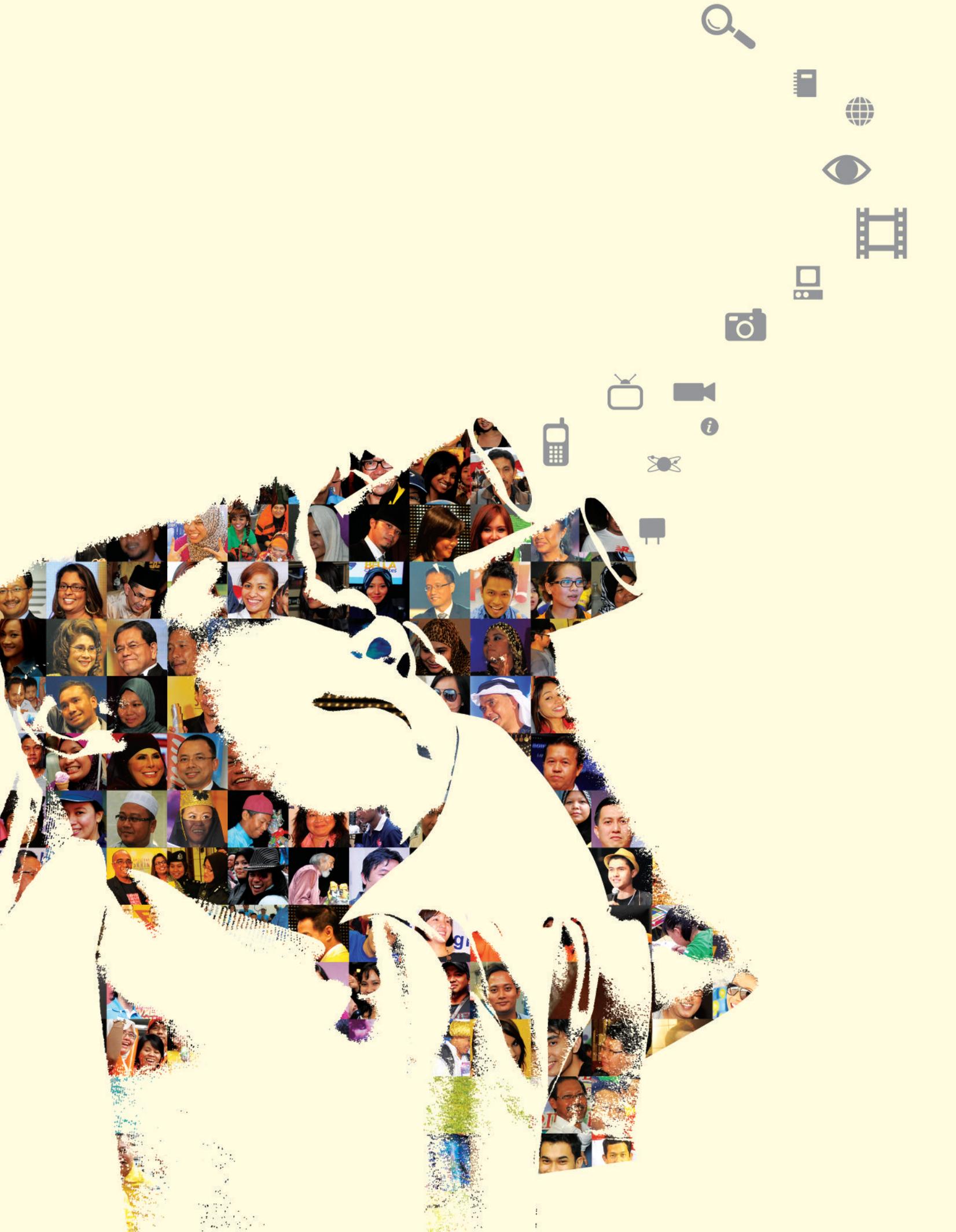
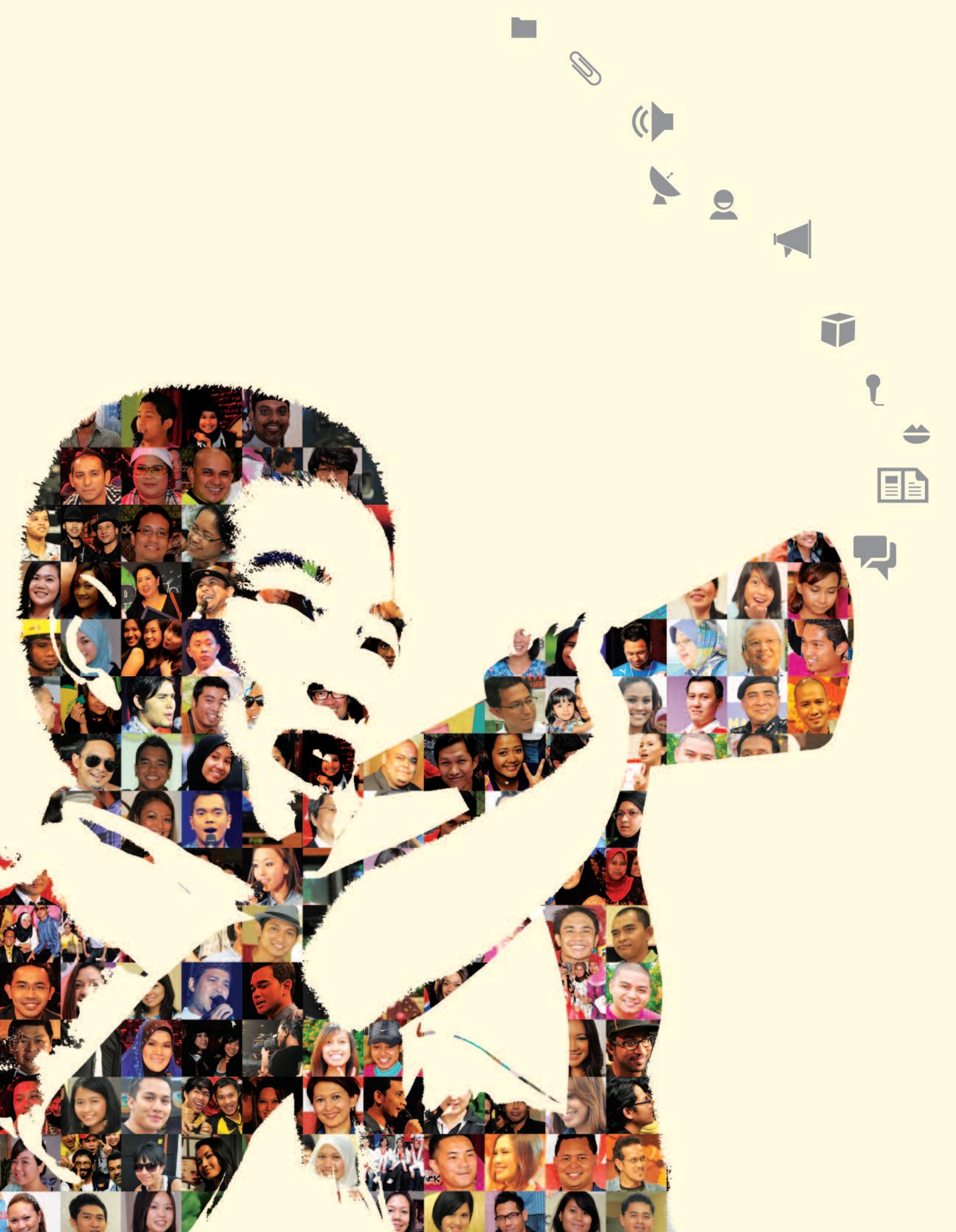


THE ALL-IN-ONE
POWERHOUSE FOR
SUSTAINABILITY



sustainability report 2011





Our Approach to Reporting

This is the third 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 our stakeholders and develop our approach to these issues.
- This Sustainability Report is consistent with our Annual Report and previous Sustainability Reports. This report continues to feature Disclosures on Management Approach (DMA) to provide information on the nature of our business in each area of the Global Reporting Initiative (GRI) guidelines. Our strategies, achievements and future plans for sustainability management are all aligned with these guidelines especially in the areas of sustainable environmental management, community, social contributions, ethics and corporate culture. Where Company-wide information is not fully available, we have provided performance data and case studies which are representative of our general approach.
- 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.
- Our transparency efforts are not limited to this Report. Other material issues such as Corporate Governance and detailed data on our internal operations and business activities are reported elsewhere such as our Annual Report and are not repeated here.

Reporting Scope: The Media Prima Sustainability Report covers our entire organisation and mainly includes quantitative and qualitative data from Peninsular Malaysia for 2011. Some indicators are partial and only relate to certain divisions or activities as indicated in the text. Where Group-wide data is unavailable, we have used part of our operations or sites to represent some indicators.

Reporting Period: 1 January 2011 to 31 December 2011

Reporting Cycle: Annually

Principal 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 Guideline for Malaysian Companies 2005



DISTRIBUTION OF AND FEEDBACK ON THE REPORT

The report is published in English and Bahasa Malaysia and 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

Media Prima Berhad

Sri Pentas

No. 3, Persiaran Bandar Utama

Bandar Utama, 47800 Petaling

Selangor Darul Ehsan

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From our Partners

Mr. Ho Mun Hao
Marketing Director
GCH Retail (Malaysia) Sdn. Bhd.

As a retailer striving to meet the everyday needs of Malaysians, Giant applauds the Media Prima Group for being an exemplary corporate citizen. The Group spearheads outstanding CSR activities which improve the livelihoods of the underprivileged and needy.

We are proud to have been a partner of the Media Prima Group for the last eight years through the “*Bubur Lambuk* 1Malaysia Amal Media” programme. This programme was initiated by the New Straits Times Press (Malaysia) Berhad (NSTP) Editorial Department’s Welfare, Sports and Recreational Club.

We truly believe that this charity provides benefits not only for the recipients but also the contributors and volunteers such as ourselves. The event is both fun and humbling as we spend hours cooking *bubur Lambuk* for the underprivileged during the month of Ramadan.

We are also pleased to have been a partner of Tabung Bencana NSTP-Media Prima ‘Flood Relief Missions’ where we responded to the daily needs of affected Malaysians. We distributed emergency supplies of food, water, clothes and money to the victims in Johor, Sarawak and Pahang.



Faridah binti A. Jabbar
President
The Association of Bumiputera Women
Entrepreneurs Malaysia (*USAHAWANITA*)

The Association of Bumiputera Women Entrepreneurs Malaysia (*USAHAWANITA*) organised its First International Women in Business Convention (1WBC2011) from 25 to 27 October 2011. Malaysia was the first host country and it was held in the Malacca International Trade Convention Centre (MITC). It was our aim to produce a world-class event with the theme “Transforming Women’s Business through Innovation”. The main objective of this three-day Convention was to provide a platform and opportunities for all the women entrepreneurs in the world to get together, share and eventually establish business partnerships and global business networking opportunities.

The strategic partnership between *USAHAWANITA* and Media Prima helped secure the success of this event. Media Prima’s strong presence as the largest integrated media group has contributed significantly to the mass media coverage. The various Media Prima channels and programmes reached our target audiences effectively. This exposure increased participation in both our programmes; the Convention and Business Trade Fair.

We hope that this partnership will continue in 2012, allowing us to highlight more women entrepreneur achievements especially in our homeland. I truly hope that Media Prima will continue its support in our future programmes and be part of our journey to success.



Norazzah Sulaiman

Director, Group Corporate Services
RHB Banking Group

At RHB we are committed to nurturing and developing the young minds, not only from an academic standpoint but also in a way that builds the self esteem, confidence and competitive spirit of the younger generation. At the root of this commitment is the fundamental belief that children from every racial, ethnic, social and economic background must be provided with the best opportunities and be given the right tools to protect their well beings and become productive members of the society.

We are pleased and proud to have a partner that share our same set of beliefs and values - The New Straits Times Press, the country's oldest and most established press group, in organizing Malaysia's first ever spelling championship, the National Spell-It-Right Challenge or in short SIR.

SIR has created winners, touched hearts and opened opportunities for the young generation. SIR has allowed them to showcase their capabilities, courage and self confidence. Together with our partner, NSTP, we have succeeded to develop well balanced children who will one day be our future leaders and will make a difference to the Nation.



Mohamad bin Zainal Abidin

Principal
SK Cherating

In 2009 and 2010, SK Cherating experienced a significant drop in students' pass rates. The continuous decline for two consecutive years had caused depression and a loss of morale for the students and teachers.

It was a blessing when Media Prima adopted our school under its PINTAR Programme in 2010. At this point, the learning environment in our school started to improve. Students regained confidence and became more interested in their studies. The school's 2011 UPSR results were impressive with a total of 59.02% of students passing all subjects in their examinations. This represents an 11.85% improvement compared to the previous year.

On behalf of the school, I would like to extend our sincere gratitude to Media Prima for their continuous support in providing educational assistance to our school.



Hakasah Abu Hasib @ Akasia

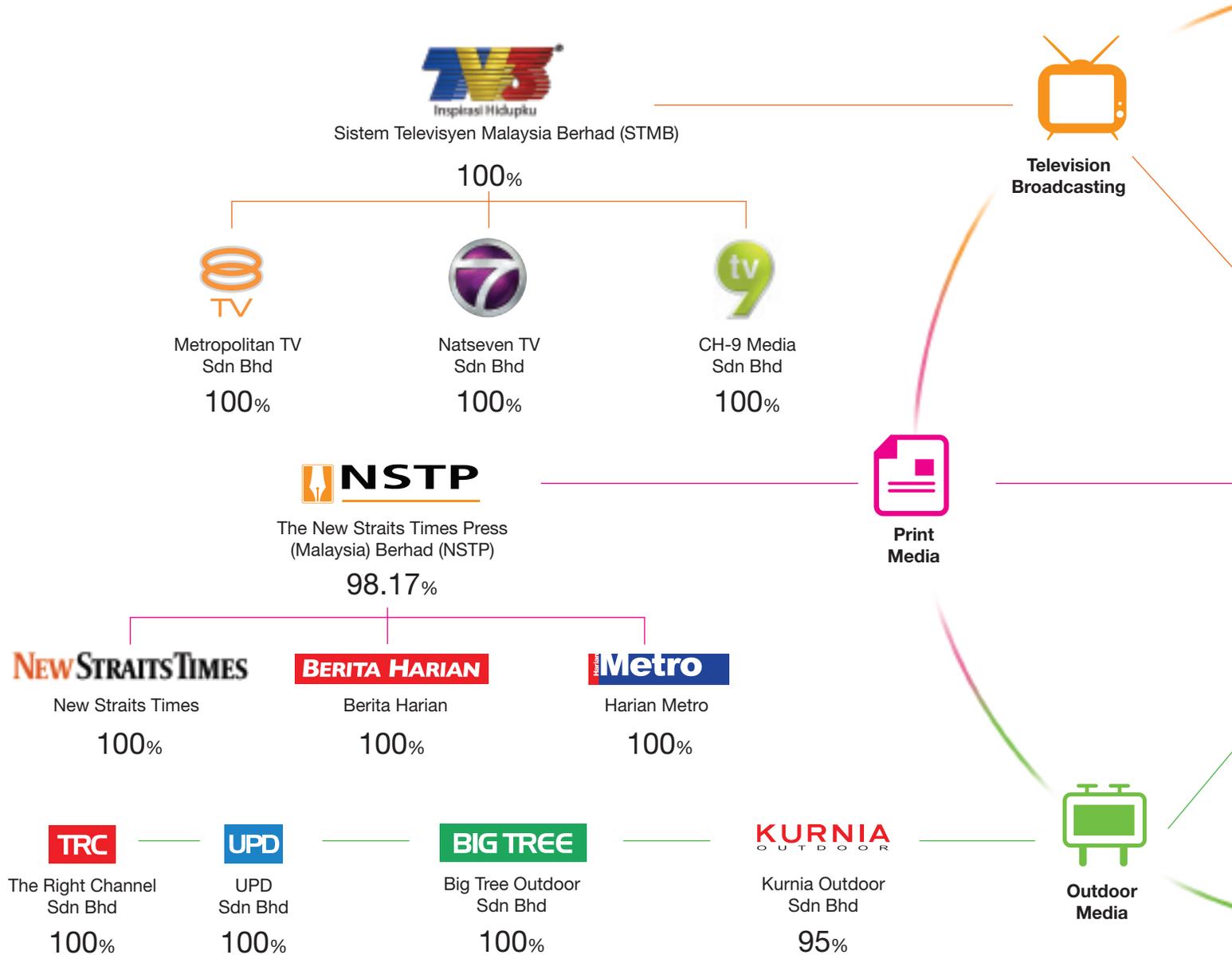
President
Kelab Redah 4x4

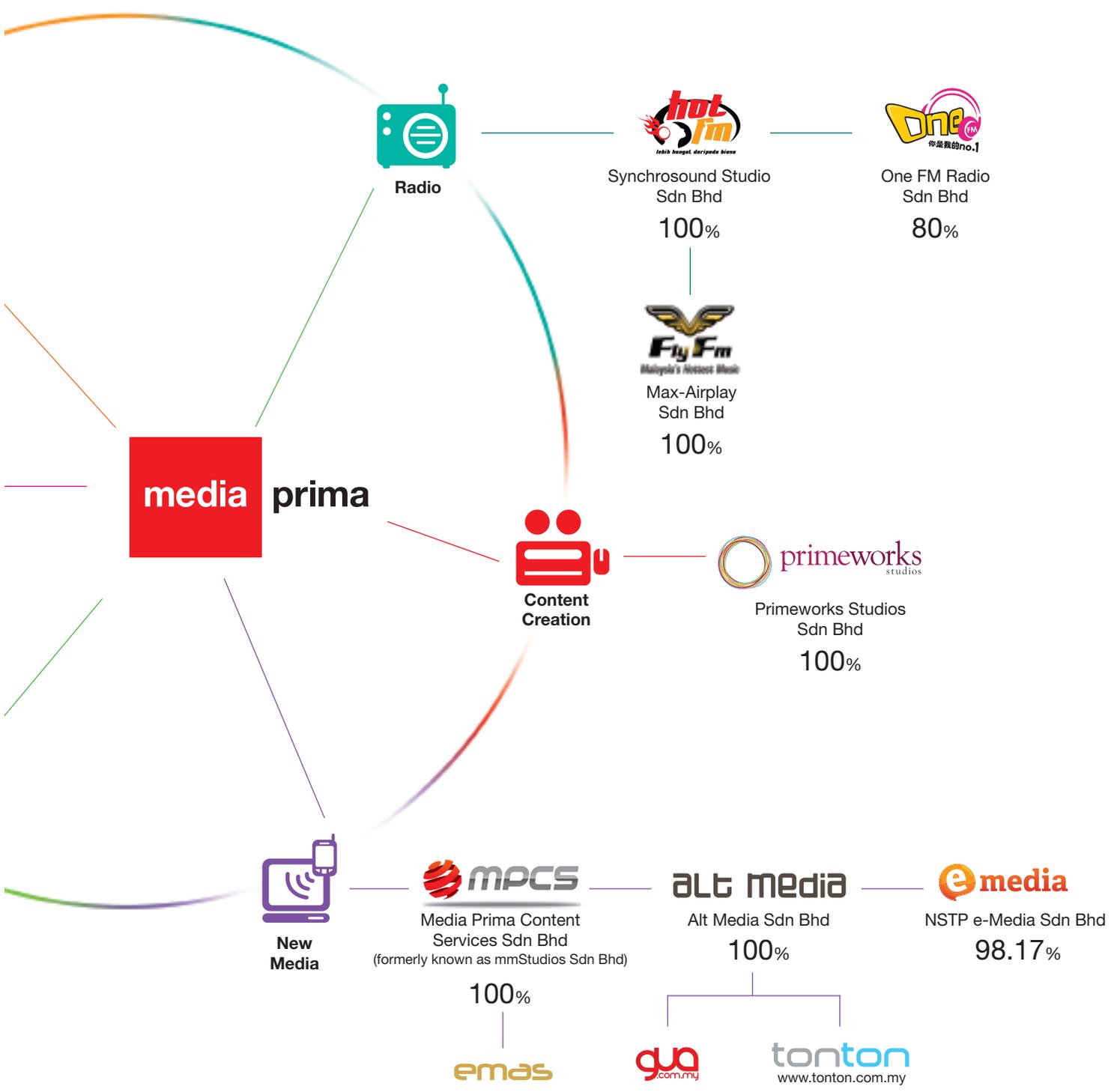
Kelab Redah 4x4 has been working very closely with Media Prima to carry out rescue work including the delivery of goods for humanitarian aid in times of emergency such as the flood relief programme in the month of Ramadan. This collaboration is very important especially as it reduces aid delivery time and boosts awareness of the importance of giving back to the community among the people involved.

Our volunteers are always ready to extend their helping hands by providing their time, monetary and in-kind support to help the less fortunate. *Kelab Redah 4x4* will continue to support Media Prima's charity causes and nurture the spirit of helping others especially among its employees and the public at large.



Corporate Structure







Chairman's Statement

Welcome to the Media Prima Sustainability Report 2011. At Media Prima, we believe that being a responsible business means far more than just legal compliance and philanthropy. It is, and always has been, an integral part of who we are and what we do. This year, we have implemented a wide range of initiatives aimed at fundamentally transforming our business and developing our nation. We continue to take our commitment seriously being Malaysia's leading integrated media investment group by responding to the concerns of our stakeholders. They are the key drivers of our success today. During 2011, this commitment was accentuated as we expanded our reach. We continue to invest in providing a wide range of coverage for different target groups. As we continue to grow, we are guided by our sustainability focus for the next generation - for both our business and society. It is our intention to continue to build on our long track record of social responsibility. I am proud to share our sustainability milestones during the year.



Chairman's Statement (Cont'd)

Our achievements in 2011 were remarkable. We extended our boundaries in all of our business units - in our television broadcasting, print, radio, outdoor, content creation and new media. We recognise that a solid sustainability foundation ensures long-term value creation. With this, we have improved each area of sustainability spanning the workplace, marketplace, environment and the community and you will find our progress in this Report.

In the workplace, we continued to strive to be an employer of choice. We grow with our employees as we provide talent development opportunities. We never compromise the welfare, safety and rights of our employees. Being a diverse organisation, we regularly organise internal engagement activities to strengthen the spirit of solidarity among our employees. There were at least 20 activities organised and participated in by employees from various business lines in 2011.

In the marketplace, we closely engage with our suppliers and customers to deliver quality services and highly efficient supply chain management. Our desire to understand the concerns of our customers, suppliers and sub-contractors continued in 2011 through satisfaction surveys.

We ensure our operations have a minimal effect on the environment. Measures to strictly monitor environmental parameters have been introduced. Various energy saving practices were streamlined in 2011 and are highlighted in the Environment section of this Report.

We continue to develop the communities in which we operate through our three core pillars: education, humanitarian and other community projects. Our sustainability goes beyond these commitments and is at the very heart of everything we do.

This year saw a stronger sustainability platform with integrated Corporate Responsibility (CR) programmes being introduced. As a leader in the media industry, we capitalise our core competencies to spearhead our CR initiatives. Programmes including Bersamamu, Sejuta Impian, Malaysia Hari Ini and Singgah Sahur highlight various issues faced by the community. Our Tabung Bencana NSTP-Media Prima has raised and distributed approximately RM4 million to help victims of major catastrophes, natural disasters and humanitarian crises. In addition, our radio stations also show their full support by promoting CR activities to their listeners through programmes such as Honk for Japan and the children adoption programme during the Christmas season.

Corporate governance, transparency and loyalty to ethical values have always been a priority for Media Prima. We are aware that transparent and sincere communication generates value for our Company. We are committed to expanding our sustainability reporting over time, by providing stakeholders with more detailed and transparent information on our aspirations, goals, challenges and achievements. We continue to enhance our dialogue sessions with stakeholders on important and material issues using various platforms. We acknowledge their feedback and contribution to improving our business processes and performance. This year we have improved the level of disclosure of this Report which provides a more holistic approach to our sustainability and business. Delivering an integrated sustainability reporting is just one of the many initiatives we are taking to improve our transparency.

I am proud to share with you our recent achievement of winning the Platinum Award for Best Corporate Social Responsibility Awards at the National Annual Corporate Report Awards (NACRA) 2011. These prestigious Awards were organised by Bursa Malaysia Berhad, Malaysian Institute of Accountants and The Malaysia Institute of Certified Public Accountants on 18 November 2011. By receiving this award, we are recognised for operating in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders through transparent practices based on ethical values and respect for employees, communities and the environment.

Our focus for 2012 will be to increase value creation through the advancement of our services and coverage. We will continue to incorporate sustainability in everything we do for a better tomorrow. I would like to take this opportunity to extend my gratitude to all our stakeholders who encourage us to perform better with their feedback, opinions and support while we continue to invest in the future of our country and the world. On behalf of the Board, I would like to express my deepest appreciation to the management and employees for their continuous dedication, commitment and contribution. As always, we hope you find our report useful and informative and we appreciate your feedback which is vital for us in developing our future.

Datuk Johan bin Jaaffar
Chairman
Media Prima Berhad

Stakeholder Engagement

Our stakeholders can significantly affect our chances of success. We continue to prioritise the importance of actively engaging with our stakeholders to understand their views and concerns. Our effective stakeholder engagement has helped us to shape our business. Media Prima's success today is also a result of the collective commitment by our direct and indirect stakeholders.

The channels used to engage with our stakeholders are mapped in the table below. These stakeholder groups have been identified as those having a direct impact on our business and those who are affected by our operations. We respond to our stakeholders' concerns and interests raised during each engagement which helps us address their expectations more effectively.

Stakeholder Group	Method of Engagement	Areas of Interest
Customers	<ul style="list-style-type: none"> • Customer satisfaction survey • Customer complaints tools 	<ul style="list-style-type: none"> • Content of production • Accuracy and coverage • Engagement activities
Shareholders & Investors	<ul style="list-style-type: none"> • Results announcement meetings • Annual General Meeting (AGM) • Regular communication • Investor road shows 	<ul style="list-style-type: none"> • Sustainability performance • Financial performance • Return on investment (ROI) • Engagement activities
Analyst / Media	<ul style="list-style-type: none"> • Periodic communication • Interviews, press releases and website postings • Official launches and events • Open dialogue 	<ul style="list-style-type: none"> • Current events and issues • Activities and programmes
Industry Peers	<ul style="list-style-type: none"> • Conferences and meetings • Industry workshops • Networking events 	<ul style="list-style-type: none"> • Company's performance • Current and upcoming projects
Value Chain Partners	<ul style="list-style-type: none"> • Contract bidding and procurement management • Training and communication • Site visits 	<ul style="list-style-type: none"> • Sustainable procurement practices • Fair and transparent supply-chain practices • Engagement activities
Community and the public	<ul style="list-style-type: none"> • Community engagement • Philanthropic activities • Open dialogue 	<ul style="list-style-type: none"> • Media Prima's contributions to the nation's development • Media Prima's active role in bringing the nation together through its services • Engagement activities, news and updates
Employees	<ul style="list-style-type: none"> • Employee representatives and committee meetings • Employee grievance system • Employee training • Quarterly newsletters • Intranet • Management meetings • Other events: annual dinner, functions and informal meetings 	<ul style="list-style-type: none"> • Best workplace practices • Fair remuneration system • Career development • Two-way communication • Involvement opportunities
Government / Regulatory Authorities	<ul style="list-style-type: none"> • Regular communication • Reports and compliance • Periodical meetings and engagements with relevant regulators, ministries and agencies 	<ul style="list-style-type: none"> • Compliance • Media Prima's initiatives in building the nation

Stakeholder Engagement (Cont'd)

MATERIALITY MAPPING

Once we have identified key issues and areas of interests of our stakeholders, we employ a materiality matrix to map these issues against the level of impact on our business. The results of this mapping exercise are summarised below.

High Material	Material	Low Material
<ul style="list-style-type: none"> Content, quality and coverage of production Engagement with stakeholders Integration of sustainability into our business Compliance 	<ul style="list-style-type: none"> Corporate citizenship and philanthropy Strategic supply-chain system Best practice in the workplace 	<ul style="list-style-type: none"> Environmental impact from operations: noise, emissions and spillage Biodiversity

MATERIALITY AND RATIONALE OF OUR DISCLOSURE

Areas identified as 'High Material' categories 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. 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' issues are neither applicable nor directly relevant to our nature of our business. The disclosure of these issues is very minimal or unreported.

Materiality Level	Areas of Prioritisation	Sustainability Report 2011 Disclosure
High Material	Content, quality and coverage of productions Engagement with stakeholders Integration of sustainability into our business Compliance	<ul style="list-style-type: none"> Product life-cycle across all business lines Tonton Customer Satisfaction Surveys Investor Relations events Community programmes which make use of our core competencies as a media investment group Compliance in the Community, Workplace, Marketplace and Environment
Material	Corporate citizenship and philanthropic activities Strategic supply-chain system Best practice in the workplace	<ul style="list-style-type: none"> Monetary and in-kind contributions Community programmes which provide the community with better living standards Supplier and sub-contractor evaluation system Fair procurement Career development Competitive benefits Employee engagement activities Occupational Health and Safety in the workplace
Low Material	Biodiversity Environmental impact from operations: noise, emissions and spillage	Biodiversity is not directly relevant to our nature of business. However, our content creation arm, Primeworks Studios, has initiated a Beach Cleaning Programme at Pulau Tioman as part of its conservation programme. We will continue to encourage the implementation of such activities throughout the Group. Noise, emissions and spillages are not disclosed due to the nature of our industry. These indicators are not so relevant to our operations as a media investment company

Corporate Governance

The Board of Directors (the Board) of Media Prima is committed to 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 (the Code) aims to set out principles and best practices on structures and processes that companies may use in their operations towards achieving the optimal governance framework. The Board reaffirms its support of 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 monitors the development of 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 knows and understands the Board'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 a 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 and where appropriate, replacing Senior Management;
- 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 control systems and management information systems, including systems for compliance with applicable laws, regulations, rules, directives and guidelines.

Board Composition and Balance

The Board comprises individuals who are highly experienced in their respective fields of endeavour and whose knowledge, background and judgement are invaluable 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 60% of the Board membership.

The Group is in compliance with the Listing Requirements of Bursa Securities whereby the directorship held by Directors of the Company in public listed companies and non-listed companies do not exceed the maximum limit of 10 and 15 directorships respectively. As at 31 December 2011, the Board had 10 members, of which three were Executive Directors and seven were Non-Executive Directors. The Board believes the size of the Board is optimum 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 Management.

The role and responsibilities of the Chairman of the Board and the GMD are clear and distinct. The Chairman is responsible for conducting Board discussions effectively and the GMD is responsible for the running of operations on a day-to-day basis. The current Chairman is not the previous Chief Executive Officer of the Company.

Corporate Governance (Cont'd)

Media Prima Board of Directors as at 31 December 2011



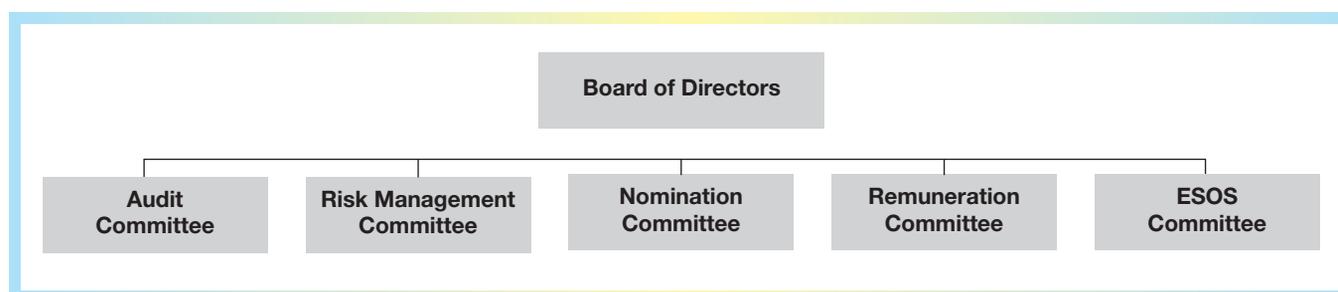
Supply of Information

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 an 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 if they consider it 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 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 examine both quantitative and qualitative factors so that informed decisions can be made.

Board Committees

The Board delegates certain responsibilities to Board Committees, each with defined 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 Chairman of the various committees reports the outcome of the Committee meetings to the Board and relevant decisions are incorporated in the minutes of the Board of Directors' meetings.

The Board Committees in Media Prima are as follows:



Whistle-Blowing Policy

Whistle-blowing is an early warning system to avert possible risks to the organisation. Media Prima's whistle-blowing policy encourages whistle-blowing to enable employers to discover when something is going wrong in time to take necessary corrective action.

Employees can report improper behaviour to the Group General Manager, Corporate Governance. Reports can be made via telephone calls, private meetings, written letters or through emails.

Media Prima does not tolerate any harassment, discrimination or victimisation including informal pressures and takes appropriate action to protect those who raise a concern in good faith. An employee who raises a concern under this Policy will not be at risk of losing his/her job or suffering any form of retribution. Any employees wishing to protect their identity are at liberty to do so and their identity will not be disclosed without their consent.

Code of Ethics

Media Prima desires to maintain a reputation for integrity that is in keeping with its social responsibilities and position. In accordance with this objective, it requires all employees to observe high ethical business standards of honesty and integrity and to apply these values to all aspects of its business and professional practices.

The Code of Ethics serves as a guide and reference to assist our employees to live up to our high ethical business standards, and it provides guidance on the way we conduct business and duties in a manner that is efficient, effective and fair.

The Code highlights key issues and identifies the relevant policies, procedures and resources to help employees conduct business and duties in-line with our standards. At Media Prima, we do not allow conflicts of interest to occur with our employees. Employees who discover any potential conflicts are required to report them to the Management.

Employees or their family members cannot receive gifts, loans, business deals or other special preferences from a person who wants to do business with the Company or can be seen as a competitor. As gift giving is a part of our culture, small items of a nominal value may be extended as a business courtesy. Sales promotion items and the occasional business meal are also permitted. Other than this, employees must not realise any profits apart from their compensation. In accordance with the Code of Ethics, all employees are required to declare business courtesies received, or given out to external parties, to Group Corporate Governance via the Business Courtesies Declaration Form.

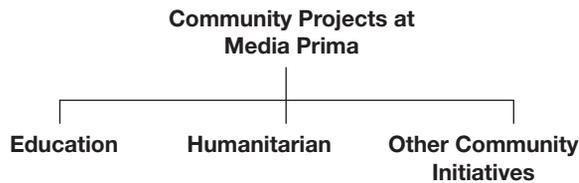
COMMUNITY





At Media Prima, we are wholeheartedly committed to good corporate citizenship and "giving back" to our communities. We work in partnership with non-government organisations (NGOs), local foundations, community leaders, expert project facilitators and governments. We aim to identify the issues of greatest importance to the communities in which we operate.

Community programmes are determined according to community benefit. We focus on three strategic core areas:



EDUCATION

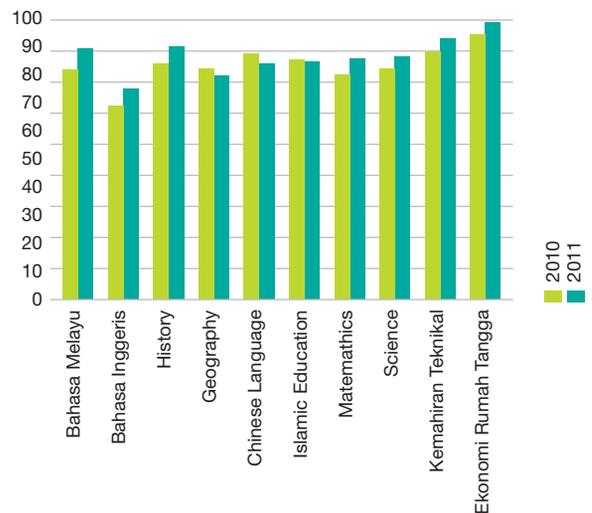
Various educational programmes were conducted throughout Malaysia in 2011 including rural areas in Sabah and Sarawak.

Media Prima

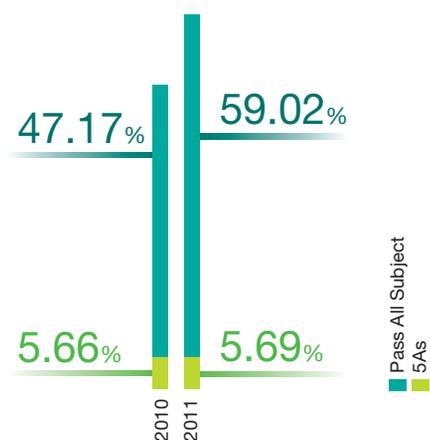
Promoting Intelligence, Nurturing Talent & Advocating Responsibility (PINTAR)

Media Prima continues its contribution to education through the PINTAR programme. PINTAR is a collaborative social responsibility initiative by PINTAR Foundation, working 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. Two schools benefited from our PINTAR programme in 2011; SMK Jelutong and SK Cherating. Various projects were undertaken including 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. The overall pass rate of students sitting for the *Penilaian Menengah Rendah (PMR)* examinations increased in 2011 which demonstrates the success of the programme.

SMK Jelutong, Pulau Pinang PMR Pass Rate from 2010 to 2011



SK Cherating UPSR Summary from 2010 to 2011



The success of the PINTAR programme was also evident at SK Cherating. The number of students who passed all subjects in their UPSR examinations increased by 11.85% in 2011 in comparison with 2010. A total of 59.02% of students passed all subjects in the UPSR examination, of which 5.69% achieved 5As.

Community (Cont'd)



NSTP

School Times

School Times is a news and activity-based English language mini newspaper aimed at improving the proficiency of the English language among rural school children. This newspaper was launched by the Deputy Prime Minister of Malaysia, Tan Sri Dato' Haji Muhyiddin bin Haji Mohd Yassin, who is also the Minister of Education, at SMK Batu Sepuluh Lekir, Perak on 27 October 2011. The weekly newspaper supplement is a product of collaboration between New Straits Times (NST) and the Ministry of Education.

School Times is published every Thursday and has been distributed with the NST to 500 selected rural primary and secondary schools in Peninsular Malaysia since 29 September 2011. In addition to improving English language proficiency, the newspaper also aims to improve students' general knowledge and creative thinking. It also serves as an alternative classroom teaching resource for teachers.

Education Pullouts

NSTP publishes a series of weekly education pullouts to help students. *Didik* helps students sitting the *Ujian Penilaian Sekolah Rendah (UPSR)* which is published every Monday. *Minda* caters to students sitting the *Penilaian Menengah Rendah (PMR)* examination which is published every Tuesday, while *Skor*, which is for *Sijil Peperiksaan Malaysia (SPM)* students, is published every Wednesday. *Varsiti* is a pullout for university students which is published every Thursday.

Examination Workshops and Seminars

Berita Harian conducts examination seminars and workshops to help students excel in public examinations such as UPSR, PMR and SPM. The two-day programme provides students with the right, precise and effective techniques to answer questions for examinations.

Akhbar Dalam Darjah (ADD) Workshops

The ADD workshop is a programme designed for teachers in schools to use the newspaper as a classroom teaching aid. The workshop assists the teaching and learning process in a more effective and interesting manner.

guru.net.my

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

New Straits Times Newspaper-In-Education (NIE) Activities

The Newspaper in Education Unit (NIE) has conducted various educational activities since it began in 2000. Workshops use the NST as a tool to teach students throughout the country under the NST School Sponsorship Programme. Programmes conducted by NIE in 2011 are as follows:

(i) School Programme Workshops – Pekan P85

The School Programme workshop is a language enhancement project for students and teachers in the district of Pekan. The English Improvement Programme not only trains teachers but teaches and prepares students who are sitting for UPSR, PMR and SPM examinations. The weekly school programme workshops are held during weekends. The target audience includes students in rural and semi-rural areas who are sitting for major examinations and English language teachers. Newspaper sponsorship, ground activities, online activation and print strategies are used in this English Improvement Programme.





(ii) School Holiday Programme

The School Holiday Programme workshops are held during school holiday periods throughout the year. Approximately 1,500 students between the ages of seven and 17 have attended these workshops. These workshops enable students to experience the fun and joy of learning NST-NIE classes. A nominal fee is charged and the workshops are promoted via the New Straits Times, *Berita Harian*, *Harian Metro* and the NIE online site, NIEXUS.

The workshops are varied and the content is linked to syllabus requirements. The objective of the workshop is to create interest and a love for the English language. The various workshops held include Entrepreneurship, Photography, Design a Toy, Animation, Creative Thinking, Crime Scene Investigation and many more.

(iii) Inside Scoop Series

The Inside Scoop Series was first started in 2009. It is a community development workshop that promotes continuous adult education. The objective of the workshop is to train and empower the participants through skills and knowledge. This creates an environment which is conducive to learning which allows them to create an alternate source of income from the knowledge. The workshops target adults aged 18 and above including students, school leavers, retirees, working adults and entrepreneurs. The workshops include topics such as How to Start an Online Business, Selling Your Brand, Writing for Magazines, Photojournalism, Leveraging on Social Media, Online Journalism and many more.

(iv) Niexter

Niexter is a teen lifestyle pullout with an edutainment angle which is published every Thursday in the NST under Life and Times. Established in January 2009, it is written by teens for teens. The content includes reviews, insights, teen perspectives, personality interviews and discussions of teen issues. Presently, Niexter has 700 teen contributors who are led by teen editorial teams. Students aged between 12 to 17 years are recruited to write for Niexter. The objective is to engage young readers and help improve their writing skills, provide a platform for teenagers to express themselves and create a new learning experience. The NST Young Writer's Award was held on 12 December 2011 to recognise young writers' contributions to Niexter.



Journalism On Campus

Journalism On Campus, more fondly known as JOC, is a monthly pullout produced by university students. It is a project by NST and various universities to help students develop soft skills and language skills. The campus newspaper, featuring campus news, is supported by the Higher Education Ministry of Malaysia who allocated funds for five universities to begin this project. The campus newspaper is printed and distributed in the campus with the objectives of:

- Learning the “dos and don'ts” of producing a newspaper;
- Training university students in a wide range of journalism and marketing skills so they are equipped with the necessary knowledge to run a business.

RHB-New Straits Times National Spell-It-Right Challenge 2011

The RHB-New Straits Times National Spell-It-Right (SIR) Challenge commenced in 2008 as a CR exercise. It was initiated in support of the Government's efforts to encourage the use of English language by primary and secondary school students. The competition has two challenges; the state challenge and the national challenge. It is divided into primary school and secondary school categories. All participants received a certificate of participation while the top five winners received cash prizes. In 2011, SIR Challenge allowed private schools using the national syllabus to participate. The top 15 students were rewarded with cash prizes at the state challenge. The new changes aimed to increase the standard of the competition and increased the number of participants. A total of 3,647 students from 638 schools entered the competition which comprised 1,416 primary school students from 272 schools and 2,231 secondary students from 366 schools. 13 pre-recorded TV episodes were aired on TV3 every Saturday from early September to early December 2011.

Community (Cont'd)

Media Prima Radio Networks

L.O.L. I Wanna Score

As one of the biggest live changing exam draws nearer, 1,600 students from various schools gathered at Management and Science University (MSU), Shah Alam on 29 October 2011 for the much anticipated revision session L.O.L. I WANNA SCORE! Hosted by Hot FM, Fly FM and One FM, students got last minute tips on how to score on the Mathematic paper from the notable tutor, Mr. Sunny Yee. The event was also made memorable with appearances of announcers from all three stations and fantastic lucky draw prizes such as iPad2, laptops, branded bag packs and more were up for grabs!

Scholarship Scheme Of Hot FM, Fly FM And One FM

In 2011, Media Prima's three radio stations collaborated with Saito College to offer a scholarship worth more than RM30,000 to a deserving student. The scholar who best fulfilled the criteria received a full-scholarship in creative design, graphic design or multimedia design.



HUMANITARIAN

TV3

Tabung TV3, Special Purpose and TV3 Bersamamu Funds

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

The selection and assessment process by the Company for Tabung TV3, may be guided by looking into the broad spectrum of community needs including the disabled; disadvantaged; victims of Catastrophes or natural disasters; those with social problems or health problems; war victims; and festive goodwill such as *Hari Raya Puasa*, Chinese New Year, Deepavali and Christmas.

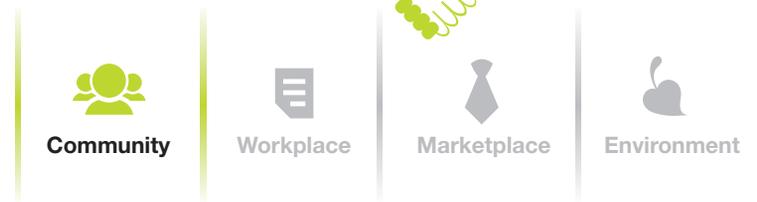
A Special Purpose Fund has been established to provide relief to victims of exceptional events such as wars or natural disasters. The Fund is intended for use in a one-time campaign for a specific duration. Donations help supply the target group with humanitarian aid such as medical supplies, food supplies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

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

NSTP

NSTP Charity Fund

The NSTP Charity Fund was established by NSTP in 1991 to offer financial aid to young Malaysians who could otherwise not afford treatment for heart problems, leukaemia, cancer or the fitting of prosthetic limbs. NSTP uses its media platform to appeal for public donations and raising money through fund-raising events organised by NSTP and partners. A full-time employee has been dedicated to manage the fund and process eligible cases. A total of 348 cases were funded since its establishment which include 39 cases in 2011. The fund has made total contributions of RM5,701,014.31, of which RM829,438.12 was made in 2011.



Tabung Bencana NSTP-Media Prima

NSTP is a platform for the general public to donate money to major catastrophes, natural disasters and humanitarian crises. Well-known campaigns conducted include the Kosovo Action Fund, Malaysian Tsunami Disaster Fund, Gujerat Earthquake Fund, Fund for Gaza and Fund for Somalia. All funds were launched on an ad hoc basis and only operated for a specific campaign duration.

The *Tabung Bencana* NSTP-Media Prima was launched on 1 October 2009 in response to a huge earthquake that occurred in Padang, Sumatera and other Southeast Asian countries. More than RM2 million was raised for the earthquake victims in Padang by June 2010. The activities and contributions made in 2011 are summarised below:

Relief Missions	<ul style="list-style-type: none"> 27 to 29 January 2011, a team of 12 NSTP-Media Prima employees assisted the flood victims of Miri at a cost of RM80,886 9 to 11 February 2011, 52 NSTP-Media Prima volunteers assisted in a flood relief mission at Pagoh, Muar, at a total value of RM78,076 29 March 2011, we provided assistance to flood victim students of SMK Gemereh, Segamat worth RM12,750 15 September 2011, a team of 22 NSTP-Media Prima volunteers undertook a relief mission to support landslide victims in Kg Sungai Ruil, Cameron Highlands with a value of RM24,456 29 to 30 December 2011, 26 volunteers from NSTP-Media Prima assisted in a flood relief mission at Kuala Rompin which benefited 193 families. A total of RM30,000 was also donated.
In aid of tsunami victims in Japan	The campaign was launched on 12 March 2011 with the Malaysian Red Crescent Society (MRCS) as a partner. A total of RM1.1 million was collected and RM500,000 was disbursed to MRCS on 7 May 2011.
In aid of famine victims in Somalia	This was a collaborative effort between NSTP-Media Prima, Perdana Global Peace Foundation (PGPF) and Malaysian Medical Relief Society (MERCY). It was launched on 17 August 2011 by Tun Dr. Mahathir Mohamad. A total of RM1,274,000 was collected for this cause. The first amount of RM575,401 was handed over to MERCY on 3 November 2011 and the balance will be delivered in January 2012. This fund ended in 2011.
In aid of landslide victims of Madrasah Al-Taqwa Hulu Langat, Selangor	This initiative was launched on 22 May 2011. A total of RM1,270,801.79 was collected by 22 November 2011. This was used to finance the construction of a new building to replace Persatuan Anak Yatim Malaysia's Madrasah Al-Taqwa which was badly damaged in the landslide tragedy on 21 May 2011. This included the purchase of suitable land and other necessary equipment. The first disbursement of RM250,000 was given on 23 November 2011; the second of RM192,000 on 21 December 2011 and the third of RM828,801.79 is scheduled to be on 4 February 2012.
In aid of flood victims in Thailand	This initiative was launched on 26 October 2011. A total of RM75,365 was raised by 31 December 2011.

Community (Cont'd)



Titipan Kasih Harian Metro

Titipan Kasih Harian Metro was launched in 2010. Activities held through this programme includes *gotong-royong*, financial assistance and donation of basic groceries to needy families and under privileged society members. These cases are highlighted under the *Harian Metro's 'Metro Prihatin'* column. The list of beneficiaries and contributions in 2011 are summarised below:

Date	Venue	Recipient
15 February 2011	Kampung Bakar Bata, Sungai Petani, Kedah	Hindon Abdullah, 47 years old (Single mother) Dependence – five children
15 March 2011	Kampung Baru, Alor Gajah, Melaka	Zainon Miskam, 45 years old (Single mother) Dependence – five children
26 April 2011	Kampung Seringai, Putatan, Kota Kinabalu, Sabah	Normala Mohd Juhur, 30 years old (Single mother) Dependence – five children
3 May 2011	Lorong Cempaka, Kuala Ibai, Kuala Terengganu, Terengganu	Hamdan Mohd Zin, 49 years old Dependence – wife and seven children
3 July 2011	Kampung Permatang Darat, Kuala Sungai Baru, Alor Gajah, Melaka	Ligan Soli, 54 years old (Single mother) Dependence – eight children
20 November 2011	Kuala Bekah, Penaga, Kepala Batas, Penang	Rosma Abdullah, 45 years old (Single mother) Dependence – four children
20 November 2011	Kampung Sungai Korok, Kepala Batas, Penang	Saadah Hamat, 48 years old (Widow) Dependence – seven children
30 November 2011	Kampung Bangau Parit, Temerloh, Pahang	Awang Zaki, 43 years old Dependence – Wife and seven children



Date	Venue	Recipient
30 November 2011	Kampung Bangau Parit, Temerloh, Pahang	Asmayati Hamid, 46 years old (Single Mother) Dependence – six children
19 December 2011	Klebang, Melaka	Asiah Baba, 52 years old (Single Mother) Dependence - seven children
20 December 2011	Alor Gajah, Melaka	G.Malarkoddie, 35 years old (Single Mother) Dependence - six children
Special Editions		
6 September 2011	Sungai Tua, Gombak <ul style="list-style-type: none"> visit to distribute gifts to orphanage 	<i>Penghuni Rumah Anak-Anak Yatim dan Asnaf Raudhatul Al-Faez</i>
22 November 2011	Batang Kali, Selangor <ul style="list-style-type: none"> Refurbish and repaint the therapy pool for the disabled occupants Provide educational tools Birthday celebrations for the disabled occupants Purchase and installation of a gazebo at the playground 	<i>Pusat Pemulihan Dalam Komuniti (PDK)</i>
Ramadan		
6 August 2011	Simpang Pelangai, Bentong, Pahang	Local Kampung Folks
13 August 2011	Bt 14, Hulu Langat, Selangor	Orphanages
20 August 2011	Kampung LBJ, Labu, Negeri Sembilan	Single mothers
24 August 2011	Sg Burung, Tg Karang, Selangor	Underprivileged families



Alt Media

GUA

Alt Media selected *Rumah Amal Limpahan Kasih Puchong* as the CSR beneficiary for 2011 which coincided with Alt Media’s fifth birthday. Alt Media purchased household items and dry food from funds raised at a charity sale organised at Sri Pentas on 21 September 2011. On 16 October 2011, orphans from this home were treated to lunch sponsored by Redynamics Asia Sdn Bhd. Children and teenagers were surprised when presented with an opportunity to meet YouTube sensation Najwa Latiff, who also performed a couple of songs. *Duit raya* was given to the children of this home before the end of the visit.

Community (Cont'd)



OTHER COMMUNITY INITIATIVES

ntv7

Feel Good Run

More than 10,000 visitors flocked to Sri Pentas on 3 July 2011 including more than 5,000 runners who participated in the ntv7's inaugural Feel Good Run. Over 70 celebrities joined this charity fun run held in Bandar Utama, Selangor. The organisers also scheduled uber performances and a carnival with funfair booths and inflatable games. Deemed as the nation's most prestigious celebrity running event, Feel Good Run joins a host of entertainment and media personalities including Jehan Miskin, Jaclyn Victor, Dynas Mokhtar, Aishah Sinclair, Nazrudin Habibur Rahman, Phat Fabes, Rina Omar, Julie Woon, Alan Yun, Leslie Chai and Debbie Goh. Bloggers Mohd Zulkifli and Niki Cheong also joined the event. Senator Gan Ping Sieu, Deputy Minister of Youth and Sports Malaysia supported the event and participated in the 3 km run. This mass fun run, the largest run held in Bandar Utama, was organised in conjunction with ntv7's 13th anniversary. It aims to spread joy among friends and family while having fun and getting healthy.

The Home of Feel Good also celebrated its 13 Feel Good years with all its visitors at the carnival. The Feel Good Run raised a total of RM144,320 from corporate sponsorships which were donated to *Yayasan Jantung Malaysia (YJM)*, National Cancer Society Malaysia (NCSM), Malaysian AIDS Foundation (MAF) and The National Autism Society of Malaysia (NASOM).

Autism Campaign

ntv7 recognises the plights of those who are diagnosed with autism and the effect it can have on family members. ntv7 collaborated with the National Autism Society of Malaysia (NASOM) to produce a total of 13 public service announcements to increase awareness on this disorder. In addition to its efforts, ntv7 has also partnered with NASOM in its "Walk For Autism" charity event.

Berita Harian

Semarak Ramadan – Berita Harian

In 2009, *Berita Harian's Semarak Ramadan* programme commenced in all states. It is a programme to give back to society during the holy month of *Ramadan*. This programme provides financial assistance to the underprivileged and needy community to ease the burden during the fasting month and help prepare for *Hari Raya Aidilfitri*. Support is also given to local mosques and *suraus* to organise religious activities and to upgrade their facilities. In 2011, in addition to *gotong-royong* activities with local communities, *Semarak Ramadan* also hosted the slaughtering of a cow event and prepared dishes for breaking fast with the local community. During the year, *Semarak Ramadan* visited local *Bazaar Ramadans* where goodie bags were distributed to all visitors. A total of 14 mosques were visited nationwide in 2011 and the details are listed below:



Date	Venue
7 August 2011	Masjid Al-Ehsan, Bukit Baru, Melaka
12 August 2011	Masjid Al-Ikhlash, Kuala Nerus, Terengganu
13 August 2011	Masjid Kampung Kulumbai, Kota Belud, Sabah
14 August 2011	Masjid Al-Muhajirin, Bota, Perak
15 August 2011	Masjid Bukit Treh, Muar, Johor
17 August 2011	Masjid Al-Kudus, Kota Bahru, Kelantan
19 August 2011	Masjid Al-Kausar, Simujan, Sarawak
20 August 2011	Masjid An-Nur, Saujana Utama, Selangor
20 August 2011	Masjid Jamek, Kampung Baru, KL
21 August 2011	Masjid Al-Fattah, Seberang Prai, P.Pinang
21 August 2011	Masjid Al-Takwa, Pekan, Pahang
23 August 2011	Masjid Teluk Kemang, Port Dickson
25 August 2011	Masjid Kampung Simpang Sanglang, Arau, Perlis
26 August 2011	Masjid Muadzam Shah, Kuala Nerang, Kedah



TV3

GPS Iman

GPS Iman is a brand new CSR themed programme organised by TV3 based on ideas and concepts initiated with KAWASAKI. GPS Iman follows three young *ustaz* accompanied by friends and celebrity guests such as Dr. Fadzley, Nash Lefthanded and others. GPS Iman delivers motivational talks through the different states of Malaysia and spreads the words of ALLAH (swt) to orphans and those less fortunate. The three *ustaz* and their convoy also became involved in community service and related activities around the area.

School Attack

For many years, TV3 Kids team has brought laughter and a fun experience to selected schools together with MILO in conjunction with its School Attack programme. This is a project dedicated to primary school students aged between 10 to 12 years where a range of activities, games and other recreational sports helped stimulate intelligence among the children.

Activities under this programme consist of Mini Explorace Kids, Penalty Kicks, Copy Style Roverz, Shoot'n Hoops and a Pop Quiz. Fun Telematch and Giant Jigsaw Puzzle were two new games introduced this year.

8TV

The 8TV Fun Hunt

8TV, in its greening efforts, has launched its first ever go green-eco-friendly 8TV Fun Hunt. The event was held on 1 October 2011 with local celebrities, the media and public in a fun way to reduce the environmental footprint. The 8TV Fun Hunt encouraged participants to promote environmental awareness. Some taglines include 'Bin There, Dump That! and Can It! Other challenging environmental activities were also held. A total of RM5,000, which was raised from RM25 registration fees, was donated to Zoo Negara.

Community (Cont'd)



The 8TV Celebrity Char8ty Drive

In conjunction with 8TV's 8th Anniversary celebration, the 8TV celebrities, its employees and fans spent a day at the Selangor handicapped and mentally retarded Children's Centre, in Ampang Jaya, Selangor. In appreciation for the eight successful and still growing years 8TV has experienced, the 8TV *Char8ty* Drive represented a small and humble step of 8TV's efforts in giving back to society. The 8TV *Char8ty* Drive that took place on 1 December 2011 was a meaningful event which made the volunteers, participants and residents of the home smile. 8TV Celebrities, Prem Shanker, Megan Tan, Razif Hashim, Gary Yap Choon Kean, Lee Sze Ping, Hoon Mei Sim, Baki Zainal and Dennis Gan was also there to have lunch, mingle and share laughs with the residents of the home. Lunch was sponsored by KFC Holdings (KFC) and Media Prima employees donated groceries, cash, toys and essential items such as clothes, food supplies, mattresses, mattress covers, medical and grooming supplies.

Alt Media

Tonton

A fund raising campaign was initiated by Tonton on the 3 July 2011 in conjunction with ntv7's Feel Good Run to raise funds for four NGOs: Malaysian Aids Council, National Autism Society of Malaysia, National Cancer Institute and *Yayasan Jantung Negara*. More than RM1,500 was raised through the sale of cupcakes at this event which was distributed to the local foundations with the assistance of ntv7.

Media Prima Radio Networks

Fly FM

L.O.L. Uni Talk

After launching L.O.L. (Live Out Loud) this year as a CSR effort focusing on education, Fly FM organized an insightful UNI Talk for students of SEGi University College on 7th July 2011. With the aim to inspire the youth, notable speakers which included Jaclyn Victor, Nazruddin aka Naz and Harith Iskandar were invited to share their success stories and experiences in the entertainment industry. Fly FM announcers and management also took the stage to further share what the world of radio is all about.

Hot FM

In an effort to help the needy, Hot FM held a charity drive on air to encourage the public to donate to the children of *Rumah Anak-Anak Yatim & Ibu Tunggal Taman Medan Petaling Jaya* and *Rumah Tumpangan Anak-Anak Yatim & Miskin Sungai Pinang, Meru Klang* on 13 and 19 November 2011 respectively. The public donated in kinds and dropped off their donations via the on ground team, Hot FM Zoomers and at Sri Pentas.

In assisting SK Bintang Utara on their School Radio Project, MPRN helped out by providing them with the right contactors to build the school's very own studio. MPRN also conducted a half day workshop for the students on 30 April 2011 to educate them on radio station's content and operation as well as the dos and don'ts of being a radio announcer.

Hangatkan Sekolahku

A part of the LOL initiative, Hot FM requested all secondary school students in Peninsular Malaysia to send entries listing what was required to improve their schools. There were many submissions but Sekolah Menengah Raja Lumu, Klang, Selangor was chosen as the lucky winner. This active music club had requested for musical instruments. Softball state players of SK Penderas Kuala Krau, Temerloh, Pahang also received brand new sports equipment to improve their performance in future state competitions.

Hot FM Kita Punya

Hot FM *Kita Punya* was held in conjunction with TV9 GIG in July 2011. The main objective of this event was to support the local Malaysian music scene. Speakers from various backgrounds were invited to give talks including Ahmad Izham Omar, En Mokhtaza from Warner Music, the vocalist Aizat and Malaysia's guitar heroes, Edrie Hashim.



Community



Workplace



Marketplace



Environment



One FM

Live Out Loud (LOL) – Back To School

One FM gave listeners a chance to improve their schools by suggesting how to make them a more conducive learning environment. Two schools' requests were granted. SRJK (C) Sin Min, Alor Setar received four brand new PCs for their computer room and SRJK (C) Chin Terh, Muar received 10 ceiling fans for their classrooms and a dictionary for all students.

LOL – UNI TALK @ UTAR

One FM hoped to inspire young undergraduates by inviting notable guest speakers to deliver insightful Uni Talks. The talks were hosted by Kyan and Lucas and speakers included Owen Yap, Director Ho Yu Hang; Hui Ee, Head of programming at One FM; Irene Tan Account Manager; Apple News Presenters. This knowledge sharing session allowed each guest to share their success stories and experiences in the radio and entertainment industry.

Yayasan Nanyang Press Project – Bangkok Flood

One FM showed full support for Yayasan Nanyang Press Project - Bangkok Flood in November 2011 by running Public Service Announcements on air, online, on-ground and through general news coverage. This project encouraged the public to donate to the victims of the Bangkok floods which occurred in October 2011. The charity drive was held on 27 November 2011 at the main entrance of Berjaya Times Square.

Ice Cream 4 You

One FM supported the charity drive Ice Cream 4 You that encouraged the public to send donations to Padmasambhava Children Loving Association. The special ground event, held on 10 December 2011 at Morib, Sepang Gold Coast, treated less fortunate children to a day out with celebrities. One FM's announcers, Jane and Angelina, also hosted a memorable mini concert for the children.



Reaching Out to Our Stakeholders

Reaching Out: Yuan Carnival

Yuan Carnival continued to promote fellowship by spreading love, fun and excitement in communities within and outside the Klang Valley. The Election Commission Malaysia (SPR), National Registration Department of Malaysia (JPN) and Malaysian Scout Association (PPM) also took part in 2011. Visitors were provided with free voting registration and checking, change of address notifications and assistance from the friendly scouts. Popular artistes appearing from Singapore, Taiwan and Hong Kong, provided fun and entertaining activities for the entire family. ntv7's Yuan Carnival was created to engage with its faithful viewers throughout Malaysia. ntv7's Go Green Campaign was also held in conjunction with this Carnival with various green activities such as an Art and Craft Workshop using recyclable items, Fruit Enzyme DIY and Go Green Facts Quiz.

Reaching Out: Karnival Jom Heboh 2011

Karnival Jom Heboh 2011 emerged as the epitome of leisureliness for the whole family, in parallel with the Government's agenda of togetherness of family and society. It received a big round of applause in each of the nine locations visited. The nationwide tour, including its launching ceremony held in Terengganu, was a great success receiving 400,000 attendees.

With five million yearly visitors, *Karnival Jom Heboh* is a platform for TV3 to engage with its loyal audience, with many different fun and healthy activities. It also provided commercial growth and opportunities, with small entrepreneurs celebrating the fiesta which boosted their socio-economy standards.

Community (Cont'd)

TV3 renowned booths such as *Studio Cereka*, *Studio 3*, *Wanita Inspirasiku*, *Kota Ilmu*, *Buletin Utama*, *My TV3* and *TV3 Kids* exhibited flamboyant TV3 personalities and guest artistes. *Jom Heboh* extended its care for the needy by visiting selected charity houses to share the excitement with the underprivileged.

In addition to a Petting Zoo, the carnival featured an array of furry animals including sugar gliders, hamsters and rabbits. 'SOOPA DOOPA', an adrenaline-pumping game, made its return for the second year, alongside a variety of challenges and games including Soapy Ball, Maze, Over The Top, Zorbing Ball and Sticky Tunnel, which welcomed interested parties to test their strength and endurance.

Konsert Jom Heboh was the climax of the event which featured Malaysia's best industry talents for TV3's loyal audience. Popular names included Anuar Zain, Ziana Zain, Ning Baizura, Jaclyn Victor, Tomok, Alyah, Black, Awie Rafael, Meet Uncle Hussain, Sofarz and Sixth Sense.

INTEGRATING SUSTAINABILITY INTO OUR BUSINESS

CR at Media Prima does not stop at giving back to the community and we realise that we can create a greater impact by integrating CR into our businesses. We continue to integrate our CR messages and efforts into various programmes on TV, radio, print and other relevant channels.

Remaja: Food Distribution To The Homeless

Remaja is a TV9 entertainment programme which is tailor-made for the teenagers. It showcases healthy-lifestyle activities, the latest in technology and other happenings for teens' viewing pleasure. The programme also instills positive values in the youth by featuring the realities of everyday life. In November 2011, our *Remaja* team with a group of youth volunteers helped feed the homeless around the Masjid Jamek area in Kuala Lumpur. Some of them rode motorcycles and went for a 'night run' in the city to distribute packed food to the homeless. This community youth effort was part of TV9's social responsibility to raise awareness and combat hunger, homelessness and other vestiges of rural and urban poverty in Malaysia.

Idola Kecil 4

Idola Kecil 4 (IK4), Malaysia's number 1 kids' reality show, shared its happiness with the patients of the Paediatric ward, *Pusat Perubatan Universiti Malaya (PPUM)*, Kuala Lumpur. The children were entertained by sweet melodies of the *Idola Kecil 4* finalists on 14 December 2011. The finalists paid a visit to 60 children, aged between three months and 12 years who are battling with life-threatening illnesses, bringing them joy and making them smile. Many fun games and activities were played and goodie bags, story books, toys and balloons were distributed. This charity event was part of TV9's way to give back to the community and touch the lives of those who need it most.



Soccer Kids 3

Soccer Kids 3 (TV3) is designed to discover new talents in children aged between 10 and 12 years. This talent search grooms new talents by educating them about football 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 talents and develop the future Malaysian football team from the grassroots. Experience shows that talents 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.

During the opening season of 2011, our Soccer Kids team have beaten the team from Japan, *Vissel Kobe* with a score of 1-0. Another achievement was recorded when our team beat the Junior Soccer Singapore, 11-0.

Bersamamu

TV3 proudly unveiled its steadfast CSR themed signature programme, *Bersamamu* in May 2005 to form closer ties with communities and raise public awareness of the beauty of charity. This 30 minute programme, which has entered its seventh year and has touched millions, can be seen at 9.30pm every Wednesday. TV3 highlights the difficulties faced by the underprivileged and encourages viewers to donate money and join related charity drives.

TV3 has received an overwhelming response from the public since the first episode was aired. Thousands of viewers contacted us about their families in need of assistance, or simply to recognise our efforts in social welfare. The positive outcome is a great encouragement for TV3 to extend care to the less fortunate. To date, more than 300 episodes have been aired, featuring stories of less fortunate families and their plights. We have also helped these families by contributing essential items and financial aid to reduce their burden.



Community

Workplace

Marketplace

Environment

Bersamamu: Kem Bersamamu Alam

“Hulurkan tangan, ringankan beban” is a unique collaboration between *Bersamamu*, TV3 and Malaysian AEON Foundation. It created an opportunity for dreams to become a reality when *Kem Bersamamu Alam* was successfully organised at the *Taman Alam Kuala Selangor* from 17 to 20 June. It featured youths from families which previously appeared on the *Bersamamu* programme.

The three-day motivational camp welcomed approximately 100 children aged nine to 11 from *Rumah Kasih Harmoni Paya Jaras*, *Maahad Tahfiz Baitul Ummah*, *Rumah Ozanam*, *Rumah Silaturrahim Nurul Qannah* and *Yayasan Sunbeams Home*. The camp provided a one-of-a-kind exposure and experience to the participants and offered numerous courses and briefs. Subjects comprising interesting and relevant topics were delivered professionally by guest speakers, such as the insightful historical expeditions at Bukit Melawati, Mangrove River Cruise, firefly sightings, video screenings, spiritual and physical exercises, group discussions and special assignments that emphasised team work and showmanship. *Tabung TV3 Bersamamu* donated RM5,000 to each shelter home.



Bersamamu: “Nasi Goreng Ibu”

Media Prima fulfilled the wish of Mohd Fakhru Abdul Azis, aged 15, who suffers from stage 4 stomach cancer to return to his hometown in Terengganu after three months stay in PPUM. Fakhru knew he did not have much time to live and wished to spend the rest of his life with his family and taste his mother's speciality *nasi goreng kunyit* again. Media Prima helped arrange an ambulance equipped with all the necessary emergency equipment, specialist doctors and nurses for his journey home.

Malaysia Hari Ini

The “*Jenayah*” segment is featured every Tuesday with Kamal Affendy Hashim, a Crime Analyst as a member of the discussion panel. This segment serves as a Crime Watch or Crime Alert, which informs and educates the community to help them avoid becoming victims of crime. Victims of crime share their experiences on topics chosen for discussion each week which are based on national headlines issues.

The “*Guaman*” segment is featured every Wednesday with lawyers YBhg Dato’ Haaziq Pillay and YBhg Dato’ Khairul Rahmat as members of the discussion panel. The panel answers legal queries and gives their advice on a variety of issues raised by members of the audience. Similarly, topics of discussion are based on current issues capturing the national headlines.

The “*Kesihatan*” segment appears every Thursday and features doctors from various disciplines. This segment opens an outlet for audiences to gain information regarding a particular disease or illness and receive expert advice from the invited medical specialist.

Singgah Sahur 2011

Singgah Sahur is a 10-episode programme aired every weekend during the *Ramadan* month, 1 to 29 August 2011. The concept of this programme is “*Tangan yang memberi lebih mulia dari tangan yang menerima*” or “the hand that gives is above the hand that takes” which assists those who are less fortunate. In the spirit of *Ramadan*, the *Singgah Sahur* crew invites Media Prima’s Senior Management and TV3 personalities to visit less fortunate communities throughout the country, to observe their plight and enjoy a blessed meal with these individuals.

In addition to children’s shelters, the *Singgah Sahur* also visited a Women’s Prison, Kuala Lumpur’s homeless, the disabled, the poor, the ill and victims of the Hulu Langat landslide. The crew distributed hampers and food to these less fortunate individuals during the sahur meal, and highlighted their plights to create awareness in the community. The beneficiaries of this programme in 2011 included:

- 150 patients at Hospital Sungai Buloh Selangor.
- The homeless people of Kuala Lumpur.
- Juvenile offenders at Sekolah Tunas Bakti, Sungai Besi, Kuala Lumpur
- Female inmates at the Kajang Women’s Prison, Selangor.
- The poor, elderly and disabled communities in Felda settlements of Ijok, Kubu Gajah, Perak.
- Children and less fortunate students of *Miskin Kompleks Baitul Hasanah*, Kg Perepat, Kelang, Selangor.
- The poor and disabled communities living in *Projek Penduduk Rakyat Termiskin*, Bukit Lanchong, Shah Alam.
- Victims of the Hulu Langat landslide residing in temporary shelters at *Pusat Latihan YADIM*, Kg Sungai Semungki, Hulu Langat, Selangor.

Community (Cont'd)



Sejuta Impian

Sejuta Impian is TV3's latest reality programme which aims to find Malaysians from all over the country with compelling stories and different ideas. The *Dana Belia 1Malaysia (1MDB)* has allocated RM1 million to be given away to Malaysians with inspiring dreams. In collaboration with 1MDB and Telekom Malaysia (TM), it is a positive initiative by both parties which enables dreamers to turn their dreams into reality, with a condition that their dreams must benefit not only themselves, but also the society or the community around them.

Since its debut on May 15th 2011, every Sunday 7.30pm, *Sejuta Impian* has been a platform where TV3 was able to engage with viewers and dreamers in order to change their lives and share their dreams for a better Malaysia, by distributing RM1,000,000 allocated by 1MDB. The money is channelled to the public where the fund is given to them as a base to pursue their dreams. The show was on air for 20 weeks ending on 2 October 2011 with an average of 1.5million viewers per episode. Recipients have successfully lived their dreams and continue to strive further.

360 (Tiga Enam Kosong)

An intriguing magazine documentary programme, 360, reveals the country's social issues and alarming concerns to highlight them to TV3 viewers and the authorities. It is broadcast live from Sri Pentas every week while issues are current. 360 has uncovered numerous issues of concern.

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 11th year of broadcasting. The programme provides viewers an insight into the world of vice from the safety of their homes as the crew goes undercover and reveals the unseen, the untold and the reality of crime in Malaysia.

Fly FM & Fahrenheit 88 Makes Christmas Wishes Come True

Listeners and the general public were invited to donate gifts to the children of four chosen homes: Sanctuary Care Centre, *Rumah Sayangan*, Precious Childrens Home and Rainbow Home. From 5 to 23 December 2011, mini cards were hung on the Fly FM Wishing Tree located at Fahrenheit 88, indicating each child's name, age and gender. Listeners were encouraged to select a card and attach it to a gift that they had for the child on 24 December 2011. These children were treated to lunch, goodie bags and a once in a lifetime opportunity to watch Kyle Patrick of the Click Five perform a special acoustic show.

Honk For Japan On Fly FM Pagi Show

On 1 April 2011, Fly FM's *Pagi Show* decided to help the victims of the natural disaster that hit Japan earlier that year. The *Pagi Show* including Phat Fabes, Ben and Nadia broadcasted from Ampang Park from 6am to 10am to collect as many honks from passing vehicles. The *Pagi Show* donated RM10 to Tabung Bencana NSTP-Media Prima for every passing car that sounded its horn. A total of RM2,370 was collected.

TV3 Cares - 'Aduan Rakyat'

TV3 continues to be a voice and platform for Malaysians to channel their problems and grievances through its signature CSR themed programme aptly entitled *Aduan Rakyat*. For the second season, this public affairs genre magazine series essentially deals with public disputes using conflict management and resolutions approach; constructive engagement; and public participation. This is preferred rather than resolving issues in an emotional, confrontational manner. The magazine show, with the tagline TV3 *Ambil Berat*, is produced by TV3 to meet the following objectives:

- *Aduan Rakyat* upholds the Malaysian Government's slogan, *Rakyat Didahulukan*
- *Aduan Rakyat* is a media platform or conduit and a TV programme for community problem solving
- *Aduan Rakyat* seeks positive change for the common good
- *Aduan Rakyat* uses a systemic rather than isolated approach to problem solving. It offers sound advice on understanding and uses conflict resolution processes in the public policy arena



PUBLIC DONATIONS POLICY

The Public Donations Policies and Procedures have been jointly developed by the Corporate Governance and Risk Management and the Corporate Communications Departments. Media Prima endeavours to fulfil its social obligations by organising charity events and fund raising campaigns, to raise funds for the needy while promoting the broader interests of the community. These initiatives are conducted with the aim of achieving the following objectives:

- To enhance Media Prima's image as a responsible and caring corporate citizen that supports good causes which benefit the community;
- To create awareness among the Malaysian public to be more sensitive and caring towards fellow citizens of the country and of the world;
- To give back to society in a meaningful way; and
- To support Government efforts to bring equality and equal opportunity among multiracial Malaysians of various social and economic backgrounds.

A Donation Committee has been formed to oversee the Company's fund raising and donation activities. The Committee consists of the Chairman, Media Prima; Group Chief Executive Officer, Television Networks; Group Director, News and Current Affairs, Media Prima; and Group Chief Financial Officer, Media Prima.

PUBLIC POLICY DEVELOPMENT AND LOBBYING

We do not participate in the development of public policy in areas in which we have no legitimate business interest. Instead, we engage with regulators and the relevant government ministries and agencies to ensure appropriate attention is paid to issues relevant to our industry. During our regular meetings with the regulators, we voice our opinions on any issues that may affect our industry. The regulators include the Ministry of Information, Communication and Culture (MOICC) and the Malaysian Communications and Multimedia Commission (MCMC). These meetings are held periodically.

PREVENTION OF CORRUPTION AND FRAUD

The Media Prima Fraud Prevention Manual was developed by the Corporate Governance and Risk Management Department and has since been duly approved for implementation by Media Prima's Board of Directors on 28 November 2005. Employees found to have participated in fraudulent acts as defined by this Policy will be subject to disciplinary action, up to and including termination, pursuant to the Human Resources policies and

procedures. Similarly, Directors will also be subject to action as applicable under the laws and provisions of the Companies Act. All employees must comply with the Group's 'Code of Ethics'. This policy states how the Group expects all employees to conduct themselves, and specifically requires offers of gifts, hospitality and potential conflicts of interest to be declared.

Media Prima is committed to strictly forbidding corruption and fraud as is explicitly stated in the Company's directive on business ethics and it insists that business activities are conducted in an ethical manner.

Bribes and kickbacks are not acceptable and are a breach of the Code of Ethics. The Group's employees must not accept lavish gifts or guarantees in any form. Items of nominal value may be accepted provided that the acceptance does not compromise the judgement of the person accepting the item. A register of interests, gifts and hospitality is maintained and subject to periodic review in accordance with the Code of Ethics. All customer discounts and rebates must reflect true commercial transactions and not be intended or be seen to serve any illegal or improper purpose such as kickbacks and bribery.

Anti-corruption awareness is provided to all our employees based on the Fraud Prevention Manual as part of our commitment to promoting ethical behaviour. Employees cannot put themselves in an obligated or compromised position in any business dealing. There have been no significant penalties for non-compliance with applicable laws and regulations with regards to corruption.

ANTI-COMPETITIVE BEHAVIOUR

At Media Prima, we believe in promoting growth by protecting the process of competition and the interests of our customers. Anti-competitive agreements which contain price fixing; bid rigging; share market supply or limiting; controlling production; or any other agreements which restricts competition are prohibited. Abuses of dominant position such as excessive purchase or selling price, refusal to deal, predatory pricing or controlling market access are forbidden. Media Prima has formulated training sessions to welcome the Anti-Competition Act which will commence in 2012. We are continuously working with the regulators, authorities, rules and regulations to promote healthy competition in the market.

We are pleased to report that there were no incidents or penalties involving competition, manipulation or monopolistic activities, at any time during this period. We are also pleased to report that there were no significant incidents or penalties for non-compliance with the material laws and regulations at any time during 2011.

WORKPLACE





Media Prima continues to provide a workplace where its people have the opportunity to be the best they possibly can. We pride ourselves on being an employer of choice. The Company focuses on creating the right culture and providing development opportunities with fair processes. Media Prima continues to promote a workplace that delivers value for its stakeholders and rewards its people. Media Prima's hiring policy encourages the development of local talent.

CODE OF ETHICS

We rely on the enthusiasm, talent and commitment of our employees to maintain and build on the success of our business. This is even more important in today's competitive market. We believe that the better experience our people have at Media Prima, the better service they will give our customers.

Media Prima has established a Code of Ethics which formalises this commitment. This covers relationships with the Company and contains clear guidelines on responsibility and accountability which applies to the customers, vendors, suppliers and contractors.

EMPLOYEE RELATIONS ACTIVITIES

In promoting a good work-life balance among our employees, we have initiated various activities which inculcate the spirit of teamwork among them. Our employee relations activities aim to promote engagement with employees across the wide divisions of Media Prima and its management.

As an organisation which respects and is proud of the diverse cultures and religions in our workforce, we share the joy of every festival and celebrate the season with our employees. During *Ramadan*, *Kurma* was distributed to our Muslim and non-Muslim employees.

For *Hari Raya Puasa*, we provided beef subsidies while mandarin oranges were distributed during Chinese New Year. The Company also provided mutton subsidies for Deepavali.

We subsidise our employees and their family members to go for *Umrah*. A total of 279 employees enjoyed this benefit in 2011. Employees were sent in two batches to perform their *Umrah*. A subsidy for non-muslims is also provided to help them perform their pilgrimages.

We continue to promote good health among our employees by encouraging them to be active in sports and live a healthy lifestyle. Our Employee Wellness Programme is extended throughout the Group. A Health Awareness Programme and its

Lose Big Competition received a good response from employees. In addition, our combat boot camp and cardio dance which are held twice a week are still ongoing. We provide sports facilities for our employees including a sports centre with a gymnasium and a futsal court. Personal trainers are also available for employees at the Gym. We ensure that all equipment and facilities in our sports centre are safe to use.

In 2011, Media Prima organised *Karnival Sukan* which consists of 12 games and is participated in by more than 500 employees. During this carnival, participants were divided into six groups: Orange, Blue, Yellow, Red, Purple and Green. The Orange Group was announced as Champion.

BENEFITS

Leave Benefits

The annual leave of all Media Prima's and its subsidiaries' employees increases according to the number of years served in the Company.

A Pilgrimage Leave for Muslim employees for 42 days is provided once during the course of employment for employees after five continuous years of service. In 2011, the Company subsidised 17 pilgrimages. In addition to the pilgrimage leave, the Company also subsidises 60% of the Haj cost for 10 employees per year. A Compassionate or Disaster Leave is provided for Death or Natural Disaster; and leave is granted for Marriage and Paternity.

An employee is granted fully paid Medical Leave each year up to 28 days. If hospitalisation is required, this is extended to 75 days. Prolonged Illness Leave covers employees with critical illnesses.

Maternity Leave of 60 consecutive days per delivery is given to female employees. Study Leave is also given for studies, training, courses or examinations at Public or Private Institutions of Higher Learning locally and abroad. The Company also supports employees who participate in activities which boost the name and image of the Company or nation.

Additional Benefits

Other benefits include, Life Insurance, Personal Accidental Coverage on Double Indemnity basis and the Medical Benefits includes hospitalization, specialist and dental treatments.

Workplace (Cont'd)

PERFORMANCE MANAGEMENT

Employee compensation is linked to performance which is measured across various Key Performance Indicators (KPIs). Media Prima uses a point-based system which ranges from 1 to 5 in determining the weight of the bonus (5 being the highest performing). The process is used to assess all employees (100%). The percentage of employees achieving each performing level and the respective bonus quantum of each level for 2011 is listed below:

Point	Percentage of Employees (%) (% of Base Salary)	Bonus Quantum
1&2	0	0
3	28%	3.25
4	60%	4.25
5	12%	6.00

The Performance Management process of the Company is illustrated below :

Performance Management System (PMS) Cycle



HUMAN CAPITAL DEVELOPMENT

Media Prima implements a number of employee engagement activities at all company levels from the Board of Directors to pre-entry candidates. The activities are designed to enhance the skills of employees and reflect their interest in internal professional development.

The second Media Prima's Training Calendar was launched on 18 February 2011. A total of 512 internal and external courses were offered with total training man-days of 19,574 and an investment of RM5,131,469.

Group Internal Training Courses Conducted in 2011

	No. of Courses	No. of Attendees	Mandays	Investment (RM)
Functional	172	3,728	10,600	3,243,507.31
Org.	37	3,169	2,794	298,260.78
Leadership	22	569	748	289,413.86
Total	231	7,466	14,142	3,831,182.00

Group External Training Courses Conducted during 2011

	No. of Courses	No. of Attendees	Mandays	Investment (RM)
Functional	256	1,327	4,887	1,205,530.80
Org.	21	85	450	48,900.00
Leadership	4	64	95	45,856.00
Total	281	1,476	5,432	1,300,287.00

Grand Total	512	8,942	19,574	5,131,469.00
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Retreats

The Board of Directors attended continuous learning sessions in leadership through various retreats organised by the Company. The first session was held on 20 July 2011 at Pullman Putrajaya. Guest speakers for the retreat included Sridharan Nair, Nurul Ain Abd Latif and Ng Mi Li from PWC, Royal Professor Ungku Abdul Aziz Ungku Abdul Hamid and YB Dato' Sri Idris Jala, Minister in Prime Minister's Department/CEO of PEMANDU. The second session was held on 23 November 2011 at Sri Pentas with guest speaker Nor Zahidi Alias, Chief Economist of the Malaysian Rating Corporation Berhad (MARC).

In 2011, our yearly management retreat was held in Four Seasons Hotel Langkawi. It presented an opportunity for decision makers to share ideas on company performance and brainstorm visions of strategy and focus for the following year. The retreat was attended by 35 members of Senior Management.

Talent pool retreats have also been held annually since 2007. During 2011, two talent pool retreats catered to the corporate and creative areas of the Media Prima. Both talent pool retreats were held on 12 and 13 October 2011 in the Grand Dorsett Subang Hotel. Each session was attended by 80 employees. In the Corporate session, Australian enter-trainer Leoni Collins shared

learning from the award winning book, Who Moved My Cheese, while the newly appointed creative director of Leo Burnett Malaysia Eric Cruz shared his presentation on creativity of the east to the creative talent pool retreat. The talent pool retreats aim to capture high potential employees across departments for a session of inspirational and experiential learning.

Knowledge Sharing of Leaders

Media Prima Inspirational Series (MPIS) ran its second term on 26 September 2011 with 63 employees from the Talent Pool being enlightened by the inspirational thoughts of SN Professor Emeritus Muhammad Hj Salleh. The inspirational series and knowledge sharing leaders were created to inspire and enlighten employees.

Benchmark Visits And Attachments

Media Prima encourages continuous learning through benchmark visits to organisations, in which companies compare various aspects of their business processes to best practice, usually within its own industry.

In 2011, we made a total of six benchmark visits which involved 130 employees as summarised below.

No.	Station	Date	No. of Persons	Exposure
1	TVB/Phoenix Studios, Hong Kong	23-25 March 2011 and 11-14 July 2011	12	Exposure on best practices
2	2011 Royal Easter Show, Australia	20-23 April 2011	64	Observing ground event organisation, crowd control, promotions, merchandise, pricing, customer relations, floor arrangement and event logistics
3	Mediacorp, Singapore	23-24 June 2011	18	Knowledge sharing session for businesses below: <ul style="list-style-type: none"> • Make-up and image • HD production • News operations • Sales
4	Singapore Press Holding	19 July 2011	18	Exposure on Best Practices for Print Industry
5	Accenture Broadband Innovation Centre and Mediaset, Italy	12-14 September 2011	2	Observe the latest media innovation for Telcos and media industry, and discuss digital trends, technology challenges and learning
	Origin Broadcast & ITV, United Kingdom	14-16 September 2011		
6	TRANSTV and SCTV, Indonesia	21-22 September 2011	16	Exposure for support team to production budgeting

Workplace (Cont'd)

In 2011, we have facilitated a total of four attachments which involved 19 employees as summarised below:

No.	Station/ Organization	Date	No. of Persons	Exposure
1	<i>Polis Bantuan</i>	20 March - 21 May 2011	6	Weapon features, usage and maintenance
2	Nova 106.9, AUSTRALIA	27-29 June and 18-20 July 2011	10	Station operation management in programming, promotion and sales
3	Taiwan Media Development	7-20 September 2011	1	Introduction to Taiwan's media industry and their practices in reporting tools and the role of media as key driver to social diversification
4	Martha Tilaar, Indonesia	11-16 September 2011	2	Make up styles and image consultancy

Specialised Tracks Programmes

The Specialised Track Programmes are developed with the aim of nurturing talent to deliver value to the organisation. The Programmes are designed to seek and develop dynamic, credible and responsible individuals to be part of the team. This will also ensure that the candidate has holistic exposure upon completion of the track.

The Specialised Tracks are summarised below:

	Young Engineer Programme (YEP)	Journalist Entry Training Scheme (JETS)	Business Executive(BE)
Introduction	Introduced to inject new innovation into the Engineering Department and potential successors.	JETS introduced in 2011 has been converted to JETs in light of NSTP integration. This programme was designed to ensure candidates acquire the foundational skills as a Broadcast Journalist in print and broadcast.	The integrated Biz Exec Programme was introduced this year with collaborations in screening, interview and final assignment. The tracked was streamlined to one year under the custody of Media Prima.
Duration	12 months	4 months	12 months
Recruitment Date	May 2011	October 2011	December 2011
No Recruited	3	20	14
Source	Career fairs, auditions, referrals and career website	UK and local career fair and website	UK and local career fair and website
Progress in 2011	In addition to the first exposure in MIS, both engineers have been consistently scoring a rating of 4 in News and Engineering Maintenance and Operations. Their track will end in April 2012.	Currently the JETS are at their Newsroom attachment in print and TV. Their attachment will be completed by the end of January 2012.	A total of 13 persons were employed; five MPB and eight NSTP. Currently they are at the foundational exposure in Corporate Governance, Risk Management and Business Process Integration & Transformation (BPIT) Media Prima/NST.



Reading Resources

We introduced an online management reading resource aimed at strengthening the leadership skills of management level and above. The monthly e-mail mailshot, Shots of Strategy (SOS), featured three articles along with reading recommendations and upcoming development initiatives. 12 issues have been published which are available on our intranet.

Leadership Programme

Leadership programmes are offered at various levels of employees to equip them with management skills to effectively lead their teams towards departmental and ultimately organisational excellence.

Level	Courses	Date	No. of Persons
Senior Management	Harvard: Crisis Management	2 June 2011	16
	Harvard: Strategic Thinking	26 April 2011	19
Middle Management	The Corporate Mentor	25-26 July 2011	21
	Leading the Gen Y Team	26 May 2011	48
Executive	Leadership Using Psychological Type	24-25 May 2011	30

Teambuilding

Teambuilding facilitation services are offered to all departments to foster good relationships between employees. However, in Media Prima, the teambuilding session is always coupled with a

segment on process improvements. This ensures a more meaningful session to bond and work towards departments' performance enhancement.

The teambuilding requests come from various departments in the Group. Examples are as follows:

Department	Date	Venue	No. of Persons
Airtime Management Group	Conty Resource Centre	26-27 March and 2-3 April 2011	28
		26-27 March 2011	27
Big Tree Outdoor		21 July 2011	30
		22 July 2011	60
NSTP Photographers	24-30 July 2011, 25 September - 1 October 2011 29-31 December, 2011	Sri Pena, Port Dickson	37
NSTP Finance	10-12 and 17-19 October 2011	Sri Pena, Port Dickson	79
Radio	17-18, 24-25 and 31 January - 1 February 2011	Sungkai, Perak	141
Engineering	19-20 and 21-22 December 2011	Trolak, Perak	79

Workplace (Cont'd)

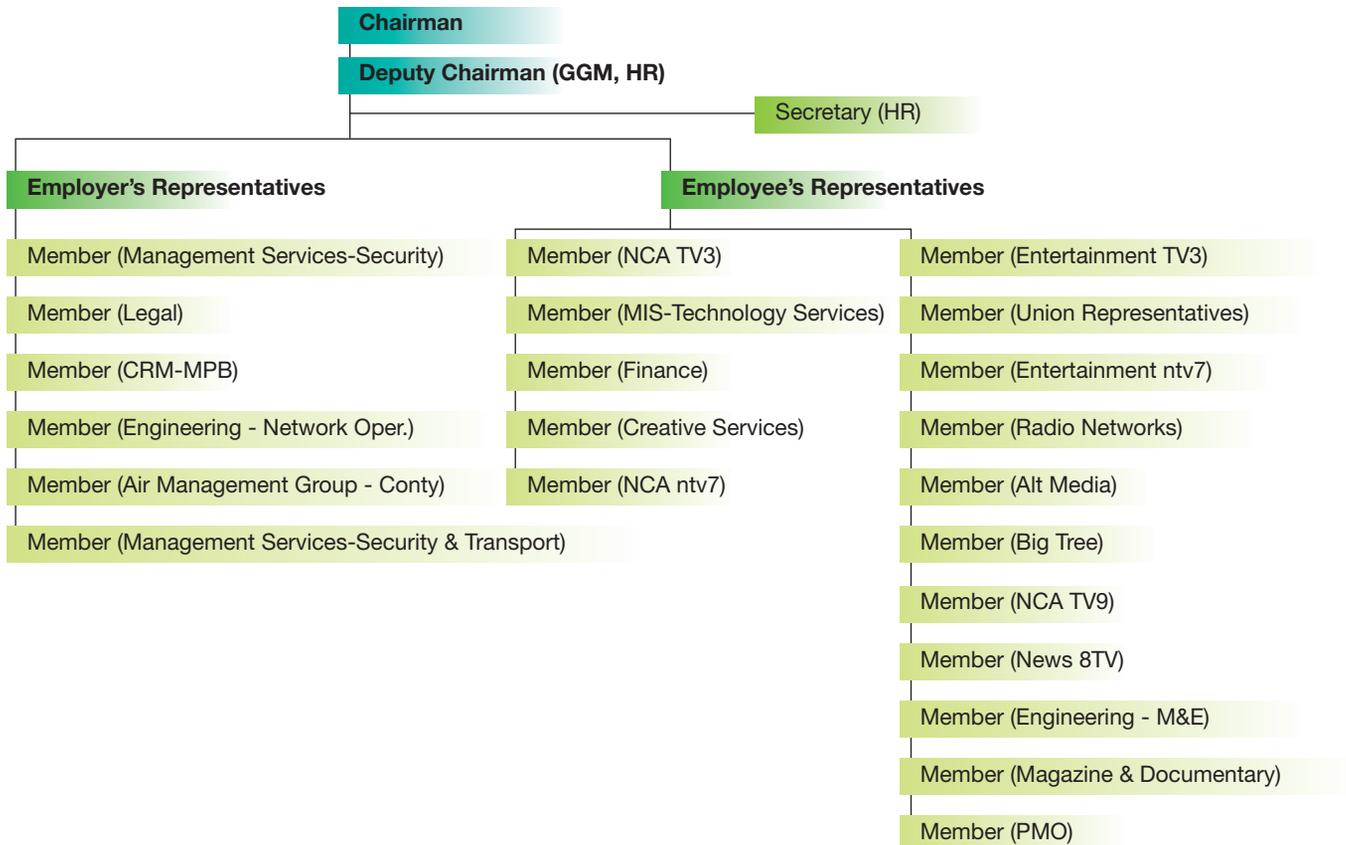
Occupational Safety and Health

Media Prima has established an Occupational Safety and Health (OSH) Committee for the effective management of safety and health issues. It is a forum for discussion and the development of new ideas, for the improvement of Safety and Health Programmes. The OSH Committee meets on a quarterly basis but may convene whenever required, such as when investigating an accident. The OSH 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. The main focus of the OSH Committee is to:

- Assist in the development of safety and health rules and safe systems of work;
- Review the effectiveness of safety and health programmes;
- Carry out studies on the trends of accident, near-misses, dangerous occurrence, occupational poisoning or occupational diseases which occur at the place of work;

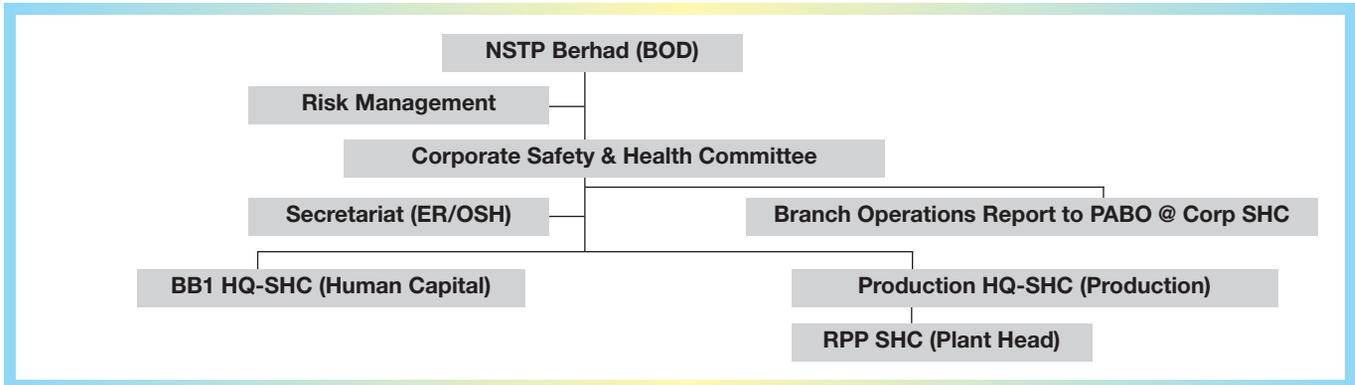
- Report to the management any unsafe or unhealthy conditions or practices at the place of work, together with recommendations for corrective actions;
- Review the safety and health policies at the place of work and recommend the revision of policies to the management;
- Inspect the place of work at least once every three months to ascertain if there is anything prejudicial to the safety and health of the employees or the public;
- Discuss committee members' observations during the inspection of the workplace;
- Make recommendations to the management on the remedial measures to be taken on any matters prejudicial to the safety and health of employees or the public;
- Inspect the place of work, as soon as it is safe, after any accident, near-misses, dangerous occurrence, occupational poisoning or occupational diseases have occurred at the workplace;
- Discuss the root cause of the accident, near-misses, dangerous occurrence, occupational poisoning or occupational diseases at the meeting convened and make recommendations to the management, measures to be taken to prevent the reoccurrence of such incidents.

Occupational Safety and Health Structure at Sri Pentas





Occupational Safety and Health Structure at Balai Berita



The OSH Committees at Sri Pentas and Balai Berita each consist of six management representatives, 15 employees representatives and one union representative. A total of nine injuries were recorded in 2011.

OSH trainings conducted in 2011

Training	Date	No. of Attendees
OHSAS 18001 System Awareness	13 September 2011	16
Safety & Health Committee	28 April 2011	26
NIOSH TM Safety Passport	20 & 28 June 2011	34
Fire Fighting & Rescue	28 June 2011	29
Safety Begins With You (Engineering Team)	13 July 2011	22
Safety Begins With You (Production Team)	13 July 2011	13

Safety Assurance for Contractors

Hired contractors must be able to demonstrate staff training, competency in the workplace and that they have adequate insurance. Contractors must take a Risk Assessment (RA) and Method Statement (MS) prior to entering the site.

- The provision of adequate instruction, training and information of all safety hazards particularly if an employee is assigned to a high risk task
- Detailed procedures in 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 type of illness

OSH TOPICS COVERED IN COLLECTIVE AGREEMENTS

Media Prima provides a safe and healthy workplace through its Union which is a mechanism for negotiating on behalf of all employees of the Company. These topics include:

- The development and maintenance of a safe working environment including a system of work practices that abide by the Safety and Health Act 1994 and other legislatives

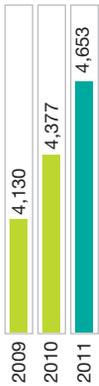
Diversity

Media Prima protects the dignity of each co-worker and the right to a workplace free of harassment, abuse or corporal punishment. Decisions on hiring, salary, benefits, advancement, termination or retirement are based solely on the co-worker's ability to do the job. There is no discrimination based on race, creed, disability, gender, marital or maternity status, religious or political beliefs, age or sexual orientation. Media Prima also commits to diversity in the workplace.

Workplace (Cont'd)

Media Prima's workforce comprises almost 100% local employees, all of whom work on a full-time basis in Malaysia. The growth in the total number of employees in Media Prima from 2009 to 2011 and other data are highlighted in the charts below.

Total number of employees at Media Prima from 2009 to 2011



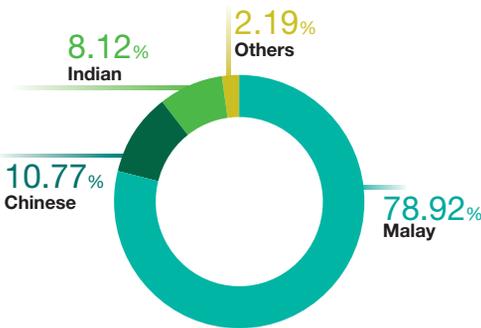
Media Prima Breakdown of Employees by Category 2011



Media Prima Turnover Rate Gender 2011(%)



Breakdown of Media Prima Employees by Race 2011



Breakdown of Media Prima Employees by Gender 2011



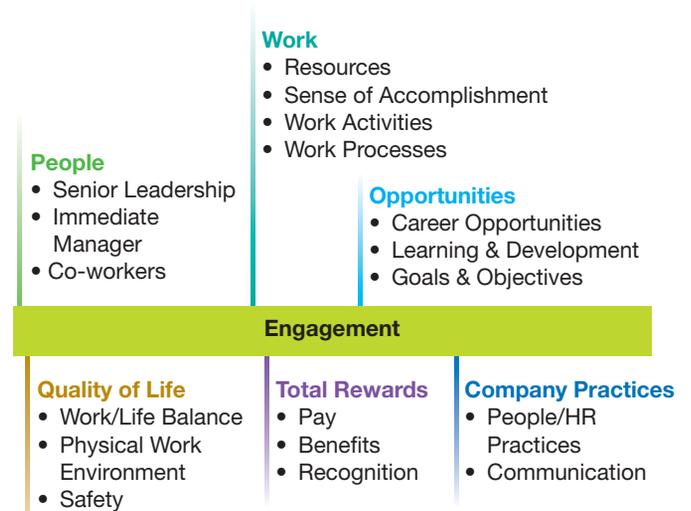
Employees Communications and Participations

Employee grievances are addressed through a formal system and channels. Our grievance guidelines highlight procedures for employees to voice their concerns to the Management. Although the heads of the relevant departments can deal with minor issues, a committee has been established by the Management to examine major issues. The existence of these processes demonstrates to all employees that the Management is concerned for their well-being. We hope that this results in an improvement of morale and staff loyalty, increases productivity and reduces employee malpractice. Employees are encouraged to make suggestions that will improve the working environment and productivity. Any proposal that is found to be workable should be adopted and the employee rewarded accordingly.

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

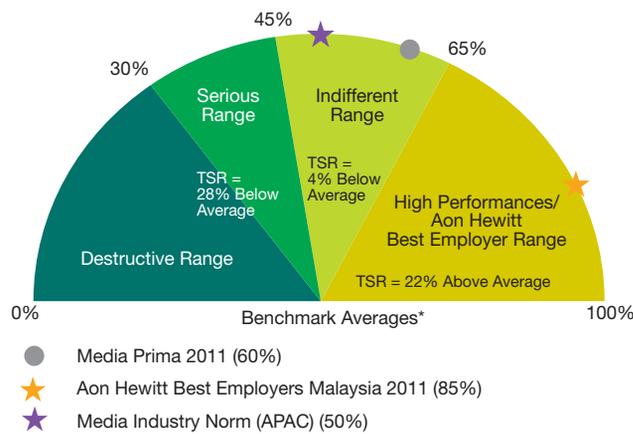
Media Prima partnered with an external party, Aon Hewitt, in an initiative to gauge employee feedback in October 2011. The study featured 2,260 employees from Sri Pentas. These employees participated in the survey which was administered between 17 October and 18 November 2011 via:

- An Online Questionnaire for all employees with access to web and individual workstation
- A Hardcopy Questionnaire for all other employees administered in a classroom format proctored by Media Prima internal survey coordinators





Overall, 1001 out of 2260 employees responded to the survey, achieving a response rate of 44%. Employees responded to survey questions using a six-point scale (1=Strongly Disagree, 2=Disagree, 3=Slightly Disagree, 4=Slightly Agree, 5=Agree, 6=Strongly Agree). In addition, employees were given the opportunity at the end of the survey to provide qualitative inputs.



The overall employee engagement score for Media Prima was 60% which places Media Prima in the “Indifferent Range” and is above the Media Industry Norm.

Anugerah Kecemerlangan Akademik

At Media Prima, recognition for achievements is extended to the family members of our employees. The award for each level of academic achievement is as follows. There were 58 children who were recognised for their academic excellence results in 2010 and received this award.

Examination	Achievement	Reward(RM)
End-year examination	First place in the class	100
UPSR	5A	150
PMR	7As and above	200
SPM	7As and above	250
STPM	5P	300

Collective Agreement and Freedom of Association at Media Prima

Media Prima recognises the Union as the principle body in negotiating for and on behalf of employees belonging it. Provisions of the Collective Agreement demonstrate Media Prima’s commitment to cooperate with the Labour Union and

comply with the national freedom of association laws. This commitment has been successful since no discrimination incidents or violations of employee rights were reported during 2011. Employees intending to carry out their duties or exercise their rights as an official of the Trade Union may apply for leave.

Media Prima consist of three groups of Union namely:

1. National Union of Journalist (NUJ)
2. National Union of Newspaper Workers (NUNW)
3. Kesatuan Sekerja Kakitangan STMB

A negotiation with NUJ, which took place in May 2011, was successfully concluded. Media Prima works closely with the Union and its employees to ensure that they enjoy their right to be informed, to monitor and be 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. It is a bonding which is based on trust.

In recognition of the commitment to Employee-Employer relationships, Media Prima has been awarded with Smart Partnership Employer—Union Award on 5 July, 2011 at Manila, Philippines by Uni Global Union.

Notice Period for Operational Change

Any operational changes occurring that may potentially affect our employees will be communicated throughout the Company via email or other methods of communication. Our online 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 Union and respect our employees’ rights as required by Malaysia’s Industrial Relations Act 1967. The Union uses the Company notice board to disseminate information to employees.

HUMAN RIGHTS

Media Prima recognises that it has a responsibility to protect employees’ Human Rights and ensure 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.

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 of 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.

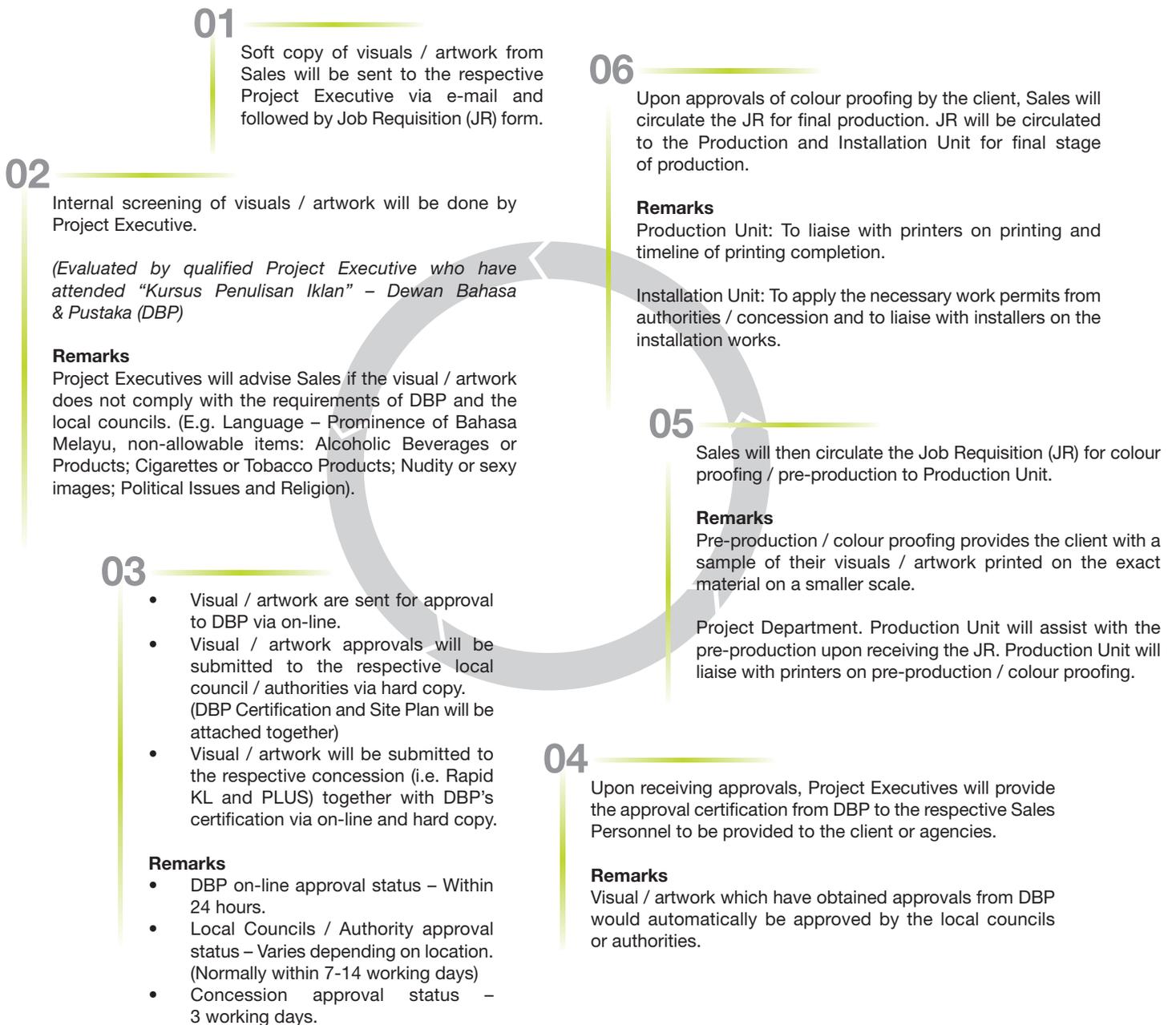
MARKETPLACE





PRODUCT LIFE-CYCLE OF VISUAL APPROVAL AT BIG TREE OUTDOOR

In ensuring the delivery of high-quality products and services, Big Tree Outdoor emphasises a very stringent quality monitoring and inspection during each stage of its life-cycle. A proper set of guidelines and procedures are followed before progressing to the next stage. The brief summary of Big Tree Outdoor's visual life-cycle approval is explained below:



Marketplace (Cont'd)

Responsible Marketing

Media Prima adheres to the national policy of responsible marketing set by the *Lembaga Penapisan Filem*. It does not accept sponsorships from tobacco or alcohol companies for any of its programmes or publications. Media Prima has not faced any convictions relating to its marketing or communications including advertising, promotion and sponsorship during this period. The Company has no record of non-compliance and has not sold any programme or air-time in any barred markets within and outside Malaysia.

Widening Our Customer Platform

Tonton

tonton.com.my was launched in August 2010 and has been developed for a world-class video viewing experience that sits on an intelligent platform. This video portal serves as a catch-up TV service that was residing in the different TV portals and enabled Media Prima to deliver even more content, user interactivity and personalisation to the market. It provides an even more compelling proposition to its users, advertisers and clients and 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, GUA Muzik, Fly TV, One TV, Hot TV and EMAS.

Tonton Viewing Data against Targets during 2011

Metric	KPI 2011	Actual Performance 2011	% of KPI Achieved
Page Views	60,000,000	73,868,078	123%
Visits	14,400,000	17,164,259	119%

Tonton Social Media Statistics as of 31 December 2011

LIKES on Facebook	47,900
Followers on Twitter	11,681

Enhancing Customers' Experience

Big Tree Outdoor holds a customer brainstorming session annually. In 2011, the session was held on 23 and 24 June at the Thistle, Port Dickson. The session includes an open dialogue between Big Tree Outdoor and Posterscope in reviewing past campaigns, presentation on new creative ideas and discussion on new ideas for potential clients.

Media Prima and its subsidiaries encourage two-way communication to be practiced throughout its operations to produce a knowledgeable society. A Town Hall meeting is held by

Big Tree Outdoor on a regular basis to update stakeholders with the latest information on Company activities, new corporate structure, new appointment of key personnel and to obtain stakeholders' views on strategies. There were three town hall meetings held in 2011 on 24 June, 13 October and 21 October.

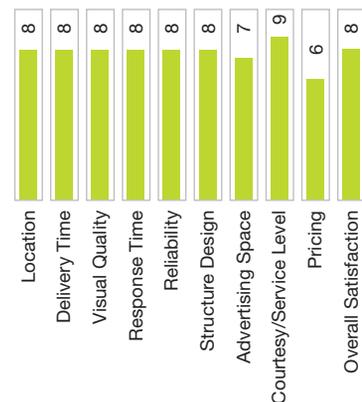
Customer Satisfaction

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 are upheld. These processes have been introduced to generate feedback for Media Prima's programming.

The Customer Satisfaction Rating System is managed by the Research Department in Media Prima and outsourced to Nielsen Audience Measurement methodologies. Media Prima tracks the response of the audience according to TV Networks. The number of viewers and the satisfaction rates are recorded. Standard information is also collected across all major demographics.

Media Prima's complaints process is managed by the Brand Management Group which has been established under the General Consumers Code. Media Prima complies with the Malaysia Communications and Multimedia Commission (MCMC) policy on customer feedback. The Customer Complaint process addresses the expected timeline for resolving complaints. We ensure that 90% of all complaints are resolved within 15 days.

Big Tree Outdoor's Customer Satisfaction Survey 2011



Big Tree Outdoor's Complaints Received by Client Type during 2011





Customer Privacy

All Media Prima corporate, customer and employees' information are strictly private and confidential, and the Code of Ethics stipulates that it must be treated as such at all times. It should not be disclosed to anybody without proper authorisation or 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.

Media Prima's research department outsources the monitoring and recording of customer information to Nielsen Audience Measurement. The number of viewers of each of the TV networks is automatically tracked and the results are sent to our research department. We ensure proper management of confidentiality 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.

Procurement

Our procurement practices promote transparency which ensures that the processes are auditable, justifiable and can stand up to scrutiny. In Media Prima, we encourage collective decision making in our procurement practices to ensure a bias free outcome. Our Procurement Department also assists outside broadcast requirements. Health and safety is never compromised especially during installations for broadcast and ground events mobilisation such as Karnival Jom Heboh, Yuan Festival and large scale concerts with large crowds. We abide by the regulations set for safety and installation standards.

Media Prima shares its philosophies and business goals with its suppliers ensuring strong long-term partnerships. We promote our procurement activities based on our basic policies of fairness, compliance or ethics and Corporate Responsibility. A few criteria must be met to become one of our preferred suppliers. These include the ability to deliver at short notice; quality of product; credit terms; easy to contact when needed; knowledge, skills and creativity; and flexibility in handling changes without incurring additional costs.

At Media Prima, we continue to strengthen our systems to cooperate with our suppliers. As part of our continuous efforts to deliver quality products and services to our clients, we have implemented detailed suppliers selection guidelines which assess the following five core criteria:

Supplier quality of products or services	Suppliers are expected to comply with the governing standards of the Country
Competitive price offerings	Price-quality evaluation
Delivery Lead Time	Varies according to the nature of the project
Payment Terms	Flexibility in payment and terms of payment
Other Services	Certificate of conformance and other after sales service

In addition, Big Tree Outdoor expects its suppliers to have achieved ISO 9001 or other certifications, pass sample tests and its in-house test. We continue to support our suppliers in their efforts to improve quality. We hold a 'suppliers and sub-contractors performance evaluation system' each year. The senior project executive or procurement executive identifies suppliers' performance gaps and sets a time-line for improvement. This is a point-based evaluation system; three is good, two is average and one is poor. Evaluated criteria consist of workmanship, delivery, cooperation, material, supervision, safety, Quality Control, manpower, competency and consideration.

Safety Measures For Suppliers And Sub-contractors

Big Tree Outdoor is committed to minimising risks associated with the requirements for employees and contractors to work at heights such as installing billboards. The primary risks associated with working at heights are persons or objects falling and safe access to all work areas.

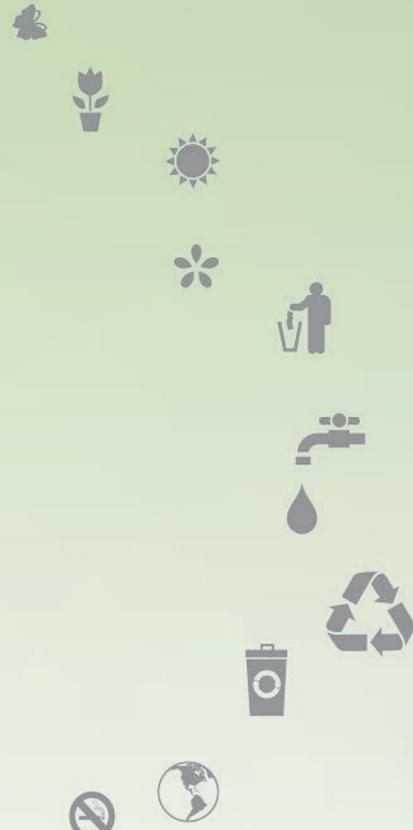
Big Tree Outdoor ensures the following precautionary approaches are taken before allowing any employees or contractors to work at height:

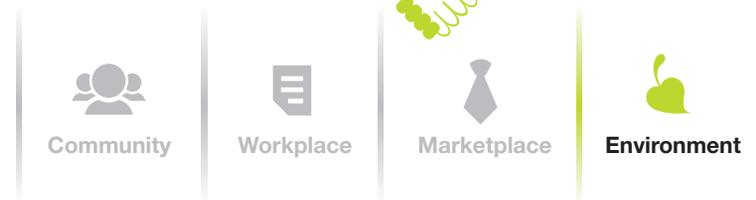
- Assessment of environment and weather conditions
- Organisation of fall prevention equipment
- Safe access and egress - public protection
- Allowable clearances from overhead power lines
- Personal Protective Equipment (PPE)
- Manual handling
- The means of rescuing persons from safety harnesses following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

Compliance

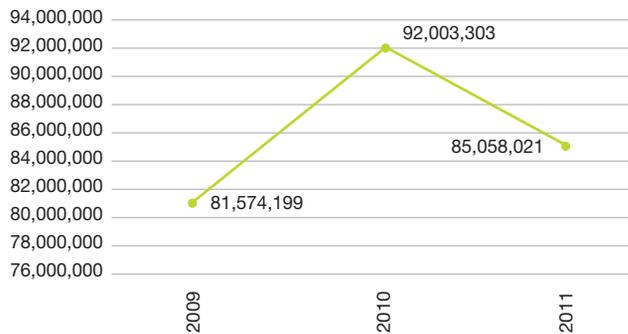
Media Prima and its subsidiaries have a comprehensive quality control system that is regularly evaluated and improved. There has been no incidence of non-compliance with laws and regulations concerning the provision and use of Media Prima's products during this period. In addition, the Company did not have any major incidents of non-compliance with regulations or its own voluntary codes concerning the health and safety impact on its life-cycle stages.

ENVIRONMENT

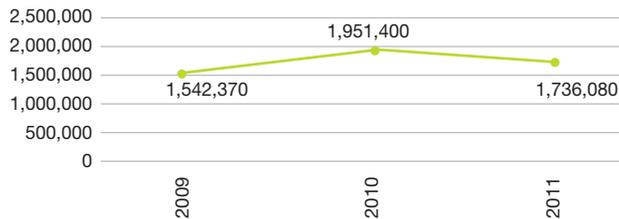




Total Newsprint NSTP from 2009 to 2011 (kg)



NSTP's Total Ink Usage from 2009 to 2011 (kg)



A total of 1,736,080kg of ink usage was recorded in 2011. This is 12% below the usage in the previous year which was 1,951,400.

WASTE MANAGEMENT

Solid Waste

Media Prima implements the Reduce, Reuse, Recycle (3R) concept throughout its operations. NSTP sends 100% of its newsprint waste to Malaysian Newsprint Industries (MNI) for recycling. NSTP works to reduce its environmental impact by reducing the amount of waste produced throughout its business.

At Sri Pentas, our Project Wise encourages employees to save paper by removing individual printers and recommends the use of common printers which are only located at a few strategic corners. Through this initiative, we hope to reduce the amount of printing in our offices. Another 3R initiative which is actively practiced at Sri Pentas is the recycling of unused set & props, doors, furniture and other wood materials, where we give these waste to a vendor at no cost.

Scheduled Waste

At NSTP, scheduled waste such as contaminated rags, waste ink and chemical waste from the print sites are collected, stored and disposed of by Department of Environment (DOE) licensed collectors. The licensed contractor washes contaminated rags and returns them to us for reuse.

NSTP is making an effort to reduce its waste. Among the initiatives are changing from Computer to Film (CTF) to computer to plate (CTP). This process reduces the chemical waste as the development of films are no longer required. NSTP's scheduled waste by type is summarised below from 2009 to 2011.

Scheduled Waste Disposal by type from 2009 to 2011

Description of Waste	Quantity generated (Tonnes)		
	2009	2010	2011
Photographic sludge (SW 423)	7.10	1.98	2.98
Activated Carbon (SW 411)	0	9.03	5.61
Mixed Solvent (SW 322)	4.00	9.60	2.40
Ink sludge (SW 416)	15.30	12.25	11.34
Ink waste (SW 418)	8.70	9.20	8.00
Total	35.10	42.06	30.33

Environment (Cont'd)

Effluent Management

In NSTP, the printing process generates wastewater that is treated in its wastewater treatment plants prior to discharge 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. The total amount of wastewater treated in our *Balai Berita Shah Alam* plant 2011 was 7,206 m³. The compliance table of our BOD and COD level of our wastewater in 2011 is disclosed below.

Effluents treated for Shah Alam Plant 2011

		DOE Limits	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Treated Effluent	COD	200	180	182	183	84	182	83	64	28	92	24	49	144
	BOD	50	45	48	43	22	46	22	17	7	24	6	13	37

The DOE Standard B limits for the plant are 200 for COD and 50 for BOD. NSTP are within the COD and BOD limits set by the DOE for each month during 2011.

Energy Conservations and Management

Reducing Energy Consumption

Radio Network	Fly FM, Hot FM and One FM supported the Earth Hour again this year when their stations were shut down from 8:30pm to 9:30pm on 26 March 2011. Listeners were also encouraged to support this good cause by announcing the initiative on-air.
Media Prima	<ul style="list-style-type: none"> Gradual replacement of 2KW and 1KW of studio lightings to energy saving Light Emitting Diode (LED) studio lightings and cooled lights Trial test run on the use of LED fluorescent lights versus standard conventional fluorescent lighting at the office area is ongoing. The tests have been very encouraging with the achievable saving of energy estimated at approximately 50%. However the purchase cost of the new LED fluorescent lights is currently still very high. We will start to purchase LED fluorescent lights in stages when the price drops to the level where the saving exceeds the cost of the purchase.
NSTP	<p>The total energy consumption for NSTP has reduced from 31,305,744 kWh (2010) to 29,652,169 kWh (2011) which may be as a result of implementing the following initiatives in 2011:</p> <ul style="list-style-type: none"> Centralised air-conditioning initiatives at the NSTP office which reportedly consumes 5 to 10% less energy The NSTP Printing air compressors installation initiative
Big Tree Outdoor	<ul style="list-style-type: none"> Replacing normal fluorescent light to External Electrode Fluorescent Lamp (EEFL) of 5' x 3', 6' x 4', 4' x 8' light boxes. The EEFL differs from other fluorescent lamps, with its electrodes outside of the lamp. The source of the lamps light is produced by use of the external electrodes producing an electric field inside the lamp which generates the plasma that lights the lamp. This new generation of lamps do not emit heat and the lifetime of the lamp is greatly increased as a result Upgrading static lightboxes to Plasma Liquid Crystal Display (LCD) screens Replacing normal usage of metal halide fittings to LED type Reducing power usage by installing junction boxes at KL StarRail Sdn Bhd (KLSR) pillars



Electricity Usage for NSTP from 2010 to 2011 (kWh)

Site	2010	2011
Plant Shah Alam	6,942,517	7,051,330
Plant Prai	5,112,504	4,828,100
Plant Senai	5,670,956	5,462,009
Plant Ajil	4,532,317	3,766,828
HQ Bangsar	9,047,450	8,543,902

Media Prima's Energy Consumption (kWh) from 2009 to 2011

No.	Description	2009	2010	2011
1	Sri Pentas	7,705,587	7,812,359	8,090,037
2	Glenmarie Shah Alam	2,620,049	2,732,446	2,123,213
3	Sri Pentas 2	232,424	175,834	159,700
4	TV3's Transmitters	7,372,381	7,414,642	7,738,266
5	ntv7's Transmitters	3,765,413	3,543,503	3,645,269
6	8TV's Transmitters	1,069,133	1,085,816	1,182,215
7	TV9's Transmitters	928,730	908,740	964,256
8	Hot FM Radio's Transmitters	343,808	343,808	343,781
Grand Total		24,037,525	24,017,148	24,246,737

The energy consumption at Media Prima increased slightly in 2011 compared to 2010. This increase of less than 1% is considered very low as our workforce expanded by more than 7%. Sri Pentas contributed to most of the increment as there were more activities and engagements conducted for employees and visitors at Sri Pentas throughout the year.

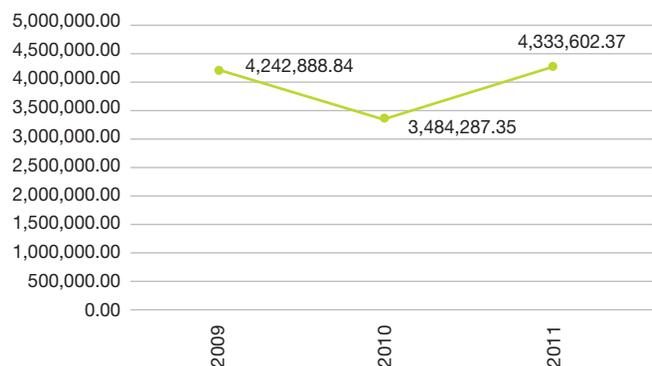
All Engineering units are exploring new innovative products and energy saving technologies including LED, soft lights, auto switches and timers which can help save energy and increase efficiency.

Media Prima uses a chilled water air conditioning system at its headquarters in Sri Pentas to conserve energy. The primary function of the chilled water is to cool the buildings and equipment. The system consists of parallel supply and return piping which circulates the chilled water throughout the building. The chilled water is supplied by energy efficient chiller units located in the adjacent building owned by property developer, See Hoy Chan. It consumes less energy resulting in less greenhouse gases and environment contaminants as well.

Total Chilled Water Power Consumption for Sri Pentas (kWh) from 2009 to 2011

	2009	2010	2011
Energy from Chilled Water (kWh)	12,796,000	13,632,000	12,871,000

Energy used for billboards 2009-2011 (kWh)



Environment (Cont'd)

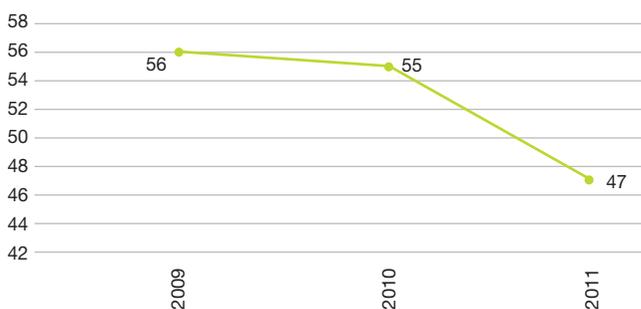
We were pleased to see a reduction in energy used for billboards in 2010 as a result of our energy saving initiatives. Although these initiatives have contributed to our energy consumption reduction, the total energy used in 2011 has increased as a result of expanding our coverage to a wider group of stakeholders. We have constructed more than 30 new billboards in 2011. With our energy saving initiatives, each additional billboard contributed to less than a 2% increase of energy consumed.

Water Management

Water Consumption For NSTP Plants 2010 And 2011 (m³)

Site	2010	2011
Plant Shah Alam	46,338	37,002
Plant Prai	29,784	32,004
Plant Senai	25,131	21,735

Water consumption at Big Tree Outdoor from 2009-2011 (m³)



OTHER ENVIRONMENTAL INITIATIVES

Recyclable Vinyl

Big Tree Outdoor introduced BIOFlex Polyethylene recyclable vinyl for billboards in Malaysia. A large proportion of our visual environment is composed of billboards. These have a limited life span and ultimately become landfill once they are disposed of. We converted expired billboard advertising campaigns into paper bags and mouse pads.

Illegal Tappings

We constantly trace and take action on the illegal tappings 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. Offenders are prosecuted and their contracts with Big Tree Outdoor are terminated.

Biodiversity and Conservation

Primeworks Studios Pulau Tioman Clean-Up Day

50 children aged 10 to 12 years old participated in the 'Pulau Tioman Clean Up Day' from 2 to 6 December 2011. It was organised by Kids Scuba, Scuba Rangers and PADI Seal Team, and Berjaya Hotels and Resorts. Berita Adik, TV9 was invited to participate in this three-day event on Pulau Tioman.

The main objective was to protect and preserve the natural environment of Pulau Tioman. Endorsed by the Professional Association of Diving Instructors (PADI)'s Project AWARE, this marine camp aims to strengthen conservation of underwater life and educate children from an early age about the importance of coral reefs to the ecosystems. The event features various educational and fun-filled activities including a dive clean-up, beach cleaning, conservation awareness talk, workshop and games.

This camp was made truly special by the attendance of Dr Puspha of University Malaysia Sabah, who personally conducted the Sea Turtle Research and Tagging process witnessed by the children and teens "Live".



Environmental Expenditure

Each Company of the Media Prima Group allocated money to help the environment in different areas. The cost of disposing of scheduled wastes and the cost of chemicals for the treatment of effluent in the Wastewater Treatment Plant (WWTP) for Balai Berita in Shah Alam are highlighted below.

Environmental Expenditure for the disposal of Scheduled Wastes for Balai Berita Shah Alam from 2009 to 2011

Description of Waste	Disposal Cost (RM)		
	2009	2010	2011
Photographic sludge (SW 423)	22,482.00	6,326.10	7,423.20
Activated Carbon (SW 411)	0	25,193.60	15,651.90
Mixed Solvent (SW 322)	800.00	1,920.00	480.00
Ink sludge (SW 416)	17,128.80	20,079.70	7,720.65
Ink waste (SW 418)	20,961.00	20,700.00	16,800.00
Transport and toll charges for disposal	2036.74	2100.19	1554.55
Total	65,417.54	76,319.59	49,630.30

Treatment cost of WWTP at Balai Berita Shah Alam from 2009 to 2011

	2009 (RM)	2010 (RM)	2011 (RM)
Fees for Labs Test	4,860	4,860	4,860
Envifloc 40 L	29,760	26,100	23,976
Envifloc 20S	5,868	3,540	3,648
Envifoam	1,980	504	520
Caustic Soda	14,040	14,688	12,744
Sulphuric Acid	0	0	0
Granular Activated Carbon	0	28,600	14,800
Total	56,508	78,292	60,548

Big Tree Outdoor changed from normal metal halide floodlight to LED floodlight for the unipole signs along the SPRINT highway in Taman Tun Dr Ismail (TTDI). The Company also spent RM83,335 to change from normal metal halide floodlight to LED floodlight at Hang Tuah station on the KL monorail.

Environmental Compliance

Media Prima and its subsidiaries subscribe to the following regulations:

- Environmental Quality (Clean Air) Regulations 1979
- 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 penalties for violations of environmental-related laws and regulations. The Company complies with all significant environmental requirements under the Department of Environment's legal regulations.

GRI G3.1 Content Index Profile Disclosures

Status : ● Fully Reported; □ Partially Reported; x Not Reported

Standard Disclosures Part : Profile Disclosures

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation
1. STRATEGY AND ANALYSIS				
1.1	Statement from the most senior decision-maker of the organisation	●	P9-10	
1.2	Description of key impacts, risks, and opportunities	●	P9-10, P12	
2. ORGANISATIONAL PROFILE				
2.1	Name of the organisation	●	Front Cover	
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	●	P6-7	
2.6	Nature of ownership and legal form	●	P6-7	
2.7	Markets served	●	P6-7	
2.8	Scale of the reporting organisation	●	P2, P6-7	
2.9	Significant changes during the reporting period	●	P2, P9-10	
2.10	Awards received in the reporting period	●	P10, P41	
3. REPORT PARAMETERS				
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	
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	
3.9	Data measurement techniques and the bases of calculations	●	P48-50	
3.10	Explanation of the effect of any re-statements of information	●	P9-10	
3.11	Significant changes from previous reporting period	●	P2, P9-10	
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	●	Independent Verification Statement	

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation
4. GOVERNANCE, COMMITMENTS, AND ENGAGEMENT				
4.1	Governance structure of the organisation	•	P13	
4.2	Indicate whether the Chair of the highest governance body is also an executive officer	•	P13	
4.3	Independent and/or non-executive members of the Board	•	P13	
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body	•	P14	
4.5	Linkage between compensation and the organisation's performance	•	Annual Report 2011:P43	
4.6	Processes in place to ensure conflicts of interest are avoided	•	P15	
4.7	Qualifications and expertise of the Board	•	P13	
4.8	Internally developed statements of mission or values, codes of conduct, and principles	•	P15	
4.9	Identification and management of economic, environmental, and social performance, conduct, and principles	•	P31, P38	
4.10	Processes for evaluating the highest governance body's own performance	•	P13-14	
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organisation	•	P11-12	
4.12	Externally developed economic, environmental, and social charters, principles	•	P45	
4.13	Memberships in associations	•	P9-10	
4.14	List of stakeholder groups engaged by the organisation	•	P11	
4.15	Basis for identification and selection of stakeholders with whom to engage	•	P11	
4.16	Approaches to stakeholder engagement	•	P11	
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organisation has responded to those key topics	•	P11-12	

DMA and Performance Data

Standard Disclosures Part : Performance Indicators

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
ECONOMIC					
Economic performance					
EC1	Direct economic value generated and distributed	•	Annual Report 2011:70		
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	
EC3	Coverage of the organisation's defined benefit plan obligations	•	P33-34		
EC4	Significant financial assistance received from government	•	P31		
Market presence					
EC5	Standard entry level wage vs. local minimum wage	•	P33		
EC6	Policy, practices, and proportion of spending on locally-based suppliers	•	P43		
EC7	Procedures for local hiring	•	P40		
Indirect economic impacts					
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit	•	P28-30		
EC9	Understanding and describing significant indirect economic impacts	•	P17-30		
ENVIRONMENTAL					
Materials					
EN1	Materials used by weight or volume	•	P47		
EN2	Percentage of materials used that are recycled input materials	•	P47		

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
Energy					
EN3	Direct energy consumption by primary energy source	•	P49		
EN4	Indirect energy consumption by primary source	•	P49		
EN5	Energy saved due to conservation and efficiency improvements	•	P48-50		
EN6	Initiatives to provide energy-efficient or renewable energy	•	P48-50		
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	•	P48-50		
Water					
EN8	Total water withdrawal by source	•	P50		
EN9	Significant impact of withdrawal of water	x	–	We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013
EN10	Percentage and total volume of water recycled and reused	x	–	We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013
Biodiversity					
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas	□	P50	The size covered during Primeworks Studios Tioman Island cleanup day is not available. We will consider having this information available on our upcoming conservation projects	2013
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas	□	P50	The impact from Primeworks Studios Tioman Island cleanup day is disclosed in brief. However, there was no proper monitoring done on the biodiversity level following the programme.	2013
EN13	Habitats protected or restored	x	–	We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013

DMA and Performance Data (Cont'd)

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity	x	–	We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations	x	–	We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013
Emissions, effluents and waste					
EN16	Total direct and indirect greenhouse gas emissions by weight	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–
EN17	Other relevant indirect greenhouse gas emissions by weight				
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–
EN19	Emissions of ozone-depleting substances by weight	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–
EN20	NOx, SOx, and other significant air emissions by type and weight	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–
EN21	Total water discharge by quality and destination	•	P48, P50		
EN22	Total weight of waste by type and disposal method	•	P47-48		
EN23	Total number and volume of significant spills	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–
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	–	We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013
Products and services					
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	•	P47-50		
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–
Compliance					
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	•	P51		
Transport					
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organisation's operations, and transporting members of the workforce	x	–	This indicator is not directly relevant to our nature of industry as a media investment group	–
Overall					
EN30	Total environmental protection expenditures and investments by type.	•	P51		

DMA and Performance Data (Cont'd)

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
SOCIAL: LABOUR PRACTICES AND DECENT WORK					
Employment					
LA1	Total workforce by employment type, employment contract, and region	•	P40		
LA2	Total number and rate of employee turnover by age group, gender, and region	□	P40	Turnover rates by age group and region are not disclosed. We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations	•	P33-34		
LA15	Return to work and retention rates after parental leave, by gender	x		We are in the process of improving our data collection process and we aim to disclose this indicator by next year	2013
Labour/management relations					
LA4	Percentage of employees covered by collective bargaining agreements	•	P41		
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements	•	P41		
Occupational health and safety					
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	•	P39		
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region	□	P39	Rates of occupational diseases, lost days, absenteeism and number of work-related fatalities by region are not disclosed. We aim to have these indicators available by next year	2013

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
LA8	Education, training, counselling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	x	-	There was no significant training programmes being held on serious disease held in 2011	2013
LA9	Health and safety topics covered in formal agreements with trade unions.	•	P39		
Training and education					
LA10	Average hours of training per year per employee by employee category	•	P34		
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	•	P34-37		
LA12	Percentage of employees receiving regular performance and career development reviews	•	P34		
Diversity and equal opportunity					
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity	□	P40	Breakdown of governance bodies and employees according to minority group membership is not available. We are in the process of improving our data collection process and aim to have this indicator available by next year	2013
Equal remuneration for women and men					
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation	•	P41		

DMA and Performance Data (Cont'd)

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
SOCIAL: HUMAN RIGHTS					
Diversity and equal opportunity					
HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening	•	P41		
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken	•	P41		
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	•	P41		
Non-discrimination					
HR4	Total number of incidents of discrimination and actions taken	•	P41		
Freedom of association and collective bargaining					
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	•	P41		
Child labour					
HR6	Operations identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour	•	P41		
Forced and compulsory labour					
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	•	P41		

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
Security practices					
HR8	Percentage of security personnel trained in the organisation's policies or procedures concerning aspects of human rights that are relevant to operations	•	P41		
Indigenous rights					
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	•	P41		
Assessment					
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments	x	-	We are yet to formulate a proper human rights reviews and impact assessment for our operations	
Remediation					
HR11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms	•	P41		
SOCIAL: SOCIETY					
Community					
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	•	P12, P17-30		
SO9	Operations with significant potential or actual negative impacts on local communities	•	P17-30		
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities	•	P17-30		

DMA and Performance Data (Cont'd)

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
Corruption					
SO2	Percentage and total number of business units analysed for risks related to corruption.	•	P31		
SO3	Percentage of employees trained in organisation's anti-corruption policies and procedures	•	P31		
SO4	Actions taken in response to incidents of corruption	•	P31		
Public policy					
SO5	Public policy positions and participation in public policy development and lobbying	•	P31		
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country	•	P31		
Anti-competitive behaviour					
SO7	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes	•	P31		
Compliance					
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	•	P31		
SOCIAL: PRODUCT RESPONSIBILITY					
Customer health and safety					
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	•	P43		

Profile Disclosure	Description	Status	Cross-Reference	Reason for Omission & Explanation	To be Reported In
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	•	P45		
Product and service labelling					
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements	•	P43		
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes.	•	P43		
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	•	P44		
Marketing communications					
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	•	P44		
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	•	P44-45		
Customer privacy					
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	•	P45		
Compliance					
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	•	P45		

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 (Media Prima) to perform an independent verification of its 2011 Sustainability Report (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 audit covered all sustainability related activities which had been included in the 2011 Sustainability Report. The report was also assessed against the G3.1 Global Reporting Initiatives (GRI) Sustainability Reporting Guidelines.

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 Sustainability Report.

Methodology

The verification process was carried out by SIRIM QAS International in March 2012. 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, newsletters, etc.;



MS ISO/IEC 17021:2006 QS 91217999 CB 01
 MS ISO/IEC 17021:2006 EMS 11122002 CB 02
 MS ISO/IEC 20000-1:2005-PC 09 102004 CB 01
 MS ISO/IEC 17021:2006-SEA 08122008 CB 01
 MS ISO/IEC 17021:2006-NA/CP-20080808 CB 02
 MS-TR 20065:2007 PMSA 21120068 CB 01
 MS ISO/IEC 17021:2006 PMS 11122008 CB 02



MS ISO/IEC 17024
 CALIBRATION TESTING
 SABBING 006 SABBING 007
 SABBING 008 SABBING 009
 SABBING 010 SABBING 011
 SABBING 012 SABBING 013
 SABBING 014 SABBING 015
 SABBING 016 SABBING 017
 SABBING 018 SABBING 019
 SABBING 020 SABBING 021
 SABBING 022



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- 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 sufficiency of the Corporate Social Responsibility Report of Media Prima and its overall presentation against the GRI 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:

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

Conclusion

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

- The Media Prima 2011 Sustainability Report is in accordance with the A+ Application Level of the GRI G3.1 Sustainability Reporting Framework;
- The level of accuracy of data included in the report was found to be fair and acceptable;
- The information has been presented in an appropriate manner;
- The personnel responsible were able to reliably demonstrate the origin(s) and interpretation of data;
- 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:

Approved by:



AMINAH ANG
 Verification Team Leader
 Sustainability Certification Section
 Management System Certification Department
 SIRIM QAS International Sdn. Bhd.
 Date : 23/3/2012



PARAMA ISWARA SUBRAMANIAM
 Senior General Manager
 Management System Certification
 Department
 SIRIM QAS International Sdn. Bhd.
 Date : 23/3/2012



Statement GRI Application Level Check

GRI hereby states that **Media Prima Berhad** has presented its report "Media Prima Berhad Sustainability Report 2011" to GRI's Report Services which have concluded that the report fulfills 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.

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

Amsterdam, 22 March 2012



Nelmara Arbex
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 network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous 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

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 21st March 2012. GRI explicitly excludes the statement being applied to any later changes to such material.



"A business that makes nothing but money is a poor business."

- Henry Ford.

www.mediaprima.com.my

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