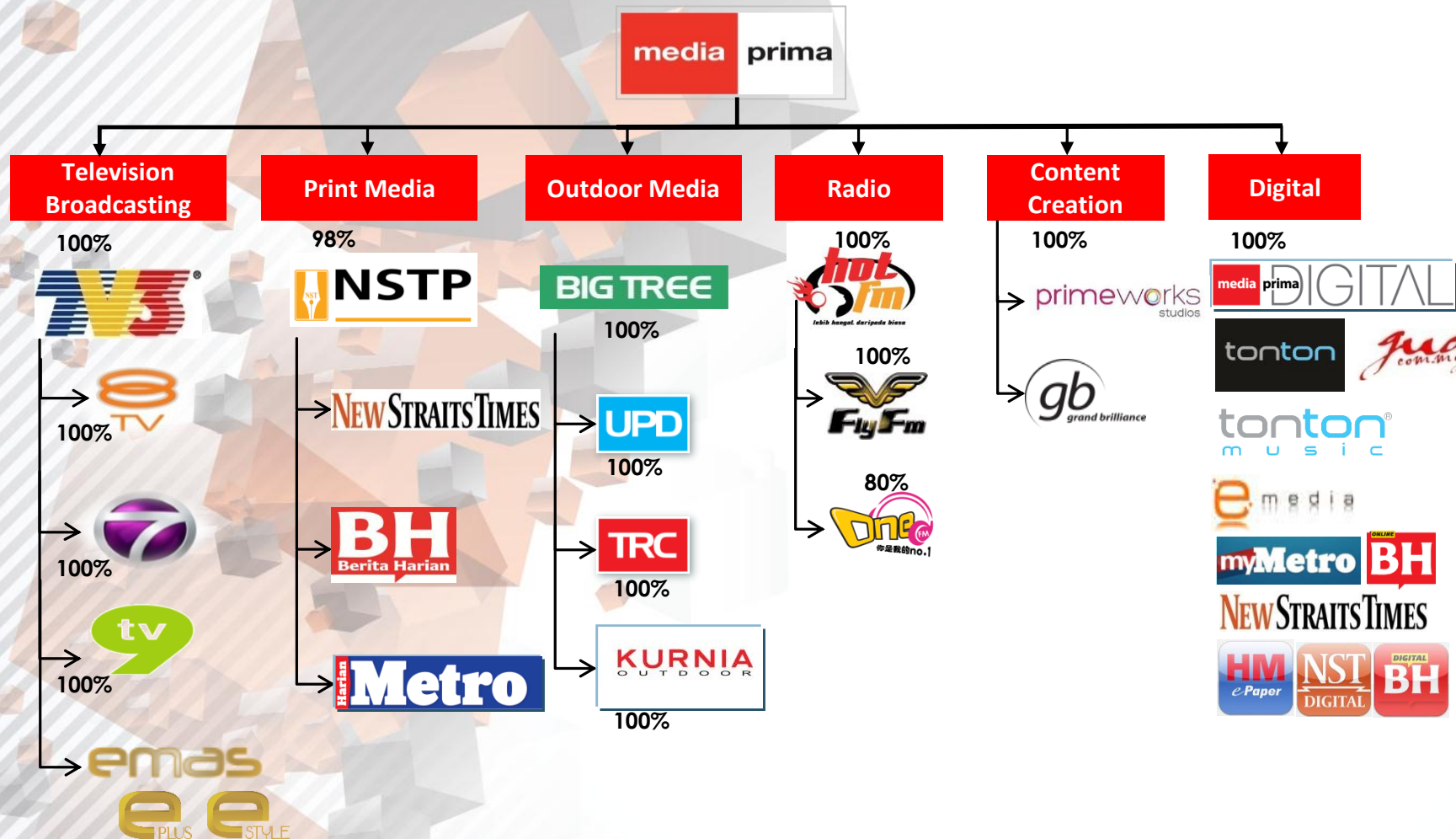
Section	Content	Page
Section 1	Overview	3-7
Section 2	Performance Review	8
Section 2.1	Media Prima Group	9-14
Section 2.2	TV Networks	15-20
Section 2.3	Print Media	21-26
Section 2.4	Content Creation	27-31
Section 2.5	Radio Networks	32-37
Section 2.6	Outdoor Media	38-40
Section 2.7	Digital Media	41-47
Section 2.8	Corporate & Others	48-49
Section 3	Revised Dividend Policy	50-53
Section 4	Conclusion	54-56



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.

MEDIA PRIMA TODAY



Media Prima Fact Sheet @ 31/12/2013

Issued and paid-up share capital	RM 1,100.5m
----------------------------------	-------------

Shareholders funds	RM 1,656.4m
--------------------	-------------

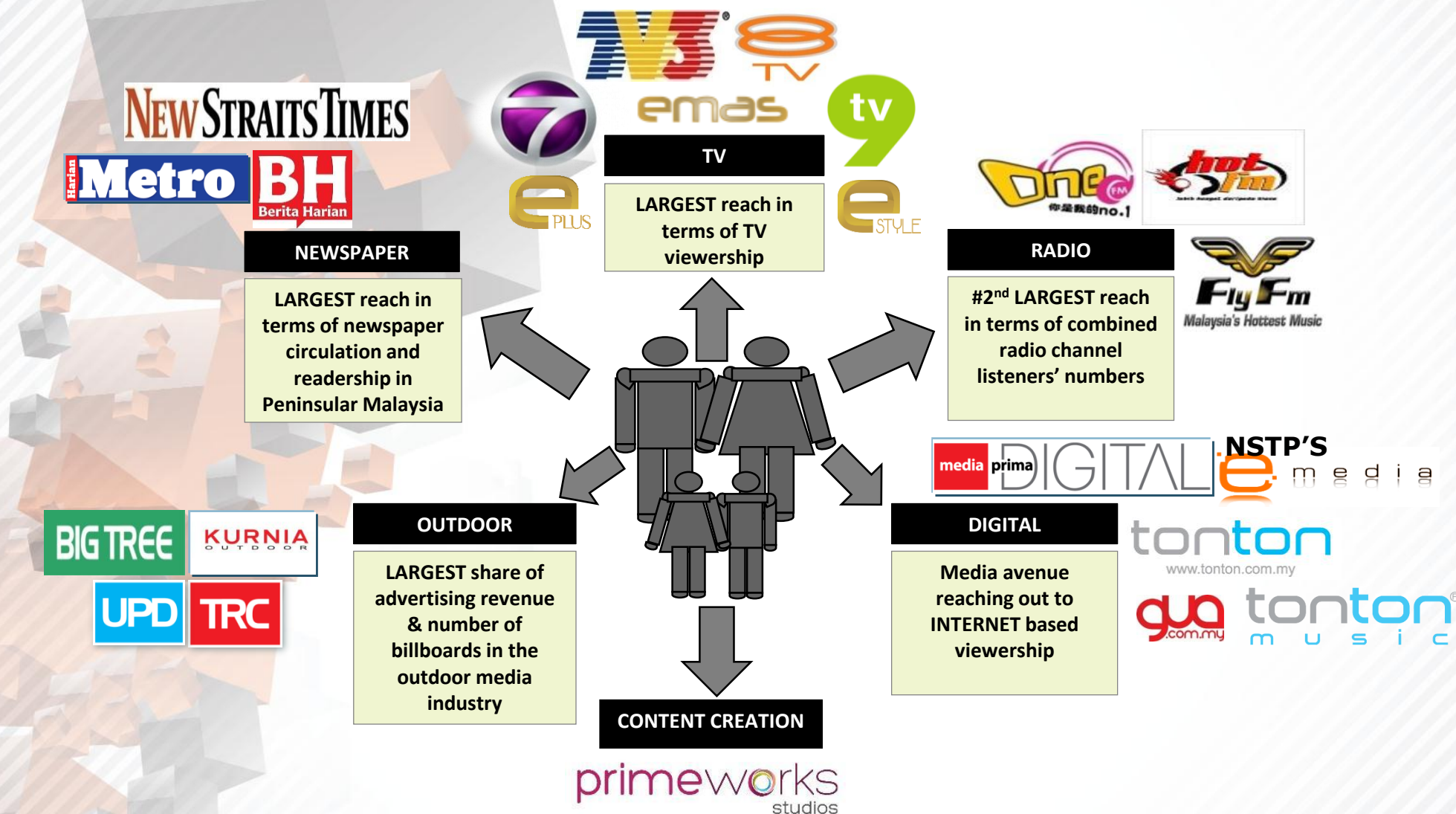
Total assets	RM 2,606.7m
--------------	-------------

Cash	RM 618.4m
------	-----------

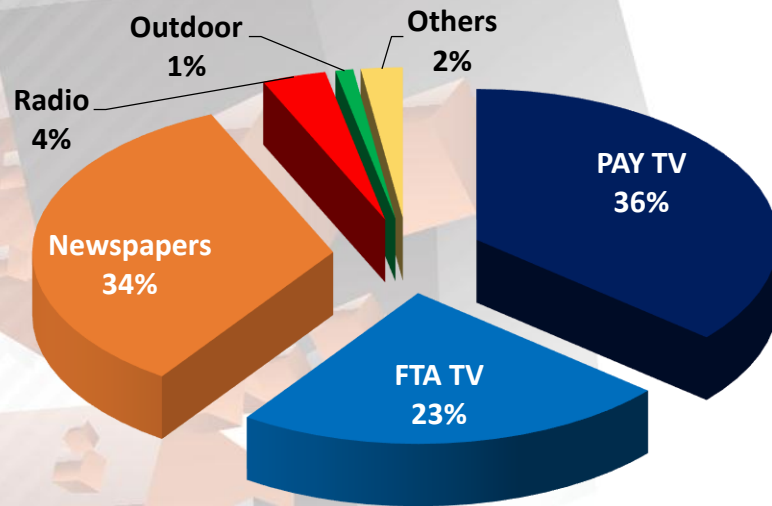
Group borrowings	RM 499.4m
------------------	-----------

PDS Ratings (RAM)	AA2/ P1(CP/MTN)
-------------------	-----------------

COMPETITIVE ADVANTAGE - WIDEST MULTIMEDIA DISTRIBUTION OFFERING ON A SINGLE INTEGRATED PLATFORM

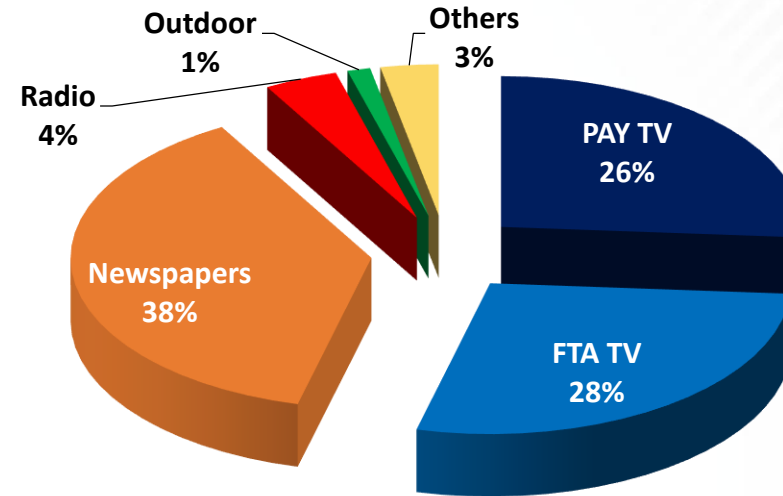


INDUSTRY ADEX (MALAYSIA) – NON DISCOUNTED GROSS REVENUE



YTD DEC 2013

Source : AC Nielsen



YTD DEC 2012

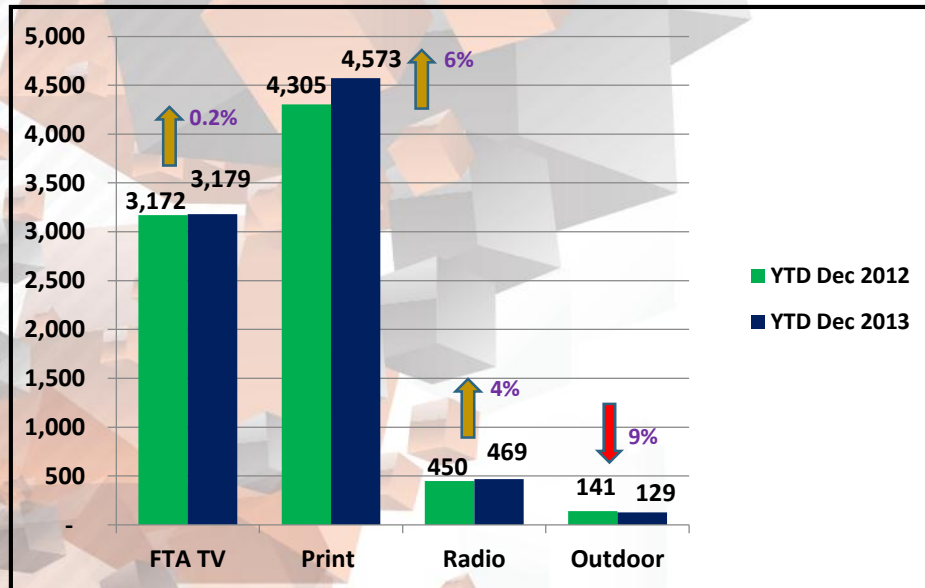
RM MILLION	PAY TV	FTA TV	PRINT	RADIO	OUTDOOR	OTHERS	TOTAL
YTD DEC 2013	4,907	3,179	4,573	469	129	304	13,561
YTD DEC 2012	2,976	3,172	4,305	450	141	355	11,399
% Change	65	0.2	6	4	(8)	(14)	19

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

ADEX REVENUE PERFORMANCE

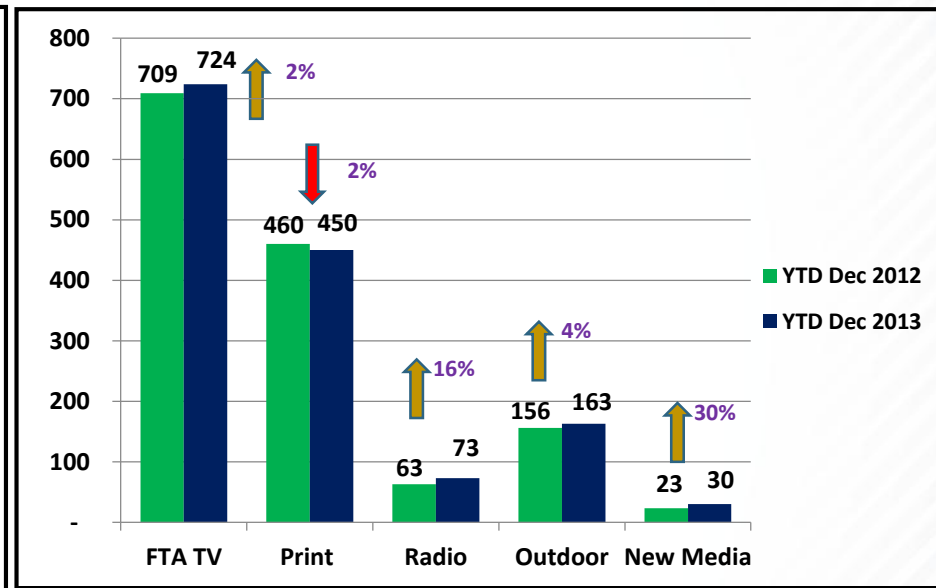
ADEX PERFORMANCE YTD DEC 2013 vs. YTD DEC 2012

Industry Adex



Source: AC Nielsen

Media Prima's Net Revenue Adex By Platform



All our platforms except for Print media outperformed the market

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



SECTION 2: PERFORMANCE REVIEW



SECTION 2.1: MEDIA PRIMA GROUP

CONSOLIDATED FINANCIAL RESULTS FY 2013

RM '000	YTD Dec 2013	YTD Dec 2012	%
GROSS REVENUE	2,035,127	2,013,558	1
NET REVENUE	1,722,943	1,697,845	1
ROYALTIES	(2,870)	(3,847)	25
NET REVENUE AFTER ROYALTIES	1,720,073	1,693,998	2
DIRECT COSTS	(562,250)	(546,662)	(3)
CONTRIBUTION	1,157,823	1,147,336	1
OTHER INCOME	37,549	21,337	76
OVERHEADS	(787,209)	(763,830)	(3)
EBITDA	408,163	404,843	1
FINANCE COSTS	(26,253)	(27,451)	4
DEPRECIATION AND AMORTISATION	(101,167)	(102,373)	1
PROFIT BEFORE ASSOCIATE	280,743	275,019	2
SHARE OF ASSOCIATE'S RESULTS	9,238	7,926	17
PROFIT BEFORE TAX	289,981	282,945	2
TAXATION	(73,565)	(71,967)	(2)
PROFIT AFTER TAX	216,416	210,978	3
MINORITY INTEREST	(2,251)	(2,000)	(13)
GAIN ON DISPOSAL OF SUBSIDIARY ACQUIRED EXCLUSIVELY FOR SALE	-	334	(100)
PATAMI	214,165	209,312	2
EBITDA margin %	24%	24%	
PATAMI margin %	12%	12%	
Effective Tax Rate %	25.4%	25.4%	

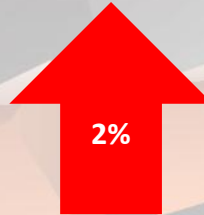
FINANCIAL RESULTS BY MEDIA GROUP

	TVN	Radio	Outdoor Media	Print Media	Digital Media	Others #	Consol Adjustment	Total
	RM'000							
Gross Revenue								
2013	906,826	86,431	177,543	833,068	33,760	32,953	(35,454)	2,035,127
2012	890,836	73,300	168,499	862,705	25,122	26,627	(33,531)	2,013,558
Growth %	2	18	5	(3)	34	24	(6)	1
Net Revenue (after royalties)								
2013	724,247	72,568	163,097	713,207	30,351	32,953	(16,350)	1,720,073
2012	708,640	62,587	156,311	732,656	22,509	26,627	(15,332)	1,693,998
Growth %	2	16	4	(3)	35	24	7	2
EBITDA								
2013	219,701	38,226	54,997	110,687	(3,573)	(17,708)	5,833	408,163
2012	238,569	28,238	50,906	124,065	(1,873)	(29,690)	(5,372)	404,843
Growth %	(8)	35	8	(11)	(91)	40	>100	1
Depreciation & Interest Expenses								
2013	39,345	1,864	9,282	47,376	1,549	25,020	2,984	127,420
2012	42,491	1,726	7,986	47,416	1,552	24,843	3,810	129,824
Growth %	7	(8)	(16)	0	0	(1)	22	2
PBT / (LBT) Before Associate - Continuing Operations								
2013	180,356	36,362	45,715	63,311	(5,122)	(42,728)	2,849	280,743
2012	196,078	26,512	42,920	76,649	(3,425)	(54,533)	(9,182)	275,019
Growth %	(8)	37	7	(17)	(50)	(22)	>100	2

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

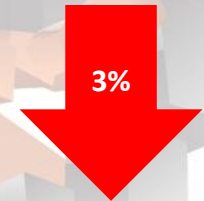
FINANCIAL HIGHLIGHTS FY 2013

**Advertising
Revenue**



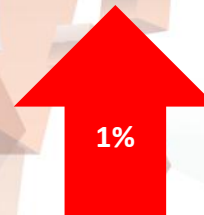
- YTD Dec 2013 ad revenue grew by 2% against YTD Dec 2012 contributed by the Non Traditional Advertisers (NTAs), new market segments & new products

**Non-
Advertising
Revenue**



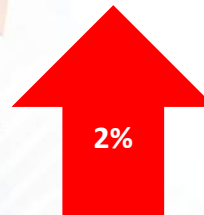
- Circulation revenue contributed by print media contracted by 3% against YTD Dec 2012

EBITDA



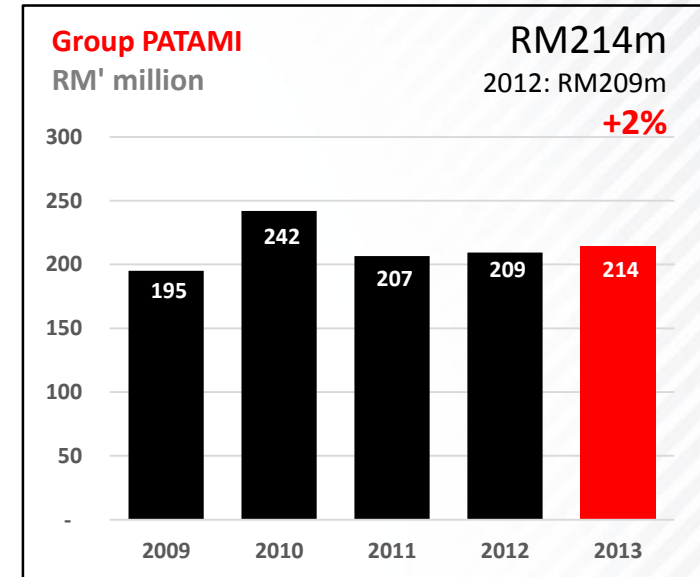
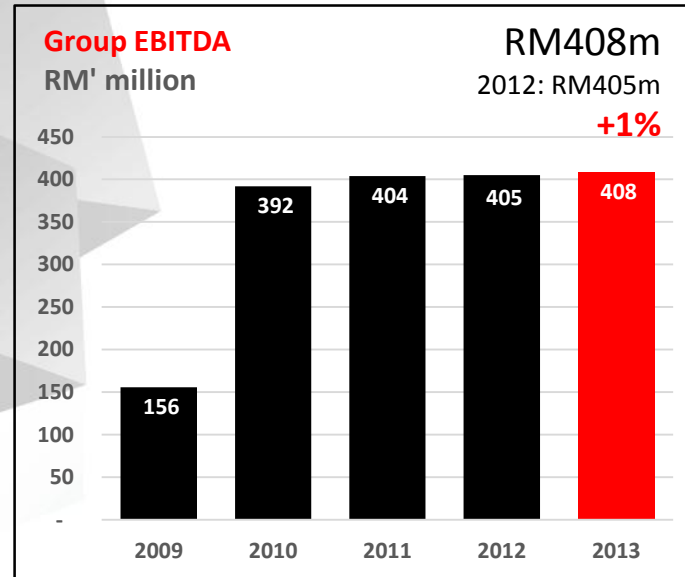
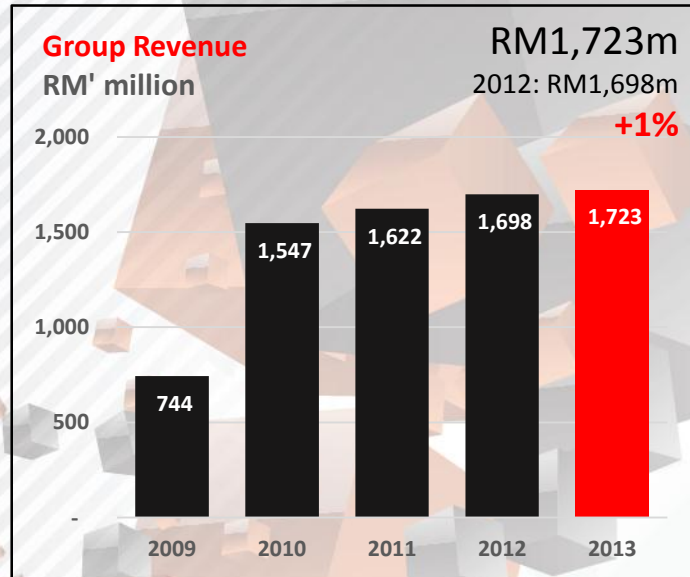
- Revenue growth was countered by a slower increase in direct costs and overheads leading to a positive growth of 1% in EBITDA against YTD Dec 2012

PATAMI

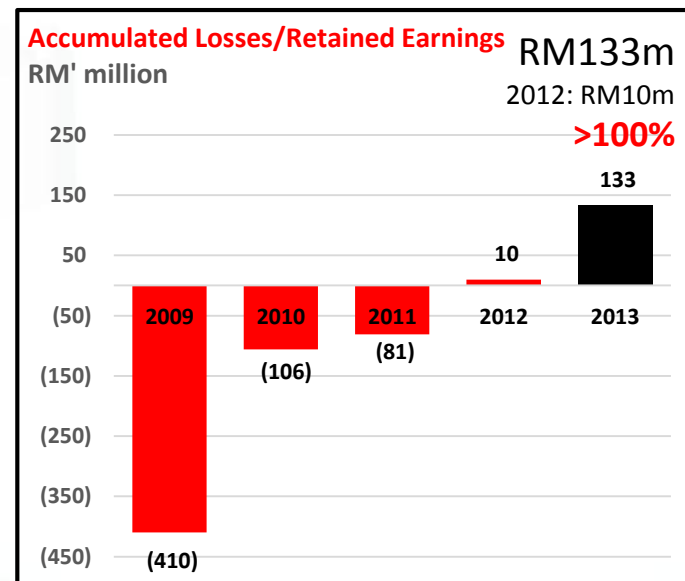


- The Group recorded PATAMI of RM214.2 million against YTD Dec 2012 of RM209.3 million, reflecting a growth of 2% against YTD Dec 2012
- Savings achieved via lower depreciation and lower finance costs

5-YEAR PERFORMANCE SUMMARY

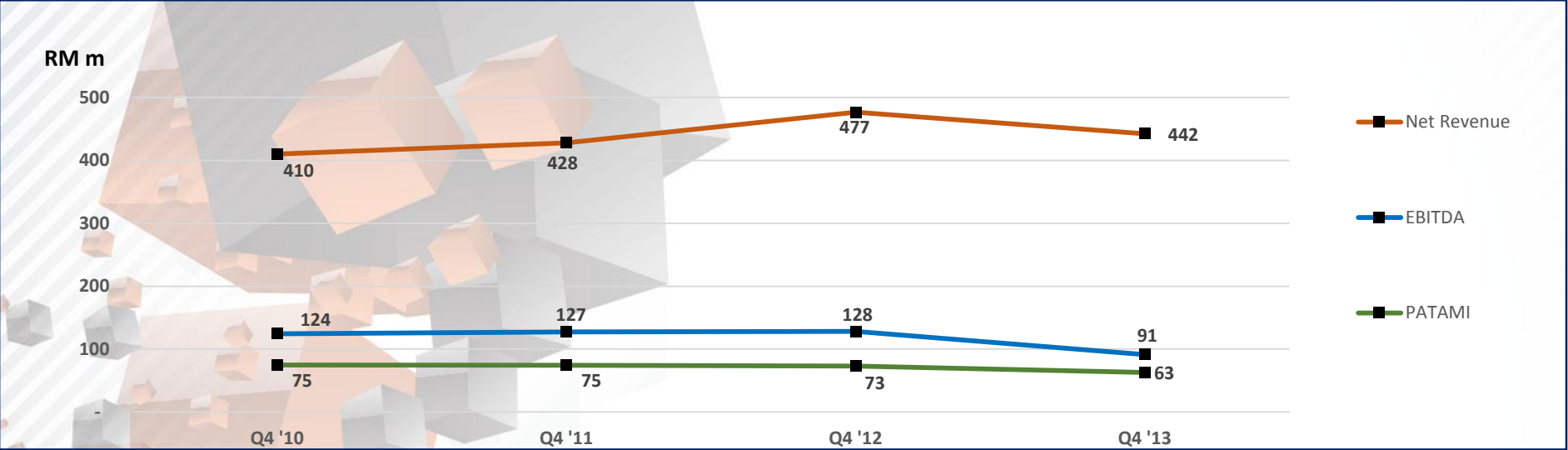


- Revenue 5-year CAGR of 18%
- EBITDA 5-year CAGR of 21%
- Growing retained earnings

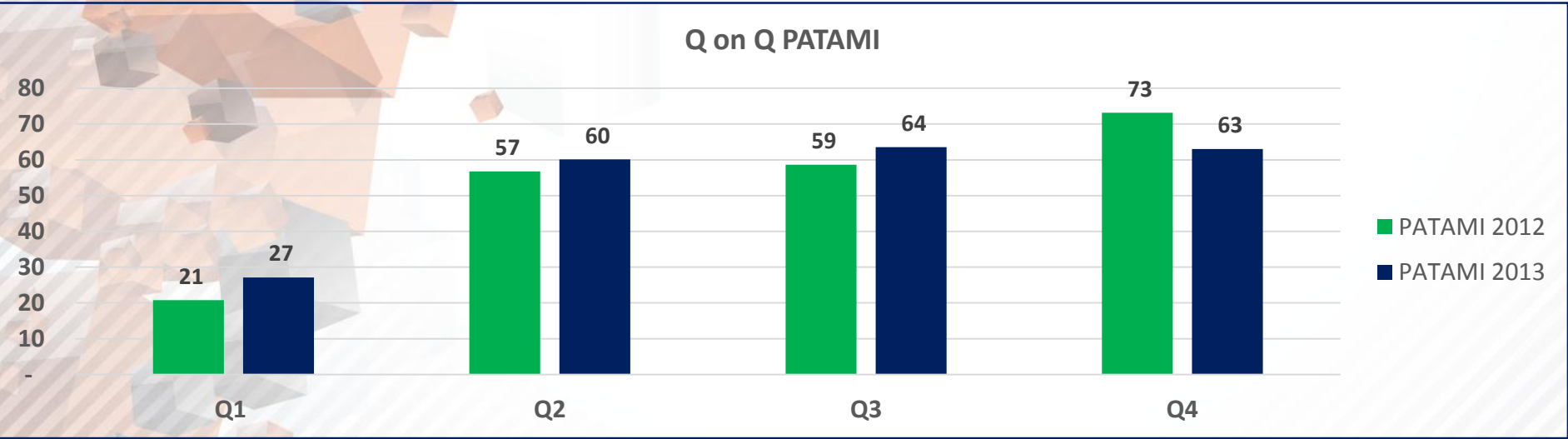


NOT THE TRADITIONAL Q4

Lack of growth in Q4 2013 vs. Q4 2012 signifies cautious approach amongst advertisers



Lack of growth in Q4 compensated by the stronger performance in the first three quarters of 2013





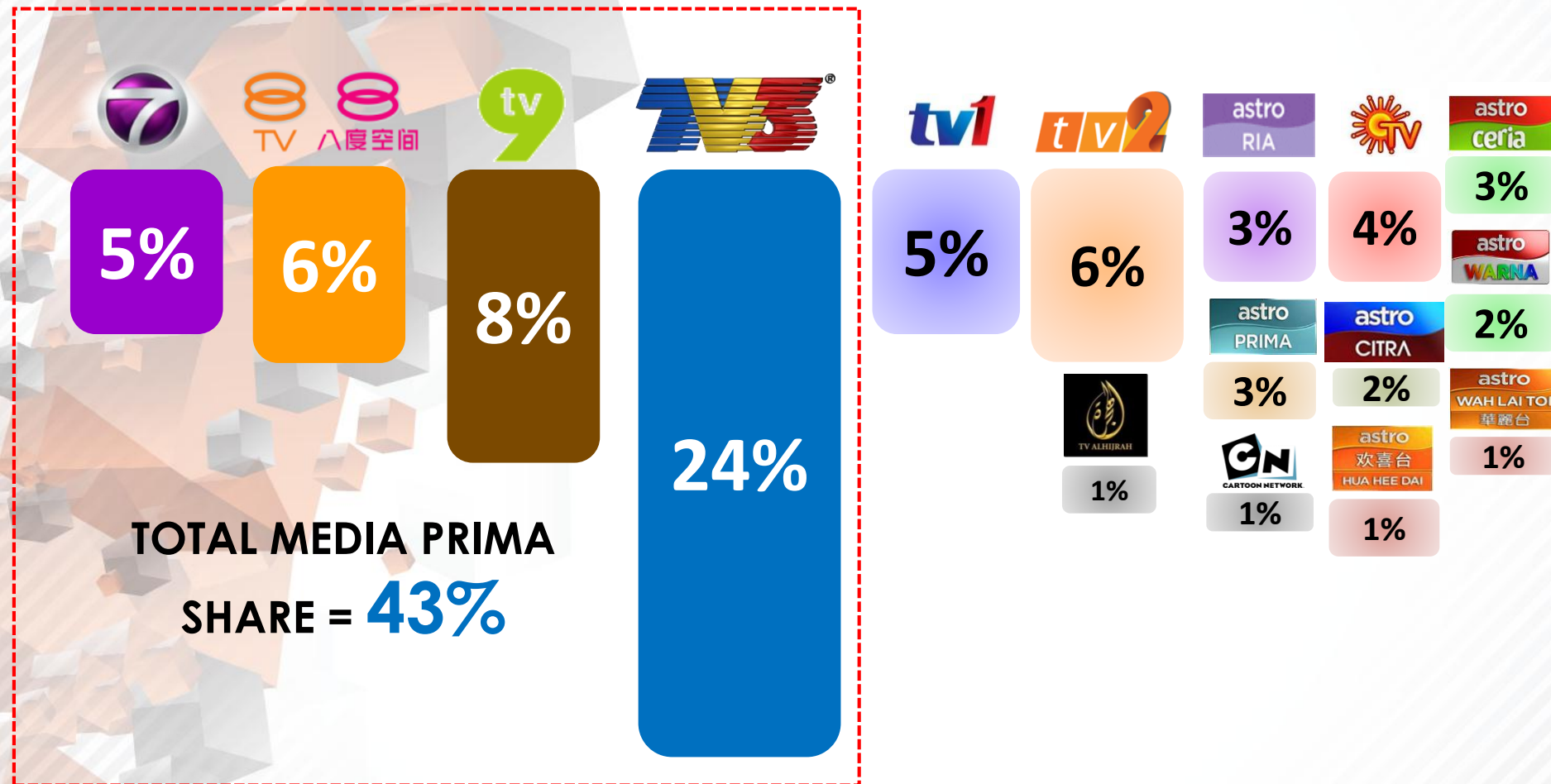
SECTION 2.2: TV NETWORKS

TV NETWORKS RESULTS FY 2013

	RM'000		%
	YTD DEC 2013	YTD DEC 2012	CHANGE
	A	B	A - B
GROSS REVENUE	906,826	890,836	2
NET REVENUE (AFTER ROYALTIES)	724,247	708,640	2
DIRECT COSTS	(220,627)	(210,121)	(5)
CONTRIBUTION	503,620	498,519	1
OTHER INCOME	10,021	8,457	18
OVERHEADS	(293,940)	(268,406)	(10)
EBITDA	219,701	238,569	(8)
DEPRECIATION	(38,908)	(41,638)	7
FINANCE CHARGES	(437)	(853)	49
PROFIT BEFORE TAX	180,356	196,078	(8)
TAXATION	(42,212)	(40,179)	(5)
PROFIT AFTER TAX	138,144	155,899	(11)
EBITDA margin %	24%	27%	
PAT margin %	19%	22%	

MAINTAIN DOMINANT POSITION ACROSS ALL STATIONS/ CHANNELS

TV Audience Share: January- December 2013 (Free & Pay Channels)



Inevitable Fragmentation With the Inclusion of More Pay Channels & the Upcoming Digital Rollout

TOP 10 CHANNELS WATCHED

MPB channels remain the LEADER among key markets

TOTAL 4+				CHINESE 4+				MALAY 15+				
STN	JAN-DEC 2013	STN	JAN-DEC 2012	STN	JAN-DEC2013	STN	JAN-DEC 2012	STN	JAN-DEC 2013	STN	JAN-DEC 2012	
1	TV3	24	TV3	26	8TV	26	8TV	26	TV3	32	TV3	35
2	TV9	8	TV9	8	ntv7	18	NTV 7	18	TV9	10	TV9	10
3	TV2	6	TV2	7	HUAHEE	7	Hua Hee	8	TV1	7	TV2	8
4	8TV	6	8TV	6	AEC	4	WLT	7	TV2	7	TV1	7
5	ntv7	5	TV1	5	WLT	4	AEC	5	PRIMA	4	RIA	5
6	TV1	5	ntv7	5	TV2	4	TV2	4	RIA	4	PRIMA	4
7	SUN-TV	4	RIA	4	XHE	3	XHE	3	WARNA	3	WARNA	3
8	RIA	3	SUN-TV	4	TVBC	3	TV#	3	CERIA	3	CERIA	3
9	PRIMA	3	PRIMA	3	TV3	2	SHX	2	CITRA	2	Citra	2
10	CERIA	2	CERIA	2	SHX	2	TVBC	2	OASIS	2	ntv7	2

FREE & PAY CHANNELS INCLUDED

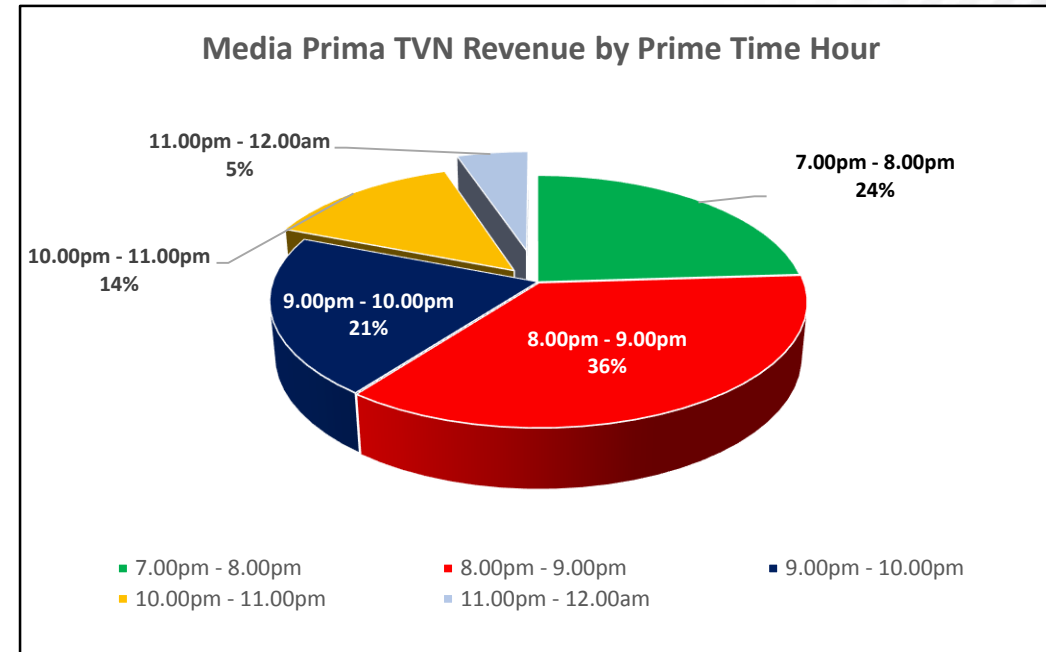
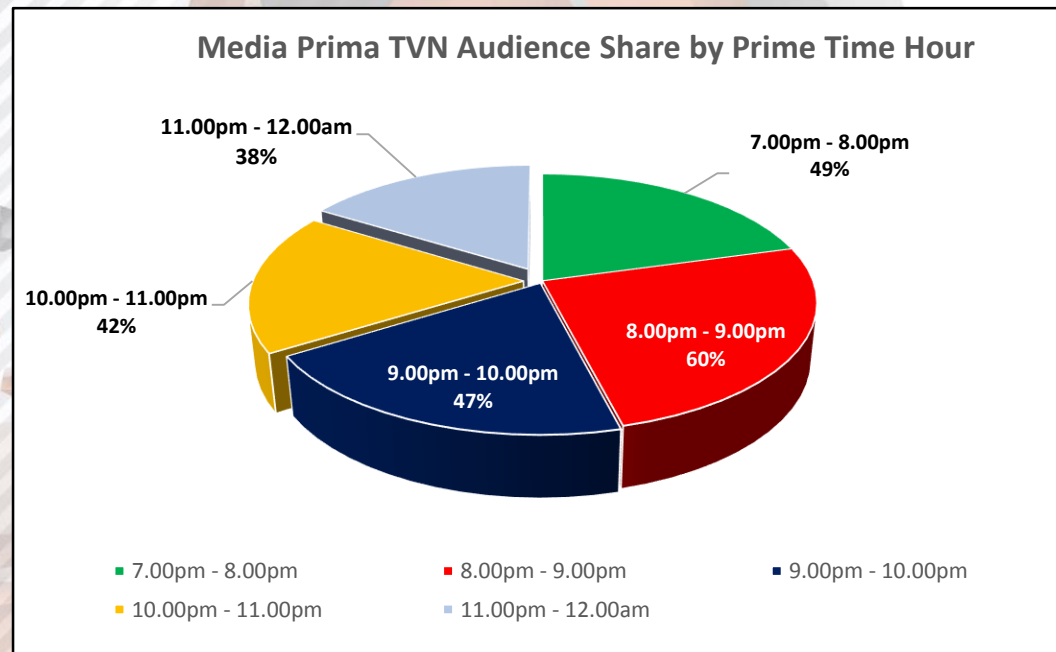
Source: Nielsen Audience Measurement

MAINTAINING PROGRAMME RATINGS IS KEY

	Program	Genre	Channel	(r) 000s	TVR	Share
1	ANUGERAH BINTANG POPULAR BH(L)	MUSICAL/ENTERTAINMENT	TV3	3,977	19.5	59.4
2	ANUGERAH JUARA LAGU (L)	MUSICAL/ENTERTAINMENT	TV3	3,584	17.6	54.8
3	ANUGERAH SKRIN (L)	MUSICAL/ENTERTAINMENT	TV3	2,730	13.3	41.2
4	BINTANG Mencari Bintang	REALITY TV	TV3	2,545	12.5	40.5
5	AWAL TAHUN - THE KARATE KID	MOVIES	TV3	2,305	11.3	41.2
6	BINTANG Mencari Bintang	REALITY TV	TV3	2,245	11.0	36.3
7	JANJI SHIRAH	DRAMA/ SERIES	TV3	2,174	10.7	35.3
8	BULETIN UTAMA	NEWS	TV3	2,171	10.6	36.4
9	AKASIA	DRAMA/ SERIES	TV3	2,121	10.4	40.1
10	ABANG LONG VS. KAK YONG	MOVIES	TV3	2,115	10.3	35.6
11	PERLAWANAN	SPORTS	TV3	2,112	10.3	35.5
12	ZEHRA	DRAMA/ SERIES	TV3	2,101	10.3	32.6
13	999 (L)	DOCUMENTARIES/ MAGAZINES	TV3	2,087	10.2	32.2
14	KEPUTUSAN PILIHAN RAYA 2013 (L)	MISCELLANEOUS	TV3	2,087	10.2	33.2
15	YEAR END MOVIE SPECIAL	MOVIES	TV3	2,025	9.9	32.5
16	LESTARY	DRAMA/ SERIES	TV3	1,951	9.5	29.2
17	CHRISTMAS SPECIAL	MOVIES	TV3	1,924	9.4	29.6
18	TITAH SERI P.B. YG DI-P AGONG	MISCELLANEOUS	TV3	1,905	9.3	30.0
19	QARINA	MOVIES	TV3	1,862	9.1	33.5
20	TELEMOVIE	MOVIES	TV3	1,855	9.1	32.2

- Top 20 programmes across all channels including pay-tv channels (for period Jan-Dec 2013) are TV3's
- Top 3 programmes are TV3's own entertainment programmes capturing high ratings:-
 - ✓ Anugerah Bintang Popular Berita Harian (ABPBH) - 3.9m viewers
 - ✓ Anugerah Juara Lagu (AJL) - 3.6m viewers
 - ✓ Anugerah Skrin - 2.7m viewers

PRIME TIME - GOOD RATINGS PATHWAY TO HIGHER REVENUE



- MPB TVN captures 60% of audience during the super prime time hour (8-9pm)
- Super prime time contributes 36% to MPB TVN revenue while prime time hours (7- 10pm) contributes 81% of MPB TVN Revenue

REMAIN COMMITTED TO MAINTAIN & DEFEND RATINGS FOR PRIME TIME HOURS



SECTION 2.3: PRINT MEDIA

NEW STRAITS TIMES

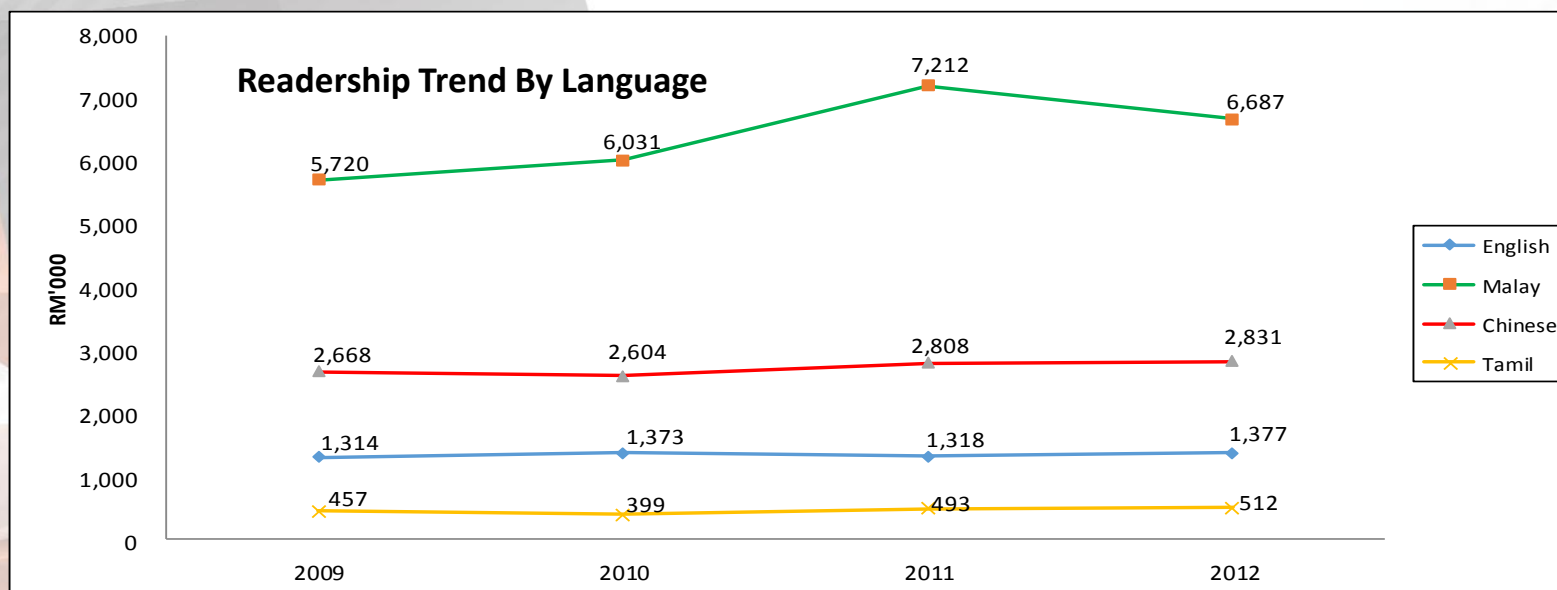
BH
Berita Harian

Harian Metro

NSTP NSTP GROUP CONSOLIDATED RESULTS FY 2013

	RM'000		
	YTD DEC 2013	YTD DEC 2012	%
	A	B	CHANGE
			A - B
GROSS REVENUE	833,068	862,705	(3)
NET REVENUE	713,207	732,656	(3)
DIRECT COSTS	(231,177)	(233,233)	1
CONTRIBUTION	482,030	499,423	(3)
OTHER INCOME	9,431	3,338	183
OVERHEADS	(380,774)	(378,696)	(1)
EBITDA	110,687	124,065	(11)
FINANCE COST	(1,142)	(2,504)	54
DEPRECIATION	(46,234)	(44,912)	(3)
PROFIT BEFORE EI & ASSOCIATES	63,311	76,649	(17)
SHARE OF RESULTS OF ASSOCIATES	9,238	7,926	17
PROFIT BEFORE TAX	72,549	84,575	(14)
TAXATION	(16,371)	(20,987)	22
PROFIT AFTER TAX	56,178	63,588	(12)
EBITDA margin (%)	16%	18%	
PAT margin (%)	8%	9%	

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

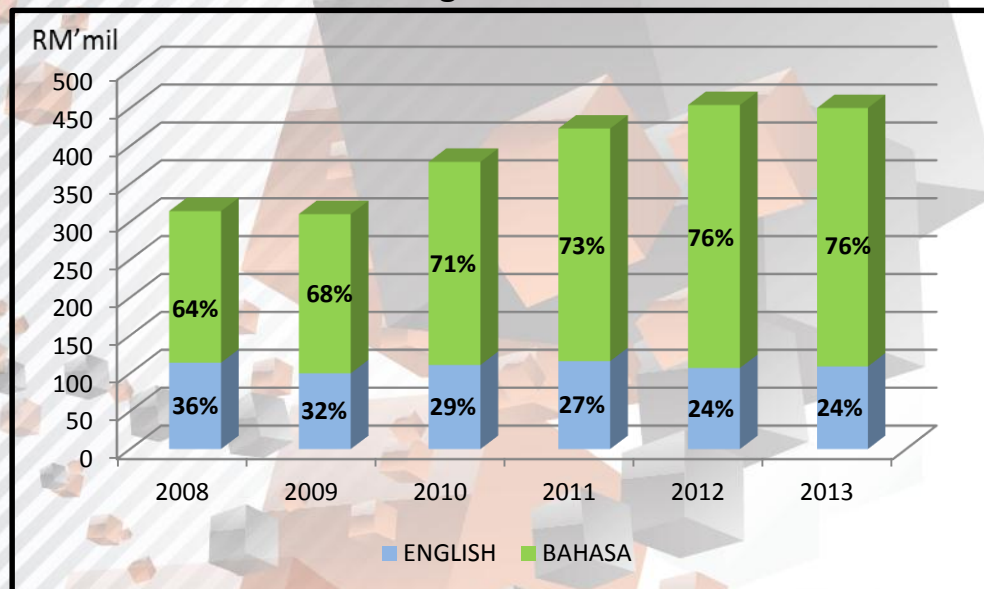


Readers ('000)	Q4 2009	Q4 2010	Q4 2011	Q4 2012	Q2 2013
<u>ENGLISH</u>					
New Straits Times	236	236	240	236	288
New Sunday Times	218	235	234	213	207
<u>BAHASA</u>					
Berita Harian	1,160	1,020	1,035	1,048	1,168
BH Ahad	1,207	1,132	1,097	1,076	1,081
Harian Metro	2,645	3,113	3,722	3,351	3,447
Metro Ahad	2,687	3,434	4,043	3,682	3,624

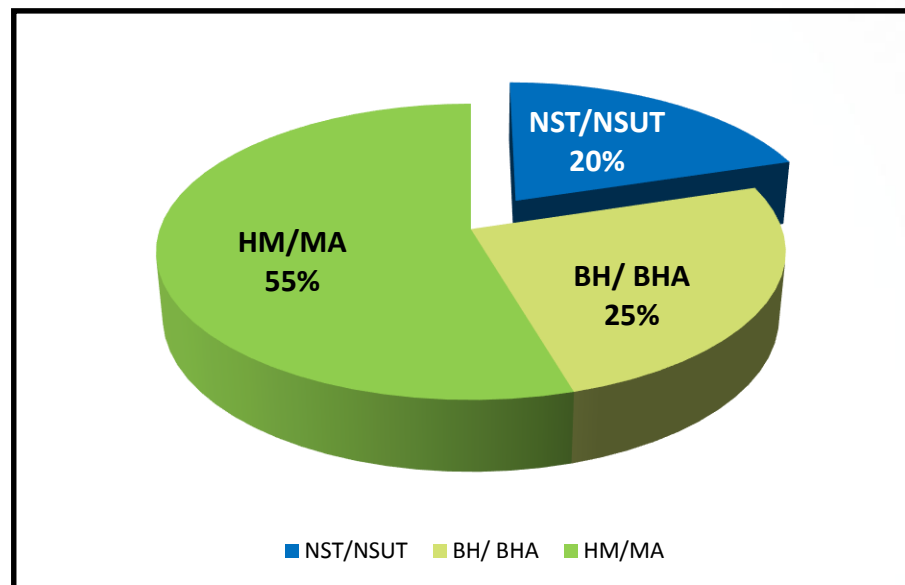


NSTP STRONG CONTRIBUTION FROM THE MALAY MARKET

NSTP Advertising Revenue Trend Q4 2013

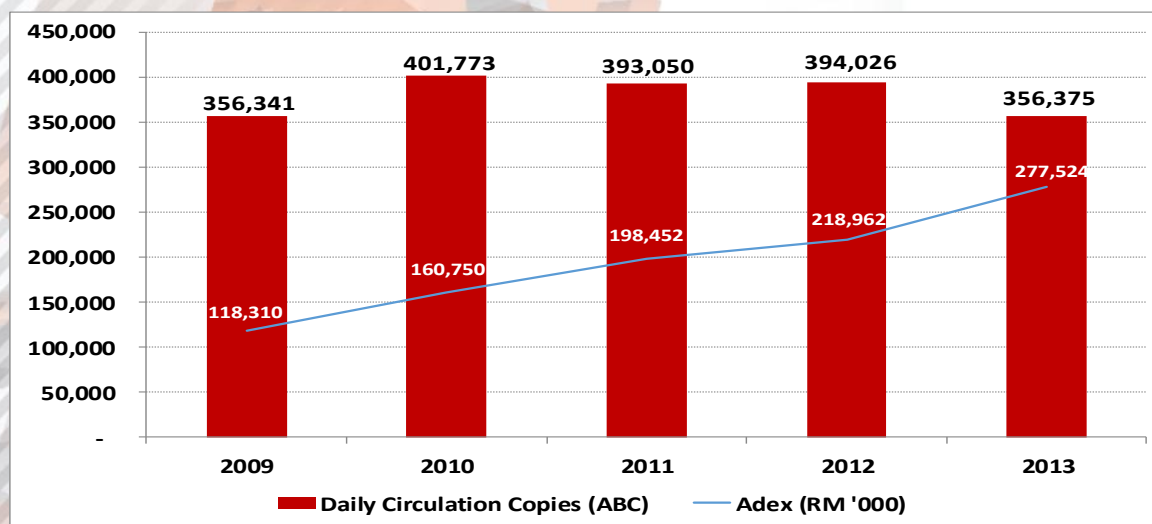


Revenue Contribution Q4 2014



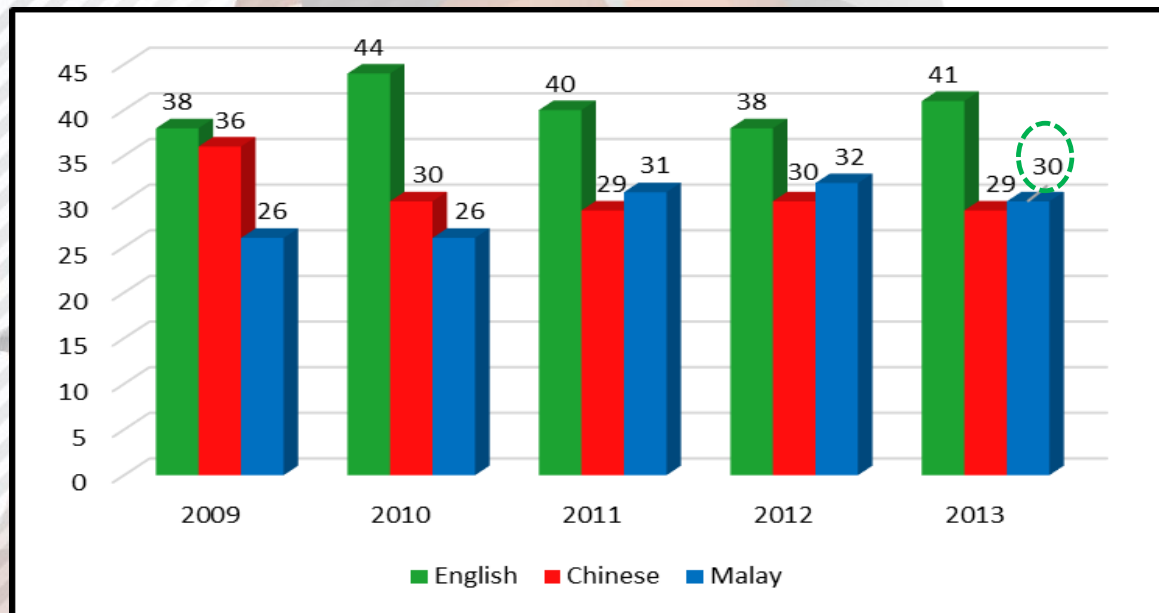
- Malay market contributes **80%** of revenue in Q4 2013

Harian Metro's Success



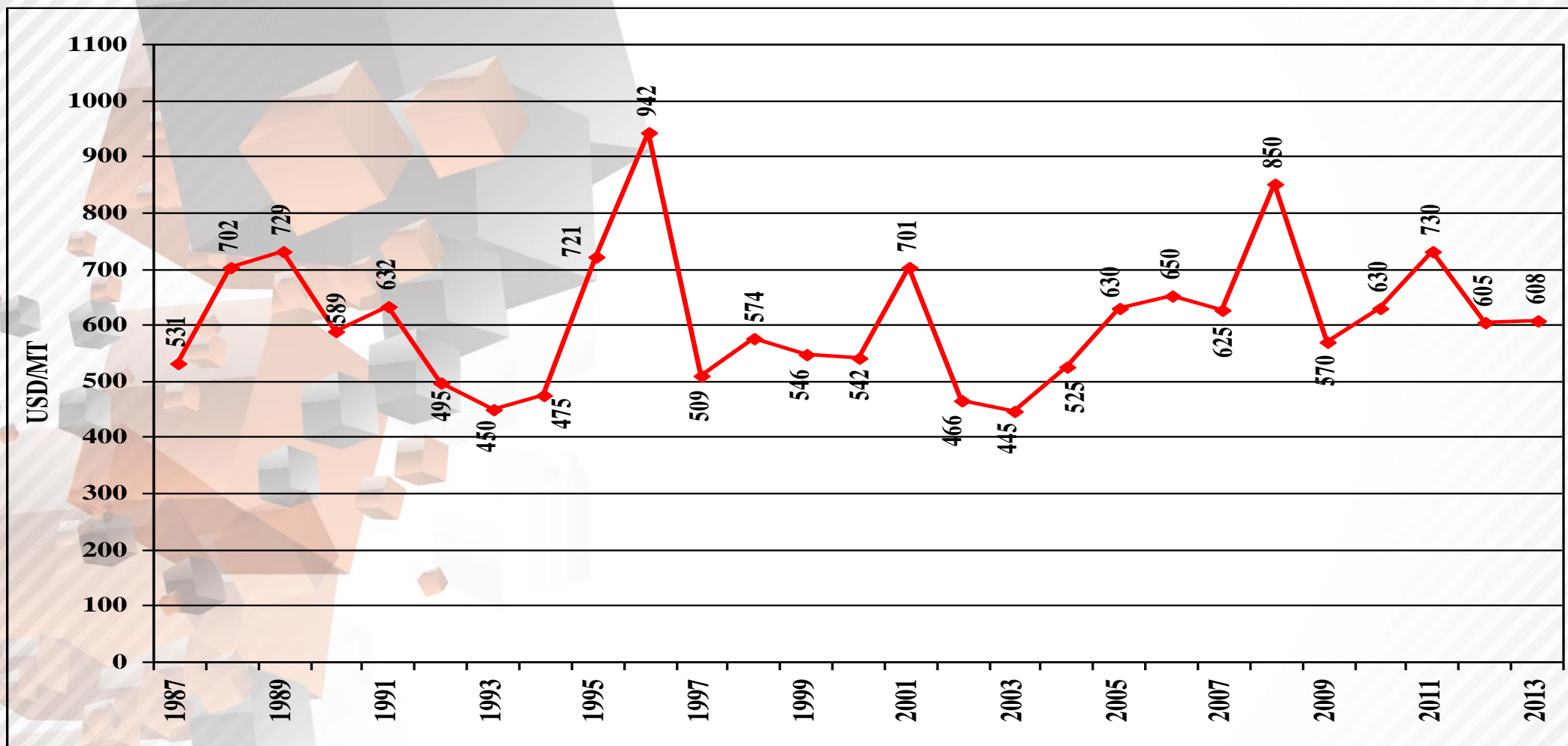
- HM Adex has shown **>100% growth** in 5 years until 2013
- HM Adex to Circulation Ratio demonstrates an increasing trend

Print Adex Market Share By Language



- Outlook of the newsprint segment continues to be challenging
- Malay paper currently contributes approximately 30% to Adex revenue
- Harian Metro – Similar rate cards compared to other leading players despite its superior reach
- Imitate our TV experience whereby Malay market contributes significantly to Adex

Room for growth for our Malay paper before reaching equilibrium



- Newsprint price has stabilized at around USD610 over the past two years.
- Average newsprint inventory is around 3-4 months



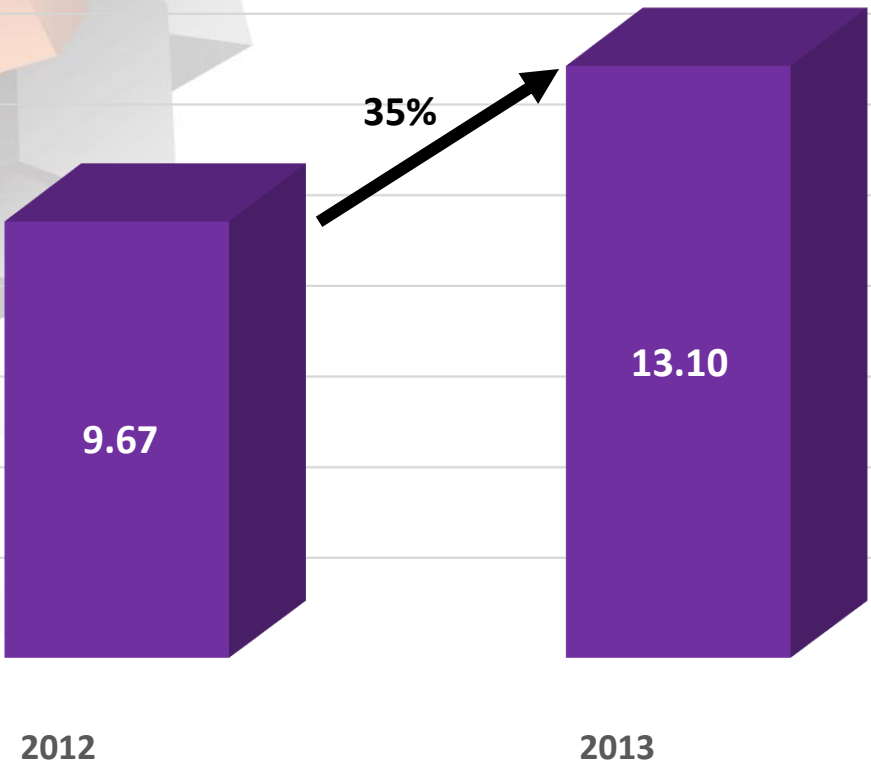
SECTION 2.4: CONTENT CREATION

	RM'000		%
	YTD DEC 2013	YTD DEC 2012	CHANGE
	A	B	A - B
GROSS REVENUE	138,299	119,720	16
NET REVENUE	138,299	119,720	16
DIRECT COSTS	(62,126)	(54,038)	(15)
CONTRIBUTION	76,173	65,682	16
OTHER INCOME	3,002	2,076	45
OVERHEADS	(61,306)	(58,697)	(4)
EBITDA	17,869	9,061	97
DEPRECIATION AND FINANCE CHARGES	(273)	(501)	46
PROFIT BEFORE TAX	17,596	8,560	>100
TAXATION	(4,624)	(551)	(>100)
PROFIT AFTER TAX	12,972	8,009	62
EBITDA margin %	13%	8%	
PAT margin %	9%	7%	

CONTENT REVENUE

RM Million

14.00
12.00
10.00
8.00
6.00
4.00
2.00
-



Increasing Revenue Contribution from Content Selling

INVESTING FOR GROWTH

Continue to invest in **platform agnostic content** to be consumed by viewers via their platform of choice

MEDIA
PRIMA
LOCAL
MALAYSIAN
CONTENT

media prima



WBC
WORLDVIEW BROADCAST CHANNEL



FTA BROADCASTERS

astro



yes



PAY TV OPERATORS



maxis.



TELCOs WITH VIDEO
SERVICES (MOBILE TV)



astro

•yond IPTV

DETV

maxis.

IPTV PLAYERS



You Tube
Broadcast Yourself



PPS 网络电视
引领流媒体走进 P2P 时代

OVER THE TOP (OTT)
PLAYERS

CONTENT OPPORTUNITIES ACROSS PLATFORMS

CONTENT SELLING – BEYOND TRADITIONAL PLATFORMS



Content selling has gone beyond selling to TV channels

Media Prima's EMAS, EMAS Plus & EMAS Style Channels have been provided to other content aggregators

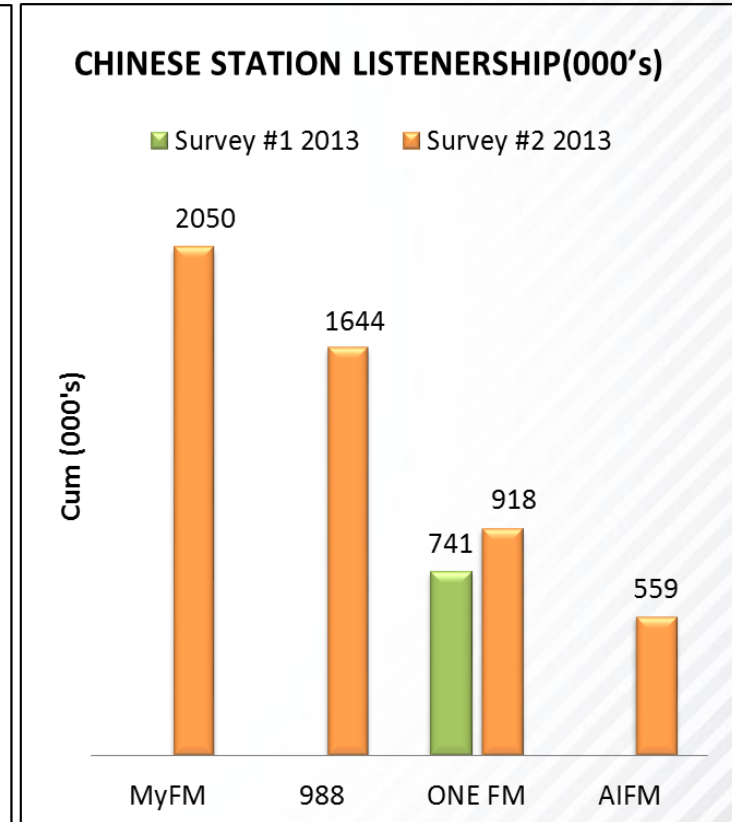
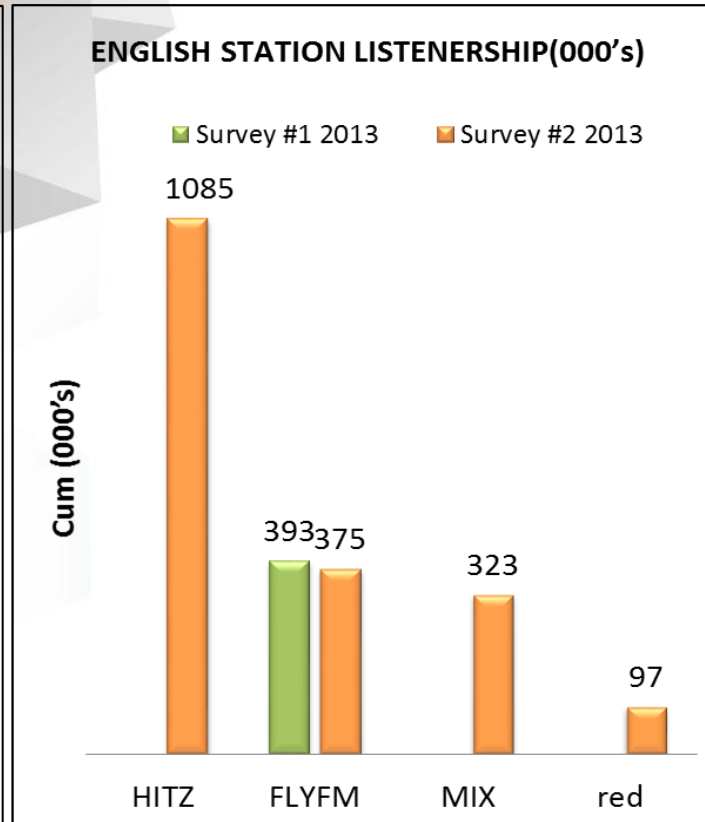
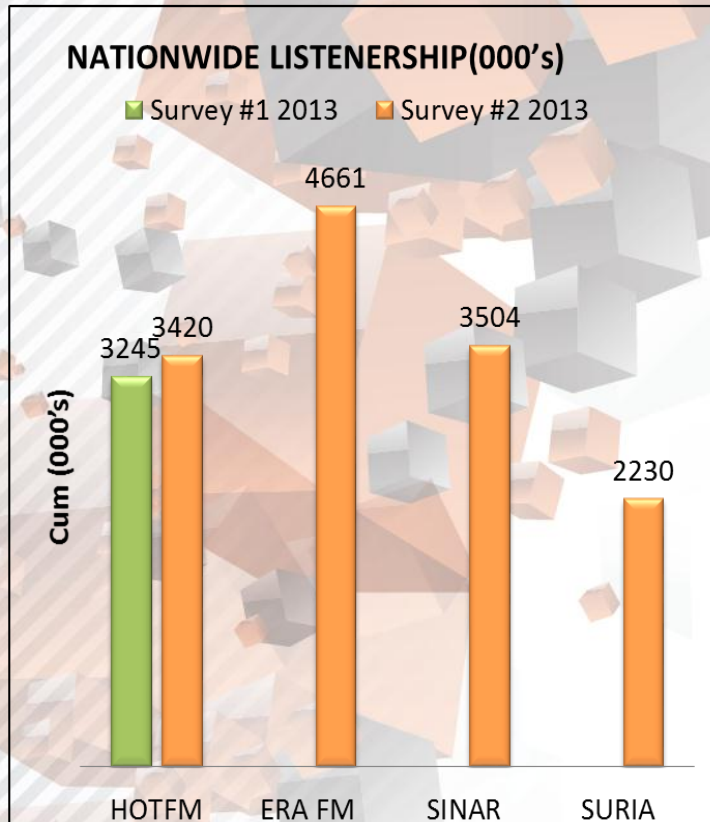
SECTION 2.5: RADIO NETWORKS



RADIO NETWORKS RESULTS FY 2013

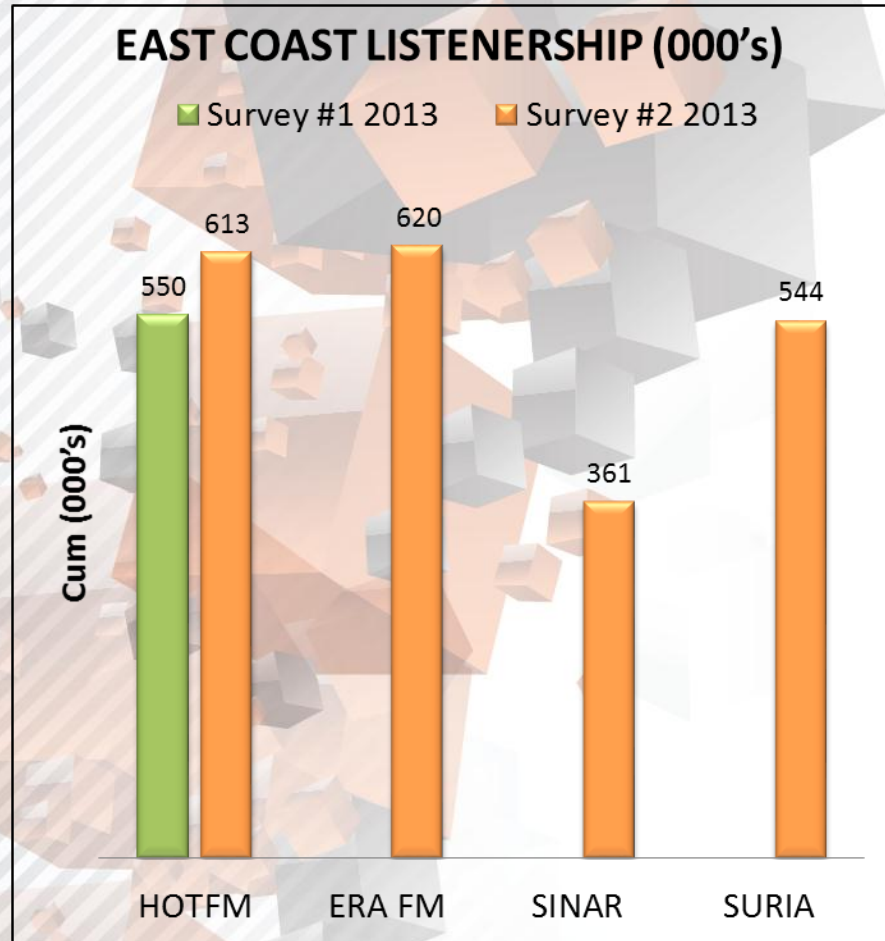
	RM'000		%
	YTD DEC 2013	YTD DEC 2012	CHANGE
	A	B	A - B
GROSS REVENUE	86,431	73,300	18
NET REVENUE	72,568	62,587	16
DIRECT COSTS	(186)	(233)	20
CONTRIBUTION	72,382	62,354	16
OTHER INCOME	1,356	1,222	11
OVERHEADS	(35,512)	(35,338)	(0)
EBITDA	38,226	28,238	35
DEPRECIATION	(1,864)	(1,726)	(8)
PROFIT BEFORE TAX	36,362	26,512	37
TAXATION	(4,245)	(3,328)	(28)
PROFIT AFTER TAX	32,117	23,184	39
EBITDA margin (%)	53%	45%	
PAT margin (%)	44%	37%	

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.

REGIONALISE RADIO - INVESTING FOR GROWTH



- Hot FM Kelate & Hot FM T'ganu were launched in January 2012 to build new regional revenue
- Almost 70% radio reach
- Untapped Adex in the East Coast
- Can be catalyst for regionalization of stations

Source: Nielsen Radio Audience Measurement

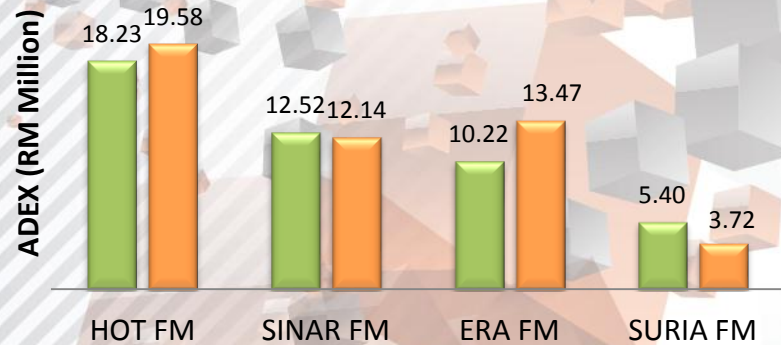
**RAM Wave 1 2013 was a closed survey. Hence, the results remain P&C and sponsors can only view the results of their radio stations, not competitors.

DEFENDING RADIO ADEX SHARE



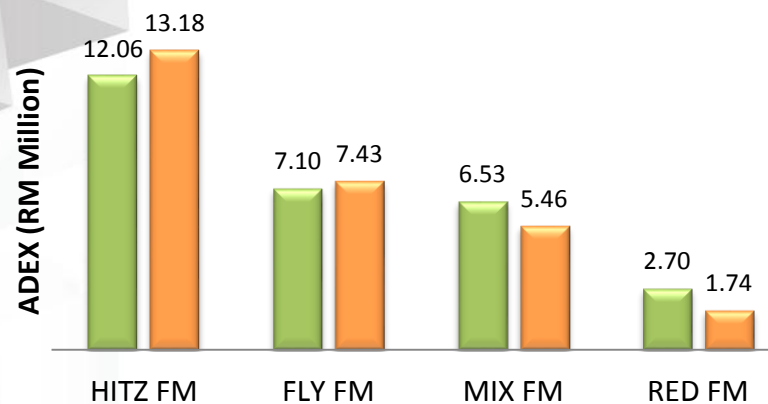
ADEX Q4

■ Q4 2012 ■ Q4 2013



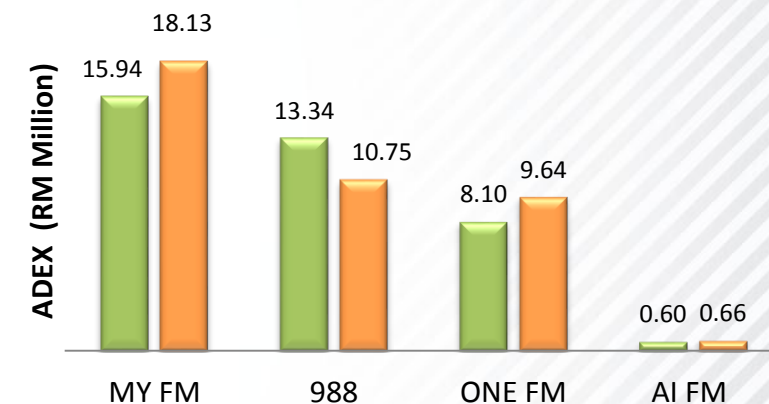
ADEX Q4

■ Q4 2012 ■ Q4 2013



ADEX Q4

■ Q4 2012 ■ Q4 2013



Source: Nielsen Advertising Information Service (AIS)

RADIO NETWORK - **LARGEST ONLINE & SOCIAL PRESENCE** IN THE COUNTRY

 **2.4**
million fans

 **1.1**
million followers

 **67,000**
followers



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

Hot FM: 390,506 | Fly FM: 142,581 | one FM: 177,330

	Facebook	Twitter	Instagram
Hot FM	1,844,372	1,067,318	52,238
Era FM	855,523	165,339	40,314
Suria FM	244,711	68,909	4,519
Sinar FM	173,378	24,311	5,621
Fly FM	169,696	93,385	8,132
Hitz FM	769,361	202,839	12,447
Red FM	56,005	13,804	938

	Facebook	Twitter	Instagram	Weibo
one FM	439,924	6,777	6,701	10,008
My FM	357,014	6,760	6828	9,925
988	157,783	2,516	895	9,173



SECTION 2.6: OUTDOOR MEDIA

BIG TREE

KURNIA
OUTDOOR

UPD

TRC

OUTDOOR MEDIA FINANCIAL RESULTS FY 2013

	RM'000		%
	YTD DEC 2013	YTD DEC 2012	CHANGE
	A	B	A - B
GROSS REVENUE	177,543	168,499	5
NET REVENUE	163,097	156,311	4
DIRECT COSTS	(93,709)	(89,701)	(4)
CONTRIBUTION	69,388	66,610	4
OTHER INCOME	3,339	1,059	>100
OVERHEADS	(17,730)	(16,763)	(6)
EBITDA	54,997	50,906	8
DEPRECIATION & AMORTISATION	(9,282)	(7,986)	(16)
PROFIT BEFORE TAX	45,715	42,920	7
TAXATION	(12,081)	(11,014)	(10)
PROFIT AFTER TAX	33,634	31,906	5
EBITDA margin (%)	34%	33%	
PAT margin (%)	21%	20%	

LATEST OUTDOOR ADVERTISING MEDIUMS

**CUBIG SERIES –
ALONG BUKIT BINTANG**



MALL DIGITAL MEDIA



TRANSIT DIGITAL MEDIA



**LED TRIMMED
LIGHTBOX**



TRILITE SERIES

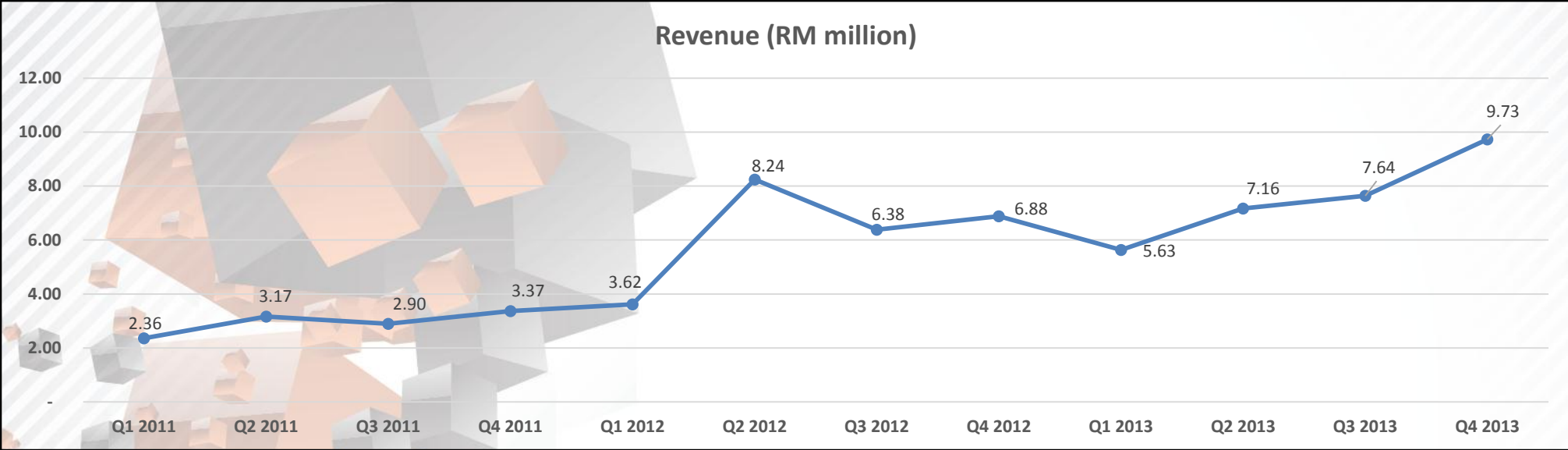


SECTION 2.7: DIGITAL MEDIA

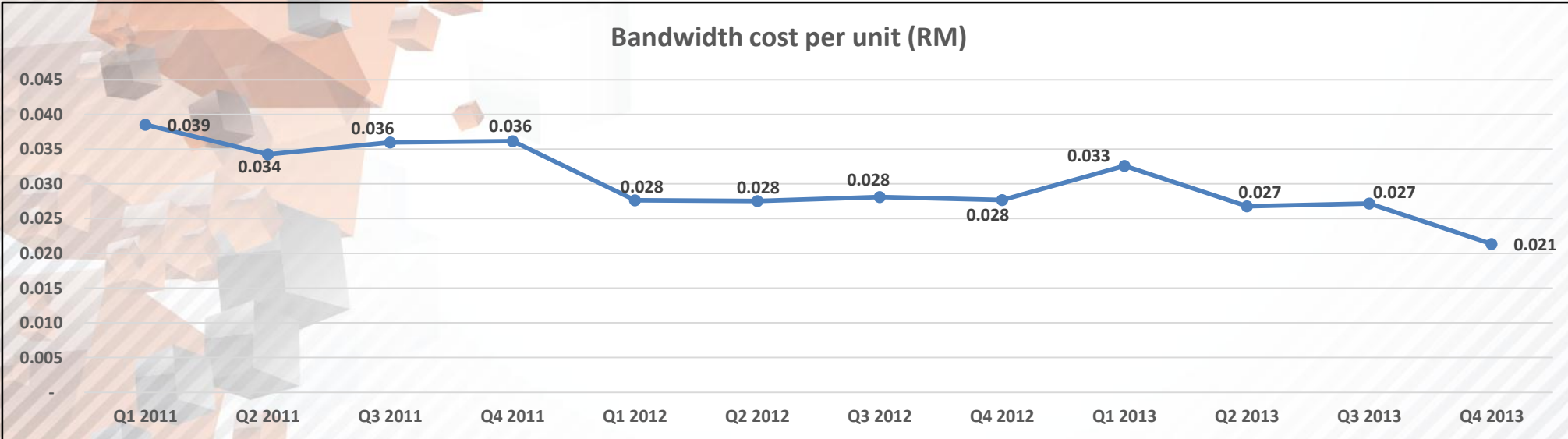
MEDIA PRIMA DIGITAL FINANCIAL RESULTS FY 2013

	RM'000		%
	YTD DEC 2013	YTD DEC 2012	CHANGE
	A	B	A - B
GROSS REVENUE	33,760	25,122	34
NET REVENUE	30,351	22,509	35
DIRECT COSTS	(3,473)	(1,371)	(>100)
CONTRIBUTION	26,878	21,138	27
OTHER INCOME	64	22	>100
OVERHEADS	(30,515)	(23,033)	(32)
(LBITDA)/EBITDA	(3,573)	(1,873)	(91)
DEPRECIATION & AMORTISATION	(1,549)	(1,552)	0
PROFIT BEFORE TAX	(5,122)	(3,425)	(50)
TAXATION	-	-	NA
PROFIT AFTER TAX	(5,122)	(3,425)	(50)
(LBITDA)/EBITDA %	(12%)	(8%)	
(LAT)/PAT %	(17%)	(15%)	

DIGITAL MEDIA – REVENUE GROWTH VS. BANDWIDTH COST PER UNIT



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



MPB'S RANKING AMONG ONLINE PORTALS

Top 10 Malaysian Sites

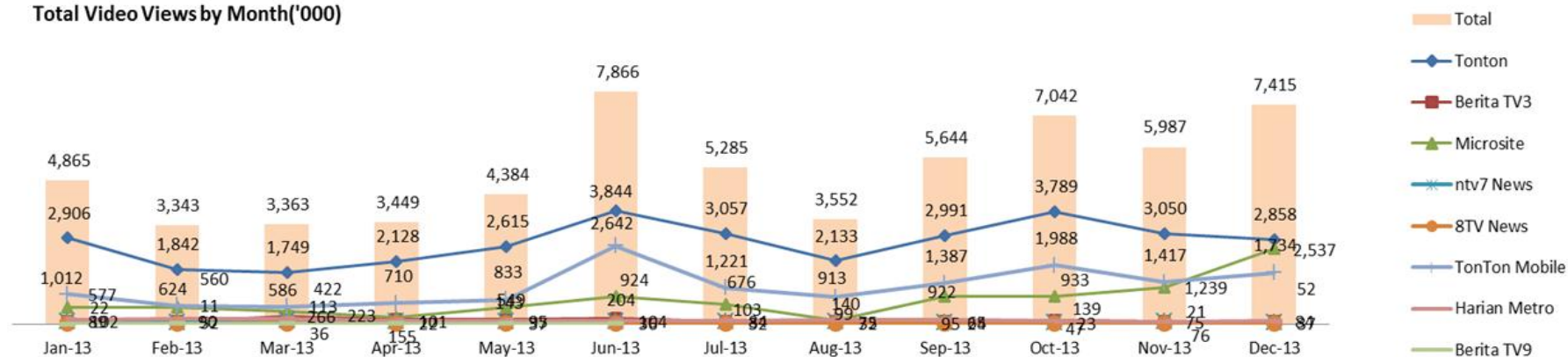
Sites	2012 (Average per Month)		2013 (Average per Month)	
	Rank	Total Unique Visitors (000)	Rank	Total Unique Visitors (000)
MUDAH.MY	1	2,796	1	2,486
Media Prima Group	2	2,637	2	2,275
Maybank Group	3	1,875	3	2,096
The Star Media Group	4	1,571	4	1,363
Maxis Group	5	1,282	5	1,244
Tune Group	6	1,144	6	1,213
Malaysiakini Sites	10	934	7	1,177
CIMB Group	8	1,086	8	1,148
CARI.COM.MY	9	1,048	9	1,026
Utusan Group	11	832	10	850

SOURCE: comScore Key Measures

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

tonton 3,512,644 registered users (as at 31 Dec 2013)

Total Video Views by Month('000)



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



TONTON PREMIER (48 HOURS BEFORE TV)



Mampukah ego mengatasi takdir?

Lestary
Ku Cinta Kau Seorang

Amyra Rosli Remy Ishak

tonton premiere

Mulai 17 November
Ahad, 9.00 malam

TV3
Inspirasi Hidupku

Mulai 19 November
Selasa, 9.00 malam

Siaran perdana 48 jam sebelum siaran TV, langgani sekarang!*

[KLIK DI SINI](#)

Hantarkan pendapat anda di laman sosial menerusi #KCKS

*Setiap episod boleh ditonton dengan hanya RM3 sahaja. Tertakluk kepada terma & syarat.

- www.tontonmusic.com.my launched on 26th January 2014
 - ✓ 1st music portal in the country to offer a **free mobile streaming service**
 - ✓ 1st music portal to have a **fully integrated digital music service**
- Media Prima Digital's avenue to gain strong foothold of digital music distribution in the country
 - ✓ **Expand advertising avenues**
- Taking Media Prima radio brands to another level
 - ✓ Unique representation of **brand extensions** for Hot FM, Fly FM, & one FM





SECTION 2.8: CORPORATE & OTHERS

CORPORATE & OTHERS – FY 2013

	MPB	GB	Others RM'000	Consol Adjustment	Total
Gross Revenue					
2013	-	14,073	18,880	(35,454)	(2,501)
2012	-	20,722	5,905	(33,531)	(6,904)
Growth %	N/A	32	>100	6	64
Net Revenue (after royalties)					
2013	-	14,073	18,880	(16,350)	16,603
2012	-	20,722	5,905	(15,332)	11,295
Growth %	N/A	(32)	>100	(7)	47
EBITDA					
2013	(22,389)	(4,126)	8,807	5,833	(11,875)
2012	(31,499)	59	1,750	(5,372)	(35,062)
Growth %	29	>100	>100	>100	66
Depreciation & Interest Expenses					
2013	24,709	-	311	2,984	28,004
2012	24,309	-	534	3,810	28,653
Growth %	(2)	N/A	(42)	22	2
PBT / (LBT) Before Associate Before EI					
2013	(47,098)	(4,126)	8,496	2,849	(39,879)
2012	(55,808)	59	1,216	(9,182)	(63,715)
Growth %	16	>100	>100	>100	37



SECTION 3: DIVIDEND

REVISED DIVIDEND POLICY

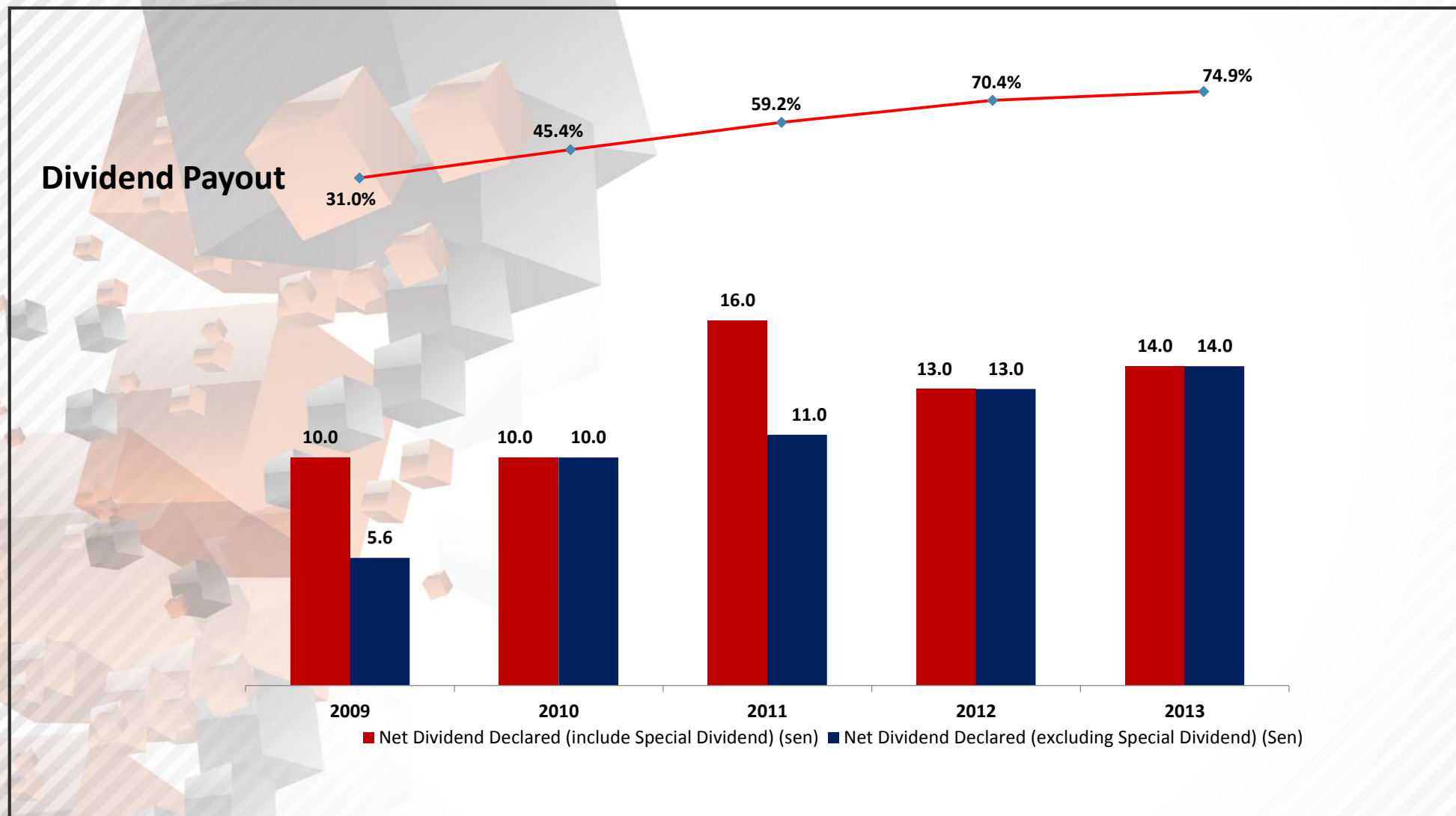
- Strong cash and retained earnings position enables adoption of **revised dividend policy**
- With effect from FYE 2014, to have a dividend payout ratio ranging from **minimum 60%** to the **maximum of 80%** of PATAMI (from 25% to maximum 75%)
- Subject to availability of cash, funds requirement & quarterly financial performance, dividends are to be paid **quarterly** or at a **minimum twice a year**
- Continues to allow the Group to **maintain sufficient cash reserves**
- Provides the Group flexibility to channel the excess cash flow to **maximise shareholders' returns**

PROPOSED DIVIDEND FYE 2013

- Proposed third interim single tier dividend of 3.0 sen for FYE 31 December 2013
- Proposed final single tier dividend of 5.0 sen for FYE 31 December 2013 (subject to shareholders' approval at the forthcoming AGM)
- The proforma calculation for dividend payout and yield for the purpose of illustration:

		RM '000
2013 Dividend payout:		
1. First interim	3 sen	32,928
2. Second interim	3 sen	33,014
Estimated share capital as at entitlement date (1,180,509,997)		
3. Third interim	3 sen	35,415
4. Proposed final dividend	5 sen	59,025
Total	14 sen	160,382
PATAMI		214,165
Dividend yield	5.34%	
Dividend ratio (over PATAMI)	74.9%	
Dividend payout policy (over PATAMI) – Revised Policy	60% to 80%	

5- YEAR DIVIDEND TRACK RECORD





SECTION 4: CONCLUSION

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 recorded a growth of 1% and 3% in revenue and profit after tax respectively, compared to the corresponding period last year.**
- **The Group is committed to reinvest in quality and relevant content and digital media to ensure relevance and sustainability of the Group in the future.**
- **The Group is committed to maintain its industry leadership position and earnings growth through the continued investment in quality and relevant content while sustaining the traditional platforms.**

THANK YOU

For Information

www.mediaprima.com.my

For Inquiries, Suggestions & Comments

www.mediaprima.com.my/investorcenter/feedbackcomments

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.