



We are trendsetters, redefining standards in our industry as Malaysia's Leading Integrated Media Group. Where we go, others follow and as industry leaders, we are at the forefront of innovation. We think out of the box, we deliver exciting content and with focus and determination, we ensure that we are always a few steps ahead of the game.

This year's theme, 'SETTING NEW STANDARDS' is portrayed via a graphic rendition of a recycle symbol, clearly illustrating our inventive approach to setting and meeting the highest standards of sustainability in all our endeavours.



# OUR APPROACH TO REPORTING

**This is the fourth Sustainability Report produced by Media Prima Berhad (Media Prima) which covers its responsibilities to its stakeholders and the contributions it has made towards sustainable development.**

## About this Report

Media Prima commissioned comprehensive stakeholder analysis and materiality tests to identify and highlight major issues of interest to its stakeholders and to develop an approach to these issues. Our Report aims to include and address all material issues raised by our stakeholders.

Our sustainability roadmaps are aligned with local and international sustainability guidelines especially in the areas of sustainable environmental management, community, workplace and marketplace. Our achievements in 2012 have been compared with those of previous years and are used as a benchmark to set future targets.

We continue our commitment to provide detailed disclosure with indicators and clear performance trends. In this Report, we have also tracked data and statistics of our performance to date and evaluated our progress in achieving targets. Where Group-wide information is not fully available, we have used part of our operations or sites to represent some indicators.

This year we have gone beyond mere disclosure and measured the impact of our sustainability achievements for more effective and meaningful reporting. This Report marks Media Prima's first year of measuring and reporting its environmental impact through detailed carbon footprint calculations. We have also adopted a Social Return on Investment (SROI) methodology to measure the social impact resulting from our social contributions.

This Sustainability Report is consistent with our Annual Report and other publications including previous Sustainability Reports and our corporate website. Our transparency efforts are not limited to this Report. Other material issues such as detailed Corporate Governance, data on our internal operations and business activities are reported elsewhere such as our Annual Report and are not repeated here.

## Reliability of Information Disclosed

The accuracy of this Report has been verified by SIRIM QAS International Sdn Bhd through a detailed on-site audit process. The Report has also been assessed by the Global Reporting Initiative (GRI) for how comprehensively the latest GRI G3.1 guidelines have been applied, achieving a top application level of A+.

## Reporting Scope

This Media Prima Sustainability Report covers our entire organisation and mainly includes quantitative and qualitative data from Peninsular Malaysia. Some indicators are partial and only relate to certain divisions or activities as indicated in the text.

**Reporting Period:** 1 January to 31 December 2012

**Reporting Cycle:** Annually

**Principle Guidelines:** Global Reporting Initiative (GRI) G3.1 Framework

### Additional Guidelines:

- Bursa Malaysia's Corporate Social Responsibility (CSR) Framework
- "Silver Book" by the Putrajaya Committee on GLC Transformation
- Association of Chartered Certified Accountants (ACCA) Malaysia Sustainability Reporting Guidelines for Malaysian Companies 2005

### Feedback:

This Report is available to all stakeholders in hard copy on request and can be downloaded from our website. For further information and comments, please contact:



## Group Corporate Communications Department

Media Prima Berhad

Sri Pentas

No. 3, Persiaran Bandar Utama

Bandar Utama, 47800 Petaling

Selangor Darul Ehsan

Tel: 03-7726 6333

Email: [communications@mediaprima.com.my](mailto:communications@mediaprima.com.my)

Website: <http://www.mediaprima.com.my>

## Media Prima Digital Integration

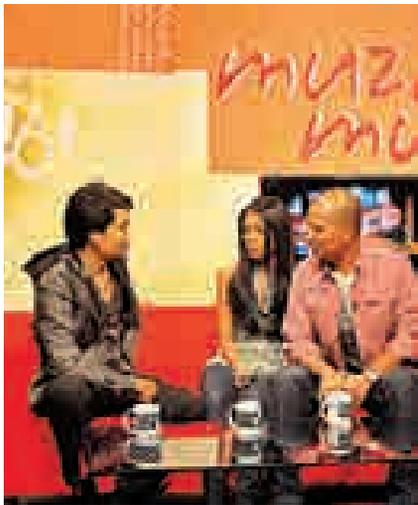
Media Prima Digital is the Group's integrated digital media arm, a result of the merger of the new media business subsidiaries Digital Media Sdn Bhd (Alt Media) and NSTP E-Media Sdn Bhd (E-Media).

The restructuring is part of the broader Media Prima strategy to streamline and optimise its digital business that now exists across several platforms. It is envisioned that with the exercise, Media Prima Digital will take the lead to make new media one of the Group's core businesses, which include television, print, radio, content-creation, and out-of-home or billboards.

With the enlarged Media Prima Digital, the Group now owns and operates the nation's largest integrated digital media unit.



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WE CAPTURE THE IMAGINATION OF MANY...  
**THROUGH FILM,  
TELEVISION, RADIO,  
NEWSPAPERS,  
OUTDOOR AND  
DIGITAL.**



### Akasia

RIBWA HUDA

FIZO OMAR

IZREEN AZMINDA

AZLEE KHAIRI

FAUZIAH GIBIS

Andanya A  
Me

# FROM OUR PARTNERS

## ADRIAN HJ ROSLAN

Marketing Manager  
Adabi Consumer Industries Sdn Bhd



At Adabi Consumer Industries Sdn Bhd, we are committed to providing consumers with products of the highest quality. This is achieved through the strictest adherence to standards of hygiene and in the quality of materials used.

Similarly, when it comes to corporate social responsibility, we strive to give our fullest commitment. Our collaboration with the Media Prima Group, in particular with the MPB-NSTP Volunteers Brigade and NSTP Editorial Welfare Club, is a good example of teamwork and a win-win partnership.

Our CSR strategy is to reach communities in need and provide them with our range of more than 50 products. What better way to do this other than to support the community outreach programmes and flood relief missions conducted by Media Prima!

The opportunities given by Media Prima have enabled us to penetrate new markets and get closer to consumers from more varied backgrounds. The extensive publicity generated by this integrated media group for each community project has helped to increase our brand awareness as well. On top of that, feedback received from the local communities is passed on to our product development team that uses it to further improve our products.

Given the chance, we hope to continue this joint undertaking for the benefit of all.

## RAHIMAH BT MUDA

Programme Coordinator  
*Hangatkan Sekolahku*  
Sekolah Menengah Kebangsaan Ibrahim Fikri, Kuala Terengganu

The school would like to record our highest appreciation to Hot FM for conducting the Hangatkan Sekolahku programme in June 2012.

This campaign was a huge success with the students and will go down in our school's history as one of the most exciting events we have had. It created a real interest among the students to be part of the broadcasting world.

The school, appreciates the Hot FM crew's effort in helping to decorate the classes and transform them into vibrant and beautiful learning environments. The entire Hot FM crew was very approachable, talented and in high spirits, which was contagious to the students.

In a nutshell, the programme was very successful, interesting and beneficial to our students and we will strongly support it in the years to come.

## AZLAM SHAH ALIAS

Director  
Corporate and Government Affairs  
Tesco Malaysia



As a leading retailer in Malaysia, Tesco believes in working with local partners in support of our community. We are pleased to have been given the opportunity to work closely with the MPB-NSTP Volunteers Brigade in several of their flood relief missions throughout 2012. With our nationwide retail network, we were able to provide and deliver required goods and basic supplies within short notice to the flood victims during the flood relief efforts to Setiu and Besut in Terengganu; followed by Pasir Putih in Kelantan in January 2012; and later to Hulu Terengganu, Kemaman dan Kuantan in December 2012.

We were also able to provide similar support to the Brigade when they undertook a flood relief mission to Bangkok, Thailand in May 2012. Our sister company, Tesco Lotus Thailand, was able to join the volunteers to distribute relief items to several affected districts.

As a caring corporate citizen, we always find ways to make a positive difference to the lives of those in need. The floods left a devastating trail of destruction in the affected areas. We are pleased that our smart partnership with Media Prima worked well in meeting the urgent need for aid, when the communities needed it most.

## DR. M. IQBAL SARIPAN

Head  
Department of Computer and  
Communication Systems Engineering  
Universiti Putra Malaysia



With the advancement of science and technology and rapid evolution of the latest trends in multimedia systems engineering, industrial and institutional of higher learning have to keep with the pace and work together in order to be to deliver the best quality of service to the respective clients. Hence, Media Prima and Faculty of Engineering, Universiti Putra Malaysia (UPM) have taken an extra step to collaborate and venture into the new scene of audio, video and broadcasting technology together.

The graduates from UPM are equipped with the latest knowledge of technology; thanks to the inputs from Media Prima. This opened up an opportunity to Media Prima to grab our best graduates that able to appreciate the theoretical learning in the class and translate that into a real and practical engineering works.

On the other hand, the students that are still in the university are offered to undergo their compulsory 14-weeks industrial training as required by Board of Engineers Malaysia at Media Prima. Eventually, this mutual collaboration benefited both parties as well as the country.



**media prima**

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**Corporate Structure**



**Television Broadcasting**

100%



Sistem Televisyen Malaysia Berhad



**Print Media**

98%



The New Straits Times Press (Malaysia) Berhad (NSTP)



**Outdoor Media**

100%



Big Tree Outdoor Sdn Bhd



**Radio**

100%



Synchrosound Studio Sdn Bhd



**Content**

100%



Primeworks Studios Sdn Bhd

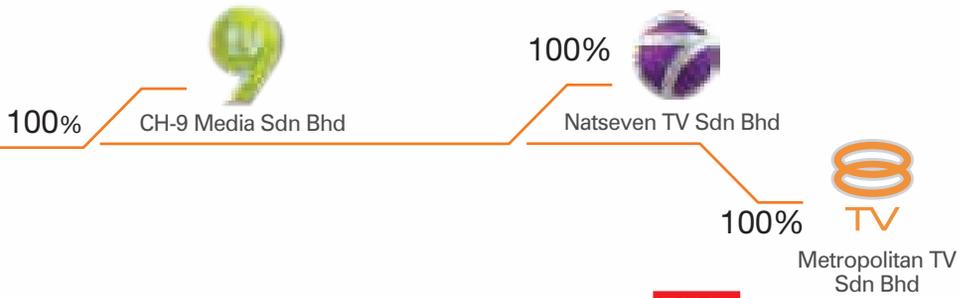


**Digital Media**

100%



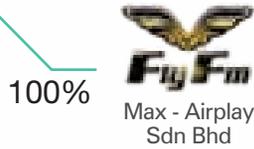
Alt Media Sdn Bhd



**Metro**

**BH**  
Berita Harian

**NEW STRAITS TIMES**



**gb**  
grand brilliance  
Grand Brilliance

**8unit**  
The 8unit

**MONKEY BONE**

**emas**  
emas

**gua**  
.com.my  
www.gua.com.my

**tonton**  
www.tonton.com.my



Media Prima Berhad

## Chairman's Statement

**O**n behalf of the Board of Directors, I am pleased to present the Media Prima Sustainability Report 2012. In this report we describe how we set standards in the area of sustainable development where we have direct influence on economies, communities and the environment.

Stakeholder engagement is so important to Media Prima that it has become woven into the fabric of the organisation. Throughout the year, we continued to actively engage with our various media platforms including Television Broadcasting Radio, Print Media, Digital Media, Content Creation and Outdoor Media.

For everyone in our Company, our responsibilities and values are reflected in our commitment to the Code of Ethics. Breaches of ethics can land us in serious trouble and this Code creates a common framework upon which all our decisions are founded. There is also a specific Directors' Code of Ethics to guide the Board in discharging its role effectively.

In this report, we have improved our disclosure of many environmental factors. Climate change is an issue in which we as individuals and companies can really make a difference. We have assessed our Greenhouse Gas emissions and this year we have reported our carbon footprint for the first time.

A great deal of emphasis was also placed on reducing energy usage at our printing plants. We invited a specialist energy consultant to evaluate our processes and machinery. We have implemented some of the recommended programmes resulting from this audit and will introduce more over the coming months.

Reducing unnecessary waste is something which has always been close to my heart. In 2012, I personally introduced paperless board paper for use during our Board of Directors meetings. I believe in leading by example. As a result, all of our procurement channels are now operating an electronic storage system known as Electronic Document Management System (EDMS).

A Reduce, Reuse, Recycle concept has also been introduced throughout our operations. All our NSTP newsprint is recycled, as are unused sets and props, doors, furniture and other wood materials at Sri Pentas. NSTP also continued to reduce its waste by changing its printing processes so that the development of films is no longer required. We have provided detailed disclosure of our materials and waste disposal at our printing plants. We are also in the process of implementing the Just In Time principle to minimise time and waste by reducing the warehouse process from our logistics.

I believe that as Malaysia's Leading Fully Integrated Media Group, we can really set the standard by exposing our viewers, listeners and readers to the hardships and plights of our underprivileged countrymen. Potret Bersamamu helps families break the poverty cycle by offering viewers a glimpse of their lives. The crew of 999 go undercover to highlight the reality of crime. "Chow Kit" shares stories of the challenges and trials faced by a group of abandoned street children living in Chow Kit.

Media Prima continued to support various educational programmes throughout the year. Under the PINTAR programme, our adopted schools' pass rates have increased and these students continue to benefit from our assistance.

Media Prima has recently launched Tabung Bencana Banjir to assist those who have been affected in the flood season. We also launched Tabung Kemanusiaan Palestin Media Prima Berhad during Karnival Jom Heboh in Kuantan, Pahang.

In addition to the numerous flood relief missions, these volunteers have also been involved in many other CSR initiatives such as a blood donation drive at Sri Pentas in conjunction with the World Blood Donors Day by Malaysian Red Crescent Society and medical outreach programme "Sayangi Jantung Anda", a project in collaboration with Institut Jantung Negara (IJN).

The satisfaction of our customers is vital to all our businesses, without which we would not be able to operate. This report highlights some of the sophisticated research and ratings systems we employ to ensure we deliver the very best content. Tonton is offered free to viewers who are disappointed to miss their favourite programmes.

I am delighted that our viewers respond positively to our CSR initiatives. Our rating for Bersamamu, which encourages donations on air, continued to rise in the year's Top Documentaries list for all channels. It rose to third place in 2012, from fourth in 2011 and sixth in 2010.

The safety and health of our employees is of paramount importance. I am pleased to note that our injury rates for the total workforce have reduced significantly. We will continue to take precautionary approaches to eliminate the risk of reoccurrence.

We invested heavily in talent succession and development throughout 2012 as it is important to attract and retain the best people possible. In 2012, an impressive RM4,581,479.39 was invested in delivering 599 quality courses.

I personally believe in looking after the general interests of all employees by encouraging work-life balance. Media Prima hosted various employee relations activities in 2012 including Kilos for Cash and Karnival Sukan 2012. These initiatives promote healthy living to our staff.

Kelab Media Prima and Kelab Sukan dan Rekreasi NSTP conducted regular fun and exciting programmes for their members throughout the year. Our Volunteers Brigade (Briged Sukarelawan), which currently involves 102 employees, is trained to provide appropriate action for identified CSR initiatives.

Our CSR initiatives were recognised when Media Prima received the CSR Leadership Award at the 2012 Asia Pacific Young Business Convention (APYBC). This award reaffirms that our CSR programmes really do set the standards by which others follow.

I would like to thank my fellow board members, including those in NSTP and other subsidiaries, who have helped in developing our long-term sustainable vision. I would also like to extend this thanks to Dato' Amrin Awaluddin, our Group Managing Director (GMD). I express my gratitude to all the management and employees who have helped Media Prima to the pedestal it is on today.

Finally, I would like to extend a word of acknowledgement to the regulators and government authorities for their constant support over the years. This Sustainability Report is dedicated to all of you. We hope you find it useful and informative. We welcome your feedback on how we can improve our operations, hence our sustainability.

**DATUK JOHAN BIN JAAFFAR**  
*Chairman*  
 Media Prima Berhad

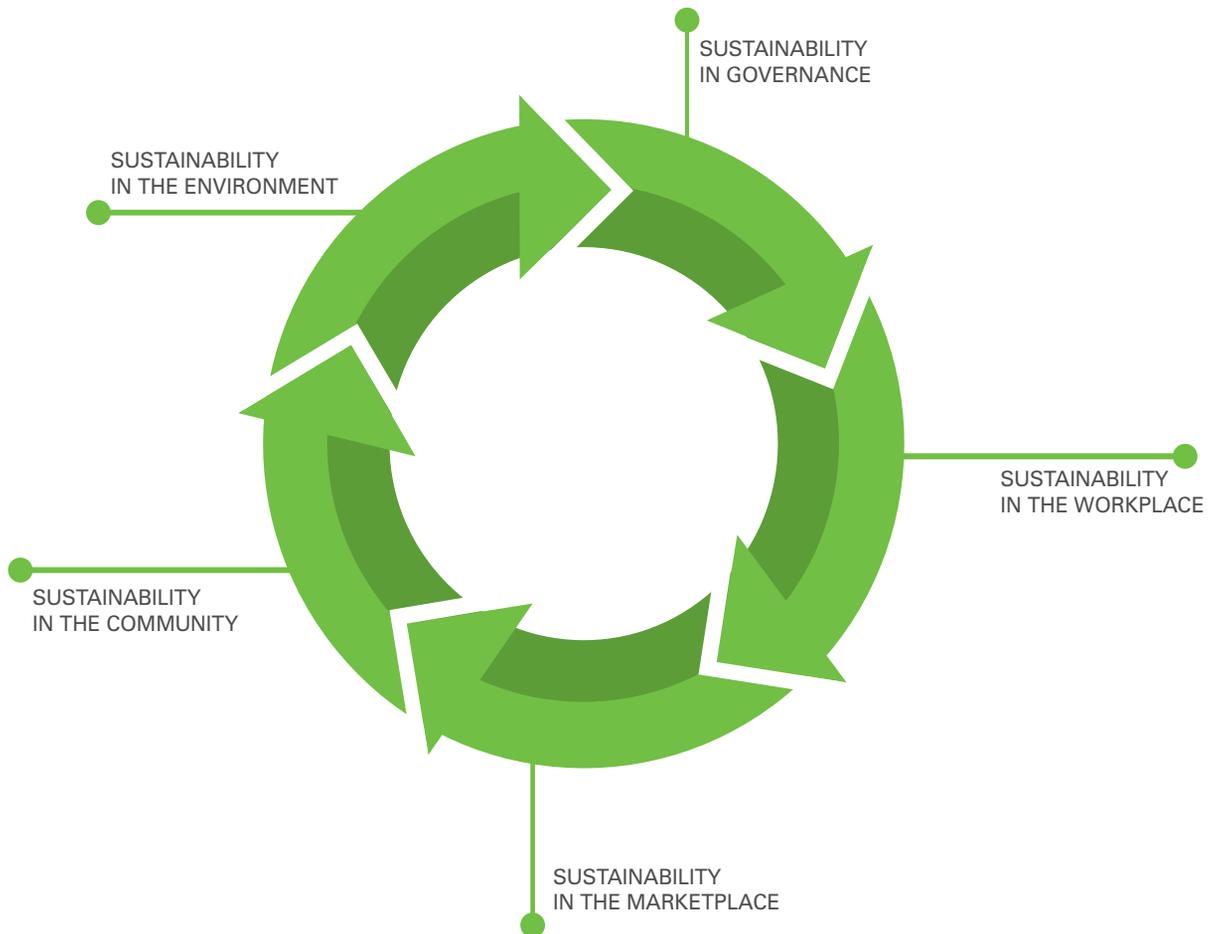


# Setting New Standards by Integrating Sustainability into Business Processes

“Integrating sustainability” is the process of incorporating environmental, social and broader economic factors as well as more traditional financial determinants into business decision-making, actions and performance. Media Prima realises the importance of this integration in managing risks, gaining business opportunities and extending its role in society. However, sustainability goes beyond internal company processes. In setting new standards, our sustainability strategy focuses on product stewardship and societal needs to drive innovation.

The past years have been remarkable for us. We have created a name as Malaysia’s foremost media powerhouse and the only media group in Southeast-Asia to offer integrated and comprehensive media solutions. We continue to lead the industry in moving forward by setting new standards. This can be achieved by establishing a sustainability management system that focuses on accelerating value creation and performance. This system integrates it into business strategy in a way that addresses the industry’s internal and external changes.

## Media Prima Sustainable Management Model



Sustainability Management Area	Current Progress	Future Commitment and Focus
Sustainability in Governance	<ul style="list-style-type: none"> <li>Balanced Board of Directors</li> <li>Active engagement with all stakeholder groups</li> <li>Established economic, environmental and social principles</li> </ul>	Media Prima is committed to constructive stakeholder engagement. It will continue to actively engage with various Media Prima platforms including Radio, Content Creation, Digital Media, Outdoor Media, Print Media and Television Broadcasting.
Sustainability in the Workplace	<ul style="list-style-type: none"> <li>Fair and competitive remuneration</li> <li>Progressive career development</li> <li>Safe and diverse workplace</li> </ul>	Media Prima is committed to becoming an employer of choice, by ensuring fair and competitive remuneration packages in line with industry standards. We ensure good career progression through properly managed succession planning. We endeavour to create a safe and balanced workplace for our employees.
Sustainability in the Marketplace	<ul style="list-style-type: none"> <li>Ensuring quality and satisfaction across our business platforms</li> <li>Responsible marketing communications</li> <li>Sustainable procurement</li> </ul>	Media Prima is committed to sustainable procurement including sourcing of talents and programmes to meet our customers' expectations. We will continue to enhance our own expertise in the Research Department, 8unit, Brand Management Group and the Acquisition & Content Management Department to champion our market research processes.
Sustainability in the Community	<ul style="list-style-type: none"> <li>Impact assessment on our community activities</li> <li>Good corporate citizenship, humanitarian and nation-building</li> <li>Integrated community initiatives</li> </ul>	Cross-promotional community activities will be emphasised. We will encourage involvement and contributions from the public through our on-the-ground and live productions.
Sustainability in the Environment	<ul style="list-style-type: none"> <li>Environmental performance monitoring and benchmarking</li> <li>Minimising environmental footprint</li> <li>Environmental compliance</li> </ul>	2012 is the first year that Media Prima has calculated and reported its carbon footprint level. We hope to include previously unreported areas in our future Sustainability Reports. Our 2012 carbon footprint will form the baseline for our future carbon reduction strategy.



# Media Prima Sustainability Strategy and Analysis

## Putting Stakeholders at the Heart of our Business

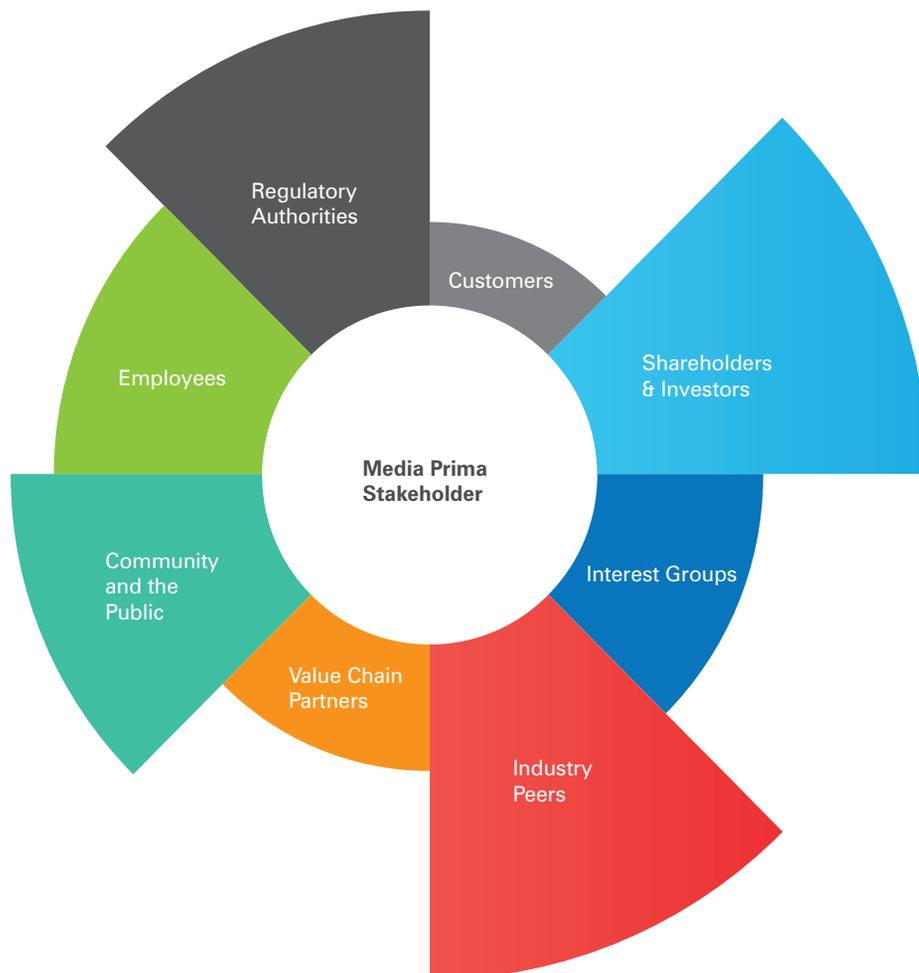
Media Prima hardwires its relationships with key stakeholders. It integrates what is learned from these relationships into planning, decision-making and operational management processes. The needs of our key stakeholders are at the heart of our corporate strategy and business objectives. We continue to engage with our stakeholders to inform them of our corporate values and involve them in prioritising our strategies moving forward.

We conducted detailed research and engagement to understand the priorities and expectation of our stakeholders across all business units. This helps us understand our stakeholders' concerns, formulate our approach and manage their expectations. The outcome of this study has helped identify potential opportunities and risks which are integral to the success of our business.

## Media Prima Stakeholder Mapping

Stakeholder mapping is a technique used to identify key people and organisations to engage with. Those most affected or who affect our work are presented in the diagram below.

### Media Prima's Key Stakeholder Groups



Stakeholder Groups	Methods of Engagement
<b>Customers</b> <ul style="list-style-type: none"> <li>Television Broadcasting: viewers</li> <li>Print Media: readers</li> <li>Outdoor Media: advertisers</li> <li>Digital Media: viewers</li> <li>Content Creation: Brand Management Group, Acquisition and Content Management</li> <li>Radio: listeners</li> </ul>	<ul style="list-style-type: none"> <li>Customer Satisfaction Survey (CSS)</li> <li>Customer complaints tools</li> <li>Social media</li> <li>Websites</li> </ul>
<b>Shareholders &amp; Investors</b>	<ul style="list-style-type: none"> <li>Results announcement meetings</li> <li>Annual General Meetings</li> <li>Regular updates and communications</li> <li>Investor roadshows</li> </ul>
<b>Interest Groups</b> <ul style="list-style-type: none"> <li>Non-Governmental Organisations</li> <li>Industry Analysts</li> </ul>	<ul style="list-style-type: none"> <li>Regular and ad-hoc meetings</li> <li>Official launches</li> <li>Events</li> <li>Open dialogue</li> <li>Interviews, press releases and websites</li> </ul>
<b>Industry Peers</b>	<ul style="list-style-type: none"> <li>Conferences and meetings</li> <li>Industry workshops</li> <li>Networking events</li> </ul>
<b>Value Chain Partners</b> <ul style="list-style-type: none"> <li>Third-party suppliers &amp; vendors</li> <li>Event sponsors</li> </ul>	<ul style="list-style-type: none"> <li>Contract bidding and procurement management</li> <li>Training and talent management</li> <li>Programmes roadshows</li> <li>Negotiations on programme licenses</li> </ul>
<b>Community and the Public</b>	<ul style="list-style-type: none"> <li>Contributions: financial and non-financial</li> <li>Philanthropic activities</li> <li>Volunteering programmes</li> <li>Events and roadshows</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>Employee satisfaction survey</li> <li>Employee engagement programme</li> <li>Internal communication: newsletters, 'People Connect' (intranet) and updates</li> <li>Events and functions</li> <li>Employee grievance system</li> </ul>
<b>Regulatory Authorities</b> <ul style="list-style-type: none"> <li>Ministry of Information, Communications and Culture</li> <li>Perbadanan Kemajuan Filem Nasional Malaysia</li> <li>Malaysian Communications and Multimedia Commission</li> <li>The Malaysian Communications and Multimedia Content Forum of Malaysia</li> <li>Consumer Forum of Malaysia</li> <li>Ministry of Finance</li> <li>Ministry of Home Affairs</li> <li>Dewan Bahasa dan Pustaka</li> <li>Department of Environment</li> </ul>	<ul style="list-style-type: none"> <li>Regular communication</li> <li>Reports and compliance</li> <li>Periodical meetings</li> </ul>



# Media Prima Sustainability Strategy and Analysis

## Materiality Mapping

Stakeholders' key issues and areas of interests have been identified through our engagement platforms. We developed a materiality matrix to map these issues against the level of impact on our business and importance to our stakeholders. The salient points of this mapping exercise are presented below.

Areas of Interest	Stakeholders' concerns	Media Prima's Approach	Section in this Report
<b>Content and quality</b>	Our stakeholders expect the highest level of assurance in content delivery and quality.	We ensure each service across all platforms undergo vigorous quality monitoring and evaluation before being publically released.	<ul style="list-style-type: none"> <li>Ensuring Quality and Satisfaction (Marketplace)</li> <li><i>Karnival Jom Heboh</i> (Marketplace)</li> <li>Ethical Business Conduct (Marketplace)</li> </ul>
<b>Active engagement with stakeholders</b>	Our stakeholders expect regular updates on the latest innovations and on-going Group activities.	We update our stakeholders regularly through various means of on-line and off-line communication.	<ul style="list-style-type: none"> <li>Widening our Customer Platform (Marketplace)</li> <li>Enhancing our Customers' Experience</li> <li>Employees Communications and Participation (Workplace)</li> <li>Public Policy Development and Lobbying (Community)</li> </ul>
<b>Integration of initiatives within the Group</b>	Our stakeholders expect more integrated activities by various platforms within the Group for a common goal.	We conduct various integrated activities with internal and external stakeholders. The Group also engages in cross-promotional activities which are supported by various Group business platforms.	<ul style="list-style-type: none"> <li><i>Karnival Jom Heboh</i> (Community and Marketplace)</li> <li><i>Briged Sukarelawan</i> (Workplace)</li> <li><i>Tabung Bencana NSTP-MPB</i> (Community)</li> </ul>
<b>Media Prima's coverage</b>	Our stakeholders expect limitless coverage regardless of demographic and geographic elements.	We ensure our services are suitable, attractive and available to all stakeholders regardless of demographic and geographic elements.	<ul style="list-style-type: none"> <li>Responsible Marketing (Marketplace)</li> <li>Reaching Out to all our Stakeholders (Marketplace)</li> <li>Ensuring Quality and Satisfaction (Marketplace)</li> </ul>
<b>Best practice in the workplace</b>	Our stakeholders demand assurance that Media Prima employs the best workplace practices.	We regularly update our workplace practices to ensure they surpass industry standards. These include benefits, career development, work-life balance, safety, employees' inclusivity and overall well-being.	<ul style="list-style-type: none"> <li>Best Practices in the Workplace (Workplace)</li> <li>Talent Development Management (Workplace)</li> <li>Occupational, Safety and Health (Workplace)</li> <li>Employees Communications and Participations (Workplace)</li> </ul>

Areas of Interest	Stakeholders' concerns	Media Prima's Approach	Section in this Report
<b>Corporate citizenship and philanthropy</b>	Our stakeholders expect more community initiatives and contributions by the Company.	Each business platform has been allocated a budget for various community initiatives. We also encourage employee volunteerism in our community programmes.	<ul style="list-style-type: none"> <li>• Education (Community)</li> <li>• Humanitarian (Community)</li> <li>• Other community initiatives (Community)</li> <li>• Integrating Sustainability into our Business (Community)</li> </ul>
<b>Carbon Footprint</b>	Our stakeholders require information on the environmental impact of our operations.	Although media industry companies have low carbon footprints, the Group this year decided to go beyond industry expectations by calculating our carbon emissions.	<ul style="list-style-type: none"> <li>• Carbon Footprint (Environment)</li> </ul>
<b>Prioritising local sources</b>	There was not much concern raised on this topic. However, our stakeholders expect the Group to continue providing opportunities to local sources.	It is a common practice to prioritise local sources. This is not always possible as specialist equipment is imported from overseas. We must hire foreign talents for certain scripts.	<ul style="list-style-type: none"> <li>• Procurement (Marketplace)</li> <li>• Sourcing and Managing of Artistes (Marketplace)</li> <li>• Sourcing and Managing of Programmes (Marketplace)</li> </ul>

**High Material** Areas identified as 'High Material' include those which are of high importance to our stakeholders and impose a high level of impact on our operations. These issues are reported extensively in this Report.

**Material** Issues which are identified as 'Material' consist of those which are important to our stakeholders and relevant to the nature of our business.

**Low Material** 'Low Material' issues are neither applicable nor directly relevant to our nature of business. The disclosure of these issues is minimal.



# Corporate Governance

The Board of Directors of Media Prima Berhad is committed towards achieving excellence in corporate governance and acknowledges that the prime responsibility for good corporate governance lies with the Board. The Board is fully committed to ensuring that the highest standards of corporate governance are practised throughout Media Prima and its subsidiaries (the Group) as a fundamental part of discharging its responsibilities to create, protect and enhance shareholders' value and the performance of the Group.

The Malaysian Code on Corporate Governance 2012 (the Code) aims to set out principles and best practices on structures and processes that companies may apply in their operations towards achieving the optimal governance framework. The Board reaffirms its support to the Code and believes that good corporate governance is fundamental in achieving the Group's objectives. In order to ensure that the best interests of shareholders and other stakeholders are effectively served, the Board continues to play an active role in improving governance practices and constantly monitors the development in corporate governance including the Code.

## THE BOARD OF DIRECTORS

The Group is led and controlled by an effective Board. All Board members carry an independent judgement to bear on issues of strategy, performance, resources and standards of conduct. The Board understands the Group's philosophy, principles, ethics, mission and vision and reflects this understanding on key issues throughout the year.

The Board delegates authority and vests accountability for the Group's day to day operations with a management team led by the Group Managing Director (GMD). The Board, however assumes responsibility for the following in discharging its duty of stewardship of the Group:

- Reviewing and adopting the strategic plan for the Group;
- Overseeing the conduct of the Group's business to evaluate whether the Group is being properly managed;
- Succession planning including appointing, training, fixing the compensation of Senior Management and where appropriate, the replacement of its members;
- Identifying principal risks and ensuring implementation of appropriate systems to manage these risks;
- Developing and implementing an investor relations programme and shareholder communications policy for the Group; and

- Reviewing the adequacy and the integrity of the Group's internal controls system and management information systems, including systems for compliance with applicable laws, regulations, rules, directives and guidelines.

## Board Composition and Balance

The Board is comprised of individuals who are highly experienced in their respective fields of endeavour and whose knowledge, background and judgement is valuable in ensuring that the Group achieves the highest standards of performance, accountability and ethical behaviour as expected by Media Prima's stakeholders. The Board has a balanced composition of Executive and Non-Executive Directors (including Independent Directors) such that no individual or group of individuals can dominate the Board's decision-making powers and processes. The Independent Non-Executive Directors make up 50% of the Board membership. The directors of the Group do not hold more than 5 directorships in public listed companies as prescribed by Bursa Securities Listing Requirement.

As at 31 December 2012, the Board has ten members, of which three are Executive Directors and seven are Non-Executive Directors. The Board believes the size of the Board is optimal given the scope and size of the Group, and sufficient to provide for effective debate and decision making with a substantial degree of independence from the Management.

The role and responsibilities of the Chairman of the Board and the GMD are clear and distinct. The Chairman is responsible for the effective conduct of Board discussions whilst the GMD is responsible for the running of the day to day operations of the Group. The current Chairman is not the previous Chief Executive Officer of the Company.

## Directors' Roles and Responsibilities

The Independent Non-Executive Directors are individuals of impeccable credibility and calibre and have the necessary skill and experience to carry sufficient weight in Board decisions. Although all the directors have an equal responsibility for the Group's operations, the role of these Independent Non-Executive Directors is particularly important in ensuring that the strategies proposed by the Management are fully discussed and examined, and take into account the long term interests, not only of the shareholders, but also of employees, customers, suppliers and the many communities in which the Group conducts its business.

There is a clear division of roles and responsibilities between the Chairman of the Board and the GMD to ensure that there is a balance of power and authority and that no one individual has unfettered powers of decision. The Chairman of the Board is responsible for ensuring the Board's effectiveness and conduct whilst the GMD has overall responsibility over the business units, organisational effectiveness and implementation of Board's policies, strategies and decisions.

The Board together with the GMD has developed position descriptions for the Board and for the GMD, involving definition of the limits to Management's responsibilities. The Board has also approved the corporate objectives for which the GMD is responsible.

### Directors' Code of Ethics

Media Prima has established a Directors' Code of Ethics to guide the Board in discharging its oversight role effectively. The Code of Ethics requires all directors to observe high ethical business standards of honesty and integrity and to apply these values to all aspects of our business and professional practices and act in good faith in the best interests of Media Prima Group and its shareholders.

### Board Effectiveness Evaluation

The Board through the Nomination Committee conducts an effective assessment to evaluate the effectiveness of the Board as a whole, the committees of the Board and the contribution of each individual director. Messrs PricewaterhouseCoopers Advisory Services Sdn Bhd has been engaged to facilitate a Board Effectiveness Evaluation self-assessment exercise for MPB Board of Directors. A report on the evaluation was presented to the Board on 23 February 2012 detailing the areas of strengths and areas of improvements.

The Board also examines its size, with a view to determine the effective number of Board members. The Board is of the view that the current size of the Board is appropriate.

### Supply of Information

The Board and its Committees have full and unrestricted access to all information necessary in the furtherance of their duties, which is not only quantitative but also other information deemed suitable such as customer satisfaction, product and service quality, market share and market reaction.

The Board is provided with the agenda for every Board meeting together with comprehensive management reports, in advance for the Board's reference. The Chairman of the Board takes primary responsibility for organising information necessary for the Board to deal with the agenda and for providing this information to directors on a timely basis.

All directors have the right and duty to make further enquiries where they consider necessary. In most instances, members of Senior Management are invited to be in attendance at Board meetings to provide insight and to furnish clarification on issues that may be raised by the Board.

The Board papers are circulated on a timely basis and more often than not, at least five (5) days in advance of the meeting to enable the members to have sufficient time to review the papers prepared. Board papers are comprehensive and encompass all aspects of the matters being considered, enabling the Board to look at both the quantitative and qualitative factors so that informed decisions are made.

The Board papers supplied to the directors include:

- Quarterly performance report of the Group;
- Corporate proposals;
- Group's risk profile;
- Information on operational and financial issues;
- Updates on Group's corporate social responsibility;
- Business forecasts and outlook; and
- Circular resolutions passed.

The Board recognises that the Chairman is entitled to the strong and positive support of the Company Secretary in ensuring the effective functioning of the Board. All directors have access to the advice and services of the Company Secretary and, whether as a full board or in their individual capacities, directors are also at liberty to take independent professional advice on any matter connected with the discharge of their responsibilities as they may deem necessary and appropriate, at the Company's expense.

### Investor Relations

The Group maintains regular and proactive communication with its shareholders and investors, with the provision of clear, comprehensive and timely information through a number of readily accessible channels such as Corporate Website, AGM and Investors Briefing.



# Corporate Governance

The Group's Investor Relations policy provides guidelines on the activities that enable the Board and Management to communicate effectively with the investment and financial community and other stakeholders including institutional investors, fund managers, analysts, bankers as well as research and stock-broking houses and the general public in relation to dissemination of timely, relevant and accurate information pertaining to the Group.

The Group strives to ensure that shareholders and the general public have easy and convenient access to the Group's latest financial results, press releases, annual reports and other corporate information via its website [www.mediaprima.com.my](http://www.mediaprima.com.my). Each of Media Prima's subsidiaries also has established their own website as a source of information and excellent medium of communication to shareholders and the general public.

## Annual General Meetings

In addition to the quarterly financial reports and annual report, the Annual General Meeting (AGM) remains the principal opportunity for communication with shareholders and investors. At each AGM, the Board presents the progress and performance of the Group. The Chairman and/or the Group Managing Director presents a comprehensive review of the financial performance of the Group and value created for shareholders. This review is supported by visual and graphical presentation of key points and financial figures.

Shareholders are encouraged to participate in the proceedings and ask questions on the operations of the Group and on any resolutions being proposed. The Chairman will provide sufficient time for shareholders' questions on matters pertaining to the Group's performance and seek to explain concerns raised by the shareholders.

## Board Committees

The Board delegates certain responsibilities to Board Committees, each with predefined terms of reference and responsibilities and the Board receives reports of their proceedings and deliberations. Where committees have no authority to make decisions on matters reserved for the Board, recommendations would be highlighted for the Board of Directors' approval. The Chairmen of the various committees report the outcome of the Committee meetings to the Board and relevant decisions are incorporated in the minutes of the Board meetings.

## The Board Committees in Media Prima Group



## Directors' Remuneration

### Level and Make-up of Remuneration

The Group has established a formal and transparent procedure for developing policy on executive remuneration and for fixing the remuneration package of the individual director. The objective of the Group's policy on directors' remuneration is to attract and retain directors of the calibre needed to play effective oversight role in the successful management of the Group.

The Remuneration Committee (RC), comprising wholly Non-Executive Directors, carries out the annual review of the overall remuneration policy for Executive Directors whereupon recommendations are submitted to the Board for approval. The remuneration for Executive Directors is structured to link rewards to corporate and individual performance. It is nevertheless, the ultimate responsibility of the Board to approve the remuneration of these directors.

An annual review by the RC records the performance of the GMD and Executive Directors and submits recommendations to the Board on specific adjustments in remuneration and/or reward payments that reflect their respective contributions for the year, and which are competitive and in tandem with Media Prima's corporate objectives, culture and strategy.

The determination of the remuneration packages of Non-Executive Directors (whether in addition to or in lieu of their fees as directors), is a matter for the Board as a whole subject to approval of shareholders at the AGM. Each individual director abstains from the Board’s decision on his own remuneration.

### Board Charter

A Board Charter had been established and approved by the Board on 14 August 2012. The objectives of the Board Charter are to ensure that all Board members are aware of their duties and responsibilities as Board members, the various legislations and regulations affecting their conduct and that the principles and practices of good Corporate Governance are applied in all dealings by Board members individually and/or on behalf of the Group.

The Board Charter focuses on:

- Boards’ roles and responsibilities;
- Boards’ composition and balance;
- Boards’ performance;
- Boards’ meetings;
- Remuneration policies;
- Access to information and independent advice;
- Financial reporting;
- Stakeholder communication;
- Company Secretary; and
- Conflict of interest.

### Whistle-blowing Policy

In order to strengthen corporate governance practices across the Group, a whistle-blowing policy was established to provide employees with an accessible avenue to report suspected fraud, corruption, dishonest practices or other similar matters. The aim of this policy is to promote and encourage the reporting of such matters in good faith, with the confidence that employees making such reports will be protected from reprisal.

Whistle-blowing policy together with anti-fraud policy is available for all staff and can be accessed via intranet. The key components of the whistle blowing provision include protection to the whistle blower from any retaliation in the form of dismissal, harassment or discrimination at work, or any action in court, in respect of disclosure made by the whistle blower to the regulators.

\* *Full disclosure of our Corporate Governance statement can be found in the Media Prima Annual Report 2012*



## Community

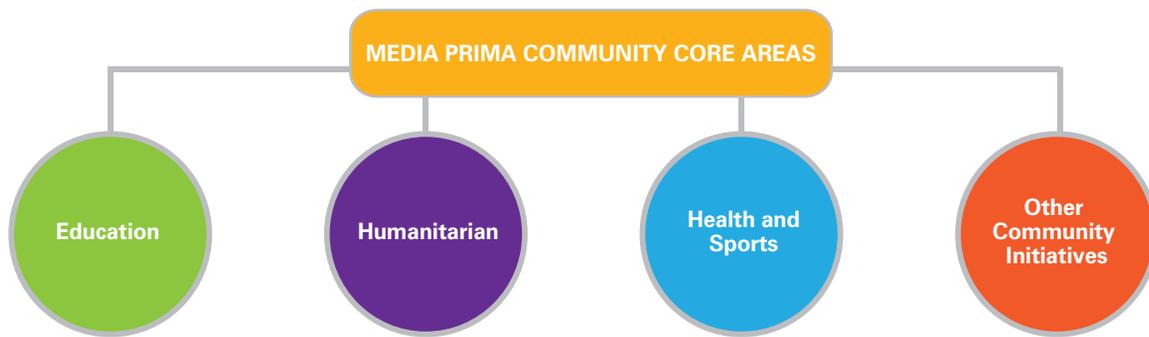
**Giving back to society**

# Community

At Media Prima, we are fully committed to good corporate citizenship. Media Prima and its subsidiaries continued to support a variety of worthwhile causes throughout the year. We continued integrating our community initiatives into our business to make our efforts more sustainable.

We believe it is important to structure our initiatives and apply criteria in order to maximise the effectiveness of our contributions. The Media Prima Public Donations Policy contains guidelines which help us allocate our resources effectively. The selection and assessment processes may include the disabled or disadvantaged; victims of catastrophes or natural disasters; social or health problems; and war victims. We also contribute to festive goodwill for Hari Raya Puasa, Chinese New Year, Christmas and Deepavali.

Media Prima's community programmes are decided according to their focus. In 2012, the four strategic core areas under our community umbrella were:



## EDUCATION

### Media Prima

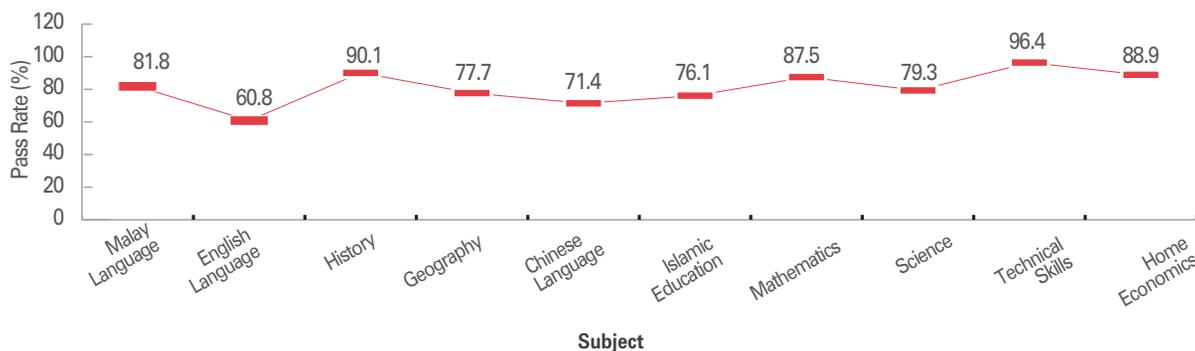
#### Promoting Intelligence, Nurturing Talent & Advocating Responsibility (PINTAR)

Media Prima continued its contribution to education through the PINTAR programme. PINTAR is a collaborative social responsibility initiative by PINTAR Foundation. It works in collaboration with GLCs and private corporations in Malaysia to foster academic and non-academic excellence particularly for the underserved students nationwide through its school adoption programme. In 2012, we

continued our support for two schools: SMK Jelutong and SK Cherating. Our contributions were used to fund various educational activities and provide educational assistance. Projects undertaken included engagement sessions with parents and school teachers, extra tuition classes, motivation courses and co-curricular activities.

We are pleased that these efforts have been well received by the schools and students involved. In 2012, the pass rate of students sitting for the Penilaian Menengah Rendah (PMR) examinations for all subjects was above 60%. The percentage of SK Cherating students who achieved 2As and above in the Ujian Penilaian Sekolah Rendah (UPSR) 2012 also increased by almost 18% compared to 2010.

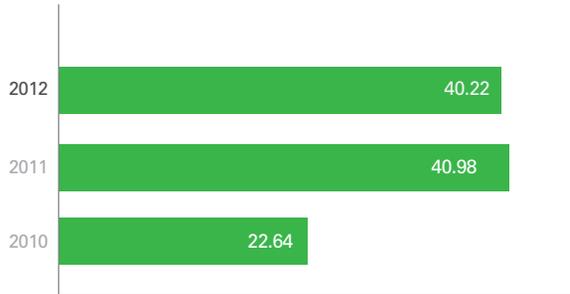
SMK Jelutong PMR Pass Rate 2012





# Community

**Percentage of SK Cherating Students Who Achieved 2As and Above in UPSR**



## NEW STRAITS TIMES (NST)

### RHB New Straits Times National Spell-It-Right Challenge 2012

The RHB New Straits Times National Spell-It-Right Challenge commenced in 2008. It was initiated in support of the Government's efforts to encourage the use of the English language by primary and secondary students. The competition is divided into a state challenge and national challenge with the state winners being automatically entered into the national challenge. It is divided into two categories: primary and secondary. All participants received a certificate of participation and the winners were rewarded with cash prizes. A total of 3,601 students from 557 schools entered the competition: 1,494 primary school students from 251 schools and 2,107 secondary students from 306 schools.

### English Development Programme

In 2012, the Circulation Department of NSTP established the New Straits Times English Development Programme (EDP). The EDP is a genuine effort to bridge the urban-rural divide in English education. The programme aims to provide meaningful educational tools for rural and suburban students to learn English. NSTP supports this programme by allocating resources and rallying support from other corporate citizens. The EDP content consists of newspaper sponsorship; English workshops for selected teachers and students; special EDP tests; biannual newsletters which will be monitored by a facilitator; celebrate 'English Day @ School' with a Special Column in the NST; and a Special Essay Writing Challenge. The EDP team works closely with its sponsors, teachers and students.

### NST Newspaper-In-Education

The Newspaper-In-Education Unit (NIE) has conducted various educational activities since it was established in 2000. Programmes conducted by NIE in 2012 consist of ground activities, print engagement and online engagement.

## Ground Activities

### Workshops

#### School Holiday Programme

School Holiday Programme workshops were held throughout school holiday periods. The workshops enhance the written and verbal English of students aged between 7 and 17. This fun and varied programme is linked to syllabus requirements. It delivers a wide range of material and presentations. This creates interest and a love for the English language outside the formal school setting. The workshops are promoted in the NST, BH and Harian Metro and only a nominal fee is charged. Workshops include Story Telling, Rocketry Workshop, Rock With Your Voice, Public Speaking, Empower Expression, Sizzle With Science and English Through Arts.

### News@Work

News@Work is a training programme catering for corporate organisations conducting internal language proficiency and media relations training for their employees. The workshops focus on oral and written proficiency to enhance creative and language skills by providing soft skills training. The key learning resource is the NST newspaper.

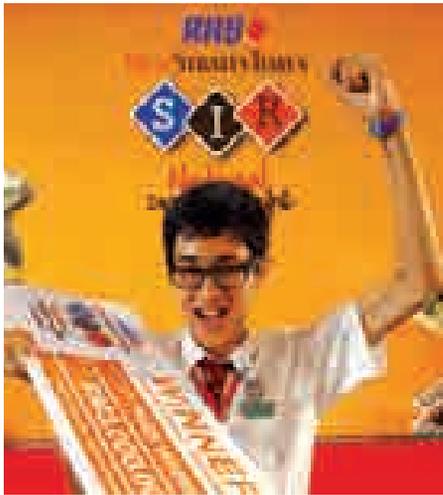
### The Inside Scoop Series

The Inside Scoop Series is a community development workshop which provides professional development and encourages adults to learn extra marketable skills. The workshops are designed for adults aged 18 and above such as students, school leavers, retirees, working adults and entrepreneurs. A nominal fee is charged. Modules consist of the Art of Emceeing; Photojournalism; Food and Beverage Business Start-Up; Effective Tax Planning; Roadmap to Success; Autistic Child and Stay Safe Online. The workshops were introduced in 2009 and are advertised in the NST, BH and Harian Metro.

## Print Engagement

### School Times

The School Times pullout was launched in collaboration with the Ministry of Education in 2011 for 500 sponsored rural and semi-urban schools nationwide. In June 2012, the 40-page education supplement was distributed with the NST every Thursday. The supplement creates a home learning environment for parents and their primary and secondary school children. It contains 24 pages of interesting general content including science experiments. It also includes Activity Boards, Answer Keys, Glossaries, Pronunciations Guide and Teachers Guide. 16 pages are dedicated to KPK, KBSR, and KBSM-related worksheets: 8 pages each for primary and secondary. This weekly pullout incorporates the key elements of the Malaysian Education Blueprint (2013 – 2025).



## NIEXTER

Niexter is an eight page teen lifestyle pullout with an edutainment focus established in January 2009. It is distributed every Thursday in the NST under the Life and Times section. It is written by teens for teens with a target audience of seven to 17 years. It contains reviews, insights, teen perspectives, personality interviews and discussions of teen issues. The objective is to engage young readers and help improve their writing skills. It provides a platform for teenagers to express themselves through a new learning experience. Niexter is coordinated by the NIE Unit that manages the teen editorial teams each week. This includes making arrangements for interviews, assigning teens and guiding editorial teams towards the final published issues. Niexter now has a Sabah and Sarawak edition. A team of 500 Malaysian writers cover the whole country.

## Journalism On Campus

Journalism On Campus (JOC) is a monthly pullout produced by university students launched in October 2010. The NIE Unit coordinates the production of this campus newspaper by the Institusi Pengajian Tinggi Awam (IPTAs) and the NST. The campuses involved in this programme in 2012 include Universiti Putra Malaysia, Universiti Malaya and International Islamic University Malaysia. The 24-page monthly newspaper is published for interested tertiary institutions. It contains 75% of campus news from student contributors. The individual campus newspaper is run like a business entity with students managing the gathering, production and advertisement sales processes. They are assisted by university advisors and NST mentors. The project has assisted 204 students to handle their campus publications. We plan to include Institusi Pengajian Tinggi Swasta (IPTS) students in 2013.

## Online Engagement

### NiEXUS

In 2008, the NST launched its online English Language Learning site, NiEXUS. The site has been developed to enhance IT literacy skills and present current affairs and language learning across media such as games, tutorials and self-expression sites. It is a self-access learning site targeting all school students of different proficiency levels. NiEXUS has something for everyone – from news engagement to language enhancement through animated

games and opportunities for self-expression on issues that concern everyone. Currently, NiEXUS offers exam practice and only-for-view pages of School Times, NST's 40-page education supplement.

### U-phoria

U-phoria was launched in 2009 targeting the 18 to 25 age range. It was conceptualised and fashioned by a pioneering team of creative mobile journalists (MoJos). This site helps the young at heart share their ideas and become the voice of a young Malaysia. The NIE Unit provides writing tips and feedback to these MoJos before their written content is uploaded onto the site. The site now also links writers from four IPTA universities through NST's Journalism On Campus: Universiti Malaya, Universiti Teknologi MARA, Universiti Putra Malaysia and International Islamic University Malaysia.

## BH

### BH Education Unit

The BH Education unit first started in 1985 and was known as the *Akhbar Dalam Darjah* Unit. In 1989, the unit's roles were broadened and it became the BH Education Unit. BH was the first newspaper in Malaysia to introduce the *Akhbar Dalam Darjah* concept. The BH Education Unit publishes education pullouts and conducts various educational activities which include examination workshops, seminars and *Akhbar Dalam Darjah* workshops. Programmes conducted by the BH Education Unit are ground activities, print and online engagement.

## Ground Activities

### Examination Workshops and Seminars

BH conducts seminars and workshops to help students excel in UPSR, PMR and SPM. The two-day programme provides students with precise and effective techniques to answer examination questions.

### *Akhbar Dalam Darjah* Workshops

The *Akhbar Dalam Darjah* workshop encourages teachers in schools to use the newspaper as a classroom teaching aid. The workshop approaches the teaching and learning process in a more effective and interesting manner.



# Community

## Print Engagement

### Education Pullouts

BH publishes a series of weekly pullouts to help students. *Didik* supports students who are sitting for the UPSR which is published every Monday. *Minda* caters for students sitting for the PMR examination which is published every Tuesday. Meanwhile *Skor* is for students sitting for the SPM, published every Wednesday. *Varsiti* is a pullout for university students, which is published each Thursday.

## Online Engagement

### [guru.net.my](http://guru.net.my)

This portal was developed to help students achieve academic excellence. The best technologies were used in developing this portal which helps students prepare for their upcoming examinations. Candidates can sit for practice examinations papers, focus on selected topics, use online resources, study online notes and learn through multimedia lessons, all of this in a single portal.

## 8TV

### 8TV Newscaster Camp

8TV organised the 8TV Newscaster Camp giving young aspiring news presenters and broadcast journalists the opportunity to learn about the profession from the mavens of the award-winning news team. This three-day camp ran from 21st to 23rd December 2012. Secondary school students gained insight and guidance on how to read, write, report and even edit news.

## ntv7

### Super Smart

Following the success achieved by "Mandarin Battle Star" (ntv7's popular television game show for primary school students), the channel introduced another excellent educational programme show – "Super Smart" – for its faithful viewers. The brand new show is Malaysia's first TV game show catering for secondary school students nationwide. Since 21 October 2012, the one-hour show aired every Sunday at 7.00pm. Supported by the Ministry of Education, this 10-episode game show is proudly presented by ntv7 in partnership with Malaysia's No.1 Chinese newspaper, Sin Chew Daily. Secondary school students aged 13 to 18 are tested on general knowledge, news, current affairs, science, geography, history and debating skills.

Super Smart is one platform that presents many opportunities and exposure for the schools and students. The show encourages young minds to move from their comfort zones to take on various challenges in this competition. The nature of this programme also helps to improve the standard of Mandarin amongst students.

## MEDIA PRIMA RADIO NETWORKS

### Live Out Loud (L.O.L)

Live Out Loud (L.O.L) is the main community responsibility initiative for Media Prima Radio Networks which commenced in 2010. Spreading its wings to cover most aspects of education, this year's L.O.L organised various activities to meet its objectives from primary schools to colleges.

- **L.O.L I Wanna Score**

The main highlight of the year for L.O.L is always the SPM Workshop. This year, it focused on Additional Mathematics (Add Maths) and the notable Mr Sunny Yee was once again appointed to deliver a crash course to the students.

The event took place at the SEGI College on 13 October 2012. More than 1,000 students from various schools gathered for the much anticipated revision session L.O.L. I WANNA SCORE. The event was also made memorable with appearances of announcers from all three stations. Lucky draw prizes, such as current gadgets and shopping vouchers, were won by lucky students.

- **L.O.L Inspirasiku**

In 2012, Hot FM's L.O.L *Inspirasiku* project reached two locations. On 15 July 2012, L.O.L Unitalk visited Universiti Teknologi Mara, Machang Branch in Kelantan. The talk given by the famous trio, 3R (featuring Tini, Rafidah and Serina) was enjoyed by 250 participants. Fara Fauzana discussed how her career as an announcer came to fruition and explained how to reach dreams the right way.

On 8 September 2012, Universiti Kebangsaan Malaysia Bangi was also selected for the unitalk series. The event was attended by more than 350 participants. Faizal Ismail discussed "from zero to hero" and the 3R Trio once again supported the day.



- **L.O.L Hangatkan Sekolahku**

A part of L.O.L. initiative, Hot FM invited secondary school students at Kelantan and Terengganu to send entries on what would help improve their schools. In conjunction with the launching of Hot FM Klate and Hot FM Terengganu, *Hangatkan Sekolahku* has chosen SMK Ibrahim Fikri, Kuala Terengganu and SK Islah, Kelantan as the winners based on their creative slogans. Both schools were awarded a makeover with announcers decorating their classrooms to create a more conducive learning environment.

- **L.O.L Supports School Radio Project**

Last year, Hot FM became a mentor of SK Bintang Utara. Hot FM supported SK Janda Baik again in 2012. The station helped the school design radio content that was suitable for children. A half day workshop was also delivered to the school's young and aspiring deejays. The workshop included the do's and don't's of being a radio deejay.

TV3 *Bersamamu* Fund was established in 2005 to encourage participation and contribution from the public through the on-air programme, *Bersamamu*. It also covers on-the-ground related activities. *Amanah Raya Berhad* has been appointed as the Fund's Trustee to manage all donations. The recipients may only receive a monthly allowance, medical assistance, educational fund, daily basic needs or accommodation if it is deemed reasonable by the Donation Committee.

## NSTP

### NSTP Charity Fund

The NSTP Charity Fund was established in 1991. It offers financial aid to young Malaysians who would otherwise be unable to afford treatment for heart problems, leukaemia, cancer or the fitting of prosthetic limbs. NSTP uses its media platform to appeal for public donations and raises money through fund-raising events organised by NSTP and its partners. A full-time dedicated employee manages the fund and processes eligible cases. A total of 387 cases were funded since its establishment which include 39 cases in 2012. The fund has made total contributions of RM6,467,648.48 of which RM766,634.17 was made in 2012.

## HUMANITARIAN

### TV3

#### Tabung TV3, Special Purpose and TV3 *Bersamamu* Funds

In 2001, *Tabung TV3* was established to encourage the public's ongoing participation in and contribution to on-ground activities and other charitable events. This fund benefits the society's needy and less fortunate.

*Tabung TV3's* selection and assessment process is guided by examining a broad spectrum of community needs including the disabled; disadvantaged; victims of catastrophes or natural disasters; those with social or health problems; war victims; and festive goodwill such as *Hari Raya Puasa*, Chinese New Year, Deepavali and Christmas.

A Special Purpose Fund was established in 2005 to provide relief to victims of exceptional events such as wars or natural disasters. The Fund is intended for use in a one-time campaign for a specific duration. Donations help supply the target group with humanitarian aid such as medical supplies, food suppliers and basic essentials.





# Community

## Tabung Bencana NSTP-Media Prima

The *Tabung Bencana* NSTP-Media Prima was launched on 1 October 2009 in response to a huge earthquake that occurred in Padang, Sumatra which also affected other Southeast Asian countries. NSTP has been a platform for the general public to donate to major catastrophes, natural disasters and humanitarian crisis. Well-known campaigns include the Thailand Flood Fund, Japanese Tsunami Fund and Padang Earthquake Fund. All were launched on an ad hoc basis and only for the duration of the specific campaign.

Locally, the fund also covered campaigns such as flood relief missions under the *Misi Bantuan Banjir*. A total of six relief missions were conducted in 2012. The mission period and campaign description is summarised below.

Mission Period	Description of Campaign
1 to 3 January 2012	A team of five NSTP-Media Prima volunteers assisted 850 flood victims' families in Kuching and Samarahan, Sarawak at a cost of RM127,500. 30 Yayasan Salam volunteers also joined the mission for which Giant Malaysia sponsored RM45,000.
4 to 6 January 2012	26 NSTP-Media Prima volunteers assisted in a flood relief mission at Setiu and Besut (Terengganu) and Pasir Putih (Kelantan). Donated goods worth RM54,722.30 were distributed to 470 families. TESCO Malaysia also sponsored this mission for RM15,000.
18 to 20 January 2012	17 NSTP-Media Prima volunteers assisted in a flood relief mission at Pekan and Kuantan, Pahang. Goods worth RM45,000 were donated to 312 families.
9 March 2012	11 NSTP-Media Prima volunteers assisted in a cleaning mission at Surau Al-Ehsan Kampung Sungai Serai, Hulu Langat caused by flash floods.
6 November 2012	14 volunteers from NSTP-Media Prima assisted in a flood relief mission at Dengkil, Selangor. Donated goods worth RM15,578.32 were distributed to 200 families.
27 to 30 December 2012	30 volunteers from NSTP-Media Prima assisted in a flood relief mission in Hulu Terengganu, Kemaman and Kuantan. Donated goods worth RM123,460 were distributed to 960 families. TESCO Malaysia and Adabi Marketing joined the effort with a sponsorship of RM30,000 and RM20,000 respectively. Logistics for this mission was handled by Kelab Kembara Selangor.

• **In aid of flood victims in Thailand**

The initiative was launched on 26 October 2011 and raised RM75,365.19. 40 volunteers from NSTP-Media Prima and Proton Holdings Berhad assisted in a Humanitarian Relief Mission to Bangkok from 28 April to 4 May 2012. They distributed donated goods to 600 affected families from Ayutthaya and Pathum Thani. RM70,842.15 was used and the remaining fund balance of RM4,523.04 was given to MERCY for their clean water treatment project in Bangkok on 12 December 2012.

• **In aid of famine victims in Somalia**

This campaign launched on 17 August 2011, was a collaboration between NSTP-Media Prima, Perdana Global Peace Foundation (PGPF) and Malaysian Medical Relief Society (MERCY). Of the RM1,274,355.50 collected, RM577,103 was given to MERCY on 3 November 2011. The remaining balance of RM697,252.50 was disbursed to MERCY on 20 January 2012. The donation money funded a Rehabilitation Programme for Somalians initiated by MERCY who worked closely with Muslim Aid UK.



## BRIGED SUKARELAWAN MEDIA PRIMA – NSTP ACTIVITIES 2012

Date	Event	Information
19 May 2012	Basic First Aid	<ul style="list-style-type: none"> <li>• Training was given by the Malaysian Red Crescent Society</li> <li>• Objective was to disseminate basic first aid knowledge</li> <li>• 12 volunteers attended</li> </ul>
14 June 2012	Blood Donation Drive	<ul style="list-style-type: none"> <li>• Held in Sri Pentas in conjunction with World Blood Donors Day</li> <li>• Jointly organised with the Malaysian Red Crescent Society with support from Pusat Darah Negara and Hospital Tampin, Negeri Sembilan</li> <li>• Open to Media Prima employees and the general public</li> <li>• 10 volunteers assisted in the registration</li> </ul>
22 to 24 June 2012	Medical Outreach Programme 'Sayangi Jantung Anda'	<ul style="list-style-type: none"> <li>• Held at <i>Perumahan Dara</i> and <i>Kampung Salong</i>, Felda Chini, Pekan, Pahang</li> <li>• Jointly organised with <i>Institut Jantung Negara (IJN)</i></li> <li>• 11 volunteers assisted 40 IJN medical practitioners and nurses</li> <li>• Objectives were to provide free basic medical and cardio check-ups for rural residents</li> </ul>
6 July 2012	Choking Among Babies: Tips and Preventive Measures	<ul style="list-style-type: none"> <li>• Talk delivered by CPR specialist from <i>Institut Jantung Negara (IJN)</i></li> <li>• Objective was to impart knowledge to employees</li> <li>• 25 staff attended</li> </ul>
5 December 2012	Basic Training for Volunteers	<ul style="list-style-type: none"> <li>• Training was given by officers of <i>Jabatan Pertahanan Awam Malaysia (JPAM)</i> on CPR, preventive ways to overcome fire at the workplace or home and A&amp;D (Ascending &amp; Descending)</li> <li>• 58 staff attended</li> </ul>

### MISI-K

TV3 introduced a new programme, Misi-K, on 19 September 2012. Together with MERCY Malaysia, this initiative presents humanitarian activities and contributions by Non-Governmental Organisations (NGOs) to help children in need in communities overseas. This Misi-K programme focused on Bangladesh, Cambodia, Thailand and Indonesia. The programme was aired every Wednesday at 9pm. Six episodes have been aired with over one million viewers per episode.

### Untukmu Palestin

TV3 collaborated with Faizal Tahir to host a mini charity concert '*Untukmu Palestin*' in support of thousands of victims of Israel's armies in Palestine. This mini concert provided a platform for corporate members and the public to donate directly to a special fund, '*Tabung Kemanusiaan Palestin Media Prima Berhad*'. The charity programme was aired live from Studio Sri Pentas 2, Plaza Alam Sentral Shah Alam from 29 November 2012. In addition to Faizal Tahir, the programme also showcased other local artists including Aizat, Raihan, Hafiz Hamidun, Noh Salleh (Hujan), Tomok and Misha Omar.



# Community



## HEALTH AND SPORTS

### Soccer Kids All Stars (Season 4)

Soccer Kids (TV3) discovers new talents in children aged between 10 to 12 years. This talent search grooms new promising footballers by educating them on tactics and increasing their technical skills. Training is conducted by professional coaches from the Football Association of Malaysia (FAM).

This training helps FAM identify new and young child talents and develop the future Malaysian football team. Experience shows that those who are selected and trained under the Soccer Kids project have achieved a high level of performance which has been absorbed into the National Sports School in Bukit Jalil.

In 2012, our Soccer Kids All Stars showcased 24 top players from Season 4. They have represented the Malaysia Team in friendly matches with Singapore, Indonesia, Thailand and the United Kingdom.



### Feel Good Run ntv7

The Feel Good Run was held for the second time this year in conjunction with ntv7's 14th anniversary at Sri Pentas and Central Park, Bandar Utama. The charity fun run achieved abundant success in 2012 with a total of RM142,800 raised for its beneficiaries. The Feel Good Run 2012 broke last year's record by attracting over 12,000 visitors including over 80 celebrities. It achieved its target of 5,000 runners within only four weeks.

The Organising Committee created the tagline – Do Good, Feel Good! This is an event which provides pleasure to friends and family while improving health. It also inspires the public to help those in need. The proceeds from the registration fees and corporate donations were distributed equally to four participating beneficiaries: Kiwanis Down Syndrome Foundation, The Pure Life Society, PAWS Animal Welfare Society Malaysia and Yayasan Chow Kit.



### CEO & Celebrity Charity Tennis

The CEO and Celebrity Charity Tennis was established in 2008 to raise funds for the NSTP Charity Fund and revive younger generations' interest in tennis. In 2012, the event was co-organised by NST and eCEOs Sdn Bhd. It was held on 9 December 2012 at the National Tennis Centre, Jalan Duta. The by invitation only event provided corporate networking opportunities for CEOs, ambassadors and celebrities. The fundraising was initially via the auctioning

of donated items and cash donations from the players. The format changed in 2010 with the introduction of a minimum RM1,000 registration fee. Alternatively, companies can become corporate sponsors by contributing RM5,000 to have their logo appearing in all event communication materials. A total of RM66,500 was raised by this event.

### Bananana! School Attack – Kids TV3

Under Bananana! brand for kids, TV3 continues one of its popular on ground activation, School Attack, by visiting schools throughout Malaysia. The visits introduce healthy and fun co-curriculum physical and mental activities for children aged between 10 to 12 years. The School Attack project was first introduced in 2007. Since then, it has brought various interactive activities including fun sports, netball, futsal and coloring contests. Student performances and mingling sessions with TV3 personalities, artists and the mascot have also been made possible by these visits.

Schools visited in 2012 include SK Raja Muda, Shah Alam; SK Telok Kemang, Port Dickson, Negeri Sembilan; and SK Gopeng, Gopeng, Perak. TV3 Kids entertained children nationwide through its Movie Magic project. It also invited orphans to break fast with artists through the Voice Out project.

## OTHER COMMUNITY INITIATIVES

### TV3 and TV9

#### Uli-Uli Biskut Raya Bersama Julie’s

Following the success of the first episode last year, TV3 collaborated again with Julies to present “TV3 & TV9 Uli-Uli Biskut Raya Bersama Julie’s”. This year’s event was larger in scope. Over 500 requests were received from the public wishing to help decorate Raya biscuits which were distributed to the local public. This fun event was made more interesting by support from TV personalities, chefs and local artists.

### ntv7

#### Bella Gives Back – Hari Raya Special ntv7

Hari Raya Aidilfitri is about fun, laughter, food, ‘duit raya’, new outfits and shoes. It is easy to forget the essence of Raya which is a time for forgiveness and *keinsafan*. The team from ntv7’s award-winning inspiring women’s talkshow, Bella, celebrated with the children of Teratak Nur Barakah, a charity home for orphans and children from poor families.



### ntv7 Golden Awards Workshop

A brand new initiative aimed at discovering raw talents which contribute to the Malaysian Chinese television industry. The Golden Awards 2012 organising committee announced its first Golden Awards Workshop last year.

The workshop was held from 22 to 24 June 2012 at Grand Lexis, Port Dickson. Malaysians aged 16 to 45, who are fluent in written and spoken Chinese, were eligible to take part. 80 successful participants were selected for this workshop and exposed to several activities related to the Malaysian Chinese entertainment industry. The country’s entertainment industry leaders spoke at this event.

### 8TV

#### 8TV Celebr8ty Char8ty Car Wash

8TV’s Celebr8ty Char8ty Car Wash marked a humble step of 8TV’s efforts in giving back to society. On 8 September 2012, 8TV celebrities together with volunteers and staff spent half a day washing cars for charity. All proceeds were handed to the Selangor handicapped and mentally retarded Children’s Centre, Ampang Jaya, Selangor.

#### Save the Turtles!

In conjunction with World Ocean Day, 8TV and WWF-Malaysia collaborated to ask Malaysians to support environmental conservation. With the launch of its “Adopt a Turtle” campaign, local celebrities, the media and general public witnessed how the demand for endangered species parts fuelled the illegal wildlife trade. 8TV adopted eight turtles and encouraged the public to adopt a further 100 turtles for a minimal fee of RM38.



# Community

## The SHOUT! MOVEMENT

This movement saw youths congregate under one roof to be inspired. Key people in the industry shared tricks of the trade through workshops, networking sessions and talks. The SHOUT! MOVEMENT is and will continue to be a stepping stone for the next generation of talents. For the first time, the strength of 8TV's Social Media network was displayed as it went on ground, gathering top local YouTubers to share and inspire other young media enthusiasts on 11 November 2012 at Publika, Solaris Dutamas. During the event, key people in the industry such as Dato' Tom Abang Saufi, Dain Said, Reza Salleh, DJ Fuzz, Ben Law, Sharifah Amani, Linda Jasmine, Kix, H&M Malaysia were showcased.

Visitors indulged themselves in a lot of fun at various booths including the Canon and Yes booths. Participants were also invited to take part in the Guess The Code challenge to win amazing prizes of a Samsung tablet, Yes Eclipse, Yes Huddle, Yes Huddle XS, Yes Zoom and Yes Go Starter Pack. In conjunction with the SHOUT! MOVEMENT, is the RT ME! Campaign, which is a social community driven Twitter campaign aimed at sustaining the SHOUT! MOVEMENT via the social media platform.



## TV9

### Raudhah Di Hatiku

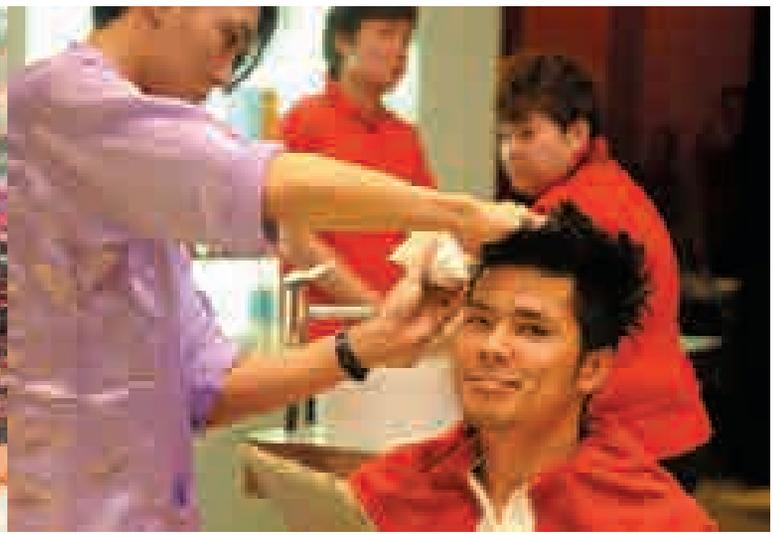
*Raudhah di Hatiku* is TV9's on-ground event which was conceptualised in 2011. It aims to change the public's perception of mosques being just places of worship as they also serve as community hubs. It has a genuine intention of reaching the hearts of TV9's viewers by being part of the thing that is closest to their hearts, Islam. Due to overwhelming and positive responses, *Raudhah di Hatiku* is now an annual event in TV9's calendar.

In its second year, *Raudhah di Hatiku* attracted more than 30,000 visitors. TV9 has explored three mosques which are situated in high income residential areas, to further change the pre conceptions that religious content is only followed by a more traditional audience. *Raudhah di Hatiku* has proven that religious content is followed by all types of people and mostly from urban centres with higher standards of living.

Mosque	Date
Masjid Al-Hidayah, Taman Melawati	8 September 2012
Masjid Al-Falah, USJ 9, Subang Jaya	29 September 2012
Masjid As-Salam, Puchong Perdana	13 October 2012

TV9 continues to convey the message that religious content can be modern, fashionable, innovative and progressive to attract its young fresh mass Malay audience. These elements were portrayed in *Raudhah di Hatiku* by introducing fresh creative activities such as the art of calligraphy, Lin-Nisa – a dedicated Muslimah booth and lomography.

Visitors were also excited to take photos with religious figures and celebrities such as Datuk Abu Hassan Din Al-Hafiz, Al-Mawlid group, Diana Amir, Farah Asyikin, Liyana Hisham, Noryn Aziz, Ustaz Mohd Safwan Syafiq, Ustazah Asni Mansor, Syed Mohd Khair, Yat Hamzah and Zuhairah Mustafa Al-Husin.



**Kita Punya Kambing Golek**

In the spirit of the holy month of Ramadan, TV9 distributed hundreds of portions of free grilled lamb through its on ground activation, 'Kita Punya Kambing Golek.' This aimed to spread and cultivate the spirit of giving and bring the station closer to its viewers. The grilled lamb served as iftar meals were given to the students of Multimedia University in Cyberjaya, the asnaf factions in Baitul Hasanah, Kuala Selangor and TV9 loyal viewers at Restoran Singgah Selalu, Johor Bahru.

**Kita Punya Rambut Raya**

30 media members were treated to free hair makeovers at A-Saloon, Kelana Jaya a few days prior to Aidilfitri. This initiative was TV9's special way of thanking the media for all their support. It was a unique one-of-a kind event which had never been done before. We received positive feedback from media members who all enjoyed the pampering session.

**NST**

**New Straits Times Session with New Muslims**

NST organised a "berbuka puasa" session with 50 newly converted Muslims at the Islamic Arts Museum Malaysia, Kuala Lumpur on 13 August 2012. The programme was

assisted by PERKIM (Muslim Welfare Organisation Malaysia) with the objective of forming closer bonds with these new Muslim brothers and sisters, many of whom read the newspaper.

**BH**

**Semarak Ramadan BH**

In 2009, BH introduced the *Semarak Ramadan* programme in all states. The objective of the *Semarak Ramadan* programme is to give back to the society during the holy month of Ramadan. The underprivileged and needy community was given assistance to ease the financial burden during the fasting month and in preparation of Hari Raya Aidilfitri. Local mosques and suraus also received help in organising religious activities and improving facilities. In addition to 'gotong-royong', cows were slaughtered and food prepared for breaking fast with the local community. A visit to the *Bazaar Ramadan* was organised and goodie bags distributed to the visitors. Corporate sponsors were invited to support this event. For each selected location, a Member of Parliament and State Assemblymen were involved to strengthen their relationships with the electorates.

**Semarak Ramadan BH**

Date	Venue
31 July 2012	Masjid Temoyong, Chenang, Pulau Langkawi, Kedah
4 August 2012	Masjid Tengku Intan Zaharah, Kampung Molek, Dungun, Terengganu
6 August 2012	Masjid Ibnu Salam, Kampung Pangkalan Pegoh, Lahat, Perak
8 August 2012	Rumah Pertubuhan Kebajikan Anak-Anak Yatim Islam Daerah Mersing, Johor
11 August 2012	Masjid Al-Ikhlasih, Kampung Kerinchi, Kuala Lumpur
14 August 2012	Bazaar Ramadan Jalan Kilang Padi, Tanjung Karang, Selangor



# Community

## Harian Metro

### Titipan Kasih Harian Metro

The leading Malay newspaper, Harian Metro, is a strong advocate of CSR which fulfils its social obligations to its readers and the community. The Titipan Kasih Harian Metro was the first initiative introduced in 2010. Cases appearing in "Metro Prihatin" column highlight the plights of poor families in need of assistance. Harian Metro team visited these families and donated groceries and other basic household items. In some cases, financial help was given to settle outstanding school fees and utility bills.

#### Summary of families benefiting from Titipan Kasih Harian Metro

Date	Venue	Recipient
16 March 2012	Kampung Kubang Chenok, Padang Sera, Jitra, Kedah	Ban Ying a/p Siang, 36 (Single mother) Dependents – three children
4 May 2012	Kampung Paya Bunga, Kuala Terengganu, Terengganu	Suraya Abdul Karim, 39 (Single mother) Dependents – three children
16 May 2012	Kampung Kuala Sanglang, Perlis	Baadariyah Saayah, 43 Dependents – six children
28 June 2012	Kampung Sungai Rinting, Masai, Johor	Zulkefli Jusoh, 47 Dependents – 12 children
7 September 2012	Kampung Bendahara, Johor Bahru, Johor	Ruziah Masoki, 40 Dependents – eight children

- **Titipan Kasih Harian Metro 'Seluhur Budi' Ramadan**

This programme was an extension to the monthly *Titipan Kasih Harian Metro* but held in the holy month of Ramadan. Groceries and "duit raya" were given to the underprivileged local community such as orphans, single mothers, senior citizens and poor families. Activities held included "gotong-royong" and preparing food for the breaking of fast. Harian Metro volunteers visited and distributed gifts to poor families in their homes during pre-dawn meals and Zohor prayers. Counselling and motivational talks were provided to youths and new Hari Raya clothes were purchased for the orphans. Summaries of the Seluhur Budi Ramadan and Titipan Kasih Harian Metro Special Edition are presented below.

#### Seluhur Budi Ramadan

Date	Venue	Recipients
28 July 2012	Masjid As-Saadah, Kampung Bahagia, Teluk Intan, Perak	Senior citizens, orphans, single mothers and underprivileged families
3 and 4 August 2012	Masjid Muhibuddin, Sungai Pasir, Sungai Petani, Kedah	
11 August 2012	Masjid Jamek Al-Taqwa, Bt 5, Tanjung Gading, Kesang, Muar, Johor	
25 August 2012	Masjid As-Solihin, Tali Air 2, Sungai Burong, Tanjung Karang, Selangor	



• **Titipan Kasih Harian Metro Special Edition**

Date	Venue	Recipients	Activities
24 March 2012	Pertubuhan Kebajikan Ehsan Ash-Shakur, Bandar Tasik Puteri, Rawang	Orphans	<ul style="list-style-type: none"> <li>• Visited and distributed gifts</li> <li>• Cleaning-up activities (gotong-royong)</li> <li>• Donated furniture and other household items to the home</li> <li>• Donated and installed three computers in the home</li> </ul>
20 October 2012	Pusat Tahfiz Darul Quran Nurul Hasanah, Kuala Selangor	Tahfiz students and senior citizens	<ul style="list-style-type: none"> <li>• Visited and distributed gifts</li> <li>• Cleaning-up activities (gotong-royong)</li> <li>• Purchased and installed two gazebos within the compound of the home</li> <li>• Donated and installed two computers in the home</li> <li>• Repainted the home's exterior walls and gate</li> </ul>

**Media Prima Digital**

**Gotong-royong at the Pondok Penyayang Raudhah**

The *Gotong-Royong at Pondok Penyayang Raudhah* was organised by the Media Prima Digital on 14 April 2012. The selected home was founded by veteran actor Ustaz Mokhtaruddin with Ustazah Syarifah Dahiyah, his wife and several other volunteer instructors. The home has 42 orphaned, neglected and abandoned children which receives basic financial aid from the MP of the Gombak constituency.

Primeworks Studios supported this project by providing volunteers to attend the clean-up day and collecting donations of stationery, dry food ingredients and other basic necessities for the children. 100 volunteers from Media Prima Digital, Grand Brilliance, Primeworks Studios and the Engineering Students Society of UiTM Shah Alam participated in the cleaning-up and refurbishment.

In June 2012, Media Prima Digital conducted a charity sale of new and used clothing, which were donated by employees. A total of RM700 was raised from the sale and the funds were used to purchase new mattresses and pillows for the home, which were delivered on 11 July 2012.

**Build a Home**

30 volunteers from Media Prima Digital, Human Resources and Finance travelled to Kedah to help build a new home for a fellow colleague, Soleh, whose family home was partially burnt down. Soleh's family received RM11,000 in cash from Media Prima Digital and employees for building materials, household items, clothing and school items for his younger siblings.

**Media Prima Radio Networks**

**Fly FM Book Drive**

In support of literacy, Fly FM and eCurve held a special book drive. The public were encouraged to donate used books and unused reading materials to children from *Jagaan Amal Kanak-Kanak Praise Emmanuel* (PECH), Rumah K.I.D.S and House of Joy. The public donated from 3 December 2012 until the event date of 15 December 2012. Fly FM announcers mingled with the children at the Ecurve and helped tell the classic tale, Little Red Riding Hood. The rising star, Diandra Aljunaidi, made a special appearance. On 22 December 2012, almost 800 books and other reading materials were collected and divided equally across the four homes.



# Community

## Hot FM Buka Bonet

Hot FM organised Buka Bonet to raise funds for underprivileged children from the Home of Spastic Kids Wilayah Persekutuan dan Selangor (*Persatuan Kanak-kanak Spastik Wilayah Persekutuan dan Selangor*). Buka Bonet, which is derived from the English "Car Boot Sale", is a flea market concept adopted to collect funds for the children. Celebrities including Fizo Omar, Alyah, Didie Alias, Enot, Forteen and Hot FM announcers Fara Fauzana, AG, Leya, Suraya, Ikhwan, Kieran, Deen and Chad auctioned some of their second hand belongings. The event was held at AEON AU2, Setiawangsa on 8 December 2012 and raised a total of RM17,000. 30% of the total proceeds were donated to the home. Approximately, 2000 visitors attended the four-hour event. An additional RM1000 was collected on the day itself in conjunction with *Tabung Kemanusiaan Palestin* Media Prima.



## one FM Adopts a Dog

one FM organised an *adopt a dog* event with the Society for the Prevention of Cruelty to Animals (SPCA). The event was held at Central Park, One Utama on 16 December 2012 to raise awareness of stray dogs. A total of RM3000 was raised for SPCA and attendees were encouraged to adopt a dog from the shelter at a set price. Visitors had the option of hiring a dog to play with and walk for a minimum donation of RM10. Celebrities such as Dennis, Winson, Gary, Kopi, Lawrence, Jan, Ai Leng, Karen, Frederick and one FM announcers shared stories about their pets and delivered a special public performance.



## INTEGRATING SUSTAINABILITY INTO OUR BUSINESS

### TV3

#### Bersamamu

In May 2005, TV3 proudly unveiled its steadfast CSR themed signature programme, Bersamamu. Bersamamu charity programme continues to receive an overwhelming response and has built closer ties with communities. Aired every Wednesday at 9.30pm, it aims to raise public awareness of the beauty of charity. This is part of TV3's social responsibility initiatives to help ease the burden of underprivileged people. During each programme, TV3 highlights the difficulties faced by some people. It encourages viewers to donate money and join related charity drives. Although the Bersamamu programme for 2012 concluded on 30 May, the 'Tabung Bersamamu' continues to receive public contributions to help the Bersamamu families.

20 Bersamamu families were invited to join the umrah programme from 12 to 23 May 2012 on one of the most poignant episodes.

#### Potret Bersamamu

Potret Bersamamu offers the public a glimpse of the transformation experienced by Bersamamu families. Viewers can witness how the Bersamamu programme has helped families to break the poverty cycle. *Potret Bersamamu* is aired every Wednesday at 9pm and consists of 13 episodes.

## Singgah Sahur 2012

*Singgah Sahur* is back for its ninth season with the same concept of “the hand that gives is above the hand that takes”. It continues providing assistance to those less fortunate, recognising their plight and enjoying a meal with them. Eight episodes were aired each weekend during Ramadan from 22 July to 18 August 2012.

The crew of *Singgah Sahur* and TV3 personalities visited Lumut, Perak, Ayer Lereh, Melaka, Muar, Johor, Padang Besar, Perlis and several areas in Selangor. They raised the spirits of unfortunate families and provided them with an unforgettable sahur experience. In one touching episode, the crew visited a family in Pasir Gudang, Johor who had just lost their child in a revenge murder.

## 999

999 is a gripping investigative reporting magazine programme covering crime stories throughout Malaysia. It is hosted by Hazlin Hussain and is now in its 10th year of broadcasting. The programme provides an insight into the world of vice. The crew go undercover to reveal the unseen, the untold and the reality of crime in Malaysia.

## Malaysia Hari Ini

On 10 October 2012, *Malaysia Hari Ini* aired a full episode dedicated to Ahmad Adam Syukri, who was born with a brain defect on 4 March 2012. *Malaysia Hari Ini* has become a platform to share the difficulties this family is facing through the ‘*Kami Endah*’ segment which is featured every Wednesday. The programme is now the primary channel for the public to extend their help to ease the burden of this family. Through this one-time air session, we encourage the public to contribute to Adam’s family to ease their burden. Money raised was used to finance Adam’s medical treatment.

## Primeworks Studios

### Chow Kit

‘Chow Kit’ is a film which tells stories of challenges and trials faced by a group of abandoned street children living in Chow Kit. Through CR Chow Kit, a team of volunteers from Grand Brilliance and a Marketing Communications team volunteered to give back to the society by extending financial and non-financial help to these children.

On 8th May 2012, our team of volunteers entertained approximately 30 children aged between seven and 13 with fun-filled painting activities. These children were given watercolours and asked to paint their favourite animals. Another event was held on 24 May 2012 where a team of volunteers from Studio Business, Corporate Affairs,



Marketing Communications and Grand Brilliance also contributed their time to clean the *Pusat Aktiviti Kanak-Kanak Chow Kit* play area before painting the walls with cheerful colours.

### SeeFood Screening for *Rumah Kanak-Kanak Cacat Klang* (collaboration with [Gua.com.my](http://Gua.com.my))

In conjunction with the release of “SeeFood” the movie, Grand Brilliance collaborated with Gua for a private screening of the movie for underprivileged children from *Rumah Kanak-Kanak Cacat Klang*. It was held at Aquaria KLCC and a public colouring competition. The children from *Rumah Kanak-Kanak Cacat Klang* also visited Aquaria and were served lunch courtesy of KFC.



# Community

## REACHING OUT TO OUR STAKEHOLDERS

### Yuan Carnival ntv7

In its third year running, Yuan Carnival brought better and more exciting activities to the community. Since its debut in 2010, Yuan Carnival has become popular with Malaysia's Chinese community. More fun-filled activities for the entire family were held such as competitions, interactive games, talks and lucky draws.

In 2012, Yuan Carnival introduced four zones namely Entertainment, Educational & Cultural, Trade, and Fun Zones. Specific activities were conducted for each zone such as stage and booth activities, meet and greet sessions with celebrities, performances, competitions and mini concerts. Yuan Carnival visited eight venues in Selangor, Kuala Lumpur, Penang, Perak, Negeri Sembilan, Johor, Sabah and Sarawak.

### MyTV3

MyTV3, formed in 2004, creates a close relationship between its members and a sense of belonging as part of the TV3 family. Various activities were held during the year including a blood donation campaign, Aidilfitri celebrations, *Majlis Berbuka Puasa Bersama Anak-anak Asrama Kasih* YBK, Serendah, Rawang and *Majlis Amal Raya Qurban* 2012.

### 'Jom Balik Kampung' with Tonton (Media Prima Digital)

Tonton sponsored three buses to Johor Bahru, Kota Bharu and Alor Setar, in conjunction with Hari Raya Aidilfitri celebrations. The '*Jom Balik Kampung*' bus rides were open to the public. Interested members were required to register their details on Tonton's Facebook page to reserve their seats. Lam Swee Kim, Group General Manager of Media Prima Digital flagged off all three buses on 17 August 2012 and the launch was aired on *Malaysia Hari Ini*, *Wanita Hari Ini*, *Buletin Utama*, ntv7 News and *Berita TV9*.

### 8TV Showdown Street Fest & Best In The World Food Bazaar

8TV's multiple award winning reality show, SHOWDOWN, continues to keep dance fever alive. It promotes hip hop culture and presents opportunities for young talents in the most positive approach. The Showdown Street Fest 2012 is a huge carnival for hip hop enthusiasts to showcase their talents. It allows fans a chance to be part of something RAW and HIP while providing the right platform to showcase their skills.

More than 10,000 people flooded the One Utama, Old Wing Open Car Park on 15 September 2012. This one-day festival gave hip hop enthusiasts the chance to indulge themselves in the inventive culture. It was grounded on the pillars of hip hop culture including MCing, DJing, breaking and graffiti art. A series of activities including career talks and performances by local artistes took place. After teasing taste buds with the most tantalizing and luscious dishes on screen, 8TV brought all the zest and enticing flavours of the best dig out spots around Malaysia to the Street Fest! For the first time, 8TV's most celebrated food show, Best In The World, gave viewers a chance to taste the mouth-watering dishes featured on the show in the BEST IN THE WORLD FOOD BAZAAR.

### 8TV Chinese Carnival

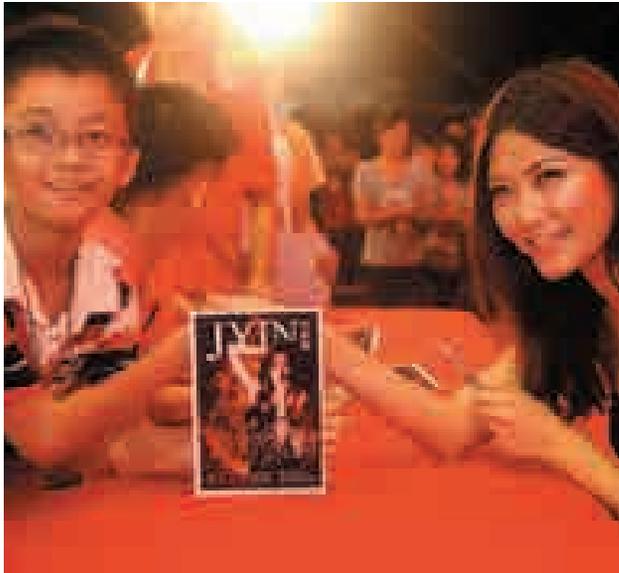
All the glamour and glitter of 8TV's bright stars took to the street, in the 8TV Chinese Carnival. The Mid-Autumn festival aims to give viewers and fans a chance to indulge themselves in the Chinese culture. It made its way from Kuala Lumpur to the northern tip of Peninsular Malaysia – Penang for the first time. The event took place on 29 September 2012 at Auto-City, attracted more than 30,000 people celebrating the festive, which also saw internationally renowned artist Jing Zhang from Taiwan and international Malaysian artiste, Ah Niu, added to the excitement.

## Public Policy Development and Lobbying

Media Prima's policy of engagement with its regulators is aimed at promoting mutual understanding and enhancing rapport. All proposals require the express approval of the Management.

In 2012 the relevant ministries and authorities that Media Prima engaged with are:

- Ministry of Information, Communications and Culture (MoICC) including *Perbadanan Kemajuan Filem Nasional Malaysia* (FINAS)
- Malaysian Communications and Multimedia Commission (MCMC)
- The Malaysian Communications and Multimedia Content Forum of Malaysia (CMCF)
- Consumer Forum of Malaysia (CFM)
- *Lembaga Penapis Filem Negara (LPF)* Ministry of Home Affairs



Generally, issues discussed are strategic to the industry and operational matters such as Digital TV rollout, apparatus assignment and feedback during industry consultations. Various programmes including content regulations, seminars or workshops organised by MoICC and MCMC are actively participated in by Media Prima employees. We also organised various activities and functions to enhance our rapport with our stakeholders.

### Prevention of Fraud

Media Prima and its subsidiary companies expect the highest standards of conduct and integrity from its employees, directors, shareholders, consultants, contractors and the public. It is committed to the elimination of fraud and ensuring all activities are conducted ethically and honestly. We maintain the highest possible standards of transparency, openness and accountability to protect public interest.

Media Prima has established an Fraud Prevention Manual to introduce controls that prevent and detect fraud. It promotes consistent organisational behaviour by providing guidelines and assigning responsibility for the development of controls and conducting investigations. The Manual also provides a transparent and impartial platform for employees to report fraud or fraudulent activities.

### Prevention of Corruption

At Media Prima, we believe that corruption distorts markets and creates unfair competition. We have a zero-tolerance comprehensive policy towards bribery and corruption which is outlined in our Code of Ethics and Fraud Prevention Manual. It forbids employees and business partners from offering or receiving bribes, kickbacks lavish gifts or gratuities in any form.

There are also very strict and detailed guidelines for gift-giving. We cannot receive gifts, loans, business deals or other special preferences beyond what are otherwise ordinarily available. This also extends to employees' families. The only exceptions are gifts of small value extended as a business courtesy including sales promotional items or the occasional business meal.

There was no anti-corruption training conducted during the year. However, stakeholders including employees, suppliers and vendors are governed by our internal policy, Code of Ethics. The policy also mandates that employees should not become involved in a conflict of interest or display favouritism amongst vendors. All discovered conflicts of interest should be declared or reported to the Tender Committee.

### Anti-Competitive Behaviour

Media Prima welcomed the Anti-Competitive Act 2010 which is governed by the Malaysia Competition Commission (MyCC). A dedicated training session was conducted with our panel of solicitors earlier this year. This training introduced the Act and its implications to Media Prima's business.

#### DID YOU KNOW?

- The Competition Act excludes activities regulated under The Communications and Multimedia Act 1998
- Radio and Broadcasting are regulated by The Communications and Multimedia Act 1998
- Other Media Prima businesses such as publishing and our billboards are regulated under the Competition Act

It is imperative that our solicitors and other members of the Group clearly understand this Act. We will look into developing an internal compliance programme to outline the Company's standards and policies in-line with this act.



# Workplace

**Being the best that you can be**

# Workplace

Media Prima continues to promote a workplace that provides continuous career development and rewards its people. The Group recognises the importance of educating its employees on content and editorial policies for creating and disseminating responsible content that reflects aspects of Human Rights. We pride ourselves on being an employer of choice and will continue to create the right culture in our workplace.

## CODE OF ETHICS

The Company's Code of Ethics is based on the code of ethics adopted by Media Prima since 2003 and is intended to:

- Establish standards of ethical behavior which shall govern relations within the Company and with customers, vendors, suppliers, contractors and other parties dealing with Media Prima;
- Serve as a tool for preventing possible offences and conflict situations, as well as developing a corporate culture based on high ethical standards.

By adopting this Code, the Company confirms its intention to follow the highest ethical standards of business practice.

Media Prima considers the provisions of the Code common to all employees, and undertakes an obligation to respect and comply with its requirements in our daily activities.

## BEST PRACTICES IN THE WORKPLACE

### Local Hiring

We do not have a specific policy covering the hiring of locals. However, the Company has a recruitment policy which ensures a consistent, fair, and cost effective approach to the way we recruit and select candidates for the Company. The aim of this policy is to provide a structured approach to the recruitment process and to ensure consistency is achieved across the Group.

A set of best practices have been introduced which include participating in career fairs, on-campus recruitment, talent scouting and sourcing through external search firms.

It is our responsibility to build a heritage of economic progress by providing local employment opportunities and investing in the Company's workforce. Local employment helps us meet our hiring needs while advancing economic development and education in Malaysia. In 2012, 99% of our employees were locally hired which comprises 88% local and 12% overseas graduates.

## COMPETITIVE REMUNERATION AND BENEFITS

A fair and adequate remuneration system is critical for the motivation of our employees. It helps us retain and attract competent and high-potential employees. Our internal equity promotes fair and equitable compensation for all employees with remuneration that is proportionate to their contribution. We also believe in external equity which delivers remuneration packages which are fair and equitable in comparison to the external market.

Media Prima conducts a remuneration review once every three years to determine adequate remuneration for employees. This helps us align our remuneration packages with the changing business environment. We can be more equitable in rewarding high achievers in the workplace, develop employee talent and determine our competitiveness vis-à-vis the market.

In 2012, we have revised seven types of allowances for employees in order to be competitive with the market:

- Fixed Overtime Rate
- Meal Allowance
- Subsistence Allowance
- Clothing Allowance
- Hardship Allowance
- Video Terminal Display
- Transfer Allowance

A percentage of employees' basic salaries go to the Employees Provident Fund (EPF) as per statutory requirements. This contribution is inclusive of the contribution of any Employer to the Employees Provident Fund required by law from time to time. In 2012, we were yet to formulate pension liabilities for our employees but this is part of our future objectives.

In Media Prima, benefits are defined as forms of value other than payment that are provided to employees in return for their contribution to the organisation. Media Prima offers various employment benefits to all levels of employees. Key benefits include:

- Medical Benefits for employees and their dependants;
- Leave: Annual Leave, Pilgrimage Leave, Maternity Leave;
- Life and Personal Accident Insurance;
- Employee's Provident Fund;
- *Pertubuhan Keselamatan Sosial (PERKESO)*;
- Performance Bonus;
- Annual Increment;
- Local and Overseas Allowance.



# Workplace

## PILGRIMAGE/UMRAH

Media Prima subsidises the whole airline ticket for employees and 50% for their spouses and maximum five children to fly to their holy land. This is part of our Corporate Responsibility as we believe it is important to support our employees pursuing their pilgrimages. At Media Prima, we respect all employees regardless of their religion and belief. Equal benefits are offered to all religions as reflected in the table below:

Religion	Destination	No. of Participants
Muslim	Mecca and Medina	135
Hinduism	Thirupathi Chennai, India	17
Buddhism	Taipei, Taiwan	No Applications received
Christianity	Rome	6
Sikhism	State of Punjab	7

## EMPLOYEES' SHARE OPTION SCHEME (ESOS)

On 11 January 2005, Media Prima's ESOS scheme was introduced as part of the Group's strategy of moving towards a performance based reward system. This scheme is in addition to the conventional reward by increment and performance bonus. It allows employees to opt in and be rewarded for the Group's financial and earnings progress in the capital market. This scheme:

- Varies employee remuneration from purely cash to non-cash basis
- Attracts and recruits quality employees
- Acts as a retention mechanism for current employees
- Is a tool to motivate employees to continually perform and contribute to the profitability of the enlarged Media Prima Group
- Encourages a higher level of productivity and performance

So far the scheme has proved successful in motivating and incentivising employees. It has helped us build the Group's assets and improve its financial and operational performance. Towards the end of the Scheme, employees benefited through:

- Appreciation of the capital value of their Media Prima shares
- Dividends declared by the Media Prima Group
- Issuance of equity instruments by the Media Prima Group

Following the success of the scheme, the Management decided to reintroduce it in 2010. The duration of the ESOS is five (5) years and all Group employees are eligible.

## ANUGERAH KECEMELANGAN AKADEMIK

At Media Prima, recognition of achievements is extended to our employees' family members. The programme has the wonderful tradition of honouring the brightest and most talented employees' children in the academic excellence by way of cash and plaques. 122 children received the awards as a result of their excellent academic excellence results in 2011. The award for each level of academic achievement is summarised in the following table.

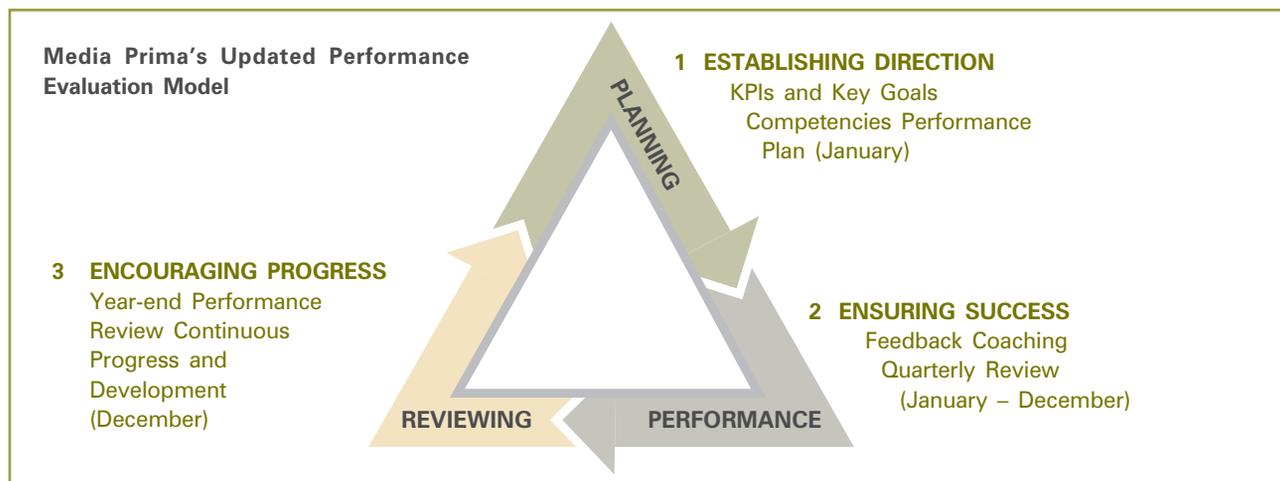
### Academic Excellence Awards for 2012

Examination	Achievement	Reward (RM)
Year-end examination	First place in class	100
UPSR	5A's	150
PMR	7A's and above	200
SPM	8A's and above	250
STPM	5P	300

### PERFORMANCE MEASUREMENT

Performance evaluation is an enhanced method of measuring employees' performance within the Company. It is a continuous process which develops and coaches people for ongoing success through day-to-day processes.

At the end of each year, employees are evaluated on their past performance. There is also emphasis on employees' future development and continuous improvement. We envisage that employees' morale will improve upon completion of the year-end review session. The performance evaluation process is summarised below.



Employee compensation is linked to performance which is measured by various Key Performance Indicators (KPIs). Media Prima uses a point-based system which ranges from one to five in determining the size of the bonus with five being the highest performance. The process is used to assess all employees (100%). In 2012, the percentage of employees achieving each performance level and the respective bonus quantum of each level is listed in the adjacent table.

Media Prima's guidelines outline the process, timing and frequency of performance appraisals. Quarterly feedback meetings are held with employees to form constructive year-long manager/employee relationships. Employees' line managers or immediate superiors are responsible for conducting the appraisal as they are in the best position to evaluate their subordinates' work performance.

### Performance level and the respective bonus quantum of each level

Point	Percentage of Employees (%)	Bonus Quantum (% of Base Salary)
1/2	0	0
3	30%	3.5
4	60%	4.0
5	10%	5.5

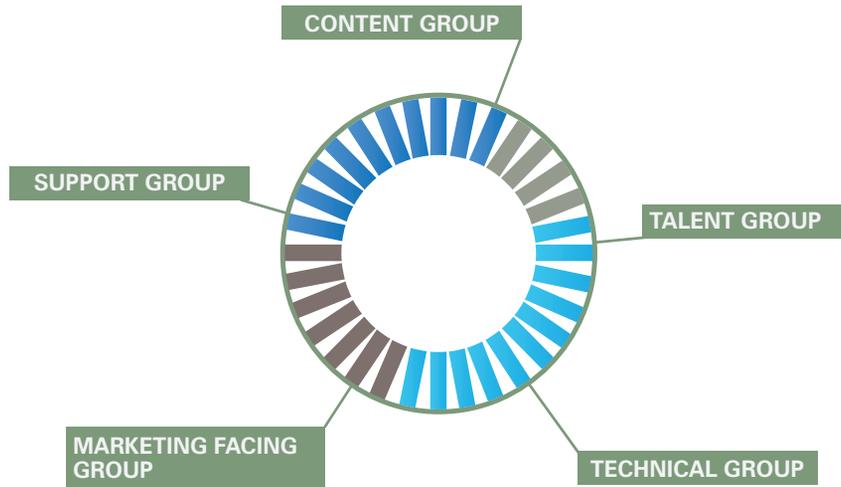


# Workplace

## COMPETENCY FRAMEWORK

Competency is defined as an individual's set of skills and abilities that are measurable and observable. It is a means by which Media Prima can work towards its goals. The Human Resources Department is able to identify various competencies of employees, from top management to employees. We have identified the following five core group Competency Model which has now been employed at Media Prima.

### Media Prima Competency Model



A Competency Matrix is used to compare the competencies of current or prospective employees with the required competency for the employee to perform optimally for a defined position. The matrix comprises 24 assessment areas which show individuals' skills in a team and discovers any gaps in their job roles.

The Competency Matrix is a useful tool for assessing training needs. It also allows us to evaluate our employees fairly and objectively.

## TALENT DEVELOPMENT MANAGEMENT

In recent years, Media Prima has placed emphasis on integrating strategic human resource management into its overall business strategy. We focused carefully on talent succession and development throughout 2012 and set international benchmarks. We invited a number of distinguished speakers to discuss various career development topics.

Our talents have been developed over several years. They are now able to inspire others at work by providing industrial advice and an on-the-job learning experience. Some have given their time to deliver formal training sessions covering valuable skills including the Malay language, video editing, HDTV landscape and proposal pitching.

We are an industry leader with an excellent record on nurturing our talent. We continue to play an active role within the industry by sharing credentials while continuously improving ourselves. In 2012, we helped MRTV-3 in Myanmar develop a basic Human Resources structure and organisational chart. We were also assigned to a two-week work attachment programme in Ghana to help improve their station in Accra. We are represented on the industry advisory board of INTI International Colleague and INTI International University.

## Human Capital Development

In 2012, our third training calendar was released offering 599 courses, which were delivered throughout the year. This programme recorded 13,584 total training man days with a total investment of RM4,581,479.39.

We focused on talent succession and development throughout 2012. In addition to traditional training activities, we organised international benchmark visits to China, Australia, Indonesia, Thailand and United Kingdom. We also facilitated employees' exchanges via attachment with other TV stations and production houses.

### Group Internal Training Courses in 2012

Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	189	3,239	3,495	611,281.88
Organisational	37	860	866	183,422.20
Leadership	7	74	115	36,795
<b>Total</b>	<b>233</b>	<b>4,173</b>	<b>4,476</b>	<b>831,499.08</b>

### Group External Training Courses In 2012

Type of Course	Number of Course	Number of Attendees	Man-days	Investment (RM)
Functional	297	2,146	5,069	2,044,730.08
Organisational	54	1,924	3,637	1,385,793.20
Leadership	15	594	402	319,457.03
<b>Total</b>	<b>366</b>	<b>4,664</b>	<b>9,108</b>	<b>3,749,980.31</b>

In 2012, notable topics included challenges for managers, high definition production, transmedia, branding and radio marketing.

In 2012, notable sessions included Harvard Leadership series, Transmedia production workshop, Over The Top (OTT) technology summits and idea generation conference by Prof Tony Buzan.



# Workplace

## Educating our Employees on Compliance

This generation has witnessed the introduction of new regulations and the advent of digital media. It is necessary to refresh our employees' knowledge on current laws and regulations relevant to our industry. This ensures we maintain high standards of fair journalism that we have been advocating. In 2012, 13 sessions were delivered to educate Group employees on various laws including the Constitution, social media and the new Competition Act. A summary of legal sessions conducted in 2012 are presented below:

Date	Area	No. Attendees
18 January 2012	Competition Act	22
22 February 2012	Defamation	31
8 March 2012	Constitutional Law	20
6 April 2012	Social Media and the law	27
17 April 2012	Avoiding Lawsuits	40
25 April 2012	Defamation	30
30 May 2012	Contempt of court	15
27 June 2012	Crime and Courts	12
25 July 2012	Defamation	27
27 July 2012	<i>Suruhanjaya Pilihan Raya (SPR)</i>	25
4 August 2012	Strategic Litigation	1
23 October 2012	Legal: Copyright	28
7 December 2012	Discrimination, Harassment & Bullying	38



## Benchmark Visits

We continuously search for ways to improve our Company's standards in services, delivery, production and creativity. We learn from our industry peers by comparing various aspects of our business processes with best industry practice. In 2012, 12 benchmark visits were made involving 122 employees which are summarised in the table below. Delegates attending these sessions shared their learning experience with colleagues for collective improvement.

Date	Session	Exposure	Participants
2 April 2012	Indosiar Visual Mandiri	Technical benchmarking for TV production	Six from Engineering
5 April 2012	Rhythm and Hues	Animation Post Production benchmarking	11 from Primeworks Studios
9 April 2012	Guided sights of outdoor advertising in London	Outdoor advertising benchmarking	Three persons from Big Tree Outdoor
12 July 2012	Bangkok Post	Print benchmarking	Two from Print
15 July 2012	Jawa Post, Surabaya Indonesia	Print News benchmarking	15 from Print (Harian Metro)
16 July 2012	Jakarta Tourism Fair	Ground event benchmarking	18 from Project Management Office
27 August 2012	London Olympic	Event benchmarking	Six from Television Networks, Print, Radio and Project
3 October 2012	RCTI and Metro TV, Jakarta Indonesia	News integration benchmarking	17 from News Television Networks and Print
23 October 2012	CCTV Beijing	News integration benchmarking	17 from News Television Networks and Print
12 November 2012	Sydney: Digital Media, Fairfax, Metro Matrix Digital, Boost, ACP Magazine and Viacorp	Sales and Marketing benchmarking	16 from sales of Television Networks, Print, Radio, Outdoor and Digital Media
22 November 2012	Guided sights of outdoor advertising in Seoul	Outdoor advertising benchmarking	Two persons from Big Tree Outdoor
18 December 2012	47th Hong Kong Brands and Products Expo	Promotion benchmarking	11 from Television Networks, Print, Radio, Outdoor and Digital Media



# Workplace

## Specialised Tracks Programmes

We recruited our second batch of employees from the Young Engineers Programme (YEP). These recruits filled key vacancies in Engineering, IT and Online departments in preparation for digitalisation. Eight recruits in November 2012 underwent one-year intensive attachments to gain knowledge of our business which delivers value to the organisation. The Specialised Track Programmes nurture talents and ensure candidates have holistic exposure upon completion of the track. The first YEP was evidently successful as all graduates are now holding key positions in post-production and satellite operations. In 2012, the YEP has been enhanced, scope widened and track updated as summarised below.

### Young Engineers Programme

Milestones	Remarks
Introduction	YEP was introduced in 2011 to inject new blood to the Engineering department and to provide potential successors. In 2012, a total of eight candidates were recruited.
Track Enhancement	<p><u>Scope</u></p> <p>The YEP has been extended to candidates for Media Prima Digital and Management Information Services.</p> <p><u>Recruitment Process</u></p> <p>In addition to career fairs, auditions, referrals and the career website, this year we approached several institutions for potential collaborations including University Putra, UCTI and UNIKL.</p> <p><u>Development Track</u></p> <p>Further enhanced to include attachments in Management Information Services and Media Prima Digital with a comprehensive induction session which includes leadership and time management.</p>
Hire	Out of 46 candidates, 18 were shortlisted and eight were hired. They are currently undergoing attachment in Management Information Services.

## Succession Planning

Succession planning continued to play an essential role by ensuring smooth business continuity. During the year, we developed a leadership competency model to align the Group’s expectation. The skills identified for our leaders are strategic in understanding the business and creating a new updated image. Other skills include communication, interpersonal skills, managing diverse relationship, inspiring others and various operational skills.

In 2012, Media Prima also examined the re-assessment of Key Business Unit Leaders and selected key positions via on-line assessment, behaviour interviews and coaching. Development plans address the differing readiness levels to ensure a highly knowledgeable, skilled and competent succession pool is on-going.

### Talent Pool

In September 2012, talent pool retreats focused on key talents from executive level to junior managers for a day of experiential learning and a close-up session with Group Managing Director. The speakers and sessions were as follows:

Date	Session	Speaker	Attendance
13 September 2012	Corporate Talent Pool Retreat	1. TT Ang, Sticky Presentations 2. Prof. Tony Buzan, Mind Mapping	138
14 September 2012	Creative Talent Pool Retreat	1. Arindram Chaterjee, Publicis Indonesia 2. Lina Tan, Red Communications	153

### Leadership Series

Leadership programmes are offered to various level employees to equip them with management skills. This helps them lead their teams effectively towards departmental and ultimately organisational excellence. In 2012, we saw a need to elevate the leadership values to more talents. We were able to attract some distinguished speakers from other Companies to inspire us.

Date	Speaker/Topic	Attendance
2 April 2012	Marshall Goldsmith – What Got You Here Won't Get You There	191
18 May 2012	W. Mitchell – It's Not What Happens To You, It's What You Do About it	94
28 November 2012	Aireen Omar, CEO Air Asia Berhad	99
23 October 2012	Media Prima Inspirational Series – Tun Daim	48

### Teambuilding and Brainstorming

Teambuilding and brainstorming sessions are fundamental to integration and streamlining goals. In 2012, additional teambuilding sessions improved morale and strengthened inter-departmental bonds. Teambuilding facilitation services are offered to all departments to foster good relationships between employees. In Media Prima, our teambuilding sessions include process improvement elements to enhance performance more effectively. In 2012, 30 teambuilding activities sessions involved 1,017 employees.

Big Tree Outdoor held regular sessions with its staff. Employees were updated on the Company's quarterly performance, the new appointment of key personnel and company activities. Town hall meetings were held on 27 February 2012, 24 May 2012 and 8 November 2012. The sessions were also helpful in listening to our employees' views on the Company's future strategies moving forward.



## Workplace

### Academic Assistance

In 2012, we continued to support professional development. We launched the Media Prima Academic Assistance for all employees pursuing part time certifications, diplomas, degrees and higher level education.

Five employees were granted a combined assistance of RM50,000. The Company also aids the grant application from governmental bodies. Our full grant application for an employee to study a one-month film course at the London Film Academy was successful.

### Youth Engagement

Our youths engagement programme was established in 2009. It has since been active in engaging youths within and outside Media Prima. WakaLab was conceptualised as a dedicated internal consultancy unit populated by employees less than 35 years old. Its primary objective was to involve Generation Y within the Company through continuous and consistent engagement, development and enhanced media offerings. It is widely accepted that continuous engagement boosts morale, empowers and unites our workforce. WakaLab is the Company's platform for these empowered Generation Y employees to brainstorm ideas and suggestions. This will provide a valuable insight for the Company to innovate, adapt and grow sustainably.

### Knowledge Sharing within the Industry

In 2012, Media Prima collaborated with the Association of Accredited Advertising Agencies (4As) to grow the creative and media industry as a whole. Two initiatives which were introduced as part of this collaboration are:

- Media Prima Familiarisation Session. 44 executives from 22 agencies were invited to Media Prima on 12 December 2012. Participants were introduced to all our business platforms including TV, Radio, Outdoor, Print and Online.
- MOU for a Talent Exchange Programme. Media Prima and the 4As signed an agreement for the "Industrial Talent Exchange" which commenced in January 2013. It aims to enhance industry skills and knowledge while bridging the gap between creative agencies and Media Prima. The exchange programme will engage personnel from 4As and Media Prima in practical work attachments at creative agencies under 4As and subsidiaries within the Media Prima Group. Creative agencies' personnel attached to Media Prima will be exposed to TV, print, radio and digital. Learning points derived by Media Prima personnel at creative agencies will include the creative processes involved in idea generation, idea execution, client servicing and business management strategy.

We understand the importance of media literacy and hope this programme helps educate younger generations to develop an ability to access, analyse, evaluate and develop media in a variety of forms. Media literacy builds both an understanding of the role of media in society and essential skills, such as critical thinking, inquiry, self-expression and social and communication abilities. These skills are vital for informed and active citizens.

### OCCUPATIONAL SAFETY AND HEALTH

Media Prima is committed to providing a safe and conducive work environment. We provide relevant safety and health training and require strict adherence to safety rules and procedures. We also employ qualified safety and health personnel and acquire appropriate equipment to achieve our objectives and goals.

It is everyone's responsibility to promote safe behaviour by reporting accidents, injuries, unsafe equipment, practices or conditions immediately to a supervisor. All employees must report to work free from the influence of any substance that could prevent us from conducting work activities safely and effectively.

All rules and regulations specific to safety matters must be adhered to. Any non-compliance must be reported to Safety Committee.

### OSH Committee

Media Prima has established an Occupational Safety and Health (OSH) Committee for the effective management of safety and health issues. It is a forum where health and safety problems can be identified and resolved. Safe systems and procedures can also be developed and monitored.

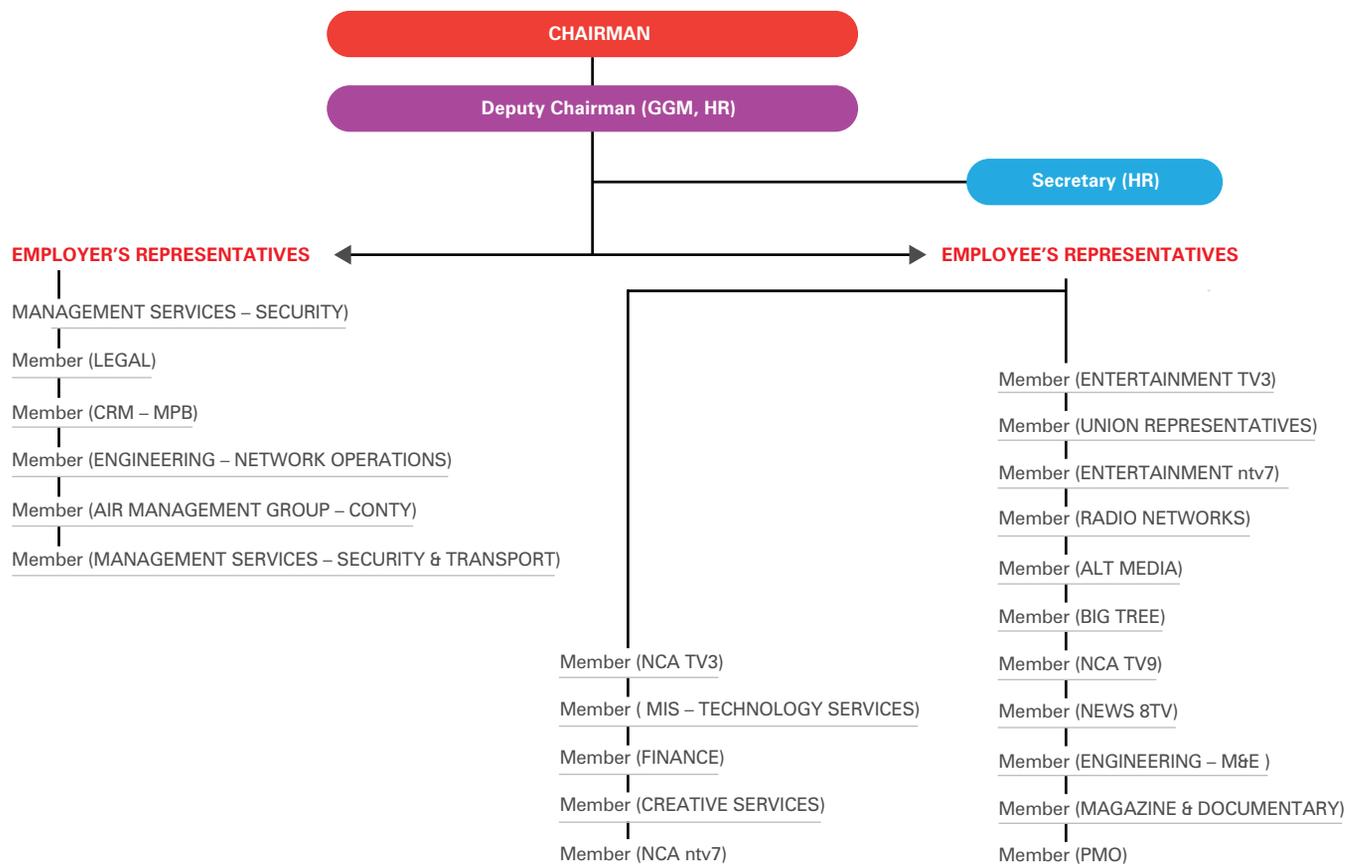
The committee meets on a quarterly basis or whenever required such as to investigate an accident. It oversees the development of safety and health rules and a safe system of work. The Committee ensures full compliance with the Occupational Safety & Health Act 1994 (Act 514) Sections 30 and 31 and Occupational Safety & Health (Safety & Health Committee) Regulations 1996. It also reviews the effectiveness of safety and health programmes. Other functions and roles include:

- Conducting studies on the trends of accidents, near-misses, dangerous occurrences, occupational poisoning or occupational diseases which occur at Media Prima;
- Reporting any unsafe or unhealthy conditions or practices together with recommendations for corrective actions to the Management;

- Reviewing the safety and health policies and recommending any revisions;
- Inspecting Media Prima sites at least quarterly to confirm there is nothing prejudicial to the safety and health of the employees or the public;
- Discussing any observations made by the members of the committee and making recommendations to the management;
- Inspecting the place of work after any accidents, near-misses, dangerous occurrence, occupational poisoning or occupational diseases have occurred at the workplace.

Departmental OSH Sub Committees (OSUBC) also manages departmental safety and health activities within the OSH Management System requirements. These committee maintain all relevant records at the departmental level and ensure the implementation of OSH objectives and targets in-line with the Departmental OSH Management Programmes.

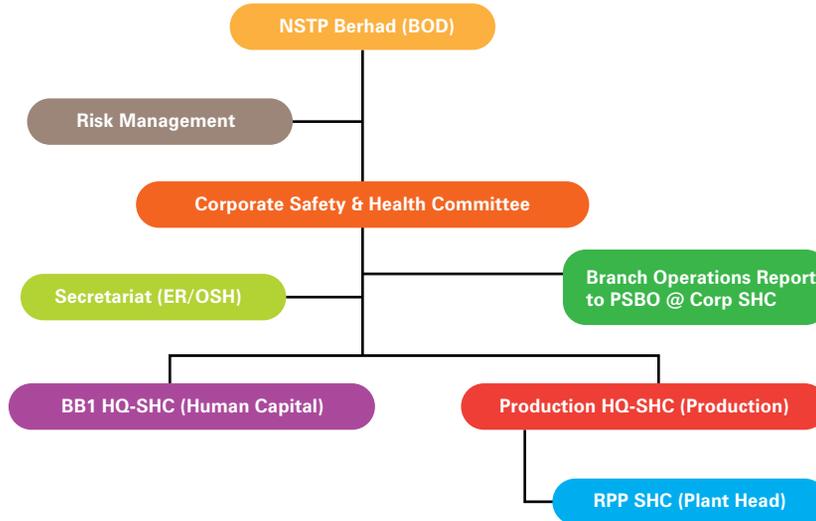
### Occupational Safety and Health Structure at Sri Pentas





# Workplace

## Occupational Safety and Health Structure at Balai Berita



Our OSH Committees at Sri Pentas and Balai Berita each consist of six management representatives, 15 employees' representatives and one union representative.

Media Prima incident statistics are presented below. All indicators have improved from the previous year. However, Media Prima will continue to take precautionary approaches to eliminate the risk of reoccurrence.

	2011	2012
Injury rate (IR) for total workforce	15	10
Occupational diseases rate (ODR) for total workforce	0	0
Lost day rate (LDR) for total workforce	558	267
Absentee rate (AR) for total workforce	0	0
Absolute number of fatalities for total workforce	0	0

The adjacent table presents the type of incidents which occurred in 2012. Media Prima's continual focus on its mission to reduce workplace injuries, illnesses and fatalities will help make good jobs, safe jobs. We continue to develop comprehensive training programmes which focus on safe work practices, safe job procedures and wellness.

Location	Type of Injury
TV & Radio Network	Ligament torn while trying to stand up from hunker position
	Middle finger crack after slip and fall while entering car
	Ankle injury after slip and fall
	Back muscle pain after being hit by tumble light stand during live radio telecast.
	Meniscus torn due to adventurous activity
	Pain from waist to toe of right foot, suspected due to ergonomic weight lifting issue
NSTP Printing Plants	Back muscle claimed due to ergonomic weight lifting and shelving method
	Thumb pinched by rotating plate cylinder
	Left hand ring finger stuck between folder pin and finger guard while trying to repair the jammed wire stitcher
	Cut at top of index finger of right hand while trying to replace slitter knife

**OSH training conducted in 2012**

Topic	No. of Participants	Date
Emergency Response Management – Senai Plant	26	9 – 10 January 2012
Emergency Response Management – Ajil Plant	27	7 – 8 February 2012
HIRARC & Emergency Response Management	30	23 – 24 February 2012
Basic Fire Safety & Fire Fighting – all printing plants	22	5 – 6 March 2012
TM Niosh safety	1	23 April 2012
HIRARC Training	1	23 – 25 April 2012
Journalist Safety	10	7 May 2012
Producer Risk Assessment	12	15 May 2012
Print Press Safety Programme – Shah Alam Plant	20	17 – 18 May 2012
Occupational First Aid & CPR	16	13 – 14 June 2012
Safety at work	13	20 June 2012
OSH: talks safety lighting	22	21 June 2012
Working at height	6	10 July 2012
Fire prevention Awareness	14	25 July 2012
OSH: talks safety lighting	19	13 August 2012
TM Niosh safety one off entrance	8	9, 14 & 23 August 2012
Print Press Safety Programme – Prai Plant	23	18 September 2012
Print Press Safety Programme – Ajil Plant	27	24 – 25 September 2012
Noise Exposure & Hearing Conservation – Ajil Plant	27	26 September 2012
Noise Exposure & Hearing Conservation – Prai Plant	30	28 September 2012
Scaffolding basic 3 in 1	4	1 – 10 October 2012
Print Press Safety Programme – Senai Plant	20	8 – 9 October 2012
Noise Exposure & Hearing Conservation – Senai Plant	14	10 October 2012
Noise Exposure & Hearing Conservation – Shah Alam Plant	16	15 October 2012
Basic working at height	7	29 – 30 October 2012
Basic working at height	4	19 – 20 November 2012
Scaffolding basic 3 in 1	3	26 November – 5 December 2012



# Workplace

## COLLECTIVE AGREEMENT & FREEDOM OF ASSOCIATION

Media Prima works closely with the unions and its employees to ensure that they enjoy their right to be informed, monitor and are included in the decision-making process. This helps safeguard their rights and interests as well as providing a greater sense of ownership of their work. We encourage transparency and openness in the workplace.

There are three unions within Media Prima.

They are:

- National Union of Journalist (NUJ) which represents 22% of employees of The New Straits Times Press (Malaysia) Berhad
- National Union of Newspaper Workers (NUNW) which represents 30% of employees of The New Straits Times Press (Malaysia) Berhad
- Kesatuan Sekerja Kakitangan Sistem Televisyen Malaysia Berhad (KSKSTMB) which represents 21% of employees of Sistem Televisyen Malaysia Berhad

There are three main areas covered in the collective bargaining agreement: General Provision; Employer – Union Relationship; and Provisions & Employment Terms.

The established provisions of the collective agreements clearly demonstrate Media Prima’s commitment to cooperate with the unions in resolving employment issues. Media Prima recognises the unions as the principal bodies in negotiating for and on behalf of their members in matters relating to:

- Terms and conditions of services
- Clarification of the rights and responsibilities of the company, its employees, the unions and their members
- Facilitating negotiations in the event of a misunderstanding or grievance occurring between the parties

The Occupational and Safety Health Committee is also represented by one representative from each union. This ensures employees’ safety at work is always prioritised.

## OSH Topics Covered In Collective Agreements

Media Prima provides a safe and healthy workplace through its unions that negotiate on behalf of all company employees. Topics covered include:

- The development and maintenance of a safe working environment including system of work practices that abide by the Safety and Health Act 1994 and other legislation
- The provision of adequate safety hazard instruction, training and information particularly if an employee is assigned to a high-risk task
- Detailed procedures for dealing with emergencies and accidents in the workplace and ensuring the provision of on-site medical facilities
- The provision and allowance of safety and health benefits including medical, insurance, retirement and other types of illness

## Notice period for operational change

Any operational changes occurring that may affect our employees are communicated throughout the company via email or other means of communication. Our online intranet platform, ‘People Connect’, is used by the management to communicate updates and changes within the company. We acknowledge the importance of having two-way dialogues between the management and employees. We consult the unions and respect our employees’ rights as required by Malaysia’s Industrial Relations Act 1967. The unions use the company’s notice boards to disseminate information to the employees.

## Breakdown of Unionised and Non-unionised Employees



## ENSURING WELFARE AT THE WORKPLACE

### Employee Satisfaction Measurement

The Group's method of assessing employees' satisfaction was revised in 2012. The objective of the Employees Satisfaction survey is to gauge engagement and satisfaction levels of all employees on various aspects including their work environment. The survey was launched in the middle of November 2012 and was completed in December 2012. The survey will be tabulated in early 2013 and be reported in the next Sustainability Report.



### Inclusivity at the Workplace

Media Prima recognises the importance of integrating sustainability into its business in order to set new standards in the market. Having the core competencies as the country's largest integrated media conglomerate, the Group is able to further leverage on its many platforms and brands under the Group umbrella to create a bigger impact.

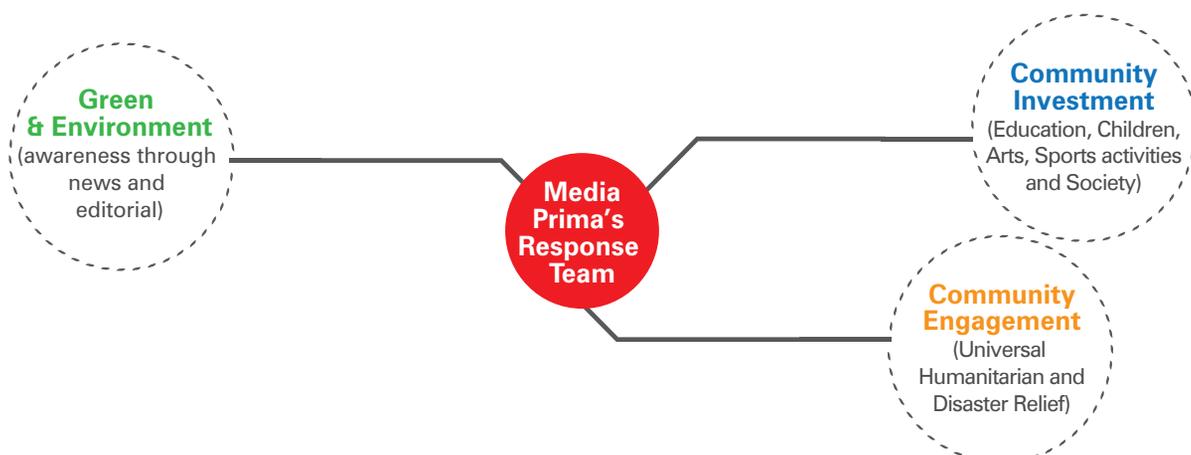
The Group holistically embraced the concept of moral economic imperative. In addition to the bottom line, it considers the general interests of the public to improve the lives of the local community and society at large.

A Volunteers Brigade (*Briged Sukarelawan*) has been formed which currently involves 102 employees. The Brigade is trained to provide appropriate action for identified CSR initiatives. The size and budget of the brigade is determined for the different CSR initiatives depending on the degree of involvement and location.



The response team structure is categorised as follows:

### Employee Relations Activities





# Workplace

## Employee Relations Activities

Activities	Frequency/Remarks
Sports Carnival • Bowling, Badminton, <i>Sepak Takraw</i> , Darts, Futsal, Football, Netball, Table Tennis, Volleyball, Tennis and Carrom	Annually
Umrah	Annually
Academic Excellence Awards	Annually
Kilos for Cash campaign	Annually
Activities by <i>Kelab Media Prima</i>	Annually
Activities by <i>Kelab Sukan dan Rekreasi NSTP</i>	Annually
Health Awareness Day	Quarterly
Corporate Responsibility Flood Relief Mission to: • Setiu and Besut, Terengganu and Pasir Putih, Kelantan • Pekan and Kuantan, Pahang • Dengkil, Selangor	
Employee Wellness programme • Cardio Dance, Zumba, Lean Bodies, Dancefit	Four times a week
Arabic & Al-Quran classes	Weekly/Twice Weekly
Battle of the Bands 2012	Annually

### Cardio Dance Classes

A series of cardio dance classes were offered by the Human Resources department. Cardio dance programmes are a mix of dancing moves and traditional aerobic movements which have become increasingly popular over the last several years. Benefits of cardio dance include relief from boredom, fat burning, muscle toning, increased stamina and cardiovascular conditioning. Zumba dance classes are also offered which include dance and aerobic elements. Zumba’s choreography incorporates hip-hop, soca, samba, salsa, merengue, mambo and martial arts. Bollywood and belly dance moves are included along with squats and lunges. The dance classes commenced on 22 May 2012 and each course was held twice a week.

### Booth Activities

#### • Planning for your future

Media Prima lined up a list of companies that offer an array of services from investments, savings, planning and education. The programme was conducted from 5 to 7 March 2012 from 10am to 5pm at Sri Pentas. It encouraged employees to spend their rewards and bonuses wisely. It also promoted taking the opportunity

to plan for the future. There was a wide range of financial institutions at the event including representatives from banks, unit trusts, insurance, universities and pension providers. Representatives from *Lembaga Tabung Haji*, *Amanah Saham Nasional Berhad*, *Lembaga Zakat Selangor*, Prudential Insurance, University Malaya, Open University, Standard Chartered Bank, Public Mutual Employees Provident Fund, Bank Islam Malaysia Berhad, CIMB Bank Berhad and Etiqa Takaful insurance attended the event.

#### • An Event with Telcos

On 15 to 17 July 2012, a telecommunication event was held to keep employees abreast of the latest offers by the three largest mobile Telcos.

#### • Bookstores Event

Media Prima also hosted a bookstores event at Sri Pentas from 27 to 29 November 2012. This sale offered a range of books including novels, education, general fiction, family health and lifestyle. MPH Books and Stationeries was also invited for employees to purchase Back to School items.

### Karnival Sukan 2012

On 16 June 2012, Media Prima held the Karnival Sukan 2012 for a second year. Sporting events included bowling, sepak takraw, badminton, futsal, football, netball, volleyball, tennis, darts, table tennis and carom.

Over 2,000 Media Prima employees competed in an effort to grab the championship trophy. The event aimed to enhance relations between employees through recreational activities. During this carnival, participants were divided into six groups: Orange, Blue, Yellow, Red, Purple and Green. The Red Group was announced as Champion.

### Kilos for Cash

The health of our employees is important to us. This is crucial with the increasingly busy routine of most working employees. In 2012, we introduced a programme called 'Kilos for Cash' to promote a healthy living and minimise health risks resulting from obesity. This is the first joint initiative between Sri Pentas and Balai Berita. With increased participation, we hoped the programme would be more entertaining and have greater involvement by our employees. The 'Kilos for Cash' programme evolved from the Lose Big Programme which was introduced in 2010 and NSTP's Lose Big Win Big Programme which began in 2011.

There are many reasons for losing weight and any amount can have a positive impact on health. The Kilos For Cash programme is a self-managed weight loss programme which ran for 100 days. It incentivised our employees to improve their fitness and lose weight.

Over 100 employees took part in various exercise regimes and followed a strict diet to lose weight. The programme ran from 17 May until 26 August 2012.

32 lucky winners were rewarded with cash. NSTP education unit advertising research executive Shazaliza Azlin Rusli and BH staff Nordiana Abd Wahab, 30, lost 31.23% of their total weight in the 100-day challenge. Each took home the first prize of RM5,000 and an iPad.

As part of the Kilos for Cash programme, a series of health announcements were made to Media Prima employees. Topics included positive thinking, visualising success, celebrating, acknowledging your achievements, feeding your soul and advice on keeping a journal. Dietary advice was also provided including easy changes and food substitution.

A health awareness day was held on 6 September 2012 at NSTP. The programme included a video presentation and speech by an advisor to KFC, Dr. Rohaya Ramli. There was also a prize giving ceremony and cardio performance dance by NSTP's Cardio Dance Club. Light refreshments and a RM10 subsidy for an OKU Massage were provided.

A measurement is done every two weeks to determine the bi-monthly winner.

Prizes	SOLO	DUO
1st prize	RM3,000 + iPad	RM5,000 + iPad each
2nd prize	RM2,000	RM3,000
3rd prize	RM1,000	RM2,000
Bi-Monthly	RM200 every 2 weeks	RM400 every 2 weeks
Consolation Prize	6 winners, RM500 each	3 duo (6 pax) winners, RM500 each



# Workplace

## RELATIONSHIP WITH COLLEAGUES AND EMPLOYEE RESPONSIBILITIES

We value our internal customers as highly as our external customers. Media Prima employees are required to treat each other with respect and avoid any language or behaviour that intimidates or offends others.

Abusive, harassing or offensive conduct is unacceptable regardless of whether it is of a verbal, physical or visual nature. Derogatory comments based on racial or ethnic characteristics and unwelcome sexual advances are strictly prohibited. Employees are encouraged to speak out when a colleague's conduct causes discomfort and report harassment when it occurs. Acts of violence or physical threats on fellow employees are prohibited.

Material from the internet that is or could be perceived as offensive from religious, political, racial or gender perspectives is classified as objectionable material. These include materials that have the potential to incite hatred or ill feelings of various parties. Objectionable material also includes pornography, gambling and religious insensitivity,

sexist, political and racist comments. The transmission or downloading of objectionable material is prohibited. Such activities are considered to be serious breaches of regulations.

### Grievances

Our Employee Grievance Policy is a policy that governs the management of work related concerns or issues. This Policy provides guidelines for resolving work related employee complaints in a structured manner to maintain a pleasant, conducive and harmonious work environment.

### Diversity

Media Prima commits to diversity in its workplace which has a balanced mix of employment types, contracts, gender and races. The Group does not tolerate any form of discrimination based on race, creed, disability, gender, marital or maternity status, religious or political beliefs, age or sexual orientation. Decisions on hiring, salary, benefits, advancement, termination or retirement are based solely on the worker's performance at work. 16.72% of the management team at Media Prima are women.

Media Prima's Workforce by Employment Type



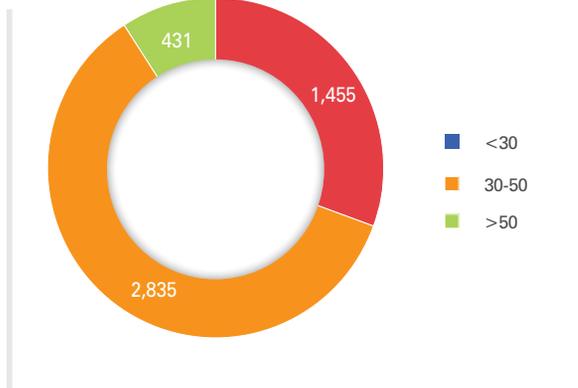
Media Prima's Workforce by Employment Contract



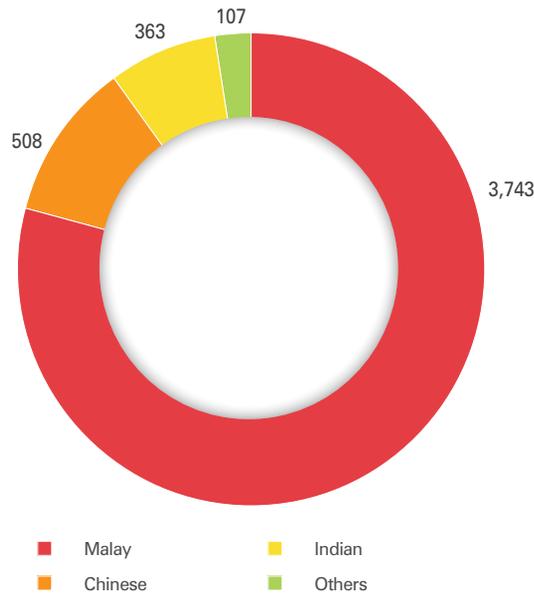
Media Prima's Workforce by Region



Media Prima's Workforce by Age Group 2012



**Media Prima's Workforce by Race 2012**



Employee Turnover	2010	2011	2012
West Malaysia	311	323	184
East Malaysia	2	3	1
Male	188	199	192
Female	125	127	177
Age Group			
<30	100	131	170
30-50	160	125	129
>50	53	70	70

**HUMAN RIGHTS**

Media Prima recognises that it has a responsibility to protect employees' human rights and ensure proper human rights procedures are respected, implemented and followed throughout all operations. These include policies and procedures for non-discrimination, freedom of association, ethical behaviour and employee grievances. Human rights have been included in our Human Resources policy and are incorporated in our procurement practices as part of our supplier screening. This policy is clearly stated in our employee handbook which is distributed to all new recruits including security personnel.

Media Prima complies with the Children and Young Persons (Employment) Act 1966. Our policy for employing young talents for our programmes states that children below 18 years must be accompanied by their parents when performing their roles.

We are pleased to report that there have been no incidents of discrimination or risk to freedom of association and collective bargaining. There have been no reported incidents or risks of child, forced or compulsory labour. There were no violations of human rights involving the rights of indigenous people at any time in the Company's history.



# Marketplace

**Meeting customers' expectations**

# Marketplace

## SUSTAINABLE PROCUREMENT

Media Prima’s Supplier Code of Conduct outlines the ethical standards which must be practiced by all supply chain partners. It states that all suppliers must:

- Comply with all applicable laws and regulations;
- Be committed to the highest standards of ethical conduct when dealing with employees and customers;
- Prevent conflicts of interest;
- Conduct business with integrity.

We ensure that our supply chain partners comply to all relevant statutory requirements before appointing them. We have implemented detailed suppliers selection guidelines which assess the following five core criteria:

### Five core criteria for supplier selection



On occasion, green elements are requested from a service provider who must comply with the requirements as specified under the job description. A supplier’s evaluation process is conducted upon project completion. During this process, performance gaps are highlighted and feedback provided to each supplier for future improvements.

We encourage two-way engagement with our suppliers and conduct ongoing meetings and training programmes. We continuously update them on Occupational, Safety and Health issues. Health and Safety is never compromised especially during broadcast installations and ground events mobilisation such as *Karnival Jom Heboh*, Yuan Festival and large scale concerts. At Media Prima, we continue to strengthen our systems to cooperate with our suppliers. Our suppliers organise briefing sessions as and when required, especially when there is a need to train our employees on their new product.

## Sourcing and Managing Programmes

Media Prima is committed to providing the best experience to viewers. We deliver the most sought-after programmes’ by examining market trends and researching what our viewers want. We conduct fair and transparent business practice and prioritise editorial independence, content quality, plurality and diversity.

It is the responsibility of our Acquisition and Content Management (ACM) Team and the Brand Management Group (BMG) to respond to the market and secure in-demand programmes. Our BMG is the custodian of TV networks and conducts internal discussions on the possible purchase of suggested programmes. Once confirmed, the ACM negotiates the programme license terms and conditions. If the budget and content fits our requirements, a financial evaluation report is raised. This Report contains detailed analysis of a programme including a Return on Investment projection. This Report is tabled at our monthly programme committee meeting for approval or rejection. The Media Prima’s Programme Committee also decides on the platform to air the programme. This Committee consists of the Chairman who is the Group Managing Director; and the other members namely the Group Chief Finance Officer; Group General Manager, Client Servicing; the Group General Managers of BMG for all networks; General Manager of ACM; and General Manager of the Finance Department.

The BMG team presents the master schedules where the offering is a balanced combination of programmes suitable for all demographic groups. This master schedule contains the programmes that are planned for a specified period.

## Sourcing and Managing of Artistes

Artistes’ are managed by Media Prima’s subsidiary, the Talent Unit Sdn Bhd, also known as the 8unit. In searching for new talents, the 8unit prioritises local artistes, especially those who have been groomed through our in-house programme. In-house reality TV shows are an effective platform to identify outstanding talents among artistes. Several TV reality shows provide an effective platform for discovering outstanding talents in the market. These previously included Malaysian Idol, Project Superstar, One In A Million and Mentor. Exclusive artistes under the 8unit include Jaclyn Victor, Faizal Tahir, Tomok, Black, Shiha, Candy and Senario. Currently, we are focusing on the ongoing show, Bintang Mencari Bintang.

Our team also conducts an active talent scouting programme to search for potential outstanding artistes through various on-ground activities and by participating in activities conducted by each of Media Prima’s TV programmes. Sought-after traits consist of credibility, personality, industry knowledge and other role specific criteria including vocal skills, attractive appearance and age.



# Marketplace



Once hired, the 8unit helps these artistes realise their dreams and create memorable lifetime moments. Our management team provides continuous career development and coaching. 8unit has a reputable network of media contacts, partners and clientele. It strives for maximum exposure and opportunities to build a successful and multi-faceted career path for these artistes. We provide regular training sessions depending on their credibility and attributes required to perform their roles. Examples include fitness programmes, vocal coaching and other unique sessions designed to develop certain skills such as public relations and communications. As all our artistes may one day be in the media limelight, we also guide them on how to engage with media representatives as confidence can never be compromised. We expose them to various activities and challenges which help boost their confidence and presentation. We also create opportunities for our artistes to collaborate with Malaysia's favourite artistes.

The 8unit is also responsible for identifying job opportunities for Media Prima personalities on job-by-job basis through endorsement and events. It also assists our clients in organising events such as concerts and road tours. The 8unit also acts as a professional agent for other external artistes.

Alt Records Sdn Bhd is a wing of the Media Prima Recording Label "Monkey Bone" responsible for signing up artistes from reality shows. We help these artistes produce albums, select songs, promote their albums and other activities such as road tours and sponsorship events. Songs under the label are offered for download and Monkey Bone Publishing also serves as a publishing house for upcoming songwriters.

Monkey Bone, the latest independent record label in Malaysia, is our response to the local music industry call for new and fresh genres. Monkey Bone aims to improve standards by introducing new styles and widening our musical choices. Monkey Bone hopes new influences will generate a new wave for our local music industry.

Monkey Bone commenced operations at the beginning of 2007. Its first recording artists were two finalists for One In A Million, Suki and Faizal. Monkey Bone will continuously breathe life into the music industry and promote diversity in the market. Faizal Tahir, Tomok, Black and Shiha are all currently signed to this label.

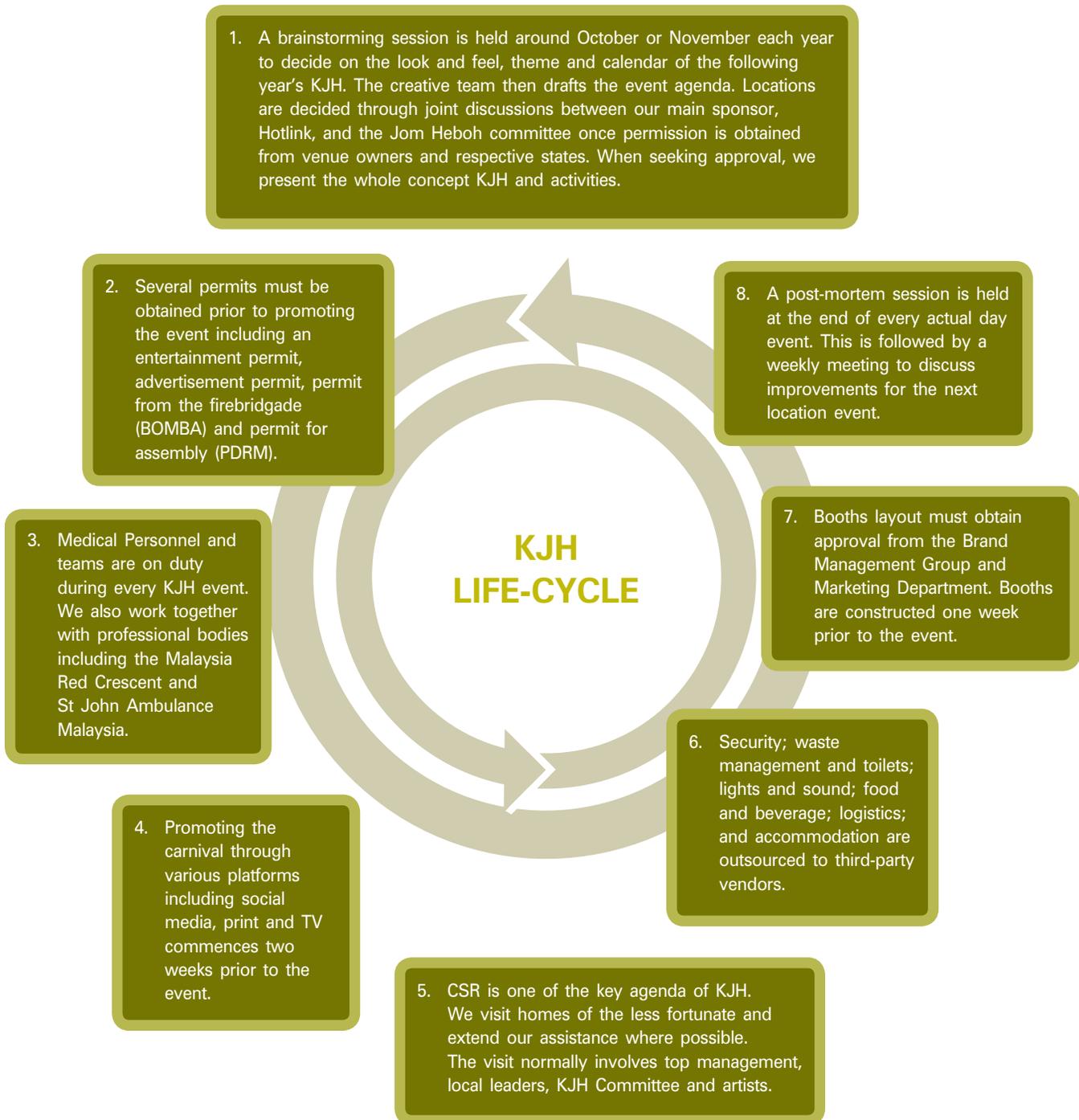
## INTEGRATING WITH OUR STAKEHOLDERS IN SETTING STANDARDS

### Karnival Jom Heboh

*Karnival Jom Heboh* (KJH) emerged as the epitome of leisure for the whole family which promotes the Government's agenda of togetherness of family and society. It is also part of our branding strategy to be portrayed as an event not just a TV channel. This active engagement platform is a cross-promotional activity which also promotes ongoing programmes. Viewers are able to meet their favourite artists and engage with them at our booths. We utilise an average of five to six sessions where we broadcast live happenings at every KJH location. In ensuring an effective promotion, we always try to engage the crowd with the programme we are promoting.

KJH has been received enthusiastically in each of the nine locations visited. KJH is a platform for TV3 to engage with its loyal audience through many fun and healthy activities, and fun games such as Soapy Ball and Sticky Tunnel. It also provided commercial growth and opportunities, with small entrepreneurs being invited to promote their products. TV3 renowned booths such as *Studio Cereka*, *Studio 3*, *Wanita Inspirasiku*, *Kota Ilmu*, *Buletin Utama*, My TV3 and TV3 Kids were present. Apart from entertainment and fun, KJH is also very CSR driven. The KJH team together with Media Prima top management and local leaders organise visits to the homes of the underprivileged.

The climax of the event was a grand concert that featured Malaysia's best industry talents for TV3's loyal audience. Popular names included Tomok, Alyah, Black, Jamal Abdillah, Stacy, Hafiz, Amy Search, Ramlah Ram, One Nation Emcees, Hazama, Ziana Zain and Shila Amzah.





# Marketplace

## KJH Calendar for 2012

State	Date	Venue
MELAKA	25 and 26 February	Melaka International Trade Centre
TERENGGANU	30 and 31 March	Stadium Negeri, Gong Badak
PERAK	28 and 29 April	Stadium Indra Mulia
PUTRAJAYA	26 and 27 May	Presint 2, Putrajaya Hari Belia Negara
JOHOR	30 June and 1 July	Plaza Angsana, Johor Bahru
SARAWAK	1 and 2 September	Stadium Negeri Petrajaya
PAHANG	24 and 25 November	Padang MPK2, Kuantan
KUALA LUMPUR	29 and 30 December	Kompleks Sukan Negara Bukit Jalil, Kuala Lumpur

## Program Amal Jom Heboh

Jom Heboh introduces its own charity initiatives a day before every carnival it organises. The team has been actively involved in various CSR initiatives including gotong-royong, upgrading of village areas and providing psychological support to the local community. It also provided cash and in-kind contributions. The table below lists all locations and charity campaigns in 2012.

<b>KJH Melaka</b> • 24 February	Gotong-royong activities and refurbishment of En. Daud bin Bongsu's home	Tanjung Bidara, Melaka Bandaraya Bersejarah	RM20,000
<b>KJH Terengganu</b> • 29 March	Gotong-royong activities; refurbishment and renovation of a Surau	Kampung Baru Seberang Takir, Kuala Terengganu	RM13,000
<b>KJH Perak</b> • 27 April	Gotong-royong activities and refurbishment of Masjid Al Khairiah Kampung Kepayang	Kampung Kepayang, Ipoh	RM13,500
<b>KJH Johor</b> • 29 June	Renovation works for Pak Mahmud's home	Kampung Baru Sri Aman, Johor	RM13,000
<b>KJH Sarawak</b> • 31 August	Gotong-royong activities and refurbishment of Tabika Kampung Kudei	Satok, Kuching	RM13,000
<b>KJH Pahang</b> • 23 November	Gotong-royong activities and refurbishment of Pn Rahimah Binti Mamat's home	Kampung Baru, Kuantan	RM15,000
<b>GRAND TOTAL</b>			<b>RM87,500</b>

We conducted a Social Return on Investment (SROI) calculation to measure the social value created as a result of the *Program Amal Jom Heboh*. This calculation was completed by incorporating the social, environmental and economic costs and benefits involved in the programme, and taking into account the financial proxy of each investment. The SROI for the *Program Amal Jom Heboh* was at least RM3; for every Ringgit spent, RM3 of social value was created.

## RESPONSIBLE MARKETING

Media Prima adheres to the national policy of responsible marketing set by the Lembaga Penapisan Filem. The Company also adheres to two main censorship acts:

- Film Censorship Act 2002 (Act 620)
- Censorship Guidelines (KDN) 2010

These acts determine whether a film is categorised as (U), P13, 18 or TUT (*Tidak Lulus Untuk Ditayangkan*) and if it contains dialogue or scenes that must be censored. Film screening judgements are based on the rules and criteria set by the three basic documents of the Film Censorship Act, Guidelines and User-Specific Censorship. Any film passed with compulsory cuts must be edited by the distributor before the film is released or screened. These are either edited in a studio in the case of digital or television screenings or by physically removing the offending section from the film. Media Prima has adopted practices for managing, moderating and filtering user generated content including user codes of conduct.

### Malaysian film classification



This category can be viewed by all segments of society without age limit. The film promotes values; polite and positive teaching; and is entertaining.



This category can be viewed by those aged 13 years and above. Viewers under the age of 13 years require parental guidance or a guardian. The film contains some violent elements or horror.



This category can only be viewed by those aged 18 years and above. The film may contain some elements of violence, horror and sex. It may even contain aspects of a religious, social or political nature.

Our responsible marketing policy strictly adheres to the Malaysian Communications and Multimedia Commission (MCMC) Act. It also complies with the guidelines from the Association of Accredited Advertising Agents Malaysia (4As). Our editorial and print media content complies with the regulations governed by the Malaysian Communications and Multimedia Content Code and all other publication guidelines under the Ministry of Home Affairs (KDN). Media Prima's content dissemination promotes equity of access to content and products for audiences.

## Reaching Out to all Stakeholders

Media Prima is committed to engaging with every geographical area nationwide. Our branch offices and bureau chief ensure that each publication covers nationwide news. Our customers belong to various demographic groups including various races, age groups, income levels and backgrounds. We endeavour to report news which is fair, non-partisan and covers demographic profiles as far as is possible. Our management approach promotes informed decision making by media consumers and audiences. It also protects vulnerable audiences. The review process is conducted by our editorial team and managed by the Group Editor and Deputy Group Editor of each publication. The team meets daily to oversee news decisions on page layout and positioning for the most effective readership.

## ENSURING QUALITY AND SATISFACTION

Audience satisfaction is essential for the success of our multi-platform media business. We employ the best tools to assess the quality of our programmes and set the market standards. Getting to know what matters most to our audience – how they spend their time consuming media content, what time of day and lifestyle choices – remain the focus of how audience research is conducted at Media Prima. Media Prima's Research Department uses the Nielsen Audience Measurement data to monitor programme performance to generate reports which are useful indicators for internal assessments and benchmarking our programmes against competitors.

The rating method assessment at Media Prima has progressed from an analogue system to a new digital Peplemeter in 2005. In the case of Malaysia, audience measurement is based on a panel consisting of 1,100 homes of almost 5,000 individuals who evenly represent the country's demographics. Reports are produced daily, weekly, monthly and yearly for the viewership of each channel, down to micro-level analysis of minute-by-minute viewing numbers. Data can be filtered by specified time slots, selected programmes and advertisement spots to extract viewership according to a particular demographic profile. We also study factors that influence the ratings including the credibility of a presenter and content quality. We determine which programme best represents a particular brand.



# Marketplace

## How do the research and ratings work?

Nielsen conducted an establishment survey to determine the TV population and media users among 10,000 adults in Peninsular Malaysia. The findings serve as a guide to avoid uneven skew and to align the sample with the demographics provided by the Statistics Department of Malaysia. General demographics such as gender, age, race, location, population size and household income are obtained. Other areas critical to TV viewing are also covered including clarity, ownership of satellite TV and number of television sets. The sampling process omits East Malaysia due to higher costs and delivery constraints of sample gathering.

Television programming is also KPI based with each programme, timeslot and station share having a viewership share target assigned to it. These KPI targets are set during the last quarter of the previous year and consider the performance at the time. The stations' programming, special events and activities help gauge the viewership flow into the New Year.

Ratings are mainly driven by content and our strategy is to attract viewers using the ratings to manage and schedule our programmes. Low rating programmes receive a thorough review. Minute by minute analysis can determine whether the programme sustains stable or erratic viewing patterns. The programme may receive editorial or presentation modification to improve its viewership.

Processes designed by Research TV Networks also help to address additional programme queries. Numerous in-house generated non-rating research analyses are conducted to understand viewing behaviour. Methodologies such as the focus group discussions, telephone questionnaires, face-to-face interviews and e-mail surveys are also employed from time to time. The questions give insight into local viewing tastes, lifestyle choices and content preferences.

The Focus Group Discussions (FGD) method was already an integral part of the station's monitoring. Regular sessions were conducted for programming and scheduling strategy. They helped maintain consistent content quality control for key programmes such as *Majalah 3*, *Nona*, *Buletin Utama*, 999, *Bersamamu*, *Jejak Rasul* and local dramas.

## Our achievements in 2012

Media Prima provides a diverse range of television programmes such as news; magazine and documentaries; entertainment; and reality TV. In 2012, we successfully captured the key market segments of all viewers at 44.2% – Malay audience at 48.2%, Chinese audience at 47.3%, Urban 15+ at 41.6% and Kids 4 to 14 years at 46.6% of channel share.

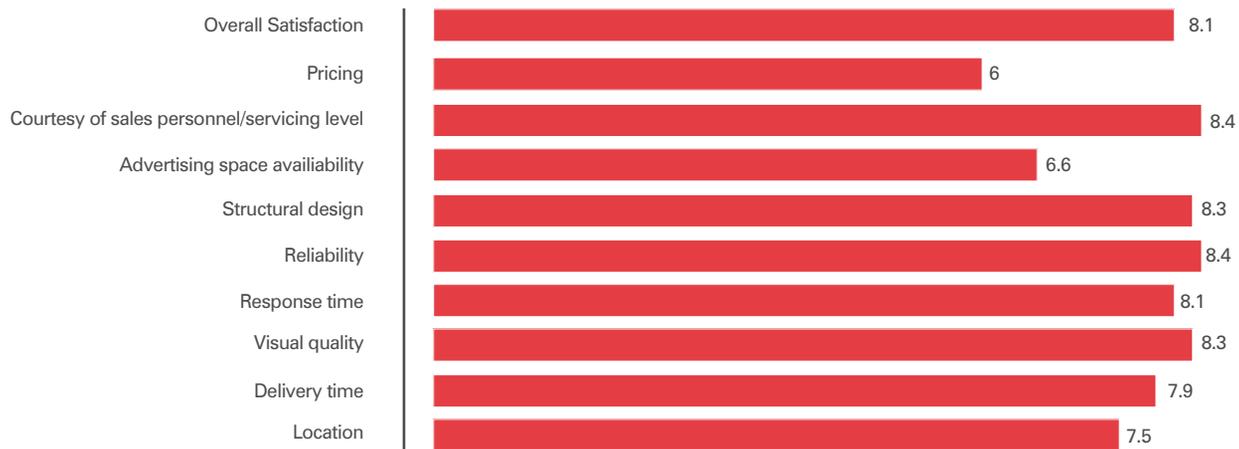
We have also commissioned bespoke analyses for this Sustainability Report to determine how our sustainability-related programmes have been received. We are proud to report that our '*Bersamamu*' programme continues to receive increasing support from our viewers among the year's Top Documentaries list for all channels: sixth place in 2010, fourth place in 2011 and third place in 2012. This improvement is partly due to the introduction of a new energised title of *Bersamamu* called '*Potret Bersamamu*' on 30th October 2012. The production team adopted a stronger documentary style production treatment. The editorial direction was changed to include follow-up reports on past cases and success stories of people who were part of the '*Bersamamu*' episodes.

Research has been the backbone of our new and existing business for over 29 years. We are the pioneers that continue to set market intelligence standards in the broadcast and media industry. In the future, we aim to study our viewers' behaviour on Media Prima Digital such as Tonton and ensure maximum reach of our content.

## ETHICAL BUSINESS CONDUCT

Big Tree Outdoor is the leading Out-of-Home (OOH) media company in Malaysia. It has developed a wide range of OOH formats including traditional billboards, overhead panels, spectacular unipoles and arches on the expressways and in town centres. Big Tree Outdoor is also the pioneer in developing transit advertising formats in Malaysia's Light Rail Transit system. It is currently developing and managing the transit advertising for key transit lines and hubs across the Klang Valley. It has expanded its coverage to capture a niche target audience in major shopping malls and airports. Operating as the outdoor division of the Media Prima Group, Big Tree Outdoor currently manages over 8,400 OOH advertising panels throughout Malaysia.

## Big Tree Outdoor's Customer Satisfaction Survey 2012



Big Tree Outdoor complies with the Ministry of Housing and Local Government in reviewing advertisements at all times. Guidelines applied to its advertisements' ethical reviews include:

- Content of an advertisement which exploit faces and bodies of adults, children and disabled with no relevance to the advertisement is not allowed
- It is always encouraged to reflect our nation's mixed culture and beautiful heritage in an advertisement with no elements of discrimination
- Advertising of alcohol, tobacco and gambling activities is prohibited
- Priority must be given to *Bahasa Malaysia* when used together with other languages. Words in *Bahasa Malaysia* must be given priority in size, colour and position
- Usage of *Bahasa Malaysia* must be accurate and approved by the *Dewan Bahasa dan Pustaka*
- Advertisement content must be clear and attractive. It must contain 85% graphics and 15% words to ensure it does not create danger for road users

### Customer Satisfaction

Media Prima complies with the rules and regulations established by the General Consumers Code 2003. A Customer Complaint process and a Customer Satisfaction rating have been established throughout the Company to ensure high standards of programming.

Media Prima's complaints process is managed by the Brand Management Group which has been established under the

General Consumer Code. Media Prima complies with the Malaysia Communications and Multimedia Commission (MCMC) policy on customer feedback. We ensure that 90% of all complaints are resolved within 15 days.

The same principle is applied at Big Tree Outdoor. The following chart presents the result of Big Tree Outdoor's customer satisfaction survey in 2012. The overall satisfaction result is more than 80% which is consistent with the previous year's result.

### WIDENING OUR CUSTOMER PLATFORM

Tonton.com.my, the number one Malaysian video portal was launched in August 2010 and is developed for a world-class video viewing experience that sits on an intelligent platform. The video portal serves as an integrated catch-up TV service which previously resided in the several different TV portals. It enables Media Prima to deliver more content, user interactivity and personalisation to the public. This provides an even more compelling proposition to its users, advertisers and clients. It positions Media Prima as a leader in the digital media space.

Channels available at Tonton are TV3, ntv7, 8TV, TV9, Tonton Korean, Tonton Exclusives, KRU TV, GUA TV, Fly TV, One TV, Hot TV and myMetro TV. In 2012, Tonton expanded to include more genres and programmes from the Philippines, Bollywood, China, Taiwan and Hong Kong. During the year, Tonton also introduced a children's channel called "Tonton Bananana", which also features all-time favourite cartoons from the '80s to current. 'Tonton Sports' was also introduced in 2012 with the live streaming of 16 UEFA Euro 2012™ football matches.



# Marketplace



2012 has been a remarkable year for Tonton and integration evolved into providing live streaming of global events with 360 degrees engagement with TV, radio, print and social media platforms. It is now the one-stop destination for local news from Media Prima TV Networks and Harian Metro with Tonton News (TV3, ntv7, 8TV, TV9 and myMetro TV). The LIVE TV Service (Tonton TV Everywhere) allows viewers to stream Media Prima TV networks live to their computers and devices. In addition, Harian Metro's website ([www.hmetro.com.my](http://www.hmetro.com.my)) has the tonton player embedded as part of the Group's effort to sustain an integrated media platform.

## Tonton Performance Data against Targets in 2012

### Page Views (Target 2012: 11,500,000)

Month	Actual Performance	% of KPIs Achieved
January	12,556,946	109%
February	14,199,224	123%
March	13,098,789	114%
April	13,447,125	117%
May	12,920,715	112%
June	14,679,414	128%
July	13,069,497	114%
August	12,375,692	108%
September	11,891,026	103%
October	10,738,089	93%
November	16,294,534	142%
December	14,574,932	127%

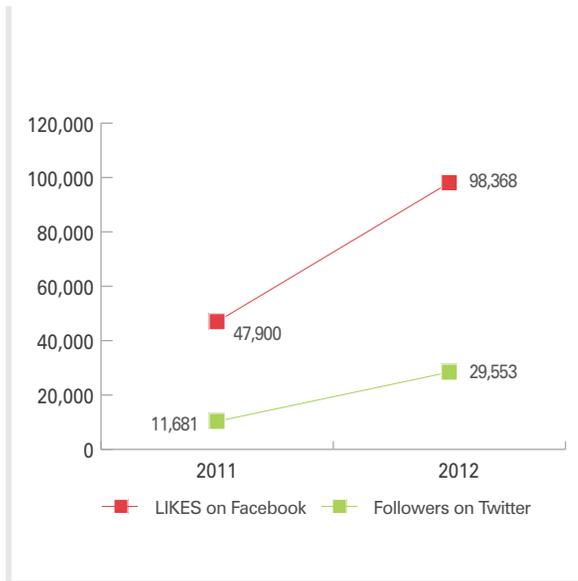
### Visits (Target 2012: 2,400,000)

Month	Actual Performance	% of KPIs Achieved
January	2,813,475	117%
February	3,136,754	131%
March	3,098,854	129%
April	3,323,618	138%
May	3,176,092	127%
June	3,764,677	157%
July	3,188,369	133%
August	3,045,952	127%
September	2,985,034	124%
October	2,702,821	113%
November	4,031,312	168%
December	3,522,308	147%

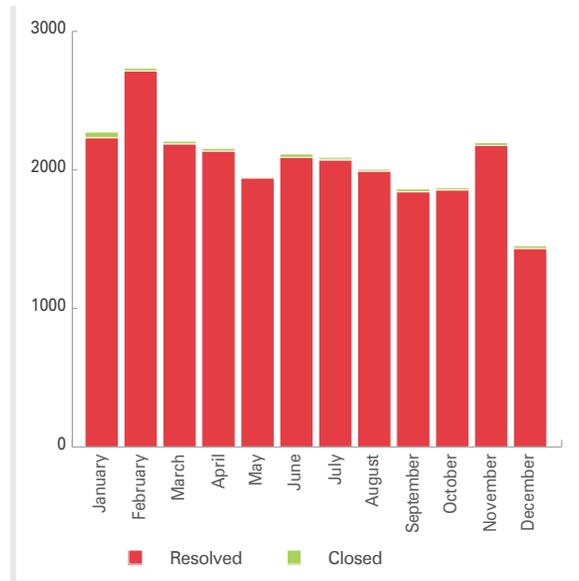
### Video Views (Target 2012: 2,500,000)

Month	Actual Performance	% of KPI Achieved
January	2,944,459	118%
February	3,394,445	136%
March	3,160,051	126%
April	3,578,874	143%
May	3,434,065	112%
June	3,494,587	140%
July	3,342,371	135%
August	3,824,971	153%
September	3,098,387	124%
October	2,582,939	103%
November	3,306,929	132%
December	2,743,675	110%

### Tonton Social Media Statistics



### Tonton Queries Received in 2012



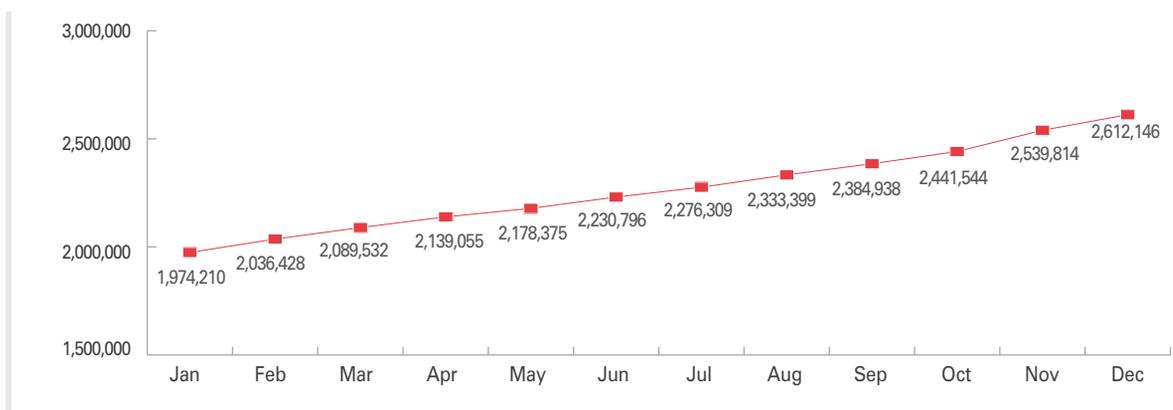
Media Prima Digital continues to monitor customers' satisfaction and address issues raised. 23,600 queries were received from Tonton users in 2012 via emails and social media. 23,193 were resolved and 407 were closed. It is part of our common practice to attend to any queries received as soon as possible. Majority of enquiries received are attended to within 1 (one) to 3 (three) hours. A query is deemed closed when we do not receive any additional feedback from the issue raiser. We are pleased to report that 93% of queries received were resolved.

the weekly viewership appeal. These include the most talked-about show of the week or the day, new content not available on TV networks and other bonus packages. The Tonton portal is constantly updated to ensure that we stay relevant and current with a broad spectrum of programmes which are suitable for all demographic groups. These include Korean, Chinese and Filipino dramas as well as popular local, international and Bollywood movies, sports, entertainment, news and TV favourites.

The Tonton Brand Management team adopts special content management and scheduling processes to ensure Tonton's content continues to be attractive, relevant and in-demand. Programmes featured are highly dependent on

In 2012, emphasis was placed on widening the reach of Tonton by participation at all ground events organised by Media Prima to create brand identity and awareness. As of 31st December 2012, Tonton registered users were 2.6 million.

### Tonton Registered Users 2012





# Marketplace

## Events participation

<b>Karnival Jom Heboh (TV3)</b>	WP Putrajaya; Johor; Pahang; Kuala Lumpur
<b>ntv7 Yuan Carnival</b>	Selangor, Kuala Lumpur, Penang, Perak, Negeri Sembilan, Johor, Sabah and Sarawak
<b>8TV Showdown Street Fest</b>	Kuala Lumpur
<b>8TV Chinese Carnival</b>	Penang
<b>ntv7 Feel Good Run</b>	Kuala Lumpur
<b>8TV On The Street 2012</b>	Sutera Mall, Johor
<b>8TV 8th Anniversary Countdown</b>	Kuala Lumpur
<b>EURO Viewing Party</b>	Kuala Lumpur and Selangor
<b>Fun Car with Hot FM</b>	Klang Valley (20 locations)
<b>Fun Car with Fly FM</b>	Klang Valley (20 locations)
<b>Fun Car with One FM</b>	Klang Valley (20 locations)
<b>Live Out Loud with Hot FM &amp; Fly FM</b>	Kuala Lumpur
<b>New Straits Times Maybank Car of the Year 2U Autoshow 2012</b>	Kuala Lumpur
<b>RHB New Straits Times National Spell-It-Right Challenge 2012</b>	Kuala Lumpur and Malacca
<b><i>Jelajah Janji Ditepati</i></b>	Johor, Sarawak, Kedah, Perak, Malacca, Selangor, Negeri Sembilan, Sabah and Penang
<b>Chinese Cultural Village KBS</b>	WP Putrajaya
<b>Go Mobile Fair 2012</b>	Kuala Lumpur
<b>Digital Media Carnival</b>	Malacca
<b><i>Jelajah Sihat</i></b>	Malacca
<b><i>Pesta Tanglung Universiti Malaya</i></b>	Kuala Lumpur
<b>Let's Tonton Roadshow (Campus)</b>	Taylor's College, UNITEN Bangi, Taylor's Lakeside Campus, INTI University Nilai, Sunway University College, UPM Serdang, UCSI Cheras, KTAR Setapak, HELP University, APIIT Bukit Jalil, Masterskill Cheras, Nilai University, UiTM Shah Alam, Universiti Malaya, MMU Cyberjaya, UKM Bangi, SeGi University Kota Damansara, PTPL Shah Alam
<b>Let's Tonton Roadshow (Shopping Mall)</b>	Sunway Pyramid, Wangsa Walk Mall, KL Sentral, Low Yat Plaza, 1 Utama Shopping Centre, Sg Wang Plaza, Empire Shopping Mall

## ENHANCING OUR CUSTOMERS' EXPERIENCE

Media Prima and its subsidiaries encourage the practice of two-way communication throughout its operations to produce a knowledgeable society. Each year, Big Tree Outdoor holds regular customer brainstorming sessions. These consist of dialogue in reviewing past campaigns, new creative ideas presentations and new ideas for potential clients.

Three brainstorming sessions were conducted in 2012 which are summarised below.

Date	Location	Scope
3 and 4 May 2012	Holiday Inn Melaka	To strengthen relationships and interaction between Big Tree Outdoor and its major agency
16 March 2012	One World Hotel, Kuala Lumpur	To reacquaint our client with the latest Out-of-Home formats
5 October 2012	The Saujana Subang	To conduct internal brainstorming sessions on ways to improve various internal work processes to further enhance customer satisfaction

### CUSTOMER PRIVACY

All Media Prima corporate, customer and employees' information is strictly private and confidential. The Code of Ethics stipulates that it must be treated as such at all times. It must not be disclosed to anybody without proper authorisation. It cannot be released to casual contacts made through the internet or via any other means of information dissemination. Our policy requires customer information to be maintained with the highest confidentiality.

We manage confidentiality properly and protect the privacy of customer information. We are pleased to report that we have had no breaches of customer information in this reporting period.

### SAFETY MEASURES FOR SUPPLIERS AND SUB-CONTRACTORS

The OHSAS Steering Committee, led by the OHSAS-MR or a designee, develops a process to obtain and review contractor method statements. Prior to on-site work, all contractors are furnished with relevant information and documents to ensure they comply with Media Prima's OSH Management System. Every contractor must submit a completed contractor method statement which clearly outlines the initiating activity. A method statement is prepared by a contractor which outlines the work to be undertaken and the method for minimising and managing OSH hazards and risks. The method statement includes an assessment of OSH issues associated with specified work activities.

Big Tree Outdoor is committed to minimising risks associated with employees and contractors working at heights when installing billboards. The primary risks associated with working at heights are persons or objects falling and safe access to all work areas must be provided.

Big Tree Outdoor takes the following precautionary measures before allowing any employees or contractors to work at height:

- Assessment of environment and weather conditions
- Organisation of fall prevention equipment
- Safe access and egress for public protection
- Allowable clearances from overhead power lines
- Personal Protective Equipment (PPE)
- The means of rescuing persons from safety harnesses following arrested falls
- Protection of portable electric tools by having them tagged and tested

Several types of equipment may be used to minimise risks including scaffolding, fixed and mobile work platform, ladder, safety harness, fall arrestor, hard hat, toe boards and waist high barriers. Careful protection is also given to workers in highway areas. PPE provided for maintenance work in highway areas include a safety helmet, eye glasses or goggles, safety vest, gloves and safety boots.

### COMPLIANCE

Media Prima has a comprehensive quality control system that is regularly evaluated and improved. There have been no incidences of non-compliance with laws and regulations concerning operations Media Prima's during this period. In addition, the Company did not have any major incidents of non-compliance with regulations or its own voluntary codes concerning the impacts on its operations.



## Environment

**Reducing our carbon footprint**

# Environment

## MATERIALS MANAGEMENT

In 2012, NSTP introduced an ink optimising programme to promote the most efficient ink usage. Software was introduced in the digital pages to convert composite black pixels made from cyan, magenta, yellow and black to 95% black. This has resulted in 2.5% savings in pages per kg. In addition to the overall reduction in colour ink consumption, the software also improves the quality of reproduction due to less ink being deposited onto the paper. This produces a clearer look and enhanced “perceived” brightness on printed pictures.

In 2012, NSTP continued to reduce its waste by changing Computer to Film (CTF) to Computer to Plate (CTP) as the development of films are no longer required. During 2011, CTF was phased out at Shah Alam. In 2012, we rolled this initiative out at our plants in Prai, Senai and Ajil.

During the year, NSTP has engaged a specialist to conduct roller maintenance at our plant in Prai and Shah Alam. This has led to lower run-up wastage and a reduction in the overall consumption of newsprint, inks and other production materials.

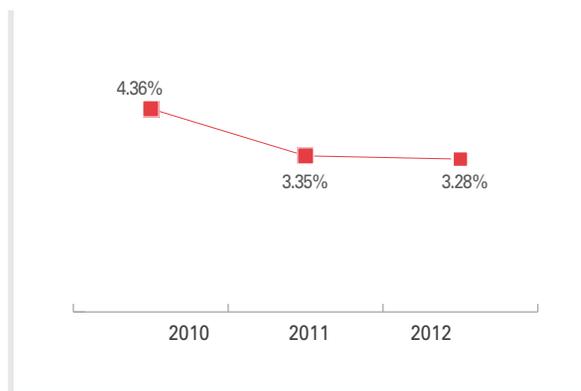
## Material usage at NSTP Printing Plants from 2010 to 2012

Material (MT)	2010	2011	2012
Newsprint	92,003	85,058	87,335
Ink	1,951	1,736	1,739

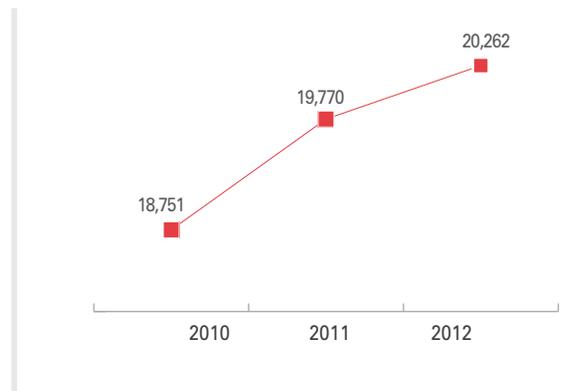
Our press system upgrade continues to improve in-house efficiency by reducing start up copies and printing registrations. These initiatives are ongoing and have further reduced newsprint wastage and paper consumption in terms of pages per kg.

In 2012, three workshops were held to promote the sharing of best practices in the workplace. The practice of sharing information aims to improve productivity and efficiency in each plant. Daily production reports are published for each of the plants along with a company average. It is hoped that this process will introduce an element of competition which will lead to further improvements.

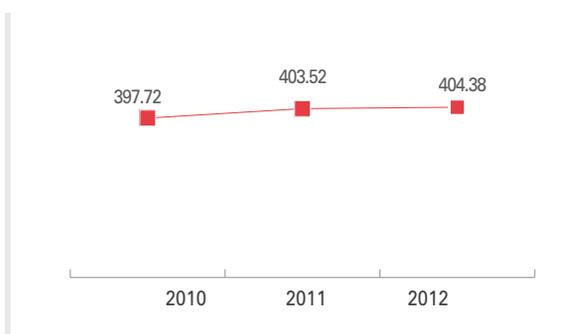
Percentage of Paper Wastage at NSTP Printing Plants



Number of Pages per Kilogram of Ink



Number of Pages per Kilogram of Newsprint



We are revamping our newsprint management strategy to shorten logistics, eliminate unnecessary handling and reduce overall inventory levels. In order to achieve this, our aim is to ensure each plant has its own warehouse of adequate capacity to accommodate Just In Time (JIT) deliveries. The implementation of the JIT principle has saved time and waste by reducing the warehouse process from our logistics. This strategy was introduced at our Prai Plant in 2012. We hope to repeat this for Shah Alam in 2013 to benefit from the same JIT principle. This is in collaboration with Malaysian Newsprint Industries (MNI).



# Environment

## Chemical usage, Pre-Press (litres)

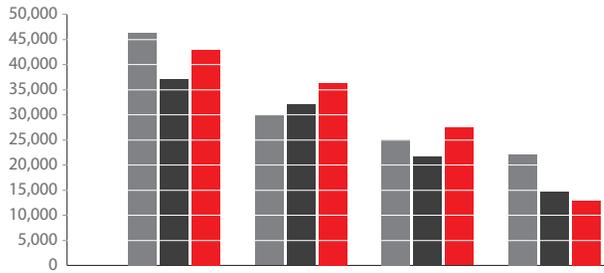
Year	Shah Alam	Prai	Senai	Ajil	Total
2010	11,800	12,670	12,760	10,555	47,775
2011	11,565*	12,480	11,095	8,940	47,422
2012	10,720	9,570	9,450	9,135	37,765

Higher consumption was due to the testing of Anocoil plates in 2011

## WATER MANAGEMENT

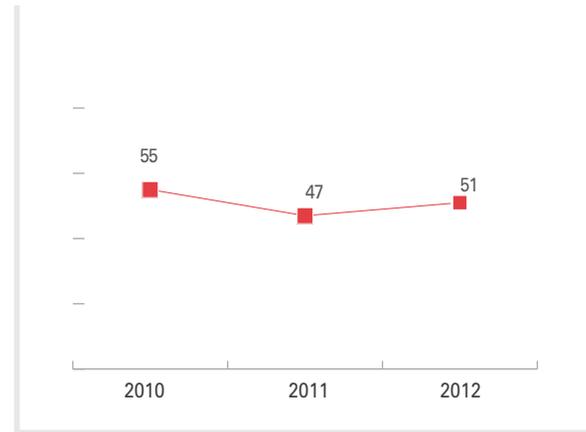
Our printing presses adopt a closed system for the press in which a spray bar is being used. The spraybar system, or “pulsed dampening system”, generates a fine mist of fountain solution (water treated with 2% surfactants) to provide dampening on printing plates. Compared to conventional systems or older spray bar systems, the system uses minimal water due to a higher ratio of dispersed area against amount of water used. We have modified the system to deactivate the recirculation of excess fountain solution. This eliminates contaminants from returning to the main holding tanks. It also ensures that the spray bar nozzles operate at maximum efficiency as oil, grease and ink droplets are eliminated from the whole system.

### Water Consumption (m³) at NSTP Plants



	Shah Alam	Prai	Senai	Ajil
● 2010	46,338	29,784	25,131	22,059
● 2011	37,002	32,004	21,735	14,682
● 2012	42,874	36,379	27,395	12,936

### Water Consumption at Big Tree Outdoor (m³)



## ENERGY MANAGEMENT

Media Prima is working towards full compliance with the requirements of the Electrical Energy Regulations 2008 endorsed by the Energy Commissioner. In 2012, we appointed an energy consultant to objectively study our energy usage and efficiency at Shah Alam. This plant was chosen as it is the largest of NSTP's printing facilities. We also reviewed our compressed air requirements between 2010 and 2012. Smaller air compressors were purchased to provide the minimum levels required instead of running the main compressors during maintenance hours. A great deal of emphasis was also placed on reducing energy at our printing plants, particularly by isolating unoccupied areas. Air-conditioning leakages were identified and worn pipes are being replaced.

Following the energy audit, various energy saving initiatives were implemented in 2012. These include improvements to air compressors in Shah Alam.

There were also several initiatives conducted in other plants to reduce our energy usage. We changed our Air Handling Unit (AHU) to a smaller unit at Senai, Prai and Ajil. Small split units were installed in Shah Alam to replace the larger AHU and non-operational lighting zones were introduced. Inverters were also installed to control air compressors' energy usage. We will continue to maintain the overall energy usage to a less than 1% increase annually which is considered acceptable due to the additional workforce, building expansion and production increase in pages.

There is no dedicated team or committee which is responsible for monitoring energy savings at our TV and Radio Networks. However, steps have been taken to promote energy saving through a poster awareness campaign in all departments. Utilisation of energy in Media Prima largely depends on many other factors such as volume of production. This translates to usage of facilities such as studios and equipment. The Engineering Department is required to optimise the utilisation of energy at all times and minimise wastage. It is also the responsibility of the Engineering units to explore new innovative products and technology. These include LED, soft lights, auto switches and timers.

In 2012, a number of energy saving initiatives were introduced at Sri Pentas:

- 50% of Sri Pentas Studio A's (News Studio) conventional Studio Lights have been replaced with cooled energy saving lights.
- A number of Studio B and Studio C Parcan 1kW lights were replaced with 38W cyclorama LED equivalent lights.
- Approximately 20% of the Parcan (1kW) Lights were changed to cyclorama LED saving lights. Additional LED Moving Head Wash (230W) Lights were also incorporated and installed in Studio 1 and 2 in our Glenmarie Building
- An additional batch of 30 units of different LED fluorescent lights were purchased for testing at Sri Pentas. The previous test calculations found that the payback ROI exceeded two years. It is anticipated that the price will be cheaper by next year and we are considering changing our lighting to LED Fluorescents.

### Energy usage for NSTP from 2010 to 2012 (kWh)

Site	2010	2011	2012
Balai Berita Bangsar	9,047,450	8,543,902	9,125,302
Balai Berita Shah Alam	6,942,517	4,828,100	6,858,984
Balai Berita Prai	5,112,504	4,828,100	5,195,664
Balai Berita Senai	5,670,956	5,462,009	5,312,544
Balai Berita Ajil	4,532,317	3,766,828	3,695,716
<b>Total</b>	<b>31,305,744</b>	<b>27,428,939</b>	<b>30,188,210</b>

There was a plant extension at our Prai plant which explains the increase in energy of more than 1%. There was also an unexplained increase at our headquarters in Bangsar.

The following table summarises TV and Radio Networks' energy consumption from 2010 to 2012. The data provided is based on actual bills received.



# Environment

Media Prima's Energy Consumption from 2010 to 2012 (kWh)

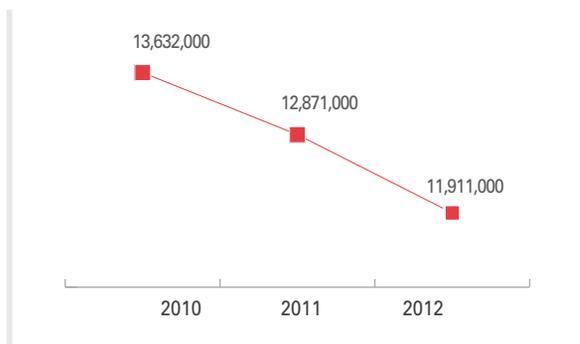
Site	2010	2011	2012
Sri Pentas	7,812,359	8,090,037	7,986,513
Glenmarie Shah Alam	2,732,446	2,123,213	2,003,831
Sri Pentas 2	175,834	159,700	156,400
TV3's Transmitters	7,414,642	7,738,266	8,286,658*
ntv7's Transmitters	3,543,503	3,645,269	2,695,988**
8TV's Transmitters	1,085,816	1,182,215	927,237***
TV9's Transmitters	908,740	964,256	1,052,930
Hot FM Radio's Transmitters	343,808	343,781	343,776
<b>Total</b>	<b>24,017,148</b>	<b>24,246,737</b>	<b>23,453,333</b>

\* Figure is based on actual usage due to a faulty meter at Bukit Trig TV3's transmitter from January until April 2012 which recorded zero reading from January to April.

- \*\* There is no data for the following:
- Bukit Jerong ntv7's transmitter was terminated by TNB in February 2012
  - Bukit Singgalang ntv7's transmitter was terminated by SESCO in July 2012
  - Bukit Nyabau ntv7's transmitter was terminated by SESCO in July 2012
  - Bukit Sebangkoi ntv7's transmitter was terminated by SESCO in July 2012
  - Gn. Serapi ntv7's transmitter was working at minimal power throughout 2012

\*\*\* Bukit Pelindung 8TV's transmitter experienced problems as there was only minimal power transmission from February to December 2012. This occurrence has produced a significant reduction in meter readings.

Total Chilled Water Power Consumption at Sri Pentas (kWh)



Energy Consumption by Big Tree Outdoor from 2010 to 2012 (kWh)

	2010	2011	2012
Office	68797.58	79,240.05	99787.72*
Billboards	3,484,287.35	4,333,602.37	3,697,238.53

\* Please note that this value is based on the conversion of cost of electricity to kWh

We are pleased to report a reduction in energy used in billboard lighting in 2012. This saving resulted from energy saving initiatives which were introduced last year during the installation of 30 new billboards. Each additional billboard installed in 2011 contributed to less than a 2% increase in energy consumed.

## WASTE MANAGEMENT

### Solid Waste

We have implemented the Reduce, Reuse, Recycle (3R) concept throughout our operations. NSTP sends 100% of its paper waste to Malaysian Newsprint Industries (MNI) for recycling. The collection of other wastes including aluminium and cores are being tendered. Unsellable waste is disposed of according to the environmental regulations. The breakdown of our newsprint waste sent to MNI in 2012 is presented below.

Newsprint Wastage	Amount (kg)
Stripping	8,331
Reel Ends	202,560
Run-up Spoilage	1,716,329
Empty Core	287,547
Newsprint Covers	320,479
Machine Waste (Scrap Paper)	275,153
Test Run & Mock-ups	25,708
Non Production Spoilage	22,550
<b>Total</b>	<b>2,858,657</b>

### Scheduled Waste

At NSTP, scheduled waste such as contaminated rags, waste ink and chemical waste from the print is collected, stored and disposed of by the Department of Environment (DOE) licensed contractors. These licensed contractors wash contaminated rags and return them to us for reuse. Ink which is recyclable is sent back to its suppliers. We send our chemical waste to a wastewater treatment plant (WWTP) which we operate and send monthly reports to the DOE. Sludge from WWTP is disposed as scheduled waste.

NSTP is making an effort to reduce its waste. Initiatives included changing from Computer to Film (CTF) to Computer to Plate (CTP). This process reduces chemical waste as the development of films is no longer required. In 2012, we completed our CTP project at our Prai, Senai and Ajil plants. The usage of traditional photographic films, which was a major cost to us, has been phased out. The CTP also helps to shorten our process flow, reduces overall processing time and eliminates traditional film chemistry which was previously one of the dirtiest waste generators. It also enhances the effect of ink-saver software due to greater digital control at the plate-making stage.

#### NSTP Scheduled Waste Disposal in 2012

Waste Category	Waste Code	Unit	Ajil	Prai	Senai	Shah Alam
E-waste	SW110	MT	0.0295			
Ink Sludge	SW416	MT	2.74	0.44	4.08	6.22
Used Oil	SW305	MT	3.2	0.8		
Mixed Solvent	SW322	MT				4.66
Rotowash Carboy	SW409	MT	1.6155	4.2900		
Contaminated Containers	SW409			1.321 MT		1069 pcs
Used Rags	SW410		86458 pcs	49.82 MT	0.25 MT	97197 pcs
Used Activated Carbon	SW411	MT			0.83	
Evaporator Sludge	SW416	MT	6.67		0.7	2.17
Ink Waste	SW416/SW417*/ SW418**	MT	2.22 **	0.05 *	0.62	13.75 **

#### EFFLUENT MANAGEMENT

The wastewater treatment plants, at each NSTP printing plant, treat wastewater generated by the NSTP printing process before it is discharged safely to the drainage system. As part of the DOE approval conditions, NSTP is required to conduct sampling and monitoring of Chemical Oxygen Demand (COD) and Biochemical Oxygen Demand (BOD) on a monthly basis. Balai Berita Prai has received instructions from DOE to produce a different set of readings which exclude BOD.

#### Effluent Statistics in 2012

Month	COD (DOE limit 200 mg/l)				BOD (DOE limit 50 mg/l)			
	Ajil	Senai	Shah Alam	Prai	Ajil	Senai	Shah Alam	Prai
January	34	30	28	68	2	8	12	NA
February	82	62	71	76	7	17	19	NA
March	428	44	28	65	42	12	7	NA
April	224	61	63	45	22	16	17	NA
May	214	506	52	74	20	152	13	NA
June	96	18	134	51	10	5	35	NA
July	51	3	67	37	4	<2	19	NA
August	17	50	68	165	1	15	22	NA
September	16	33	101	185	1	10	27	NA
October	17	99	48	161	1	28	13	NA
November	16	26	84	167	1	6	32	NA
December	16	26	184	85	1	8	48	NA

Note 1: There are particular months where COD and BOD readings exceeded DOE limits – these were due to the chemistry change from CTF process to the CTP process

Note 2: BB Prai is no longer required to report BOD-5 in 2013 as instructed by DOE in the new EQ (Industrial Effluent) Regulations 2009.



# Environment

## OTHER ENVIRONMENTAL INITIATIVES

### Project Wise

Project Wise is a continuous improvement project introduced by our Chairman in 2012. We have introduced paperless board paper for our board members during Media Prima Board meetings in August 2012. Since then, the good initiative has been cascaded down and set as an example to all employees. Media Prima continues to embrace this paperless initiative and go digital. Equipment was used to achieve this goal. All of our procurement channels are now operating an electronic storage system known as Electronic Document Management System (EDMS).

At TV and Radio Network Sri Pentas, our Project Wise continues to encourage employees to save paper by replacing individual printers with common printers located in a few strategic areas. This initiative has significantly helped us save on the cost of purchasing printers, toners and maintenance. The only additional cost once the project was introduced relates to printing usage. Through this initiative, we hope to reduce the printing volume in our offices.

At Creative Services Department, another 3R initiative actively practiced at Sri Pentas is the recycling of unused set and props, doors, furniture and other wood materials.

### Illegal Tappings

We constantly trace and monitor illegal electricity tapping from our Distribution Board by conducting site inspections and referring to our electricity bills. This is part of the ongoing efforts by Big Tree Outdoor to prevent the pilferage of electricity. We prosecute the perpetrators and their contracts with Big Tree Outdoor are terminated.

## ENVIRONMENTAL EXPENDITURE

Balai Berita Bangsar	
Energy audit by Optegy, a Hong Kong-based environmental consultant	RM30,500
Balai Berita Senai	
Environmental training: Certified Environmental Professional in Scheduled Waste Management (CePSWaM) Part I & II	RM3,300

Balai Berita Prai	
Disposal of scheduled waste	RM13,503
Waste water treatment plant	RM15,000
Repair flooring for evaporator tank	RM7,000
Balai Berita Ajil	
Disposal of scheduled waste	RM11,704
Waste water treatment plant analysis and repair	RM25,190
Balai Berita Shah Alam	
Disposal of scheduled waste	RM36,440
Total	RM142,637

## ENVIRONMENTAL COMPLIANCE

Media Prima and its subsidiaries subscribe to the following regulations:

- Environmental Quality (Clean Air) Regulations 1978
- Environmental Quality (Scheduled Wastes) Regulations 2005
- Environmental Quality (Sewage) Regulations 2009
- Environmental Quality (Industrial Effluent) Regulations 2009
- Local Government Act 1976 on waste dumping policy

We are pleased to report that there were no major penalties for violations of environmental-related laws and regulations.

## CLIMATE CHANGE AND GREENHOUSE GAS EMISSIONS

A greenhouse gas (GHG) is a gas in an atmosphere that absorbs and emits radiation within the thermal infrared range. This process is the fundamental cause of the greenhouse effect. The primary greenhouse gases in the Earth's atmosphere are water vapour, carbon dioxide, methane, nitrous oxide and ozone. In December 2009, the Prime Minister of Malaysia, Najib Razak, delivered Malaysia's proposal during the United Nations Climate Change Conference (COP 15) in Copenhagen. He pledged to reduce carbon dioxide (CO<sub>2</sub>) emissions by 40 per cent by the year 2020 compared with 2005. Media Prima fully supports this vision and has reported its GHG emissions into this year's Sustainability Report.

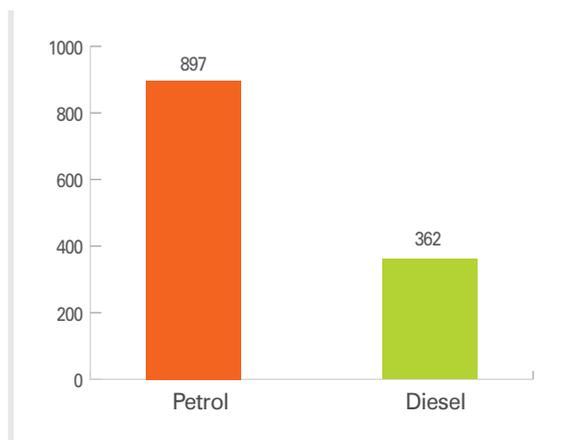
This is the first year that we have calculated our carbon emissions. We are reporting on available data gathered from various parts of Media Prima.

Media Prima’s emissions accounting is based on the GHG Protocol. Direct GHG emissions are produced from sources that are owned or controlled by us. Indirect GHG emissions are emissions that are a consequence of our activities, but occur at sources owned or controlled by another entity. The GHG Protocol further categorises these direct and indirect emissions into three broad scopes: all direct GHG emissions; indirect GHG emissions from the consumption of purchased electricity; and other GHG emissions. We have adopted this standard for our reporting.

### Scope 1

GHG emissions from Company-Owned Vehicles are monitored by recording all fuel purchases used for company Owned Vehicles. Separate calculations have been performed for petrol and diesel from Media Prima Group data. CO<sub>2</sub> emissions from the consumption of fuel were derived from the emission factor published by the IPCC Guidelines for National Greenhouse Gas Inventories.

**CO<sub>2</sub> Emissions (MT) from Company-Owned Vehicles in 2012 by Fuel Type**



Our Company Owned Vehicles produced 1,259 MT of CO<sub>2</sub> emissions in 2012.

### Scope 2

Energy has been calculated from Media Prima Group electricity bills. Energy is used by our office buildings, TV stations, chilled water, printing presses and billboards. CO<sub>2</sub> emissions from the use of electricity were derived using the emission factor published by the Malaysian Green Technology Corporation for the Peninsular Grid. In 2012, our purchased electricity usage produced 54,614MT of CO<sub>2</sub> emissions.

### Scope 3

Air travel GHG emissions were calculated point to point including the number of employees on board, distance and flight class. A centralised system is employed for the booking of the majority of short and long haul flights. Online tools derived from the World Resource Institute (WRI) Greenhouse Gas Protocol have been used to calculate the CO<sub>2</sub> emissions from air travel. In 2012, 838 MT of CO<sub>2</sub> emissions were produced by air travel.

### Total Emissions

The following table provides the full breakdown of our emissions and their sources.

Scope	Emissions Source	Total (MT)
1	Company Owned Vehicles	1,259
2	Electricity	54,614
3	Air Travel	838
<b>Total Emissions</b>		<b>56,711</b>

Media Prima is committed to reducing its carbon emissions throughout all operations. We are constantly improving our data gathering processes to ensure the integrity and comprehensiveness of our data.



# GRI G3.1 Content Index (Media Sector Supplement)

Application : C – Core; A – Additional  
 Status : ● Fully Reported; ⌘ Partially Reported; x Not Reported

G3.1 Content Index				
STANDARD DISCLOSURES PART: Profile Disclosures				
Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation
<b>1. Strategy and Analysis</b>				
1.1	Statement from the most senior decision-maker of the organisation	●	P8-9	
1.2	Description of key impacts, risks, and opportunities	●	P8-9	
<b>2. Organisational Profile</b>				
2.1	Name of the organisation	●	Cover page	
2.2	Primary brands, products, and/or services	●	P6-7	
2.3	Operational structure of the organisation	●	P6-7	
2.4	Location of organisation's headquarters	●	P2	
2.5	Number of countries where the organisation operates	●	P2	
2.6	Nature of ownership and legal form	●	P2, P6-7	
2.7	Markets served	●	P2, P6-7	
2.8	Scale of the reporting organisation	●	P2	
2.9	Significant changes during the reporting period	●	P8-9	
2.10	Awards received in the reporting period	●	P9	
<b>3. Report Parameters</b>				
3.1	Reporting period	●	P2	
3.2	Date of most recent previous report	●	P2	
3.3	Reporting cycle	●	P2	
3.4	Contact point for questions regarding the report or its contents	●	P2	

G3.1 Content Index (continued)				
STANDARD DISCLOSURES PART: Profile Disclosures (continued)				
Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation
<b>3. Report Parameters (continued)</b>				
3.5	Process for defining report content	●	P2	
3.6	Boundary of the report	●	P2	
3.7	Specific limitations on the scope or boundary of the report	●	P2	
3.8	Basis for reporting on joint ventures, subsidiaries, etc	●	P2, 8-9	
3.9	Data measurement techniques and the bases of calculations	●	P63	
3.10	Explanation of the effect of any re-statements of information	●	P8-9	
3.11	Significant changes from previous reporting period	●	P8-11	
3.12	Table identifying the location of the Standard Disclosures	●	GRI G3.1 Content Index	
3.13	Policy and current practice with regard to seeking external assurance for the report	●	Assurance Statement	
<b>4. Governance, Commitments, and Engagement</b>				
4.1	Governance structure of the organisation	●	P18	
4.2	Indicate whether the Chair of the highest governance body is also an executive officer	●	P17	
4.3	Independent and/or non-executive members of the Board	●	P16	
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body	●	P17	
4.5	Linkage between compensation and the organisation's performance	●	P18-19	



# GRI G3.1 Content Index (Media Sector Supplement)

G3.1 Content Index (continued)				
STANDARD DISCLOSURES PART: Profile Disclosures (continued)				
Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation
<b>4. Governance, Commitments, and Engagement (continued)</b>				
4.6	Processes in place to ensure conflicts of interest are avoided	•	P19	
4.7	Qualifications and expertise of the Board	•	P17	
4.8	Internally developed statements of mission or values, codes of conduct, and principles	•	P17, P37, P39	
4.9	Identification and management of economic, environmental, and social performance, conduct, and principles	•	P49	
4.10	Processes for evaluating the highest governance body's own performance	•	P17	
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organisation	•	P14-15	
4.12	Externally developed economic, environmental, and social charters, principles	•	P36	
4.13	Memberships in associations	•	P36	
4.14	List of stakeholder groups engaged by the organisation	•	P12	
4.15	Basis for identification and selection of stakeholders with whom to engage	•	P12	
4.16	Approaches to stakeholder engagement	•	P12-13	
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organisation has responded to those key topics	•	P14	

# DMA and Performance Data

STANDARD DISCLOSURES: Performance Indicators					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Economic</b>					
<b>Economic Performance</b>					
EC1	Direct economic value generated and distributed	•	Financial Statement of the Annual Report 2012		
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change	•	P76-77		
EC3	Coverage of the organisation's defined benefit plan obligations	•	P39-40		
EC4	Significant financial assistance received from government	•	P49		
M1	Significant funding and other support received from non-governmental sources	•	P27		
<b>Market Presence</b>					
EC5	Standard entry level wage vs. local minimum wage	•	P39		
EC6	Policy, practices, and proportion of spending on locally-based suppliers	•	P59-60		
EC7	Procedures for local hiring	•	P39		
<b>Indirect Economic Impacts</b>					
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit	•	P60-61		
EC9	Understanding and describing significant indirect economic impacts	•	P34		
<b>Environmental</b>					
<b>Materials</b>					
EN1	Materials used by weight or volume	•	P71-72		
EN2	Percentage of materials used that are recycled input materials	x	–	We do not monitor the percentage of materials that are recycled. We aim to improve our monitoring and disclose of this in the future.	2014



# DMA and Performance Data

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Environmental (continued)</b>					
<b>Energy</b>					
EN3	Direct energy consumption by primary energy source	●	P73-74		
EN4	Indirect energy consumption by primary source	●	P73-74		
EN5	Energy saved due to conservation and efficiency improvements	☒	P73	We disclose our initiatives which lead to energy savings but are yet to quantify the exact savings from these initiatives.	2014
EN6	Initiatives to provide energy-efficient or renewable energy	☒	P73	Our energy efficiency initiatives are still being developed.	2014
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	☒	P73	Our initiatives to reduce indirect energy consumption are still being developed. We are yet to realise the gains from these initiatives.	2014
<b>Water</b>					
EN8	Total water withdrawal by source	●	P72		
EN9	Significant impact of withdrawal of water	●	P72		
EN10	Percentage and total volume of water recycled and reused	x	–	Our water recycling initiatives are still being developed and are not currently monitored.	2014
<b>Biodiversity</b>					
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas	x	–	This indicator is immaterial to our nature of business as a Media Powerhouse.	–
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas	x	–	This indicator is immaterial to our nature of business as a Media Powerhouse.	–
EN13	Habitats protected or restored	x	–	This indicator is immaterial to our nature of business as a Media Powerhouse.	–
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity	x	–	This indicator is immaterial to our nature of business as a Media Powerhouse.	–

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Environmental (continued)</b>					
<b>Emissions, effluents and waste</b>					
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations	x	–	This indicator is immaterial to our nature of business as a Media Powerhouse.	–
EN16	Total direct and indirect greenhouse gas emissions by weight	•	P76-77		
EN17	Other relevant indirect greenhouse gas emissions by weight	•	P76-77		
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	•	P76-77		
EN19	Emissions of ozone-depleting substances by weight	x	–	Our industry has a minimal impact on the ozone layer and no related initiatives are being considered at this stage.	–
EN20	NO <sub>x</sub> , SO <sub>x</sub> , and other significant air emissions by type and weight	x	–	We do not monitor these emissions as they are immaterial to our nature of business.	–
EN21	Total water discharge by quality and destination	•	P72-73		
EN22	Total weight of waste by type and disposal method	•	P74-75		
EN23	Total number and volume of significant spills	x	–	This indicator is not relevant to our nature of business.	–
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous	x	–	This indicator is not relevant to our nature of business.	–
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organisation's discharges of water and runoff	x	–	This information is not currently available. We will continue to improve our data collection processes and report this in the future.	2014



# DMA and Performance Data

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Environmental (continued)</b>					
<b>Products and services</b>					
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	•	P71-75		
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	x	–	This indicator is not relevant to our nature of business.	–
<b>Compliance</b>					
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	•	P76		
<b>Transport</b>					
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organisation's operations, and transporting members of the workforce.	•	P77		–
<b>Overall</b>					
EN30	Total environmental protection expenditures and investments by type.	•	P76		
<b>Social: Labour Practices and Decent Work</b>					
<b>Employment</b>					
LA1	Total workforce by employment type, employment contract, and region	•	P56		
LA2	Total number and rate of employee turnover by age group, gender, and region	•	P57		
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations	•	P39-40		
LA15	Return to work and retention rates after parental leave, by gender.	x	–	Media Prima does not provide this scheme.	–

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Social: Labour Practices and Decent Work (continued)</b>					
<b>Labour/management relations</b>					
LA4	Percentage of employees covered by collective bargaining agreements	•	P52		
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements	•	P52		
<b>Occupational health and safety</b>					
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs	•	P48-49		
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region	•	P50		
LA8	Education, training, counselling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	•	P51		
LA9	Health and safety topics covered in formal agreements with trade unions	•	P52		
<b>Training and education</b>					
LA10	Average hours of training per year per employee by employee category	•	P42-43		
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	x	-	Media Prima does not currently provide this benefit.	-



# DMA and Performance Data

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Social: Labour Practices and Decent Work (continued)</b>					
<b>Training and education (continued)</b>					
LA12	Percentage of employees receiving regular performance and career development reviews	•	P41		
<b>Diversity and equal opportunity</b>					
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity	•	P56		
<b>Equal remuneration for women and men</b>					
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation	•	P39		
<b>Social: Human Rights</b>					
<b>Diversity and equal opportunity</b>					
HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening	•	P57		
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken	•	P57		
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained	•	P57		

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Social: Human Rights (continued)</b>					
<b>Non-discrimination</b>					
HR4	Total number of incidents of discrimination and actions taken	•	P57		
<b>Freedom of association and collective bargaining</b>					
HR5	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights	•	P52, P57		
<b>Child labour</b>					
HR6	Operations identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour	•	P57		
<b>Forced and compulsory labour</b>					
HR7	Operations identified as having significant risk for incidents of forced or compulsory labour, and measures to contribute to the elimination of forced or compulsory labour	•	P57		
<b>Security practices</b>					
HR8	Percentage of security personnel trained in the organisation's policies or procedures concerning aspects of human rights that are relevant to operations	•	P57		
<b>Indigenous rights</b>					
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	•	P57		



# DMA and Performance Data

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Social: Human Rights (continued)</b>					
<b>Assessment</b>					
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments	•	P57		
<b>Remediation</b>					
HR11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms	x	P57	We welcome human rights grievances through various communication channels instead of just through a formal grievance mechanism	2014
<b>Social: Society</b>					
<b>Community</b>					
SO1	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting	•	P21-36		
SO9	Operations with significant potential or actual negative impacts on local communities	•	P21-36		
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities	•	P21-36		
<b>Corruption</b>					
SO2	Percentage and total number of business units analysed for risks related to corruption.	•	P37		
SO3	Percentage of employees trained in organisation's anti-corruption policies and procedures	•	P37		
SO4	Actions taken in response to incidents of corruption	•	P37		

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Social: Society (continued)</b>					
<b>Public policy</b>					
S05	Public policy positions and participation in public policy development and lobbying	•	P36-37		
S06	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country	•	P36-37		
<b>Anti-competitive behaviour</b>					
S07	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes	•	P37		
<b>Compliance</b>					
S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	•	P36-37		
<b>Social: Product Responsibility</b>					
<b>Content Creation</b>					
M2	Methodology for assessing and monitoring adherence to content creation values	•	P63-64		
M3	Actions taken to improve adherence to content creation values, and results obtained	•	P59, P63-64		
<b>Content Dissemination</b>					
M4	Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and result obtained	•	P63-64		
M5	Number and nature of responses (feedback/ complaints) related to content dissemination and process for dealing with them and results	•	P59, P63-64		



# DMA and Performance Data

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Social: Product Responsibility (continued)</b>					
<b>Audience Interaction</b>					
M6	Methods to interact with audiences and results	•	P60-61		
<b>Customer Health and Safety</b>					
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures	•	P60-61		
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes	•	P60-61		
<b>Product and service labelling</b>					
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements	•	P63		
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes	•	P63		
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	•	P63		

STANDARD DISCLOSURES: Performance Indicators (continued)					
Performance Indicator	Description	Status	Cross-reference	Reason for omission & Explanation	To be reported in
<b>Social: Product Responsibility (continued)</b>					
<b>Marketing communications</b>					
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship	•	P63-64		
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes	•	P63-64		
<b>Media Literacy</b>					
M7	Actions taken to empower audiences through media literacy skills development and results obtained	•	P48		
<b>Customer privacy</b>					
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	•	P69		
<b>Compliance</b>					
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	•	P69		



## *Independent Verification Statement*

### *Scope and Objective*

SIRIM QAS International Sdn. Bhd., a third party Conformity Assessment Body in Malaysia, with extensive expertise and experience in the provision of sustainability-related assurance services, was engaged by Media Prima Berhad (hereafter referred to as Media Prima) to perform an independent verification of its Sustainability Report 2012 (English version). The main objective of the verification process is to provide Media Prima and its stakeholders with an independent opinion of the accuracy of the information presented in the report. This was confirmed through checking and verifying claims made in the report. The verification audit by SIRIM QAS International covered all sustainability-related activities which had been included in the Media Prima Sustainability Report 2012.

The information in the Sustainability Report is the responsibility of the management of Media Prima. The objectivity and impartiality of this verification statement is assured as no member of the verification team and no other employee of SIRIM QAS International was involved in the preparation of any part of the Media Prima Sustainability Report 2012.

### *Verification team:*

The verification team from SIRIM QAS International consisted of:

- 1) Ms. Amnah Ang – Team Leader
- 2) Mr. Aymar Hisham Saad – Team member

### *Methodology*

The verification process was carried out by SIRIM QAS International in February 2013. It involved the following activities:

- Reviewing and verifying the accuracy of data collected from various sources and that are presented in the report;
- Reviewing of internal and external documentation and displays such as awards, reports, media publications, newsletters, etc;
- Interviewing of key personnel responsible for collating information and writing various parts of the report in order to substantiate the veracity of the claims;
- Evaluating the adequacy of the Sustainability Report of Media Prima and its overall presentation against the GRI G3.1 requirements



During the verification process, issues were raised and clarifications were sought from the management of Media Prima relating to the accuracy of some of the data and statements contained in the report. The report was reviewed and revised by Media Prima as a result of the findings of the verification team. It can be confirmed that changes have been incorporated into the final version of the report to satisfactorily address the issues raised.

The verification process was subject to the following limitations:

- Only the corporate office was visited as part of this assurance engagement. The verification process did not include physical inspections of any of the sites at which Media Prima's operations are carried out.
- The scope of work did not involve verification of financial data other than that relating to expenses for environmental related activities; and
- Contractor and third party data were not reviewed.

### ***Area for Improvement***

In order to enhance the quality of future reports, it is recommended that Media Prima:

- includes data and facts on activities that are more representative of Media Prima Group's sustainability-related efforts; and
- improves the data collection processes for the purpose of calculating the group's carbon footprint.

### ***Conclusion***

Based on the scope of the verification process, the following represents SIRIM QAS International's opinion:

- The level of accuracy of data included in the Media Prima Sustainability Report 2012 is fair and acceptable;
- The Sustainability Report is in accordance with the A+ Application Level of the GRI G3.1 Sustainability Reporting Framework;
- The information has been presented in an appropriate manner;
- The personnel responsible were able to reliably demonstrate the origins and interpretation of data contained in the report;
- Media Prima has satisfactorily addressed, in the final version of the report, all issues that had been raised during the verification audit;
- The report provides a reasonable and balanced presentation of the sustainability performance of Media Prima.

Prepared by:



**AMINAH ANG**  
Verification Team Leader  
Sustainability Certification Section  
Management System Certification Department  
SIRIM QAS International Sdn. Bhd.  
Date : 10 March 2013

Approved by:



**PARAMA ISWARA SUBRAMANIAM**  
Senior General Manager  
Management System Certification  
Department  
SIRIM QAS International Sdn. Bhd.  
Date : 10 March 2013



## Statement GRI Application Level Check

GRI hereby states that Media Prima Berhad has presented its report "Media Prima Sustainability Report 2012" to GRI's Report Services which have concluded that the report fulfils the requirement of Application Level A+.

GRI Application Levels communicate the extent to which the content of the G3.1 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3.1 Guidelines. For methodology, see [www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf](http://www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf)

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 21 February 2013

A handwritten signature in black ink, appearing to read "Nelmaria Aalbes", is written over a faint, large watermark of the GRI logo in the background.

Nelmaria Aalbes  
Deputy Chief Executive  
Global Reporting Initiative



The "+" has been added to this Application Level because Media Prima Berhad has submitted (part of) this report for external assurance. GRI accepts the reporter's own criteria for choosing the relevant assurance provider.

The Global Reporting Initiative (GRI) is a not-for-profit organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continual improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. [www.globalreporting.org](http://www.globalreporting.org)

**Disclaimer:** Where the relevant sustainability reporting includes external links, including to online visual material, this statement only covers material submitted to GRI at the time of the Check on 15 February 2013. GRI explicitly excludes the statement being applied to any later changes to such material.