



## Investor Presentation

Financial & Business Review  
for the Financial Period  
Ended 30th June 2018

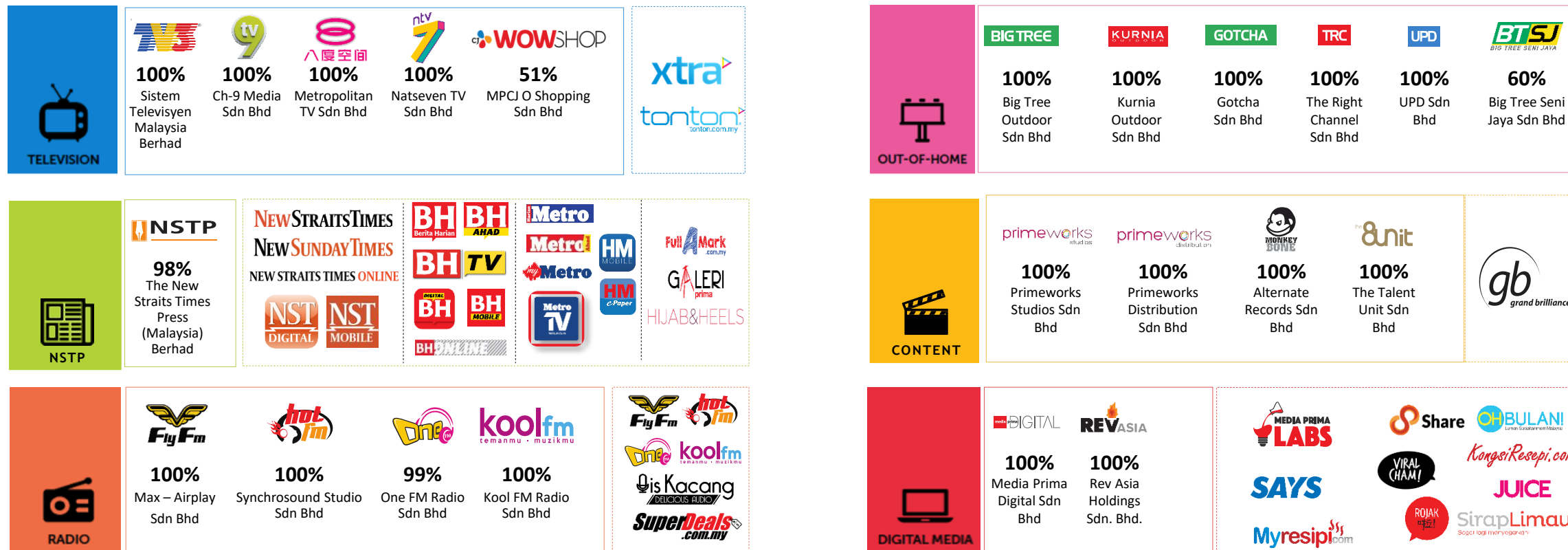


—  
TO BE THE  
LEADING  
DIGITAL-FIRST  
CONTENT AND  
COMMERCE  
COMPANY

**VISION**

**MISSION**

—  
TO ENRICH  
LIVES BY  
INFORMING,  
ENTERTAINING,  
AND ENGAGING  
ACROSS ALL  
MEDIA



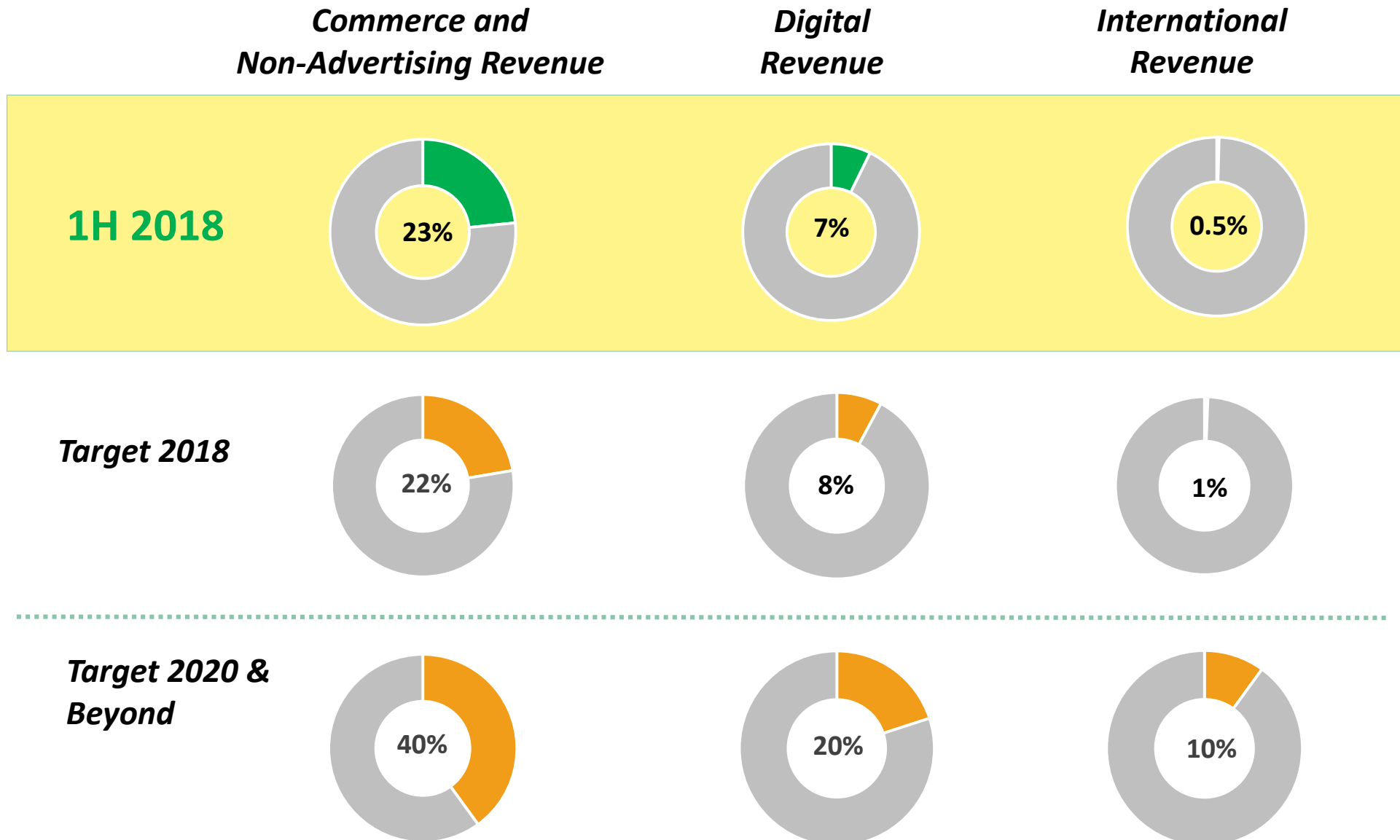
Fact sheet as at 30 June 2018

All entities are 100% owned, unless otherwise stated.

COMPANY BRAND

Issued and Paid-up Share Capital	Shareholders Equity	Total Assets	Cash and Bank Balances	Group Borrowings
RM1,524.7m	RM776.8m	RM1,561.6m	RM233.2m	RM301.9m

# On Track to Achieve Odyssey Targets





# FINANCIAL REVIEW



## 1H 2018 Key Performance Highlights

	Q2 2018 (RM '000)	Q2 2017 (RM '000)	Change (%)	1H 2018 (RM '000)	1H 2017 (RM '000)	Change (%)
Net Revenue after Royalties	341,604	329,444	4	621,759	601,035	3
EBITDA / LBITDA	57,014	38,614	48	59,231	30,563	94
PBT/ (LBT)	32,227	(135,603)	>100	9,682	(174,963)	>100
PAT/ (LAT)	31,701	(138,386)	>100	8,702	(179,747)	>100

### Key catalysts:

1.

Investing in more digital content

2.

Growing commerce revenue through integrated media

3.

Maximising the value of its existing assets



# Positive Progress on Group's Transformation Plan

Media Prima Berhad

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	BAU 1H 2018	Odyssey 1H 2018	Group Actual 1H 2018	BAU 1H 2017	Odyssey 1H 2017	Group Actual 1H 2017	Change (%)
RM'000	A	B	C	D	E	F	C - F
Gross revenue	551,217	154,619	705,835	622,031	78,892	700,923	1
Net revenue	477,896	145,142	623,038	526,635	74,334	600,969	4
Royalties	(1,279)	-	(1,279)	66	-	66	(>100)
Net revenue after royalties	476,617	145,142	621,759	526,701	74,334	601,035	3
Direct costs	(175,843)	(74,937)	(250,780)	(190,955)	(44,861)	(235,816)	(6)
Contribution	300,774	70,205	370,979	335,746	29,473	365,219	2
Other income	58,855	840	59,695	12,291	739	13,030	>100
Overheads	(291,375)	(80,068)	(371,443)	(289,779)	(57,907)	(347,686)	(7)
EBITDA / (LBITDA)	68,254	(9,023)	59,231	58,258	(27,695)	30,563	94
Finance costs	(11,962)	-	(11,962)	(6,516)	-	(6,516)	(84)
Depreciation & amortization	(36,022)	(1,565)	(37,587)	(51,027)	(1,260)	(52,287)	28
Profit/(Loss) before associate	20,270	(10,588)	9,682	715	(28,955)	(28,240)	>100
Share of associate's results	-	-	-	(4,293)	-	(4,293)	100
PBT/(LBT)	20,270	(10,588)	9,682	(3,578)	(28,955)	(32,533)	>100
Exceptional Items ("EI")	-	-	-	(142,430)	-	(142,430)	N/A
PBT/(LBT) after EI	20,270	(10,588)	9,682	(146,008)	(28,955)	(174,963)	>100
Taxation	170	(1,150)	(980)	(4,784)	-	(4,784)	N/A
PAT/ (LAT)	20,440	(11,738)	8,702	(150,792)	(28,955)	(179,747)	>100
Minority interest	175	1,249	1,424	4,077	4,296	8,373	(83)
PATAMI/ (LATAMI)	20,615	(10,489)	10,126	(146,715)	(24,659)	(171,374)	>100
EBITDA margin	14%	(6%)	10%	11%	(37%)	5%	
PATAMI margin	4%	(7%)	2%	(28%)	(>100%)	(29%)	



# Turnaround Attributed to Higher Contributions from Digital And Commerce

Media Prima Berhad

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TVN			Home Shopping	PWS	Radio	OOH	Print	Digital	Corporate	Consol Adjustment	Total	
RM'000			RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	
Net Revenue	YoY	1H 2018	230,447	96,021	50,698	29,608	86,843	159,482	44,895	48,127	(123,083)	623,038
		1H 2017	244,110	59,728	55,013	30,530	82,276	184,278	20,683	75,824	(151,473)	600,969
		Growth(%)	(6)	61	(8)	(3)	6	(13)	>100	(37)	N/A	4
EBITDA/ (LBITDA)	YoY	1H2018	(9,563)	(1,838)	6,529	10,050	17,114	38,612	8,884	(1,957)	(8,600)	59,231
		1H 2017	4,906	(8,084)	3,549	10,874	22,572	5,828	2,868	20,960	(32,910)	30,563
		Growth(%)	(>100)	77	84	(8)	(24)	>100	>100	(>100)	N/A	94



# Growth from Commerce and Digital Initiatives

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Net Revenue	Traditional			Digital			Home Shopping			Group		
	1H 2018	1H 2017	Growth	1H 2018	1H 2017	Growth	1H 2018	1H 2017	Growth	1H 2018	1H 2017	Growth
	RM'000		%	RM'000		%	RM'000		%	RM'000		%
Advertising	431,059	458,888	-6	42,262	12,523	> 100	-	-	-	473,321	471,411	-
Circulation	41,350	55,439	-25	-	-	-	-	-	-	41,350	55,439	-25
Commerce	4,427	5,717	-23	2,577	2,335	10	96,021	59,728	61	103,005	67,780	52
Content	4,018	4,838	-17	-	-	-	-	-	-	4,018	4,838	-17
Property and others	1,344	1,501	-10	-	-	-	-	-	-	1,344	1,501	-10
Total	482,198	526,383	-8	44,819	14,858	> 100	96,021	59,728	61	623,038	600,969	4

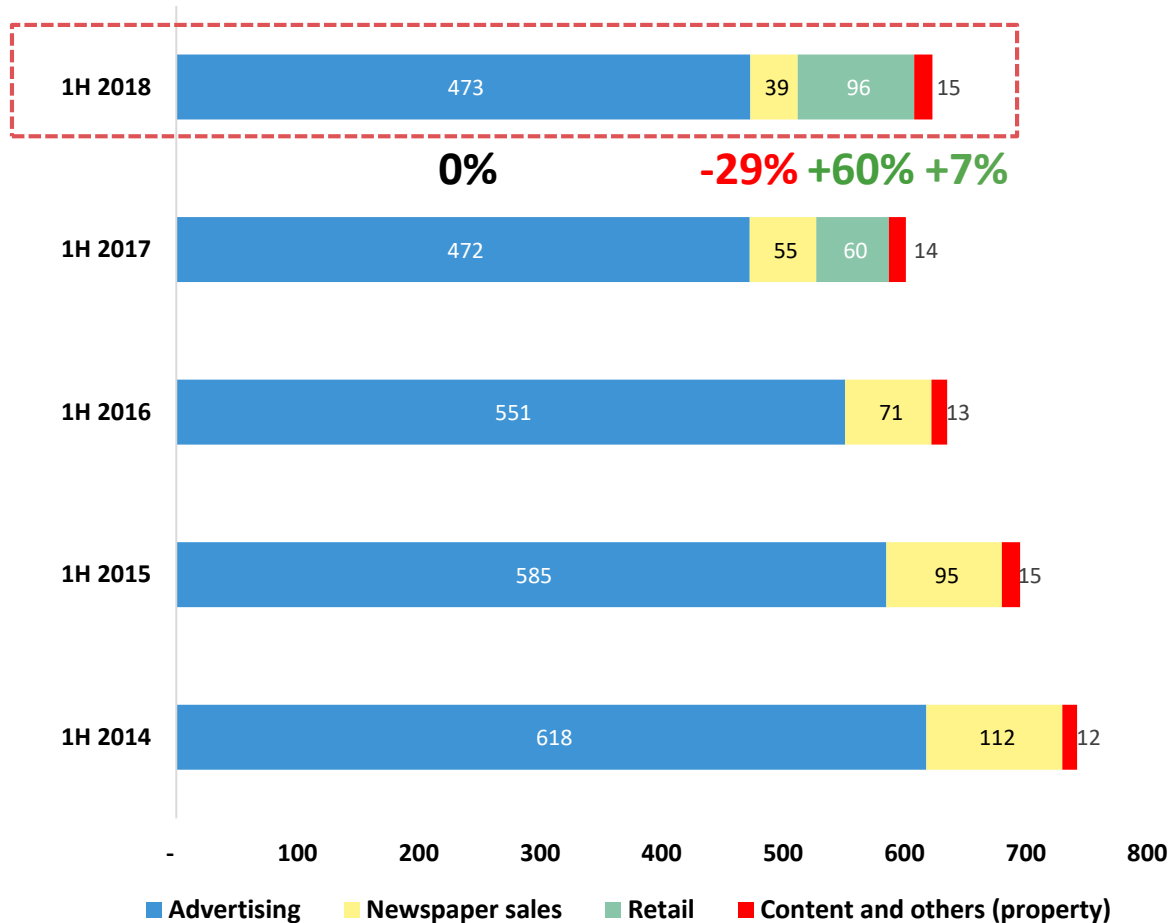




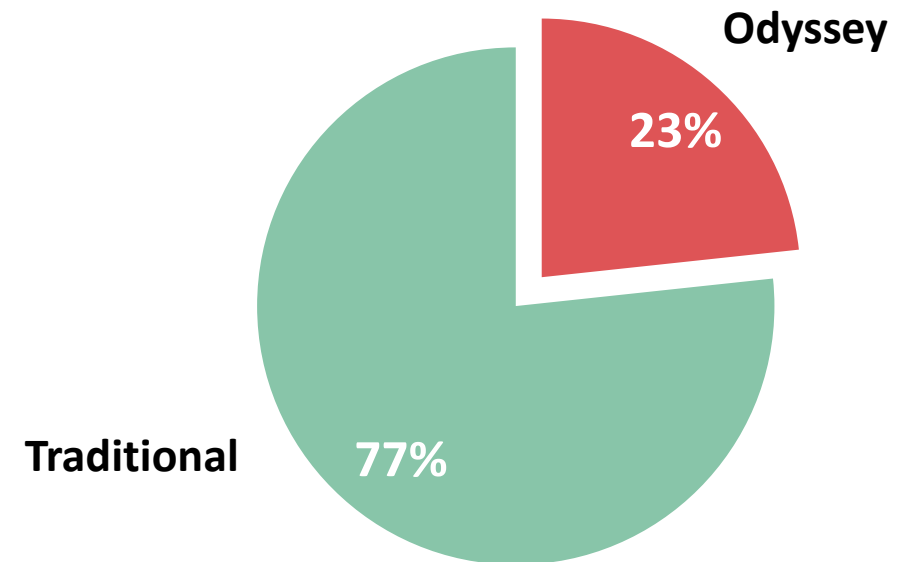
# Positive Progress On Group's Transformation Plan

Media Prima Berhad

## Net Revenue



Net Revenue from new Odyssey initiatives contributed approximately 23% of total net revenue (2017: 12%)



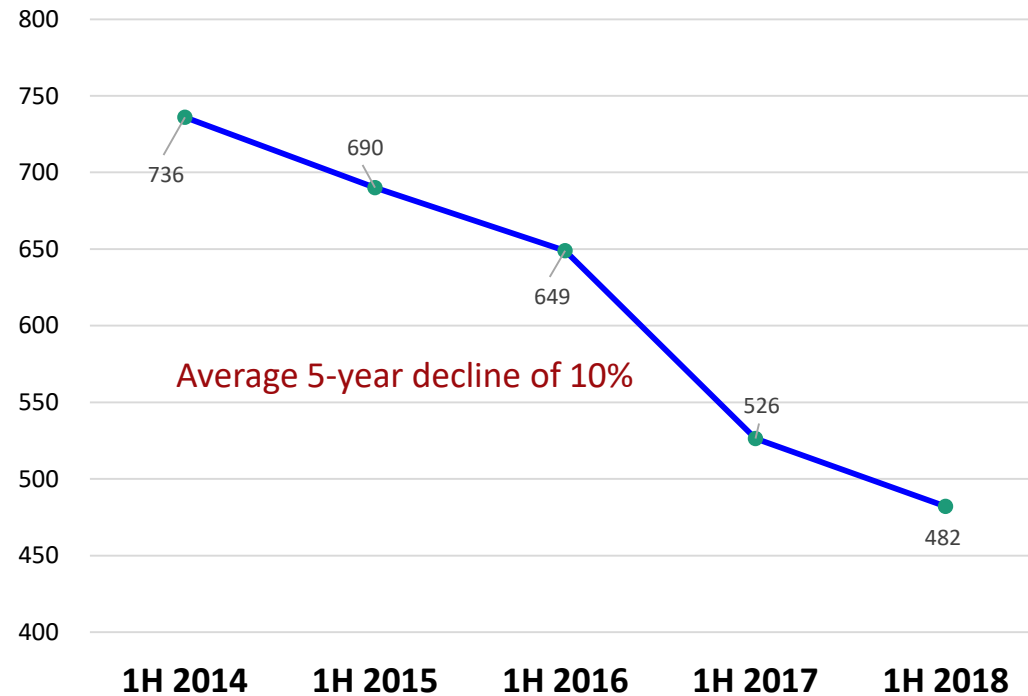


# Positive Progress On Group's Transformation Plan

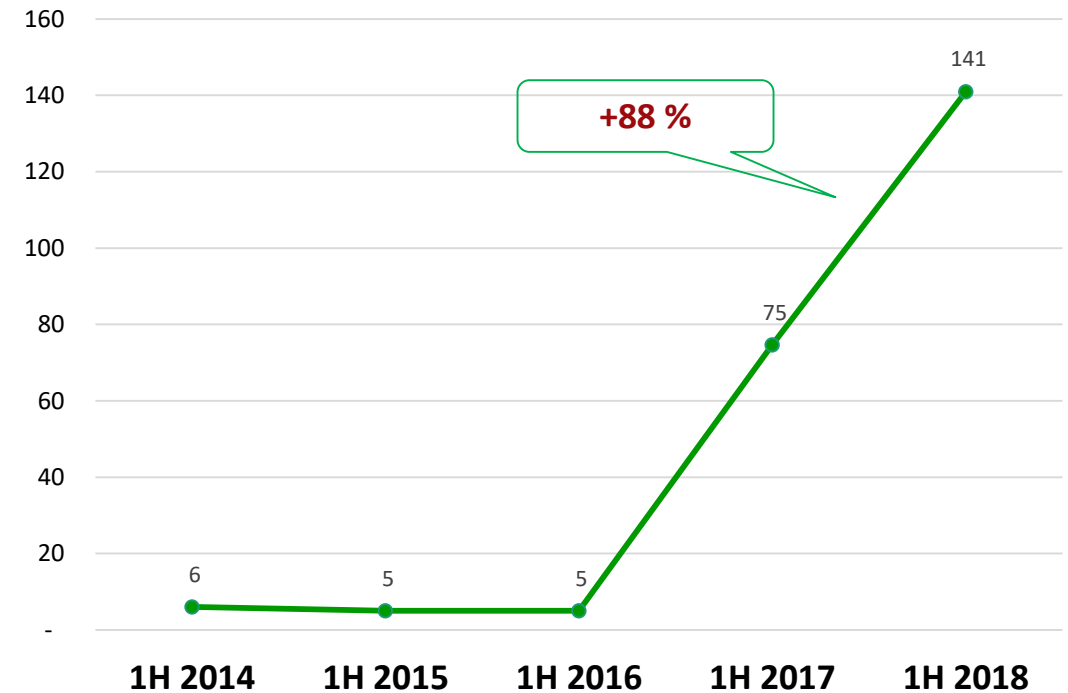
Media Prima Berhad

Digital advertising, digital content and consumer revenue have been recording consistent growth from QoQ since the launch of Project Odyssey in 2016.

## Traditional Revenue (Net)



## Consumer & Digital Revenue (Net)

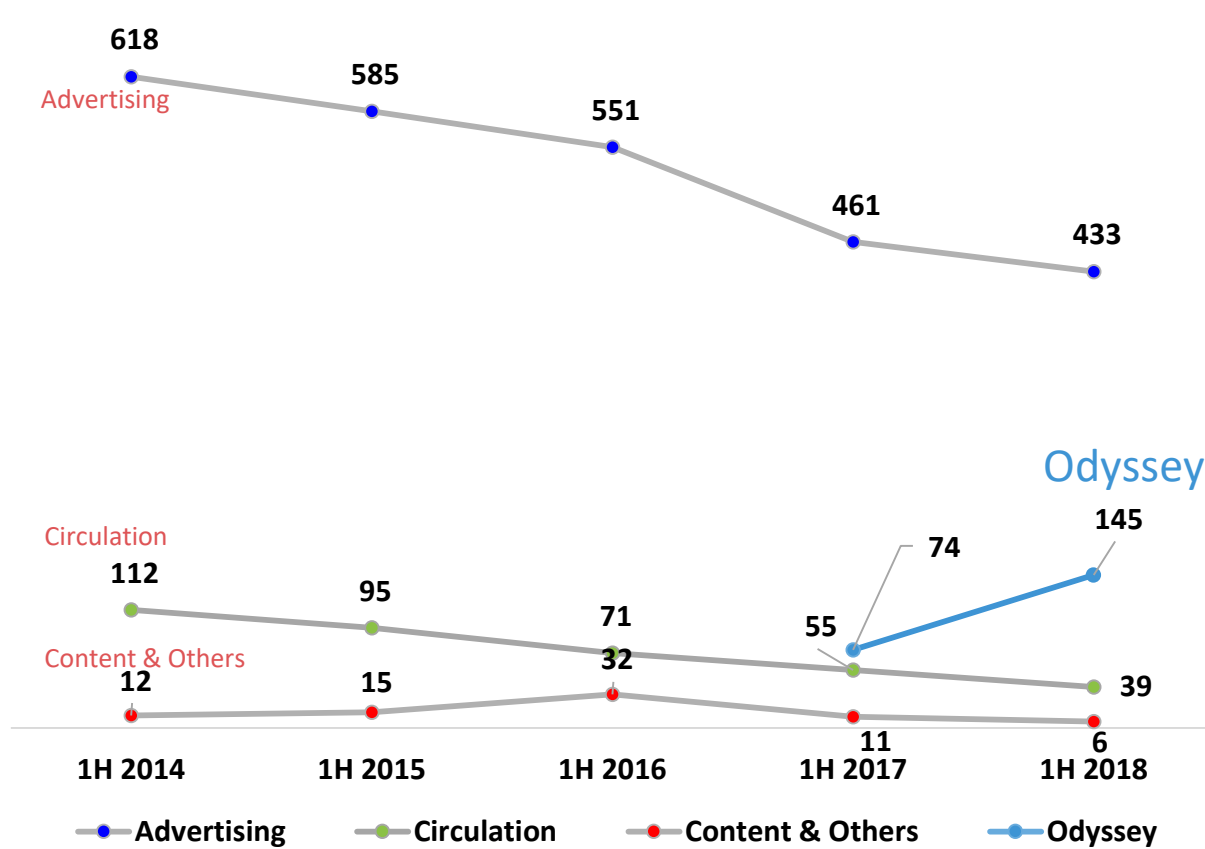




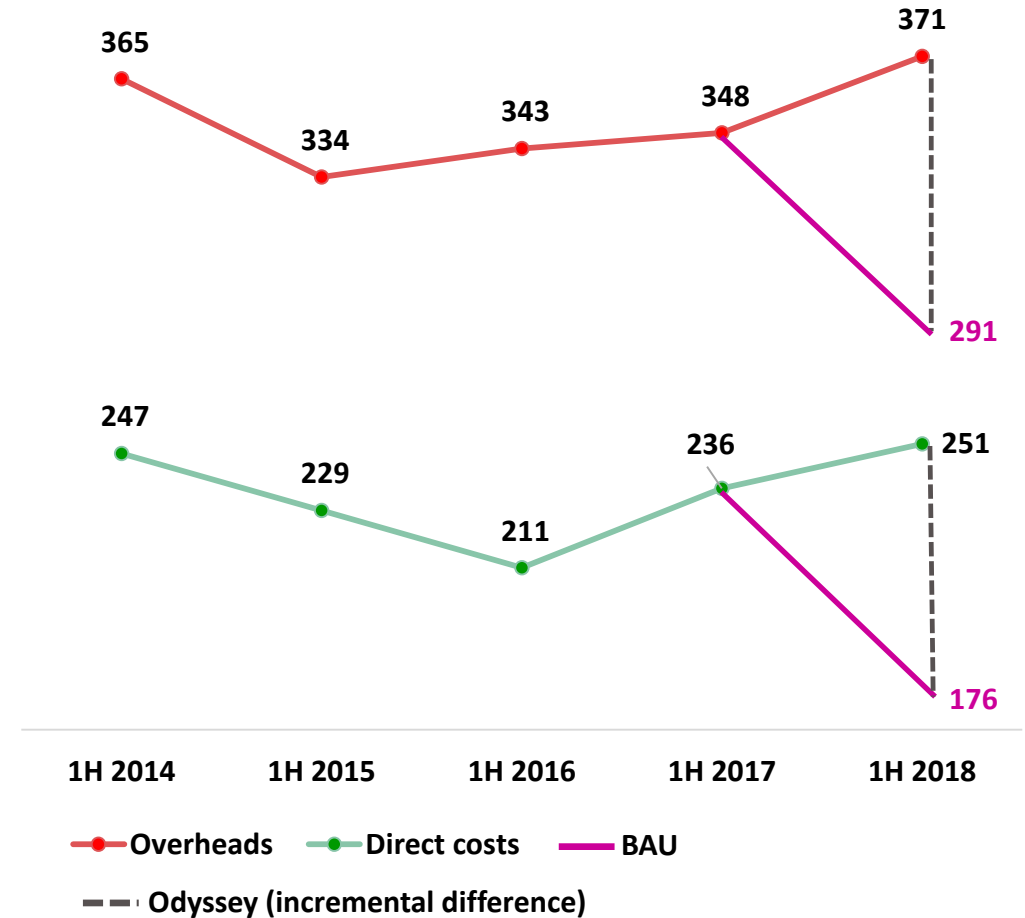
# Reallocating Operating Costs to New Businesses

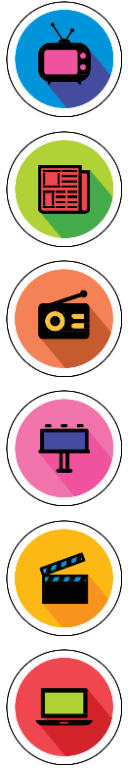
## Continuous Cost Management Initiative to Improve Profitability

### Net Revenue



### Direct costs and Overheads



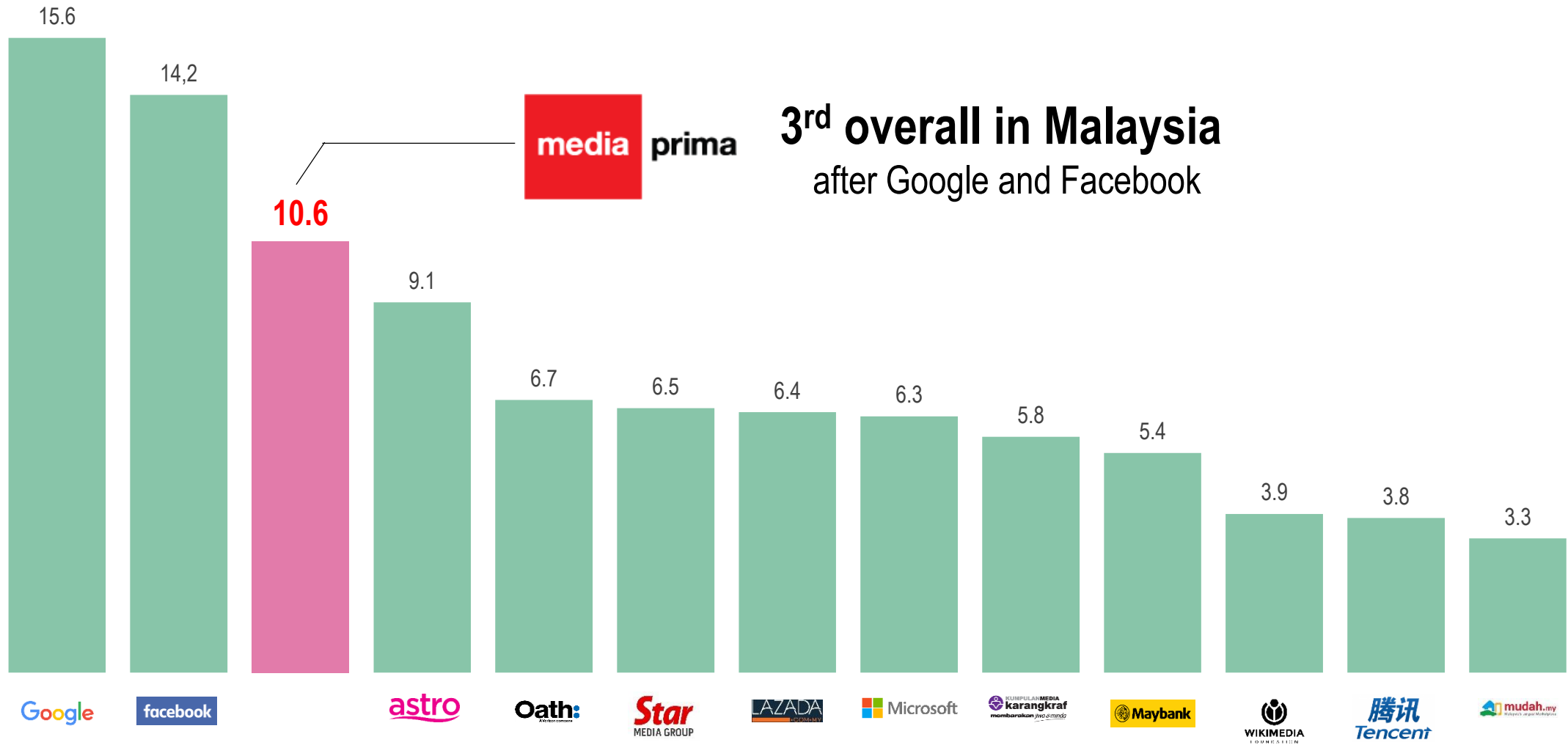


## DIGITAL AND COMMERCE

# En Route To Be the Digital-First Content and Commerce Company

Media Prima Berhad

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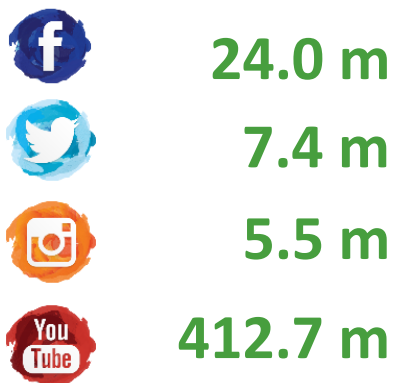
Source: Comscore MMX June 2018

# Massive Digital Reach Drives Digital Revenue >100% Y-o-Y

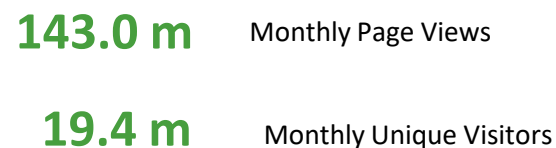
Media Prima Berhad

## Social Media

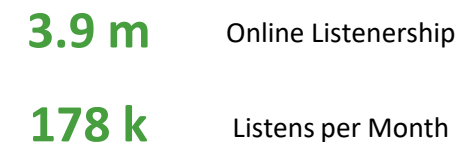
Followers/ Views



## Publishing



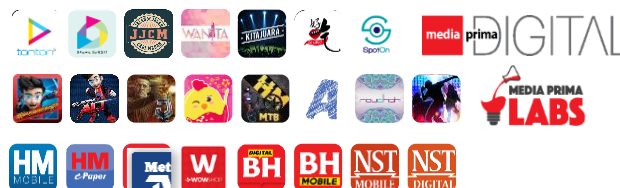
## Audio



## Online



## Mobile



## Video



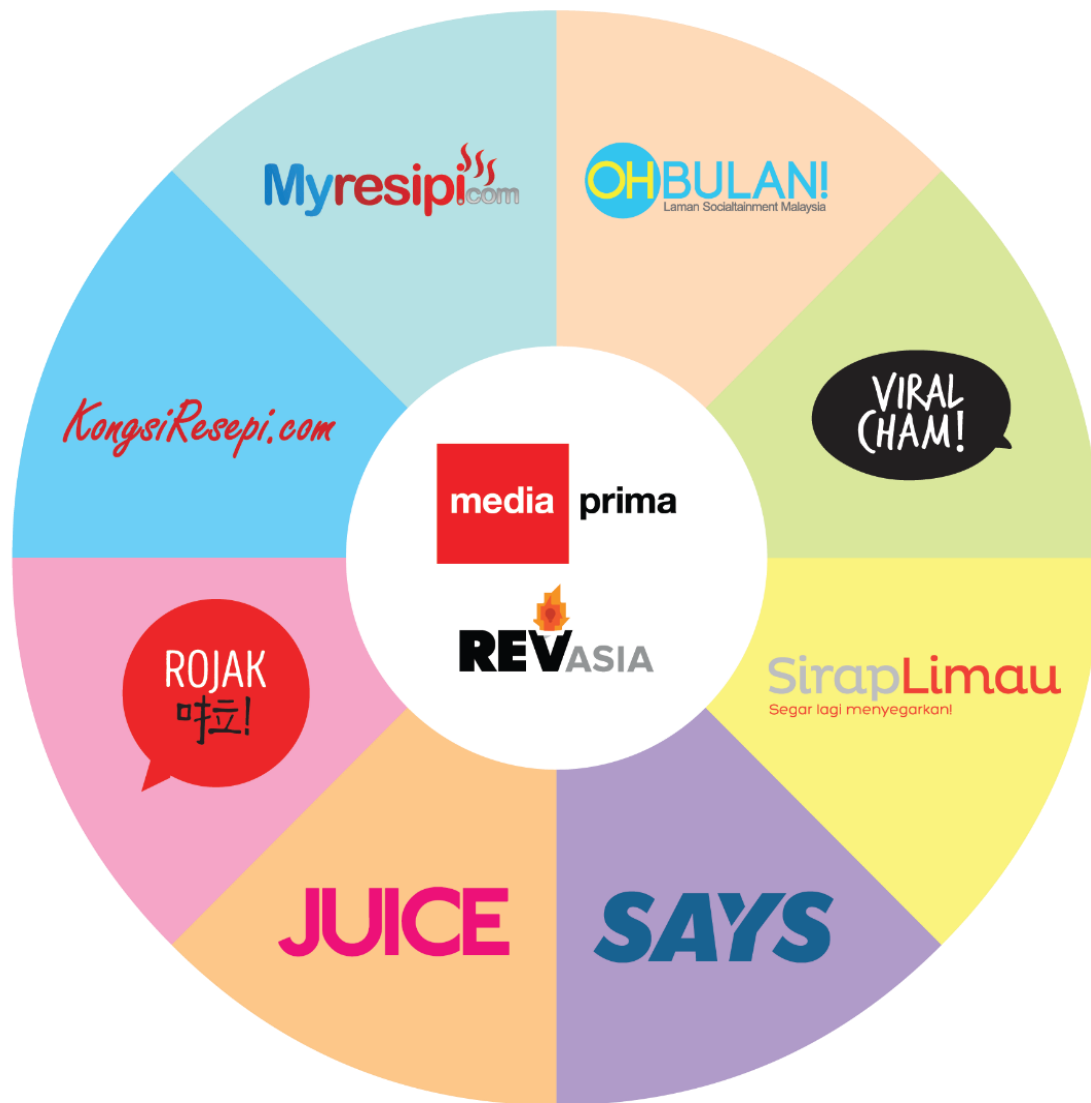
Info updated as at 31 June 2018.



# Staying Relevant while Expanding Reach to Advertisers

Media Prima Berhad

14



9.5 m

Monthly Average  
Unique Visitors

27.7 m

Monthly Average  
Page Views



5.8m followers



87.4k subscribers

Source: Google Analytics, Facebook & Youtube as at 30 June 2018



# NSTP Continues to Create and Deliver Value

## NSTP Digital Revenue increased 66% YoY

Media Prima Berhad



**14.8 m**

Monthly average  
page views

**4.1 m**

Monthly average  
Unique visitors



**632,985**

Total no. of likes



**32,800**

Total no. of followers



**624,000**

Total no. of followers



**16,380**

Total no. of subscribers



**81.0 m**

Monthly average  
page views

**8.6 m**

Monthly average  
Unique visitors



**4,808,724**

Total no. of likes



**224,000**

Total no. of followers



**843,000**

Total no. of followers



**164,923**

Total no. of subscribers



**47.2 m**

Monthly average  
page views

**6.7 m**

Monthly average  
Unique visitors



**5,093,235**

Total no. of likes



**487,000**

Total no. of followers



**1,220,000**

Total no. of followers



**80,901**

Total no. of subscribers

### Mobile Apps

**367.4k**

App. Downloads



### E-paper

**107.4k**

App. Downloads



### Mobile TV

**67.5K**

App. Downloads



### Educational Vertical



**60,195**

Monthly Average  
Pages Views

**5,553**

No. of unique  
Paid Subscribers

**75,548**

Total Apps  
Download

**13,094**

Monthly Average  
Unique Visitors

### Lifestyle Vertical



**989,106**

Unique  
Pages Views












**563,147**

Unique Visitors



# Digital Radio Listenership

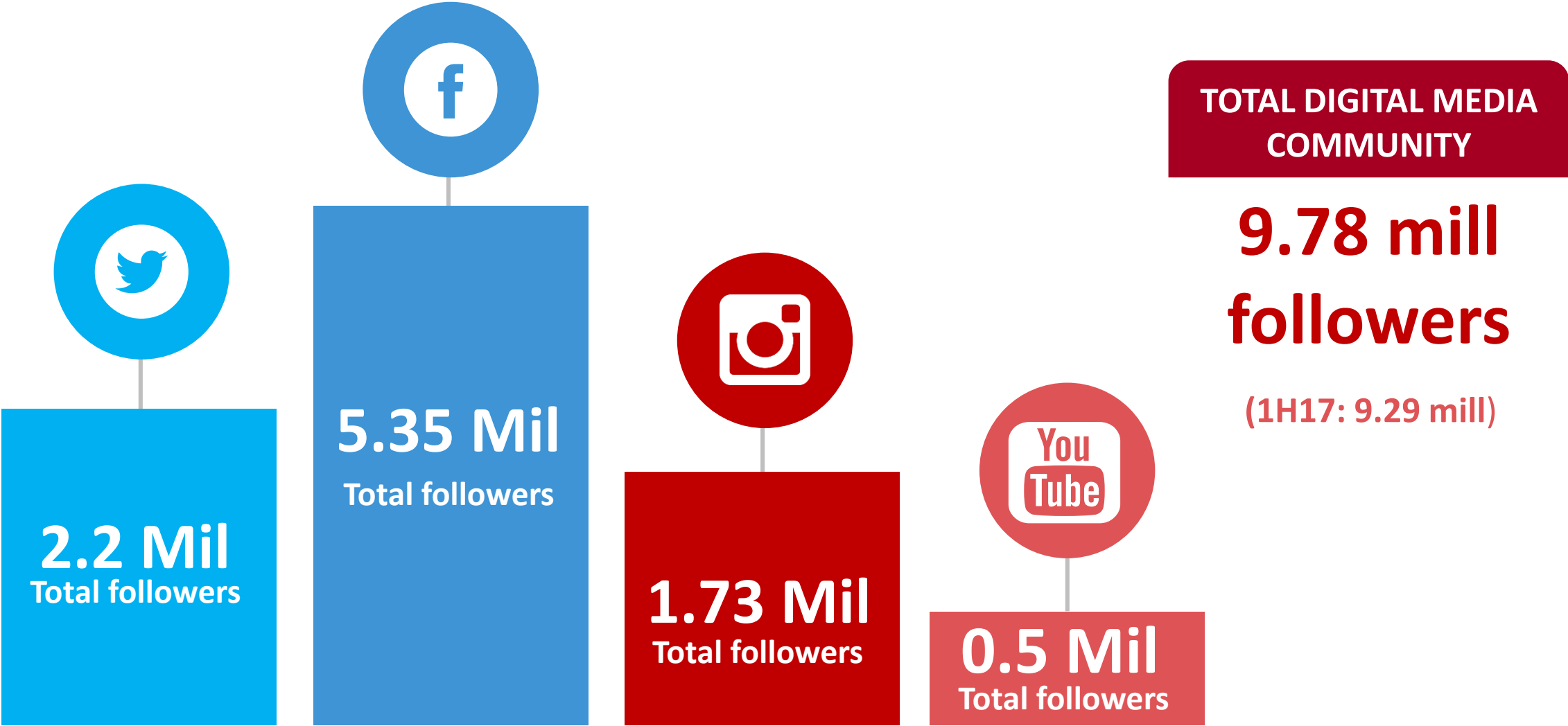
Media Prima Berhad

					
 <b>Total listenership/month</b>	1,074,499	5,181,378	2,037,155	1,709,450	426,921
 <b>Average Unique/month</b>	108,226	623,465	179,669	131,161	-
 <b>Unique Mobile</b>	38,879	222,456	82,963	47,253	-
 <b>Unique Website</b>	69,347	401,009	96,706	83,908	-
 <b>Average Listening Hours</b>	8 to 25 minutes	8 to 30 minutes	10 to 30 minutes	10 to 35 minutes	-
 <b>Total Downloads in Q2</b>	7,088	24,185	9,253	9,606	7,113



# Radio Digital Media Presence and Foothold

Media Prima Berhad





## TOP & NEW APPS



### Waktu Solat *New! May 2018*

- No 1 Islamic Utility Apps in Malaysia
- Strengthening our vertical, and data point tracking for user retargeting

Cumulative Active Users/ Total page Views

**2,808,611/ 77,469,261**



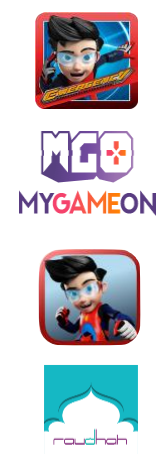
### Mak Cun *New! May 2018*

- Mobile Game based on a TV series.
- Within one and a half month after launch Mak Cun have achieved 300,000 download



### 8 Coin *New! April 2018*

- Reward mobile app and website
- More than 750,000 Users



Cumulative Active Users/ Total page Views

**403,675/ 1,127,970**

**319,495/ 468,537**

**220,250/ 460,571**

**185,147/ 5,412,387**



# Home Shopping Partnership for Further Expansion

## Bringing Shoppertainment Experience to >1mill unifi TV subscribers

5:00am – 7:00am (Mon – Sun) <i>The WOW Show S2</i> 1:00pm – 1:23pm (Mon)	10:30am - 2:30pm (Mon – Sun) 10:30am - 1:30pm (Sat – Sun) 12:00am - 1:00am (Mon – Sun)	6:00am - 9:30am (Mon – Fri) 6.00am – 9.00am (Sat – Sun) 8.40am – 9.30am (Wed - Fri)	8:30am - 1:00pm (Mon – Sun, except Fri) 8:30am - 5:00pm (Fri) 11:00pm – 1.00am (Mon – Fri) 12:00am - 1:00am (Sat – Sun) <i>The WOW Show S2</i> 10:00am – 10:50am (Thu) 10.00am – 12.00pm (Tue – Sun) 1.30pm – 2.00pm (Tue – Thu, Sat – Sun)

**New!**

24 Hours

Rancangan Beli-Belah  
Di Setiap Rumah  
Kini 24 Jam di

**SALURAN 104**  
1800-18-0808  
[www.cjwowshop.com.my](http://www.cjwowshop.com.my)

Available on the  
App Store

Available on  
Google Play

Target Audience	Primary		Secondary
	Malay	Chinese	Malay and Chinese
Age	27 – 50 years old housewives	30 – 55 years old housewives	18 – 35 years old mass female
Monthly Household Income	RM3K – RM5K	RM3K and above	RM2K – RM7K
Geography	Rural and urban areas		

CJWoW Shop is now the most accessible home shopping network in Malaysia.

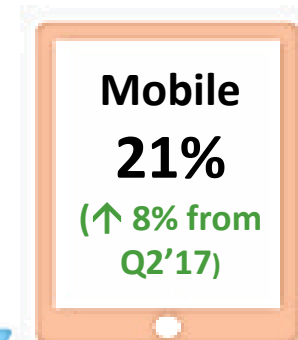
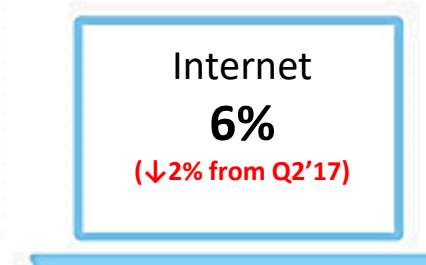
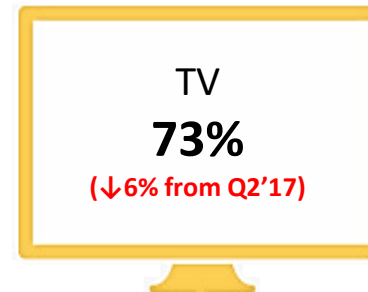
Anytime! Anywhere!



## Moving Towards 1mill Customer Base

**941k Customer Base** ↑ >100% growth from 1H 2017

	1H '18	1H '17
Total net sales	RM96mil	RM70mil
Total quantity of items sold	578,659	331,750
Total registered customers	257,565	188,198
Total new SKUs	154	166



Top 3 best selling items in Q2 2018, based on net sales amount:



**ILO Cherry Pot**



**Mugen Glass Top  
Infrared Cooker**



**ILO Rainbow Marble  
Pan Set**



# First In-Car Media Platform in Malaysia



Media Prima Berhad

## Wider Transit Audience Reach through Grab's Massive Driver & Passenger Network

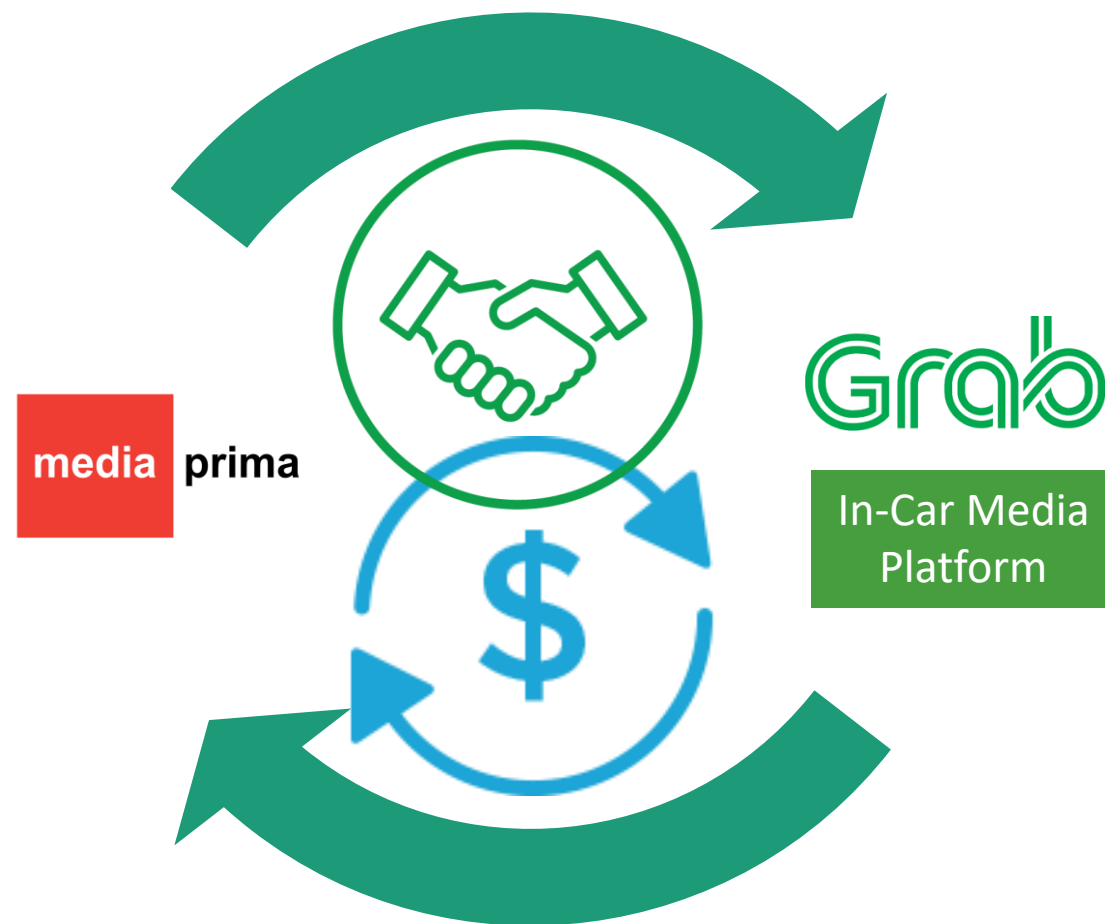
Delivering various short-form content which are well-suited for in-transit viewing

Weekly dose of fresh updates on four dedicated segments; Entertainment, Lifestyle, Sports and also News

Enable on-ground engagement between passengers and partner brands at Major hot spots through Grab's insights sharing

## Monetize audience reach via Advertising- Revenue Share

Short- form and ads-format content



Transit Audience Reach & Data



# Radio Beyond Advertising Revenue

Leveraging Existing Reach. Building Consumer Data. Increasing Revenue Source.



## LATEST ONLINE SHOPPING SITE!



- **First in Malaysia**- Trilingual E-Commerce Website and Customer Support
- **Unique Feature**- Redemption Reminders
- Ability to **reach almost 5 million radio listeners** on weekly basis
- Ability to market its offerings to **almost 10 million people online**





## Release of “Pulang” – Pushing the Boundaries



### SEBUAH FILEM KABIR BHATIA PULANG

- A **masterpiece** by Khabir Bhatia told through **stunning cinematography** and **art direction** and innovative **CGI** (Computer Generated Imagery).
- **First Malaysian movie** to highlight the **history of Malaysian sailors** on merchant ships.
- Primeworks Studios' **biggest film production to-date** in terms of scale
- **Over 600 visual effects** shots were completed for the film.
- **Over 500 extras** from **all over the world** involved in the production **Based on true events** by Datuk Ahmad Izham Omar

**Movie released on 26 July 2018.**







# Local Content Production and International Sales

Media Prima Berhad

## Expanding into Animation



- **Upcoming: Ejen Ali The Movie**
- **Partnership with 3 local animation companies to develop new animation projects** - Blindspots Studios, 'Alif & Sofia' Giggle Garage and Fridgies and The R&D Studio.

## International Sales



- **Sold to Major Airlines:** Etihad Airways, Oman Air, Qatar Airways, Japan Airlines, Nippon Airways, Royal Brunei, and Malaysia Airlines as well as to agency i.e. MediaCorp, Singapore.

## Licensing & Merchandising



- **Revision books titled Ejen Ali Misi** for pre-school: launched in June 2018
- **Pulang and Andainya Takdir (#1 & #2) novels:** launched in April 2018.

## Co-Productions



- **Ramadan Drama – Darlie, Mama Terer Ke?**



- **Menggapai Awan, Genki**



# Media Prima X YouTube Collaboration

Media Prima Berhad



Media Prima



## Media Prima's Content

- Huge demand for digital content from MPB's audiences and advertisers
- Huge popularity of MPB's local content

## YouTube's Platform

- Dominance among Malaysian viewers

Unlock the full potential of Media Prima's content to generate **greater revenue**.

- Increase reach
- Better video viewing experience of Media Prima's content across multiple devices.
- **Better Monetisation**

- Embedding YouTube's video player across Media Prima platforms.

#AJL32

TV3MALAYSIA Official · 1 / 40



#AJL32 | Syamel &amp; Ernie Zakri | Aku Cinta

TV3MALAYSIA Official



#AJL32 | Hael Husaini | Jampi

TV3MALAYSIA Official



#AJL32 | Haqiem Rusli | Tergantung Sepi

TV3MALAYSIA Official



#AJL32 | Altimet | Amboi

TV3MALAYSIA Official



#AJL32 | Persembahan Istimewa | Datuk A Rahman Hassan, Datuk Awie,

TV3MALAYSIA Official



#AJL32 | Wany Hasrita | Menahan Rindu

TV3MALAYSIA Official



TV Deals for Everyone



Bridging A Wide Spectrum of  
"Ready Shoppers To Your Business"



Highest Mass Audience Reach



Reach out to >90% Malaysian Households

INGIN  
KEMBANGKAN  
PERNIAGAAN  
ANDA?



## WE HAVE THE PROGRAMMES THEY LOVE

### • AWARD SHOWS •



### • DRAMAS & REALITY SHOWS •



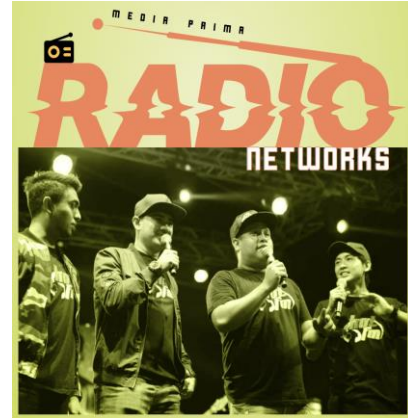
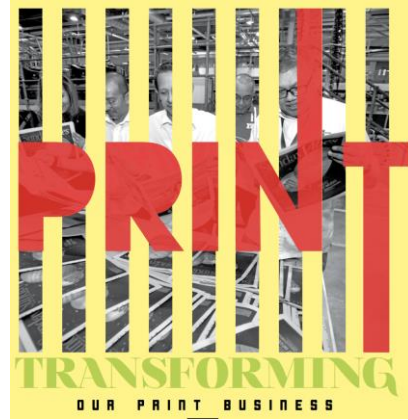
### • ENTERTAINMENT & LIFESTYLE •



### • NEWS & TALKSHOWS •







## NON-DIGITAL & NON COMMERCE

# Unparalleled Reach to Beyond Digital

**4.8 M**  
listenership  
yearly<sup>3)</sup>

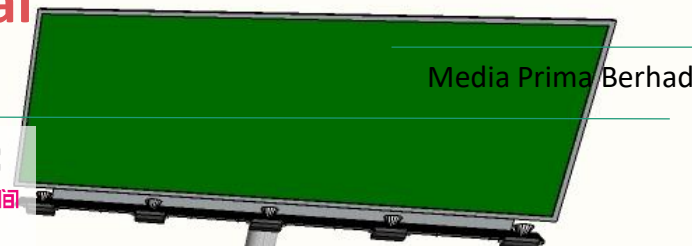


primeworks  
studios

**Over 3.5 K**  
hours produced  
per year



**9.6 M**  
average views  
per day<sup>2)</sup>



**220 M**  
eyeballs monthly

WOWSHOP  
**922 K** total unique  
customers to date

**3.8 M**  
readership<sup>1)</sup>  
yearly



1) Source: Nielsen (survey period Jan 2017 - Dec 2017)  
2) Source : Nielsen TAM (Jan 2018 – Jun 2018)  
3) Source: Survey 1, 2018: GFK Radio Audience Measurement

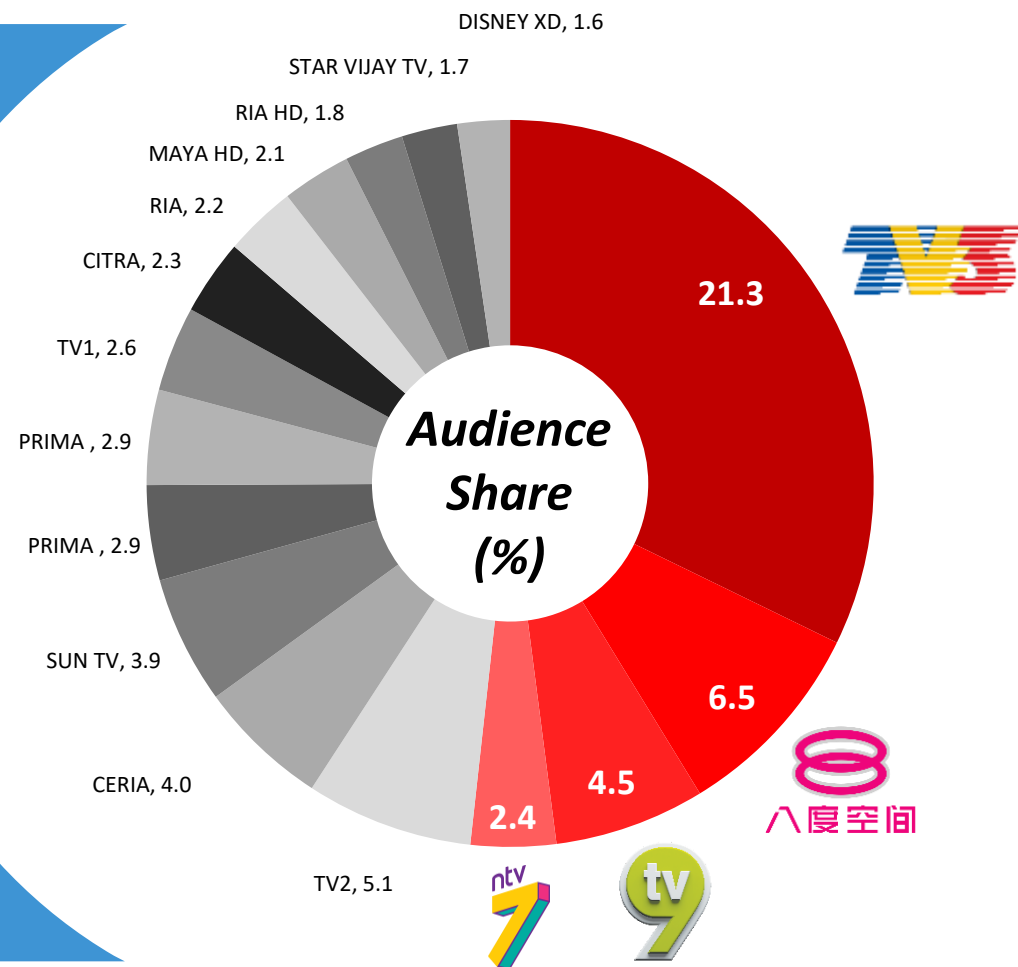


# Leading the Competition Across All Stations and Channels

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Captured  
**34.7%**  
total audience share



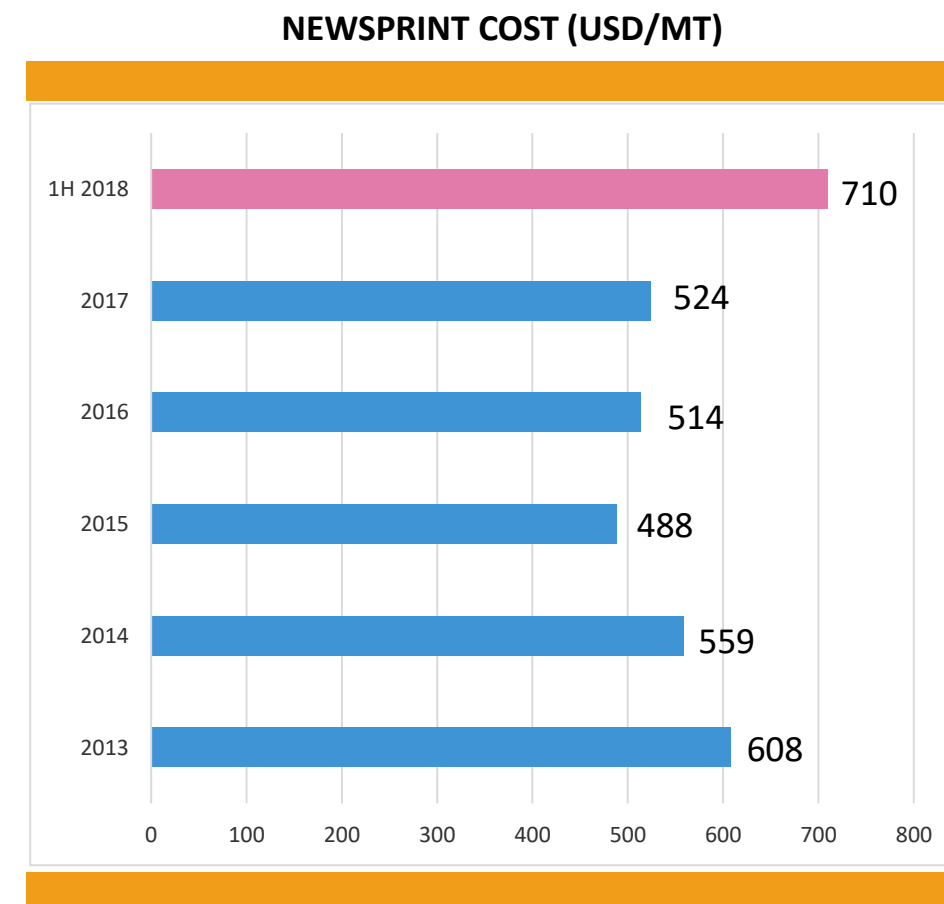
Source: Nielsen Audience Measurement (1 January – 30 June 2018)

# Increased Newsprint Cost has Neutral Impact as Circulation Declines

Media Prima Berhad

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	CIRCULATION		READERSHIP	
	Jan – Jun 2017	Jul – Dec 2017	Jan 2016 – Dec 2016	Jan 2017 – Dec 2017
<b>NEW STRAITS TIMES</b>	44,779	36,278	168,000	162,000
<b>new sunday times</b>	49,396	38,902	138,000	123,000
<b>BH</b> Berita Harian	91,648	69,985	991,000	849,000
<b>BH</b> AHAD	77,614	62,927	976,000	847,000
<b>Harian Metro</b>	133,003	112,705	2,935,000	2,196,000
<b>Metro</b> Ahad	142,795	120,979	3,093,000	2,601,000
	<b>539,235</b>	<b>441,776</b>	<b>8,301,000</b>	<b>6778,000</b>



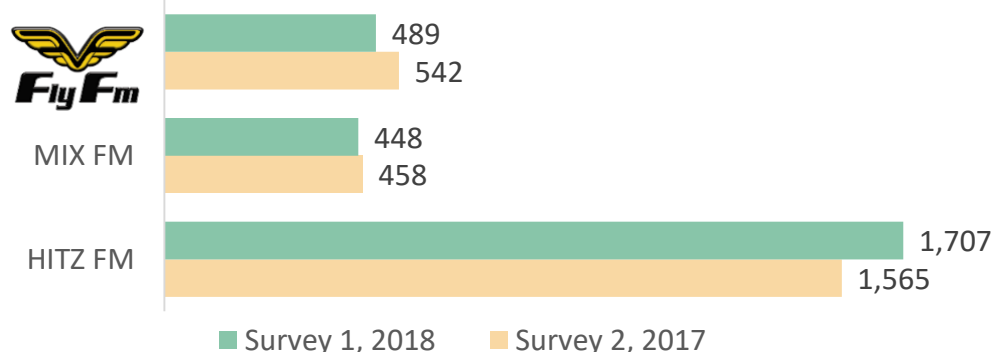
**Source:**  
Circulation – Audit Bureau of Circulations  
Readership – Nielsen Media Research



## No 2 English Radio Listenership in the Country

### ENGLISH LISTENERSHIP AGE BELOW 30

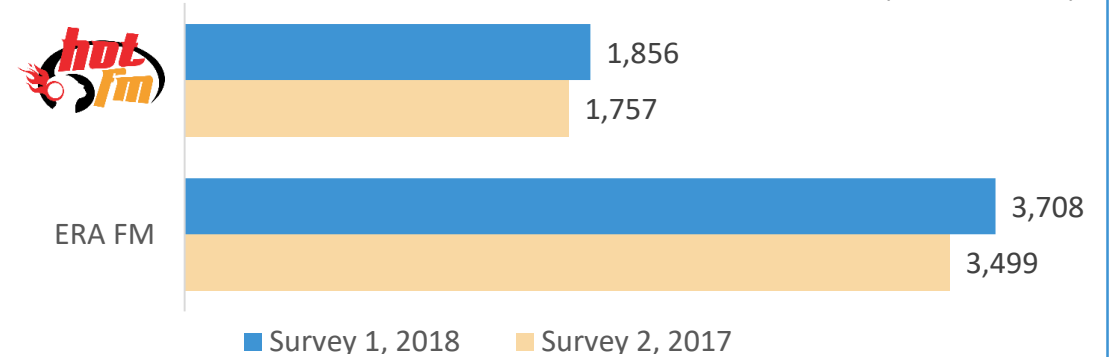
(CUME in '000)



## Hot FM attracts 2.6 million Urban Listeners

### MALAY LISTENERSHIP AGE BELOW 30

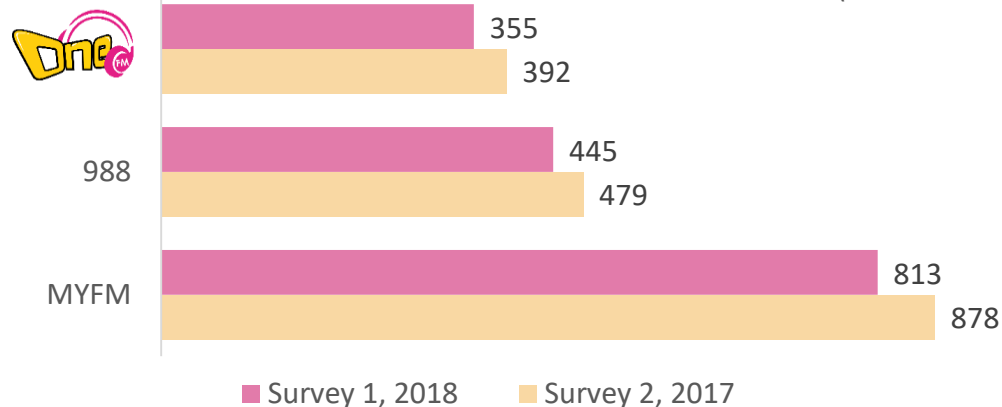
(CUME in '000)



## No 2 Breakfast Show for Chinese market aged below 30

### CHINESE LISTENERSHIP AGE BELOW 30

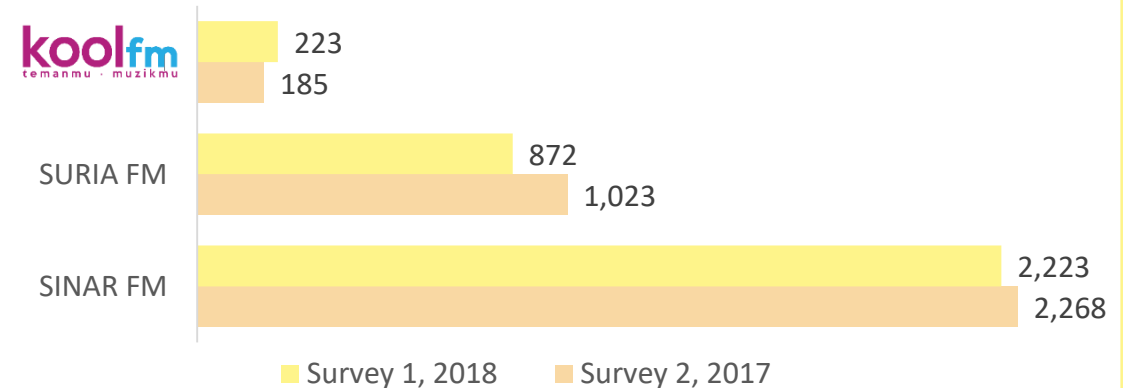
(CUME in '000)



## No. 2 Malay Language Station for the Time Spent Listening

### MALAY LISTENERSHIP AGE 25-44

(CUME in '000)





**Technology Deployment**

**Widening Coverage Across Malaysia**

**Regional Expansion**

**End to End Solutions**



**#kitapunya** is an integrated campaign by Media Prima across all Media Prima's platforms for 61<sup>st</sup> Malaysia National Day.

**“Kita Punya Malaysia”** by Malaysian pop-rock trio Bunkface has been selected as the **official theme** for the **61st Malaysia National Day**.



**Carnival Gegaria #KitaPunya** for 61<sup>st</sup> Malaysia National Day at Putrajaya on 31 August, 1 & 2 September 2018.



- **Digital and Commerce**

Media Prima will continue to embark on initiatives to generate new revenue through commerce and digital advertising across the Group.

- **Unlocking Assets for Value**

With the aim to diversify revenue streams, Media Prima will strengthen the Group's resources in order to gear up for the future by unlocking certain assets for value.



- **Transformation Journey**

Remain focused on this journey to accelerate new and sustainable revenue generating initiatives while keeping a close watch on operational efficiencies.



# THANK YOU

For more information, visit  
[www.mediaprima.com.my](http://www.mediaprima.com.my)  
for inquiries, suggestions & comments

Note: This presentation may contain forward-looking statements which are based on MPB's current expectations, forecasts and assumptions based on management's good faith expectations and belief concerning future developments. In some cases forward-looking statements may be identified by forward-looking words like "would", "intend", "hope", "will", "may", "should", "expect", "anticipate", "believe", "estimate", "predict", "continue", or similar words. Forward-looking statements involve risks and uncertainties which could cause actual outcomes and results to differ materially from MPB's expectations, forecasts and assumptions. We caution that these forward-looking statements are not statements of historical facts and are subject to risks and uncertainties not in the control of MPB, including, without limitation, economic, competitive, governmental, regulatory, technological and other factors that may affect MPB's operations. Unless otherwise required by law, MPB disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Although we believe the expectations reflected in forward-looking statements are reasonable we cannot guarantee future results, levels of activity, performance or achievements.